阿拉善SEE生态协会
SOCIETY OF ENTREPRENEURS & ECOLOGY

SEE
ANNUAL REPORT



2025

阿拉善SEE生态协会
SOCIETY OF ENTREPRENEURS & ECOLOGY

On June 5th, 2004, near 100 entrepreneurs initiated the Society of Entrepreneurs and Ecology Conservation (SEE) in Tengger Desert, 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 build a sustainable strategic support system for environmental protection public welfare, and to facilitate the systematic and long-term development of environmental projects, SEE and its members have established 8 foundations, focusing 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. With over 2 billion yuan fundraising income, these institutions have joined hands with more than 1,200 Chinese civil society organizations and individuals to carry out environmental protection work. To date, more than 2,000 entrepreneurs have been mobilized to take on social responsibility and deeply engage in environmental protection, inspiring more than 1.4 billion public participants and supporters of environmental efforts.

In 2008, the SEE initiated the SEE Foundation in Beijing (which later became a public fundraising foundation in 2014). It has been committed to environment protection projects such as "100 Million Suosuo" for desertification prevention and control, and "Green Starters" and "Growing Up Together" for supporting civil society on environmental protection. In 2012, SEE founded the Mangrove Conservation Foundation (MCF), the first public fundraising foundation for environmental protection initiated by civil society, and it has grown to be a role model for coastal wetland protection in China. In 2016, SEE founded 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 entrepreneurs' resourcefulness and innovative spirit into full play, 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. In 2021, SEE founded Guangdong Nature Conservation Foundation (GNCF) and Guangxi Conservation Foundation (GCF), focusing on the Guangdong and Guangxi regions to promote natural resource protection and ecological restoration, supporting green development. In 2023, SEE launched Jiangxi Poyang Lake Conservation Foundation, aiming to explore effective conservation paths for rare and endangered species and wetland ecosystems, contributing to the national strategy of "Yangtze River Protection".

To date, SEE has been awarded numerous honors such as Top Ten Hotspots of China's Public Welfare and Charity in 2008-2018, the National Exemplary Social Organization, 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 Conservation & Environmental Grants, China (CEGC), Paulson Prize for Sustainability, "Beautiful China, I Am a Participant" Top Ten Public Participation Cases, Mother River Award of the Central Committee of the Communist Youth League.

22 years after its founding, SEE has entered a new phase of development, further driving and integrating the efforts of entrepreneurs and social resources to promote innovative environmental protection practices. SEE is determined to call for the support and participation of a wider public , establishing a public environmental platform for social engagement for a better environment.



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MESSAGES

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President

Rushing Rivers Struggle for the Lead, Yet Resilience Goes the Distance

The original aspiration and founding mission of the SEE is "uniting entrepreneurs for a better environment." Guided by this mission, the SEE has mobilized the responsibility and collective strength of Chinese entrepreneurs to move forward with unyielding resolve on our journey toward ecological conservation and green development.

Every collective effort carries weight. For 21 years, the SEE has served as a hub for philanthropic entrepreneurs. The steadfast companionship and shared dedication of over 2,000 entrepreneurs have created a huge wave of goodwill from small acts of kindness, delivering ecological improvements through tangible actions.

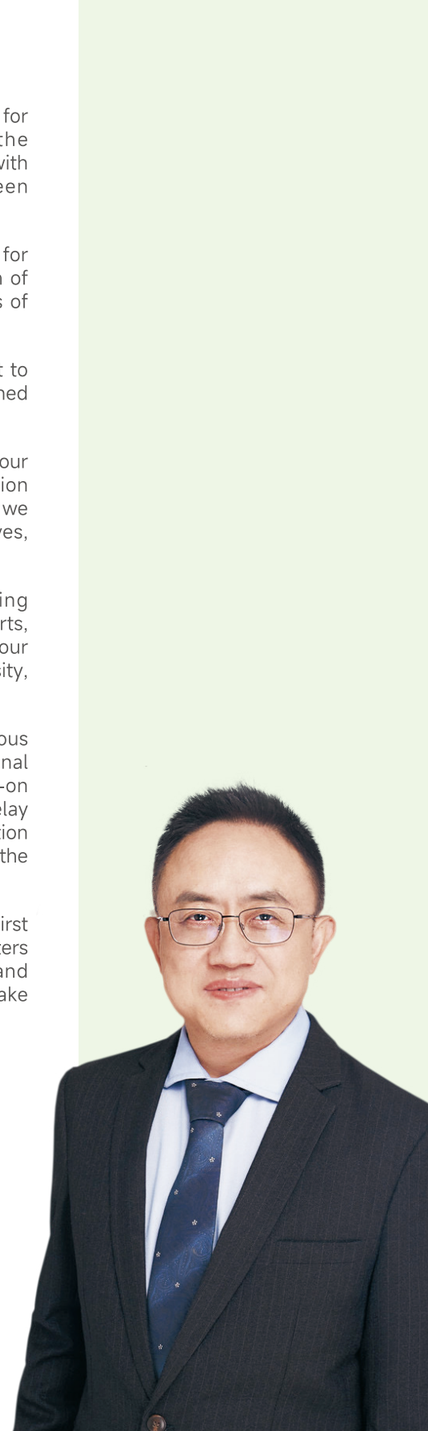
It is our firm belief that like flowing water, greatness belongs not to the swift, but to the persistent. Only by forging ahead with unyielding resolve can we make sustained progress.

The year 2025 marks the first year of the tenth governance team. Staying true to our mission and values, we have navigated a period of refinement and transformation with perseverance and persistence. Carrying the goodwill of 1.3 billion donations, we have worked with more than 1,400 partners nationwide in conservation initiatives, spreading vibrancy across mountains and waters.

A solid foundation and perseverance are vital for achieving and maintaining excellence. Over the past year, our leadership team traveled extensively to deserts, snowcapped forests, and the sources of rivers. Through inspiring dialogue with our members and partners, we have reached a consensus on the principles of "diversity, equity, and inclusion" and have embedded these principles into our system.

At the same time, we are profoundly honored that the SEE has made a continuous contribution to conservation endeavors through its multi-dimensional institutional ecosystem over the past 21 years, and we cherish this greatly. From the hands-on dedication of our founders to the embrace of the next generation, our green relay continues uninterrupted. This shared commitment is now being translated into action through greater involvement in international environmental initiatives, showcasing the vitality of a new generation of Chinese environmental nonprofits.

Walking toward the light, we embrace the long journey undeterred. In 2026, the first year of the 15th Five-Year Plan period, let us join hands to write more green chapters for our planet. In the new year, may our homeland be blessed with beauty and vibrancy. May all our fellow conservationists move forward with resolve and make steady progress. Together, we will create a green future!



LIU Mingda
President
SEE

Chair of the Board of Supervisors



GUAN Yi

In 2025, the Board of Supervisors upheld the principles of objectivity, impartiality, and prudence with deep reverence. In accordance with the relevant laws and regulations, we fulfilled our oversight responsibilities while working together with the Council and the Secretariat to protect the SEE's credibility and commitment to its founding mission. We remain convinced that the strength of the SEE stems from every steadfast dedication, every concrete action, and our shared reverence for nature.

The greatest challenge on the philanthropic journey lies not in the initial wave of passion, but in maintaining sustained vigilance. Over the past year, the Board of Supervisors has deeply realized that oversight is not a constraint, but a shield that safeguards our founding mission. It embodies responsibility and guardianship, serving as a tool that allows us to go further. Every institutional optimization and every risk warning lays a foundation of enduring trust. Only steady progress can carry us far.

As we embark on a new journey, let us continue to hold fast to our original aspiration. We will facilitate the SEE's development through oversight and honor our mission through concrete actions, keeping the spirit of the SEE vibrant and ensuring constant progress in ecological conservation.

Chair of the Charter Committee



LI Qimao

Over the past year, we have weathered the storm together. In the face of external challenges and internal confusion, should we cling to the views of two decades ago and pound the table in anger, or should we embrace the reality of decentralization to refine our new paradigm of collective governance? This is a new test our organization must pass. The narrative that has carried us through the past two decades must be completely transformed in accordance with the demands of the new era. However, it is precisely this unreserved review and adaptation that has deepened our understanding of what "reverence for rules" means for the SEE.

Dissenting voices are naturally unpleasant, yet they are precisely the effective pathway to discovering our broadest common ground. We must never mistake different opinions of members as internal friction. As long as our mission remains unchanged, our members serve as the strongest joints that hold the SEE together.

Standing at this new threshold, the Charter Committee will build on our past achievements to break new ground. We will uphold our principles while adapting to changes, ensuring that we achieve sustained progress on a well-regulated track. May we draw on our entrepreneurial spirit and the resilience forged through past challenges, as we strive for harmony between humanity and nature and create a better future.

Secretary General



LI Sa

Time flies. Looking back on 2025, the SEE has made another warm and steadfast journey. Throughout the year, we remained true to our mission of uniting entrepreneurs for environmental protection, cherishing the trust of every member while soberly confronting the challenges of organizational transformation. For us, the SEE has long been more than a philanthropic platform. It has evolved into a community with a shared future, where members guard the ecosystem and fulfill their responsibilities.

Since the SEE was founded in the Tengger Desert in 2004, we have remained committed to our mission for 21 years. From project-based work to industry-wide influence, and from local practice to international presence, we have taken solid steps forward, charting a distinctive path of entrepreneurial engagement in philanthropy. In 2025, we continued to tell stories of ecological conservation, expanding the reach of environmental advocacy, raising the awareness of conservation actions, and engaging more people in our green cause. Our documentary, Guardian of Light, received multiple accolades. Our member activities mobilized greater strength. Our participation in international exchanges demonstrated the sense of responsibility of Chinese entrepreneurs. Every achievement has been made possible by our collective efforts.

Looking ahead, we will improve our member services with greater inclusiveness and enhanced expertise, promote intergenerational inheritance, and consolidate our foundation amid transformation. We are grateful for the companionship of our members along the way. May we continue to march forward with a united purpose, protecting the environment with dedication and a sense of responsibility, ensuring the SEE's sustainable efforts towards its environmental vision.

02

ANNUAL HIGHLIGHTS & INTERNATIONAL PARTICIPATION

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Annual Highlights

03.06 Communication and Coordination with Competent Authorities

Continued efforts to advance environmental conservation

A delegation from the SEE and the SEE Foundation Inner Mongolia Ecological and Environmental Protection Project Management Committee (EEPPMC) held symposiums with the leadership of the CPC Alagxa League Committee and the Alagxa League Administrative Office to have friendly exchanges regarding environmental protection and potential forms of cooperation. Participants from the SEE included President LIU Mingda, Vice President LUO Bo, and Supervisor BAO Surina; participants from the Inner Mongolia EEPPMC included Chair ZHOU Yubin, Deputy Secretary-General ZHANG Jun, and Lifetime Member YU Yiding.

The tenth governance team of the SEE, which commenced its term in 2025, will continue to work closely with the CPC Alagxa League Committee and the Alagxa League Administrative Office to advance environmental conservation. With both sides working in tandem, Alagxa League is expected to achieve even greater ecological progress.



Symposiums with the leadership of the CPC Alagxa League Committee and the Alagxa League Administrative Office



Group photo of participants

04.21 – 04.26 Invited to Shanghai Climate Week 2025

Sharing experiences in sustainable practices

Shanghai Climate Week 2025, themed "Climate Community · Spring," is a key platform for global climate action and one of the major climate weeks in Asia and the world. It brought together over 100 representatives from government departments, businesses, international organizations, academia, and civil society. During the event, attendees exchanged views on climate response and sustainable development and explored innovative pathways toward a low-carbon future.

