

2021 Annual Report of SEE Conservation



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2021 | **Annual Report**
SEE Conservation



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

In order to effectively promote the development of environmental protection projects and build a diversified organization structure, SEE and its members have established 19 institutions, including 7 foundations, 6 private non-enterprise units, 3 social groups and 2 social enterprises. Their jobs focus on desertification control, climate change and business sustainability, coastal wetland protection, biodiversity protection, nature education, Yangtze River protection, green supply chains, industrial development and other relevant environment issues.

In 2008, the SEE Conservation initiated the SEE Foundation in Beijing (the foundation was entitled to fundraise with the public in 2014). It has been committed to environment protection projects such as 100 Million Suosuo, Green starters and Growing Up Together, in which the former one is for desertification control and the latter two cultivating non-governmental forces for environmental protection and public welfare. In 2012, SEE founded the Mangrove Foundation (MCF), the first public fund-raising foundation for environmental protection initiated by a NGO, and it has grown to be a role model for coastal wetland protection in China. In 2016, SEE started the Hubei Changjiang Conservation Foundation (CCF) to facilitate the national strategy of "Yangtze River Protection". In 2017, SEE founded the Xi'an Entrepreneurs Environmental Protection Foundation to protect the ecology of Qinling, a major chain of mountains in Central China. In 2018, SEE launched Shenzhen Aleshan Foundation, which brings into full play entrepreneurs' resourcefulness and innovative spirit, and provides sustainable support for public welfare organizations and projects. In 2019, SEE founded the SEE Environmental and Philanthropy Institute to train professionals and experts in environmental protection.

With nearly 900 entrepreneur members till now, SEE currently runs a total of 32 regional project centers to profoundly make the entrepreneurs, environmental protection organizations and the public participate in local environmental protection undertakings. SEE has directly or indirectly supported more than 900 eco-friendly NGOs and individuals in China, while encouraging the participation of nearly 800 million people in environmental protection activities. SEE has been awarded with numerous honors such as the National Exemplary Social Organization from Ministry of Civil Affairs, Beijing Social Organization Demonstration Base, China-Europe Green Award for the Ecological Transition, and the title of 5A Level organization in China Social Organization Evaluation Grade, Ford Environmental Protection Award, Paulson Prize for Sustainability, Mother River Award of the Central Committee of the Communist Youth League.

After 17 years since its founding, SEE has entered into a new phase of development. We are putting in a lot of effort to establish an inclusive platform to coordinate environmental protection projects in different places and push them forward. By carrying out the Green "Belt and Road" initiative and "One Vertical, One Horizontal" strategy, SEE is determined to mobilize more entrepreneurs and resources to invest, and call out the participation of a wider public into these eco-friendly undertakings. SEE hopes we will grow into a public welfare platform widely participated by the public for the benefit of environmental protection.

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Message from the President

Embrace Changes Move Firmly Ahead

The year 2021 marks the first year of the 8th Governance Team duly executing its duties. In this year, we recorded each of our members' efforts made by embracing changes and moving ahead in a persistent, gentle and firm gesture on the book of SEE Conservation.

In the past year, we kept optimistic amid mounting uncertainties. We have experienced heavy rains and floods in Henan and Shanxi, as well as the fluctuations brought by the COVID-19 pandemic. Though being hit many times, our members responded with the responsibility and tenacity of Chinese entrepreneurs in the new era.

Frequent occurrence of extreme weather has sounded the alarm, making biodiversity conservation and "achieving carbon peak by 2030 and carbon neutrality by 2060" a key term of environmental conservation in 2021. We have made unremitting efforts to fuel green transformation of enterprises and the building of beautiful China; taken the initiative to address climate change, responded to the state's low-carbon commitments, and contributed to and mobilized forces for the development of eco-civilization.

In 2021, we continued to promote synergy among environmental issues and actively explored the possibility of applying the "nature-based solutions" in the practice in China, from vast deserts to long rivers. Besides, we innovated environmental conservation topics and explored avenues to protect biodiversity while maintaining harmony between the mankind and nature.

This year, we also bonded the world closer with the public welfare. On the international stage of environmental conservation, we have demonstrated the business wisdom and responsibility as one of Chinese environmental NGOs and entrepreneurs, and contributed Chinese solutions to global climate adaptation efforts; in the era of great changes, we created more possibilities and ways for entrepreneurs to stand on a global stage.

With 17 years of consistent efforts of more than 900 members, 32 environmental conservation project centers, 20 foundations, civil non-profit organizations, social organizations, social enterprises, and more than 800 environmental conservation partners nationwide, we have built a platform for social participation in environmental conservation and public welfare, and established a healthy and diversified ecosystem of the civil environmental conservation and public welfare sector, cultivate the concept of environmental conservation and public welfare and making it thrive.

Throughout the journey of 18 years from 2004 to 2022, we have been remaining true to our original aspiration. We will continue to strive for lucid waters and lush mountains in China, and inject vitality into our green homeland; while sparing no effort to carry forward the dream of environmental conservation and public welfare.

As time flies, we are committed to creating glory. Now, let's look at the ripples of clouds, listen to the breath of all things on earth, and embrace the new year of 2022 together.



SUN Lili

President



Message from the Chair of the Board of Supervisors

I got to know SEE Conservation a decade ago and became its lifetime member in 2021. Over the ten years, I have never stopped feeling the warmth from the public welfare sentiments and spirits of SEE entrepreneurs, no matter when I served as a member of SEE Northwest China Project Center's Working Committee or as the supervisor of the 8th Governance Team; because of them, I strongly believe that a minor good deed is enough to move people around and the greatest mission born by people who engage in public welfare is to encourage more people to join in the public welfare caused by setting an example themselves, adhering to their original aspirations, practicing the spirit of public welfare and fulfilling their social responsibilities.

We should have the spirit of devotion just like the fertile land, and raise the public's awareness of public welfare! We should be upright just like trees, take on our responsibilities, and be honest! We should cultivate the virtue of kindness and pursue harmony between mankind and nature just like water!

The 8th Board of Supervisors will continue to perform its duties as set out in the *constitution*, follow the principles of participating on an equal basis, keeping the work processing transparent, and accepting the public's supervision, fulfill the mission of "capturing entrepreneurial spirit and protecting lucid waters and blue sky", and uphold the concept of "being an activist of public welfare and a communicator of love and devotion", with an aim to arouse people to engage in public welfare and expand the green land in China.



CUI Cheng

Chair of the Board of Supervisors

Message from the Chair of Charter Committee

The *SEE Conservation Charter* is a fundamental institution that reflects the organization's strategic planning. Only stabilized and consistent strategies can lead SEE Conservation to a better future. Since the Members' Representative Convention was founded, the Charter Committee has been innovating working models and managing to better position itself. In 2021, all members of the Charter Committee have well performed their duties and steadily completed their tasks; at the Members' Representative Convention, a total of 15 amendments to the Charter and 3 amendments to the *Method of Election and Organization of Members' Representative Convention* were submitted, which is also a result of reaching a consensus among our members.

In the new year, the Charter Committee will continue to promote the organization's development with the concepts of rule of law in mind, establish a *Charter*-based governance system, and safeguard the entrepreneurship and the identity of the democratic governance institution on the basis of fully listening to and respecting our members' suggestions and recommendations. We are convinced that following the guidance of the *Charter*, SEE Conservation will always be full of vigor and continue to move forward.



CAI Xue'en

Chair of Charter Committee

Message from the Secretary General

In 2021 when rainstorms, floods and the pandemic raged, SEE Conservation kept gathering people with love and moving forward together with the entrepreneurial responsibilities. The Secretariat has actively accomplished the tasks designated by the 8th Governance Team. It stood the test and gained a lot of experience.

Since the beginning of 2021, the Secretariat has been in charge of the coordination and matchmaking of interviews and exchanges between the new governance team and 30 environmental conservation project centers, as well as 15 local institutions, to build consensus on environmental conservation. We also have actively participated in surveys and exchanges with the Ministry of Civil Affairs and the All-China Federation of Industry and Commerce, and promoted the collaboration and exchanges in the area of environmental conservation between the organizations and governments at all levels. In addition, we encouraged the organizations to engage in international environmental conservation events through multiple platforms, which allows more global partners to be aware of Chinese entrepreneurs' engagement and practice in environmental conservation.

I'd like to thank the governance team and all our members for their trust and support. I'd also like to thank all members of the Secretariat for their hard work. In 2022, we will continue to work hard, execute the Council's decisions and arrangements, perform our duties strictly in accordance with applicable rules and systems, and take concrete actions to build a better homeland along with all like-minded people.



ZHANG Yuan

Secretary General



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CHAPTER
Focus of 2021

005 / Highlights of 2021

Highlights of 2021



Entrepreneur members lived up to their responsibility by fighting COVID-19

In 2021, the pandemic and natural disasters caused by extreme weather brought about too many “uncertainties” in our lives. In the face of the severe situation, all the entrepreneur members of SEE Conservation have gathered love and moved firmly ahead with a high sense of social responsibility and strong patriotism.

At the beginning of 2022, the Working Committee of Hebei Project Center took active actions to fight against the pandemic in Hebei, and contacted the Council for supporting and coordinating its anti-pandemic effort in Hebei. To prevent and control the pandemic in Hebei, Heilongjiang and other high-risk areas, our members Dangdai Group and Humanwell Healthcare donated medicines and other supplies along with SEE Conservation to help the local communities overcome the pandemic as early as possible. In October 2021 when the pandemic broke out in Alxa League, Inner Mongolia where the organization originated, SEE Conservation immediately got in touch with the local government and donated 2 million yuan to the Red Cross Society in Ejina. Under the mobilization of Inner Mongolia Project Center, the entrepreneur members donated 1,933,100 yuan additionally, and all member enterprises across China donated supplies worth more than 3 million yuan, jointly safeguarding Alxa League.

To tackle rainstorm disasters caused by extreme weather, the Working Committee of Henan Project Center and its member enterprises took immediate actions, including assisting rescue teams, participating in the allocation and transportation of rescue materials, transferring the affected people, leading staff to provide voluntary services, and dealing with the aftermath. Beijing Weixi Agricultural Development Co., Ltd. and 69 entrepreneur members also jointly donated and sent more than 600,000 yuan of instant and fast food “Ren Xiaomi” to the front line. The Working Committee of Shanxi Project Center also launched a donation initiative immediately for the rainstorm that occurred in Shanxi, and joined the anti-disaster forces, aiming to help the Shanxi people rebuild their homes and resume production and life as soon as possible.



Instant food “Ren Xiaomi”



Assistance to fight against the rainstorm in Shanxi



Assistance to fight against the COVID-19 pandemic in Ejina



Deliver our voice on international stages and showcase China’s resolution on environmental conservation

In 2021, SEE Conservation, as the first global partner of Business for Nature (BfN) in China, actively participated in global environmental governance, and led 124 member enterprises to sign commitments, mobilizing the forces of entrepreneurs and enterprises and advocating for protecting the natural environment by commercial means; and as one of the first members to join the Partnership of Biodiversity and Finance (PBF), shared its practices and experience in biodiversity conservation with the stakeholders and partners.

In 2021, SEE Conservation became a new observer of UN CBD COP15 (Convention on Biological Diversity), giving us observer status of the world’s three most important environmental conventions. At the UN Environment Assembly in March, we were invited to speak at the world’s highest-level intergovernmental environmental conference for the first time, and there were only two non-governmental representatives were invited to do so. In addition, SEE Conservation successively showed the Chinese enterprises and social organizations’ concern for climate change, their thinking on decarbonization, their resolution to protect our planet and their willingness to safeguard the community with a shared future for mankind at major international events for environmental conservation and public welfare such as the United Nations Climate Change Conference, the UNESCO Nanjing Peace Forum, and the IUCN World Conservation Congress.

At the first session of CBD COP15 held in Kunming, China, SEE Conservation called on entrepreneurs and other parties to help conserve biodiversity. SEE Conservation will promote ecological conservation with a strong sense of social responsibility, and will work together with our members, donors, partners and other parties to invest more funds, attract more and more members of the general public to participate in biodiversity conservation, and continue to offer Chinese solutions for the harmonious coexistence between humanity and nature.

Observer of three global environmental conventions

- Consultative agency of United Nations Environment Programme (UNEP)
- Member of International Union for Conservation of Nature (IUCN)
- Member of the Partnership of Biodiversity and Finance (PBF)

BfN Global Partner

The First Global Partner of Business for Nature (BfN) in China



SEE Conservation representatives and David Cooper, CBD Deputy Executive Secretary (second from the right)



Thematic alliances to explore a new model of social participation in environmental conservation

- After 17 years of development, the organizational structure of SEE Conservation has been upgraded with the growing membership of entrepreneurs. To ensure the smooth implementation and initiation of environmental conservation projects, in 2021, SEE Conservation further strengthened its ties with the government, and explored a new model of environmental conservation projects collaboratively operated by the government and private-public welfare organizations via forums, events and symposiums.
- In addition, based on the experience and practice of the 7th Governance Team, more environmental project centers were grouped into different thematic alliances to promote the implementation of more local projects. Since the establishment of Noah's Ark Alliance at the first pilot, a new science-guided model which integrates community development and boosts local conservation, thematic alliance, was gradually worked out after a series of explorations and experiments. In 2021, multiple thematic alliances, including the Biodiversity Conservation the Coastal Wetland Conservation, the Yangtze River Conservation, and the Nature Education were established. By the end of 2021, eight thematic alliances have formed a preliminary collaboration mechanism with the project centers.
- In the future, SEE Conservation will encourage the centers and local institutions to jointly carry out more exploration and innovation activities, and organically combine the thematic alliances and the projects by fully exploiting our resources to promote continuous participation by local institutions and members.

Thematic Alliance 8

- Desertification Prevention and Control
- Coastal Wetland Conservation
- Yangtze River Conservation
- Biodiversity Conservation
- Climate Change and Business Sustainability
- Supporting the Development of China's Environmental NGOs
- Nature Education
- Green Supply Chains



Members' Representative Convention: the first year of the 8th Governance Team taking office

- The 2021 Members' Representative Convention of the SEE Conservation was held from December 11 to 13, 2021 in Nanchang, Jiangxi. At the time, the 8th Governance Team had run the office for one year. The Council, Board of Supervisors, and Charter Committee all made a report on their work in the past year.
- In the *Charter* amending session of the Convention, the Charter Committee submitted 15 amendments to the *Charter* and the *Method of Election and Organization of Members' Representative Convention* based on the development status of SEE Conservation and members' opinions. In addition, another three motions co-initiated by at least 5% of the members were discussed and voted at the Convention.
- Moreover, the Convention included a range of other agendas such as thematic alliance meetings, face-to-face dialogue with the President, and report and exchange among project centers, and the attendees communicated and interacted around topics like project implementation and member participation.

3

motions co-initiated by at least 5% of the members

15

amendments to the *Charter* and the *Method of Election and Organization of Members' Representative Convention*



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CHAPTER

Going Forward Hand-in-Hand

008 / Membership Development

009 / Member Engagement

009 / Member Profile

010 / Life Members

Membership Development



In 2021, SEE Conservation has founded Qomolangma and the Gansu Project Centers and has established 32 environmental project centers as of December 31st. All entrepreneur members across the country have actively engaged in local environmental conservation tasks to protect the lucid water and blue sky.



SEE Conservation Membership

(as of December 31, 2021)

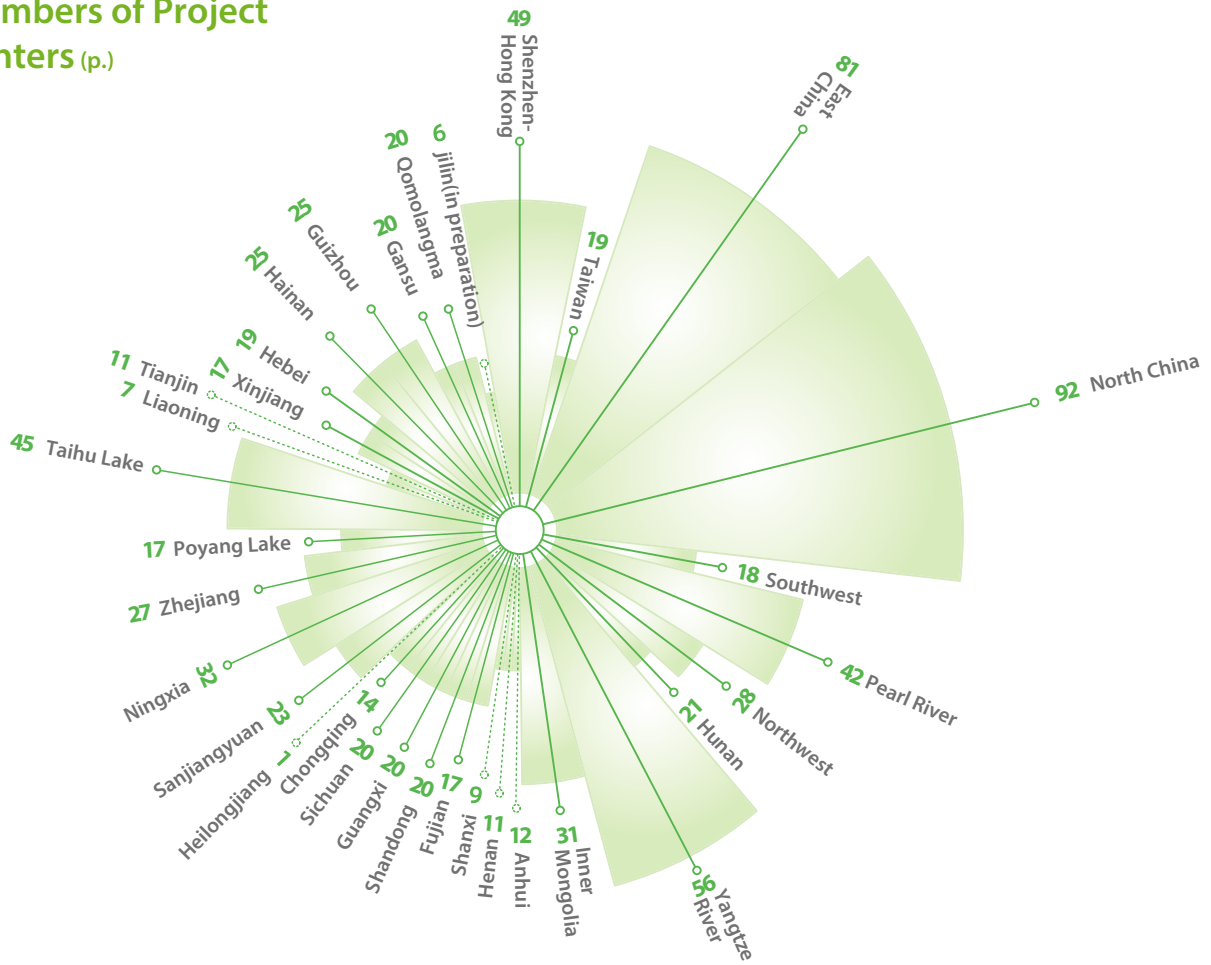
855

members

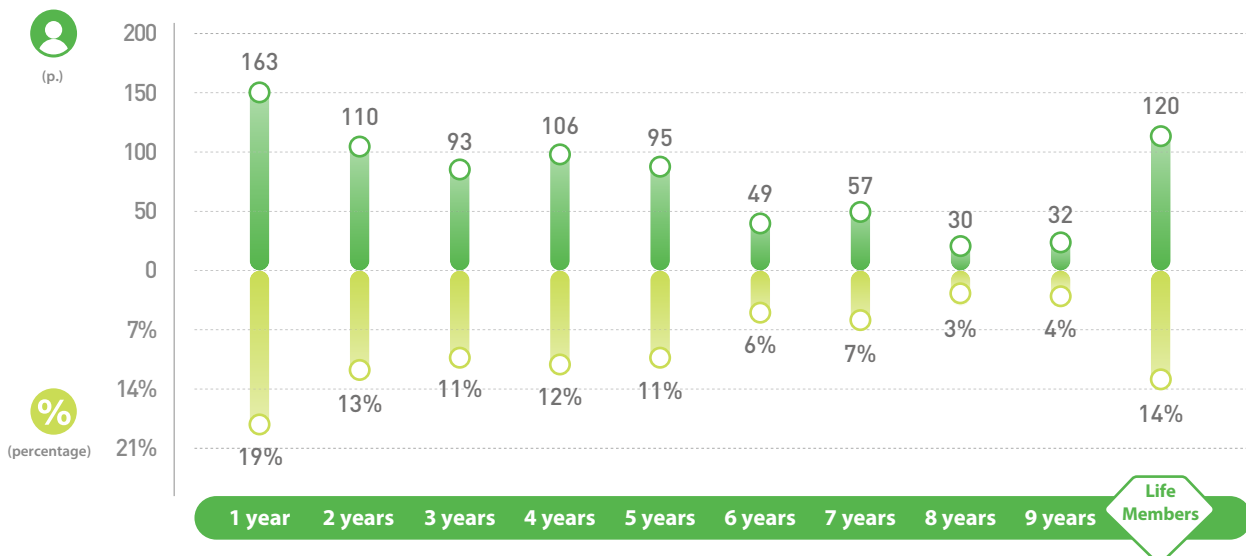
102

new members

Members of Project Centers (p.)

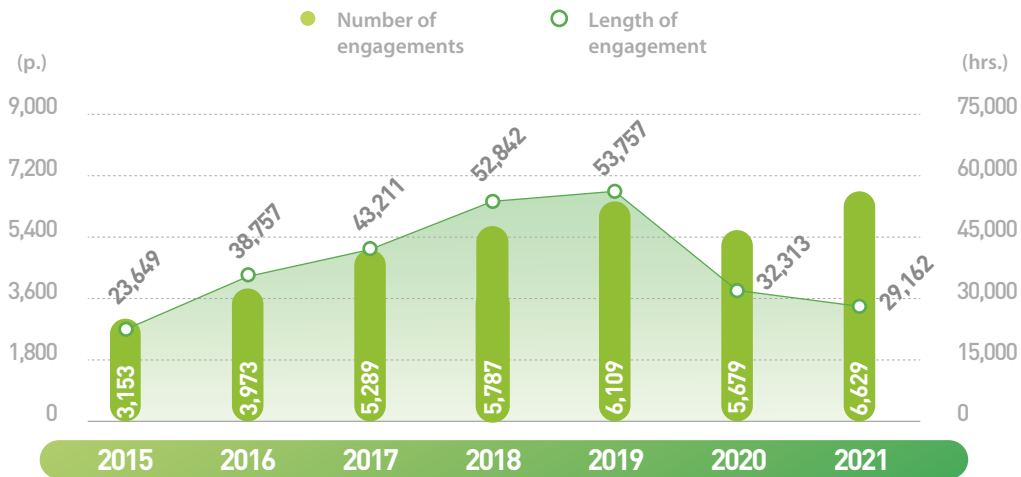


Membership Term



Member Engagement

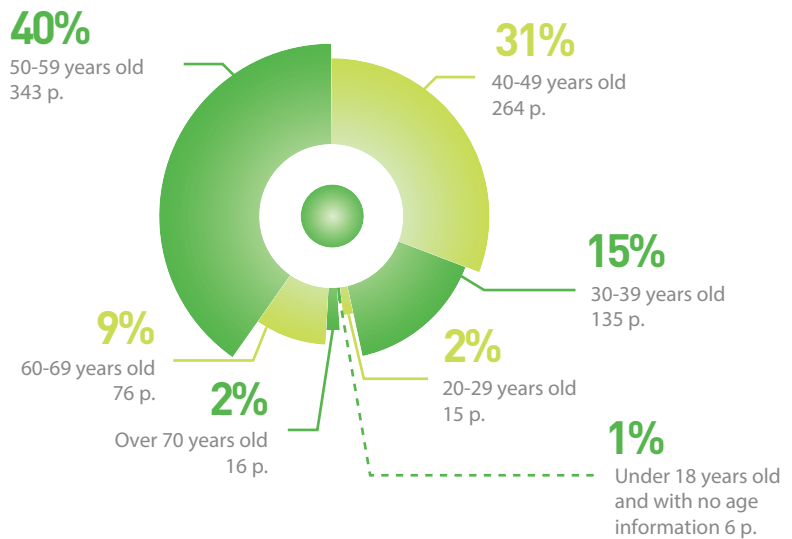
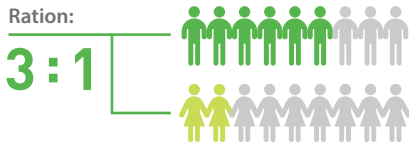
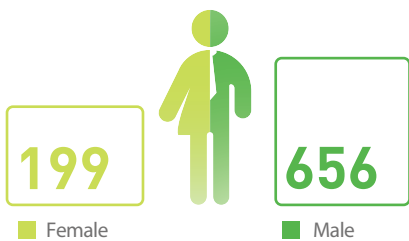
SEE Member Engagement (last 7 years)



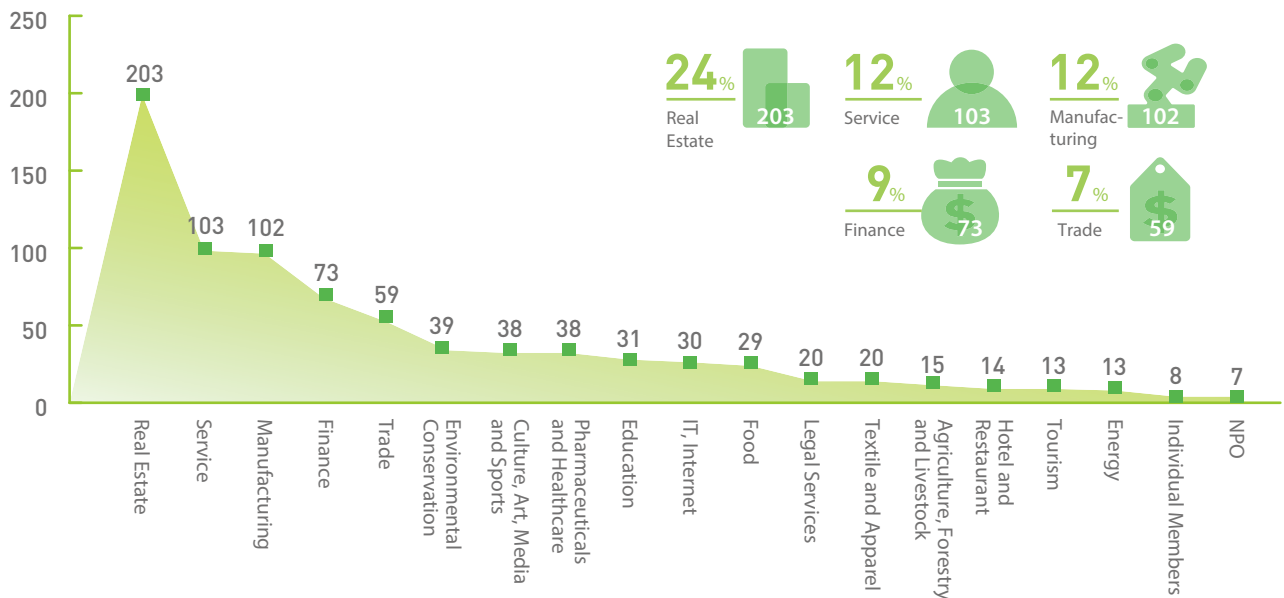
Member Profile

Age and Gender (last 7 years)

*Others: including members under 18 and with no age information



Membership by Industries



Life Members



According to Article 16 of the *Charter*, if an individual has 10 years of membership, the person shall automatically become a Life Member. If an organization has 10 years of membership, the organization shall automatically become a Life Member or make another organization or individual to become a Life Member in written designation. Life Members enjoy the rights of membership for life and do not need to continue to pay dues, but shall actively engage in the SEE Conservation's activities, at least once a year.

15 new Life Members in 2021 (in order of the latest dues payment)



ZHAO Linian

Beihai Shengmei Real Estate Co., Ltd
General Manager



ZHU Tong

Beijing SUN Borong Investment Co., Ltd
Chairman



LI Zhenfeng

Xiamen StarMem Scitechnology Co., Ltd
Chairman and General Manager



WANG Hui

Beijing HONOR Investment Co., Ltd
Chairman of the Board



SUN Yin

TITAN Holding Group
Chairman



DAI Xinyu

Shenzhen Seaever Investment Co., Ltd
Managing Director



SUN Wei

Xi'an Dongshang Real Estate
Development Co., Ltd
General Manager



CUI Cheng

DYSON UNION
Chairman



LUO Xiaohu

Guangzhou Lixun Investment Co., Ltd
Chairman



LI Bing

Shandong Qinheng Technology Co.
Chairman



YAN Ming

Xi'an Lucky King Development
&Investment(GROUP) Co.
Chairman



TAN Gan

Hubei Runhai Shangfa Union
Real Estate Co.
Chairman



YANG Huashan

Shenzhen Guokang Healthcare
Management Service Co.
Chairman and CEO



LUO Dongxia

Beijing Wisdom Technology
Development Co.
Director



PENG Xueping

XUE PING Overall Health Industry Group CO., Ltd
Chairman

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CHAPTER Major Events of the Year

012 / 100 Million Suosuo Spring Planting

013 / The 8th Chinese Enterprise Green Compact Forum

014 / 99 Giving Day

015 / Members' Representative Convention

100 Million Suosuo Spring Planting

From May 1st to 4th, on the occasion of the Labor Day and Youth Day, more than 200 SEE members, representatives of donators and media workers from all over China gathered in Alxa to participate in the campaign of "100 Million Suosuo Spring Planting" to harness the yellow sand and protect the Yellow River in 2021.

The campaign was launched at the Ulan Buh Eco-Education Base. The Ulan Buh Eco-Education Base founded by SEE is an important program led by social organizations with a wide range of social forces to participate in the conservation of the Yellow River. The program takes the Ulan Buh area in the Alxa League, where the Yellow River flows, as the core area, and focuses on creating a 10,000-hectare ecological governance area. Based on the four-in-one outline including ecological restoration, environmental education, industrial development and scientific research, the program gives full play to the role and value of SEE Conservation as a social organization, and attracts and integrates all kinds of resources to promote the comprehensive ecological, social and economic development of the areas along the Yellow River, which has become a highlight and a model of social engagement in the conservation of the Yellow River.



Spring planting



Launch of the 100 Million Suosuo Spring Planting in 2021



Walking in desert

The 8th Chinese Enterprises Green Compact Forum

On June 5th, the World Environment Day, the 8th Chinese Enterprises Green Compact Forum of SEE Conservation was held with the support of the Department of Climate Change of the Ministry of Ecology and Environment and the joint engagement of the United Nations Environment Programme (UNEP), the International Union for Conservation of Nature (IUCN) and the Business for Nature (BfN) as global partners.

Government guests, domestic and foreign business leaders, academic authorities and representatives of public welfare organizations attended the Forum to discuss the opportunities and challenges in the process of achieving China's decarbonization goals, and exchanged cases and experiences in addressing climate change and achieving low-carbon emission reduction from a global perspective, aiming to trigger public thinking and discussion both offline and online, lead everyone to respect, conform to, and protect nature, consciously practice principles of green life, and build a harmonious coexistence between humanity and nature with concrete actions.



Opening remarks from XIE Zhenhua

SEE Conservation has been actively mobilizing entrepreneurs, philanthropists and other social forces to take substantive actions to strongly support China and the world in addressing climate change, protecting nature and biodiversity, improving the quality of the ecological environment, and accelerating green and low-carbon transformation and innovation. The Forum is an important platform for Chinese entrepreneurs represented by SEE Conservation members to practice their commitments to green development and take action on sustainable development.

It is hoped that entrepreneurs will seize the opportunity to grasp the trend of green and low-carbon development and play an active role, continue to advocate the entrepreneurial spirit and take social responsibility to help China achieve the goal of carbon peak and carbon neutrality as soon as possible!

-By XIE Zhenhua

China's Special Envoy for Climate Change Affairs
Former Deputy Director of National Development and Reform Commission

At the Forum, the Green Supply Chain Action Program in real estate industry released a number of deliverables, including the "Top 20 Real Estate Enterprises of Green Chain Index", "the First Batch of 'Green List'" and "3 New Categories of 'White List'" which were released for the first time, and the "White List" for 13 supplier categories was updated.

The Forum is an important platform for Chinese entrepreneurs represented by SEE members to practice their commitments to green development and take action on sustainable development. The Forum has been held for eight sessions attended by over 400 visionary and revolutionary government leaders, domestic and international business leaders, academic authorities, representatives of public welfare organizations and media workers. The Forum has become an important idea-sharing platform for Chinese entrepreneurs to engage in green economic transformation and promote green practices in enterprises.



Launch of achievements of the Green Supply Chain Action



SEE members in the dialogue at the Forum

99 Giving Day

I Project Centers Went All Out

During the “99 Giving Day” from September 7th to 9th, 29 project centers of SEE launched 36 projects and 21 sub-projects online, which witnessed the participation of more than 370 enterprises and individuals, and collaboration with 16 environmental public welfare partners. A total fund of 15.38 million yuan was raised, among which 5.7444 million yuan was donated from the general public, 8.0965 million yuan by enterprises, and 1.5384 million yuan by Tencent, supported by 235,800 persons in total. Great gratitude was given to all project centers, members, and enterprises, as well as their staff and customers for their support of the “99 Giving Day” campaign.



SEE project centers and enterprises' active participation in the “99 Giving Day”

Members' Representative Convention

From December 11th to 13th, the 2021 Members' Representative Convention of SEE was held in Nanchang, Jiangxi. On the occasion of the first year of the eighth-term governance team, the Council, the Board of Supervisors and the Charter Committee delivered their first work report to the Convention. With regards to the amendments to the *Charter*, the Charter Committee submitted 15 amendments to the *Charter* and the *Method of Election and Organization of Members' Representative Convention* based on the development status of SEE and members' opinions. At the same time, another three motions co-initiated by at least 5% of the membership were discussed and voted at the Convention.

Due to the pandemic, the Convention was held in an "online + offline" manner. As of 14:30 on December 12th, 2021, the total attendees of SEE members was 270, among which 122 joined in the session on site and 89 online, with the attendance rate reaching 78%.

Moreover, the Convention also included a range of other agendas such as thematic alliance meetings, face-to-face dialogue with the President, and reporting and exchange of project centers, to communicate and interact around topics like project implementation and member participation.

Annual Report on the Work



President SUN Lili delivers the 2021 Annual Report on the Work of the Council

As of November 30th, 2021, SEE has 866 members in total with 95 new members. The cumulative number of members' engagement in environmental activities was 5,712, with 26,360 hours of engagement. In terms of project centers and the construction of local institutions, SEE has 32 project centers, and 18 institutions have been established and incubated by SEE Conservation and their members. SEE has continued to strengthen international exchanges and cooperation in environmental conservation, has joined the Business for Nature, and became the observer of the three most important environmental conventions around the globe. Regarding financial data, the total revenue of SEE Conservation is 26.97 million yuan, with the total revenue of SEE Foundation and the Aleshan Foundation 156 million yuan and 26.25 million yuan. With regards to brand communication, the total number of online media reports about "SEE" attains 1.58 million in 2021, reaching 980 million persons.



Chair of the Board of Supervisors CUI Cheng delivers the 2021 Annual Report on the Work of the Board of Supervisors

In 2021, 9 meetings of the Board of Supervisors were held, with the full participation of the Supervisors and 20 attendees at the meetings of the Council, where the Board of Supervisors formulated the *Confidentiality Agreement of SEE Conservation Board Supervisors*, initially created the supervision mechanism of founding Boards of Supervisors in all project centers, participated in the formulation of the *SEE Conservation Regulations on the Management of WeChat Work Group*, and offered opinions from the perspective of the Board of Supervisors. Besides, the Board of Supervisors actively handled member complaints and assisted the Council in handling complaints, participated in and witnessed the foundation election of two project centers and the representatives' supplementary election of eight project centers.



Chairman of the Charter Committee CAI Xue'en delivers the 2021 Annual Report on the Work of the Charter Committee

The Charter Committee attended all meetings of the Council in 2021 and held 9 Charter Committee meetings. Committee Members took various opportunities to communicate with the members of multiple project centers and lead discussions to form a consensus. Their work in 2021 was divided into two sections, which were well done by all Members. The Committee sent a notice to all the members through the Secretariat to collect opinions on the amendments to the *Charter*, with 20 valuable opinions finally collected. Under the support of the Secretariat, a Q&A and explanation session on the amendments to the *Charter* was organized by the Committee who moreover gave immediate responses to the messages from members and the Secretariat.

Discussion and voting on the amendments to the Charter and the Method of Election and Organization of Members' Representative Convention

Based on the current development of SEE, the Charter Committee submitted 15 amendments to the *Charter* and the *Method of Election and Organization of Members' Representative Convention* combined with opinions of members. At the same time, another three motions co-initiated by at least 5% of the membership were discussed and voted at the Convention.



Chairman CAI Xue'en (mid), Member LING Songting (right) and Member LI Qimao (left)



Member ZHANG Yunyan (right) and Member WANG Junqi (left) attended online due to the pandemic



On-site voting by representatives' members

The voting at the Convention counted both online and offline votes. Supervisor ZUO Shiping and CHEN Zhizhong supervised the whole online voting and counting process.



Supervisors ZUO Shiping (far left in back row) and CHEN Zhizhong's (mid in back row) supervision on the voting and counting

✓ Voting for the *Charter*

📊 Volumes

🗳️ The Vote

		Affirmative (Total)	Negative (Total)	
Item 1	Adding a catalog to the <i>Charter</i>	185	5	☑️ Affirmed
Item 2	Revision of the terms of dues	85	103	☒ Failed
Item 3	Presentation of representatives of institutional members	185	11	☑️ Affirmed
Item 4	Defining member organizations as institutional member	186	7	☑️ Affirmed
Item 5	Clarifying that the representatives of individual members and institutional members have the same rights	185	6	☑️ Affirmed
Item 6	Integrating the formulation in motions co-initiated by more than 5% of member representatives	191	8	☑️ Affirmed
Item 7	Electing members of the Working Committee as “members” at the Members’ Representative Convention	189	9	☑️ Affirmed
Item 8	Improving the content of the <i>Charter</i> including addition, resignation and dismissal of Council members, supervisors and members of the Charter Committee	176	22	☑️ Affirmed
Item 9	Simplifying the expression of the validity conditions for the resolution of the Board of Supervisors	189	8	☑️ Affirmed
Item 10	Improving the description of the duties of the Charter Committee	181	13	☑️ Affirmed
Item 11	Holding the Council meeting that approves the financial budget in the first quarter of the following year	184	11	☑️ Affirmed
Item 12	Standardizing the expression of “over”, “under”, “within”, etc	197	2	☑️ Affirmed
Item 13	Improving the presentation of proxy voting in the election of member representatives	163	33	☑️ Affirmed
Item 14	Improving the expression of validity in the election of member representatives	176	21	☑️ Affirmed
Item 15	Adding provisions for reporting and dismissal of the governance team (Council members, supervisors and members of the Charter Committee)	162	32	☑️ Affirmed
Item 16	Adding members’ relevant rights to enjoy environmental and public welfare-related training in the <i>Charter</i>	173	21	☑️ Affirmed
Item 17	Amendment to the term of office of the President and the governing team in the <i>Charter</i>	99	99	☒ Failed

Other Motions

In the voting at the Convention, the motion of the direct election system of the President sponsored by AI Luming was converted to a discussion item according to the agreement between the sponsor and the Charter Committee, which was not voted at this Convention. It will take one year to prepare for further public consultation. Based on the feedback, adjustments and amendments to relevant terms of the *Charter* and the *draft SEE Conservation Method of Election of the Governance Team* will be made.



Scan for more details



Voting hosted by CUI Cheng, Chair of the Board of Supervisors



The voting process hosted by Zuo Shiping, a board of supervisors.

Issues Alliance Meeting

On December 10th, the SEE Conservation issues alliance meeting on Yangtze River Conservation, Biodiversity Conservation, Wetland Conservation, and Nature Education was held.

In 2021, in order to strengthen the communication and interaction among project centers, integrate resources, take concerted actions, and enhance the professionalism and influence of SEE Conservation on various environmental themes, the current Council has further explored new work models and established the Thematic Alliances of the Noah's Ark, the Wetland Conservation, the Yangtze River Conservation, and the Nature Education, based on the existing Thematic Alliance of Blue Defenders. In the future, the centers and local institutions will also be encouraged to jointly conduct more potential campaigns of other thematic alliance, such as the Yellow River Conservation and Caring for Chinese Patrolmen.



Representatives and attendees of the issues alliance

Face-to-face Dialogue with the President

After 17 years of development, the organizational structure of SEE Conservation has been upgraded with the growing membership of entrepreneurs, and the in-depth communication between members across the country has become especially important. The eighth-term governance team established the first Training and Communication Committee, aiming to strengthen communication and inherit the original aspirations of public welfare.

On the evening of December 11th, the Face-to-face Dialogue with the President was held. The fourth-term President FENG Lun, the sixth-term President QIAN Xiaohua, the seventh-term President AI Luming, the eighth-term President SUN Lili and vice Presidents CHANG Futian and XUE Jian, the Chair of the Council of SEE Foundation Professor XU Xiaonian, the members of the eighth-term governance team including members of the Council, the Board of Supervisors and the Charter Committee, as well as more than 10 life members, and nearly 100 members attended the event.



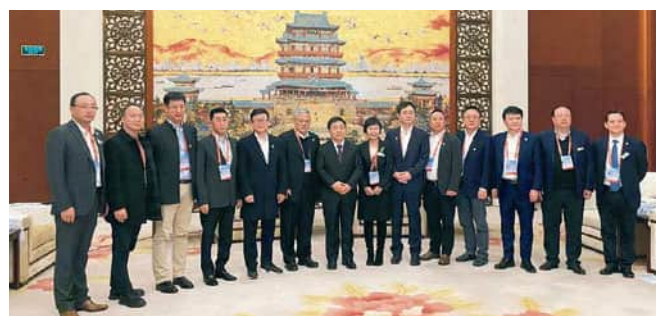
Face-to-face Dialogue with the President

The Poyang Lake International Birdwatching Week — the Entrepreneurs Forum of Carbon Peaking and Carbon Neutrality

The 2021 Members' Representative Convention was held during the 2nd Poyang Lake International Birdwatching Week, and SEE organized the Entrepreneurs Forum of Carbon Peaking and Carbon Neutrality along with the Jiangxi Provincial People's Government to promote the regional coordination and green development and overall carbon neutrality process in the Yangtze River Economic Belt. FENG Lun, the fourth-term President of SEE, was invited to attend the opening ceremony of the 2nd Poyang Lake International Birdwatching Week and delivered a speech. During this time, YE Jianchun, the Deputy Secretary of the CPC Jiangxi Provincial Committee and the Acting Governor of Jiangxi Provincial People's Government met with representatives of the SEE governance team, and Nanchang Municipal Government held a reception for SEE, where the two sides discussed cooperation to mobilize entrepreneurs and other forces to help build a beautiful China in a "Jiangxi model".



Discussion at the Entrepreneurs Forum of Carbon Peak and Carbon Neutrality



YE Jianchun, the Deputy Secretary of the CPC Jiangxi Provincial Committee and the Acting Governor of Jiangxi Provincial People's Government met with representatives of the SEE Conservation governance team

Reporting and exchange of project centers

According to the strategy of "Based on but not limited to Alxa", SEE established its first project center in November 2009, the South China Project Center (which was later divided into the Shenzhen-Hong Kong Project Center and the Pearl River Project Center). Over the past 17 years, SEE established 32 project centers, which became a major force for promoting environmental conservation.

On the morning of December 13th, 32 project centers, in order of their establishment date, reported their work and results in terms of membership development, environmental projects, fundraising and communication.



Reporting and exchange

On-site exchange and sharing



Shenzhen-Hong Kong Project Center - XIAO Xingping



Taiwan Project Center - SHEN Peilin



East China Project Center - FAN Ziming



North China Project Center - YANG Jianxing



Southwest Project Center - XIAO Jin



Northwest Project Center - CHEN Min



Pearl River Project Center - HONG Yao



Hunan Project Center - XU Jing



Inner Mongolia Project Center - FENG Haotian



Henan Project Center - YU Yiding



Shanxi Project Center - LIANG Weishan



Fujian Project Center - LI Zhenfeng



Sichuan Project Center - MI Ruirong



Chongqing Project Center - GUO Qinglong



Poyang Lake Project Center - NIE Hui



Taihu Lake Project Center - LING Songting



Xinjiang Project Center - HUANG Jian



Liaoning Project Center - QI Haifeng



Hainan Project Center - FENG Zhexun



Guizhou Project Center - ZHANG Jing



Gansu Project Center - YANG Xiaolong

Online exchange and sharing



Ningxia Project Center - Jin Yuxi



Tianjin Project Center - He Xin



Qomolangma Project Center - You Minggang

Members' Representatives of SEE Conservation

(270 member representatives in total, in order of the establishment date of project centers, as of December 12th, 2021)

Shenzhen-Hong Kong Project Center

Natural Representative	Elected Representatives		
SUN Lili	FU Shujuan	TAO Xuan	LIAO Zhenwei
LIU Mingda	LIU Wenjie	SONG Yingzhi	CHEN Jinsong
XIAO Xingping	WANG Jigang	XU Zeying	DAI Xinyu
LI Chunming	ZHANG Min	HU Wei	

Taiwan Project Center

Natural Representative	Elected Representatives		
SHEN Peilin	WANG Luxiong	LIU Zhenzhen	HAN Jiahuan
YAN Xinjun	CHEN Facheng	LIANG Tianlong	
WANG Suyunqing			

East China Project Center

Natural Representative	Elected Representatives			
XUE Jian	FAN Ziming	WANG Yubo	JIA Mingjun	QIAO Wenjun
ZHANG Yunyan	LIU Lei	MA Buyang	WANG Xiongbin	FENG Yuanyuan
WANG Junqi	XU Huachun	ZHAO Chenglong	XU Qiang	CHEN Xingyan
QIAO Hui	ZHANG Xiang	GONG Han	LOU Xianying	YANG Lihua
HE Zhihui	WANG Ren	GE Hanbin	JIA Yunbo	PANG Yong

North China Project Center

Natural Representative	Elected Representatives			
XIAO Zhiyue	JIA Hui	LUO Dongxia	SUN Zaichen	SU Yong
ZHU Tong	LIN Jie	ZHANG Quan	WANG Ying	WANG Jing
YANG Jianxing	WANG Guangyu	ZHAO Zhiwei	TONG Shumeng	LYU Yingshi
CHEN Zhizhong	LIU Zejun	He Wenjuan	ZHANG Hao	FENG Daming
WANG Jing	TIAN Wenhong	XING Yan	ZHOU Zhou	SUN Feng
	ZHANG Shuxin	SONG Jun	QI Siyue	HOU Shoufa

Southwest Project Center

Natural Representative	Elected Representatives		
YE Ming	WU Kegang	ZHONG Xiangcheng	FAN Yanli
ZHANG Jiayu	XIAO Jin	CHEN Erjia	

Pearl River Project Center

Natural Representative	Elected Representatives			
LI Qimao	CAO Chengjun	MAI Yanguang	YAN Jun	HUANG Dongwen

LI Hongyao	YANG Xiaohui	LYU Xi	WANG Linsheng	LI Yuanfeng
	LIU Xiaogang	LING Xiuqing	ZHU Lingli	

Northwest Project Center

Natural Representative	Elected Representatives		
CUI Cheng	LU Qiang	ZHANG Yi	CHEN Bo
YAN Ming	CHEN Min	CHEN Yujie	WEI Ang
	WANG Hui	JIA Zongqiong	

Hunan Project Center

Natural Representative	Elected Representatives			
TANG Fen	ZHU Qingliu	GAO Buyun	XU Jing	LIU Zhikun

Hubei Project Center

Natural Representative	Elected Representatives			
AI Luming	WANG Dalin	XU Guangyu	LIU Yinglong	YU Shuting
CAI Xue'en	CHEN Meishan	HOU Jin	CHEN Ya	HAO Liqun
YAN Wei	CHEN Xinzhou	CHEN Qianfeng	GAO Hong	ZENG Jinglin
WU Jiangang	HUANG Xueqing	WANG Jun	SU Yi	PAN Nanling
LI Zhenzhen				

Inner Mongolia Project Center

Natural Representative	Elected Representatives		
CHANG Futian	YU Jinghui	XUE Rongyue	CUI Wenqi
XI Shusen	FENG Haotian	LUO Zan	YU Xiulin
ZHU Haigen	ZHOU Yubin	BAO Surina	

Anhui Project Center

Natural Representative	Elected Representatives			
YU Xiaoxia	WU Qinglin	YANG Ming	YU Dayong	WANG Qianjun

Henan Project Center

Natural Representative	Elected Representatives		
LI Xinhua	YU Yiding	YIN Ning	HUANG Hongliang

Shanxi Project Center

Natural Representative	Elected Representatives
LIANG Weishan	XIONG Bing

Fujian Project Center

Natural Representative	Elected Representatives			
WANG Zhixin	LI Zhenfeng	YANG Xu	QIU Yitian	ZOU Xu
XIANG Lei				

Shandong Project Center

Natural Representative	Elected Representatives		
GUO Cheng	LI Bing	SUN Zhongwei	JIAO Wenyu
	YU Jiandong	CHENG Zhiming	

Guangxi Project Center

Natural Representative	Elected Representatives			
XIE Shangming	MAO Zhihui	ZHONG Yi	GENG Xiaomei	WU Wensheng
LEI Xiang	ZHANG Yu	YANG Cheng	YANG Qin	

Sichuan Project Center

Natural Representative	Elected Representatives		
MI Ruirong	HUANG Lezhong	XIAO Nan	SONG Wenli
	LI Xiaoning	FANG Fang	

Chongqing Project Center

Natural Representative	Elected Representatives		
PENG Xueping	ZHANG Zhiguo	GUO Qinglong	YE Jianyu
	TANG Liangxing	LIU Xin	

Sanjiangyan Project Center

Natural Representative	Elected Representatives		
DU Xiaoling	LUO Bo	ZHAO Min	LIU Xiaolan
	LIU Yazhuo	ZHAO Song	YANG Yijiang

Ningxia Project Center

Natural Representative	Elected Representatives		
LI Zhihai	LI Xiyun	ZHANG Liang	HOU Zhibin
ZUO Shiping	JIN Yuxi	HE Zhongtong	

Zhejiang Project Center

Natural Representative	Elected Representatives		
QIAN Xiaohua	XU Yi	CHEN Linyun	ZHU Zheng
SHOU Bainian	WANG Chenhui	HE Yibing	YAO Lu

Poyang Lake Project Center

Natural Representative	Elected Representatives		
YU Hongyong	HONG Shouwei	ZHONG Hongguang	NIE Hui
	ZHANG Dengfeng	ZHENG Guogao	ZHU Jian

Taihu Lake Project Center

Natural Representative	Elected Representatives			
LING Songting	CHEN Mingyang	WANG Lin	LIN Zai'ao	XU Xudong
LU Jian	CHEN Xiao	HUANG Jingen	HUANG Mingxuan	YU Hongbo

Liaoning Project Center

Natural Representative	Elected Representatives		
ZHANG Jin	YAO Weiguo	HOU Wenqi	SUI Jun

Tianjin Project Center

Natural Representative	Elected Representatives			
LIU Yi	KANG Peng	QI Yong	LI Jun	SUN Li

Xinjiang Project Center

Natural Representative	Elected Representatives			
LIU Caixia	HUANG Jian	XU Zhixue	CHENG Feng	LI Baoqiang

Hebei Project Center

Natural Representative	Elected Representatives			
ZHANG Zehui	LU Yu	MING Yufeng	WANG Qingbiao	GAO Hongda

Hainan Project Center

Natural Representative	Elected Representatives		
ZHAO Feng	CHEN Sihuan	FENG Zhexun	LUO Wen
	ZHU Yong	XI Yuanqing	XU Dan

Guizhou Project Center

Natural Representative	Elected Representatives	
ZHANG Jing	LIU Jian	XIONG Youdong

Gansu Project Center

Natural Representative	Elected Representatives		
LI Dajun	XIA Liyun	ZHANG Yi	SU Chaochao
	ZHANG Ying	GUO Feng	YANG Xiaolong

Qomolangma Project Center

Natural Representative	Elected Representatives		
YOU Minggang	ZHANG Bin	LI Wei	HUANG Dan
	FU Yifeng	BI Yingzhi	

Changbai Mountain Project Center (in preparation)

Natural Representative	Elected Representatives
	DU Yunfeng

Award Winning Project Centers of 2021

Award for Outstanding Membership Development

(newly added members ≥ 5 from January to November, 2021)

East China
Project Center

North China
Project Center

Ningxia
Project Center

Taihu Lake
Project Center

Hainan
Project Center



Award for Outstanding Performance in Fundraising

(the amount of fund raised by members ≥ 2 million yuan from January to November, 2021)

Fujian
Project Center

East China
Project Center

North China
Project Center

Shenzhen-Hong Kong
Project Center

Southwest
Project Center

Hubei
Project Center

Pearl River
Project Center

Award for Outstanding Membership Cohesion

(total renewal rate $\geq 65\%$ from January to November, 2021)

East China
Project Center

North China
Project Center

Henan
Project Center

Gansu
Project Center

Ningxia
Project Center

Sanjiangyuan
Project Center

Shenzhen-Hong Kong
Project Center

Taiwan
Project Center

Taihu Lake
Project Center

Sichuan
Project Center

Southwest
Project Center

Pearl River
Project Center

Hainan
Project Center

Award for Outstanding Performance in Member Engagement

(member engagement rate $\geq 80\%$ from January to November, 2021)

Guangxi
Project Center

Liaoning
Project Center

Inner Mongolia
Project Center

Shandong
Project Center

Gansu
Project Center

Ningxia
Project Center

Shanxi
Project Center

Shenzhen-Hong Kong
Project Center

Hebei
Project Center

Taihu Lake
Project Center

Sichuan
Project Center

Hunan
Project Center

Chongqing
Project Center

Hainan
Project Center

Award for Outstanding New Project Centers

(2 new project centers established in 2021)

Gansu
Project Center

Qomolangma
Project Center

Award for Outstanding Support

Poyang Lake
Project Center

Award for Excellent Volunteer Team Building

(rapid development of volunteer programs and teams in 2021)

Anhui
Project Center

Guizhou
Project Center

Award for Outstanding Performance in Disaster Relief

(donating supplies and shouldering entrepreneurial responsibilities in disaster and pandemic relief in 2021)

Hubei
Project Center

Henan
Project Center

Inner Mongolia
Project Center

Shanxi
Project Center

Hebei
Project Center

Future Star Award

(making efforts to promote work in local project centers)

Tianjin
Project Center

Zhejiang
Project Center

Xinjiang
Project Center

Northwest
Project Center

Award Winning Members of SEE Conservation of 2021

(in the sequence of the initial letter of the last name; governance team winners are only publicized but not presented awards)

I Golden Orchid Award (annual members developed ≥ 2)

Governance Team Winners: AI Luming CHANG FUTian XIE Shangming LING Songting
QIAN Xiaohua XIAO Zhiyue XUE Jian YAN Wei YAN Xinjun YE Ming

Award Winners: CAO Pei CHEN Xiao CHEN Ya CHEN Mingyang CHEN Qianfeng FANG Lu
FENG Zhexun HE Zhihui HOU Zhibin HUANG Lezhong HUANG Xueqing JU Weihong LI Zhihai
LIANG Yifei LU Jian PAN Weiwei QIAO Hui WANG Jigang XIAO Nan YAO Lu ZHANG Min
ZHANG Shuxin ZHANG Jing ZHOU Hong



I Golden Branch Award (key facilitators in establishment of new project centers in 2021)

Governance Team Winners: AI Luming XIE Shangming SUN Lili XUE Jian YAN Wei

Award Winners: CHEN Qianfeng HUANG Dan HUANG Xia LI Wei LI Dajun MI Ruirong PAN Weiwei SU Chaochao
XIAO Nan YOU Minggang

I Golden Spike Award (members with annual cash donation $\geq 200,000$ yuan)

Governance Team Winners: AI Luming CHEN Zhizhong LIU Mingda SUN Lili WANG Suyunqing WANG Zhixin
XIAO Zhiyue XUE Jian ZHU Tong

Award Winners: CHEN Jinsong DU Xiaoling FEI Guoqiang HAN Jiahuan HONG Shengbao LI Xiaoning LIAO Zhenwei
LIU Zhaoxia SHAO De WANG Shi WANG Guangyu WANG Jing (Toread Holdings) WU Qinglin XIAO Xingping XING Yan
ZHANG Quan (Southwest China)ZHANG Jiayu

I Golden Bee Award (the amount of annual raised fund 200,000 yuan)

Governance Team Winners: AI Luming WANG Zhixin XUE Jian

Award Winners: CHEN Jinsong DU Xiaoling HE Zhihui HONG Shengbao LI Xiaoning LIU Zhiyong SHAO De TIAN Ming
WU Jianguang WU Qinglin XUE Chao YAN Zhi YANG Cheng ZHANG Yu ZHANG Quan (Southwest China) ZHANG Jiayu

I Golden Laurel Award (members with outstanding contribution in brand communication and development)

Governance Team Winners: LI Qimao SUN Lili XUE Jian

Award Winners:

-North China Project Center: FENG Daming LI Zhiyong LIU Zejun LUO Dongxia SU Yong TONG Shumeng
WANG Jing (Coach) WANG Jing (Toread Holdings) YANG Jianxing ZHANG Le ZHANG Qizheng ZHOU Zhou

-East China Project Center: GE Hanbin GONG Song JIA Yunbo LIU Jianzhong LIU Jiangxian MA Buyang SONG Mei
TU Jianyu XU Huachun XU Qiang ZHANG Xiang

-Hubei China Project Center: CHEN Qianfeng HAO Liqun KONG Na PAN Nanling SUN Liwei WANG Sujuan

-Shenzhen-Hong Kong Project Center: CHEN Wentian CHEN Xiaohan HU Wei LI Peishan TAO Xuan WU Wei
ZHAO Guigui

-Taihu Lake Project Center: CHEN Xiao CHEN Yan LI Zongyang SHEN Ji SUN Yan'an XU Xudong

-Pearl River Project Center: HONG Yao LAI Jianxiong LING Xiuqing LV Xi YANG Xiaohui ZHANG Yajuan

-Ningxia Project Center: CAO Pei CHEN Lei JIN Yuxi LIU Mishan

-Hainan Project Center: FENG Zhexun HUANG Wenming ZHU Yong

-Northwest Project Center: CHEN Min CHEN Yujie

-Zhejiang Project Center: HE Yibing LI Hairong WANG Chenhui

-Inner Mongolia Project Center: CUI Wenqi YU Jinghui YU Xiulin

-Sanjiangyuan Project Center: ZHANG Yunyun ZHAO Min ZHAO Song

-Taiwan Project Center: ZHOU Junji

-Sichuan Project Center: LI Zhou QIAN Jun XIAO Li

-Guangxi Project Center: LEI Xiang MAO Zhihui WU Wensheng

-Southwest Project Center: FAN Yanli WU Kegang

-Hunan Project Center: LIANG Lianguo XU Jing ZHAN Daokui

-Xinjiang Project Center: CHENG Feng LI Akun LIU Caixia
 -Poyang Lake Project Center: NIE Hui YU Hongyong ZHONG Hongguang
 -Shandong Project Center: CHEN Xiaolong LIU Zhe
 -Hebei Project Center: FENG Qixun
 -Fujian Project Center: LIN Yi YANG Xu
 -Henan Project Center: SUN Hongmei YIN Ning
 -Tianjin Project Center: KANG Peng LIU Yi
 -Anhui Project Center: YANG Ming
 -Guizhou Project Center: XIONG Youdong
 -Chongqing Project Center: GUO Qinglong
 -Liaoning Project Center: SUI Jun
 -Shanxi Project Center: WANG Huanyou

I Golden Camel Award (members with outstanding contribution in promoting environmental projects)

Governance Team Winners: AI Luming CHANG Futian CHEN Zhizhong LI Qimao QIAN Xiaohua SUN Lili
 WANG Zhixin ZHU Tong ZUO Shiping

Award Winners:

-North China Project Center: FENG Daming LIU Zejun LUO Dongxia SU Yong SUN Zaichen TIAN Wenhong
 WANG Ying YANG Jianxing ZHANG Hao ZHANG Jiagang ZHANG Le ZHANG Shuxin
 -East China Project Center: FAN Ziming GONG Han HE Zhihui JU Weihong LIU Lei LOU Xianying PANG Yong
 QIAO Hui WANG Ren WANG Xiongbin ZHU Xiaoyu
 -Hubei Project Center: CHEN Xinzhou GUO Feng HE Jiagang HOU Jin HUANG Xueqing WANG Dalin
 -Shenzhen-Hong Kong Project Center: DAI Xinyu FU Shujuan SONG Yingzhi SUN Libing XU Zeying WANG Zhenfei
 WEN Yaoli
 -Taihu Lake Project Center: CHENG Hengsheng HUANG Jingen KUAI Bin QU Xiaohua WANG Lin ZHU Lan
 -Pearl River Project Center: CAO Chengjun DENG Qitang JIA Yuhui JIN Duo WANG Linsheng ZOU Zhenfan
 -Ningxia Project Center: CAO Pei JIN Yuxi LIU Mishan
 -Hainan Project Center: CHEN Sihan XU Dan ZHAO Feng
 -Northwest Project Center: LU Qiang ZOU Bin
 -Zhejiang Project Center: CAO Miaosen YAO Lu ZHU Zheng
 -Inner Mongolia Project Center: HU Shiyong LUO Zan WEI Jingxing
 -Sanjiangyuan Project Center: LIU Bingfu LIU Yazhuo YANG Yijiang
 -Taiwan Project Center: CHEN Facheng
 -Sichuan Project Center: FANG Fang REN Ping SONG Wenli
 -Guangxi Project Center: LIANG Wenhong ZHANG Yu ZHONG Yi
 -Southwest Project Center: CHEN Erjia XIAO Jin
 -Hunan Project Center: CHEN Jinping GAO Buyun TANG Fen
 -Xinjiang Project Center: LI Xiang XU Zhixue
 -Poyang Lake Project Center: HONG Shouwei ZHANG Dengfeng ZHENG Guogao
 -Shandong Project Center: LI Xinhua ZHENG Aimin
 -Hebei Project Center: YAO Guorui
 -Fujian Project Center: WANG Yongming ZOU Xu
 -Henan Project Center: HUANG Hongliang YU Yiding
 -Tianjin Project Center: QI Yong TENG Peng
 -Anhui Project Center: YU Dayong
 -Guizhou Project Center: LIU Jian
 -Chongqing Project Center: PENG Xueping
 -Liaoning Project Center: HOU Wenqi
 -Shanxi Project Center: LU Jingsheng

Award Winning Fundraisers of 2021

(in the sequence of the initial letter of the last name)

2021 Awards for Aleshan Foundation

Award for Outstanding Contribution

(fundraisers with outstanding contributions to support the Aleshan Foundation from November 2020 to 2021)

LIU Mingda - Shenzhen Mingda Asset Management Co., Ltd.

XUE Jian - Jiangsu Wenfeng Group Co., Ltd.

Award for Outstanding Contribution in Fundraising

(fundraisers with outstanding contributions to support the Aleshan Foundation from November 2020 to 2021)

CHEN Zhizhong - Nenshi (Beijing) Investment Consulting Co., Ltd.

HAN Jiahuan - DaChan Food (Asia) Limited.



2021 Awards for SEE Foundation's Donors

Award for Prominent Contribution

(Donors and fundraising platforms with prominent contributions to support SEE Foundation from November 2020 to 2021)

Alibaba Philanthropy The Hongkong and Shanghai Banking Co., Ltd. Social Good and Green Development of Ant Group

Tencent Charity Tencent Foundation Donors from Alipay Philanthropy platform

Award for Excellent Contribution

(Donors and fundraising platforms with excellent contributions to support SEE Foundation from November 2020 to 2021)

SK- II Bangbang Public Welfare Dangdai Group Jiangsu Wenfeng Group Rockefeller Brothers Fund

Noah Holdings Co., Ltd. Taobao Guangguang XIAO Zhiyue The Micro Platform for Public Welfare of Sina

Air Liquide (China) Holding Co., Ltd. China FAW Group Co., Ltd.

Award for Kind Contribution

(Donors and fundraising platforms with kind contributions to support SEE Foundation from November 2020 to 2021)

MOKSHA ADVISORY SERVICES SARL Baidu Philanthropy platform Dangdai Education (Wuhan) Co., Ltd.

Hengtian Wealth Investment Management Co., Ltd. Huatai Securities (Shanghai) Asset Management Co., Ltd.

Melyshop Meituan Charity Platform 3TREES Lexin Charitable Foundation Tored Holdings Group Co., Ltd.

WANG Zhixin www.news.cn ZHU Tong ByteDance Public Welfare

Award for Innovative Contribution

The top ten donors who mobilised public donations and participated in Tencent's donations on 99 Giving Day, and donors who performed well during the event.

Orsun Group CHEN Sirui Dangdai Group

Wuhan Contemporary Education Co. Ltd

Fengyuan Shengda Railway Technology Co., Ltd.

Melyshop with sister brands

Inner Mongolia Jiarong Property Service Co., Ltd

Sanyuans Energy Conservation

Lucky Hope Group Showyu Intelligent Healthcare

Zall Foundation

Enterprises involved in Alipay consumer donation activities

Wuhan Hanshang Group Co., Ltd.

Jiangsu Wenfeng Group Sushine Insurance Group

China Cultural Media Interactive ZhouHeiYa

Enterprises that actively cooperate with Internet fundraising exploration

Sika (Shanghai) Management Co., Ltd.

Chow Tai Fook (Shenzhen) Co., Ltd.

Fund and channels of communication were provided for spreading project
LightSpeed Studios & Game for Peace Team

Marine Conversation (Supporting Sea Turtles going home Project)

Kisag AG SEE Conservation Guangxi Project Center

SEE Conservation Hainan Project Center

Anbao Group Co., Limited Meituan Foundation

CHEN Sirui Dangdai Group

Wuhan Contemporary Education Co. Ltd

Delong Steel Co., Ltd

Fengyuan Shengda Railway Technology Co., Ltd.

Anhui Gujing Group Jiangsu Wenfeng Group

Liaoning General Fair Testing Co., Ltd. LONG Yuhao

Qingdao Kaiyunda Building Materials Co., Ltd.

3TREES | illombo WANG Suyunqing & WANG Luxiong

XIONG Yichen ZHOU Xianming

2021 Awards for project promotion contribution of SEE Foundation

Award for Good Deeds and Concrete Actions

(Individuals with outstanding contributions to projects)

CHEN Xiaoming CHEN Zhizhong FAN Junmei FAN Ziming Hu Jingyan LI Chunming LI Zhenfeng LIU Zejun

LUO Dongxia TIAN Ming WANG Dalin WANG Linsheng WANG Ying XIAO Nan ZHANG Jin ZHANG Min ZHANG Yi

Award for Long-lasting Companion

(Groups with outstanding contributions to projects)

Growing Up Together Tutor Team



5

CHAPTER International Cooperation

027 / International Cooperation

- International platforms joined by SEE

Consultative Status at the United Nations Environment Programme (UNEP)

Member of IUCN (International Union for Conservation of Nature)

Member of the Partnership of Biodiversity and Finance (PBF)

——As of the end of 2021

International Cooperation

The 5th Session of the United Nations Environment Assembly

Delivering a speech at the world's highest-level inter-governmental environmental conference for the first time

The 5th Session of the United Nations Environment Assembly was held virtually on February 22nd and 23rd. More than 1,500 representatives from more than 150 countries and environmental ministers from more than 60 countries convened online to discuss global environmental policy around the theme "Strengthening Actions for Nature to Achieve the Sustainable Development Goals". As one of the only two non-governmental representatives invited to speak (the other is an Indian speaker), President SUN Lili gave a speech at the "Leadership Dialogue" conference. This is the first time SEE's representative delivered a speech at the world's highest-level inter-governmental environmental conference. Vice Presidents CHANG Futian and XUE Jian also attended the conference online.



President SUN Lili delivering a speech virtually

The first global partner of the Business for Nature (BfN) in China

Business leadership in preserving nature

In March, SEE and the Business for Nature (BfN) jointly held an online meeting for mutual exchange. As the first global partner of BfN in China, SEE will be more actively engaged in global environmental governance, bring together entrepreneurs, and promote business leadership in preserving nature.

As the first global partner of BfN in China, SEE will be more actively engaged in global environmental governance, bring together entrepreneurs, actively promote green development, encourage more member entrepreneurs to sign the action call to protecting and sustainably using natural resources. By the end of 2021, 124 SEE members have signed the call to action, that is, "Nature is Everyone's Business", putting into practice the leadership and responsibility of entrepreneurs to the whole society. This also serves to provide an international stage to showcase the remarkable performance in nature conservation achieved by SEE and its member enterprises.



BfN global partners for now

The Guidelines for Planning and Monitoring Corporate Biodiversity Performance jointly released with IUCN

Providing a framework for business engagement in biodiversity conservation

In recent years, climate change, loss of biodiversity, increasing desertification, and frequent extreme weather events have posed severe challenges to human survival and development. In addition to the focus on enterprises' green supply chains, SEE has also continued to enhance their capabilities to protect nature and biodiversity, and to mitigate the pressure and risks to species and ecosystems via multiple channels.

On June 5th, SEE and the International Union for Conservation of Nature (IUCN) jointly released the *Guidelines for Planning and Monitoring Corporate Biodiversity Performance (2021)* (Chinese version) at the 8th Chinese Enterprise Green Contract Forum organized by SEE. The Guidelines introduces international cutting-edge tools and methods, and provides a framework for enterprises' biodiversity conservation from a holistic point of view.



Guidelines for Planning and Monitoring Corporate Biodiversity Performance (2021) (Chinese version) released

The 1st Phase of CBD COP15

Contributing to global biodiversity conservation

In order to contribute to global biodiversity conservation, SEE co-organized or participated in the warm-up event for the parallel Business and Biodiversity Forum, the NGO Parallel Forum, and Phase 1 of the CBD COP15 from June to October, ushering in a new stage in actively participating in global biodiversity governance.

As an effective bridge between governments, enterprises and the public, NGOs are an important force in strengthening ecological conservation and promoting green, low-carbon sustainable development. At the NGO Parallel Forum of the CBD COP15 held in Kunming from September 27th to 28th, more than 400 representatives from governments, NGOs and enterprises from more than 30 countries gathered both physically and virtually to share their cutting-edge views, cases and actions around the negotiations of the *Post-2020 Global Biodiversity Framework*, mainstreaming biodiversity, and voluntary contributions from non-state actors. Chairperson SUN Lili remarked during the roundtable dialogue that, "SEE will continue to serve as a bridge and catalyst to lead various actors in strengthening biodiversity conservation".

During Phase 1 of the CBD COP15, SEE participated in the meeting organized by CBD Executive Secretary, the CEO Roundtable on Business and Nature, among others. SEE had exchanges on solutions from the business sector, innovative insights and methods including science-based goals and Nature-based Solutions. SEE also shared the *Business for Nature CEO Initiative* to promote public-private partnership and dialogue, collective leadership in sustainable transformation as well as and mainstreaming of "nature-friendly business".



Photo of Representatives of SEE and Business for Nature (BfN)

The IUCN World Conservation Congress

Voting on multiple governance and regular proposals

The 7th IUCN World Conservation Congress (WCC) was held in Marseille, France from September 3rd to 11th. SEE and SEE Foundation participated in the voting on site as IUCN members.

SEE members in China were unable to attend the conference due to the COVID-19 pandemic. During the 3-day Members' Assembly of IUCN from September 8th to 10th, SEE's member entrepreneur ZHU Yong, who was then in France, represented SEE to participate and vote on a number of governance and regular proposals along with other 1,500 IUCN members, in a bid to make decisions and take actions in response to the most pressing issues of nature conservation and sustainable development. A total of 148 resolutions and recommendations were adopted at the conference, 39 of which were voted and adopted on the site in Marseille.



ZHU Yong present and voting at the WCC

United Nations Climate Change Conference (COP26)

Showcasing the achievements made by Chinese enterprises and the civil society in addressing climate change

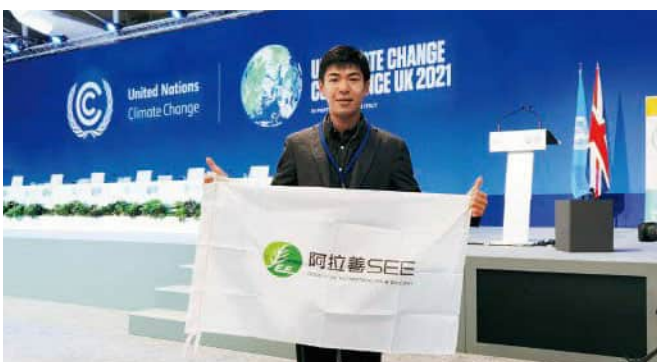
The 26th Conference of the Parties (COP26) of the United Nations Framework Convention on Climate Change (UNFCCC) was held in Glasgow, UK, from October 31st to November 13th. During the Conference, WANG Shi, SEE's second-term President, led the Vanke Foundation and the C Team to set up the China Corporate Pavilion, where 30 side events were held to showcase the achievements made by Chinese enterprises and the civil society in addressing climate change as well as share Chinese cases and experiences. SEE Foundation virtually participated in the Conference and supported an array of events.

In the 12-hour live streaming of "Go Carbon Neutral", President SUN Lili and more than 80 senior experts in carbon neutrality shared their concerns over climate change, thoughts on decarbonization, determination to protect our planet, and willingness to build the community with a shared future for mankind.

In the evening of November 9th, President WANG Shi shared his journey to the UN Climate Change Conference over the past 12 years and his insights to the COP26 with SEE members from the Glasgow Climate Change Conference site via live streaming. 100 SEE members as well as former chairpersons and secretary generals who used to participate in previous United Nations Climate Change Conferences participated in the online exchange. Among the participants are the sixth-term Vice President TONG Shumeng, founding and life time member YANG Lichuan, life time members ZHU Tong, LIN Jie, HONG Hai, XIAO Xingping, ZHANG Min, LIU Mingda, WANG Hui. ZHOU Junying and PANG Tianshu, whose fathers are SEE member entrepreneurs and who provided a lot of help and support on the site as volunteers of the China Corporate Pavilion, shared their thoughts about environmental philanthropy and what they saw and heard at this Conference.