During the event, LUO Bo, Vice President of the SEE, was invited to the opening ceremony and the Green Carbon Asia Forum, where he shared practical experiences in advancing public climate action on behalf of Chinese and international organizations. The SEE Foundation co-hosted the Symbiosis Climate and Sustainability Photography Exhibition as a strategic supporter. SEE members LI Ziying and ZHANG Xiang shared their insights on the important role of youth in promoting sustainable development and the ESG practices of Chinese enterprises.



Vice President LUO Bo addressing the Green Carbon Asia Forum



SEE members LI Ziying (left photo) and ZHANG Xiang (first from the left, right photo) sharing insights in a discussion session

09.09 – 09.11 Invited to Second International Civil Society Solidarity Conference on the Global Development Initiative

Sharing China's wisdom and civil society practices in desertification prevention and control

The Second International Civil Society Solidarity Conference on the Global Development Initiative was successfully held in Hohhot, Inner Mongolia in 2025. The conference was co-hosted by the China NGO Network for International Exchanges and the People's Government of the Inner Mongolia Autonomous Region. Themed "Building Global Consensus on Development, Sharing Development Opportunities, and Co-creating a Prosperous Future," the conference brought together over 300 Chinese and international participants from more than 50 countries to discuss global development strategies.

The SEE was invited to the conference and presented its 100 Million Suosuo project during the opening ceremony's thematic segment. The presentation highlighted the project's innovative practices and notable achievements in promoting ecological restoration and sustainable development through scientific planting, community co-management, public advocacy, and corporate synergy.



At the opening ceremony: President LIU Mingda, Vice President LUO Bo, Supervisor BAO Surina, Secretary General LI Sa, and speakers ZHANG Jingbo and HAN Daqiang



President LIU Mingda (first from the left) in a roundtable dialogue on "Science and Technology Empowering Green Development"



HAN Daqiang (left) and ZHANG Jingbo (right) giving a presentation at the opening ceremony

International Participation

02.20 – 02.21 Invited to Asia Environmental Conservation and Investment for a Sustainable Future Forum

Exploring ways to advance carbon neutrality and sustainable development in Asia

On February 20–21, 2025, the SEE and NOAH co-hosted the Asia Environmental Conservation and Investment for a Sustainable Future Forum in Singapore. More than 30 entrepreneurs, corporate executives, and venture capitalists from the Chinese mainland (including Shanghai, Shenzhen, Changsha, and Sichuan) and China's Taiwan region were invited to the forum to discuss the current landscape and emerging trends of environmental conservation and sustainable development across Asia.

During the forum, participants visited renowned institutions, including Dalberg Global Consulting, the Sustainability Learning Lab at Nanyang Technological University, the Temasek Foundation, Asia Philanthropy Circle (APC), and the Asian Venture Philanthropy Network (AVPN), gaining in-depth insights into cutting-edge practices and innovations in environmental conservation and sustainable development in Asia.



The SEE presenting guests with scarves made from recycled plastic bottles



SEE member entrepreneurs and guests from various sectors

04.04 – 04.06 China's Voice at the Harvard College China Forum

Actively driving Chinese local practices into global dialogue

From April 4–6, 2025, the 28th Harvard College China Forum was successfully held at Harvard University in Boston. Invited to this premier global dialogue platform, SEE participated in sub-forums on sustainable development and women's leadership, presenting the international community with innovative practices of Chinese environmental organizations. The organization also engaged in multiple high-level dialogues with renowned scholars and multinational business leaders on the theme "Navigating Changing Times," covering topics such as carbon neutrality and green finance.

During the forum, SEE Vice President ZHANG Li, the eighth President SUN Lili, and ZHAO Song, member of the International Cooperation Committee of the SEE, made insightful remarks on the core themes of green transition and women's leadership. Through case studies on carbon neutrality practices and ecological leadership cultivation, they demonstrated the professionalism, action-oriented approach, and strong sense of responsibility of Chinese social organizations to the international community. During the event, SEE member LIU Xin drew on her extensive experience in international cooperation to coordinate multiple platforms and resources, actively facilitating the participation of Chinese environmental nonprofits into the global dialogue. SEE members including GUO Qinglong, LIU Xin, TIAN Xufeng, and ZHANG Hua, shared innovative Chinese solutions to global governance challenges based on local practices, focusing on cutting-edge topics such as pathways for transforming public behavior and breakthroughs in green project financing mechanisms.



Vice President ZHANG Li (second from the left) at the sub-forum on Powering the Transition: A Collaborative Road to Carbon Neutrality



Participating SEE members, volunteers, and guests at the forum

06.24 — 06.26 Invited to the 2025 Summer Davos

Contributing a 3D synergistic governance paradigm to global biodiversity governance

From June 24–26, 2025, over 1,700 leaders from government, business, and academia representing nearly 100 countries and regions gathered in Tianjin for the 16th Annual Meeting of the New Champions of the World Economic Forum (also known as Summer Davos). Focusing on five core themes—Deciphering the World Economy, Outlook on China, Industries Disrupted, Investing in People and Planet, and New Energy and Materials, the meeting featured in-depth dialogues on key topics such as stimulating entrepreneurship and unlocking new drivers of global growth through emerging technologies, contributing wisdom to global economic prosperity.

President of SEE, LIU Mingda attended the opening ceremony and a high-level dialogue on public-private partnerships for nature, among other sessions, where he discussed topics including entrepreneurship, technological innovation, and environmental philanthropy with leaders from various sectors, fostering open dialogue and advancing shared goals. During the meeting, President LIU Mingda was also invited to events including the Dalian Night, the Sina Finance Night Entrepreneur Dinner, and a green commodities conference. SEE members ZHANG Xiangdong, founder of Organic and Beyond, and LIU Yi, Chairman of Andon Health Co., Ltd., also attended the meeting to share their vision on environmental philanthropy and sustainable development, exemplifying entrepreneurship for a new era.



President LIU Mingda at the high-level dialogue on public-private partnerships for nature



SEE members ZHANG Xiangdong (second from the left) and LIU Yi (third from the left) at the Sina Finance Night

07.14 — 07.18 Attended to African Ministerial Conference on the Environment (AMCEN)

Sharing experience in early warning

The Twentieth Ordinary Session of the African Ministerial Conference on the Environment (AMCEN), hosted by the United Nations Environment Programme (UNEP), was held from July 14–18, 2025 in Nairobi, Kenya. The session aimed to strengthen collaboration among African nations and relevant institutions, promote the effective implementation of global and regional environmental governance frameworks, and actively address the multiple environmental challenges confronting the African continent.

LIU Mingda, President of the SEE and Executive Director of the SEE Foundation, was invited to speak at a high-level dialogue segment during the conference. He shared with African ministers the exploratory experiences and practical cases of Chinese environmental civil society organizations participating in and contributing to Early Warnings for ALL Initiative. The SEE Foundation formally signed a cooperation agreement with UNEP in 2025, committing one million US dollars over the next two years to support the implementation of the Early Warnings for the Environment (EW4E) initiative. This partnership not only embodies the shared concern of Chinese environmental civil society organizations over the global ecological crisis, but also demonstrates a firm commitment to science-based environmental early warnings, cross-sector collaboration, and driving sustainable development through civil society efforts.



SEE President LIU Mingda (second from the right) at AMCEN



From left to right: SEE President LIU Mingda; Elizabeth Maruma Mrema, Assistant UN Secretary-General and Deputy Executive Director of UNEP; and SEE Vice President LUO Bo.

08.06 Visit to the UNDP China Office

Dialogue on green action and corporate synergy under the sustainable development framework

On August 6, 2025, the SEE led a delegation of entrepreneurs to visit UNDP China to discuss cooperation opportunities in joint responses to urgent ecological challenges. The discussion was grounded in the shared goals of both sides in promoting green development, building climate resilience, and engaging enterprises in environmental conservation, covering topics such as global environmental governance, green technology innovation, and corporate social responsibility.

Participants from UNDP China included Deputy Resident Representative James George and Programme Manager HONG Yun. The SEE delegation comprised its third President HAN Jiahuan, tenth Vice President LUO Bo, along with members and corporate representatives MU Zhengpeng, YU Chao, NI Bopan, LI Jiaqing, KONG Feifei, and Secretary General LI Sa. Together, they explored the potential for sustained collaboration within the framework of the United Nations Sustainable Development Goals.



Meeting with UNDP China



Group photo of the participants

09.21 — 09.25 Invited to the Fourth Climate Week NYC

Civil society synergizes to advance global climate action

SEE members were invited to a series of events during Climate Week NYC from September 21–25, 2025. They participated in and communicated with international platforms, including the World Economic Forum, the UN Global Compact (UNGC), Bloomberg, and the New York Stock Exchange (NYSE), and visited Columbia University and New York University for exchanges on campus. These engagements focused on global climate governance trends, sharing the practical experience of Chinese non-governmental environmental organizations in ecological conservation, and exploring ways for international organizations and civil society to jointly advance climate action.

During the Climate Week NYC, the SEE and the SEE Foundation co-hosted the forum, See the Future: Coalition-Building for Global Climate Action, alongside the World Economic Forum's Giving to Amplify Earth Action (GAEA) initiative, the Foundations Platform F20, and the Research Program on Sustainability Policy and Management at the Columbia Climate School, Columbia University. Bringing together stakeholders from governments, businesses, academia, research institutions, and the philanthropic sector, the forum featured in-depth dialogues on translating commitments into sustainable action. In addition to discussing the necessity of cross-sector alliances, the forum focused on converting collaborative platforms into actionable, measurable, and scalable on-the-ground mechanisms through standard-setting, innovative financing instruments, and long-term partnerships, offering a visionary and pragmatic path of action for global collaboration.



SEE President LIU Mingda delivering a speech at the forum



Group photo of SEE Member entrepreneurs and guests from various sectors

11.12 Focusing on Core COP30 Topics

Leveraging civil society to drive pragmatic Sino-Brazilian green cooperation

On November 12, 2025, during the 2025 United Nations Climate Change Conference (Conference of the Parties to the UNFCCC, COP30), the SEE collaborated with the Brazil Center in Shanghai and co-hosted an international entrepreneur exchange event themed "Climate Change and Sino-Brazilian Cooperation." The event aimed to establish a bilateral platform for climate governance and green, sustainable development.

During the event, SEE Vice President LUO Bo and over 10 member entrepreneurs visited the Brazil Center in Shanghai to gain a comprehensive understanding of its functions and resource networks, the China-Brazil Innovation Week, and the achievements of technological startups. Focusing on key COP30 topics, the two sides discussed Brazil's climate policy, industrial layout, and sustainable development experience. Participants also shared typical cases and local practices of Chinese and Brazilian enterprises in sectors such as energy, agricultural technology, and sustainable consumption. These discussions aimed to explore green cooperation models through commercial innovation and to facilitate pragmatic green cooperation between China and Brazil through civil society conservation efforts, contributing to global climate governance and sustainable development with entrepreneurship.

At COP30 in Belém, Brazil, ZENG Yue, SEE Council Member, gave a presentation on cultivating future climate leaders through collaboration between the philanthropic, educational, and business sectors. She called on organizations from all sectors to break down industry barriers and provide young people with authentic research scenarios, corporate data, and cross-cultural collaborative environments, collectively forging an enduring ecosystem for climate action.