President WANG Shi delivering a speech at the China Corporate Pavilion



Two students whose fathers are SEE member entrepreneurs serving as volunteers at the China Corporate Pavilion

UNESCO Nanjing Peace Forum

Delivering the “Chinese Solution” to Ecological Peace

Co-organized by UNESCO, the Chinese National Commission for UNESCO, the Information Office of the Jiangsu Provincial People’s Government of and the Nanjing Municipal People’s Government, the 2nd Nanjing Peace Forum was convened on October 24th, the United Nations Day, at the Sun Yat-sen Mausoleum Music Stage in Nanjing.

President SUN Lili was invited to give a keynote speech at the opening ceremony. She began her speech by introducing the work on protecting endangered migratory waterbirds represented by the Spoonbill Sandpiper (*Eurynorhynchus pygmeus*), and then elaborated on the efforts SEE has made in environmental philanthropy in the spirit of entrepreneurship over the past 17 years.



President SUN Lili speaking at the Nanjing Peace Forum

China-ASEAN Environmental Cooperation Forum 2021

Sharing cutting-edge ideas from multiple perspectives to support China-ASEAN mangrove conservation

2021 marks the 30th anniversary of establishment of the China-ASEAN dialogue and is also the year of China-ASEAN cooperation on sustainable development. As one of a series of activities for the year of China-ASEAN cooperation on sustainable development, the ASEAN-China High-level Forum on Green and Sustainable Development as well as the ASEAN-China Environmental Cooperation Forum 2021 was held in Nanning in a hybrid format from October 24th to 26th. SEE participated in several sessions and shared insights, contributing to the conservation of China-ASEAN mangroves along with relevant stakeholders and partners.

On October 25th, at the parallel sub-forum of “Nature-based Solutions: China-ASEAN Mangrove Conservation Partnership and Sustainable Development Practices”, President SUN Lili gave an introductory speech on the theme of “buildingf entrepreneurial Consensus and contributing to China-ASEAN Green Development”.



President SUN Lili at the ASEAN-China High-level Forum on Green and Sustainable Development

The Global Joint Initiative on the Partnership of Biodiversity and Finance

Taking concrete actions to promote cooperation among various players

The Partnership of Biodiversity and Finance (PBF) was officially launched on October 25th by 13 co-initiators including UNEP, UNDP and the World Bank, 32 member agencies and key supporting institutions.

At the invitation of IFF Joint Secretary General TANG Dingding, President SUN Lili responded positively and led SEE and SEE Foundation to join the PBF as the first batch of members, committed to taking concrete actions to promote cooperation among various players as well as engaging in and promoting biodiversity conservation.



The Global Joint Initiative on the Partnership of Biodiversity and Finance



6

CHAPTER Our 2021

032 / Environmental Protection & Public Welfare Projects



100 Million Suosuo

This project is committed to planting 100 million psammophytes represented by Suosuo (*Haloxylon ammodendron*) in the key ecological areas of Alxa, Inner Mongolia, within 10 years (2014-2023) and restoring 133,300 hectares of desert vegetation so as to improve the local ecological environment, curb the spread of desertification, and improve the living standards of the local herdsmen via the derivative economic value of Suosuo. By the end of 2021, a total of 75.12 million psammophytes individuals represented by Suosuo had been planted, covering an area of about 106,521 hectares.



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, also jointly promote the implementation of relevant water-saving policies by working with local governmental authorities, and finally realize the balance of groundwater exploitation and replenishment in the agricultural oasis area of Alxa. On the premise of rational use of groundwater, the project actively explores new environment-friendly agricultural development models and helps farmers expand their income channels so as to ultimately achieve the conservation of groundwater and improvement of farmers' income. With the efforts of local government authorities and other parties, by the end of 2020, the Yaoba oasis region had basically achieved the balance between groundwater exploitation and replenishment.



Blue Defenders

Targeted at the direct sources affecting environmental quality (industrial and mobile pollution sources), this project seeks to promote the disclosure of pollution information, public supervision of pollution sources, pollution abatement and sustainable development of enterprises, and contributes to the resolution of environmental pollution issues in water, air and soil fields. By the end of 2021, the project had directly supported 59 first-line organizations engaged in environmental protection and public welfare industries nationwide to become "Blue Defenders", covering 20 provinces in China. About 75.6 million yuan has been provided for the first-line partners of "Blue Defenders"; and the project supported 19 pollution prevention and control projects in 2021. The environmental database it supported covers 12.75 million enterprises across the country with more than 6.05 billion datums.



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 chains. Between its launch in June 2016 and the end of 2021, 100 real estate enterprises had joined the project, increasing the number of “White List” enterprises under 13 categories to 3,874; the project has also mobilized 17 billion yuan of green procurement; and included 22 enterprises in the “Green List”.



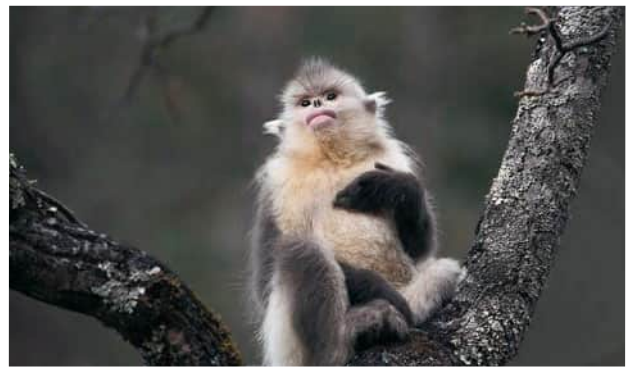
Free Flying Wings

“Free Flying Wings” (FFW) is a comprehensive ecological conservation program that aims to safeguard migratory birds and their habitats in China. The program carries out conservation work through “Socialized Participation Mode”, which is initiated by civil organizations, invested into by enterprises, and participated in by the public. It builds a civil protection network implements bird research and citizen science, and advocates policies to promote the conservation of migratory birds and their habitats in China. By the end of 2021, the program had cooperated with 68 partners of civil protection network to carry out conservation projects at 90 sites beyond protection, protected over 4,000 square kilometers bird habitats, submitted more than 240,000 pieces of bird records of more than 700 bird species, submitted more than 2,400 over pieces of threat records including poaching, pollution and construction, and organized more than 1,200 public engagement and nature education activities, covering more than 800,000 person-time in total.



Conserving the Sanjiangyuan Region

The project will promote the establishment of a community interaction network mode, maintain the authenticity of the natural ecosystem in the Sanjiangyuan region, realize the harmonious coexistence of human and nature there, and protect the most unique highland ecosystem in China and the water source of 700 million people. Since its inception in 2012, the project has supported more than 111 local environmental protection organizations to participate in the protection network, covering 126,585 square kilometers of areas (including 4,559 square kilometers of newly-included areas in 2021). On the basis of the original Sanjiangyuan Region Conservation actions, it establishes a community interaction network model, continues to foster a protection network with existing cooperative institutions and to fund local institutions to carry out conservation projects such as species protection, water protection and grassland management.



Noah's Ark

This project is committed to biodiversity conservation of primary forests and plateau wetlands in the mountainous of Southwest China it endeavors to explore and enhance the interdependent relationship between the human society and ecosystem, and promotes conservation actions led and participated by locals and benefits them from such activities. In 2021, the Green Peafowl Protection Project innovated artificial intervention measures that are of similar effect to the nature, and a total of 36 green peafowls were born in the two conservation areas. The funds of nearly 5 million yuan have been raised for the Asian elephant conservation project, which were used to optimize 1,443 mu of Asian elephant habitats; *the Green Paper on Protection of Black Snub-nosed Monkey* has been released officially after three years of monitoring and survey. Throughout the year, the project held 24 events for the public, releasing 120,000 fries of native fish into the Jinsha River and planting 5,927 native trees in the habitats of endangered species. There are 12 project centers across China that have joined the Noah's Ark Biodiversity Conservation Issues Alliance.



© JU Tao Photographed at Baiji Dolphin (*Lipotes vexillifer*) House

Save the Smile of Yangtze River

The “Save the Smile of Yangtze River” Project aims to enhance the participation and effectiveness of social organizations in the rescue of aquatic species such as Yangtze Finless Porpoise (*Neophocaena asiaeorientalis*), and create synergy between governments, research institutions, caring enterprises, NGOs and the public, thus realizing the recovery of population quantity maintaining time ecosystem. In 2021, the Assist Patrol System was officially promoted as a state system in the entire Yangtze River Basin, the number of assistant patrol guards exceeded 17,000 and the total number of patrol sites was increased to 375; the project provided insurance for 159 assistant patrol guards and piloted the arrangement of night-vision devices for 11 patrol teams; “Great Love for Little Cowfish” funded more than 20 NGO partners to spread cowfish culture; “Fish in Yangtze River” has developed and renovated small recirculating water and fish farming devices to help fishermen shift to other industries and a number of endangered fish species such as Chinese sturgeon were released. It has built 31 “Fishermen’s Stations” to explore ways to help fishermen find new alternative livelihoods.



Growing Up Together

By mentoring and accompanying the key talents of start-up environmental protection organizations, the project of “Growing Up Together” supports them to address the bottleneck hindering organizational development and become the leading strength in regions and issue fields, as well as to be more effective in addressing environmental problems. From 2013 till now, the project has funded a total of 90 partners by distributing over 40.37 million yuan, and 200 instructors of the project have provided more than 21,060 hours of voluntary service. The first promo video of the sub-brand “Jingcao Carnival” for public environmental promotion was completed, and has gained over 150,000 views; 69 events have been successfully held in many cities across China; over 82.02 million people have read the blogs on Sina microblog with the key words #Biodiversity Carnival of Growing Up Together.



Green Starters

The “Green Starters Funding Scheme” is dedicated to exploring and supporting start-up environmental protection & public welfare teams intended to be organized, so as to make the environmental protection and public welfare industries 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 December 2021, it has funded a total of 463 start-up organizations engaged in environmental protection and public welfare industries, with a total funding amount of more than 40.35 million yuan. 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 and waste reduction.



Marine Conservation

The “Marine Conservation” project pays close attention to the conservation of marine flagship species, the protection and restoration of key marine ecosystems and sustainable fisheries issues, attracts more forces to explore how to address marine ecological degradation and climate change crisis jointly with the government, enterprises and the public by relying on SEE’s social public welfare platform, renders solutions to the climate change crisis and sustainable goals, advances marine ecological progress and contributes to the global goal of protecting 30% of oceans by 2030. Since its inception in 2021, it has supported the development of over 60 local marine public welfare organizations, rescued and released over 300 sea turtles and 350 Chinese white dolphins (*Sousa chinensis*), and protected and restored over 20,000 hectares of mangrove forests, seagrass beds, coral reefs and other key marine ecosystems. It has also collaborated with several marine institutes to carry out reaches, and with a number of coastal communities and fishermen groups to empower the whole society to contribute to global ocean conservation efforts.



CHAPTER Issues Alliance

036 / Blue Defenders Issues Alliance

037 / Noah's Ark Biodiversity Conservation Issues Alliance

039 / Coastal Wetland Conservation Issues Alliance

040 / Yangtze River Conservation Issues Alliances

041 / Nature Education Issues Alliance

Blue Defenders Issues Alliance

On October 10th, 2019, the Blue Defenders Issues Alliance of SEE Conservation was officially launched with the new five-year strategy of Blue Defenders established, which marked another step forward in the field of industrial pollution control. So far, a total of 16 project centers have participated in this Issues Alliance.



Launch of the Blue Defenders Issues Alliance

Annual progress

Election of the Blue Defenders Issues Alliance's Presidium

In January, the Blue Defenders Issues Alliance established the rules of procedure and working mechanism, and elected the presidium of the Alliance, with WANG Zhixin of Fujian Project Center, ZHANG Yi of Hunan Project Center, WANG Linsheng of Pearl River Project Center, FAN Ziming of East China Project Center, and WANG Dalin of Hubei Project Center as members of the presidium.



The presidium of Blue Defenders Issues Alliance presented with credentials

Members of the Blue Defenders Issues Alliance

(in order of the establishment date)

East China Project Center
Hubei Project Center
Shandong Project Center
Taihu Lake Project Center

North China Project Center
Anhui Project Center
Sichuan Project Center
Liaoning Project Center

Pearl River Project Center
Shanxi Project Center
Chongqing Project Center
Tianjin Project Center

Hunan Project Center
Fujian Project Center
Zhejiang Project Center
Hebei Project Center

Noah's Ark Biodiversity Conservation Issues Alliance

Among 35 biodiversity hotspots in the world, the Southwest and West of China are taking important roles. From the Tianshan Mountains to Sanjiangyuan, from the Hengduan Mountains in the southeast of the Himalayas to the tropical rain forests in the south and the Beibu Gulf in Guangxi, the richest biodiversity and ethnic cultural diversity in China can be seen there. These areas are also a part of the natural gene pool and cultural treasures of China and the world.

Since its establishment in 2016, the Noah's Ark project has been committed to the biodiversity conservation of virgin forests and plateau wetlands in the mountains of Southwest China. At the end of 2019, based on the results achieved in the previous work, the project expanded the original project areas from biodiversity hotspots that need attention in Southwest China to the most endangered and rare species in China, covering more hotspots.

The Noah's Ark Biodiversity Conservation Issues Alliance was officially established on November 8th, 2020, which was co-organized by eight project centers including Southwest China, Guangxi, Sichuan and Xinjiang to develop nature and community-based solutions and engagement in conservation with the support of the project, so as to jointly build Chinese brands of SEE for ecological conservation, and make due contributions to the global sustainable development of Chinese entrepreneurs.

Four project centers, including Chongqing, Qomolangma, Shandong and Hunan, have also joined the Alliance one after another. At present, the Alliance has 12 members.



Launching ceremony of the Alliance

Annual progress

2021 is the first year of the Noah's Ark Biodiversity Conservation Issues Alliance. To better develop the Alliance, coordinated management methods and exchange meeting principles were formulated. In the beginning, each member of the Alliance has served as the rotating Center to research, develop and organize activities for members. In 2021, organized by Southwest China and Xinjiang Project Centers, the then rotating centers, the Alliance carried out two visits and exchanged activities for projects.

| Joint Annual Meeting: exchange and training of the Issues Alliance

From January 12th to 16th, the Alliance Center held its first offline campaign in Xishuangbanna, Yunnan, where a mechanism for the Alliance to found communication platforms was established. Through sofa forums, fairs, expert sharing and visits to project sites, the campaign enabled the members to gain a deeper understanding of the biodiversity in Yunnan, the human-wildlife conflicts faced by Asian elephants (*Elephas maximus Linnaeus*) conservation and rainforest restoration, and to enhance the development and management capacities of the Alliance and its members for the implementation of the Noah's Ark project, as well as the abilities of project managers in member Centers.



Campaign of the Noah's Ark Biodiversity Conservation Issues Alliance

| Exchange meeting of the Alliance at Urumqi, Xinjiang

From July 25th to 30th, the Alliance held the "Journey to Xinjiang" campaign in Urumqi, Xinjiang, which through expert sharing and dialogue, experience exchange and on-site visits, helped deeply understand the geography and geomorphology as well as animal and plant resources of Xinjiang, and moreover mobilized member Centers to actively unite and support local non-governmental environmental conservation partners to take conservation actions to raise social engagement, so as to develop local biodiversity conservation and make a good exploration and demonstration for the conservation of biodiversity with its main strategy.



Investigation and exchange of the project at a wild orchard in Xinjiang

👤 Members of the Noah's Ark Biodiversity Conservation Issues Alliance (in order of the establishment date)

Southwest China Project Center

Northwest China Project Center

Hunan Project Center

Shandong Project Center

Guangxi Project Center

Sichuan Project Center

Chongqing Project Center

Sanjiangyuan Project Center

Xinjiang Project Center

Hainan Project Center

Guizhou Project Center

Qomolangma Project Center

Coastal Wetland Conservation Issues Alliance

Wetland is an important ecosystem for all creatures. In order to improve the effectiveness of wetland conservation and expand the channels of engagement in wetland conservation, the idea of establishing an issues alliance for wetland conservation was put forward by Guangxi Project Center and Shenzhen-Hong Kong Project Center in conjunction with 13 other project centers, and with the technical support provided by the Mangrove Foundation (MCF). On January 9th, 2021, the Coastal Wetland Conservation Issues Alliance of SEE was formally established in Nanning, Guangxi, to promote social engagement in wetland conservation.

The Alliance started with issues related to coastal wetland conservation, and after the launch, it worked with Project Centers in various provinces to promote inland wetland conservation, based on hydrological, biological and development links, to carry out conservation, restoration and demonstration of coastal and inland wetlands, and to establish a long-term and in-depth cooperation platform.



Launching ceremony of the Coastal Wetland Conservation Issues Alliance

Annual progress

Mobilize social engagement in wetland conservation

From July 23rd to 25th, the Liaohe River Wetland Conservation Forum which was guided by the Liaoning Provincial Department of Natural Resources and Liaoning Forestry and Grassland Administration, and organized by SEE and the Wetland Conservation Issues Alliance was held in Shenyang.

At the Forum, Liaoning Forestry and Grassland Administration and SEE Conservation officially signed a memorandum of strategic cooperation for the establishment and conservation of Liaohe River National Park, which marked a new phase of strategic cooperation for both parties in wetland and biodiversity conservation, and would promote the conservation and restoration of wetland and the establishment of basin-based national parks. The cooperation will also promote sustainable economic and social development in the basin, and explore a new pattern of wetland conservation and restoration in Liaoning, with collaboration between the government and non-governmental public welfare organizations.



Signing ceremony of the memorandum of strategic cooperation

In 2021, the Alliance also mobilize social engagement in wetland conservation through a series of activities, including the support for the East China Project Center for the implementation of the cooperative project, the matchmaking and inspection for the Liaohe River National Park project, the support to Pearl River Project Center for the project research at Wanzuitou in the college town, the support to Chongqing Project Center for the environmental education cooperation, the support to the Taihu Lake Project Center and the East China Project Center for the research on demonstration site of Tiaozini project, and the cooperation with Shenzhen-Hong Kong Project Center in wetland education and training.

Member of the Coastal Wetland Conservation Issues Alliance

(in order of establishment date)

Shenzhen-Hong Kong Project Center	Taiwan Project Center	East China Project Center	Pearl River Project Center
Inner Mongolia Project Center	Fujian Project Center	Shandong Project Center	Guangxi Project Center
Zhejiang Project Center	Taihu Lake Project Center	Liaoning Project Center	Tianjin Project Center
Hebei Project Center			

Yangtze River Conservation Issues Alliance

The Yangtze River Conservation Issues Alliance of SEE was established on December 10th, 2021, and was jointly launched by the Project Centers alongside the Yangtze River, with the technical support of Changjiang Conservation Foundation (CCF), as a response to the national Yangtze River conservation strategy. The Alliance recognizes common values of “reverence for nature and sustainable development”, and shoulders the mission to “practice entrepreneurship and protect the Yangtze River”.

The Alliance is committed to facilitating the implementation of the Yangtze River conservation projects in various project centers, and continues to expand its influence through application and promotion in the basin, so as to mobilize more social forces to extensively engage in the ecological conservation of the River, and to establish an open exchange and service platform for high-quality and sustainable development of the Yangtze River Economic Belt.



Launching ceremony of the Yangtze River Conservation Issues Alliance

Annual progress

I The establishment of the Yangtze River Conservation Issues Alliance

On the evening of December 10th, the Committee meeting for the Issues Alliances of Yangtze Conservation, Biodiversity Conservation, Coastal Wetland Conservation and Nature Education was held, where Project Centers of SEE including Sanjiangyuan, Sichuan, Southwest China, Chongqing, Hunan, Taihu Lake, Anhui, Poyang Lake, East China, Zhejiang, Fujian, Guizhou and Hubei jointly co-initiated to establish the Yangtze River Conservation Issues Alliance, and held a launching ceremony, with CCF of Hubei Project Center as the technical support agency of the Alliance. As of the end of 2021, the Alliance has 14 member Centers.

Members of the Yangtze River Conservation Issues Alliance

(in order of the establishment date)

East China Project Center

Southwest China Project Center

Hunan Project Center

Hubei Project Center

Anhui Project Center

Fujian Project Center

Sichuan Project Center

Chongqing Project Center

Sanjiangyuan Project Center

Zhejiang Project Center

Poyang Lake Project Center

Taihu Lake Project Center

Guizhou Project Center

Qomolangma Project Center

Nature Education Issues Alliance

Nature education is the foundation of the environmental conservation system, and is interspersed in all projects. It is also an important part of the values of respecting nature, sustainable development, and the harmonious co-existence between humans and nature.

During the Members' Representative Convention of SEE Conservation held in Nanchang, Jiangxi in December, WANG Suyunqing, eighth-term Council Member and Chairman of Nature Education Committee, took the lead in calling on 20 Project Centers, including Guangxi, Fujian, East China and Henan, to establish the Nature Education Issues Alliance. Tianjin Project Center and Anhui Project Center joined before the Annual Meeting, and now there are 22 member Centers.

The Nature Education Issues Alliance is the latest-established alliance with the most member Centers. Under the guidance of the Council of SEE Conservation, the Alliance is in charge of organizing exchanges and training activities related to nature education, implementing nature education projects of the Centers, and developing collaboration with synergy to enhance the influence of SEE Conservation on nature education issues. The Alliance aims to create a diversified natural education brand featured by SEE Conservation characteristics, and to provide Chinese examples and cases for the development of ecological civilization.



Launching ceremony of the Nature Education Issues Alliance

Annual progress

Alliance meeting

On December 12th, the first meeting of the Nature Education Issues Alliance was held in Nanchang, Jiangxi both online and offline, where the attendees discussed the remote guidance issued by Chairman WANG Suyunqing and the working mechanism and arrangement of the Alliance. Moreover, the Project Centers have learned project experience by sharing, and will accelerate the implementation of nature education, and expect to eventually turn nature education into a large network to share resources and promote the implementation via both online and offline channels. On December 23rd, the Secretariat of the Alliance held its first working meeting online, where Chairman WANG Suyunqing distributed and arranged the work of the Secretariat.



The first meeting of the Nature Education Issues Alliance

Members of the Nature Education Issues Alliance

(in order of the establishment date)

Shenzhen-Hong Kong Project Center	Taiwan Project Center	East China Project Center	Southwest China Project Center
Pearl River Project Center	Inner Mongolia Project Center	Anhui Project Center	Henan Project Center
Shanxi Project Center	Fujian Project Center	Shandong Project Center	Guangxi Project Center
Chongqing Project Center	Ningxia Project Center	Zhejiang Project Center	Poyang Lake Project Center
Taihu Lake Project Center	Liaoning Project Center	Tianjin Project Center	Hainan Project Center
Guizhou Project Center	Qomolangma Project Center		

8

CHAPTER SEE Volunteer Program

043 / SEE Volunteer Program



SEE Volunteer Program

In 2021, the SEE Volunteer Program had 556 new volunteers and a total of 2,095 registered volunteers who had joined hands with us in environmental protection and public welfare. In the whole year, 193 volunteers provided 1,998.5 hours of voluntary services, including environmental protection projects, online services, and professional and technical services, as well as services for SEE operations and support of public welfare activities.



SEE volunteer card

556

New volunteers

193 person-times

Provided services

2,095

Registered volunteers

1,998.5

Service hours

Volunteer services in 2021

Volunteer services for frontline environmental protection projects

Based on the SEE environmental protection projects and activities as well as volunteers' demands for engagement, the Volunteer Program provided services for project teams of desertification control, ecological protection and nature education, marine conservation, and supporting the development of China's civil society on environmental protection, with a total of 818 service hours in 2021.

Moreover, the SEE Volunteer Program provided Project Centers with suggestions on basic system construction and activity planning, as well as specific support in recruitment, activities, and security and motivation for volunteers.

In view of the different project models and voluntary service levels of various Project Centers, the SEE Volunteer Program provided them with differentiated and sustainable insights to solve their hardships, and analysis of development direction, to help the Centers effectively integrate volunteer services into environmental protection projects and activities.

818

Total service hours in 2021



Promotion materials for SEE translated by volunteers

Online and professional volunteer services

In order to further develop the support potential of volunteers in the back-end work of environmental protection and public welfare, and to meet the needs for volunteer services in departments including brand communication, investment management and cooperative development, the Volunteer Program explored ways and maintenance measures for professional and technical volunteers to engage in environmental protection.

In addition to providing online and offline professional volunteer services, the Volunteer Program focused on improving partnerships between different groups of volunteers and SEE. Professional and technical volunteers have provided a total of 416.5 service hours in 2021.

416.5

Total service hours in 2021



Volunteer services in the 2021 Members' Representative Convention

Volunteer services for institutional business and activity support

The SEE Volunteer Program continued to serve large events and campaigns of SEE, including the spring planting and the Members' Representative Convention. The total service hours in large events and campaigns reached by 515 hours in 2021.

515

Total service hours in 2021

① Brand building for volunteer services

Infrastructure further optimized

Utilizing channels including zyz.org.cn, chinavolunteer.mca.gov.cn, and Alibaba Foundation, the SEE Volunteer Program improved the efficiency of recruitment and information recording of volunteers, and further protected their rights and interests.



Volunteers at the spring planting of 100 Million Suosuo

Ongoing promotion and brand building for volunteer services

The SEE Volunteer Program utilized we-media channels to push notifications regarding information on voluntary services and activities as well as public activities to Project Centers including Northwest China, Shanxi, Guizhou, Henan, Guangxi and Anhui, institutions, departments, and project teams to raise volunteers' understanding on projects and activities and help match volunteer resources with demands.



Volunteers at the 2021 Members' Representative Convention

Social resources maintenance gradually improved

On the basis of previous activities, the SEE Volunteer Program kept in touch with student organizations of Sichuan University of Arts and Science, Beijing College of Social Administration and Inner Mongolia University and took colleges and universities as platforms, to gradually raise students' engagement in volunteer services for environmental protection of SEE.



Volunteers received training at the spring planting of 100 Million Suosuo

In addition, in cooperation with PYXERA Global's volunteer projects, SAP corporate volunteers provided professional services for SEE Conservation, which was a good case for the integration of corporate volunteer resources into the back-end work of environmental protection and public welfare.



Scan to become a SEE Conservation volunteer

9

CHAPTER Founders

046 / Founders

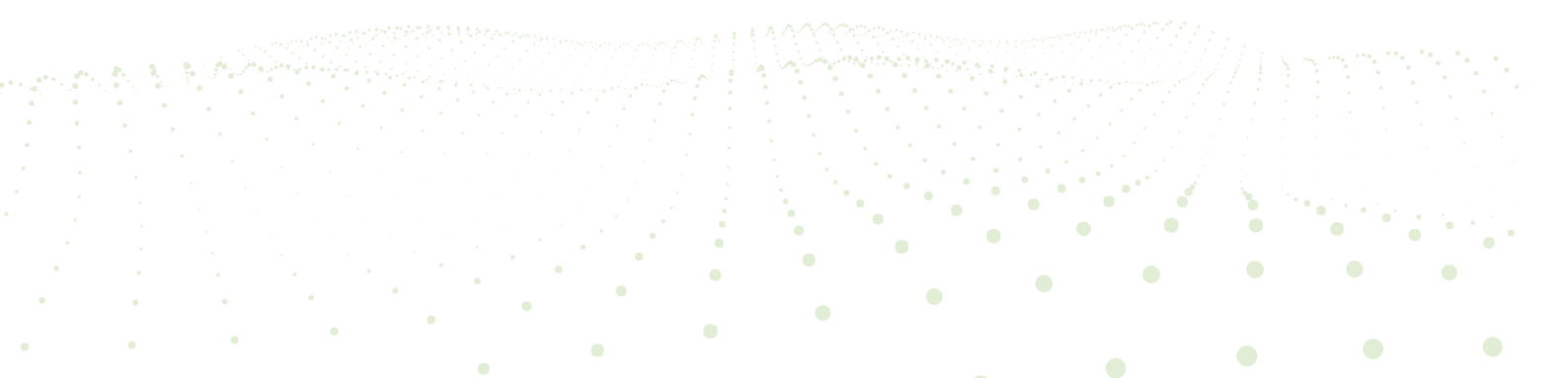


Founders

🕒 On June 5, 2004, SEE was founded.



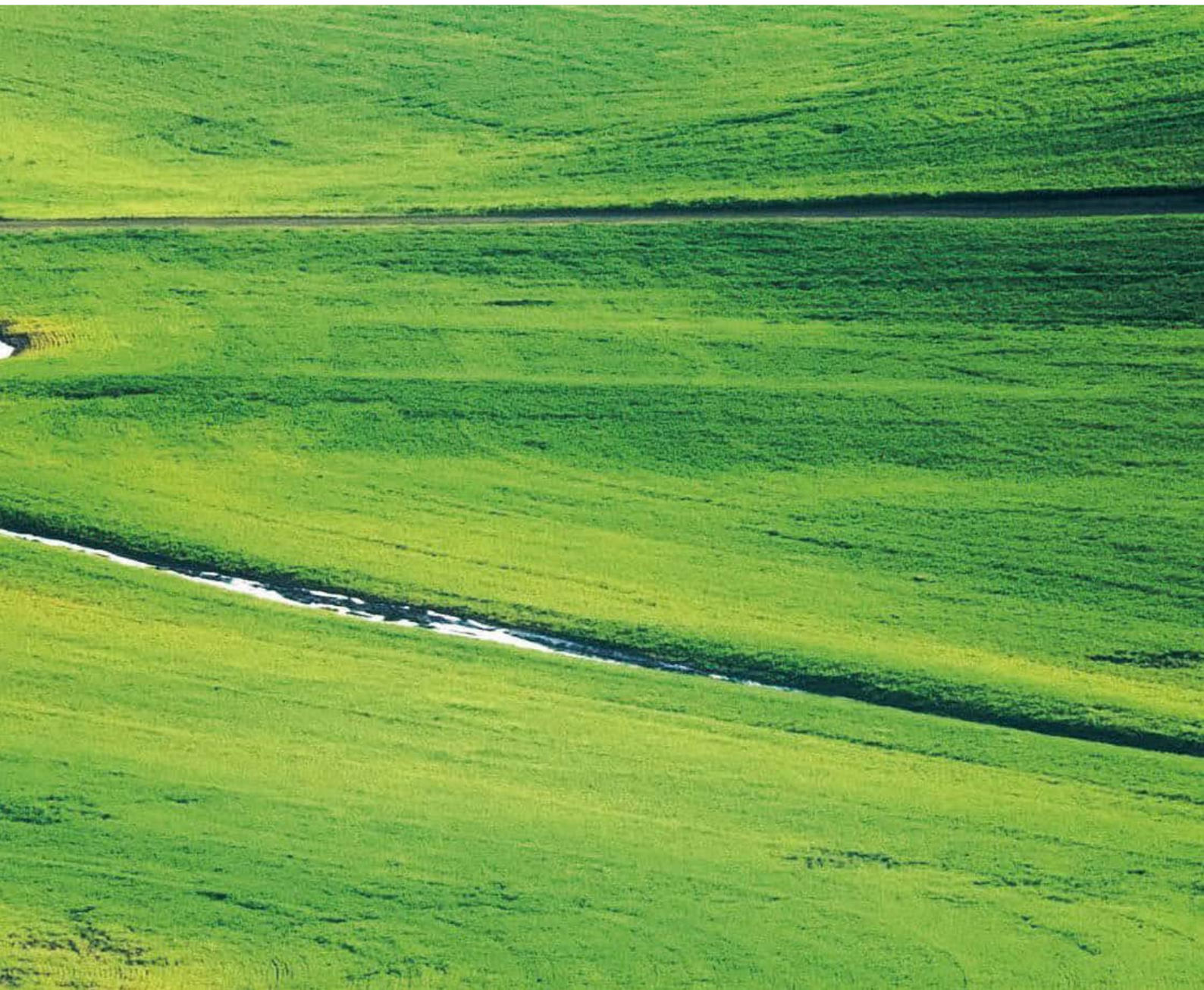
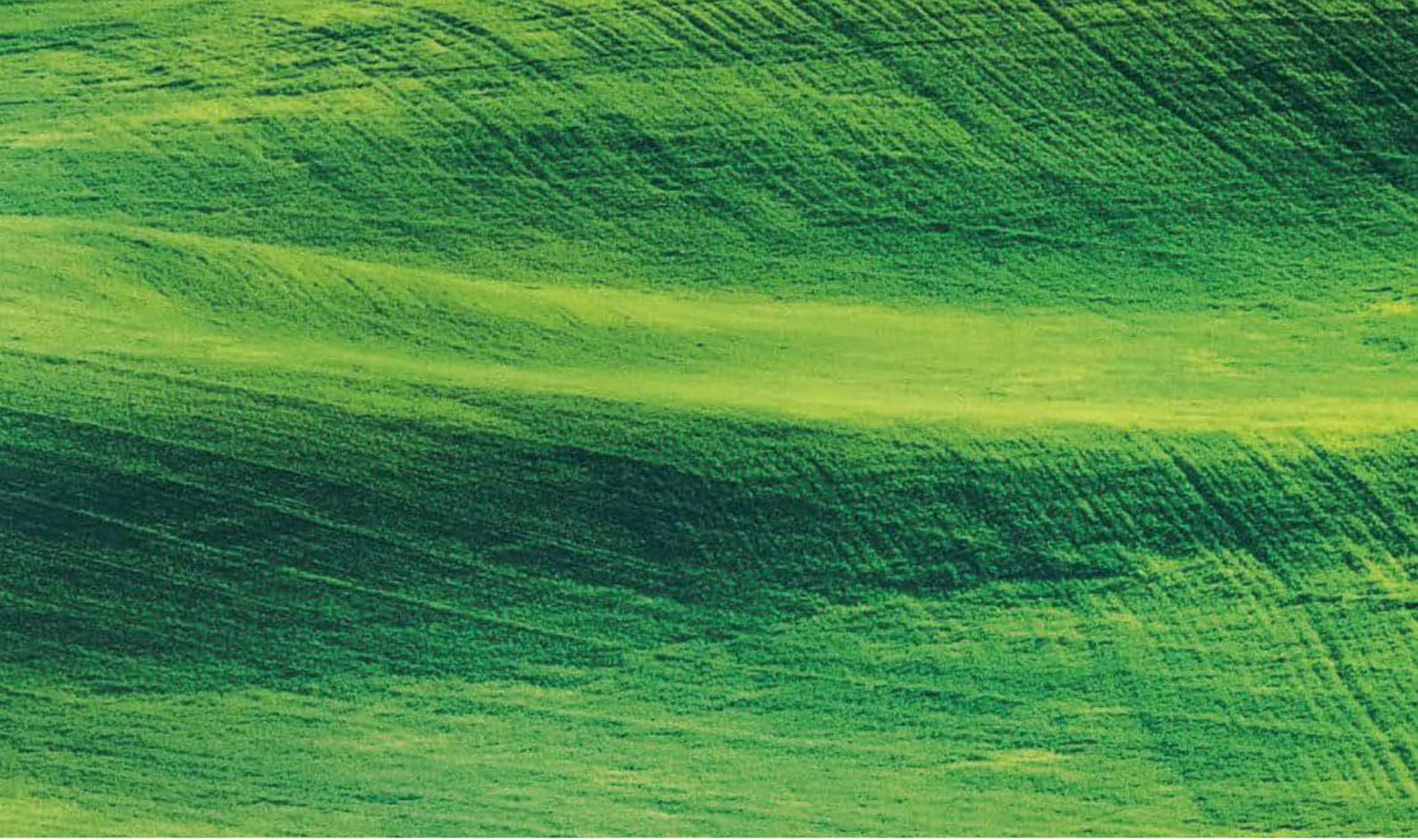
* A time-ordered list of initiated by SEE and its members



10

CHAPTER
Environmental
Projects
Across China

049 / Environmental Projects Across China

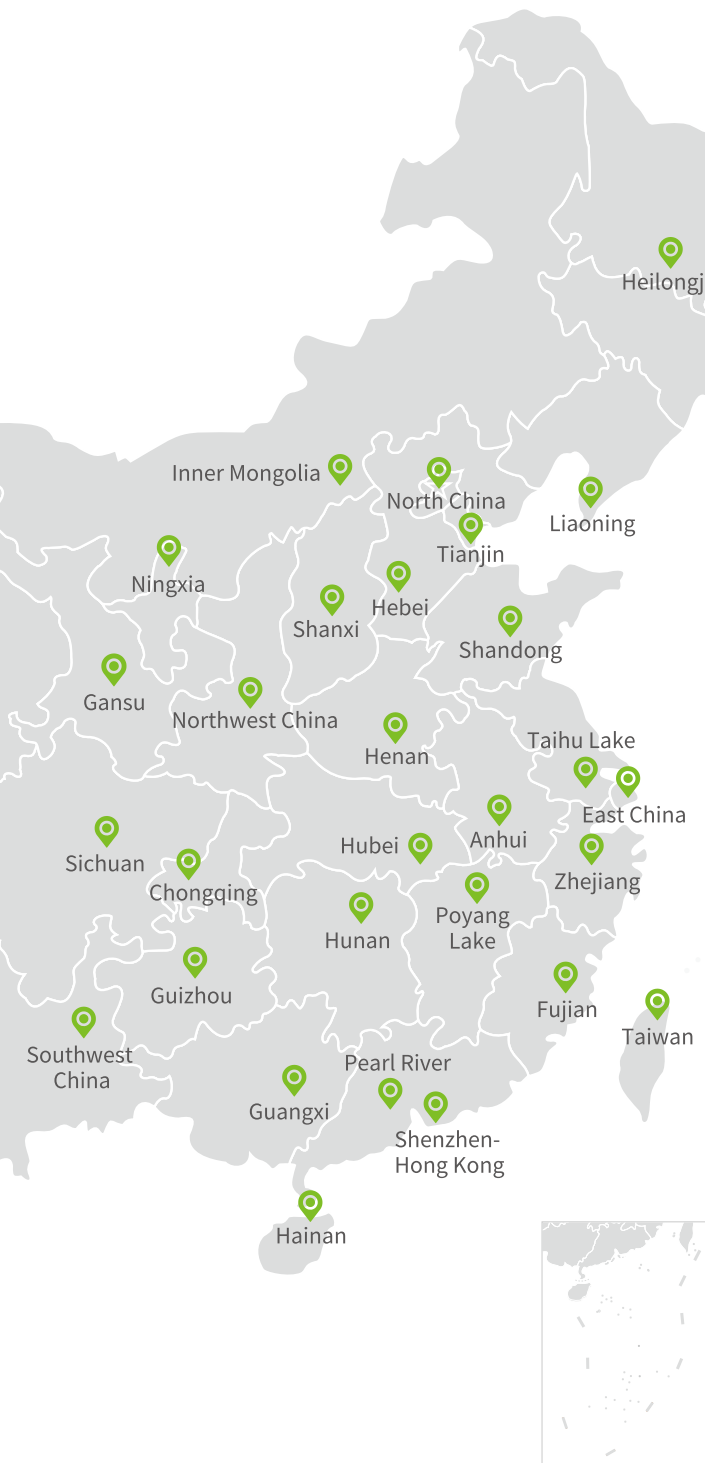


Environmental Projects Across China

- 2009-11-01**
Shenzhen-Hongkong Project Center
Mangrove-Centered Wetland Conservation
- 2010-02-01**
Taiwan Project Center
Marine Conservation,
Cross-Straits Public-Welfare Experience Exchange,
Nature Education
- 2010-03-01**
East China Project Center
Free Flying Wings Coastal Wetland Protection,
Nature Education
- 2011-06-05**
North China Project Center
Blue Defenders, GUT and Jingcao Carnival,
Nature Education, Take Leopards Home,
Beijing Swift Protection,
Forum on Waste Management and Zero Waste in Beijing
- 2011-10-01**
Southwest China Project Center
Noah's Ark-Biodiversity Conservation
- 2013-10-31**
Pearl River Project Center
Nature for water,
Guarding South Elves,
Industrial Green Supply Chain Action,
Bay Area Wetland Protection
- 2013-11-08**
Northwest China Project Center
Ecological Protection and Restoration in
Qinling Mountains
- 2014-09-16**
Hunan Project Center
Biodiversity Conservation in Dongting Lake Basin,
Protect Hunan Program,
Save the Smile of Yangtze River-Conservation of
the Yangtze Finless Porpoise
- 2015-07-04**
Hubei Project Center
Save the Smile of the Yangtze River-
Conservation of the Yangtze Finless Porpoise,
Guarding the Home of
Baer's Pochard-Wetland Protection,
Zero-carbon Yangtze River-Promote
Low-carbon Transformation,
Fish in Yangtze River-Restore
Endangered Fish in the Yangtze River
- 2015-08-31**
Inner Mongolia Project Center
100 Million Suosuo,
Guarding Birds' Home in Inner Mongolia,
Ecological Restoration of the Yellow River in Ulan Buh,
Inner Mongolia along then West Bank of the Yellow River
- 2016-12-18**
Anhui Project Center
Wanjiang River Conservation,
Biodiversity Protection of Wetland in Hefei,
Operation of Anhui Nature Education Center
- 2017-01-12**
Henan Project Center
Great Bustard Protection,
Ecological Protection of the Yellow River,
Nature Education
- 2017-07-29**
Shanxi Project Center
North China Leopard Population and
Habitats Protection,
Nature Education, Jingcao Carnival
- 2017-09-23**
Fujian Project Center
GUT, Wetland Protection,
Marine Issues, Nature Education
- 2017-12-14**
Shandong Project Center
Nature Education and Conservation



scan for more details



- 2018-01-23**

Guangxi Project Center

Protection of Karst Biodiversity with White-Headed Langurs as the Representative Species, Mangrove-Centered Wetland Conservation and Popular Science Lessons of Nature
- 2018-04-25**

Sichuan Project Center

Bring Pandas Home, Best Rangers, Felid Conservation in Xinlong County
- 2018-05-27**

Chongqing Project Center

Bring Yangtze Sturgeon Home, Thousand Birds and Yangtze Sturgeon
- 2018-08-11**

Heilongjiang Project Center

Under Planning
- 2018-08-19**

Sanjiangyuan Project Center

Conserving the Sanjiangyuan Region
- 2018-09-17**

Ningxia Project Center

Nature Education and Ecology Protection
- 2018-10-20**

Zhejiang Project Center

Community Garbage Sorting at the Source, Endangered Animal Protection, Wetland and Biodiversity Protection
- 2018-12-16**

Poyang Lake Project Center

White Crane and its Food Source Protection, Save the Smile of Yangtze River-Conservation of the Yangtze Finless Porpoise
- 2019-01-05**

Taihu Lake Project Center

Basin Management in Taihu Lake, Nature Education, Conservation of Coastal Wetlands and Birds
- 2019-04-14**

Liaoning Project Center

Operation "Fengshan", Spotted Seal Protection in Liaodong Bay, Free Flying Wings, Construction of Liaohe National Park
- 2019-06-29**

Tianjin Project Center

Coastal Wetland and Bird Protection in the Yellow Sea-Bohai Sea, Treatment of Black and Odorous Water Bodies and Air Pollution Control in Rural Areas
- 2019-08-25**

Xinjiang Project Center

Endangered Animals and Plants Protection in Xinjiang, Desertification Prevention and Control in Xinjiang
- 2019-10-20**

Hebei Project Center

Nature Education and Free Flying Wings
- 2020-08-08**

Hainan Project Center

Marine Biodiversity Conservation, Coastal Wetland and Critical Ecosystem Protection, Nature Education
- 2020-10-29**

Guizhou Project Center

Environmental Protection Volunteer Alliance
- 2021-08-04**

Gansu Project Center

Under Planning
- 2021-08-10**

Qomolangma Project Center

Under Planning



CHAPTER On the Way

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071 / Inner Mongolia Project Center

073 / Anhui Project Center

075 / Henan Project Center

077 / Shanxi Project Center

079 / Fujian Project Center

081 / Shandong Project Center

083 / Guangxi Project Center

085 / Sichuan Project Center

087 / Chongqing Project Center

089 / Sanjiangyuan Project Center

091 / Ningxia Project Center

093 / Zhejiang Project Center

095 / Poyang Lake Project Center

097 / Taihu Lake Project Center

099 / Liaoning Project Center

- 
- An aerial photograph of a dense forest. The trees are mostly green, with some showing yellow and orange hues, suggesting autumn. A winding asphalt road with white lane markings is visible in the bottom left corner, curving through the forest.
- 101 / Tianjin Project Center
 - 103 / Xinjiang Project Center
 - 105 / Hebei Project Center
 - 107 / Hainan Project Center
 - 109 / Guizhou Project Center
 - 111 / Gansu Project Center
 - 112 / Qomolangma Project Center

Shenzhen-Hong Kong Project Center

The Shenzhen-Hong Kong Project Center established in December 2009, it brings together member entrepreneurs from Shenzhen, Hong Kong and surrounding areas to drive and mobilize them to engage in environmental conservation. At the same time, as the initiator of the Mangrove Foundation (MCF) which serves as the center's project implementation agency, the Center focuses on and promotes the coastal wetland conservation projects to establish a social conservation and management platform with the joint engagement of governments, enterprises, the public and NGOs. As of the end of 2021, the Shenzhen-Hong Kong Project Center has 49 members.

Project Progress

In 2021, with the support of the Shenzhen-Hong Kong Project Center, MCF has mainly focused on the environmental problems in Shenzhen Bay, and promoted the ecological restoration of Shenzhen Bay wetlands by enhancing sensitivity and insight, exploring and practicing problem solutions in multiple aspects, and optimizing and promoting nature education.

■ Environmental monitoring of Futian Mangrove Ecological Park

A comprehensive monitoring of the changes in the flora and fauna and their habitats in the Futian Mangrove Ecological Park was carried out, and a preliminary GIS information database of the flora was established, which underpinned the further improving of the monitoring system, as well as the intelligent green management in the Park. The Gross Ecosystem Product (GEP) of the Park was assessed to be 165 million yuan per year, which is 6.35 times the average GEP of Shenzhen.

■ Exploration for habitat conservation of key species

The Center had conducted the collaborative survey of waterbirds in Shenzhen Bay along with the Shenzhen Bird Watching Society and the Hong Kong Bird Watching Society; and clarified cooperation intentions with the Beijing Office of Kadoorie Farm and Botanical Garden (Hong Kong) and Mai Po Nature Reserve on the conservation of Eurasian otters (*Lutra lutra*) in the Greater Bay Area to promote the conservation of key species and their habitats.

At the same time, the Center cooperated with Futian Mangrove Nature Reserve for fish pond management and reed control including optimizing the structure of fish ponds No.3 and 4 in the Reserve and introducing hydraulic double-controlled electric sluice gate to promote the scientific management and rational use of fish ponds. By exploring management countermeasures for high-tide bird habitats, the *Proposed Management Plan for Kei Wai Fish Ponds No.3 & 4 in Futian Mangrove Nature Reserve* was made.



Topographical optimization of fish ponds No.3 & 4

■ Invasive alien species (IAS) prevention and control

A wetland ecological restoration project was implemented in the Shenzhen River estuary with a treatment on 6.7 hectares of *Sonneratia* species (*Sonneratia caseolaris* (L.) Engl.) and a reduction of 76% on the area occupied by *Sonneratia* species within the designated area, and effectively controlled the proliferation of alien plants and provided more habitat space for migratory birds in winter.

As for the follow-up work of the wetland restoration targeting *Sonneratia* species, the *Project Outline of the Ecological Restoration in Wetlands of Shenzhen River Estuary* was made, and moderate intervention has been

taken to remove invasive alien species. At present, effective control over the invasive species Horse Tamarind (*Leucaena leucocephala* (Lam.) de Wit) has been achieved to safeguard the growth of native plants.

At the same time, the Center developed long-term cooperation on research with Shenzhen Fairy Lake Botanical Garden in fields of invasive alien plants, plant community succession, and ecological restoration of wetlands, and established an auxiliary station of the National Research Station for Terrestrial Ecosystem Positioning and Observation in Futian Mangrove Ecological Park, as part of the urban forest ecosystems in Shenzhen, Guangdong.



Ecological restoration of wetlands at Shenzhen River estuary

■ Wetland Education Center

The Center kept implementing science popularization education programs of mangrove for primary and junior middle students in Futian District along with the Administration of Guangdong Nei Lingding-Futian National Nature Reserve, the Education Bureau of Futian District and the Futian Science and Technology Association, and offered courses on wetland for 1,661 teachers and students from 33 classes of 14 schools.

The education staff and the course "Journey to Find Mangrove" were awarded the 2021 Guangdong Nature Education Star and Excellent Nature Education Course by the Forestry Administration of Guangdong. The "Beating Green Monsters Bring Nature Back" was selected by the Shenzhen Bureau of Planning and Natural Resources as a model campaign for nature education in Shenzhen. The bird-watching activity at the Shenzhen Bay Park organized by the Nature Education Center was selected by the Shenzhen Administration of Urban Management and Law Enforcement as the most popular nature education activity.



Bird-watching activities

Public Nature Education

Throughout the year, 348 public events such as interpretive tours, environmental enhancement (and citizen science popularisation) were held, with over 16,000 participants from the public, enterprise staff, community residents, and fundraisers, and a total of 1,929 volunteers providing over 5,875.5 hours of service for the events.

348 Public Events

16,000 Participants ppl.

1,929 Volunteers ppl.

5,875.5 Service Hours hrs.



Public participation in nature education events

Member Engagement

The "Earth Hour" Seminar

On March 27th, the Shenzhen-Hong Kong Project Center, together with Excellence Group, One Planet and WWF, organized the "Earth Hour" seminar - "Dialogue with the Future for a Better Nature" in Shenzhen, where member enterprises of the Center including Excellence Group, Sundan Life and TWI Group became China 2021 Earth Hour promotion partners.



"One Earth" Seminar

MCF General Election

On July 31st, the general election of the MCF's fourth session of the Council and Board of Supervisors was held to form a new governance team of 22. The new team will take half a year to transit and formally take up their duties at the end of 2021 to continue exploring and deepening the nature conservation model with social engagement.



MCF General Election

Appreciation Banquet for the "Night for Mangroves"

On November 25th, the Thanksgiving Day, "You Make Nature Different" — 2021 Appreciation Banquet for the Night of Mangrove was held at the Donghai Langham Hotel in Shenzhen. SEE Conservation and members of various project centers, previous donors of the Night, and founders, directors and supervisors of SEE foundation gathered in Shenzhen to appreciate the gift of nature and the companionship on the journey of public welfare.



Attendees of the "Night for Mangroves"

Message from the Chair

SEE is an amazing organization. We hope that all members will stay diligent and respectful to each other with a pure and peaceful mind, and never forget the original aspirations.

—By XIAO Xingping

Chair of the Shenzhen-Hong Kong Project Center

**Working Committee
Members of the
Shenzhen-Hong Kong
Project Center**
2020~2023 (the 4th session)

Chair | XIAO Xingping
Vice Chair and Secretary General | LI Chunming
Vice Chairs | LIU Mingda, LIU Wenjie, LUO Jian, XU Zeying, ZHANG Min
Chair of the Supervisory Committee | CHEN Xiaohan
Advisory Members | CHEN Jinsong, WAN Jie, WANG Jigang, LIU Liqiang

Taiwan Project Center



Established in February 2010, the Taiwan Project Center is composed of entrepreneurs from both sides of the Taiwan Strait who care about environmental conservation with a focus on environmental issues including marine environment, habitat preservation, environmental education, as well as microplastic detection in estuarine ports and climate change, and is committed to promoting cross-strait environmental projects and sustainable environmental development. As of the end of 2021, the Taiwan Project Center has 19 members.

Project Progress



Twin Hearts Stone Weir in Penghu Islands

■ Promoting marine conservation

The Center cooperated with Social Enterprise Insights to promote public understanding of the value and importance of sustainable development with “Sustainable Development” as the main theme and “Doughnut economics” as the framework, conducted the “Sustainable Oceans” series reports, and published 5 thematic articles to help the public understand the SDG 14 Life Below Water and the state of marine issues, as well as the key goals of sustainable oceans, so as to stimulate public actions through knowledge popularization.



Campaign poster for “Sustainable Oceans”

■ Cross-border Communication on “Sustainable Life”

In cooperation with the Taiwan Institute for Sustainable Energy, the Center organized two seminars of “Cross-border Communication on Sustainable Life” on the themes of “Net Zero Carbon Emission Trends” and “International Carbon Pricing and Global Decarbonization Trends”. Entrepreneurs and participants from both sides of the Taiwan Strait were invited to exchange and discuss the impact and opportunities of the themes on enterprises, as well as the measures and strategies for enterprises to adopt in the process of implementation. Almost 700 people attended the seminars online and offline.



Venue of the seminar (thanks to Vice Chair ZHOU Junji for providing the Xinyi School as venue)

■ “Sustainability Forum” to share sustainable ideas

On October 2nd, the Taiwan Project Center and Social Enterprise Insights collaborated to organized the Sustainability Forum, inviting practitioners from all walks of life to share and discuss how to create new possibilities for sustainability in their daily lives and work. The event included onsite activities and live streaming which witnessed a participation of 4,270 people.

4,270 Participants
ppl.



Sustainability Forum

■ Continue to advance marine environmental education

Through five online meetings with FriendlySeed for curriculum development, the Center finalized the overall curriculum structure of marine education and developed two sets of “Heart of the Ocean-Environmental Education Programs”, which fill the gaps in the existing marine education materials in school, provide the necessary support and resources for teachers and students, and guide them to think about how to address the issues on marine environment. Two events were held respectively on November 16th and December 9th, with the participation of 81 students and teachers.



Children in an environmental education event

Member Engagement

■ Exchange activities

On November 16th, the marine environmental education activity “Ocean and Me” was held in Heping Island, and Vice Chairman WANG Suyunqing, WANG Luxiong and CHEN Facheng of the Center were invited. The activity helped understand the relationship between ocean and humanity and the importance of marine ecology via team games, interactive quizzes, and briefings.



The Working Committee at “Ocean and Me”

Message from the Chair

2021 is a year full of challenges. With unbridled enthusiasm and the spirit of overcoming the challenges, the Taiwan Project Center has given full play to its role as an exchange platform, continued to promote cross-strait experience exchange, and mobilized entrepreneurs to take actions for environmental conservation and public welfare.

——By SHEN Peilin
Chair of the Taiwan Project Center

**Working Committee
Members of the Taiwan
Project Center**
2020~2023 (the 4th session)

Chair | SHEN Peilin
Vice Chair and Secretary General | YAN Xinjun
Vice Chairs | HAN Jiahuan, ZHOU Junji, WANG Luxiong,
WANG Suyunqing, CHEN Facheng



The East China Project Center, established in March 2010, focuses on environmental issues in Yangtze River Delta and is committed to projects including “Nature Education in East China”, “Protecting Dongtan” (for wetland protection), “Green Starters” and “Growing Up Together” (developing private environmental nonprofits). It actively aggregates resources from entrepreneurs in the Yangtze River Delta to improve the “Government-Private-Business-University” Environmental Network. By the end of 2021, the Center, with 81 entrepreneur members, has sponsored 51 private environmental nonprofit organizations and attracted one million people to join in or support environmental conservation.

Project Progress

■ “Protecting Dongtan” (for wetland protection)

In 2021, SEE Foundation and the Management Center of Dongtan Nature Reserve in Chongming, Shanghai successfully signed the second round of cooperation memorandum (2021-2024), and agreed that the East China Project Center would be responsible for the operation and management of the Chongming Dongtan Environmental Education Center, Changjiang Road Visitor Center and Fishing Port Visitor Center, as well as activities reception and public appointments. After thorough preparations including preliminary operation and maintenance team building, interpretation and guidance planning, appointment arrangement, site security, upgrading of supporting facilities and settlement of guide boards, the Base and the two Centers were reopened to the public for free since July 1st after four years of closure, and public visits reached 31,819 person times.



Public visit at the Chongming Dongtan Environmental Education Center

Throughout the year, the wetland cleaners and volunteers from various social organizations removed about 21,137 kg of plastic waste and cleaned up about 8,000 meters of shoreline. Among them, 1,064 volunteers from 16 schools, enterprises and organizations including Disney, Volvo and Shanghai Experimental School, participated in 20 voluntary action for wetland cleaning, picking up a total of about 1,902 kg of plastic waste. The wetland cleaners completed 145 times of clean-ups, 39 times of plastic waste recycling and disposal, and 2 induction and safety trainings, with a total treatment of about 19,235 kg of plastic waste.



voluntary action for wetland cleaning

■ Environmental Education

In July, the Working Group for Environmental Education was formally established to carry out exchanges and cooperation on the design of environmental education curriculum and activities, community construction around Dongtan and the construction of community nature centers to explore useful solutions for multi-partnership in conservation and management.

■ Support for nonprofit environmental industries

In 2021, the East China Project Center recruited 6 new GUT tutors, and had 6 new partners for GUT and Green Starters. The currently funded partners reached 11 in total, covering areas including ecological conservation and nature education with a total fund of 470,000 yuan. At the same time, the Center provided a fund of 200,000 yuan for the Blue Defenders project. Moreover, the Center together with CCF provided a fund of 100,000 for the publication of the *Green Book on Ecological Conservation and Restoration of Yangtze River* written by YU Xiubo, Researcher at the Institute of Geographical Sciences and Resources, Chinese Academy of Sciences.

In addition, the Center has joined the issues alliance of Yangtze River Conservation, the Wetland Conservation and Nature Education to form synergy in projects with other Centers and jointly conduct long-term conservation.



Visit to an environmental education partner

■ Fundraising

In 2021, the Center raised a total of 2,728,400 yuan. During the Tencent’s “99 Giving Day”, the Center obtained a total fund of 2,387,300 yuan with 21 hearty enterprises and individuals.

The Center also successfully explored CSR products such as “Clean Wetland”, “Wetland Nature Education” and “Jingcao Environmental Lecture”, which received a total fund of 341,100 from enterprises, individuals and organizations. Besides, the Center also received 2 electric shuttle buses from Abell Maternity Hospital and Sandhill Group, as well as a two-year right for the use of 2 Changan new energy vehicles for special purpose of public welfare from Changan Automobile.

■ Brand communication

In 2021, the East China Project Center cooperated with L+MALL at Lujiazui, Shanghai, with members including Dr. SHI Yan of Shared and Harvest Farm, and TU Jianyu of Mio Tech, to hold 2 exhibitions and 9 lectures for environmental public welfare, reaching a total of over 10,000 people. These events focused on biodiversity conservation, sustainable fisheries, carbon neutrality and other hot topics, and discussed with the public on how to be a good earthdweller.

At Dongtan Nature Reserve, the Center held multiple events including the "Open Day for Media", the "Wetland Cleaning Action", and the "Green Peafowl (*Pavo muticus*) Concert", which were reported by more than 10 news media and official government platforms. The events aimed to raise public awareness on habitat conservation and enhance the effectiveness of demonstration and social influence of the Reserve.



Green Peafowl Concert

Member Engagement

■ Member exchange and collaboration with other project centers

The Center founded its Strategy Committee to mobilize more entrepreneurial members to engage in project planning and management. The 19 members are contributing to the projects in strategic positioning, fundraising from multiple channels, and resource expansion.

The Center aims to build a platform for dialogue and mutual sharing, to increase cooperation and interaction with other project centers and partners, and to promote contact and communication between SEE members. 14 exchange events were organized with a total participation of 256 including 32 members from 7 project centers.



Strategy Committee

■ Visit and Communication

In 2021, the Center held a total of 53 events including "Green Starters' Review", "Public Welfare Travel for Biodiversity in Dongtan" and "Sustainable Development and Green Supply Chains", and visited 10 member enterprises. The Center has also maintained active interaction with other centres to enhance emotional connection.



Exchange between the East China and the Guangxi Project Center

Message from the Chair

The year 2021 marks the eleventh anniversary of the establishment of the East China Project Center. As the old Chinese saying that "it takes ten years to sharpen a sword", the eleventh year means a new beginning as well as a new challenge. Looking back on this year, we have witnessed the responsibility the East China members have taken to put their efforts and actively rise in solving the difficulties and challenges. As we enter the new year of 2022, we will have more expectations and face more challenges. In the new year, I will stick to our original aspirations all together with members of the East China Project Center and the Working Committee Members to realize our common dreams.

——By QIAO Hui
Chair of the East China Project Center

**Working Committee
Members of the East China
Project Center**
2020~2023 (the 4th session)

Chair | QIAO Hui
Vice Chair and Secretary General | HE Zhihui
Vice Chairs | XUE Jian, FAN Ziming, JU Weihong, ZHANG Xiang, XU Huachun
Deputy Secretary General | PANG Yong, WANG Xiongbn

North China Project Center

The North China Project Center was established on June 5th, 2011 and is dedicated to bringing together entrepreneurs to handle environmental problems in North China, with a focus on issues including species and habitats conservation, waste management, industrial pollution prevention and control, and nature education, and a cultivation of non-governmental forces for environmental protection in North China by projects such as “Green Starters” and “Growing Up Together”. As of the end of 2021, the North China Project Center has 92 members.

Project Progress

■ Raise funding and Annual Meeting of the “Blue Defenders”

In 2020, the Center funded projects including the Beijing He Yi Institute, Green HeBei, QingYuan Environmental Charity Organization and GREEN COLLAR ENGO, and took concrete actions including volunteer empowerment programs, field environmental investigation on steel enterprises and direct dischargers to the sea, and industrial waste governance in rural areas of North China, to put all efforts on the conservation of lucid water and blue sky along with other environmental public welfare partners.

On July 23rd, the SEE Foundation held a joint review meeting for Blue Defenders project. Nearly 50 people attended the meeting, including representatives of judges from eight project centers, industry experts, important partners and project partners of Blue Defenders. The meeting finally decided to sponsor 3 partners, with a total fund of 1.2 million yuan. The funding covered policy recommendations, construction of environmental database and rural environmental governance.

On April 20th, the 2021 annual meeting of Blue Defenders themed by “Blue Defenders on the Way” was held in Beijing. As an important project of the Center, the Blue Defenders provided strong support on fields including pollution data and river conservation.

■ Bird monitoring and wetland conservation

According to the results of the “Top 10 Progresses in China’s Coastal Wetland Conservation from 2019 to 2021”, the *Green Papers of China’s Coastal Wetland Conservation (2021)* was completed and will be officially published in the first half of 2022.

At the same time, “Free Flying Wings” implemented bird monitoring and mudflat conservation in the Donggang area in Dandong, the Hangu Binhai area in Tianjin and the Puti Islands. More than 100 days of bird survey were conducted throughout the year, along with 2,242 records of 212 bird species.

100 +days

Of bird survey in 2021

212 Bird species

2,242 Survey records



bird survey

■ GUT review & “Leopard in Xishan” Jingcao Carnival

During the year, the Center organized and attended the Exchange Meetings for GUT Partners and the GUT Annual Meeting, listened to the diagnosis report of Sanyuan team on Gaiya Design and its recent work progress, and selected two organizations, Go Zero Waste (Beijing) Information Technology Co., Ltd. (jointly funded with Zhejiang Project Center) and Green Anhui Environmental Conservation Action Center in Luyang, Hefei, as 2021 GUT partners of the Center. On June 5th, the Jingcao Carnival and Forest Concert that jointly co-organized by the North China Project Center and Beijing Municipal Forestry and Parks Bureau was held in Xishan, Beijing, with nearly 1,000 public participants offline, and was fully acknowledged by the Bureau.



Xishan Forest Concert

■ “Green Starters” review

On July 19th, the review meeting of the North China Project Center for the “Green Starters Funding Scheme” was held, and a total of 10 candidate partners participated in the review. Finally, seven partners passed the review and received a total fund of 677,800 yuan from the Center.



“Green Starters” review

■ Take Leopards Home: Conservation of North China Mountain Species and Habitat

In 2021, the monitoring and conservation of the North China leopard (*Panthera pardus fontanierii*) species in Heshun, Shanxi Province went smoothly. During the year, 49 additional infrared cameras were set up and five female leopards were monitored breeding. 63 infrared cameras were set up in some suburban areas of Beijing, with 15,576 working days of monitoring, 13 wildlife species identified and six hunting traps found and removed. At the same time, the funding partner Chinese Felid Conservation Alliance joined hands with Heshun Ecological Conservation Association to carry out the 2021 publicity and conservation action for wildlife conservation in Heshun, where they went to implement door-to-door publicity for villagers in Heshun and 12 surrounding villages, and published the *Wildlife in Heshun* based on local biodiversity survey.

■ Best Rangers in Sichuan

The North China Project Center and Sichuan Project Center jointly organized the event “2021 Best Rangers in Sichuan”, participated by individuals and teams from 68 units. The event finally selected 8 “Best Rangers” and 2 “Best Teams”.

■ Assisting in Beijing waste sorting

Throughout the year, the Center funded six organizations to pilot waste sorting in six Beijing communities, and had the Zero Waste Alliance promulgate and submit a *Proposal on establishing uniform baseline standards to improve the effectiveness of Waste sorting in Beijing*.

In the meanwhile, the 9th Zero Waste Forum was held with the theme of “Diversified Engagement Advances Waste Sorting in Beijing”, attended by nearly 100 experts and scholars, plenty of environmental public welfare partners, representatives of government departments, entrepreneurs and street communities.

■ Beijing-Tianjin-Hebei urban ecological conservation

The 4 series of promotional videos “Beijing Swifts” were finalized and featured on xuexi.cn. Through online publicity and coverage of many mainstream media, the conservation and education of Beijing swifts (*Apus apus pekinensis*) aroused continuous public attention, and the tag on Weibo #Slow Live Streaming On Beijing Swifts was read 282,000 times, with a total of 538,000 reaches.

■ North China Nature Education Project

In March, the Center visited five locations in Beijing for site selection, including Changyugou in Miyun and Gongqing Forestry in Shunyi. In August, the Center along with the Beijing Forestry Society and 14 nature education institutions in Beijing hold a meeting to swap ideas on multiple topics including the current situation of nature education in North China, and cases of excellent nature education centers, and discussed in depth on the construction of nature education base in North China.

Member Engagement

■ Communication with other project centers

During the year, the North China Project Center held meetings with the Guangxi and the Tianjin Project Centers to exchange ideas and discuss in detail about the development of member activities, project funding, local institutions’ operation, and fundraising of project centers.

Besides, the Center organized members to visit the Xin Meat (Hangzhou) Health Tech to taste new vegetarian dishes and exchange ideas on green sustainability.

■ Exclusive interview with “Old Friends of SEE”

The interview aims to showcase the thoughts and experiences of the old members of the North China Project Center and SEE Conservation on environmental public welfare, and help young and new members understand the SEE’s concepts of environmental conservation and the spirit of entrepreneurs, which can be inherited forever.



Visit to member enterprise of the Tianjin Project Center



Exclusive Interview with “Old Friends of SEE”

Message from the Chair

Another year of hard work leads to a new departure. The year of 2021 has passed on without our awareness. This year is a milestone for the North China Project Center - the tenth anniversary of its establishment. We have adhered to our original aspirations and kept moving ahead steadily.

In 2022, we will also maintain the original aspirations and enthusiasm for environmental conservation, work together to make more contributions to the environmental conservation undertakings in North China, and implement ecological and environmental conservation projects in more manners, so as to bring the land of North China greatness and majesty again.

——By XIAO Zhiyue
Chair of the North China Project Center

**Working Committee
Members of the
North China
Project Center**
2020~2023 (the 5th session)

Chair | XIAO Zhiyue

Vice Chair and Secretary General | YANG Jianxing

Vice Chairs | ZHU Tong, WANG Jing (Toroad Holdings), WANG Ying, LIU Zejun,
ZHANG Hao

Deputy Secretary General | ZHANG Yongyao, SUN Feng

Supervisors | SUN Zaichen

Southwest China Project Center

The Southwest China Project Center was established in October 2011. It gathered outstanding enterprises and entrepreneurs from Yunnan, Sichuan, Chongqing, Guizhou and other provinces and municipalities at the beginning, and jointly dedicated to the biodiversity conservation in the mountain primeval forests and plateau wetlands of Southwest China, aiming to allow natural species to flourish freely in their native habitats, and build a “beautiful and harmonious homeland for human and nature with beasts in the forest, fish in the water, and birds in the sky”. The Center has successfully assisted in establishing other project centers including Sichuan, Chongqing and Guizhou Project Centers. As of the end of 2021, the Southwest China Project Center has 18 members.

Project Progress

■ Native fish species release in Jinsha River

On March 10th, the Southwest China Project Center, together with SEE Foundation, member enterprise Sino Ecological, and project partner Native Diqing (Shangri-La) Fish Restoration and Conservation Association, carried out an activity named “Cherish native fish resources and enhance the ecology of the Yangtze River together” on the banks of Jinsha River to release more than 120,000 fry fishes of native species including Jinsha perch (*Percocypris pingi* (Tchang, 1930)) and finescale schizothoracin (*Schizothorax chongi* (Fang))



Fish release in Jinsha River

■ Release of the *Green Paper on the Conservation of Black Golden Snub-nosed Monkey*

On April 28th, under the guidance of Yunnan Forestry and Grassland Bureau, the *Green Paper on the Conservation of Black Golden Snub-nosed Monkey* was firstly published and discussed at the launch event in Kunming, as the output of the Center’s territory-wide dynamic monitoring project on black golden snub-nosed monkey (*Rhinopithecus bieti*). The event helped all walks of life and the public understand the value, status and role of this monkey specie in biodiversity conservation, as well as the significance of complete ecosystem conservation, in a manner of thematic sharing and cross-border seminar, and has also underpinned the CBD COP15 held in Kunming in the second half of 2021. More than 70 people from government departments, nature reserves and the society participated in the event.

■ The 10th Ecological Hiking

On June 25th, the 10th Ecological Hiking organized by the Center was launched in Yubaiding Forestry of Yuxi, Yunnan. Through hiking, and thematic reporting and sharing, the event helped the participants build a comprehensive understanding of the green peafowl in China and its conservation.

■ Distribution of supplies donated by Toroad Holdings

With the support of the SEE Special Fund for “Caring for Chinese Patrolmen”, the Center received 531 pieces of supplies amounting to 240,000 yuan from Toread Holdings, and distributed them to 210 rangers in six regions including Baima Snow Mountain, Haba Snow Mountain and Xinzhong Botanical Reserve based on the local needs, aiming to improve the tough working conditions of rangers there.

■ The Green Peafowl Concert

On October 31st, with the full support of member enterprise Noah Holdings, the Green Peafowl Concert - Dongtan Beach Cleanup Event, was jointly hosted by the East China Project Center and the Southwest China Project Center at Chongming Dongtan National Bird Sanctuary and Nature Reserve in Shanghai, with a participation of over 200 volunteers from nearly 20 member enterprises. It aimed to guide the public to focus on habitat conservation of endangered species represented by the green Peafowl (*Pavo muticus*).

On November 18th, the “Green Peafowl Biodiversity Conservation Concert” was officially held at the Shanghai Oriental Art Center. Over 1,400 guests witnessed the event and donated more than 820,000 yuan, as well as 1-million-yuan worth of silk scarves for the green peafowl conservation project. The event was organized by SEE Foundation and Noah Foundation, and co-organized by Noah Holdings, Noah’s Ark Project Team of the Southwest China Project Center, Yunnan Natural and Cultural Heritage Conservation Council, and Noah Aiyue Band.

■ Launch of Haba Snow Mountain Biodiversity Conservation Project

In August, the Southwest China Project Center, Yunnan Youth Development Foundation, and Yunnan Botane Group jointly launched the “Haba Snow Mountain Biodiversity Conservation Project”, which plans to work with the Haba Snow Mountain Reserve and local communities in fields of capacity building, environmental education, and joint governance to promote eco-friendly development for communities.



Launching ceremony of Haba Snow Mountain Project

■ Fundraising and communication of the “99 Giving Day”

During the “99 Giving Day” activity in 2021, member enterprises of the Southwest China Project Center including Noah Holdings, Sante Cabelway and Sino Ecological have mobilized their employees to participate in the event to raise funds for the Noah’s Ark project. Meanwhile, the Center collaborated with villagers and rangers in the project areas to raise more help in the conservation of homeland via the Noah’s Ark.

Industry exchange, education and training

From December 20th to 24th, in cooperation with Yunnan Wildlife Conservation Association, Yunnan Academy of Forestry and Grassland, and Naban River Watershed National Nature Reserve, the Center conducted the fourth Noah's Ark Education and Training on Nature Conservation, with a participation of 49 conservationists from 15 conservation institutions in Yunnan.



Education and training on nature conservation

Member Engagement

Offline exchanges of the Issues Alliance

On January 12th to 14th, as the first on-duty center of the Noah's Ark Biodiversity Conservation Issues Alliance, the Southwest China Project Center held the first offline communication and training event and joint annual meeting of the Alliance along with the Xinjiang, Sanjiangyuan, Guangxi, Guizhou, Sichuan, Chongqing and Hainan Project Centers to sort out general strategies of the theme and exchange ideas on the process and logic of local environmental projects on an interactive and mutual learning basis.



Members of the Alliance invited to visit the Asian Elephant (*Elephas maximus* Linnaeus) Breeding and Rescue Center in Yunnan

Business and Biodiversity Forum

From June 6th to 7th, a warm-up event for the CBD COP15, the "Business and Biodiversity Forum" was held in Kunming. As a Council Member of SEE and the Chair of the Southwest China Project Center, YE Ming attended the Forum on behalf of the organization and shared our practical cases in biodiversity conservation in the round-table discussion.



Chair YE Ming at the "Business and Biodiversity Forum"

Message from the Chair

Based on the value of SEE that "to respect nature brings sustainable development", we have been focusing on environmental protection and working well together on public welfare for 18 years. Project implementation is the core of environmental conservation. The Southwest China Project Center initiated and implemented the "Noah's Ark" project to promote the establishment of a issues alliance on biodiversity conservation, expecting to build a Chinese brand of biodiversity conservation. In 2021, we released the *Green Paper on the Conservation of Black Golden Snub-nosed Monkey*, published the illustrations "What the Noah's Ark Sees", organized the Green Peafowl Conservation Concert, and held 24 public events underpinned by COP15, all of which were great achievements. In 2022, we will stay committed to focusing on the "Noah's Ark" project, persist in biodiversity conservation, and safeguard our homeland along with members across the country.

—By YE Ming

Chair of the Southwest China Project Center

Working Committee Members of the Southwest China Project Center

2020~2023 (the 5th session)

Chair | YE Ming

Vice Chair and Secretary General | XIAO Jin

Vice Chairs | FAN Yanli, CHEN Erjia, ZHANG Jiayu, ZHANG Quan, FENG Yunchun

Deputy Secretary General | YANG Silong

Pearl River Project Center

The Pearl River Project Center was established in October 2013 by entrepreneurs who are concerned about the social construction and environmental protection of the Pearl River Delta and exploring their environmental missions, and aim to explore the path of ecological conservation and environmental governance through mutually agreed values and collaboration. Since its establishment, the Center has created brand projects such as "Nature for Water-Pearl River" and "SEE Youth" Youth Leadership Training Program", and is now focusing on promoting three projects, namely, "Guarding Southern Elves", "Green Finance and Green Supply Chains" and "Wanzuitou Wetland Conservation". In 2021, the Center initiated the "Guangdong Nature Conservation Foundation". As of the end of 2021, the Pearl River Project Center has 42 members.