SEE Member entrepreneurs and guests at the Brazil Center in Shanghai



SEE Council Member ZENG Yue (second from the left) in a sharing session at COP30 in Belém, Brazil

SEE: Engagement in International Platforms

United Nations Environment Programme (UNEP): Accredited Organization

United Nations Convention to Combat Desertification (UNCCD): Observer Organizations

United Nations Framework Convention on Climate Change (UNFCCC): Observer Organizations

Convention on Biological Diversity (CBD): Observer Organizations

UN Science-Policy-Business Forum on the Environment (UN-SPBF): Member

International Union for Conservation of Nature (IUCN): Member

As of the end of 2025

2025 Members' Congress

From November 29–30, 2025, the SEE hosted its two-day Members' Congress in Suzhou, Jiangsu. The tenth governance team delivered their first annual stewardship reports to members at the congress.

During the congress, the congress featured a comprehensive series of agendas, including meetings the Council and the Board of Supervisors, alongside training sessions for members and conservation project roadshows. Members from across the country participated in in-depth online and on-site discussions and exchanges. A commemoration ceremony was held to honor members who had made outstanding contributions to environmental conservation in 2025.

Opening Remarks

Since joining the All-China Federation of Industry and Commerce (ACFIC) in 2020, the SEE has benefited from comprehensive guidance and strong support from ACFIC. Addressing the congress, WANG Zhaocheng, Deputy Director (in charge) of the Organizational Construction Department of ACFIC, noted that over the years, the SEE has actively fulfilled its core mission of uniting entrepreneurs for a better environment, achieving substantial outcomes and positive impact.



Opening remarks by WANG Zhaocheng, Deputy Director (in charge) of the Organizational Construction Department of ACFIC

Annual Work Reports

SEE President LIU Mingda delivered the 2025 work report of the Tenth Council of the SEE. GUAN Yi delivered the work report of the Board of Supervisors, and LI Qimao presented the work report of the Charter Committee.



- **Work report of the Council**

LIU Mingda
President



- **Work report of the Board of Supervisors**

GUAN Yi
Chair of the Board of Supervisors



- **Work report of the Charter Committee**

LI Qimao
Chair of the Charter Committee

Voting on Charter Amendments and Other Matters

In order to ensure institutional succession and further development 21 years since its inception, the SEE must adapt to the new situation. To address these needs and in alignment with requirements from its competent authority, the current Charter Committee has drafted amendments to the *Charter of the SEE*, the *Implementation Rules of the Charter*, and the *Membership Management Measures*. These amendments were submitted to the Members' Congress for deliberation and voting.



Members of the Charter Committee are clarifying items subject to voting. From left to right: CHEN Min, LIU Zhenyu, LI Qimao, NI Mingliang, and XIE Jingbin.

Item 1 for voting

Amendments to the *Charter of the SEE*



Result

Item 1: Approved
More than two-thirds of votes in favor

The item received 282 votes in favor (169 in-person votes and 113 online votes) and 12 votes against (11 in-person votes and 1 online vote). As more than two-thirds of the votes cast were in favor, Item 1 was approved.

In favor: **282**
In-person Online

Against: **12**
In-person Online

Item 2 for voting

Amendments to the *Implementation Rules of the Charter*



Result

Item 2: Approved
More than half of votes in favor

The item received 279 votes in favor (167 in-person votes and 112 online votes) and 19 votes against (18 in-person votes and 1 online vote). As more than half of the votes cast were in favor, Item 2 was approved.

In favor: **279**
In-person Online

Against: **19**
In-person Online

Item 3 for voting

Amendments to the *Membership Management Measures*



Result

Item 3: Approved
More than half of votes in favor

The item received 282 votes in favor (172 in-person votes and 110 online votes) and 15 votes against (12 in-person votes and 3 online vote). As more than half of the votes cast were in favor, Item 3 was approved.

In favor: **282**
In-person Online

Against: **15**
In-person Online

Recognition of Members

Every step forward of the SEE represents a passing of the torch. Every contribution we make is a covenant to the commitment of entrepreneurs to environmental conservation. At the congress, prestigious commendations were bestowed upon members who made outstanding contributions in areas such as member development, fundraising and solicitation, engagement in charity events, project development, and brand communications between November 1, 2024, and October 31, 2025. (Honorees are listed alphabetically by surname pinyin. Governance team members are listed for acknowledgment only.)

Jinlan Award 29 recipients

Members who developed at least one new member during the year

CAO Pei	CHEN Jian	CHEN Lei	CUI Liming	DING Liguo
FANG Lu	GU Jing	GUO An	HONG Yao	JU Weihong
LAI Guoxiang	LI Lei	LI Qimao	LI Zhihai	LIU Mingda
LU Yu	LUO Bo	MAO Jiang	MI Ruirong	NI Mingliang
SU Yong	WANG Jianhua	WU Huafeng	XIAO Li	XIAO Zhiyue
YANG Xu	YANG Zhitai	YI Tiehui	YU Chao	ZHANG Jiayu
ZHANG Li	ZHANG Zehui	ZHOU Botong	ZHOU Yubiao	



Jinsui Award 14 recipients

Members who donated RMB 100,000 or more

YU Xiaoxia	LIU Yazhuo	LIU Mingda	ZONG Yanmin	ZHANG Yu
ZENG Yue	LI Xiaoqiang	WU Qinglin	HONG Shengbao	PAN Nanling
ZHANG Jiayu	LUO Bo	HU Enxue	ZHENG Chuanjiang	GUO Cheng
QIAN Xiaohua	MA Ya			

Jinfeng Award 6 recipients

Members who raised RMB 100,000 or more in funds

LU Yongyi	PANG Yong	SU Yong	WU Qinglin	ZHANG Le
ZHU Tong				



Jinsha Award
39 recipients

Members who contributed at least 100 hours of volunteer service

ZHOU Botong
ZHANG Le
YI Tiehui
LI Chunming
WANG Dalin
XIAO Nan
Haodong
JU Weihong
ZHOU Yubin
ZHANG Jiagang
ZENG Yue
LI Ziying
Wang Chenhui
SU Yong
GUO Cheng
YAO Hongtao
ZHANG Wenfei
ZHU Tong
YANG Lichuan
SHI Zefeng
XIE Jingbin
QIAN Xiaohua
GONG Lina
ZHANG Li
ZHU Xiaoyu
YANG Xu
YU Chao
ZHAO Min
CHEN Zhizhong
PANG Yong
ZHANG Xiang
LI Qimao
LOU Xianying
MI Ruirong
GUO Qinglong
CHEN Yujie
LIAO Hui
SHI Shile
LI Zhihai
PAN Kai
LUO Bo
GUO
CHEN Min



Jingui Award
31 recipients

Members who made outstanding contributions to brand communications

GONG Lina
Jundong
LI Lei
LUO Ding
YANG Xiaohui
ZHANG Qizheng
GAO Weidong
HUANG Xueqing
LIAO Daming
SUN Hongmei
YAO Weiguo
ZHAO Min
GONG Jilong
JIANG Yongjun
LIU Mingda
WANG Suping
ZHANG Jun
ZHU Tong
GUO Cheng
LAI Guoxiang
LIU Wenjie
WU Lihui
ZHANG Le
ZHUANG Yanguo
HE Zhihui
LI Akun
LIU Xin
XIANG Hui
ZHANG Wenfei
ZU Guoliang
HUANG
LI Chunming
LYU Xi
YANG Ming
ZHANG Yi



Jintuo Award
30 recipients

Members who made outstanding contributions to environmental projects

CHEN Linyun
LI Xinhua (QiLu)
PANG Yong
WANG Hui
YANG Xu
Jiagang
CHEN Zhizhong
LI Xinhua (HuangHe)
PAN Nanling
WANG Zhexiao
YI Tiehui
ZHAO Feng
HU Enxue
LIAO Hui
SHI Wei
WU Huafeng
YU Xiaoxia
ZHOU Yubiao
JIN Duo
LIU Gangjian
TONG Shumeng
XIAO Nan
YU Xiuling
ZHU Daoliu
KONG Fan
LIU Wenjie
WANG Dalin
XU Huachun
ZHANG Min
ZOU Xufeng
LI Qimao
MU Jianjun
WANG Fumin
XU Qiang
ZHANG



Tribute to Lifetime Members

Lifetime membership represents 10 years of enduring companionship and shared dedication. From December 2024 to November 2025, 34 members ascend to lifetime members. To date, the total number of lifetime members has reached 238.



New lifetime members honored at the 2025 Members' Congress

Sharing and Exchanges

To build a strategic support system for sustainable environmental philanthropy and promote the systematic, long-term development of conservation projects, the SEE and its members have established 8 foundations. These foundations have mobilized over RMB 2 billion in donations, collaborated with more than 1,200 environmental organizations in conservation initiatives, and engaged over 2,000 entrepreneurs in fulfilling social responsibility through deep involvement in environmental protection. These figures embody our core mission: "uniting entrepreneurs for a better environment," and stand as a powerful testament to the sustainability of environmental philanthropy.



Speakers: YANG Biao, WANG Limin, LI Qimao, and MU Zhengpeng

Diverse and Dynamic Agenda

During the 2025 Members' Congress, several sessions and events were held, including the Board of Supervisors meeting, the Board of Directors meeting, the "Gusu Night Talk: SEE in Our Hearts" member training session, and a review of local project roadshows. Participants had in-depth discussions on topics such as institutional governance, member engagement, project innovation, and sustainable development. Together, they explored the organization's future development direction and pathways, building consensus to propel the environmental cause forward.



Roadshow of local projects

03

MEMBER DEVELOPMENT

019 Member Development
021 Membership Composition
022 Lifetime Members

Member Development

Number of Members

2,041
Cumulative number of SEE members over 21 years

517
Active Members as of the end of 2025

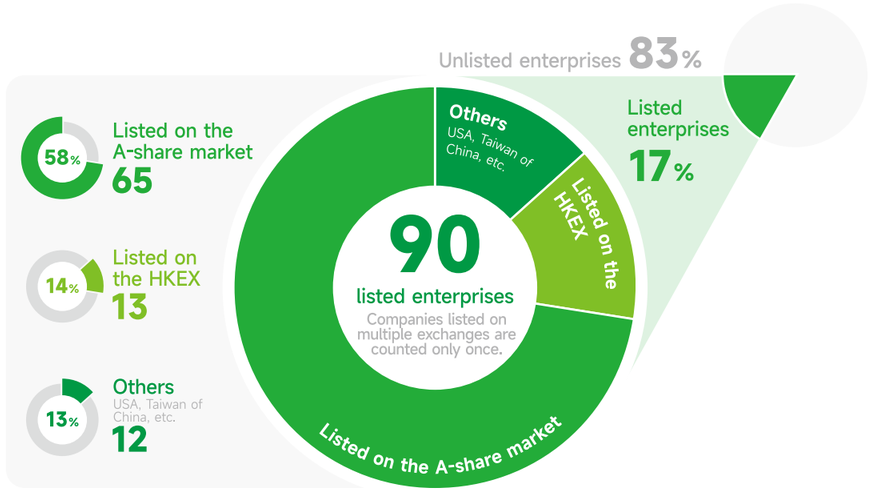
18
New members in 2025

Our gratitude goes to every fellow member who has contributed to ecological conservation with enduring passion. Together, we will create a better future!