Project Progress

■ Pearl River biodiversity conservation

Based on projects like GUT and Green Starters, the Center cultivated environmental protection public welfare organizations in Guangdong, focusing on building two brand projects "Guarding Southern Elves" and "Green Finance and Green Supply Chains", with a total amount of 3.5 million yuan in funding and activities.

During the year, the Center supported 7 Green Starters partners and 2 GUT partners, and successfully organized the 2021 online selection meeting for GUT partners. The "Guarding Southern Elves" project funded 7 projects around the conservation of flagship species such as Chinese white dolphins (*Sousa chinensis*) and Chinese pangolins (*Manis pentadactyla*) as well as their habitats, to further contribute to the biodiversity conservation in the Greater Bay Area.



Public education at Xizijiang Ecological Conservation Center

■ Industrial Green Supply Chain Action

The "Industrial Green Supply Chains Action" Initiative, in cooperation with Blue Defenders, has funded three public welfare organizations to take actions in several dimensions including the establishment of priority control of chemicals on e-commerce platforms, waste incineration monitoring, and public disclosure of enterprise environment information.

At the same time, the Center set up a working panel (IPE-Pearl River Center) for the "Green Finance and Green Supply Chains" project to investigate the existing evaluation system for industrial enterprises' environmental performance at home and abroad. An energy conservation and emission reduction evaluation index based on the characteristics of the industrial sector has been preliminarily formed, and it is planned to carry out industry analysis and evaluation in the middle of 2022.

January 16th

The Inaugural Meeting of the Issues of Blue Defenders - the First Seminar for the Green Finance and Green Supply Chains, was held by the Center in conjunction with the Blue Defenders Team.



October 17th

The opening ceremony of the Mois Franco-Chinois de L'Environnement- the first China-France Forum for Business Green and Sustainable Development in Pearl River Delta, was co-hosted by the Center as well as the Consulate General of France at Guangdong Science Center.



October 21st

The Center and Institute of Public and Environmental Affairs (IPE) jointly organized the 2021 Green Supply Chain & Climate Action Forum.



November 25th

The Center and Plastic Free China jointly organized the 2021 online forum "Facilitate Carbon Neutrality" - Exploring Circular Economy Model to deal with plastic pollution.

December 24th

Consultation meeting with IPE on the evaluation system.

■ Fundraising and communication of the “99 Giving Day”

During the “99 Giving Day” activity in 2021, the Pearl River Project Center mobilized 13 member enterprises to forward the fundraising article to their WeChat official accounts. For the event, the Center raised a fund of 1,101,400 yuan from 23 hearty enterprises and member enterprises and received support from 26,019 people for 5 projects including Blue Defenders, Endangered Animal Conservation, 100 Million Suosuo, Growing Up Together, and Green Finance and Green Supply Chains.



The staff of Landbond at “99 Giving Day”

Member Engagement

■ 272 engagements in environmental public welfare

In 2021, the Center held a total of 8 Working Committee meetings, 2 symposiums, and 6 Secretariat meetings. It also organized 6 sessions of Pearl River Classes and 34 activities, and members’ total engagements in environmental protection practices reached 272 times, with a total of 1,199.4 hours.

At the awarding ceremony of the List of the CSR World Innovation 2021, the Pearl River Project Center obtained a certificate of the “Award for Excellence Performance in Supporting Guangzhou” for active engagement in the fight against the COVID-19 and building a donation platform for hearty enterprises. Member enterprise Hitachi Elevator won the “Low-Carbon Innovation Award” for its implementation of the sub-project, “Guarding Southern Elves”, and of the first public welfare carbon sink in Guangdong.



21st Pearl River Class - a visit to Inyoung

■ Board of Directors of Guangdong Nature Conservation Foundation

On August 21st, the first meeting of the first-session Board of Directors of the Guangdong Nature Conservation Foundation was held to consider and vote on the *Charter*, and on the first-session Members of the Board of Directors submitted and agreed by initiators and fundraisers.



Meeting of the Board of Directors

Message from the Chair

After the efforts and accumulation of the previous three terms of Working Committees, the most important thing is to smoothly implement the ideas of our “predecessors”, maintain effective links with the headquarters, and also maintain this “simple” relationship, so that the members of the Center can feel the value and have fun doing public welfare together. Only when the projects are better implemented, will members’ engagement and social influence form a positive superposition effect. We also hope that the publicity and brand communication will be improved and the power of the brand will be brought into play to create a “Pearl River Mode”.

——By HONG Yao

Chair of the Pearl River Project Center

**Working Committee
Members of the Pearl
River Project Center**
2020~2023 (the 4th session)

Chair | HONG Yao

Vice Chair and Secretary General | LI Qimao

Vice Chairs | YANG Xiaohui, LYU Xi, DU Shuhua

Northwest China Project Center

The Northwest China Project Center, established in May 2013. With ecological conservation in Qinling as its mission, the Center promotes its brand development and expands its regional influence through environmental projects and innovative models, including "A Piece of Cropland for Crested Ibis", "Panda's Cafeteria" and "Yangxian Conservation Area". As of the end of 2021, the Northwest China Project Center has 28 members.

Project Progress



Crested Ibis (*Nipponia nippon*) ©ZHANG Yueming

■ "A Piece of Cropland for Crested Ibis": Protected Habitat of Crested Ibis

In 2021, the project included another 6.67 hectares of land in Huayang. In the 4th year of project implementation, the soil conditions and biodiversity status were improved, soil compaction was effectively addressed, and the number and frequency of crested ibis being observed was significantly increased. The population of wild Crested ibis in the project site and its surrounding area recovered to more than 30, and the highest number of crested ibis recorded was 48.



Crested ibis in the project site

■ National Innovation Alliance for Crested Ibis Conservation Research

On May 27th, the National Innovation Alliance for Crested Ibis Conservation Research was approved by the National Forestry and Grassland Administration. As a founding member of the Alliance, the Northwest China Project Center, together with relevant government departments, scientific research institutes and other organizations, has integrated advantageous resources and focused on solving major strategic and common technical problems in the overall conservation of crested ibis.

■ Yangxian Conservation Area

A total of 8 regular and joint ranges were completed throughout the year, and infrared 3 periods of camera data, with multiple discovery of wild animals including black bears (*Ursus thibetanus*), leopard cats (*Prionailurus bengalensis*), koklass pheasants (*Pucrasia macrolopha*) and golden pheasant (*Chrysolophus pictus*).

In addition, the Yangxian Conservation Area has managed to work on nature education and promotion by inviting the Xi'an Nourishing Light Nature School to visit and discuss the design of relevant nature education curriculum and activities. In addition, leaders from government agencies such as the Forestry Bureau, the People's Congress and the Chinese People's Political Consultative Conference of Yangxian, together with the Xi'an Entrepreneurs Environmental Protection Foundation went for volunteer ranges.



Volunteer patrol activities of Yangxian Conservation Area

Member Engagement

■ Volunteer recruitment

At the beginning of the year, the Northwest China Project Center launched a “Little Volunteers” recruitment campaign, where volunteers would have the opportunity to go into the Qinling Mountains, engage in the conservation of the crested ibis and Giant pandas (*Ailuropoda melanoleuca*) and promote the concept of public welfare and environmental protection to others, as “seed sower” for the conservation of the Qinling Mountains.

■ “Patrol to Conservation Crested Ibis” at the World Environment Day

On June 5th, the World Environment Day, several members of the Northwest China Project Center, along with enterprises’ employees, their family members and volunteers went to Yangxian to engage in the “A Piece of Cropland for Crested Ibis” activity to spring plant rice. And as members of the volunteer patrol team, patrolled in the mountains and forests on foot to record the status of local wildlife.

■ Project research

On June 25th, the Working Committee of the Northwest China Project Center and the Xi’an Municipal People’s Congress visited the “Panda’s Cafeteria” project site and the Qinling Sibao Animals Science Park to understand the effectiveness of the project and discuss the direction of future cooperation.

On September 1st, the Working Committee of the Northwest Project Center went to the Qinling Sibao Science Park and the Qinling National Botanical Garden for research to understand the advantageous resources and the demands in nature education. Through the exchanges, the two sides reached a preliminary consensus on cooperation in establishing a nature education base and creating classes of nature education.



First batch of “Little Volunteers” recruited



Spring planting of “A Piece of Cropland for Crested Ibis”



research on “Panda’s Cafeteria” project

Message from the Chair

In 2021, the Northwest China Project Center occurred the first batch of Life Members, who have spent ten years practicing the original aspirations of “gathering entrepreneurial spirit and making Qinling better”, and became a model for members in Northwest China to learn from.

In 2022, we will keep a focus on ecological conservation, and collaborate with relevant government departments, research institutions, social organizations and the public to jointly promote the implementation of projects such as the “National Innovation Alliance for Crested Ibis Conservation Research” and “A Piece of Cropland for Crested Ibis” to protect the green mountains, blue sky and clean waters, and to have all creatures live with vigors.

——By ZOU Bin
Chair of the Northwest China Project Center

Working Committee Members of the Northwest China Project Center

2020~2023 (the 4th session)

Chair | YAN Ming

Vice Chair and Secretary General | ZHANG Yi

Vice Chairs | ZOU Bin, CHEN Yujie, WEI Ang, LU Qiang, KANG Peng

Deputy Secretary General | CHEN Min, DOU Yuguang

Chair | ZOU Bin

Vice Chair and Secretary General | ZHANG Yi

Vice Chairs | WEI Ang, LU Qiang, CHEN Yujie, CHEN Min, DOU Yuguang



Established in September 2014, the Hunan Project Center takes “Protection of Yangtze River and Local Water System” as its core to carry out activities on environmental protection public welfare, and strongly supports the development of environmental protection public welfare organizations in Hunan. At present, based on the Dongting Lake basin, the Center plans to carry out the “pilot demonstration of comprehensive biodiversity conservation” with water as the main line and “Elk” as the key conservation species, as well as with “Wuling-Xuefeng Mountains, Luoxiao-Mufu Mountains and Nanling Mountains as the carrier, carry out the “pilot demonstration of fewer population species conservation” and mountain as the main line,” create a demonstration model of “biodiversity conservation+ comprehensive environmental management+ nature education+ policy support” , and the four are interrelated and combined. for reference to practices and cases in Hunan. As of the end of 2021, the Hunan Project Center has 21 members.

Project Progress

■ Dongting Lake Elk Conservation Demonstration Project

Throughout the year, the Center carried out field investigations on East Dongting Lake for many times, and communicated with East Dongting Lake Nature Reserve and East Dongting Lake Elk (*Elaphurus davidianus*) Conservation Association concerning the cooperation mode, design, and execution of the project to promote the implementation of local projects.



Elk

■ Funding project “Protection of Hunan”

On June 6th, the review meeting of the funding project “Protection of Hunan” was held, with 13 reviewers including Professor YAN Kegao from School of Public Administration of Hunan University, Deputy Secretary General of SEE Foundation YANG Biao, and others from the Working Committee and members of the Hunan Project Center, and give a comprehensive review on projects submitted. Finally, five environmental partners were selected.



“Count Me in the Conservation of Dongting Lake” © East Dongting Lake Ecological Conservation Association

■ Green Starters review

On December 5th, a review meeting was held for the 2021 “Green Starters” partners at the Hunan Project Center. 3 out of the 4 applicant organizations were affirmed as the 2021 Green Starters partners of the Center.

■ Blue Defenders review

On July 23rd, the 8th joint review of Blue Defenders was held online, and the Hunan Project Center, as a member of the Issue Alliance of Blue Defenders, will jointly fund 9 small projects and 3 large projects approved that finally passed the review.

■ Nature Education

The Center participated in the 2nd Hunan Nature Education Forum and the 40th “Bird-Loving Week” activities in Changsha, and held a photo exhibition “Save the Smile of the Yangtze River—Conservation of the Yangtze Finless Porpoise” (*Neophocaena asiaeorientalis*) as well as a Chinese New Year charity bazaar along with IFS to the support and promote the development of nature education in Hunan.



the 2nd Hunan Nature Education Forum

■ Environmental exchanges

On March 20th, the exchange meeting between the Hunan Project Center and Hunan ecological and environmental protection organizations was held and attended by partners and guests including Green Hunan, Hunan Creative Environmental Communication Center, Huxiang Nature, Changsha Wildlife Conservation Association, Changsha Shuguang Environmental Protection Center and Ecological Protection Volunteer Services Federation of Hunan Province to discuss environmental protection public welfare topics, strengthen the sharing and exchange between local environmental protection organizations, and promote closer cooperation.

■ Invasive species elimination

The Center as well as the Changsha Administration of Agricultural and Rural Affairs and Changsha Wildlife Conversation Association, jointly organized the 2021 Changsha campaign to eliminate Canada Goldenrod (*Solidago canadensis* L.) in Sonya Lake to lead the public to eliminate invasive alien species in a scientific manner and to pay attention to biodiversity conservation.



Elimination of invasive alien species

Member Engagement

■ Exchange with governance team

The exchange meeting held on January 5th in Changsha between the Hunan Project Center and the 8th session governance team provided ideas in areas including the development of the Center, building team cohesion, development of local projects of project brands and issues alliances, and the exploration of an efficient meeting model with rules and methodology.



Exchange activities of the Hunan Project Center

■ Event engagement

In 2021, the Hunan Project Center actively participated in the South Joint Annual Meeting, the Joint Annual Meeting of the Noah's Ark Issues Alliance, the spring planting of 100 Million Suosuo, the recording of the anthem, and the 2021 SEE Member Congress.



Members in spring planting of 100 Million Suosuo

■ SEE Shansi Think Tank

From December 17th to 19th, SEE College of Sustainability and Conservation had a course on "General Knowledge of Political Science" in Changsha, where ZHANG Yue, a Life Member of the Hunan Project Center, shared his views on the theme of "A man who had careless about his future would lose his present", covering areas of environmental pollution and protection, climate change, and corporate innovation and development.



Acknowledgement of the Hunan Project Center

Message from the Chair

In 2021, the Hunan Project Center has continued to move forward on the way of environmental protection public welfare, together with many esteemed and respectable partners, Local Water System in Hunan and protecting the clean waters and blue sky. Through the straightforward exchange in activities for members, we have explored the harmony and beauty of nature together, and grown together alongside public welfare and environmental protection actions. The warmth of working together and the power of caring and helping each other have left the deepest impression for 2021. In 2022, let's keep moving forward together and meet with better things, purer landscapes and fresher lifestyles in the new days, so that public welfare can become the most prevailing trend in society.

——By TANG Feng
Chair of the Hunan Project Center

Working Committee Members of the Hunan Project Center

2020~2023 (the 4th session)

Chair | TANG Fen

Vice Chair and Secretary General | XU Yin

Vice Chair and Executive Secretary | XU Jing

Vice Chairs | GAO Buyun, LIANG Lianguo, HUANG Qingxi, CHEN Jinping

Deputy Secretary General | ZHAN Daokui

Hubei Project Center

The Hubei Project Center was established in July 2015. On March 26th, 2016, SEE Foundation and 38 entrepreneur members of SEE Conservation launched Hubei Changjiang Conservation Foundation (hereinafter referred to as “CCF”). By conducting conservation work focused on saving endangered species like Yangtze Finless Porpoise (*Neophocaena asiaeorientalis*) and Baer’s pochard (*Aythya baeri*), the Foundation aims to build a societal platform of participation for entrepreneurs, universities, research institutes, NGOs and the public, with the focuses on four themes including flagship species conservation, alternative livelihood model for ex-fishermen, green development in climate change and policy research to explore a “funding model with deep engagement” which balances practices and funding. As of the end of 2021, the Hubei Project Center has 56 members.

Project Progress

Save the Smile of Yangtze River

■ Assisting in patrol

On October 18th, CCF assisted the the Ministry of Agriculture and Rural Affairs Yangtze Office of organizing the “Symposium on centralized exchange of fishery assistant Patrol work in the Yangtze River Basin” to promote the further development of the patrol system. Meanwhile, the Center held the 1st “Excellent Assistant Patrollers”, and invited leaders of the Yangtze River Office and the 15 provinces along the Yangtze River to present awards for 57 winners.

A total of 31 fishermen stations were established along the Yangtze River throughout the year. The project sites had three functions: industrial integration, cultural communication and fishermen’s help, guiding retired fishermen to find new alternative livelihoods during the 10-year fishing ban on the Yangtze River.



The 1st “Excellent Assistant Patrollers”

3

Training in assistant patrol

149 ppl.

Number of training patrollers

4

Training by NGO partners

159 ppl.

Number of frontline patrol officers providing insurance

11

Pilot assistant patrol teams equipped with night-vision devices

Baer’s Pochard Habitat Conservation

■ The Baer’s Pochard Protection Base established

In 2021, with the strong support and affirmation of the National Forestry and Grassland Administration, the Forestry Bureau of Hubei province and other competent departments, the construction of the Baer’s Pochard Protection Base has made progress in stages, which is helpful to data collection, ecological warning and threat monitoring in the habitat of Baer’s pochard.

The Center has reached cooperation with the Chenhu Lake Wetland Nature Reserve, and completed the construction of two intelligent monitoring systems and put them into operation. While keeping implementing wetland conservation projects, the Center actively participated in the preparation of the 14th Conference of the Parties to the *Ramsar Convention on Wetlands* (COP14) to be held in Wuhan, Hubei in 2022, aiming to provide experience in Wuhan local conservation.



Intelligent monitoring system for Baer’s pochard

■ Population monitoring and habitat conservation

The Hubei Project Center, together with bird conservation organizations across China, mobilized 33 partners to open a synchronized survey of the wintering population of Baer’s pochard in 205 plots in 19 provinces and cities, providing a basis for targeted conservation actions.

The annual patrol mileage of four patrol guard teams reached 7,000 kilometers, with a patrol time of 1,000 hours in total, and two special training sessions were organized for patrol guards; patrols were carried out jointly with government departments, village committees, media and other forces for four times.

At present, the breeding area of the Baer’s pochard in Niushan Lake has been included in the national laboratory management area, illegal fishing acts have been effectively brought under control, and human interference has been greatly reduced.

Fish in Yangtze River

■ Advocate scientific release

The “Fish in Yangtze River” project was jointly launched by the Center and the Hubei Charity Federation, along with the Aquatic Resources Monitoring Center in Yangtze River Basin of the Ministry of Agriculture and Rural Affairs to establish the Wuhan public welfare release stations for the Yangtze River Conservation, and jointly call for scientific release to the public ally. During the year, 3 release events were held to release a total of 100,000 fishes in endangered and native species, and 16 online and offline activities were organized in collaboration with relevant government departments, research institutes, celebrities and NGOs reaching 20,000 people. The project has been launched on 2 platforms to raise funds from the public. During the year, 3 release events were held to release a total of 100,000 fishes in endangered and native species, and 16 online and offline activities were organized in collaboration with relevant government departments, research institutes, celebrities and NGOs reaching 500 people.



Jointly build the Yangtze River of life

Nature Education

■ National Nature Class

Throughout the year, the Center held 10 series lectures on Hubei nature education as well as 8 lectures on “See the Nature”, which attracted over 3,000 participants and encouraged more members of the general public to learn about, embrace and protect nature.

Member Engagement

A total of 38 events were held throughout the year, including enterprise visits, project center exchanges, industry exchanges and sharing meetings, as well as Green Starters and GUT reviews were held throughout the year, of which 23 project activities such as finless porpoise conservation, Baer's pochard conservation, Fish in Yangtze River, green development and nature education were carried out.

In 2021, a total of 233 members of the Hubei project actively participated in environmental protection practices, with nearly 1,870 hours.

Message from the Chair

For enterprises, green is the competitiveness, and for human beings, the environment is the vitality. Humanity and nature are one. I always believe that even the smallest effort for environmental protection is meaningful. In 2022, we expect to continue to work together, focus on the Yangtze River conservation strategy, continue to solidify the environmental protection public welfare projects, use ordinary persistence to promote every small progress in the field of environmental protection, and make our contributions to the co-existence between man and nature.

——By WU Jianguang
Chair of the Hubei Project Center

**Working Committee
Members of the
Hubei Project Center**
2020~2023 (the 3th session)

Chair | WU Jianguang

Vice Chair and Secretary General | LI Zhenzhen

Vice Chairs | CHEN Ya, HOU Jin, YAN Wei, WANG Dalin, SUN Liwei

Deputy Secretary General | GAO Hong, LIU Yinglong, WANG Jun, SU Yi



Nature Education Science Seminar

Zero Carbon Yangtze River

■ The 2021 Enterprise Green Development Yearbook released

The 2021 Enterprise Green Development Yearbook was officially released, which organizes and analyzes policies, initiatives and excellent demonstration cases of green and sustainable development of urbanization at home and abroad, and records and summarizes the field research of 10 green practicing enterprises to provide corresponding suggestions and development plans.

■ Facilitate zero carbon action

The Center organized large-scale events such as “Wuhan Green Industry Development Strategy Seminar under the Background of Carbon Peak and Carbon Neutrality” and “Entrepreneurs Forum of Carbon Peak and Carbon Neutrality”, and cooperated with the local competent authorities and universities to promote the construction of demonstration zero-carbon communities and zero-carbon campuses to gradually intensify the influence to the public.



Entrepreneurs Forum of Carbon Peak and Carbon Neutrality



Industry exchange activities of the Hubei Project Center

Inner Mongolia Project Center

Established in August 2015, the Inner Mongolia Project Center , aims to lead Inner Mongolia entrepreneurs and drive social forces to work together for public welfare undertakings in areas of desertification control, grassland ecological restoration, wetland conservation, forest conservation, and popularization and education of knowledge about ecological resources; and to, contribute to building a green ecological barrier in the North of Chian with its brand projects like "100 Million Suosuo", "Groundwater Conservation" and "Ulan Buh Eco-Education Base". As of the end of 2021, the Inner Mongolia Project Center has 31 members.

Project Progress

■ 100 Million Suosuo

In 2021, the "100 Million Suosuo" project team planted 9.513 million suosuo (*Haloxylon ammodendron*) (covering an area of 14,678 hectares) through cooperation with the Science, Technology, Forestry and Grassland Bureau of Alxa Left Banner, and the Forestry and Grassland Bureau of Alxa Right Banner.

By the end of 2021, a total of 75.1147 million psammophytes represented by suosuo (covering an area of 106,514 hectares) have been planted in key ecological areas of Alxa through the project of 100 Million Suosuo. A total of 34 activities, including visits by donors, exchanges with scientific research institutes, summer internship programs for college students and nature education classes, have been carried out with 2190 entries of participation.



Suosuo planted

■ Groundwater Conservation

In 2021, the water-saving millet was planted in an area of 225.26 hectares with the participation of 58 farmers from 5 villages and a total output of 891.7 tons, and over 395 thousand cubic meters of groundwater were saved.

By the end of 2021, the water-saving millet has been planted in 2,132.59 hectares in total with 746 farmers participating in the planting, and the total volume of saved water reached more than 14.75 million cubic meters.



Growing millet

■ Ulan Buh Eco-Education Base

In 2021, the Ulan Buh Eco-Education Base completed the construction of its gate, monitoring facilities, fences, two wells and main body of gravel roads. Besides, 8 hectares of protective sand grids for grassland, and a 1.5-kilometer-long nylon net sand barrier were deployed; 6,400 square meters of migratory dunes were covered with gravels.

Moreover, according to the different topographical features of different areas in the Base, four mobile weather stations were set up to continuously collect and analyze data on groundwater level, temperature, wind speed, rainfall and other elements on a periodical basis. Soil were sampled each 500-square meter grid to investigate into the vegetation inside, and a total of 19 sets of data were finally collected. The 1:17,000 orthophoto and elevation map of the Base were also completed.



Ulan Buh Eco-Education Base

■ Birds' Habitat Conservation

A total of 3.31 hectares of farmland within the wetland area of Shirenwan and Dongwushijia Villages has been transferred and will be used for building bird watching pavilions, wooden walkways, and educational bases. During the year, construction of the Base was completed, and publicity panels for nature education were set up at the bird-watching pavilion. On the patrol side, four patrol guards were responsible for daily order maintenance and waste cleanup within the area of the wetland.

From April to June, Swan Goose Wetland Conservation Association organized joint building activities around the wetland in Shirenwan Village with its members, including voluntary tree-planting activity, "Planting Trees and Sharing Green", together with Inner Mongolia Mobile Commerce Association, and other 41 nature education activities.

In addition, through a biodiversity survey, more than 40 species of birds were observed, and the ecological value of the area was highlighted by witnessing and discovering wildlife under first class state protection including black stork (*Ciconia nigra*) and Baer's pochard (*Aythya baeri*), and wildlife under second class state protection including Eurasian spoonbill (*Platalea leucorodia*) and red-footed falcons (*Falco amurensis*).



Guarding Birds' Home

Member Engagement

■ Rotating Chair System

On July 22, the Inner Mongolia Project Center held the 3rd Session of the 3rd Working Committee, and on which it finalized the Alxa SEE Inner Mongolia Project Center Working Committee Rotation System, aiming to stimulate the enthusiasm of the Working Committee to engage in the daily affairs of the Center and improve the efficiency and execution of public welfare projects and decisions. The first session of the Working Committee started on August 2, 2021.

The Chair of the first session is XI Shusen, and its members include YANG Yang, FANG Guo Wen, and YU Jinghui. The Chair of the 2nd session is FAN Junmei, and its Members include YU Xiulin, and BAO Surina. On December 8, the second and third sessions completed the handover for rotation. The Chair of the third session is XUE Chao and its members include JIN Xiaolan and CUI Wenqi.



Chair work handover ceremony

■ Immediate Assistance to Fight the Pandemic in Ejina

Due to the sudden outbreak of COVID-19 in Alxa, Inner Mongolia, on October 25, the Council of SEE Conservation discussed and determined to immediately and directly grant a anti-pandemic funds of 2 million yuan to the Red Cross Society of Ejina Banner, and under the mobilization of the Inner Mongolia Project Center, the entrepreneur members donated 1,933,100 yuan additionally. The Council donated 5 million yuan in total, including more than 3 million yuan in cash and 2 million yuan in anti-pandemic supplies.



Immediate assistance to Ejina

■ Exchange Activities

In 2021, the Center successively held a public welfare exchange meeting and a tree planting-themed activity jointly with Hohhot Branch of Minsheng Bank and Swan Goose Wetland Conservation Association. In addition, it held a public welfare-themed activity and three visits by members of the three sessions.



The public welfare exchange meeting and tree planting-themed activity

Message from the Chair

In 2021, in addition to well implementing the brand projects including the "100 Million Suosuo" and Groundwater Conservation, the Inner Mongolia Project Center, as the base and main camp of SEE Conservation, also officially launched the Desertification Control Demonstration Base in Uulan Buh, and innovatively created the first rotating leadership system to activate the engagement of the Center's Working Committee in daily affairs, and to improve the efficiency of decision making and execution of public welfare projects. In 2022, we will further build our own brand projects, engage high quality members, optimize the internal governance mechanism, drive more quality talents to engage in the public welfare and environmental protection undertakings, and safeguard Alxa where we originated.

—By CHANG Futian

Chair of the Inner Mongolia Project Center

Working Committee Members of the Inner Mongolia Project Center

2020~2023 (the 3th session)

Chair | CHANG Futian

Vice Chair and Secretary General | ZHU Haigen

Vice Chairs | XI Shusen, ZHOU Yubin, FAN Junmei, BAO Surina, XUE Chao

Anhui Project Center

Established in December 2016, the Anhui Project Center focuses on “Ecological Conservation of Anhui Section of Yangtze River” and “Wetland Biodiversity Conservation in Hefei”. It has formed a routine of “two bases, three events, two patrols, three contests, one exhibition and one fundraiser”. Its member entrepreneurs would encourage local environmental organizations, the public and volunteers to participate in ecological conservation and protect clear water and green mountains of Anhui while promoting green development of their own companies. As of the end of 2021, the Anhui Project Center has 12 members.

Project Progress

Wetland Biodiversity Conservation in Hefei

In response to the social hotspot of Hefei’s application for International Wetland City Accreditation, the Center paid attention to the restoration of the ten wetlands around Chaohu Lake, and established a new model of wetland conservation with social participation in Anhui under the leadership of the local forestry authority.

The first demonstration site of Anhui community wetland assistance patrol system was created to assist the communities to build their own patrol teams, and helped the patrol teams in protecting about 1,700 mu of first-class water sources and wetland by system standardizing equipment allocation and capacity building.

With its one wetland education center and two nature centers, and joining hands with, education centers in other wetland parks, the Center mobilized other wetland conservation and education institutions, schools and individuals in forming a network for the publicity of wetland conservation and ecological education.



Volunteer service action at Dongpu Wetland

Besides, the Center established and cultivated a team of environmental volunteers to engage more people to provide voluntary public services in environmental protection to the society and to others.

The 3rd session of “SEE · Nature” exhibition visited 10 campuses, government centers, coffee festivals, city parks and commercial complexes, offering city residents an opportunity to enjoy the wilderness of wetlands.



YU Aihua, Secretary of Hefei Municipal Party Committee, and his accompanies at “SEE · Nature” exhibition

The photography contest of “The Most Beautiful Wetland” was held, through which, more than 1,000 photographs on wetland ecology were collected. This contest popularized wetland ecological knowledge among professional photographers and the public and raised their awareness of wetland conservation.

Ecological Conservation Project of Anhui section of Yangtze River

Taking the survival status of Yangtze finless porpoise (*Neophocaena asi-aorientalis*) as the measurement indicator, and focusing on the threatening factors to the endangered species and its habitat, the Project aims to mobilize multiple parties to make input for exploring diversified, effective actions for ecological conservation of the Anhui section of Yangtze River.

The Project cooperated with the team of Dr. CHEN Minmin from Anqing Normal University to complete the field research on Yangtze finless porpoise in the Anhui section of Yangtze River during the wet and dry periods, and conduct scientific and effective data collection and analysis on the population, habitat pattern of and main threatening factors to the finless porpoise in this section.



Field research on Yangtze finless porpoise

In addition, in response to habitat pollution, the Center supported local environmental organizations and universities in actively carrying out “Public Assessment on Environmental Information Disclosure of Government Websites of Cities along the Anhui Section of Yangtze River”, “Promoting Environmental Compliance of Hazardous Waste Operators in Anhui”, and “Constructing a Multi-faceted System of Solid Waste Regulation in Anhui Yangtze River Basin”.

During the year, the assessment criteria for “Finless Porpoise-friendly Schools” were finalized. Schools to apply for such a title must undergo an assessment from four aspects, including porpoise cultural decoration, school-based curriculum, thematic activities and fundraising.

Moreover, the Center trained 20 talents for the ecological and environmental education of the Anhui section of Yangtze River. spreading the culture of the Anhui section of Yangtze River, and enhancing the emotional connection between the public through nature education and workshops to college students and the public.



Accreditation of “Finless Porpoise-friendly School”

■ Brand Promotion and Fundraising

The “Ecological Conservation of Anhui Section of Yangtze River” project raised about 816,000 yuan and mobilized nearly 30,000 people, and the “Wetland Biodiversity Conservation in Hefei” project received a direct donation of 230,000 yuan from banks.

During the “99 Giving Day”, MelyShop joined hands with 36 sister chain brands to participate in the “Giving Facial Masks for Donation to Yangtze Finless Porpoise” activity, and helped promote it at about 800 stores nationwide.

Gujingong Liquor placed public welfare advertisement of “Ecological Conservation of Anhui Section of Yangtze River” on outdoor LED screens in 10 downtown business districts in Hefei, with a daily reach of 1 million people.

The science base of the Center, Finless Porpoise Coffee, joined hands with 12 other cafés to participate in the “Protect Finless Porpoise to Get Coffee” activity at the Smile Coffee Festival, raising a fund of more than 13,000 yuan.

Hefei Colorful City (Wucaicheng) had been rolling the public welfare video of “Ecological Conservation of Anhui Section of Yangtze River” on its outdoor LED screen, with a daily reach of more than 100,000 people.

In terms of media coverage, the Center cooperated with the *Jianghuai Daily*, *Hefei Evening News*, Hefei TV, and Traffic Radio to provide comprehensive coverage of the ecological conservation concept and relevant activities of SEE Conservation.



Member enterprises' advertisements for “99 Giving Day”

Member Engagement

■ Exchanges Among Members

The Center organized four sessions of exchange activities named “Gathering to Participate in Public Welfare Cause in Anhui” where 12 entrepreneur members contributed to the public welfare cause of Anhui for environmental protection, and a forum themed “Entrepreneurship and Environmental Protection” which was participated by nearly 200 entrepreneurs and environmentalists in Anhui.



“Gathering to Participate in Public Welfare Cause in Anhui”

■ Development of the Project Center

In 2021, one member representative was added to the Center, and the Center received the “Award for Excellent Volunteer Team” at the 2021 Members Convention, as well as awards for promotion, fundraising and project implementation to members including WU Qinglin, YU Dayong, YANG Ming and member enterprise Gujingong Liquor.

Message from the Chair

The year of 2021, for the Anhui Project Center, is an ordinary but fulfilled year. Though the outcomes we achieved in this year may be inconspicuous but received praise from a number of parties. Environmental protection, forestry, fisheries and other provincial and municipal government departments fully recognized the contribution of SEE Conservation in ecological conservation, pollution prevention and control, and nature education. Multiple nature reserves and national parks expected to strengthen cooperation with us, more partners had collaborated with us, more volunteers engaged in the SEE family, and more and more members of the general public supported our work. All this cannot be achieved without the tenacity and collaboration of members, the Working Committees and the Secretariat of the Anhui Project Center. In the future, we will continue to work together with “Anhui” to safeguard the clean waters on and blue sky over this land.

——By YU Xiaoxia
Chair of the Anhui Project Center

**Working Committee
Members of the
Anhui Project Center**
2020~2023 (the 2th session)

Chair | YU Xiaoxia
Vice Chair and Secretary General | WU Qinglin
Vice Chairs | HUA Qingmei, WANG Qunjun, YANG Ming, YU Dayong
Deputy Secretary General | ZHANG Youji

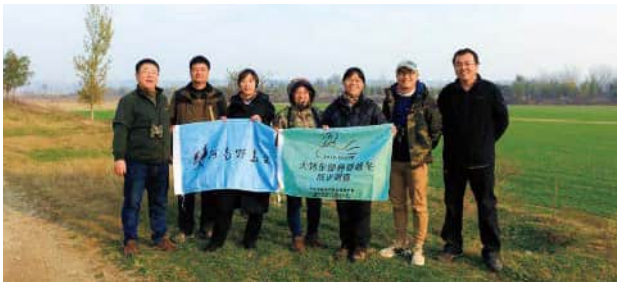


Established on January 12, 2017, the Henan Project Center has rallied entrepreneurs from Henan to protect the environment in the Central Plains Region, and focused on environmental projects such as “Great Bustard Go Home” and Nature Education. As of the end of 2021, the Henan Project Center has 11 members.

Project Progress

■ Joint action to help “Great Bustard Go Home”

From December 26, 2020 to January 3, 2021, the fourth synchronous survey project of the overwintering of eastern great bustard (*Otis tarda*) population was carried out, with nearly 300 volunteers providing services and 49 sampling lines in Henan, Shaanxi and Shanxi, covering a total distance of more than 13,000 kilometers. A total of 2,109 great bustards were recorded, and the basic situation of the overwintering of eastern great bustard population was clarified.



Synchronized survey of the overwintering of eastern great bustard population

From January to June, the project implementer, Green Future Environmental Protection Association in Changyuan County, reduced and combated threats to conservation by carrying out more than 40 times of patrol, delivering more than 20 times of wild bird rescues, creaking down illegal fishing during the closed season, and conducting 8 bird market surveys.

In addition, the Center organized activities such as Nature Education in Campus, “Great Bustard Conservation Network” working report, and “Wenyan Channel Pollution Research” sharing and reporting at special environmental protection seasons including the Bird-Loving Week, on the Biodiversity Day, and on the World Environment Day, and the activities received attention and support from government departments. Besides, the Center also collaborated with the Central China Customers Club in organizing four activities to promote the conservation of great bustard in its habitat.



Nature Education in Campus © Green Future Environmental Conservation Association in Changyuan County

■ Nature Education in Campus

During the year, 28 nature classes, 12 nature observation explorations, as well as nature science lectures and environmental science plays were conducted, and received favorable comments from leaders of the Education Department of Henan Province and the Science and Technology Department of Henan Province, and were reported for 15 times by we-media channels.



Nature Education in Campus

■ Green Starters Review

On September 26, the Green Starters Review of the Henan Project Center was held in Zhengzhou, with 1 partner passing the review and receiving a fund of 30,000 yuan.

■ Fundraising and Communication of the “99 Giving Day”

During the “99 Giving Day” in 2021, member enterprise Central China Group, continuously promoted the public welfare advertisement for the “Great Bustard Go Home” project on social media platforms including large screens at its commercial districts, properties, hotels and commercial centers, as well as the Central China+ application and miniprogram, and the official account of Central China Customers Club, with a daily reach of 100,000 people; three branches of Lentan Group, namely Xinzheng Gas, Xinchang Gas and Lentan Tea, mobilized more than 400 employees to participate in the “Great Bustard Go Home” project; member enterprise Zhengzhou Zhibo Business School took concrete actions, including producing publicity materials, distributing free masks, and mobilizing staff to participate, to support public welfare.