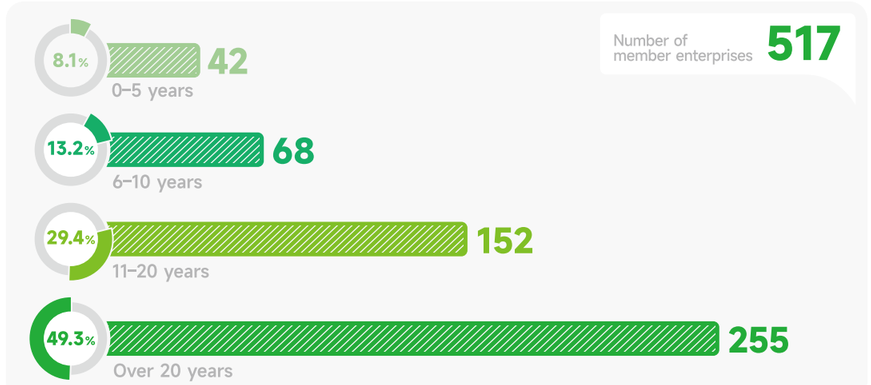
Membership by Industry

Industry	Number	Share
Real Estate & Construction	111	21.47%
Services	108	18.91%
Trade	66	11.56%
Manufacturing	53	9.28%
Information Technology	38	6.65%
Pharmaceuticals & Healthcare	26	4.55%
Logistics & Transportation	25	4.38%
Finance	20	3.50%
Environmental Protection	15	2.63%
Legal Services	14	2.45%
Energy Supply	12	2.10%
Agriculture, Forestry, Animal Husbandry, and Fisheries	10	1.75%
Accommodation and Catering	5	0.88%
Education	3	0.53%
Nonprofits	2	0.35%
Culture, Sports, and Entertainment	1	0.18%
Individual Members	8	1.40%

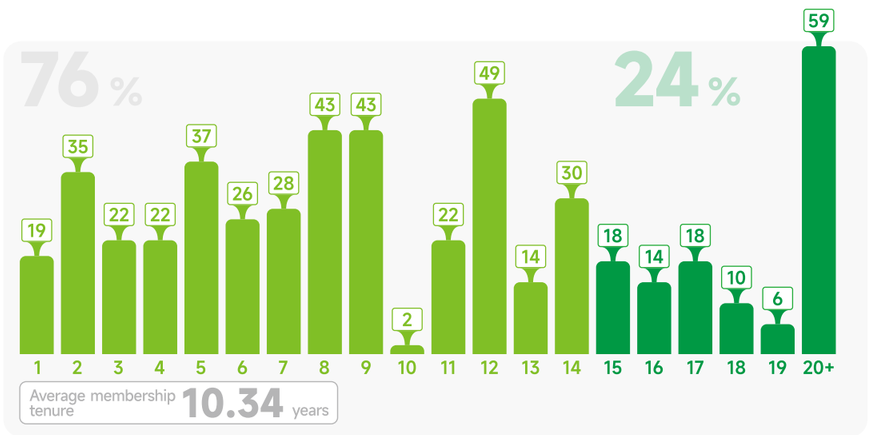
Proportion of Listed Enterprises



Years Since Establishment

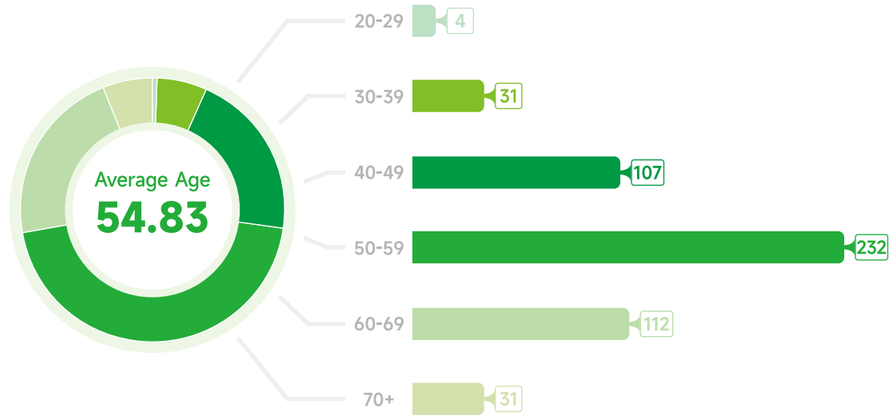


Membership Tenure



Membership Composition

Age



Gender



2025 New Members

2025.01.01-12.31

GAO Cunguo
General Manager
Xingtai Huaxing Electrical Engineering Co., Ltd.

GAO Weidong
Chair
Hebei Weidong Catering Management Co., Ltd.

CHEN Jiazhou
Co-founder
Jiji Zhixing (Beijing) Technology Co., Ltd.

WAN Shaoyi
Consultant
Beijing Zito Books Co., Ltd.

RONG Bo
Chair
Boya Tianxia Media Group

GUO Wei
Chair
Handan Congtai Wine Marketing Co., Ltd.

WANG Yuzheng
Chair
Nanjing Yingtu International Tourism Co., Ltd.

LI Congxiang
Honorary Chair
Sheng Sheng Group

BAI Chunyong
President
Qinhuangdao Fanya Industry Co., Ltd.

XIE Qiyou
Chair
Hunan BJI Tech Co., Ltd.

LIAO Daming
Chair
Zhongke (Guangzhou) Industrial Operation Management Co., Ltd.

XIANG Hui
Head
Hunan Zhiwai Architecture Design Co., Ltd.

LIU Ying
Industrial Coating APAC Vice President
Axalta Coating Systems (Shanghai) Co., Ltd.

PAN Tai'an
Chair
Ningxia Wolfberry Goji Industry Co., Ltd.

WANG Mei
Regional General Manager
Taiping Life Insurance Co., Ltd.

SHI Jijun
Investment Banking Division
Guotai Haitong Securities Co., Ltd.

DING Enlin
Chair
Nanjing Shengtian E-Rong Information Technology Co., Ltd.

WANG Jiangwei
Chair
Baoding Jiangjiayuan Catering Management Co., Ltd.

Lifetime Members

New lifetime members in 2025

31

By most recent dues payment

According to Article 15 of the *Charter of the SEE* (adopted at the Members' Congress on November 30, 2025): "An individual member with a 10-year membership tenure shall automatically become a lifetime member. An institutional member with a 10-year membership tenure shall automatically become a lifetime member or may designate in writing its affiliated organization to become a lifetime member." "Lifetime members of the SEE shall enjoy the rights of membership for life. They are exempt from further membership dues, but shall actively participate in the activities of the SEE."



LI Xiyun
—
Individual member



HU Wei
—
General Manager
Shenzhen Haitongtai Electronics Co., Ltd.



XU Yuling
—
Deputy General Manager
Blue Moon (China) Co., Ltd.



CHEN Linyun
—
Chair
Hangzhou Moonse Technology Group Co., Ltd.



LI Jian
—
Chair
Hubei Jingshan Light Industry Machinery Co., Ltd.



LI Guofei
—
Individual member



SU Yong
—
Chair
Beijing Dingchao Investment Co., Ltd.



ZHAO Yong
—
Director
Beijing Ren'ai Education Institute



CHEN Tianyong
—
Founder
Shanghai Jingdu Real Estate Co., Ltd.



JIN Duo
—
Vice Chair & President
Grandblue Environment Co., Ltd.



WANG Suping
—
Founding Partner
Rhythm Capital (Beijing) Management Co. Ltd.



JIA Yunbo
—
Individual member



XU Yi
—
Chair
Hangzhou Dinghui Garment Co., Ltd.



LIU Xin
—
Chair
Eassunl Group



XIAO Nan
—
Chair
Chengdu Anbao Technology Group Co., Ltd.



ZHOU Yubin
—
Chair
Inner Mongolia Tongcheng Wangxun Technology Co., Ltd.



XUE Chao
—
Chair
Jiarong Service Management Group Co., Ltd.



CHEN Jincheng
—
Chair
New Cicon Pharmaceutical Co., Ltd.



QI Siyue
—
Chair
Gansu Haitian Real Estate Co., Ltd.



XIAO Li
—
Chair & General Manager
Perry



DU Zhongbing
—
Chair
Banu Hotpot Co., Ltd.



LIU Jiaqing
—
Consultant
Xinjiang Ange Flavor Co., Ltd.



ZHOU Xu
—
General Manager
Chuzhou Bokang Molding Plastic Co., Ltd.



FAN Yongjie
—
General Manager
Sichuan Terra Sunshine Doors & Windows Co., Ltd.



HUANG Jian
—
Founder
Zhongtian Group



ZOU Zhenfan
—
Director & General Manager
Guangzhou Jointas Chemical Co., Ltd.



LIU Caixia
—
Co-Chair
Xinjiang Xipa Technology and Industry Group Co., Ltd.



XU Huachun
—
Chair
Homdream



CAO Guoxian
—
Chair
Capital Environment Holdings Ltd.



ZHU Yuying
—
Director
Sky Innovation (Hong Kong) Holdings Ltd.



HUANG Hongliang
—
Chair
Hongyuan Wheel Group (HYWG) Co., Ltd.

04

MEMBER PARTICIPATION

Member Participation

Member entrepreneurs constitute the solid foundation of the SEE in its pursuit of environmental philanthropy, and serve as key actors of civil society's participation in ecological civilization efforts. Through tangible actions, they have demonstrated a strong sense of mission and responsibility to our times. In 2025, our member entrepreneurs actively participated in environmental projects and charity events organized by the SEE Foundation's regional ecological and environmental protection project management committees (EEPPMCs), visiting project sites and engaging in various activities. They were also invited to speak at multiple international platforms, vividly sharing China's ecological conservation stories. Through these efforts, these entrepreneurs contributed to China's ecological conservation and pursuit of modernization with harmony between humanity and nature.

Annual Data of Member Participation

including data from inactive members

Environmental Philanthropy Events Joined by Members

445 events

Total Attendance at Environmental Events

4,070 person-times

Total Service Hours in Environmental Events Contributed by Members

21,452 hours

Mangrove Conservation



In 2025, our member entrepreneurs continued their deep engagement in environmental programs of the Mangrove Conservation Foundation (MCF). They actively participated in initiatives such as the "From River to Bay" eco-tour commemorating the 45th anniversary of the Shenzhen Special Economic Zone, and nature education activities at university practice bases. They were deeply involved in major conservation events, including the 2025 Mangrove Wetland Education CEPA Symposium, the International Mangrove Center Workshop, the wetland education side event at the China Nature Education Conference, and the Futian District Spoonbill Festival & Mangrove Ecological Park 10th Anniversary. Furthermore, they were invited to debut on international platforms such as COP30, promoting conservation philosophies through diverse practices and telling the story of China's wetland and biodiversity conservation from a global perspective. Through these efforts, they made solid contributions to ecological civilization and global environmental governance.

238 person-times SEE Member Participants

1,272 hours SEE Member Service Hours

Taiwan

The SEE Foundation Taiwan EEPPMC brought together member entrepreneurs and partners to deeply engage in ecological protection activities, recording approximately 200 participant turns. Founding members were invited to collaborate with 30 influential, mid-career entrepreneurs, continuously expanding the impact of environmental philanthropy. The EEPPMC actively organized visits to local environmental nonprofits in Taiwan and participated in overseas exchange activities, sharing local environmental achievements and experiences while promoting cross-sector exchanges and collaboration. Through ocean-themed nature education activities, it enhanced public awareness of ecological protection, connected local actions with international perspectives, and injected lasting momentum into Taiwan's ecological sustainability and environmental exchanges between both sides of the Taiwan Strait.



SEE Member Participants **38** person-times

SEE Member Service Hours **235.1** hours

East China

Member entrepreneurs were deeply involved in the environmental and charity projects of the SEE Foundation East China Sea EEPPMC, supporting ecological conservation and green development in Shanghai. In partnership with the Chongming Dongtan Nature Reserve, the Changjiang River Estuary Biodiversity Conservation project organized over 1,000 volunteer visits for wetland cleanup and monitoring activities. Through the Chongming Dongtan Bird-Watching Life Season and the Ark for Endangered Plants projects, the EEPPMC established an education alliance with the Shanghai Botanical Garden and 14 schools to promote ecological conservation. Member entrepreneurs also participated in diverse activities such as corporate visits and project reviews, pooling collective efforts to support Shanghai's ecological development and the integrated ecological and green development of the Changjiang River Delta region.



SEE Member Participants **305** person-times

SEE Member Service Hours **1,620.2** hours

Northwest China

In the Qinling Mountains region in Northwest China, member entrepreneurs were deeply involved in the environmental and charity events organized by the Xi'an Entrepreneurs Environmental Protection Foundation, fulfilling their responsibilities to support ecological sustainability in the region. They participated in nature education events about Qinling's biodiversity, such as spring planting in A Piece of Cropland for Crested Ibis project, science lectures: Qinling Chronicles of All Life, birdwatching, bird education outreach in local schools, and seasonal botany education. These activities engaged a cumulative total of 5,000 person-times participants, raising public awareness of ecological conservation and fostering a strong culture of environmentalism in the Qinling Mountains region. Through these efforts, they safeguarded local biodiversity and contributed to the ecological security of Northwest China.



SEE Member Participants **203** person-times

SEE Member Service Hours **615.5** hours

North China



In North China, member entrepreneurs were actively involved in the ecological conservation projects initiated by the SEE Foundation North China EEPPMC. From the Taihang Mountains to the Yanshan Mountains, they restored and connected the North China leopard (*Panthera pardus japonensis*) habitat, bolstering the regional biodiversity conservation barrier. From urban parks to suburban mountain forests, they actively participated in zero-waste advocacy, nature education, and mountain cleanup initiatives, building a solid bridge for public participation in ecological conservation. Over the past year, members fully leveraged their role as connectors. Collaborating with governments, enterprises, civil society organizations, and volunteers, they promoted the deep integration of environmental concepts into education, communities, and wild landscapes. Combining entrepreneurial responsibility with ecological missions closely, members contributed to ecological governance in North China through multifaceted participation.

628 person-times SEE Member Participants

2,934.6 hours SEE Member Service Hours

Pearl River



In the Pearl River region, member entrepreneurs were heavily involved in the charity and environmental initiatives organized by the Guangdong Nature Conservation Foundation (GNCF). Notably, these entrepreneurs were invited to the main venue of 2025 National Low-Carbon Day in Guangdong Province, where they joined forces with representatives from government departments, businesses, and social organizations to launch the *Guangdong Provincial Joint Initiative on Climate Response*, fostering synergy for green development. Members also participated in thematic exchanges, including the Haizhu Wetland Ecological Value Conference and National Innovative Wetland Ecological Products Exhibition, a symposium on multi-stakeholder participation in micro- and small-wetland conservation and value transformation, where they exchanged insights with experts and scholars and shared the Guangdong-Hong Kong-Macao Greater Bay Area's experiences in wetland conservation.

206 person-times SEE Member Participants

770.5 hours SEE Member Service Hours

Southwest China

In Yunnan province, member entrepreneurs actively participated in the charity events organized by the SEE Foundation Southwest China EEPPMC. In 2025, members engaged in a wide range of activities, including the Green Environment Education Capacity Building Training, the Xishuangbanna Southwest China Project Achievement Showcase, the study tour co-organized by the Southwest China EEPPMC and Shanghai Jiao Tong University, and nature education advocacy in zoos. Collaborating with multiple organizations, they mobilized over 3,000 person-times in public participation in biodiversity conservation initiatives. These efforts not only demonstrated the responsibility and commitment to charity projects of members from Southwest China, but also deeply rooted philanthropic philosophies in the public consciousness, continuously contributing to biodiversity protection in Yunnan.



SEE Member Participants **16** person-times

SEE Member Service Hours **124** hours

Hunan

In Hunan province, member entrepreneurs played a key role in the environmental events and practices organized by Changsha Aisiyi Environmental Science Education Center. Focusing on ecological conservation in Hunan, they deeply committed themselves to the conservation of the Taozihu Wetland. Through their active engagement in distinct activities, such as eco-comic exhibitions, fish releases, eco-tours, and nature education programs, they contributed to public advocacy for ecological conservation. Members were invited to international platforms, including COP30, where they shared local conservation experiences and the insights of China's environmental civil society organizations. Through these efforts, they drove the widespread dissemination of environmental philosophies and the effective implementation of conservation projects.



SEE Member Participants **258** person-times

SEE Member Service Hours **1,198.9** hours

Hubei

In the Changjiang River Basin, member entrepreneurs aligned their efforts with the national strategy for Changjiang River conservation, engaging deeply in the core environmental projects of the Changjiang Conservation Foundation (CCF), including flagship species and habitat restoration, public engagement, and low-carbon transition. These entrepreneurs fulfilled their responsibilities in ecological restoration and sustainable development of the region. Members actively participated in the foundation's signature events, including conservation of the Changjiang finless porpoise (***Neophocaena asiaeorientalis***) via Saving the Smile of the Changjiang River project, wetland conservation and species monitoring focused on the Baer's pochard (***Aythya baeri***), the Restoring Fishes for Living Changjiang scientific fish release project, and the Zero-Carbon Changjiang River nature education initiative. These efforts helped standardize scientific fish release, strengthen the protection of endangered species, and foster a new paradigm of Changjiang River conservation characterized by government leadership, civil society synergy, and universal public participation.



SEE Member Participants **188** person-times

SEE Member Service Hours **878.4** hours

Henan

In 2025, member entrepreneurs were heavily involved in the core conservation initiatives of the SEE Foundation Henan EEPPMC, including patrols for the Great Bustards Go Home project and the habitat conservation and restoration for the Baer's pochard. Members were also invited to participate in the Minquan Yellow River Gudao Wetland Conservation Forum, the Zhengzhou stop of the Yellow River and Her Source caravan awareness tour, the Ningxia team's fish release project, the Ren Millet autumn harvest, and a visit to the One Million Suosuo project site. Through various forms of engagement, they drove the widespread dissemination of ecological conservation and safeguarded the Yellow River, the "mother river" of the Chinese nation, contributing to the region's ecological sustainability.



SEE Member Participants **26** person-times

SEE Member Service Hours **199.8** hours

Inner Mongolia



In Inner Mongolia, the birthplace of the SEE, member entrepreneurs remained true to their original aspiration and deeply rooting themselves in local ecological stewardship. They were heavily involved in core conservation programs—such as desertification prevention and control and biodiversity conservation—initiated by the Hohhot Saihan District Zhonghe Eco-environmental Development Center. They also actively rally all sectors of society to foster synergy for ecological conservation in the region. At the Shirenwan Wetland in Hohhot's Saihan District, members contributed to wetland conservation through field-based involvement in ecological monitoring and habitat restoration. They made remarkable efforts in areas such as improving the wetland conservation framework, regulating the regional climate, purifying water, raising public ecological awareness, and safeguarding local biodiversity. Their dedication helped reinforce Northern China's ecological security shield and contributed to the ecological sustainability in Inner Mongolia.

103 person-times SEE Member Participants

503.6 hours SEE Member Service Hours

Fujian



Member entrepreneurs were deeply involved in the work of the SEE Foundation Fujian EEPPMC. Aligning their efforts with Fujian's ecological development needs, they centered their actions on the Wuyi Mountain National Park. Through participation in various environmental and charity projects, including nature education in schools, the SDGs@XM initiative, and ecological exploration, they promoted environmental conservation and helped improve the regional ecological conservation system, securing the sustainability of ecological protection in Fujian.

50 person-times SEE Member Participants

243.1 hours SEE Member Service Hours

Anhui

As key supporters and advocates of the Wanjiang River Conservation project, entrepreneur donors were seamlessly integrated into the entire lifecycle of the project through multifaceted empowerment and exemplary leadership. By participating in field-based environmental actions, such as the Tracing the Changjiang Finless Porpoise scientific observation experience, wetland patrolling and cleanups, nature education volunteering, and Leave-No-Trace office workshops, they significantly enhanced the project's public visibility and credibility. These efforts were a vivid testament to their commitment to "business for good." They unleashed a powerful demonstration effect and infused the project with invaluable leadership and extensive public participation, optimizing the quality and efficiency of conservation actions in the Wanjiang River Basin.



SEE Member Participants **22** person-times

SEE Member Service Hours **80.5** hours

Shandong

Member entrepreneurs were deeply involved in the charity events of the SEE Foundation Qilu EEPPMC, focusing on core projects such as biodiversity conservation at Mount Tai. They participated in major events, including nature education and science outreach activities, as well as the Jinan International Hiking Festival, supporting ecological conservation in Shandong through various forms of action. By deeply integrating ecological protection with public participation, members made solid progress in advancing the implementation of the Mount Tai biodiversity conservation project, and expanded the channels for disseminating environmental philosophy through a range of signature activities, driving continued progress in Shandong's environmental conservation initiatives.



SEE Member Participants **82** person-times

SEE Member Service Hours **402.2** hours

Guangxi

In 2025, member entrepreneurs participated in environmental and charity events organized by the Guangxi Conservation Foundation (GCF), including karst biodiversity conservation, spotted long-barbel catfish (***Hemibagrus guttatus***) conservation and habitat restoration, coastal wetland conservation in Beibu Gulf, marine scientific exploration, and nature education. These efforts led to solid progress in the protection of native rare species and restoration of their habitat, reinforcing the foundation for the region's ecological security. At the same time, through science outreach, they expanded the channels for disseminating environmental philosophy, facilitating the conservation of Guangxi's native species and public education, and elevating public awareness of ecological protection. They contributed to Guangxi's ecological conservation through diverse practical initiatives.



SEE Member Participants **33** person-times
SEE Member Service Hours **180.2** hours

Sanjiangyuan

Member entrepreneurs actively participated in environmental and charity events organized by the SEE Foundation Sanjiangyuan EEPPMC. They visited the Sanjiangyuan and Qilian Mountains regions, alongside participated in signature events such as the Second Qinghai National Park Theme Public Welfare Festival and the river-source-themed caravan tour. These activities promoted ecological conservation through tangible actions and helped safeguard the Sanjiangyuan region, acclaimed as the "Water Tower of China."



SEE Member Participants **384** person-times
SEE Member Service Hours **1,860.2** hours

Sichuan



Member entrepreneurs actively participated in various environmental initiatives organized by the Sichuan Aisiyi Ecological Conservation Center. They were deeply engaged in a diverse array of activities, including the Spring Festival philanthropic networking gala, tree-planting on Longquan Mountain, ecological exploration in Medog County and Tangjiahe, visits to the Changjiang River conservation project site in Jiang'an, the Yellow River caravan project, and the Giving for Good initiative. They collaborated with multiple parties to empower rangers, and attended major conferences, including the meeting on scientific conservation in Wanglang and the annual Members' Congress of the SEE. The members actively exchanged conservation experiences and forged industry consensus through multi-dimensional participation and empowerment, strengthening the regional ecological conservation system in Sichuan and improving local ecological governance.