Member enterprise’s placements for “99 Giving Day”

■ Photography Exhibition on Biodiversity Conservation

On March 28, the “Henan Biodiversity Conservation Exhibition” organized by the Henan Project Center kicked off in Sanmenxia. HUANG Hongliang, Vice Chair of the Henan Project Center, was invited to attend and delivered a keynote speech. In the speech, he introduced the initiation of SEE Conservation and its environmental protection concept, and called on public to engage in environmental protection.



Thematic lecture of biodiversity conservation

The Vice Chair of Sanmenxia CPPCC, the Chair of Sanmenxia Association for Science and Technology, and leaders from Sanmenxia Committee of the Communist Youth League, and Sanmenxia Ecological and Environmental Protection Bureau attended the event. In the meantime, the supporting partners gave a lecture themed by “Green Style” Youth Action - Biodiversity Conservation at the Sanmenxia College of Social Administration, and the lecture was attended by more than 300 students and teachers.

Member Engagement

■ Annual Meeting at the Henan Project Center

On January 15, the annual meeting was first held in Zhengzhou at the Henan Project Center since its establishment. President SUN Lili, President AI Luming, Founding Life Member HU Baosen, Chair LI Xinhua and other leaders attended the meeting and delivered important speeches.



“Good Deeds” for the joint development of the Henan Project Center

■ Visits to Member Enterprises

On June 4, the Henan Project Center organized a visit to Lentan Group for its members. Chair LI Xinhua, Secretary General YIN Ning, Vice Chairs HUANG Hongliang, WANG Hening and SUN Hongmei, member SHEN Jingcheng and members of Z.H. Island joined the visit.

■ The 2nd Session of the 2nd Working Committee

On June 5, the 2nd session of the 2nd Working Committee of the Henan Project Center was held at the Lentan Mansion in Zhumadian. At the session, the Working Committee reviewed the work of the first quarter, discussed the operations of the “Yellow River Foundation”, the adjustment on budget in 2021, and listened to the project reports of five environmental organizations.

■ SEE Shansi Think Tank

During the year, the Henan Project Center participated in the “100 Million Suosuo” spring planting, and the Members’ Representative Convention where member representatives of the Henan Project Center exchanged ideas and discussed the Center’s development and their experience in environmental protection projects with members from other centers, representatives of donors and guests from all walks of life.

In addition, from November 26 to 27, at the invitation of the Shandong Project Center, HUANG Hongliang and SHEN Jingcheng, Vice Chairs of the Working Committee of the Henan Project Center, went to Binhai in Weifang, Shandong to study the “National South Mangrove and North Tamarisk” project, and had an in-depth exchange with members of the Shandong Project Center on topics such as suitable plants and economic development in the Yellow River basin.

Message from the Chair

Henan is really hard in 2021. After the “7-20” rainstorm, which was unprecedented in a thousand years, the COVID-19 returned and ravaged the area three times. In this year, there were too many people’s selfless dedication that moved us, and too many hard-to-be-achieved accomplishments that cheered us up. Saying goodbye to 2021 and looking forward to 2022, we believe that with the joint and concerted efforts of all Henan people, we will create a better life. The temporary waves and winds will never defeat us, and we will finally arrive at our destination!

——By LI Xinhua
Chair of the Henan Project Center

Working Committee Members of the Henan Project Center

2020~2023 (the 2th session)

Chair | LI Xinhua

Vice Chair and Secretary General | YIN Ning

Vice Chairs | DU Zhongbing, HUANG Hongliang, YU Yiding, SUN Hongmei,
SHEN Jingcheng

Shanxi Project Center

Established on July 29th, 2017, the Shanxi Project Center focuses on North China Leopard (*Panthera pardus fontanierii*) Habitat Conservation, and Shanxi Nature Education. As of the end of 2021, the Shanxi Project Center has 9 members.

Project Progress



North China leopard

■ Conservation of the North China leopard population in Shanxi

During the year, 49 additional infrared cameras were set up for monitoring North China leopards in Shanxi, and the working area on the west side of Heshun was expanded. By the end of October 2021, a total of 5 female leopards were monitored this year and 10 leopard cubs were bred and reproduced stably.

The Center funded partner CFCA, in conjunction with the Heshun Ecological Conservation Association, carried out the 2021 Heshun wildlife conservation, promotion and patrol, which found and removed six hunting traps and reported them to the public security departments.

Led by their principals, 16 patrollers went into the mountains to clear up hunting sets and traps. The Center visited 12 villages including Pingsong, Songyan, and Xucun to promote wildlife conservation, with a total of more than 300 copies of promotion materials distributed among villagers. Meanwhile, based on the local biodiversity survey, the *Wildlife in Heshun* was published.

From April to December, 63 infrared cameras were deployed in Mentougou, Changping and Yanqing of Beijing, with a total recording of 15,576 days, and identified 13 wildlife species, covering 13 genera in 6 orders and 11 families, and two species of national class II protected animals (leopard cat (*Prionailurus bengalensis*) and Chinese goral (*Nemorhedus griseus*)).

■ Jingcao Carnival

From May 29th to 30th, the Taiyuan Jingcao Carnival “Rivers and Mountains of Shanxi” was held in Taiyuan, Shanxi. The event was initiated by SEE Foundation and the Shanxi Project Center, and organized by the Ecological Science and Conservation Center of Chongqing Jiangbei Feline Alliance. The event invited a number of guests and leaders from relevant departments and institutions including the Department of Ecology and Environment of Shanxi Province, the Taiyuan Ecology and Environment of Bureau, and the Shanxi Association of Environmental Protection Industry.

At the event, 10 wildlife conservationists and in-depth plant and animal enthusiasts shared their environmental stories to the public from different dimensions, and had the public discover Shanxi’s rivers and mountains through the perspective of plants and animals.



Taiyuan Jingcao Carnival

■ Nature Education Base

The construction of Shanxi Nature Education Base is planned to be finalized by mid 2022 in Pingyao, Shanxi, with an area of about 500 square meters. After construction, the Base will adopt a free reservation visit system, and is expected to receive at least 20,000 person times per year (250 open days per year and 80 persons per day) of schoolchildren and tourists, with a covering of surrounding counties and provinces. The Center will also hold occasional nature science classes and special exhibitions, so that the public could better understand, love and protect nature.



Shanxi Nature Education Base

Member Engagement

■ Disaster relief to rainstorms in Shanxi

In early October, Shanxi was hit by heavy rainstorms, with disasters causing landslides, road collapses, destroyed houses, and flooded farmland in many places. The Working Committee of the Shanxi Project Center gave an immediate visit to the field to identify the disaster situation, coordinated and followed up closely with local public welfare federation and rescue teams to obtain the real-time information of the disasters.



Visit by the Working Committee of the Shanxi Project Center with rescue team member

On October 12th, the Shanxi Project Center launched a donation initiative for the rainstorm disasters in Shanxi. Once again, the entrepreneur members stepped up to the plate to give support. 78 entrepreneur members (member enterprises) donated a fund of 612,575.46 yuan for purchasing needed rescue equipment including sump pumps and excavators to help Shanxi people rebuild their homes and resume production and life as soon as possible.



Disaster relief to rainstorms in Shanxi

Message from the Chair

In 2022, all members of the Shanxi Project Center will work hard to maintain the solidarity of the Center and incorporating members. With the goal of “protecting the Taihang Mountain and Fenhe River”, the Center will actively engage with related centers to give continuous supports to protect North China leopards in Taihang Mountain, build an North China ecological and environmental education base with CFCFA at the Third Dam of Fenhe River, and advance environmental protection science education to support the implementation of GUT and Green Starters projects in Shanxi, and actively respond to and engage in major environmental projects and activities organized by SEE Conservation, so as to practice the entrepreneurial spirit and safeguard the clean waters and blue sky.

——By LIANG Weishan
Chair of the Shanxi Project Center

**Working Committee
Members of the
Shanxi Project Center**
2020~2023 (the 2th session)

Chair | LIANG Weishan
Vice Chair and Secretary General | SHI Yanan
Vice Chairs | YIN Daiwei, FENG Guoqiang, SUN Hongxia
Deputy Secretary General | XIONG Bing

Fujian Project Center

Established on September 23, 2017, in Fujian, the Fujian Project Center has been working hard on environmental topics of mangrove wetland conservation, business environmental risk control, bird conservation, and public nature education. It supports the development of environmental organizations with funding and resources and facilitates the implementation of projects. As of the end of 2021, the Fujian Project Center has 17 members.

Project Progress

Public Nature Education

On March 23th, the Fujian Project Center coordinated the 39th Fujian Bird-Loving Week, and held a range of activities including photo exhibitions of endangered wild birds in Xiamen, parent-child training for kid docents, and science and legal publicity in schools, with a total reach of 7,000 people.

In addition, through activities such as the “Magical Migration” and “Biodiversity Carnival on Campus” in Xiamen, Sanming, Ningde and Fuzhou, a total of 116 schools and public places were visited with an amazing sharing of ecological conservation experiences and interesting nature education where citizens enjoyed the beauty of biodiversity and thousands of teachers and students realized the importance of protecting nature.



Nature Education in Campus

Bird Conservation

In June, Xiamen’s first purple waterfowl (*Porphyrio porphyrio*) patrol team was established to install fences around the main activity area of the species, as well as 12 monitoring devices to observe their habitat condition in real-time inside the conservation area, providing a basis for law enforcement by relevant departments.

The project “Child Care on Tern Breeding Sites at Simuyu” has provided favorable habitat conditions for tern (*Sterna hirundo*) breeding through a year of restoration including weeding and covering sand and gravel. In addition, fake tern was arranged on the island to attract migrating terns, with four remote real-time monitoring facilities installed.



Bird monitoring at Simuyu

Since March, a total of seven marine patrols have been conducted and a breeding colony of about 1,000 pink terns has been found, which is the largest recorded in Fujian.

During the year, the Bird Monitoring and Data Processing in Quanzhou of the Fujian Project Center in Quanzhou organized 7 training seminars and 20 bird-themed science lectures for members.

The Center has produced 5-8 trained monitors and dozens of volunteers, initially established a database of bird information in Quanzhou, recorded new class I protected animals in Quanzhou including snow crane (*Grus leucogeranus*) and glossy ibis (*Plegadis falcinellus*), and meanwhile mobilized more public engagement.

Environmental talent development

The talents training program for marine biodiversity conservation (ABO) gave training on Fujian wetlands and biodiversity, implementation experience on conservation projects, and guidance on project application, and was engaged by a total of 40 participants, including volunteer investigators from the Free Flying Wings project team and other conservation organizations as well as university students. So far, the first and second training were completed in Pingtan and Changle Wetland Park, Fujian respectively.

In addition, the nature docent training camp of the 26th National Student Green Camp was held, where young college students from all over the country who were interested in environmental protection and nature education participated in learning and training in an online and offline manner. The selection of campers and online introductory nature education training have been completed, and offline training will take place at the Zhangjiangkou National Nature Reserve of Mangrove.

A workshop to enhance planning and implementation capabilities of public policies was organized and invited CECA to provide training for environmental public welfare partners in Fujian in terms of policy finding and policy recommendation. Due to the pandemic, a 1.5-day online workshop on public policy identification and application as well as an online consultation on policy recommendation have been conducted.



ABO environmental talent training on marine biodiversity

■ Development of the Environmental Protection Industry

In 2021, after evaluation by the entrepreneur members of the Fujian Project Center and the social professional reviewers:

1 **New**
GUT Partner

2 **New**
Green Starters Partner



Green Starters review

Member Engagement

■ Special fund for scientific release founded

On May 13th, Council Member of SEE Conservation WANG Zhixin, Vice Chair QIU Yitian of the Fujian Project Center, Secretary General LI Zhenfeng, and member CHEN Wenjie went to Yongchun, Fujian to attend the activities for the founding of a special fund for scientific release.



Scientific release

■ Visits to member enterprises

On September 4th, the Fujian Project Center organized a visit to Fujian Mata Ecological Technology Co., Ltd. for member enterprises to exchange environmental experience in transforming a small messy and poor fishing village into a national model village for rural revitalization with the support of Mata.



Visit to Mata

■ Event engagement

During the year, the Center has organized members to engage in activities including the recording of the anthem to practice their original aspirations for public welfare. At the 2021 Members' Representative Convention, the Fujian Project Center received 13 awards in total.



Recording of the anthem

Message from the Chair

At the place where the value "no pains, no gains" prevails, we would like to safeguard the clean waters and green mountains of Fujian with such a solid spirit, and persistently realize our environmental protection vision in this land and in the whole China. Divided by the sea, Fujian and Taiwan "share the same origin and culture", and the Fujian Project Center will remain committed to the harmonious co-existence between human and nature, and make contributions to the environmental protection undertakings across the Taiwan Strait together.

—By XIANG Lei
Chair of the Fujian Project Center

Working Committee Members of the Fujian Project Center

2020~2023 (the 2nd session)

Chair | XIANG Lei

Vice Chair and Secretary General | LI Zhenfeng

Vice Chairs | LIN Yi, QIU Yitian, XIAO Yingzhuo, YANG Xu, ZOU Xu

Deputy Secretary General | WANG Yongming

Shandong Project Center

Established in December 2017, the Shandong Project Center aims to actively mobilize Shandong entrepreneurs to pay attention to local environmental issues and jointly contribute to the environmental protection undertakings. Over the past four years since establishment, the Center has funded and supported 24 environmental protection public welfare organizations and 28 projects including Protect Xiaoqing River, Leave No Trace Nature Education, Clean Ocean Campaign, Protect Oriental White Stork (*Ciconia boyciana*) and North Tamarisk. As of the end of 2021, the Shandong Project Center has 20 members.

Project Progress

■ Clean Ocean Campaign

The “Clean Ocean Campaign” as a part of the public welfare campaign “Bohai -Yellow Sea Ecosystem Conservation” is an action initiated by the Shandong Project Center and the Shandong Environmental Protection Foundation as well as multiple other local environmental protection organizations. In 2021, the “Phase II of Clean Ocean Campaign” focused on three topics including ocean cleanup and nature education, sustainable fisheries and marine biodiversity conservation, and monitoring of ocean-related industrial pollution prevention and control.



Clean Ocean Campaign

■ Leave No Trace Nature Education

In 2021, the Center held 105 classes of “Leave No Trace Nature Education” at Heihu Spring and Daming Lake in Jinan, West Lake Cultural Square in Hangzhou, Golden Beach (Jinsha) in Qingdao, and People’s Park in Weifang, with a total of 4,256 participants. Up to now, the campaign has joined hands with various social forces to promote public engagement for eight consecutive years, and has achieved continuous and steady progress.



Leave No Trace Nature Education

■ Protect Xiaoqing River

With the support of the Shandong Project Center and its members, the campaign “Protect Xiaoqing River” co-organized by Shandong Environmental Protection Foundation, Green Qilu and Green Ribbons Development center has been carried out for three years, as a typical environmental case of social engagement in the joint conservation of the waters in Shandong.



Water quality monitoring of Xiaoqing River

■ Yellow River Education Base for Ecological Civilization

The project “Yellow River Education Base for Ecological Civilization” co-sponsored by the Shandong Project Center, Jinan Bureau Of Ecological Environment Protection and Shandong Environmental Protection Foundation, organized 20 activities related to the ecological civilization in Yellow River during the year, with more than 1,000 participants, and put forward for the first time the “Ten Principles to Protect the Yellow River”.



Children participate in a publicity and education activity for ecological civilization at Yellow River

■ Nature Education

The Qingdao Huiqian Nature Center, supported by the Shandong Project Center, has conducted 68 outreach events in families, communities and schools, covering up to 10,000 participants.



Primary school students in nature education

■ Green Starters Review

On October 16th, the Green Starters Review of the Shandong Project Center was held in Qingdao, and 6 out of the 8 applicants became the Center's partners of Green Starters for the year.

■ Fundraising and communication of the "99 Giving Day"

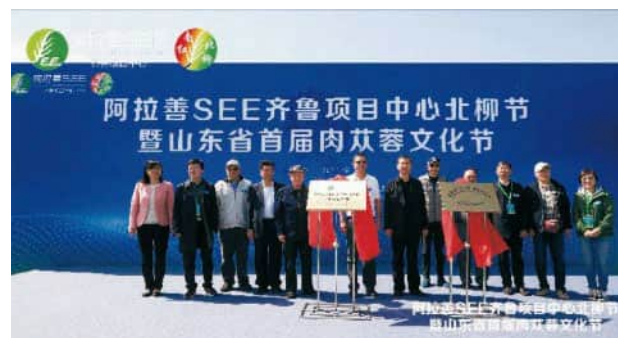
The 2021 "99 Giving Day" was fully engaged by the Shandong Project Center entrepreneurs members, member enterprises and fundraisers, and the "Clean Ocean Campaign: Protecting the Bohai-Yellow Sea Ecosystem" and the campaign "Planting Trees for the Yellow River" launched by the Shandong Project Center received 3,289 participants and raised a total fund of 352,832.65 yuan.

Member Engagement

■ The North Tamarisk Festival- the 1st Shandong Cistanche (*Cistanche deserticola* Ma) Cultural Festival

From April 27th to 29th, the North Tamarisk Festival - the 1st Shandong Cistanche Cultural Festival was held in Binhai of Weifang, where the "Weifang Binhai Ecological Management Demonstration Base" and the "North Tamarisk Demonstration Base of the Shandong Project Center" were officially inaugurated.

In addition to the harvesting of cistanches, guests also visited the coastal demonstration forest base of the "National South Mangrove and North Tamarisk", Weifang Binhai City Art Center, the Eye of the Bohai Sea, and Shengwei Agriculture to exchange environmental protection practices and cases.



The North Tamarisk Festival - the 1st Shandong Cistanche Cultural Festival

Message from the Chair

As time flies, the new year is around the corner. Looking back on the year, the Shandong Project Center has always been committed to mobilizing Shandong entrepreneurs to pay continuous attention to the natural and ecological conservation in Shandong, and supporting local environmental protection public welfare organizations and volunteers to carry out and participate in environmental protection campaigns so as to raise the awareness of more people for environmental protection.

In the new year, the Shandong Project Center will continue to work together with more people to move forward on the way of ecological conservation. Fighting, and let's embrace the future together!

——By GUO Cheng
Chair of the Shandong Project Center

Working Committee Members of the Shandong Project Center

2020~2023 (the 2nd session)

Chair | GUO Cheng

Vice Chair and Secretary General | WANG Chao

Vice Chairs | ZONG Yanmin, LI Xiaoqiang, JIN Haiting,
LI Xinhua, LIU Zhe



Established in January 2018, the Guangxi Project Center is dedicated to local ecological conservation and natural education in Guangxi; focuses on “biodiversity conservation in karst region”, “coastal wetland conservation in Beibu Gulf” and “public nature education” and strives to enhance its three brand projects, namely “White-headed Langur (*Trachypithecus leucocephalus*) Conservation and Qunan Community Sustainable Development”, “Fangchenggang Mangrove Wetlands Conservation” and “Guangxi natural science popularization lecture”. Meanwhile, it pays attention to the cultivation of environmental nonprofits in Guangxi and aims at providing a platform for social protection and resource integration with the participation of government departments, entrepreneurs, scientific institutions and universities, environmental nonprofits and the public. As of the end of 2021, the Guangxi Project Center has 20 members.

Project Progress

White-headed Langur Conservation and Qunan Community Sustainable Development

■ Community support and development

During the year, the Center along with BRC completed various community capacity building and empowerment activities for core members, including 7 quarterly autonomous council meetings and group discussions for representatives of various community groups, 9 capacity training sessions and 1 outbound study tour for core members, as well as 14 community education camps and group activities for children and 2 community small grants programs, 9 independent environmental governance activities of “Zero Waste” and 2 group activities organized by the Kapok class.



Training by BRC

■ White-headed Langur conservation and research

On August 4th, the Center supported a research on wild migration characteristics and ecological corridor siting model of white-headed langurs in Qunan Community protected area by Professor DU Qin’s team from Guilin University of Technology, and the research was published as *Testing accuracy of the animal corridor site selection models based on field observations: A case study of white-headed langur* in the *Acta Ecologica Sinica*, which is the ecological journal with the highest impact factor in China.

Conservation of Marine and Coastal Wetland in Beibu Gulf

■ The Issues Alliance of Wetland Conservation launched

In January 2021, the Issues Alliance of Wetland Conservation was launched by the Guangxi Project Center and other 13 project centers to jointly promote social engagement and local action of wetland conservation nationwide.

■ Fangchenggang Mangrove Wetlands Conservation

On August 26th, the bidding results of procurement of the PPP project National Mangrove Wetland Park at the East Bay of Fangchenggang initiated by the Fangchenggang Forestry Bureau and MFC was publicized to determine which would construct and run the Park; with the engagement of multiple parties, 30,000 mangrove seedlings were reared in phase I, with an area of

restoration and conservation for 3 hectares. Wetland patrol and biodiversity monitoring were also carried out, and the *Phase I Survey Report on Biological Resources of Shatan River Mangrove Ecological Restoration Area in Fangchenggang* was formulated.



National Mangrove Wetland Park at East Bay to be established

■ Mangrove conservation and community co-management in Beihai

From January to November, under the support of the Center, the MCF organized 3 community activities, 1 study trip, and 1 mangrove resource survey, which built channels and mechanisms for cooperation between wetland parks and communities, and also provided scientific references for communities to manage human activities.

■ Wetland conservation in Shanxin Sand Island and surrounding areas

The Center supported 13 routine surveys and patrols of birds on Shanxin Sand Island and surrounding wetlands organized by MFC, BRC and a partner of SEE Free Flying Wings project, Guangxi Altima, as well as 3 large benthic surveys, 6 community interviews, 6 surveys of human interference on Shanxin Sand Island and surrounding coastal wetlands, and the formulation of the *Report on the Survey of the Impact of Human Interference on Waterbirds in the Coastal Wetlands around Shanxin Sand Island in Fangchenggang*. In addition, a seminar for multiple parties on the conservation and development of Shanxin Sand Island was held to explore a cooperation path with the leading of government departments, the guidance of public welfare organizations and research institutes, the community development of bird-watching economy, and the support of enterprises.



Seminar on the conservation and development of Shanxin Sand Island

■ Bryde's whale (*Balaenoptera brydei*) Conservation in Weizhou Island, Beihai

From August to December, the Guangxi Academy of Sciences in long-term monitoring and conservation of the Bryde's whale on Weizhou Island, Beihai, carried out seven surveys along the 295.6 km maritime intercept line on Weizhou Island; and organized eight popular science activities for students, science teachers and the public.



The project team records and identifies Bryde's whale

■ Public nature education and industry support

■ Guangxi natural science popularization lecture

In FY 2021, more than 150 thematic activities of science popularization took place in 15 cities and counties across the region, covering more than 35,000 people, and two consecutive Guangxi Nature Notes Contests were held, developing interest and volunteer communities including nature notes, mangrove adoption, large mushrooms and butterflies.

■ Green Starters Review

On August 20th, the Review Meeting on the Guangxi Project Center of the "Green Starters" was held in Nanning, Guangxi. 3 out of the 5 applicant organizations were affirmed as the 2021 Green Starters partners of the Center.

■ Distribution of patrol supplies to 73 patrollers

From August to November, with the support of SEE Foundation's "Special Fund for Chinese Patrollers", 73 patrollers from Guangxi Chongzuo White-headed Langur National Nature Reserve and Guangxi Qianjiadong National Nature Reserve were given patrol materials donated by Tored Holdings.

Member Engagement

■ The South Joint Annual Meeting

On January 9th and 10th, the Center helped host the "South Joint Annual Meeting of SEE Conservation - Gathering in Rivers and Mountains", inviting more than 100 entrepreneurs, guests and leaders of environmental protection organizations from all over China.



The South Joint Annual Meeting

■ Visit and Communication

During the year, the Center actively organized visits to member enterprises, and visits to the Guangxi Project Center for entrepreneur members' families and employees of member enterprises to learn about SEE Conservation's philosophy of environmental protection and public welfare and to engage in networking activities.

In addition, members of the Center were organized to visit six project centers to exchange and learn, aiming to join hands with more entrepreneurs and public welfare organizations to engage in environmental protection and public welfare undertakings.

Message from the Chair

In the past 2021, the Guangxi Project Center has achieved positive results in projects by upholding the spirit of "practicing entrepreneurship and safeguarding clean waters and blue skies". Rather than just taking actions on conservation, we combine it with scientific research, community development, nature education, and public engagement. We will strive to get the support of the government, actively mobilize enterprises to engage, and look for resources from research universities and NGOs to promote ecological and environmental protection in Guangxi, so that our vision of safeguarding clean waters and blue skies will come true.

— By LEI Xiang
Chair of the Guangxi Project Center

Working Committee Members of the Guangxi Project Center

2020~2023 (the 2nd session)

Chair | LEI Xiang

Vice Chair and Secretary General | YANG Cheng

Vice Chairs | XIE Shangming, ZHANG Yu, LIANG Wenhong,
MAO Zhihui, WU Wensheng



Sichuan Project Center

Established in April 25th, 2018, the Sichuan Project Center revolves around biodiversity in Sichuan and focuses on the topic of Panda and its habitat. Based on 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”, “Best Rangers in Sichuan”, and “Felidae Conservation in Xinlong”. It has also supported and helped 7 local environmental organizations to develop and grow. As of the end of 2021, the Sichuan Project Center has 20 members.

Project Progress

■ Bring Pandas Home

This year, the Center continued to carry out monitoring and investigation work for several times in the reconstruction area of the giant panda habitat, during which, the infrared camera captured some images of the giant panda, red panda, black-necked crane (*Grus nigricollis*) and other wild animals, and found eight kinds of small vertebrates (123 in total) and 21 species of birds. Meanwhile, a new round of shrub clearing and tree replanting were implemented in the 1,500mu reconstruction area.

In order to further carry out the restoration of giant panda habitat, the project, with funding from HSBC, expanded the original project area from the Daxiangling Mountains to covering another three areas, including the Minshan Mountains, the Xiaoxiangling Mountains, and the Liangshan Mountains. During the year, the Center has completed the signing of funding agreements for the Daxiangling Reserve and the Shengguozhuang Reserve, and carried out plant surveys and identification, as well as the installation of monitoring samples.



Monitoring survey

■ Best Rangers in Sichuan

In order to prepare for the event of “Best Rangers in Sichuan” Selection, the Center conducted five working meetings and 1 expert meeting. After the preliminary selection by experts, 30 rangers (patrollers) and 7 patrol teams were shortlisted. Through online voting and assessment on field monitoring, patrol skills and indoor operation, the 3rd “Best Rangers in Sichuan” award ceremony was held in Chengdu, Sichuan on December 29th, and nearly 200 guests came to witness the birth of 8 “Best Rangers”, 2 “Best Teams” and 5 “Excellent Teams”.

The event was organized by Sichuan Provincial Forestry and Grassland Administration (Giant Panda National Parks Sichuan Administration), the North China Project Center and the Sichuan Project Center, and implemented by the Chengdu Aisiyi Ecology Conservation Center.



Award ceremony of the 3rd “Best Rangers”

■ Feline conservation

In March, the Center continued to develop Wari and Yimai community protected areas together with the Forestry and Grass Bureau of Xinlong County, and provided ecological compensation funds to improve local livelihoods and motivate community residents to engage in feline conservation. During the year, a total of 2 villager meetings in the communities, organized a 12-member patrol team to carry out patrol and monitoring once a month, planted 20,000 spruce seedlings in 300 mu of burned areas and heavily logged areas, and established a signage system for community protected areas.

Moreover, the Center had an 8-day field training on the installation and retrieving operation of infrared cameras, as well as the design and installation of signage for 2 community reserves, and organized field interviews and reporting by several media such as Guangming Daily and South Reviews.

On October 15th, Sichuan Xinlong Reserve was officially launched on the Ant Forest platform. The reserve is jointly preserved by SEE Foundation and Chengdu Aisiyi Ecology Conservation Center, who plan to invest 5 million yuan in 3 years for the conservation of the 20,000-hectare reserve.

■ Nature Education

The Chair of the Sichuan Project Center, MI Ruihong, and the Secretary General, XIAO Nan, went to the Qianfoshan Nature Reserve in Sichuan Province and the Sichuan Fengtongzhai National Nature Reserve along with their teams to select the site for the Center’s nature education base, and finally decided that the Dashuigou Conservation Station of the Fengtongzhai Reserve would be the first nature education base of the Sichuan Project Center. In the future, the Sichuan Project Center will collaborate with the Taihu Lake Project Center to launch nature education activities based on the base.



Visit to Fengtongzhai

■ GEF demonstration project of community sustainable alternative livelihoods

In July, commissioned by the Sichuan Research Institute of Giant Panda Science, the Sichuan Project Center's local institution, the Chengdu Aisiyi Ecology Conservation Center completed the GEF demonstration project of sustainable alternative livelihoods for communities around the Giant Panda National Park. Through preliminary investigation, expert guidance, and providing free beehives and Dendrobium (*Dendrobium officinale Kimura et Migo*) seedlings to the communities, the Center assisted the communities in the foundation of small seed funds, the improvement of village rules and regulations, the development of industries, and the packaging design of agricultural products.

■ Industry development and support

On August 21st and 22nd, the annual meeting of GUT was held online, where representative entrepreneurs from the Sichuan Project Center were deeply involved in the discussion, and finally pledged to fund FISH Public Welfare as a GUT partner.

On November 29th, two members of the Center went to Zigong to investigate the work of the funding partners and experience patrolling in the Tuotuo River as tutors.

■ Fundraising and Communications

During the year, the Center shared what it had done in environmental protection to members and the public and promoted the environmental protection concept of SEE Conservation by publishing the Center's quarterly brief reports, sharing project highlights and environmental knowledge, and organizing several large events with the Sichuan Forestry and Grass Bureau.

During the "99 Giving Day", 8 member enterprises and 13,419 individuals supported the "Best Rangers" event, with a total fund of 834,900 yuan.

In 2021, the Sichuan Project Center also received 200,000 yuan from the North China Project Center, 1.2 million yuan from HSBC, 1.6 million from Ant Forest, and 120,000 yuan from Tencent Foundation's Qianbai Project (a project to fund and support hundreds of projects and funds) for the 2021 Best Rangers Project, Giant Panda Habitat Restoration, Felidae Conservation in Xinlong County, and fundraising subsidies for human resources.

Member Engagement

In 2021, through new member meetings, spring and autumn ecological visits, visits to member enterprises, project visits and reviews, and environmental protection activities in cooperation with local governments, the Center strengthened communication among members while enhancing their understanding of SEE Conservation and practicing the entrepreneurial spirit of environmental protection and public welfare. In 2021, the Sichuan Project Center organized 23 member activities with over 120 participants.

During the year, the Center organized members to attend the South Joint Annual Meeting, the annual meeting of the Noah's Ark Thematic Alliance, the exchange meeting of the Noah's Ark Alliance, the exchange meeting of the Guangxi Project Center and the communication meeting with the Council, and facilitate the establishment of the Qomolangma Project Center. Moreover, the Center also participated in the VOLVO project "Greener Future with Reduced Carbon Footprint", and helped organize the classes in Chengdu of SEE College. By way of active engagement in exchange activities and training, the Center has managed to engage in the SEE family, and will achieve better development with more engagement in exchanges.



Ecological visits

Message from the Chair

I have stood in the spotlight for plenty of times, but have never been as happy as when I gave the award to the "Best Rangers", not because at that moment we were standing on the stage as a guest, but because such a ceremony is the grandest commendation that the Sichuan Project Center can give to the rangers who work all year round in the front line of nature conservation. For us, "public welfare" was once thought to be just to raise a fund, but SEE Conservation made us understand that "public welfare" requires us to take more practices, to protect the nature, to restore the ecology that we once destroyed, and to care for and help the guardians of nature.

——By MI Ruirong
Chair of the Sichuan Project Center

Working Committee Members of the Sichuan Project Center

2020~2023 (the 2nd session)

Chair | MI Ruirong

Vice Chair and Secretary General | XIAO Nan

Vice Chairs | FAN Yongjie, XIAO Li, HUANG Xia,
SONG Wenli, HUANG Lezhong

Chongqing Project Center

Established on May 27th, 2018, the Chongqing Project Center has promoted the Yangtze River conservation featuring conservation of endangered species such as the Yangtze sturgeons (*Acipenser dabryanus*) and Scaly-sided Merganser (*mergus squamatus*), supported the “Blue Defenders” project for the purpose of water conservation, and implemented projects to develop and support private environmental protection organized by public welfare organizations, so as to awaken public awareness of environmental protection and take concrete actions to protect the clean waters and green mountains in Chongqing. As of the end of 2021, the Chongqing Project Center has 14 members.

Project Progress

In 2021, the Chongqing Project Center funded three national brand projects, nine partners and 13 environmental projects, including two major project themes. The “99 Giving Day” raised a fund of 620 thousand yuan from 15,418 acts of support. This year, member engagements reached 249 times with 750 service hours.

Species Conservation

■ Bring Yangtze Sturgeons Home

The Center supported a patrol team who was responsible for protecting the home of the Yangtze sturgeon and the distance of volunteer patrols exceeded 20,000 km. Moreover, the Center has completed a preliminary scientific research project on the identification of suitable habitat areas and their characteristics for the Yangtze sturgeon in the Chongqing section of the Yangtze River, laying the foundation for the conservation of Yangtze sturgeons and their habitats.



Survey sampling in the basin

■ Chongqing Special Campaign to Protect Birds

The Center has registered 45 volunteer teams called “Guarding Green Mountains - Bird Conservation” throughout Chongqing and organized 281 bird conservation patrols. Besides, the Center also organized conservation and monitoring activities at migration sites of raptors in autumn, with a daily engagement of 122 people working over 800 hours to protect more than 8,000 raptors.

The Center found a total of 51 Scaly-sided Mergansers in the city's wintering merganser survey and held online preparatory meetings in multiple areas to call for actions to protect the species and further improve the pattern and systematization of conservation. The project “City of Eagles” was also implemented.



Volunteers of “Flying Conservation”

Nature Education

■ Rolls of Nature Notes for Yangtze River

The project carried out eight activities throughout the year that were reported for nine times by municipal and provincial news media, and collected a total of about 700 entries from Yunnan, Sichuan, Chongqing and other cities and provinces. Exhibitions were planned in December at the Chongqing Nature History Museum of with its support and cooperation, but due to the COVID-19 pandemic, the opening exhibition was postponed to January, 2022.

■ Nature Classes on Yangtze River

Based on the learning package *Bring Yangtze Sturgeons Home* and the picture book *Yangtze Sturgeons Baby's Adventure*, the Center conducted 12 fish and bird science classes on the Yangtze River ferries throughout the year, with about 500 participants.

■ “Public Welfare Wild Animal Conservation”: A Joint Action in the Wildlife Conservation Month

The Center carried out a series of public welfare activities during the Chongqing Wildlife Conservation Month, with a total of 55 online and offline events, where 851 people appointed for offline participation, and 41 co-organizations published 90 online articles, reaching over 70,000 views.

■ GUT Biodiversity Carnival

The GUT Biodiversity Carnival held in October displayed 100 ecological pictures of the Yangtze River basin as well as five themed videos, and organized six lectures given by well-known experts. seven institutions of Chongqing environmental protection and nature education were invited to participate to the interactive market, with about 2,000 participants offline and over 500 participants online, as well as an online reach of 100,000.



Lecture by well-known experts at Jingcao Biodiversity Carnival

■ Nature Education Center in Xiannv Mountain

The Nature Education Center had a total of nearly 30,000 visitors throughout the year, with more than 30 visiting groups from the National Forestry and Grassland Administration, Chongqing Forestry Bureau and the IUCN, and provided more than 70 times of indoor guided tours. The Nature Education Center recruited and trained a total of 44 volunteers in nine batches in 2021, with more than 2,000 service hours for over 3,000 people. It also conducted 21 research activities of various kinds, three training sessions, and 4 public events including nature observation festivals and workshops.

Brand Projects

■ Green Starters Review

In 2021, the Center funded and supported two Green Starters for their successful progress, including Ruo Shui Youth Volunteer Service Center in Liangjiang New Area and Green Park Volunteer Service Center in Banan District. The Center also organized the 2021 Green Starters selection, where five partners were selected from 10 applicant organizations as the

2021 Green Starters of the Chongqing Project Center to receive a fund of 290,000 yuan from the Center and the Green Starters project team.

■ Integrated Environmental Data Platform of Blue Defenders

The funding partner Green Data has collected over 2.05 billion pieces of environmental data and completed more than 10 research reports as well as seven national environmental protection policies, including the *Measures for the Administration of Legal Disclosure of Environmental Information by Enterprises (Draft for Public Comments)*, based on the research results of environmental data.

In addition, the Center added 10 new data application partners with two targeting government services and eight targeting the market, and implemented a data standardization process of “one archive for one enterprise” for enterprise data. During the project operation, 530 enterprises that had violated environment-related regulations were restricted in government procurement, financing and supply chain due to their environmental credit history.

Member Engagement

■ Sharing Session by President WANG Shi

On the evening of May 20th, the Center held a sharing session by President WANG Shi, the theme of which was “My Change - Dialogue with Young Entrepreneurs, How to Rise to Challenges in the 100-year Change, and Insights on Public Welfare”. Nearly 80 people including entrepreneur members, representatives from various parties and guests attended the sharing session.