137 person-times SEE Member Participants
788.7 hours SEE Member Service Hours

Ningxia



Member entrepreneurs actively participated in eco-environmental and charity events organized by the Ningxia Green Water and Green Mountain Public Welfare Service Center. They were deeply involved in signature charity activities, such as the annual meeting of the Ningxia EEPPMC - Pulse Resonance Under Helan, Ecological Awakening by the Yellow River, the Yellow River and Her Source caravan awareness tour at Yinchuan stop, project site visits in Ningxia, and fish release demonstrations. They were also invited to the Middle East for international exchanges on ecological conservation and sustainable development. By bridging localized field actions with global dialogues to foster mutual empowerment, they contributed to ecological restoration, biodiversity conservation, and regional sustainable development in the Yellow River Basin.

248 person-times SEE Member Participants
3,291.5 hours SEE Member Service Hours

Chongqing

Member entrepreneurs were deeply involved in the ecological activities of the SEE Foundation Chongqing EEPPMC, actively participating in signature events, such as the Changjiang River Salon, the "Thousand Birds and Changjiang Sturgeon" International Youth Talk initiative, the Youth Climate Leaders program, the Chongqing Birding Festival, and the public fish release center empowerment initiative. They were invited to high-level international exchange platforms such as the Harvard College China Forum, presenting their actions on the global stage and widely disseminating ecological conservation philosophy. Through these efforts, they contributed pivotal strength to ecological protection in the upper Changjiang River region, youth climate action, and regional green development.



SEE Member Participants **216** person-times
SEE Member Service Hours **824.9** hours

Zhejiang

Member entrepreneurs actively participated in the ecological conservation work of the SEE Foundation Jiangnan EEPPMC. They were invited to take part in professional activities in Zhejiang province, including project reviews and nature education. They also conducted ecological site visits and field research at Jingkai New Energy, the demonstration zone of integrated green and ecological development of the Changjiang River Delta, and Jingshan, etc. They were invited to attend high-level international conferences such as the Fifth World Congress of Biosphere Reserves (WCBR), and strengthened coordination and collaboration with relevant authorities and institutions, including the Hangzhou Municipal Ecology and Environment Bureau, Zhejiang A&F University, and the Hangzhou E-commerce Association. Through multi-stakeholder engagement, they rallied joint efforts for ecological conservation, contributing to the sustainable, integrated green and ecological development in the Changjiang River Delta region.



SEE Member Participants **128** person-times
SEE Member Service Hours **581.7** hours

Poyang Lake

Member entrepreneurs actively participated in the ecological conservation work of the Jiangxi Poyang Lake Conservation Foundation (PCF). They proactively participated in projects such as the protection of the siberian crane (***Grus leugeranus***) and other flagship species, conservation of the Changjiang finless porpoise and other aquatic wildlife, wetland-themed nature education - Together for the Future of Wetlands, and ecological field explorations to Poyang Lake. Through professional actions, they contributed to species conservation and wetland ecological restoration, promoted environmental conservation, and facilitated the effective implementation of conservation projects, thereby contributing to biodiversity conservation and ecological sustainability in the middle and lower reaches of the Changjiang River.



SEE Member Participants **27** person-times
SEE Member Service Hours **137.7** hours

Hebei

Member entrepreneurs actively participated in diverse exchange and environmental initiatives organized by the SEE Foundation Hebei EEPPMC. Through visits to enterprises including Daqing Group in Langfang and Congtai Wine in Handan, they strengthened the consensus on philanthropy and enhanced environmental collaboration. At the same time, they got close to nature in experiential activities such as birdwatching in Qinhuangdao, deepening their commitment to ecological conservation. These entrepreneurs fulfilled their responsibilities by taking tangible actions, creating sustained synergy for ecological conservation and philanthropy in the Taihang region.



SEE Member Participants **39** person-times
SEE Member Service Hours **68.3** hours

Tianjin



In 2025, member entrepreneurs were deeply involved in the charity and environmental events of the SEE Foundation Tianjin EEPPMC, including coastal mudflat conservation in Hangu, Tianjin, nature education in schools, and wetland birdwatching. By closely integrating frontline ecological conservation actions with public education and advocacy, they continued to strengthen public awareness of ecological protection, injecting solid momentum into environmental conservation and sustainable development in the Bohai Rim region.

11 person-times SEE Member Participants
122 hours SEE Member Service Hours

Hainan



Member entrepreneurs actively participated in various initiatives of the SEE Foundation Hainan EEPPMC, focusing on its signature conservation initiatives, such as marine science education, conservation of the Hainan Tropical Rainforest National Park, and bird observation and monitoring in two lake regions. They also visited philanthropic partners and member enterprises, and engaged in other conservation efforts to support ecological protection in Hainan.

90 person-times SEE Member Participants
355.8 hours SEE Member Service Hours

Xinjiang

In 2025, the SEE Foundation Xinjiang EEPPMC invited member entrepreneurs to participate in conservation and charity initiatives, including baseline bird surveys, waste cleanup, nature education, and eco-tours. They fulfilled their ecological responsibilities through tangible actions, contributing to regional biodiversity conservation and green development.



SEE Member Participants **41** person-times
SEE Member Service Hours **362.5** hours

Soochow

Member entrepreneurs actively participated in environmental initiatives of the SEE Foundation Dongwu EEPPMC, focusing on key projects such as bitterling (Rhodeus) conservation, rural nature education, and green supply chain development. They conducted field visits and exchanges in the demonstration zone of integrated green and ecological development of the Changjiang River Delta. Members also participated in prestigious international platforms such as Climate Week NYC and the Harvard College China Forum, where they proactively engaged in dialogues on global ecological governance, shared China's practices and experience in ecological conservation, and empowered local environmental actions with an international perspective. Through their continuous efforts to advocate ecological conservation and facilitate the effective implementation of key projects, these entrepreneurs contributed to the high-quality, integrated green and ecological development of the Changjiang River Delta region.



SEE Member Participants **179** person-times
SEE Member Service Hours **894.4** hours

05

ANNUAL PROGRESS OF MEMBER UNITS

036 SEE Foundation
042 Mangrove Conservation Foundation (MCF)
044 Changjiang Conservation Foundation (CCF)
046 Xi'an Entrepreneurs Environmental Protection Foundation
048 Aleshan Foundation
050 Guangdong Nature Conservation Foundation (GNCF)
052 Guangxi Conservation Foundation (GCF)
054 Jiangxi Poyang Lake Conservation Foundation (PCF)

阿拉善SEE生态协会
SOCIETY OF ENTREPRENEURS & ECOLOGY

By year of establishment

SEE基金会	100 Million Suosuo	Groundwater Conservation	Blue Defenders	Green Supply Chains	Zero-Waste Planet	Free Flying Wings	Conserving the Sanjiangyuan Region	
	Noah's Ark	Saving the Smile of the Changjiang River	Cerulean Sea Elves	Cerulean Sea Initiative	Cerulean Sea Fishing	Cerulean Sea Partners	Green Starters	Growing Up Together
MCF 红树林基金会	Mangrove Conservation				Migratory Bird Flyway Protection			
	Green Bay Area				Wetland Education			
CCF 长江生态保护基金会	Saving the Smile of the Changjiang River			Baer's Pochard Habitat Conservation		Zero-Carbon Changjiang River		
	Finless Porpoise and Love Dissemination Project Assistant Patrol			Restoring Fishes for Living Changjiang River		Ant Forest: Wuhan Chenhu Protected Area		
西安市企业家环保公益慈善基金会	A Piece of Cropland for Crested Ibis			Ant Forest·Yangxian Protected Area		Training Program for College Student Volunteers: Qinling Mountains Ecological Conservation		
	Development of Giant Panda Nature Education and Ecological Products in Foping, Shaanxi			Nature Education and Science Outreach				
阿乐善基金会	Rural Revitalization			Ecological Conservation		Water Conservation Grant for Farmers		
	Ecological Advocacy and Public Engagement			Capital Preservation and Appreciation				
GNCF 珠水云山	Wanzuitou Wetland Conservation			Conservation of Urban Micro and Small Wetlands		Public Advocacy		
GCF 山河海基金会	Wild Kids: Slow Loris Habitat Conservation		Spotted Long-Barbel Catfish Conservation and Habitat Restoration		Mangrove Conservation	Southern Countryside Green and Low-Carbon Circular Development Demonstration Center		
	White-Headed Langur Protection	Zhiboyuan Community Eco-environment Research and Practice			Nature Education	Public Engagement		
鄱阳湖基金会 PCF	Migratory Bird Conservation with the Siberian Crane as the Flagship Species			Aquatic Wildlife Conservation with Changjiang Finless Porpoise as the Flagship Species				
	Together for the Future of Wetlands: Nature Education and Nature-Based Art Education			Poyang Lake Basin Civil Protection Network				

Society of Entrepreneurs and Ecology Foundation (SEE Foundation)

The Society of Entrepreneurs and Ecology Foundation (SEE Foundation) was established in 2008 and upgraded to a public fundraising foundation at the end of 2014. It has been recognized as a 5A-level social organization for three consecutive terms. Grounded in the development of the environmental nonprofit sector, the foundation focuses on four key areas: desertification prevention and control, climate change and business sustainability, ecological conservation and nature education, and marine conservation. To date, it has collaborated with over 1,400 Chinese non-governmental environmental organizations and individuals to carry out conservation actions, mobilizing a cumulative total of more than 1.4 billion person times to support and participate in environmental protection. Moving forward, the SEE Foundation will continue to engage and pool resources from entrepreneurs and society, and call for extensive public support and participation, leveraging its impact as a participatory conservation platform to jointly safeguard clear waters and blue skies.

Established in **2008.12**

Desertification Prevention and Control

100 Million Suosuo

The 100 Million Suosuo project was launched in 2014, with the goal of planting 100 million psammophytes, represented by Suosuo (***Haloxylon ammodendron***), over a 10-year period in key ecological areas of Alxa. The project aims to restore vegetation across 133,300 hectares of desertified land and improve the livelihoods of local farmers and herders by harnessing the economic value of Suosuo and related industries. Building on a decade of experience, since 2024, the project has expanded to key desertification areas in Inner Mongolia and five provinces and autonomous regions in Northwest China, aiming to plant another 100 million psammophytes represented by Suosuo. Through ecological restoration, the project seeks to foster industry development and support sustainable rural revitalization, helping halt desertification. As of the end of 2025, over 106.76 million psammophytes had been planted, covering 131,400 hectares of desertified land.



Groundwater Conservation

The Groundwater Conservation project aims to reduce groundwater extraction for agricultural use by promoting water-saving crops and technologies. In parallel, it collaborates with local government departments to enhance the implementation of relevant water conservation policies while actively exploring and promoting environmentally friendly agricultural practices. Ultimately, the project aims to achieve a balance between groundwater extraction and replenishment in the oasis agricultural areas of Alxa, facilitating the ecological sustainability of the Alxa oasis ecosystem. Since 2009, the SEE Foundation has promoted millet cultivation as a crop that contributes to both local ecological conservation and economic development. As of the end of 2025, the millet plantation under the project had reached a cumulative 2,454 hectares, with 209 irrigation facilities upgraded and 824 participating households engaged.



Ecological Restoration in Northwest China

This project addresses critical soil and water conservation challenges in key ecological zones in Northwest China, including areas affected by severe soil erosion across Ningxia Hui Autonomous Region and Gansu, Shaanxi, and Qinghai provinces. Through multi-stakeholder collaboration with local governments, communities, civil society organizations and the public, the project promotes the planting of native vegetation to establish an integrated ecological restoration and conservation system featuring a "tree-dominated, shrub-and-grass combined" model. It aims to enhance regional biodiversity, improve topsoil stability, and ensure environmental sustainability. As of the end of 2025, the project had planted a cumulative 36.94 million native plants, covering over 19,000 hectares of land.



Climate Change and Business Sustainability

Blue Defenders

Launched in 2012 by the SEE Foundation in collaboration with multiple stakeholders, this project addresses environmental issues concerning water, air, and soil, etc. Since 2023, drawing on its decade-long experience, the project has focused on advancing environmental governance through actions such as promoting clean air, protecting water resources, and the Chemical Management and Safety Consumption program. Through a collaborative model combining professional governance with public participation, the project mobilizes the public actively participating in climate actions and environmental protection, working together to safeguard a clean, healthy, and sustainable future. As of the end of 2025, the project had supported 79 partners. Between 2024 and 2025, the project patrolled more than 100,000 km of rivers, protecting over one million tons of water resources; the project has tested 12 categories of consumer products for chemical safety, leading to the withdrawal, recall or rectification of 4,492 defective products.


© Joint research by Nature Fields and partners

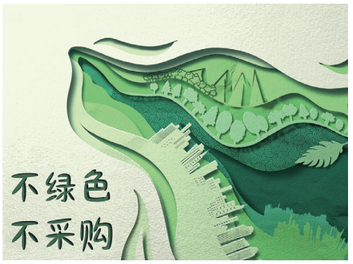
Climate Actions

Aiming to tackle the challenges of climate change, the project focuses on reducing industrial emissions, strengthening community climate resilience, and empowering industries to enhance climate readiness. Through programs such as "Climate Companions," "Enterprise Carbon Pioneer," and "China Climate Philanthropy Partnership," the project collaborates with enterprises, social organizations, and think tanks to develop diversified climate solutions, thereby driving industrial low-carbon transition and fostering the development of a climate-friendly society. As of year-end 2025, the project had driven emission reductions across 6 industries, implemented 20 local climate initiatives, and deployed more than 10 million yuan in funding.



Green Supply Chains

The project brings together environmental experts, industry associations, enterprises, environmental nonprofits, and technical institutions to jointly develop green procurement action plans and environmental standards, evaluate suppliers' environmental performance, and identify top-performing suppliers for recommended procurement lists (White List/Green List). By implementing green procurement practices, lean firms in the supply chain drive environmental rectification and improvements among upstream suppliers, thereby reducing pollution and carbon emission across the entire supply chain. As of year-end 2025, the project had developed 26 White List/Green List categories, driven green procurement of over 40 billion yuan, and facilitated carbon emissions reduction of nearly 20 million tons in the real estate sector.



Zero Waste Planet

The project focuses on three key areas: urban environments, wilderness, and oceans—and advances waste reduction, sorting, and recycling through a range of initiatives, including litter clean-up campaigns, capacity building for nonprofit partners, and public awareness and advocacy. These efforts contribute to the development of zero-waste communities. The project also places a strong emphasis on plastic reduction by engaging the public and businesses to promote plastic reduction practices while exploring effective solutions for plastic reuse and recycling.

By the end of 2025, the project had supported 39 partners and engaged 121 herder households in zero-waste initiatives. Across 49 cities in China, it organized 4,570 zero-waste awareness, advocacy, and clean-up activities, attracting more than 40,000 direct participants and reaching over 6.4 million people through online channels.



Ecological Conservation and Nature Education

Free Flying Wings

Free Flying Wings 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 Model", which is initiated by civil organizations, invested into by enterprises, and participated in by the public. It builds a civil protection network and implements bird research, citizen science, and policy advocacy to promote the conservation of migratory birds and their habitats in China. By the end of 2025, the program had conducted research on 9 endangered bird species, submitted 21 proposals/motions at the "Two Sessions", promoted the inclusion of 9 conservation gaps into the protected areas system, and safeguarded 4,000 km^2 of bird conservation gaps.


© XUE Lin

Conserving the Sanjiangyuan Region

The project promotes multi-stakeholder conservation actions by engaging social forces and local communities. It explores and formulates effective solutions to key ecological issues such as grassland degradation, human-wildlife conflict, environmental pollution, and wildlife diseases, supports ecological conservation and restoration as well as biodiversity conservation in the Sanjiangyuan region, maintains and enhances the ecosystem service functions of the region, and safeguards the water source of 700 million Chinese people. As of the end of 2025, the project had cumulatively driven 160 local environmental organizations and backbones in the Sanjiangyuan region to take joint actions, established 60 hectares of pilot grassland restoration sites, and safeguarded an area exceeding 127,000 km^2.



Noah's Ark

The Noah's Ark Initiative safeguards biodiversity within old-growth forests and alpine wetlands across Southwest China's mountain biodiversity hotspots. It explores and promotes a friendly and interdependent relationship between human communities and the ecosystem as well as the mechanisms for the comprehensive conservation of biodiversity in key biodiversity areas (KBA). It also seeks to facilitate community-led conservation governance, supports sustainable utilization of native biological resources, and ensures local residents share tangible economic benefits from ecological protection work. By December 2025, the project had restored more than 670 hectares of foraging ground for Asian elephants (***Elephas maximus***), hatched 81 green peafowl (***Pavo muticus***) chicks, and planted 3.33 hectares of food plants for green peafowl.



Saving the Smile of the Changjiang River

The project aims to enhance the participation and effectiveness of actions of social organizations in rescuing the finless porpoise (***Neophocaena phocaenoides***) in the Changjiang River, form a linkage among the government, universities, research institutions, enterprises, environmental nonprofits, and the public, effectively participate in the rescue of the flagship species in the Changjiang River, and ultimately achieve the vision of restoring their population and stabilizing the healthy development of the Changjiang River ecosystem. As of the end of 2025, the project had delivered 13 training sessions for leading conservationists, trained over 2,000 rangers, and provided them with accident insurance and basic equipment. It also engaged assistant rangers in carrying out water patrols, conducting science outreach initiatives, and protecting aquatic life, transforming them into a key supplementary force to law enforcement under the 10-year fishing ban on the Changjiang River.


© Photo courtesy: JU Tao, taken at the Baiji Dolphinarium

Endangered Species Conservation

The project brings together government agencies, businesses, and the public to implement comprehensive conservation initiatives to protect China's 50 most critically endangered wildlife species and their habitats. The project employs a dual approach combining in-situ and ex-situ conservation strategies tailored to each species' threat level, supported by monitoring and patrol, scientific research, and nature education. As of the end of 2025, the project had conducted conservation work for 34 endangered species, completed survival status reports for six species, and developed conservation action plans for three species. It had completed investigations into the illegal wildlife trade in 5 major cities including Beijing and Fujian, and had compiled the ***List of Most Critically Endangered Wildlife Species in China***. The project had collaborated with the IUCN for three consecutive years to assess China's freshwater fish, snakes, and amphibians for The IUCN Red List of Threatened Species, and had published the ***Operational Manual for Nature-based Solutions (NbS) Projects***.



Civil Protected Areas

The project works in close collaboration with protected area management agencies and research institutions to design and develop professional capacity-building training programs for protected area staff, , enhancing conservation capabilities across China. It operates 9 pilot and demonstration sites for protected area management, protecting species and their habitats through local conservation efforts such as patrolling and monitoring, nature education, and community sustainable development. It promotes Other Effective Area-Based Conservation Measures (OECMs) to advance biodiversity conservation and management through diverse approaches. As of the end of 2025, the total protected area under this project reached 62,000 hectares. The project published ***Identifying Other Effective Area-Based Conservation Measures in China: A Proposed Site-Level Tool*** (First Edition).



Ecological Restoration in Southwest China

This project focuses on pilot and demonstration initiatives for the restoration of critical ecosystems, habitat conservation for important species, and the reintroduction of rare and endangered plants to the wild. Guided by scientific restoration principles, it seeks to progressively create a systematic, standardized, and replicable technical model and management system for ecological restoration, in order to achieve the core goal of restoring 7,000 hectares of ecosystem. This will help enhance regional ecological functions and drive continuous environmental improvement. As of the end of 2025, the project had planted over 2.8 million saplings and restored over 2,500 hectares of forest ecosystem.



Marine Conservation

Cerulean Sea Elves

Cerulean Sea Elves helps realize the Kunming Declaration by collaborating with partners to protect marine flagship species, such as sea turtles, Indo-Pacific humpback dolphins (*Sousa chinensis*), and Bryde's whales (*Balaenoptera edeni*). It conserves their critical habitats and migratory corridors, benefiting numerous other marine species through the umbrella effect of these flagship species, and encouraging more public forces to pay attention to and support the conservation of marine biodiversity. As of the end of 2025, it had rescued and released a cumulative total of 1,150 sea turtles, protected over 700 Indo-Pacific humpback dolphins, and safeguarded approximately 70 Bryde's whales.



Cerulean Sea Initiative

By conserving and restoring mangroves, seagrass beds, salt marshes, and coral reefs, the initiative aims to safeguard coastal and island ecosystems and to enhance the climate resilience of coastal and small island residents. Through international cooperation to conserve offshore and oceanic ecosystems, the initiative aims to contribute to the goal of protecting over 30% of the global ocean area by 2030. As of the end of 2025, the initiative had restored over 218 hectares of mangroves and over 103 hectares of seagrass beds.



Cerulean Sea Fishing

Cerulean Sea Fishing ensures the sustainable food supply of oceans by reshaping sustainable fisheries management. It promotes international cooperation to combat illegal, unreported, and unregulated (IUU) fishing and reduce overfishing. It also carries out pilot programs such as discarded fishing gear recycling and fishing gear optimization, optimizes fishery production operations, as well as conducts capacity building to enhance the sustainable livelihood development of fishers' communities, and protects over 5% of global fishery resources. As of the end of 2025, the project had set up 9 pilot sites for recycling discarded fishing gear, with over 125 tons abandoned fishing gear recycled.



Cerulean Sea Partners

The healthy development and growth of the marine conservation sector is crucial for the future of our oceans. Meanwhile, it carries out multiple initiatives—including the "Blue Partnership Action Fund," "Action for Sea," and "Cerulean Sea Guardian"—to foster the growth of the marine conservation philanthropy sector and coordinate stakeholders to protect our shared blue home. As of the end of 2025, it had provided continuous support to over 90 domestic and international organizations in 8 countries, indirectly benefiting 38.02 million people.



Supporting the Development of China's Civil Society on Environmental Protection

Green Starters

The project identifies and supports startup environmental nonprofits in China. Through flexible project support, key capacity building, and coordination of resources and networks, the project empowers these environmental organizations to strengthen their enterpreneurial resilience. It aims to foster more high-performing environmental organizations and cultivate a healthier, more diverse, and constructively competitive ecosystem for the environmental protection sector, ultimately achieving the goals of ecological environment conservation and sustainable development. As of the end of 2025, the project had supported 604 early-stage environmental nonprofits, with a total investment of over 48.35 million yuan.



Growing Up Together (GUT)

By accompanying and coaching key talents of growing environmental NGOs, the Growing Up Together (GUT) project aims to assist environmental organizations in addressing development bottlenecks during their growth process, promote breakthroughs in the direction of the "three cores" (core business, core team, and core resources), and support them to become a leading core in the region or issues, and respond more effectively to environmental issues. As of the end of 2025, the project had supported 116 GUT partners with a total investment of over 59 million yuan; additionally, 252 GUT mentors had contributed over 39,730 hours of volunteer service.