Sharing session

■ The 3rd Anniversary of the Chongqing Project Center

On May 27th, the Center held its third anniversary celebration “Maintain the Original Aspirations on the Way for Public Welfare”, where members of the Chongqing Project Center and guests from all walks of life reviewed the development of the past three years and discussed, with the theme of “Yangtze River Conservation” in mind, how to seize the opportunities of environmental protection in the 14th Five-Year Plan under the new conservation pattern.



3rd anniversary celebration

■ Visits and Exchanges

In 2021, the Chongqing Project Center organized visits to Jinke Group, Dongjie Youth Cultural Tourism Town in Nanchuan and Raffles Medical in Chongqing to share experience on corporate management, sustainable development, and common development between the cultural tourism industry and public welfare, as well as eye care knowledge.



Eye care salon

Message from the Chair

Since the establishment in 2004, SEE Conservation has become one of the largest and most influential environmental organizations in China, and has driven 600 million people to engage in and support environmental protection. These are SEE Conservation’s achievements in environmental public welfare after over 10 years of efforts, and all these achievements come from persisting in our original aspirations.

In the future, SEE Conservation will work with everyone to protect the environment. I will also lead the Chongqing Project Center to take substantive and concrete actions to protect the environment for all Chinese people. Let’s work together to put SEE Conservation’s efforts and achievements in environmental protection on the world stage.

—By PENG Xueping
Chair of the Chongqing Project Center

Working Committee Members of the Chongqing Project Center

2020~2023 (the 2nd session)

Chair | PENG Xueping

Vice Chair and Secretary General | LIU Zhiyong

Vice Chairs | LIU Xin, ZHANG Zhiguo, TANG Liangxing,
WANG Yu, GUO Qinglong

Deputy Secretary General | FU Guanjun, WANG Zhengzhan

Sanjiangyuan Project Center

Established in August 2018, the Sanjiangyuan Project Center initiated the Qinghai Baoyuan Ecological Conservation Center in February 2019 to effectively implement the Sanjiangyuan conservation projects based on the overall SEE Conservation strategy. The Center focuses on the conservation of one of the world's most important ecological zones and protects ecosystems including rare plants and animal species, grasslands and wetlands, to build SEE Conservation's brand in biodiversity conservation in key areas of the Sanjiangyuan region while taking community-based conservation practices, and to mobilize government and entrepreneurial resources for the conservation of the Sanjiangyuan ecosystem. As of the end of 2021, the Sanjiangyuan Project Center has 23 members.

Project Progress

In 2021, the Sanjiangyuan Project Center funded 9 new projects with a total of approximately 3,508,900 yuan.

■ Snow Leopard (*Panthera uncia*) Community Conservation

On December 18th, the project team of "Shan Shui Snow Leopard Community" conducted a preliminary survey of community monitoring intentions in Yaqu, Suojia Township. This project is a joint collaboration between the Sanjiangyuan Project Center and the Shan Shui Conservation Center for snow leopard monitoring and research in Angsai and Suojia Townships within the Sanjiangyuan National Park. Through the survey, the Center understood the willingness of the communities where the monitors would work, and assessed the current problems of community monitoring as well as the intentions and motivation of the monitors, to thus ensure the sustainability of community monitoring within the Sanjiangyuan National Park.



Field training on the use of infrared camera

■ Vegetation Conservation

With the joint support of the SEE Foundation and the Sanjiangyuan Project Center, the Shan Shui project team conducted restoration trials on 300 mu of degraded grassland in the Jiatang grassland, with a vegetation restoration on 300 mu of black-sand plots, installed 30 infrared cameras and 10 grassland quadrats in the Jiatang protected area, and began regular patrols on the 51-km main road.

In addition, the Zoige grassland desertification governance project also started the writing of the *Community Operation Guidance for Desertification Governance at Grassland* in both Chinese and Tibetan to sum up the experience of desertification governance in high and cold areas, so as to provide guidance for grassland desertification in the community, and share the experience of grassland restoration and adaptive management models to audience groups including herders, NGOs and scholars.



Grassland restoration through artificial planting in a pilot area of grassland restoration at Jiatang grassland

■ Grassland Waste Management

In October, it funded the project team of its partner—Plateau Nature Conservancy in preparing the *Report on Collecting Outdoor Waste in the Yellow River Source*, which was published on the WeChat Official Account of Plateau Nature Conservancy to call on herders, tourists and the public to participate in low-carbon travel and life.

In November, the ecological village project in Guinan County's Zhihai Village completed building infrastructure including a centralized harmless treatment station of waste and environmentally friendly toilets. At the same time, publicity and training were enhanced to better protect the ecological environment of the villages in Sanjiangyuan region.



Roadmap of the visit and investigation (screenshot from Baidu)

■ Activities and Training

In 2021, the Center organized training courses on “Snow Leopard and Habitat Conservation in Three-River-Source National Park”, attended by more than 120 rangers and snow leopard monitors, and mobilized local young people and environmentalists from the Snowland Great Rivers Environmental Protection Association (Sanjiangyuan Environmental Protection Association) to participate in the “Sanjiangyuan Youth Achievement Program” for training, which was designed to mobilize more young people in the community for personal growth and their engagement in environmental protection. In addition, the Center organized a workshop on the status of stray dogs on the Tibetan Plateau to explore ways to solve the problems of stray dogs in the Sanjiangyuan region and to promote the harmony between humanity and nature in the region.

■ Green Starters review

On December 3rd, the Green Starters review of the Sanjiangyuan Promotion Center was held. One organization applied and passed the review to become a Green Starter of the Center in 2021.

■ Fundraising and Communications

In 2021, the Sanjiangyuan Project Center organized three visits to promote communication among over 60 entrepreneurs, fundraisers and local partners, effectively enhancing the image and influence of the SEE brand.

During the “99 Giving Day” in 2021, Sanjiangyuan projects received a fund of 1,017,500 yuan from 12 member enterprises.

Member Engagement

■ Exchange Meetings

In 2021, through exchange meetings and Working Committee meetings, the Center drew up the strategic direction for 2022, summarized the environmental progress of the Center, and sorted out the planning of future steps in mobilizing members to engage in environmental public welfare projects.



Exchange meeting

■ Launching Eco-education Station

On May 21st, the Lajuewu Eco-education Station at the Source of Yangtze River jointly established by SEE Conservation, the Sanjiangyuan Project Center and the Ecological Environment and Natural Resources Management Bureau of the Qumalai Administration of the Three-River-Source National Park was launched, and members from Inner Mongolia, Hainan and the Sanjiangyuan Project Center attended the launch ceremony. Located in the core area, the ecological conservation and education station aims at the ecological conservation in the Three-River-Source National Park, and the benign development of ecological conservation undertakings in the Sanjiangyuan region, through integrating resources including local governments, communities, private institutions and entrepreneurs.

■ Event Engagement

In 2021, the Sanjiangyuan Project Center organized activities including recording of the SEE anthem and the Members' Representative Convention to enhance member engagement and uphold original aspirations to environmental protection and public welfare. The Sanjiangyuan Project Center won the Award for Outstanding Membership Extension, while seven members received 14 awards.



Members recording the SEE anthem

Message from the Chair

Without setting foot in Sanjiangyuan, it would be almost impossible imagine what it looks like. In fact, even members who have visited Sanjiangyuan many times cannot describe its stunning magnificence in words, but the area keeps calling us to go deeper and deeper into the uninhabited area at an altitude of more than 4,000 meters, to seek harmony between humanity and nature, and to feel the reverence and gratitude for nature, as well as the humility and compassion for all living creatures.

Sincere thanks to all members, public welfare partners and people who care for and support the Sanjiangyuan Project Center. I genuinely hope that in the new year more and more partners will come together with us, that we will work more firmly on environmental protection and public welfare, and that the waters in Sanjiangyuan will become increasingly clearer, and the ecology increasingly better.

—By DU Xiaoling
Chair of the Sanjiangyuan Project Center

Working Committee Members of the Sanjiangyuan Project Center

2020~2023 (the 2nd session)

Chair | DU Xiaoling

Vice Chair and Secretary General | LUO Bo

Vice Chairs | LIU Yazhuo, HU Jun, LUO Zongzhou, ZHAO Min,
DENG Jinsong

Chair | LIU Yazhuo

Vice Chair and Secretary General | LUO Bo

Vice Chairs | DU Xiaoling, LUO Zongzhou, ZHAO Min, DENG Jinsong

Ningxia Project Center

Established in 17th September, 2018, the Ningxia Project Center mobilizes entrepreneurs to contribute to conservation and improvement of ecological environment in Ningxia, focuses on ecological conservation and nature education, and carries out the projects of “North China Leopard (*Panthera pardus fontanierii*) and Medium-Large Sized Animal Conservation in Liupan Mountains” and “Nature Education in Campus”. On such basis, the Center started cooperation with Kornerstone International Youth Nature Education Camp and the ecological enrichment project at Gaipai Village in 2021. As of the end of 2021, the Ningxia Project Center has 32 members.

Project Progress



North China leopard at Liupanshan

■ North China Leopard and Medium-Large Sized Animal Conservation in Liupan Mountains

The Ningxia Project Center implemented a research project of conservation of North China leopard in Liupan Mountain jointly with Liupanshan National Nature Reserve Administration, Fudan University and Chinese Felid Conservation Alliance. This project has now entered the 3rd year. In 2021, a 10-year conservation plan was formulated to explore new ways for humans and animals to live in harmony on the basis of wildlife research and protection. Up to now, the project has basically established an infrared camera monitoring network covering the whole reserve, initially accumulated image data on different wildlife, EDNA sampling data and analysis data, and continuously explored and improved the working mode of wildlife investigation in Liupan Mountain.



Wildlife survey at Liupanshan

■ Nature Education in Campus

Since the beginning in 2019, the “Nature Education in Campus” project has organized weekly classes “Nature and Me” at Yinchuan No.21 Primary School and Jingbo Secondary School, as well as the “Dream Drama Club” (a drama performance course with a theme of environmental protection). Students from three grades already took the course, with 50 class hours weekly, and 150 students each semester would finish the course.

In 2021, the Center formally sealed a strategic partnership with Kornerstone Camp, which would serve as an outdoor practice base for the Nature Education in Campus project.



“Travel of A Drop of Water” course of Nature and Me

■ Green Communities of “Green Lives”

The Ningxia Project Center gathered plenty of local real estate and property enterprises in Ningxia. In 2021, the project of green communities of “Green Lives”, initiated by member enterprise Zhongfang Group and jointly organized by ten large real estate enterprises, was officially launched, which aimed to advocate a simple, moderate, green and low-carbon lifestyle.



“Green Lives” - green communities

Member Engagement

■ “Take Actions Together on Public Welfare”

On April 17th, the Ningxia Project Center held the campaign of “Take Actions Together on Public Welfare: To make the World a Better Place” in Yinchuan, Ningxia. Nearly 100 local entrepreneurs, media workers and scholars helped promote the event which successfully mobilized 10 entrepreneurs to join SEE Conservation.



“Take Actions Together on Public Welfare”

■ Initiative to Establish Local Institution

In 2021, the Center proposed to establish the Ningxia Green Waters and Mountains Public Welfare Service Center to unite Ningxia entrepreneurs to improve the natural environment. With such efforts, the institution aims to develop the industries residents make a living in, help the most in need, raise living standards, and actively seek a balance between economic growth and environmental protection.

Message from the Chair

Take actions to protect the environment now, and embrace the green place in the future! Over the past three years, the Ningxia Project Center have pushed forward environmental protection via projects including the “North China Leopard and Medium-Large Sized Animal Conservation in Liupan Mountains” and “Nature Education in Campus” to mobilize the resources of entrepreneurs and safeguard this land so as to bring sustainable changes to our homeland.

——By LI Zhihai

Chair of the Ningxia Project Center

Working Committee Members of the Ningxia Project Center

2020~2023 (the 2nd session)

Chair | LI Zhihai

Vice Chair and Secretary General | JIN Yuxi

Vice Chairs | FANG Lu, CHEN Jiaying, HE Zhongtong, LIU Chunxiao, ZUO Shiping

Deputy Secretary General | ZHANG Liang

Supervisors | HOU Zhibin, CAO Pei

Zhejiang Project Center

Established on October 20th, 2018, the Zhejiang Project Center is dedicated to mobilizing the engagement of entrepreneurs, environmental public welfare organizations and the public in the region of Zhejiang, and focused on funding, demonstration and collaborative projects in areas of waste sorting in urban and rural communities, endangered species and habitat conservation, biodiversity education and sustainable development, including the “Mythical Bird” (conservation of Chinese Crested Tern (*Thalasseus bernsteini*)), “Classes of Flying Wings”, Community Waste Sorting at the Source, sustainable e-commerce, public advocacy, Green Starters, GUT, and Blue Defenders. As of the end of 2021, the Zhejiang Project Center has 27 members.

Project Progress

■ Mythical Bird: Chinese Crested Tern

The Mythical Bird project co-organized by the Zhejiang Project Center, Hangzhou Birds and Ecology Research Society and Zhejiang Museum of Natural History in 2019, aimed at monitoring and protecting the Chinese Crested Tern in Xiangshan and Dinghai, Zhejiang, so as to achieve their population recovery.

In 2021, a maximum of 84 adult Chinese Crested Terns were recorded in Xiangshan, an increase of about 10.5% year-on-year, and 22 baby terns were successfully hatched while in Dinghai a maximum of 46 adults were recorded, an increase of about two times year-on-year, and 15 baby terns were successfully hatched.

The project recruited 4 island-based monitors and published 9 vlogs documenting field conservation actions, which received nearly 100,000 views, and support from 2,553 people and a fund of 213,000 yuan during the “99 Giving Day”. In addition, the project also organized 10 science lectures, 5 creative development events, formulation of 1 picture book, and made abundant achievements.

■ Classes of Flying Wings: sowing seeds of hope

The “Classes of Flying Wings - Biodiversity Science Education” project jointly initiated by the Zhejiang Project Center, the Hangzhou Birds and Ecology Research Society and the Zhejiang Wildbird Society, produced professional and storytelling science presentation, and went into primary and junior middle schools in Zhejiang to have lectures by organizing a professional team of lecturers and collecting bird science contents featuring by Zhejiang typical species.

After the project was launched, more than 20 primary and junior middle schools applied for lessons online. To date, 15 lessons have been offered to more than 2,800 students in 14 primary schools and 9 bird science presentations made.



Fledging learning to fly © TAN Chen

■ Survey and research on biodiversity conservation

The survey of Chinese newt (*Paramesotriton chinensis*) under secondary-class state protection in Hangzhou City jointly launched by the Zhejiang Project Center and Field Ecological Conservation and Research Center of Yuanxiang, Hangzhou included a special survey covering the remaining caudate amphibians. This year, the night observation activities of amphibians for popularization of science were conducted for three times, and periodic survey reports and policy suggestions were prepared to fill in the gaps in the survey and conservation of Chinese newt in Hangzhou.

The Zhejiang Project Center continued to focus on the conservation wildlife under first-class state protection, Dalmatian Pelican (*Pelecanus crispus*) in Wenzhou Bay, and co-organized the “1st International Workshop on the Conservation of Dalmatian Pelican Populations in East Asia” with the Free Flying Wings project team and the Research Institute of Subtropical Forestry of the Chinese Academy of Forestry, where more than 50 experts, front-line conservationists and partners from home and abroad attended to have exchange, research and cooperation among countries where the species inhabited.



Survey of Chinese newt © ZHOU Jiajun

■ Public advocacy by interesting science education

In 2021, the Center held the Hangzhou Bird-Loving Week - the West Lake Jingcao Carnival and the West Lake Birding-Watching Contest, where tens of thousands of citizens participated in the nature fair, ecological photography exhibition and bird-watching contest. In addition, the photography exhibition entered 18 schools in Hangzhou, with an engagement of 12,819 students.

In addition, the Center, together with the Zhejiang Museum of Natural History and the Shaoxing Museum, held an exhibition of the Zhejiang Exhibition of Rare Wildlife Conservation in Shaoxing, and supported a traveling exhibition in Hangzhou of the winning entries of the 2021 China Wildlife Image and Video Competition.

■ Development of the Community Waste Sorting at the Source project

Since its establishment, the Zhejiang Project Center has focused on the topic of urban and rural domestic waste sorting, and explored a replicable model for community waste sorting at source with Greentown Properties in Hangzhou. So far, the model and experience of the project have been promoted and shared among 43 branches of Greentown Properties nationwide, and the project was invited to share at the 2021 Zero Waste Forum (Beijing) themed by "Diversified Engagement Advances Waste Sorting in Beijing". The project's think tank deliverable *Launch Meeting of a Casebook of Global Cities' Community Waste Sorting* has been widely disseminated. In addition, the project funded three environmental NGOs concerning waste issues in 2021.



Sharing at the Zero Waste Forum

■ Engagement in three major Thematic Alliances

In 2021, the Zhejiang Project Center engaged in the Issues Alliances of Wetland conservation, Yangtze River Conservation and Nature Education to jointly advance cause of environmental public welfare and regional conservation of the basin.

■ Support for the development of environmental public welfare industry

In 2021, 3 new Green Starters partners, 1 new GUT partner, and 4 new Blue Defenders partners were funded. After this, the business areas covered include waste management, sustainable development, marine conservation, water conservation, nature education, and pollution prevention, forming a community network of the Center's partners. In addition, the Center hosted the fall gathering of GUT tutors in Hangzhou, where more than 50 GUT tutors came to Gaozhuang in Xixi Wetland to sort out the strategies of the GUT and Green Starters projects, discuss the future of the industry, and make a list of suggestions for key topics.



Fall gathering of GUT tutors in Hangzhou

Member Engagement

In 2021, the Zhejiang Project Center had 3 new members of Zhejiang entrepreneurs, held 4 offline and 3 online Working Committee meetings, and elected 1 member representative online.

The Center held more than 20 activities for members throughout the year as well as 3 project funding reviews and in-depth exchanges with 8 environmental partners, visited the Xixi Ecological and Cultural Research Center and Zhejiang University Education Foundation, and invited more than 10 members to participate in the recording and filming of the anthem.



Recording of the anthem

Message from the Chair

In 2021, with the support of the current governance team and the commitment and dedication of all local members, the Zhejiang Project Center took active action in areas including community waste sorting, endangered species and habitat conservation, biodiversity education and sustainable development, and carried out several funding, demonstration and collaborative projects with promising milestones, as well as supporting the environmental practices of 16 environmental protection public welfare partners.

To protect the clean waters and blue sky is not only the mission of SEE, but also what we deeply yearn for. In 2022, the Zhejiang Project Center will continue to consolidate and expand the results of existing projects, actively explore environmentally friendly, green E-commerce, and work with more partners to advance together on the way of green, low-carbon development and environmental protection.

——By SHOU Bainian
Chair of the Zhejiang Project Center

Working Committee Members of the Zhejiang Project Center

2020~2023 (the 2nd session)

Chair | SHOU Bainian

Vice Chair and Secretary General | XU Yi

Vice Chairs | CHEN Linyun, YAO Lu, HE Yibing, LI Hairong,
WANG Chenhui

Poyang Lake Project Center



Established in December 2018, the Poyang Lake Project Center, whose members cover entrepreneurs in Jiangxi and the ones which are devoted to the ecology of Poyang Lake, focuses on the conservation of two typical species that represent the ecosystem of the Lake, including finless porpoise (*Neophocaena asiaeorientalis*) and white crane (*Grus leucogeranus*), by a series of environmental protection projects. The Center is committed to protecting the biodiversity of Poyang Lake, and supporting the growth and development of local private environmental protection public welfare organizations with great attention, to achieve the harmonious coexistence between human and nature. As of the end of 2021, the Poyang Lake Project Center has 17 members.

Project Progress



White crane © ZHOU Haiyan

■ Guarding the home of wintering migratory birds

The Poyang Lake Project Center and its partner Nanchang Wuxing Siberian Crane Conservation Area carried out projects to patrol and monitor white cranes (*Grus leucogeranus*) and surrounding migratory birds. In 2021, the project also educated the public about the importance of bird care, through activities such as a photo exhibition featuring white cranes at the Conservation Area's Nature Education Center and distribution of brochures to communities.

■ Save the Smile of Yangtze River

In 2021, the Center started the project named "Finless Porpoise Conservation in Poyang Lake of Poyang County", by establishing a flexible model of "patrols on waters supported with patrols on shores", and the accumulated mileage of patrol on water sand shores was about 1,000 km per month. The Center also strengthened the promotion of finless porpoise conservation by popularizing the finless porpoise conservation and distributing brochures in fishing villages and schools.



Finless Porpoise Conversation Team in Pohang Lake

■ Funding for local GUT partners

The Poyang Lake Project Center attended the 2021 online review meeting of GUT partners, and co-funded a local partner Green Jiangxi Environmental Exchange Center with the East China Project Center.

■ Publication of environmental science books

The Center commissioned author LIN Deyuan to publish the book *Smile of Poyang Lake*, which was officially published and released in December.



Smile of Poyang Lake

■ Fundraising and communication of the "99 Giving Day"

During the "99 Giving Day" in 2021, the Poyang Lake Project Center advocated fundraising to support the "Save the Smile of Yangtze River" project, and mobilized member enterprises and their employees to actively engage in the project, with a total fund of 15,992.94 yuan raised.

Member Engagement

■ Investigation and research

The Poyang Lake Project Center and CCF went to the Poyang Lake protected area for finless porpoise together, and cooperated with local governments and private environmental public welfare organizations to conduct field investigation and research on conservation projects. During the nearly half-hour patrol, 40 finless porpoises were spotted. After the patrol, the team went to the mudflats to clean up the abandoned fishing nets in the Lake.

The Yangtze Finless Porpoise Conservation Seminar in collaboration with Hubei Project Center, CCF and the Bureau of Fisheries and Fishery, Department of Agriculture and Rural Affairs of Jiangxi Provincial, held a "Seminar for Yangtze Finless Porpoise Conservation on the Implementation of *Yangtze River Conservation Law*". On the seminar, all parties exchanged and shared ideas on the fishing ban of Poyang Lake in recent years and on the collaboration mechanism of finless porpoise conservation, and deeply discussed how the government, enterprises and social organizations could cooperate and do a good job in the protecting and ecological monitoring of finless porpoise at Poyang Lake in 2021. The declaration of the joint conservation of "government, scientists, entrepreneurs and social organizations (the public and volunteers)" for Yangtze finless porpoise and Poyang Lake was also unanimously adopted.



Patrol and investigation on finless porpoise

■ Visits and exchanges

In 2021, the Poyang Lake Project Center held various activities including a visit to member enterprise Jiangzhong Food Therapy Technology Co., Ltd., and recording of the anthem to exchange on green and sustainable practices and reach a consensus on environmental protection and public welfare.



Visit to member enterprise

■ The first meeting of the Issues Alliance of Nature Education

In December, the first official meeting of the Issues Alliance of Nature Education was held. YU Hongyong, the first rotating Chair of the Poyang Lake Project Center, chaired the meeting, which discussed the working mechanism of the Alliance and the next-step arrangement. TProject centers also actively exchanged and shared their experiences in nature education projects.

Message from the Chair

Poyang Lake is connected to 5 tributaries in upstream and the main stream of Yangtze River in downstream, serving as the source of creatures and nourishing the whole ecosystem, as well as all species and lives that inhabit here.

In 2021, we implemented projects to protect endangered species including white cranes and finless porpoises, and funded local private public welfare efforts to protect biodiversity and build ecological balance in the Poyang Lake basin.

In 2022, may we persevere with benevolence, shoulder the responsibility of modern entrepreneurs, and continue to promote the harmonious coexistence of human and nature to spread the concept of ecological conservation to the whole region. We will keep working hard and spare no efforts in an environment-friendly and reasonable way and will not fail to meet the expectations on us.

——By YU Hongyong
Chair of the Poyang Lake Project Center

Working Committee Members of the Poyang Lake Project Center

2020~2023 (the 2nd session)

Chair | YU Hongyong

Vice Chair and Secretary General | NIE Hui

Vice Chairs | ZHONG Hongguang, HONG Shouwei,
ZHENG Guogao, ZHANG Dengfeng

Taihu Lake Project Center

Established on January 5th, 2019, the Taihu Lake Project Center focuses on environmental issues, sponsors environmental organizations in the Taihu Lake Region, and supports local Green Starters to explore in fields of nature education and waste sorting. As of the end of 2021, the Taihu Lake Project Center has 45 members.

Project Progress



Pollution investigation on industrial parks

■ “Share Green” at industrial parks

The Center supported GREEN JIANGNAN to implement the “Share Green with Diversified Governance” project. In the 4th quarter, the Center made summaries for 14 designated chemical parks in Jiangsu with GCA audits on 7 of them, and helped 7 enterprises avoid environmental risks. In addition, the Center also researched for high pollution and energy-devouring industries and successfully promoted the rectification of 2 typical cases.

The project has been developing and preparations are being made for the next Green Supply Chains Forum.



“Share Green with Diversified Governance”

■ Bird and Wetland Conservation

In 2021, the Center conducted three surveys at the project site in Lianyungang, Jiangsu, where Asian Dowitchers (*Limnodromus semipalmatus*, wildlife under second-class state protection) and 10 Dalmatian Pelicans were recorded in October (*Pelecanus crispus*, wildlife under first-class state protection). Related peripheral products were launched on various platforms for sale, and more than 1,000 of them have been ordered.

In addition, the second Asian Dowitcher classroom in Lianyungang was opened at the Yuanqian Primary School, which completed the interior decoration and was officially opened in December.



Wetland survey in Lianyungang
©Spoon-billed snipe In China WANG Yudi

■ Carbon Neutrality and Green Supply Chains Forum

On June 29th, the “Carbon Neutrality and Green Supply Chains Forum” sponsored by the Taihu Lake Project Center, organized by GREEN JIANGNAN and supported by IPE, was held. LING Songting, Chair of the Taihu Lake Project Center, introduced the efforts of SEE and the Taihu Lake Project Center in environmental protection, and called for more entrepreneurs and social resources invested into the environmental public welfare industry to jointly protect the clean waters and blue sky.



Carbon Neutrality and Green Supply Chains Forum

Member Engagement

■ Scientific researches and investigations

On October 23rd and 24th, the Taihu Lake Project Center, the East China Project Center and the MCF conducted a joint research and investigation in Dongtai's Tiaozini wetland in Yancheng, Jiangsu. With the support of the Administration Committee of Dongtai Coastal Economic Development Zone and the Beijing Forestry University, and through two days of scientific research and conference in Tiaozini, the entrepreneurs were organized to discuss the difficulties and solutions of the conservation model with social engagement, and to learn and discuss conservation and management methods of wetland waterbirds and global natural heritage. The Center also introduce the necessity of biodiversity and conservation to new members.



Research and investigation at Tiaozini wetlands

■ Discussing on Green Supply chains Project

On the morning of November 25th, the Taihu Lake Project Center and East China Project Center held an interactive and visiting event to have in-depth communication and discussion on the development of project of green supply chains at the Taihu Lake Project Center.



Interaction and visits among project centers

■ Engagement of Institutions

From December 11th to 13th, the 2021 Members' Representative Convention was held in Nanchang, Jiangxi. A total of 16 members and representatives of the Taihu Lake Project Center attended, and discussed the development of the organization and exchanged ideas on the experience and achievements of environmental projects with members and fundraisers from all over the country as well as other guests from all walks of life. In the awarding session, the Taihu Lake Project Center won 18 awards and 14 members received awards at the Convention.



2021 Members' Representative Convention

Message from the Chair

In accordance with the constitution and under the supervision of the Board of Supervisors, the Taihu Lake Project Center has promoted the institutionalization of its Working Committee, implemented the division of work mechanism as well as an engagement indicator for meetings and activities, based on which all members and projects have corresponding assigned Committee Members, who have regularly adjusted the strategies and advanced the implementation of projects, in order to ensure the membership development, organizational building and the sustainable development of environmental projects with the collective effort of the Working Committee.

——By LING Songting
Chair of the Taihu Lake Project Center

Working Committee Members of the Taihu Lake Project Center

2020~2023 (the 2nd session)

Chair | LING Songting

Vice Chair and Secretary General | LU Jian

Vice Chairs | HUANG Jingen, CHEN Xiao, QU Xiaohua,
CHEN Mingyang, XU Xudong

Liaoning Project Center

Established on April 14th, 2019, the Liaoning Project Center focuses on topics including biodiversity conservation, nature education and wetland conservation to develop projects including conservation and restoration of wetlands in Liaoning, establishment of basin-based national parks, Operation "Fengshan": Conservation and Science Popularization Education of *Taxus Cuspidata* (*Taxus cuspidata* Sieb. et Zucc.), Spotted Seal (*Phoca largha*) and Narrow-Ridged Finless Porpoise (*Neophocaena sunameri*) Conservation in Liaodong Bay, and Free Flying Wings. As of the end of 2021, the Liaoning Project Center has 7 members.

Project Progress

■ Protected Spotted Seal in Liaodong Bay

Since March 1st, the project team has been continuously monitoring the number of spotted seals and their landing spots. On March 25, up to 200 spotted seals were monitored to land at the estuary of Liaohe River. Judging from this, there were about 200 spotted seals living in the estuary of Liaohe River in 2021, and the peak time for seal landing is in the middle and late March.

On October 25, seven leopard seals were monitored to come ashore, 20 days earlier than last year, and 19-21 leopard seals were found to come ashore in early winter through continuous monitor, which was unprecedented in previous years. From preliminary analysis, we can conclude that the improved environment of the Liaohe River estuary promoted spotted seals to land in advance. As of early December, only two spotted seals were trapped in the estuary of Liaohe River, down 80% from 2020.

From March to December, the project team conducted 12 popularization activities in schools, kindergartens, cultural squares and marine parks in Panjin to disseminate knowledge about the survival of spotted seal and narrow-ridged finless porpoise in Liaodong Bay and about marine ecology conservation, with an audience of over 20,700 people.



Spotted Seal Conservation in Liaodong Bay © TIAN Jiguang

■ Operation "Fengshan": Conservation and Science Popularization Education of *Taxus Cuspidata*

In 2021, the project team continued to conserve two populations in Dacuocaoyu Valley, Benxi County, Liaoning Province, and Baishilazi National Nature Reserve, Kuandian Manzu Autonomous County, in a bid to realize natural population succession of *Taxus cuspidata* in the wild. In July, it carried out a 3-day investigation on the wild environment and associated species of *Taxus cuspidata wallichiana* in Baishilazi National Nature Reserve of Kuandian, and four rare wild species were found.

As for public education, the infrastructure of the science classrooms has been improved and put into use, and science classes have been regularly conducted, including environmental protection, ecological conservation and endangered species conservation. In addition, in 2021, 10 scientific education activities under the theme of plant, insect and endangered plant conservation were organized in the tree garden of the Institute of Applied Ecology of the Chinese Academy of Sciences, with 800 engagements.



Return of *Taxus cuspidata* and science education

■ Waterbird Monitoring and Habitat Conservation

In 2021, the Free Flying Wings project team and the Liaoning Project Center along with local partners, took actions on waterbird monitoring and habitat conservation in five wetlands where conversation was needed, including the Liaohe River estuary in Yingkou, the Donggang waterfront in Dandong and the Xiaoling River estuary in Jinzhou, covering an area of 18,456.08 hectares.

As of December 31st, 2021, the project has conducted 281 wetland patrols and bird surveys with 5,013 records on birds, and recorded a total of 202 bird species as well as 26 threats including poaching and pollution, and moreover carried out 34 nature education and public awareness activities with 2,431 engagements in total.



Dunlins (*Calidris alpina*) © ZENG Yajie

In addition, the Liaoning Project Center actively supported the World Heritage application of Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf of China (Phase II). The center supported two projects, including the world Heritage Site of Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf of China (Phase II) and the conservation of circumjacent wetlands and waterbirds. Meanwhile, the project team will provide long-term monitoring data to facilitate the World Heritage application. On the "99 Giving Day" in 2021, The center received donations a total of 13,555.9 yuan and used all of the money for the Free Flying Wings project.

■ Green Starters Review

On November 4th, the Green Starters Review of the Liaoning Project Center was held online. A total of two organizations participated in the selection and finally one organization passed to become the Green starters' partner.

Member Engagement

■ Liaohe River Wetland Conservation Forum

From July 23rd to 25th, the Liaohe River Wetland Conservation Forum which was guided by the Department of Natural Resources of Liaoning Provincial and Liaoning Forestry and Grassland Bureau, was co-organized in Shenyang by SEE Conservation and the Issues Alliance of Wetland Conservation, and implemented by the Liaoning Project Center and the Mangrove Foundation. At the Forum, Liaoning Forestry and Grassland Bureau and SEE Conservation officially signed a *Memorandum of Strategic Cooperation for the Establishment and Conservation of Liaohe River National Park*, which meant that both parties entered a new phase of strategic cooperation in wetland and biodiversity conservation, and would promote the conservation and restoration of wetlands and the establishment of basin-based national parks.

During the Forum, LIU Ning, Governor of Liaoning, JIANG Youwei, Vice Governor of Liaoning, LIU Xingwei, Secretary of Party Committee and Director of Liaoning Provincial Department of Natural Resources, JIN Donghai, Secretary of Party Committee and Director of Liaoning Forestry and Grassland Bureau and heads of Department of Ecology and Environment of Liaoning and Department of Commerce of Liaoning met with the representative entrepreneurs of SEE Conservation, and discussed and determined the cooperation mechanism and implementation methods in the conservation and restoration of Liaoning River wetlands with an agreement on further cooperation.



Signing the *Memorandum of Strategic Cooperation for the Establishment and Conservation of Liaohe River National Park*



Exchange with Liaoning Provincial Government

Message from the Chair

2021 marks the second anniversary of the Liaoning Project Center. With the joint efforts of SEE Conservation members, the organization and the government successfully signed the *Memorandum of Strategic Cooperation for the Establishment and Conservation of Liaohe River National Park*, which clarifies the direction for the Liaoning Project Center on efforts in environmental protection and has even more significance.

In the future, it is hoped that the Liaoning Project Center will gradually build a nature conservation system with Liaoning characteristics and become one of the project centers with great influence nationwide. In the new year, we will maintain our original aspirations for environmental protection and public welfare, and move forward firmly and continuously side by side.

——By ZHANG Jin
Chair of the Liaoning Project Center

Working Committee Members of the Liaoning Project Center

2020~2023 (the 2nd session)

Chair | ZHANG Jin
Vice Chair and Secretary General | HOU Wenqi
Vice Chairs | SUI Jun

Tianjin Project Center

Established at the end of June 2019, the Tianjin Project Center focuses on the “Free Flying Wings” agenda to promote conservation of waterbirds and their wetlands, and meanwhile funds the Tianjin Green Collar Engo to treat black smelly water bodies in rural areas. As of the end of 2021, the Tianjin Project Center has 11 members.

Project Progress



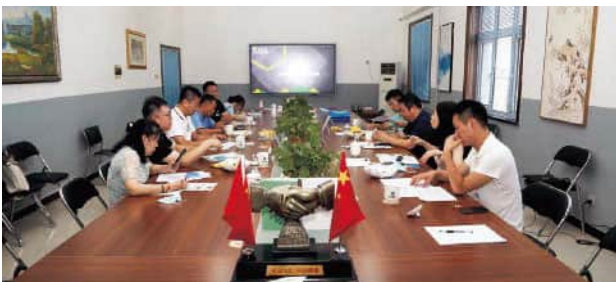
Oriental White Stork (*Ciconia boyciana*) in Binhai New Area, Tianjin © WANG Jianmin

■ Ecological Conservation of the Haihe River Basin

Within the year, this project center had helped three county-level government departments conduct county-wide investigations and rectification actions, directly brought 32 sewage pits and ponds and black and odorous water bodies in 13 villages under control, as well as mobilized a total of 53,610,100 yuan of government funds to be used for environmental management throughout the year.

Five articles on the exposure and progress of black and odorous water bodies and sewage pits and ponds in different areas; had discussions with government departments for four times and received seven official feedback documents.

In addition, the Tianjin Project Center organized a review meeting on the project of ecological and environmental protection in Haihe River basin, and finally the Tianjin Green Collar Engo passed the review with a fund of 200,000 yuan, which would be disbursed in four rounds.



Review meeting on the project of ecological and environmental protection in Haihe River basin

■ Project Development

In 2021, the Tianjin Project Center visited TEMEA and Peiyang Begonia Fund to exchange ideas about projects of soil pollution prevention in Tianjin and the development of local communities for public welfare in Tianjin, in order to mobilize more resources to deal with local environmental issues.

The Center also organized activities to clean up waste along the Beiyun River, as well as animal releases with the Tianjin Wildlife Rescue and Protection Center. In addition, the Center actively engaged in the “99 Giving Day” as part of efforts in environmental protection.



Waste cleanup

Member Engagement

■ The 10th Anniversary of *Marine Economy*

On October 28th, HE Xin, Secretary General of the Tianjin Project Center attended on behalf of SEE Conservation the Academic Forum for the 10th Anniversary of *Marine Economy* and shared insights with industry experts, who recognized SEE Conservation's role in marine ecological and environmental protection.



Academic Forum for the 10th Anniversary of *Marine Economy*

■ Engagement and Exchanges

In 2021, the Tianjin Project Center practiced the entrepreneurial spirit through recording of the SEE anthem. The Center had an in-depth exchange with the North China Project Center to discuss the cooperation in carrying out environmental protection projects, and also participated in the 2021 Members' Representative Convention, where the Center shared ideas and communicated with guests including members and representative fundraisers from all over the country.



Communication with the North China Project Center

Message from the Chair

Challenges and hardships will never stop our steps. Because of the occasional outbreaks of COVID-19, 2021 was an uneventful year. At the end of the year, our entrepreneur members gathered their strength and stepped up at the critical moment in the fight against the pandemic. We have performed our duties with heart and soul to address problems in water pollution prevention at rural areas. At all time, we were united as one to move ahead together at every moment needed. 2021 was an extraordinary year for all of us. In 2022, let us advance onward together with our original aspirations in mind and all of our efforts.

—— By LIU Yi

Chair of the Tianjin Project Center

Working Committee Members of the Tianjin Project Center

2020~2023 (the 2nd session)

Chair | LIU Yi

Vice Chair and Secretary General | HE Xin

Vice Chairs | LI Jun , KANG Peng

Xinjiang Project Center

Established in August 2019, the Xinjiang Project Center focuses on the conservation of endangered species such as snow leopards and nature education, and strives to protect and construct seed banks of rare wild plants (represented by wild apple trees in Ili) in Central Asia. As of the end of 2021, the Xinjiang Project Center has 17 members.

Project Progress

■ Cross-border Joint Action for Snow Leopard Conservation in Xinjiang

The Center has established an initial community-volunteer conservation mechanism in the Urumqi River region, and facilitated support and engagement from competent authorities in the conservation of snow leopard habitats with an area of 600 square kilometers. Moreover, the Center conducted species diversity investigations in the A-erh-chin Mountains and surveys of snow leopards in areas that have not been searched, including the Dongtian and Nantian Mountains. In addition, the Center keeps improving the monitoring capacity of local forestry and volunteers, and mobilized the public to contribute through ongoing promotional activities such as the “City of Snow Leopards”.



Monitoring on snow leopard habitats

■ Conservation of Critical Germplasm Resources and Population Rejuvenation of Wild Apples in Tianshan Mountains

The project rehabilitated damaged land in the understory by planting 100 acres of forests, including 2,000 wild apricot trees and 3,000 wild apple trees, as well as more than 5,000 other seedlings. Moreover, the project also treated 100 acres of damaged wild apple trees in the park by staking, sawing and pruning, and conducted pest control via drones on 3,000 acres of forest lands in conjunction with the local forestry departments. The project also established a 5-acre wild fruit tree resource pooling and propagation nursery at the Ili Botanical Garden, which was used to propagate more than 10,000 seedlings of key wild and companion species. All these underpinned the critical germplasm pool of wild apples. In addition, six demonstrations of wild apple nurturing measures, and training programs on ecological conservation of wild fruit forests were organized.



Conservation of critical germplasm resources and population rejuvenation of wild apples in Tianshan Mountains © Yili Botanical Garden

■ Botanical Society in Nature

The project investigated the plant resources in northern Xinjiang, with a total of 18 new species discovered, named and published as well as several new national records generated, and compiled and completed the *Illustrated Handbook to Wild Vascular Plants in Northern Xinjiang*.

Moreover, through surveys on endangered endemic plants and extensive media coverage and publicity, the project turned Xinjiang tulip (*Tulipa sinkiangensis*) and all other wild tulip species in China, *Ferula sinkiangensis* (*Fetula inkiangensis*), *Ferula fukangensis* (*Ferula fukanensis*), and snow lotus (*Saussurea involucrate*) to be wild plants under first-class state protection.

In addition, the Center conducted 9 research and study sessions in 2021, with an audience of 80 people, recruited more than 30 volunteers, finalized the establishment of a botanical-themed restaurant in Kanas, and engaged in the filming of CGTN's documentary *Beyond the Mountains* and XRATS' documentary *Landscapes in Xinjiang*, which was reported by Xinhua News Agency, Chinanews.com, Xinjiang Daily and xueci.cn for plenty of times.



Survey on tulip populations in Xinjiang

■ Xinjiang Nature Education Center

The Xinjiang Nature Education Center was completed and officially named the “Museum Lab”, which organized the “Ties with Tulips” and the “City of Snow Leopards — Jingcao Carnival”, a public welfare art exhibition for nature conservation. Museum Lab also worked with civil society to hold public education activities, sharing sessions and nature education and study tours. Sixteen nature education activities were organized in the 4th quarter, with 747 engagements offline.

In addition, the Museum Lab and animation producers modified and optimized the cartoon image of snow leopards in science education, and produced the first animation featured by science education for wildlife conservation in Xinjiang.

■ Actions on the Conservation of Endangered Ili Pika (*Ochotona iliensis*) and Its Habitats

In 2021, the Center carried out monitoring on the Ili pika and changes in its habitats at the Tianshan No.1 Glacier Reserve in the southern mountains of Urumqi, and publicized the conservation of the Ili pika and the glaciers, introducing the circumstances of pika conversation areas to herders and explaining the significance of protecting the species.

By monitoring and patrolling at five monitoring points in two areas, the Tianshan No.1 Glacier Reserve and Ili Pika Reserve in Jinghe revealed that each reserve had a point where Ili pikas had not been found for two years, neither fresh feces nor other traces. The number of Ili pikas monitored at other points also decreased significantly, indicating that the population of the species was continuously declining and the species turned out to be more endangered.



Monitoring on Ili pikas

■ Ecological Development of *Lycium Ruthenicum* (*Lycium ruthenicum* Murray) in Desert

In 2021, ecological planting covering a land of 400 acres was accomplished as scheduled, including hoeing, loosening, watering, pruning and pest control, and the water consumption of surrounding cotton and *Lycium ruthenicum* was observed, compared and recorded. All the data were summarized as a document *Technical Guidance for Purification and Nursery of Lycium Ruthenicum*.

■ Fundraising and Communications of the “99 Giving Day”

During “99 Giving Day” in 2021, the Xinjiang Project Center placed promotion booths at member enterprises including the New World of Silk Road and Ruida International Mansion. Xinjiang Grapevine Food Co. put up posters of the “99 Giving Day” and posters featured by the “Guarding the Source of Apples” project in 28 stores in Urumqi and Changji to raise consumers’ awareness of the conservation of ecosystem in wild fruit forest. Xinjiang Xiaozan Technology also encouraged more public engagement in the “99 Giving Day” campaign to protect the source of apples.

Member Engagement

■ Nature Education Center

On October 23rd, members of the Xinjiang Project Center participated in the “Silk Road Nature Education Center - the Launching Ceremony of Museum Lab”, also known as the “City of Snow Leopards - Urumqi: Jingcao Carnival” to support the conservation and publicity of snow leopards and mountain ecosystems in Xinjiang.

The Nature Education Center would encourage more people to pay attention to biodiversity conservation in Xinjiang and raise public awareness of environmental protection.

■ Budget Review Meeting

On December 17th, the Xinjiang Project Center held the 2022 review meeting for project budgets, where five environmental public welfare partners applied for the funding of the Xinjiang Project Center. Through face-to-face communication with partners, members effectively pointed out problems and suggestions, and mobilized more resources around them to help the funded partners grow.



Launch of the Museum Lab

Message from the Chair

Over the past two years since the establishment of the Xinjiang Project Center when we have been funding various public welfare projects, we have realized how heavy our responsibilities are, especially when we witnessed the “beautiful Xinjiang” being ravaged by sandstorms, how important environmental public welfare undertakings are and how difficult they will be.

We hope that through the joint efforts of all our members, more people will know of, understand and join the SEE Conservation family, and work hard to bring back the blue sky to younger generations.

——By LIU Caixia

Chair of the Xinjiang Project Center

Working Committee Members of the Xinjiang Project Center

2020~2023 (the 2nd session)

Chair | LIU Caixia

Vice Chair and Secretary General | HUANG Jian

Vice Chairs | XU Zhixue, CHENG Feng, WU Jialin, LI Xiang, LI Baoqiang



Established on October 20th, 2019, the Hebei Project Center now funds two brand projects, “Free Flying Wings” and “Blue Defenders”, as well as two environmental public welfare partners in Hebei to mobilize the resources in the region to build a beautiful Hebei. As of the end of 2021, the Hebei Project Center has 19 members.

Project Progress



Black cranes (*Ciconia nigra*) at Yehe wetlands © GAO Yuxi

■ Painting Exhibition of Public Welfare for Wildlife Conservation

On June 5th, the World Environment Day, a painting exhibition of public welfare for wildlife conservation initiated by the Hebei Project Center was attended by more than 500 families with 420 works, aiming to raise public awareness of wildlife conservation through paintings.



Painting exhibition of public welfare for wildlife conservation

■ Seminar on Carbon and Pollution Reduction in the Steel Industry

On July 9th, the Hebei Project Center organized a seminar on public engagement in the steel industry to reduce pollution and carbon emissions along with government leaders, environmental organizations and steel enterprises, to reach more consensus on policy implementation, and jointly promote the emission reduction of air pollutants in the steel industry on the basis of multi-party dialogue and mutual understanding.



Seminar on carbon and pollution reduction in the steel industry

■ Fundraising and Communications of the “99 Giving Day”

On the “99 Giving Day” in 2021, the Hebei Project Center conducted fundraising activities in popular shopping areas in Shijiazhuang, attracting more than 5,000 participants and inspiring and mobilizing more people to engage in environmental public welfare activities.



Fundraising at “99 Giving Day”

Member Engagement

■ Nature Education Project Initiation Workshop

On May 7, the Hebei Project Center held a nature education project initiation workshop, where members visited the site of the Nature Education Base and exchanged ideas on the construction plan of the project.

■ Wildlife Releases

The Hebei Project Center carried out wildlife release activities to celebrate the 100th anniversary of the founding of the Communist Party of China. By releasing wildlife, the participants enhanced their awareness of wildlife conservation and took concrete actions to cherish wild animals and protect their green homelands.



Wildlife releases

Message from the Chair

We always remember and will never forget our original aspirations in all our words and deeds. Small forces and efforts will make a great deal of difference in the end. SEE Conservation and its efforts in environmental public welfare are being noticed by the public, so that more people can engage in the undertakings. We welcome more like-minded people to join us and help protect the environment together.

——By ZHANG Zehui
Chair of the Hebei Project Center

Working Committee Members of the Hebei Project Center

2020~2023 (the 2nd session)

Chair | ZHANG Zehui

Vice Chair and Secretary General | LU Yu

Vice Chairs | WANG Qingbiao, ZHANG Dongxia, LIU Quanli,
GAO Hongda, MING Yufeng

Hainan Project Center

Established on August 8, 2020, the Hainan Project Center fully utilizes the capabilities of SEE Conservation's professional environmental projects and the wisdom and resources of local entrepreneur members to collaborate with the government and environmental public welfare organizations to carry out environmental projects in Hainan, including marine biodiversity conservation, coastal wetlands and other key ecosystem conservation and sustainable fisheries, to make contributions to the construction of the Hainan Ecological Civilization Pilot Zone. As of the end of 2021, the Hainan Project Center has 25 members.

Project Progress

Wuyuan River Ecological Pond Restoration Project

By the end of 2021, the Wuyuan River Ecological Pond has achieved over 90% aquatic vegetation cover in the small ponds and about 50%-60% in the large ponds. Many species of introduced native aquatic plants existed with a survival rate of about 80%, including wild rice (*Oryza rufipogon* Griff.), Yurui Flower (*Barringtonia racemosa* (L.) Spreng), *Ottelia cordata* (*Ottelia cordata* (Wall.) Dandy), *Nymphoides indica* (*Nymphoides indica* (L.) O. Kuntze) and other star species.

The biodiversity of the ecological ponds has further increased, with resident Moorhens (*Gallinula chloropus*) and snakes, and birds who had occurred much more frequently than before. The project will continue its long-term work on the introduction of native aquatic plants and animals, monitoring of flora, fauna and water quality, and nature education to provide practical cases of integrated water ecology management and ecological restoration in urban and rural wetlands in Hainan.



Bird view of the Wuyuan River Ecological Pond

Science education on sea turtle conservation

In the support of the Sea Turtle Rescue Center and rewilding training base of Hainan Normal University, the project cooperated extensively with government management and law enforcement departments, environmental protection public welfare organizations, enterprises, schools, communities and the public. Through science education and special classes on sea turtle conservation, the project brought sea turtle classes into schools, as well as sea turtle conservation activities in fishing villages, to enhance the public awareness, mobilize more forces to engage in sea turtle conservation, and facilitate the construction of ecological civilization in Hainan.

In 2021, the Sea Turtle Rescue Center received 84 visits and gave lectures on sea turtle rescue and conservation to more than 9,000 people, as well as 6 visits to the schools in various cities and counties, and the fishing villages on Yongxing Island in Sansha, and speeches to more than 500 students and fishermen. Moreover, it also trained 8 professional sea turtle rescue volunteers and more than 100 general volunteers, with 8,600 service hours.

Moreover, the Sea Turtle (*Chelonia mydas*) Rescue Center admitted 5 sea turtles, released 3, assisted other organizations to rescue and release 17, and were responsible for free identification of sea turtle products more than 10 times for law enforcement departments in Shandong, Jilin, and Sansha provinces. In addition, a live streaming program entitled "A Day with Sea Turtle Keepers" was held, with 58,000 total viewers, 2,922 real-time views and 110,000 engagements of the streaming, and 580,000 views of the post.



Visit to the Sea Turtle Rescue Center

Fundraising and communication of the "99 Giving Day"

During the "99 Giving Day" in 2021, the Hainan Project Center launched the "Bring Sea Turtles Home with Love" sub-project under the "Protect the Ocean" project. Through matching donations, joint donations, advertisements in stores, "One-Hour Public Welfare" and mobilizing employees of member enterprises, the project has reached over 1 million and were supported by over 2,370 people in sending sea turtles home.



Offline activities of Yiho Group

Member Engagement

In 2021, the Hainan Project Center members participated in a total of 45 events, including outbound (visits, study tours and learning), inbounds (receiving visitors), the Center and SEE activities, and offline and online meetings.

■ Sea turtle released on Nanwan Monkey Island

On July 28th, 5 members of the Hainan Project Center participated in the “Bring Sea Turtles Home”, a release event on Nanwan Monkey Island. The Hainan Project Center claimed to have released a green sea turtle “Wenwen”, and installed a satellite tracking device on it, hoping to track and record the turtle’s movement back home to provide guidance for subsequent conservation work. As of December 2021, Wenwen have traveled more than 3,000 kilometers from Nanwan Monkey Island to the waters off Taiwan and back again.



Sea turtle released on Nanwan Monkey Island

■ The Anniversary of the Hainan Project Center

The Anniversary Celebration of the Hainan Project Center was held at The Top City Lounge on August 8, 2021. At the event, ZHAO Feng, Chair of the Working Committee opened the event by an appreciation to all Working Committee members for their companionship and dedication on environmental conservation and public welfare, while Secretary General FENG Zhexun, made a report on the first year of work and also presented awards to show gratitude towards all founding members for their efforts and contributions in the past year.



The Anniversary of the Hainan Project Center

■ Visits and exchanges

The Island Family Dinner is a serial activity initiated by the Hainan Project Center in the 3rd quarter of 2021, with two to three visits to member enterprises each quarter. The activity has been held 2 times in 2021, where the Center organized visits to GONG Jilong’s Shiwei Group and FENG Zhiyong’s Yiho Group.

■ Working Committee meetings

In 2021, the Hainan Project Center held 4 Working Committee meetings and 3 special meetings to gradually plan and clarify the direction of projects and topics, focusing on marine and wetlands, and sea turtle conservation projects and building environmental protection project brands.



Work Committee meeting

Message from the Chair

Hainan Island has the most extensive sea, long coastline and vast shallow mudflats, which all together give birth to unique and diverse marine creatures. Looking back to 2021, we shall not forget our original aspirations and shall continue to mobilize the strength of entrepreneurs to develop the Wuyuan River Ecological Pond Restoration Project and promote the scientific education project on sea turtle conservation.

We ride the waves to move onwards. Looking ahead to 2022, the Hainan Project Center will continue to focus on oceans and wetlands, as well as environmental projects such as sea turtle conservation and mangrove conservation project, combining nature education and other activities to make a brand and wield influence. Let’s join hands to welcome the 2022 full of expectations and hopes, and move forward together to the future!

——By ZHAO Feng
Chair of the Hainan Project Center

Working Committee Members of the Hainan Project Center

2020~2023 (the 2nd session)

Chair | ZHAO Feng

Vice Chair and Secretary General | FENG Zhexun

Vice Chairs | WEN Zhengtang, LUO Wen, CHEN Sihan, WANG Zhanshan,
LIAO Hui

Deputy Secretary General | GONG Jilong, XU Dan, HUANG Wenming

Guizhou Project Center

Established on October 28, 2020, the Guizhou Project Center invited experts from Guizhou to discuss the concept of "Guizhou Contracts" in 2021, and meanwhile carried out several volunteer activities, calling for more environmental volunteers to join the Volunteer Alliance and jointly protect the beautiful waters across Qianshan Mountain. As of the end of 2021, the Guizhou Project Center has 25 members.

Project Progress



Brand project of the Guizhou Project Center - Volunteer Alliance of Environmental Protection

■ "Guizhou Contracts" Seminar

At the first meeting of the fourth-session Working Committee of the Guizhou Project Center held on January 23rd, LIU Jian, Vice Chair of the Working Committee, proposed the concept of "Guizhou Contracts" for discussion, including the "Green Mountains and Clean Waters Contracts" and "Nature Contracts", to properly balance development and ecological conservation. At the meeting, the Center also listened to the inspection report of the Guizhou golden monkey (*Rhinopithecus brelichi*) project of Noah's Ark by LIU Bo, Vice Chair of the Working Committee.

On April 16th, the Center held a seminar on "Guizhou Contracts" at Guiyang Ecological Science Museum, and invited experts including HE Jing, President of Guizhou International Cultural Association, LUO Youming, Director of Guizhou Provincial Poverty-alleviation Office, and YANG Zi, President of Academy of China Civil Entrepreneur, to give professional recommendations and guidance on the direction of the concept, based on the sharing of LIU Jian, the Vice Chair of the Working Committee.



Seminar on "Guizhou Contracts"

Member Engagement

Public welfare campaign on the Arbor Day

On March 12th, the Arbor Day, ZHANG Jing, Chair of the Working Committee of the Guizhou Project Center, LU Lin, Deputy Secretary General, and LUO Meijun, Executive President of the Volunteer Alliance led about 50 volunteers of the Center to carry out planting activities to enhance volunteer engagement and raise their awareness of environmental protection.



Campaign on the Arbor Day

River patrol and investigation

On March 20th and April 9th, the members and volunteers of the Guizhou Project Center implemented two river patrols and investigations on the "mother river" of Guiyang, investigated the pollution status of the "mother river" on the basis of waste cleaning actions, and prepared two river patrol reports, which were simultaneously submitted to the Department of Ecology and Environment of Guizhou Province.

On December 5th, the volunteer activity of "Upholding Volunteer Spirit - Constructing Ecological Civilization" was held at Guiyang Ecological Education Museum. Volunteers went to the National Urban Wetland park of Huaxi, Guiyang to "patrolling" the river, picking up waste along the shore, and promoting environmental protection to the public and tourists by playing waste sorting games and distributing publicity materials concerning "Ten Principles of Water Conservation", waste sorting and environmental protection laws so as to call for more public engagement in actions of ecological and environmental protection. The campaign was organized by the Publicity Department of the CPC Guiyang Municipal Committee, Spiritual Civilization in Guiyang Municipality, Guiyang Bureau Of Ecology Environment, and executed by the Guiyang Environmental Publicity and Education Center, Guiyang Ecological Science Museum, and the Guizhou Project Center, etc.



River patrol and investigation

Message from the Chair

SEE Conservation is a university in the real sense of life, where we receive wisdom and nutrition from nature as mentors and friends of each other, and is also a happy and worry-free retirement habitat for the wise. Let's safeguard the clean waters and blue skies for the sustainable existence of lives.

——By ZHANG Jing
Chair of the Guizhou Project Center

Working Committee Members of the Guizhou Project Center

2020~2023 (the 2nd session)

Chair | ZHANG Jing

Vice Chair and Secretary General | LU Lin

Vice Chairs | LIU Jian, XIONG Youdong, FANG Liqun



Established on August 4, 2021, the Gansu Project Center fully utilizes the capabilities of SEE professional environmental protection project, gathers the wisdom and resources of Gansu entrepreneur members, gives full play to local advantages, and drives more entrepreneurs, environmental protection public welfare organizations and social forces from all walks of life to jointly protect the clean waters and blue sky of Gansu and Northwest China. As of the end of 2021, the Gansu Project Center has 20 members.

Project Progress

Members Engagement



Shortly after the establishment of the Gansu Project Center, the Center discussed and exchanged ideas with the Gansu Provincial Wildlife Conservation Bureau on the execution and implementation of wild and endangered animals conservation projects. In September, Chair LI Dajun went to the Hexi Corridor to conduct a field visit to Babusha Forest Farm, and investigations on the conservation of wildlife including wapiti (*Cervus canadensis*), brown bear (*Ursus arctos*), Eurasian Lynx (*Lynx lynx*), red fox (*Vulpes vulpes*), snow leopard (*Panthera uncia*), white-lipped deer (*Przewalskiium albirostris*), bharal (*Pseudois nayaur*), Pallas's Fish Eagle (*Haliaeetus leucorhynchus*) and horned lark (*Eremophila alpestris*), as well as the forestry and grassland project in Jinchang and the local project of Bird Paradise.

In October, members of the Gansu Project Center went to Wuhai, Inner Mongolia to investigate the ecological management of Juncao and the model of conservational crop tillage. The ecological treatment technology of Juncao has opened up a new way for ecological management and the development of ecological industry, and has produced quick and good effects, which provides scientific basis and technical support for the construction of ecological security barriers and industrial development of desert prevention and control in Alxa. Juncao also provides a new model for the treatment, restoration and industrial development of ecologically fragile areas in the Yellow River basin.

The Gansu Project Center established



Guests for the establishment of the Gansu Project Center



Investigation at the Baibusha Forest Farm

Message from the Chair

As the first-session Working Committee of the Gansu Project Center, we will not forget our original aspirations and ambitions, and will earnestly perform our duties, inherit the concept of SEE Conservation in environmental protection and public welfare, build a better Gansu Project Center, promote the development and implementation of local projects, and make contribute to the environmental protection in our hometown.

—By LI Dajun
Chair of the Gansu Project Center

Working Committee Members of the Gansu Project Center

2020~2023 (the 2nd session)

Chair | LI Dajun

Vice Chair and Secretary General | SU Chaochao

Vice Chairs | LIU Ye, YANG Xiaolong, GUO Feng, LIAO Ming, LIU Ke

Qomolangma

Project Center

Established on August 10th, 2021, the Qomolangma Project Center gathers the wisdom and resources of Tibetan entrepreneur members, utilizes the capabilities of SEE Conservation professional environmental protection projects, gives play to local advantages, and mobilizes more entrepreneurs, environmental protection public welfare organizations and social forces from all walks of life to jointly protect the clean waters and blue sky around the Himalayas. As of the end of 2021, the Qomolangma Project Center has 20 members.

Project Progress

Members Engagement

守护净土·积善为峰 阿拉善SEE珠峰项目中心成立大会

中国·西藏
2021·08·10

On December 30th, the Qomolangma Project Center held its first Working Committee meeting to discuss and review three points, including the working mechanism of the Center, the division of labor of the Working Committee, and the work plan and budget. After a vote, the first two points were established with some amendments to the third point. After discussion, it was decided that in view of the fact that the Qomolangma Project Center has just been established, the project activities should not be excessive, so the Center would focus on four independent projects, including conservation at Namtso Island, black-necked crane (*Grus nigricollis*) conservation, Tibet Tours for Environmental Protection, and science education on environmental protection for teenagers. In the next step, the Center will work with the SEE Foundation to develop the conservation projects of *Semnopithecus entellus* (*Semnopithecus schistaceus*) and Bengal tiger (*Panthera tigris tigris*).

Five Working Committee Members, including You Minggang, LI Wei, BI Yingzhi, ZHANG Bin and HUANG Dan, attended the meeting. In the meeting, 2022 work plan was arranged and work recommendations were put forward. The meeting agreed with Vice Chair ZHANG Bin's proposal of "inviting one or two senior members to serve as consultants of the Qomolangma Project Center". As for Chair YOU Minggang's proposal to give a brand name to the project concerning "mountains and rivers", the Working Committee decided to give an answer after consultation.

Inaugural Ceremony of the Qomolangma Project Center



Black-necked crane © PENG Jiansheng



Nepal gray langur (*Semnopithecus schistaceus*) © KE Peifeng

Message from the Chair

The Qomolangma Project Center is the last project center established by SEE Conservation so far. 2021 is the opening year of the Center, while 2022 is defined as the year of development. As a newly established center, we are constantly exploring and trying, and we hope that members will continue to develop the Center, and work together for the environmental protection undertakings in Tibet!

——By YOU Minggang
Chair of the Qomolangma Project Center

Working Committee Members of the Qomolangma Project Center

2020~2023 (the 2nd session)

Chair | YOU Minggang

Vice Chair and Secretary General | LI Wei

Vice Chairs | BI Yingzhi, ZHANG Bin, HUANG Dan, FU Yifeng

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CHAPTER
**Annual Report
of the Aleshan
Foundation**

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Shenzhen Aleshan Foundation

In October 2018, SEE Conservation launched Shenzhen Aleshan Foundation (hereinafter referred to as Aleshan Foundation), which is committed to giving full play to the superior resources and innovative spirit of entrepreneurs to provide long-term and stable funds for public welfare organizations and projects in multiple ways to maintain and raise their assets value.

Over the three years since its establishment, the Aleshan Foundation has been awarded the grade A+ for FTI, the CFC transparency indicator, in 2020 and 2021. In November 2021, Aleshan Foundation won the title of "Grade 4A in the 2021 Review of Municipal Social Organizations in Shenzhen" after the expert review for municipal social organizations in Shenzhen.



The eighth meeting of the first-term Council of Aleshan Foundation



Onsite investigation by the review team for municipal social organizations in Shenzhen

Special Fund

During 2021, the SEE Conservation special fund of the Aleshan Foundation provided the villagers of Tungulag Nur Gacha in Left Banner of Alxa with paired support, and achieved the initial goals by the end of 2021 as scheduled.

In accordance with the *Administration Measures of Special Fund of Shenzhen Aleshan Foundation*, the special funds including SEE Youth and SEE Future are in smooth operation.



Visit to villages providing paired support

Public welfare projects

Based on the *Charity Law and the constitution of Shenzhen Aleshan Foundation*, the Aleshan Foundation carries out public welfare projects in an orderly manner.

“Assist Farmers to Save Water by Providing Subsidy”

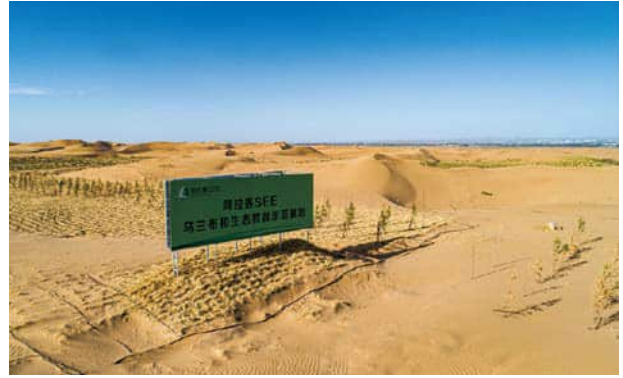
The project aims to support farmers in Yaoba, Alashan in planting eco-friendly, water-saving desert millet and reducing groundwater consumption. In the 3rd quarter of 2021, the initial target was completed and the project was concluded smoothly.

“Ulan Buh Eco-Education Base”

The second phase of the project was completed in the 2nd quarter, and established to enhance the enthusiasm of the public to engage in environmental conservation, and to mobilize more enterprises to participate in the ecological construction along the Yellow River, while promoting the ecological conservation and green development of the public and enterprises by providing environmental education.



"Water Saving Subsidy Project"



Ulan Buh Eco-Education Base

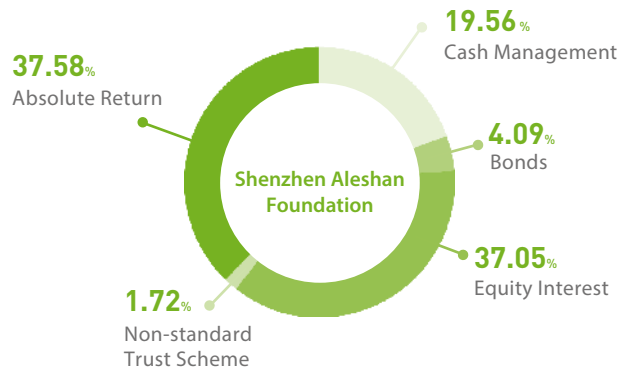
Value preservation and appreciation

Strict execution on the Management Measures to ensure use of fund in compliance with laws and regulations

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

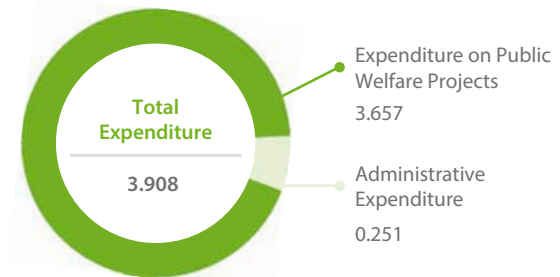
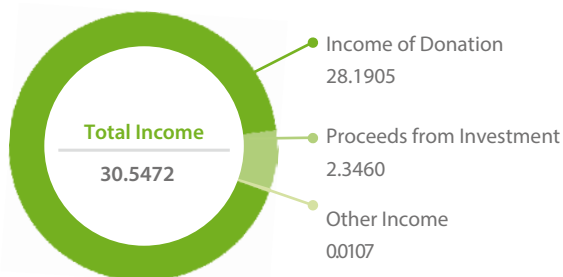
Investment profile of Aleshan Foundation in 2021

In 2021, the market presented a structured pattern with fast rotations. Aleshan Foundation adhered to the principle of diversified asset allocation with a portfolio that had a stable performance. In 2021, the return rate of our investment portfolio reached 7.38%.



Financial data

Income and expenditure of Aleshan Foundation in 2021 (million yuan)



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CHAPTER

Financial Data

The following data are excerpted from the 2021 Audit Report of SEE Conservation. The auditing was performed freely by KPMG Huazhen and the full report is available on our official website: <http://www.see.org.cn> (All figures in million yuan).

Income and Expenditure

(million yuan)

Net assets at beginning of 2021 **23.08**

Total Income in 2021 (figure 1) **28.93**

- Membership fee 18.55
- Donation proceeds 9.42
- Return on investment 0.93
- Other income 0.03

Total Expenditure in 2021 **32.48**

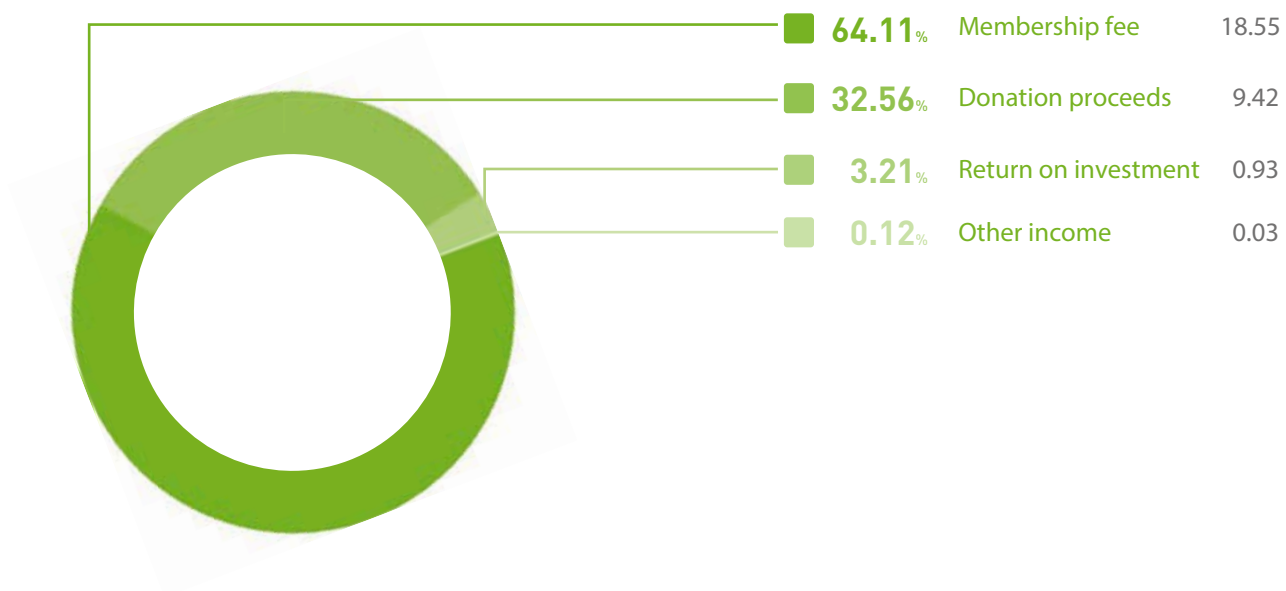
- **Cost of project activities (figure 2)** 26.53
 - Cost of environmental protection projects 9.15
 - Cost of member activities 13.54
 - Brand communication 3.84
- **Organizational operating expense** 5.96

Net assets at the end of 2021 **19.53**

Total Income 28.93

Figure 1: Income of SEE Conservation in 2021

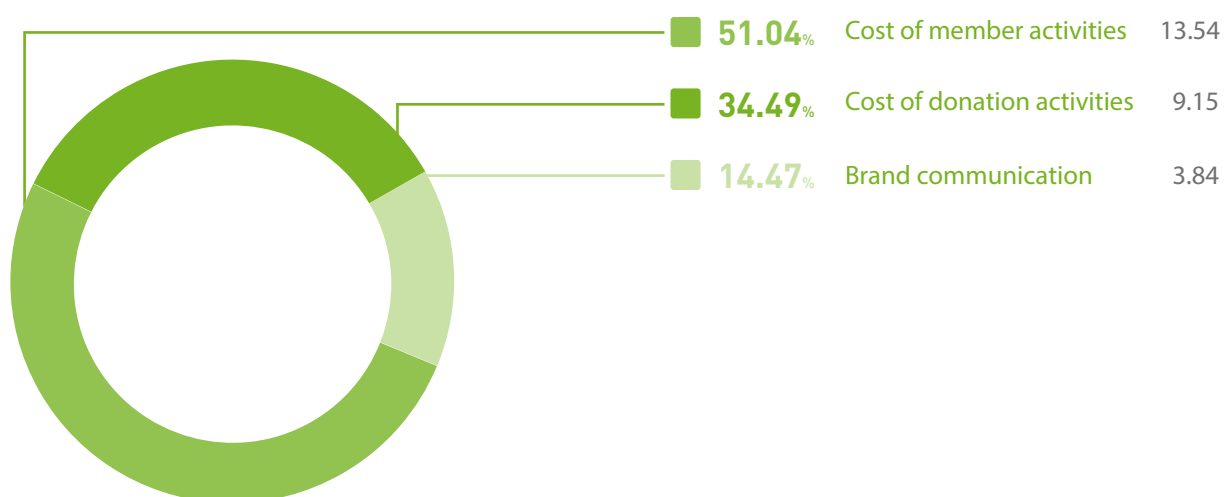
Unit: million yuan



Cost of project activities: 26.53

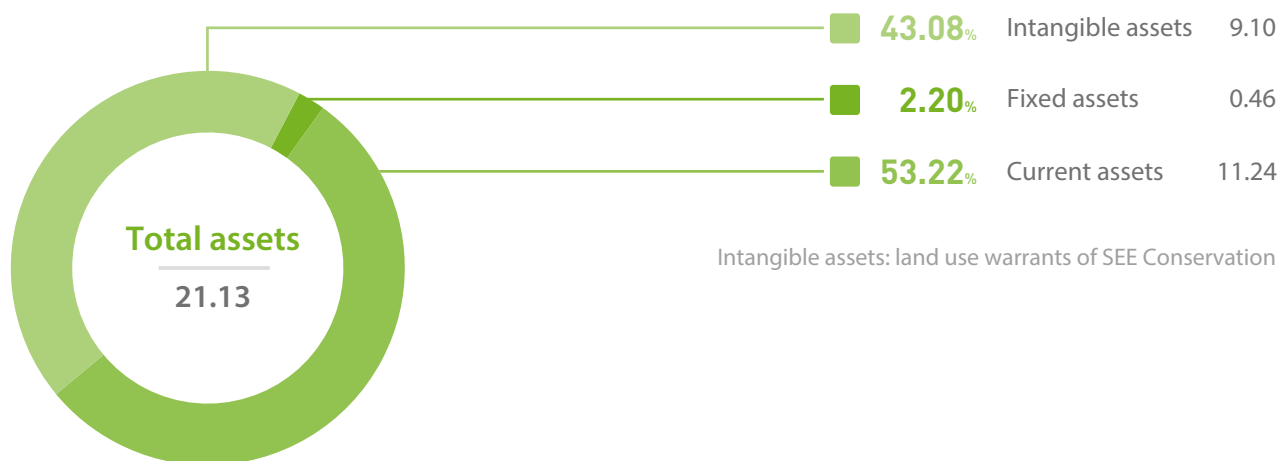
Figure 2: Expenses of SEE Conservation in 2021

Unit: million yuan



Assets and Liabilities

Assets of SEE Conservation in 2021 (million yuan)



Net assets of SEE Conservation in 2021 (million yuan)