Mangrove Conservation Foundation (MCF)

Mangrove Conservation Foundation (MCF) pioneers a social participation model of conservation governance, upholding the vision of "Living Wetlands, Sustainable Future". We are dedicated to wetland and biodiversity protection, focusing on four core areas: Mangrove Conservation, Migratory Bird Flyway Protection, Green Bay, and Wetland Education (CEPA).MCF was founded through a pioneering partnership between the Society of Entrepreneurs & Ecology, leading philanthropic entrepreneurs, and relevant departments of the Shenzhen Municipal Government.Wang Shi and Ma Weihua serve as Founding Chairpersons; Zhang Bigong, Ai Luming, Sun Lili, Chen Jinsong, and Liu Mingda are Honorary Chairpersons. Lei Guangchun is the current Chairperson of the Council, and Sun Lili serves as Vice Chairperson.The Foundation's professional supervisory unit is the Shenzhen Municipal Bureau of Planning and Natural Resources.

Established in **2012.07**



Project Outcomes in 2025

Mangrove wetland restoration

≈46.8 hectares

the Spoon-billed Sandpiper winter census survey sites

35

Anti-Bird-Collision Retrofit Completed at Tiaozini Spoon-billed Sandpiper Conservation Station

583 m²

Public Participation in All Activities

54,800 Person-Times

Symbiotic Garden Citizen Science Activities at Shenzhen

53

MCF 红树林基金会

Progress in 2025

Mangrove Conservation

In 2025, MCF planted 150,000 mangrove saplings, restored 702 mu (approximately 46.8 hectares) of mangrove wetlands, and participated in five international conferences.MCF co-hosted two national-level conferences: The 12th China Mangrove Academic Symposium and the 2025 Annual Conference of the Mangrove Ecology Professional Committee of the Ecological Society of China, and the 2025 Annual Conference of the Mangrove Wetland Protection Committee of the China Wetland Conservation Association. These gatherings brought together top industry experts, bridging academic research and practical application.Under the "International Mangrove Conservation" program, MCF supported and participated in international conferences including COP15 and COP30, sharing China's mangrove conservation experience through various formats, enhancing the industry's technical capacity for conservation management, and amplifying China's voice on mangrove conservation to the world.



12th China Mangrove Academic Symposium & 2025 Annual Meeting of the Mangrove Ecology Professional Committee of the Ecological Society of China



SUN Lili, Executive Chair of the MCF, delivers a speech on *China's Case Studies on Socialized Participation in Ecological Restoration* at the China Pavilion of COP30.

Migratory Bird Flyway Protection

Under the framework of migratory bird flyway conservation, the MCF conducted a synchronized wintering survey of the spoon-billed sandpiper, recording 75 individuals. It also supported the Nature Conservation Society (NCS) of Myanmar in conducting surveys of this bird species in the Gulf of Martaban. In partnership with the Paulson Institute (PI), the foundation co-organized a seminar titled "Global Synergy: Safeguarding Asian Migratory Bird Flyways" and actively facilitated consensus among five parties, including Birds Russia, on captive breeding collaboration for shorebirds. In collaboration with the East Asian-Australasian Flyway Partnership (EAAFP), the MCF hosted an international workshop and produced the Workshop Report on Migratory Flyway International Cooperation. The MCF also launched the development of a spoon-billed sandpiper database website and the construction of high-tide roosting habitats at Weitou Bay, while continuing its research at Tiaozini and participating in the formulation and validation of technical protocols for waterbird surveys.



The seminar titled Global Synergy: Safeguarding Asian Migratory Bird Flyways

Under the Urban Biodiversity (Birds)-Friendly City program, the MCF launched the tidal wetland project at Shenzhen Bay Park. It also co-developed the Guidelines for the Development and Management of Biodiversity-Friendly Parks in Shenzhen, which were subsequently issued and implemented on a trial basis by the competent authority. The foundation completed the maintenance of 15 hectares of wetlands at the Shenzhen River estuary, resulting in a steady increase in waterbird populations. It also conducted bird surveys at Shenzhen Bay. The bird banding monitoring center at Futian Mangrove Ecological Park was officially approved and commenced its bird banding operations.

Greater Bay

In 2025, Futian Mangrove Ecological Park was designated as a pilot project under Guangdong Province's "Wetland Park+" initiative and a biodiversity-friendly wetland, and was recognized as a municipal labor education base for primary and secondary schools. The park recorded 1.621 million visitor turns over the year, and hosted a total of 1,694 events, reaching over 100,000 participant turns. The park hosted the CEPA Forum and celebrated its tenth anniversary, completed the trace survey of otters in the Greater Bay, and issued conservation recommendations and a corresponding report. The park's Otter Festival and Spoonbill Festival attracted over 5,000 visitors. The handbook Into the Mangroves was recognized as a provincial-level outstanding publication, and Shenzhen Bay Park Wetland Education Centre was granted the Star Wetland Centre award in 2024. Over the year, volunteers contributed more than 25,000 service visit turns, totaling over 49,000 service hours.



Otter Festival



Spoonbill Festival

Visits received by Futian Mangrove Ecological Park in 2025

1,621,000 person-times

Events held in 2025

1,694

Participants

100,000+ person-times

Volunteer service turns

25,000+

Service hours

49,000+ hours

Wetland Education (CEPA)

For wetland education (CEPA), in 2025, the MCF enhanced protected areas' education and communication capacity through guided tours, facilitated knowledge consolidation and standardized development through professional publications, engaged the public as both actors and data contributors in wetland conservation through citizen science, and expanded participation pathways and strengthened the social foundation through public events.

The Little Egret Citizen Science Campaign covered 23 provincial-level regions, attracting nearly 200 teams. The Mountain-Sea-City Species Challenge engaged over 1,000 citizens, who cumulatively submitted more than 42,000 observation records. Over the year, 40 new Little Red Flower Wetland Birdwatching Corners were established, bringing the national total to 125. The Jinjiang Primary and Middle School Birding Competition drew 31 teams and nearly 200 students to compete on-site, driving the emergence of a regional wetland education (CEPA) brand through the event. The Bird Lovers' Week-Nature Journal project covered 14 cities, delivering training and other activities that benefited over 2,000 faculty and students, steadily expanding the nature education workforce.



Habitat Garden: a citizen science project

Changjiang Conservation Foundation (CCF)

The Changjiang Conservation Foundation (CCF) was jointly initiated by 38 entrepreneurs from Hubei (members of the SEE) and the SEE Foundation. As the first non-public fundraising foundation for environmental protection initiated by NGOs in Hubei, it was rated as a 5A-level social organization in Hubei Province in 2021. The CCF is committed to advancing the Changjiang River Conservation Action, which focuses on protecting flagship species, such as the Changjiang finless porpoise, the Chinese sturgeon (Sinosturio sinensis), and the Baer's pochard, and promoting green development. By building a multi-stakeholder protection platform that involves the government, research institutions, philanthropic enterprises, NGOs, and the public, it aims to encourage and support the development of non-governmental environmental organizations and engage more non-governmental resources to address climate change, thereby contributing to the Changjiang River conservation and sustainable development.

Established in **2016.03**



© Photo courtesy: YU Huigong

Project Outcomes in 2025

Funds raised

RMB **11,627,900**

Newly established fish release centers

11

Science-based release of native fish

700,000

Patrol mileage

5,649.84 km

Progress in 2025

Saving the Smile of the Changjiang River

On July 30–31, 2025, the first training session for fishery administration assistant patrolmen in the Changjiang River Basin was held in Hukou. A total of 120 "The Best Changjiang River Assistant Patrolmen" from 10 provinces and municipalities participated in practical training, improving their professional skills and equipment competency. Meanwhile, the summary event of the "2025 Best Changjiang River Assistant Patrolmen" was held on July 31, the 18th World Ranger Day, where 110 patrolmen from these 10 provinces and municipalities were honored, with certificates presented by nearly 20 entrepreneurs from the SEE.



Member entrepreneurs visit the China Finless Porpoise Bay

In July 2025, the CCF collaborated with the Jiangxi Poyang Lake Conservation Foundation (PCF) and Jimu News to launch the Changjiang River Ecological Ambassadors Initiative. The initiative invited 15 research teams comprising entrepreneurs, college students, and photography enthusiasts, to explore the Changjiang River Basin and share biodiversity conservation stories of patrolmen through videos and other formats. The Finless Porpoise and Love–Dissemination Project collaborated with multiple organizations to develop cultural and creative products, conduct science education, and design school curricula and IP characters. These efforts integrate ecological conservation into daily education and environmental development efforts, fostering sustained public engagement in Changjiang River conservation.

Baer's Pochard Habitat Conservation

In 2025, the project organized four online training sessions, provided in-person guidance to 12 teams, and held one cross-regional workshop to enhance frontline capacity, all focusing on the conservation of wetlands and Baer's pochards. In the Baoxie Lake region, the project conducted year-round patrols and monitoring, recorded 150 wintering Baer's pochards, and successfully supported the hatching of 38 chicks during the breeding season. In collaboration with the National Forestry and Grassland Administration, the project published survey results confirming that the species' national population has grown to 2,555 individuals. It also designed an IP character and participated in 10 charitable fairs.



The national population of Baer's pochards in China has grown to 2,555 individuals

CCF
长江生态保护基金会
CHANGJIANG CONSERVATION FOUNDATION

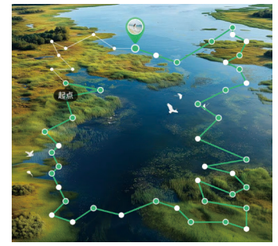
The project also collaborated with the government to finalize the fundraising plan for the alliance. During Wildlife Protection Month, the project jointly organized four events with the local forestry and parks bureau. The team also led the compilation of one casebook of wetland conservation best practices and participated in the review of conservation protocols, elevating the collaboration between government and civil society to joint rule-making. The project partnered with Cao Yu Middle School in its Power Line and Bird Care initiative to hold five PBL sessions, raising conservation awareness among students. The project team provided procurement advisory services for patrol equipment at Fanwan Lake Wetland, helping them identify future funding and procurement priorities, thereby effectively addressing frontline needs.



Training program on coordinated conservation of urban wetlands and migratory bird flyways

Ant Forest: Wuhan Chenhu Protected Area

In 2025, the Ant Forest project achieved steady progress in wetland patrolling and public engagement. The project team organized two training sessions for patrolmen and facilitated regular monthly patrols, recording 476 patrols and 1,264 patrol hours in total and covering a total mileage of 5,649.84 km. Four nature education events were organized, engaging 100 participant turns. Following six hours of online training and assessment, a volunteer team of 135 members (including 51 core members) was established. The project launched an innovative, patrol-themed game on the Alipay platform, improving the public engagement experience while raising conservation awareness. Meanwhile, the project completed a preliminary survey of tourism resources in rural communities, exploring pathways to integrate ecological conservation with community development. This effort has established a foundation for the realization of ecological values and sustainable community development, effectively extending the project's conservation impact and social benefits.



Online patrol of the Ant Forest's Wuhan Chenhu Protected Area

Restoring Fishes for Living Changjiang

In 2025, significant progress was made in the science-based release of aquatic species, with 11 release centers established nationwide. Among them, the Changshu center pioneered an innovative "one-center-multiple-points, combining enforcement with facilitation" model, combining enforcement with facilitation; cities including Wuhan were scheduled to conduct monthly releases starting in 2026. The project team, in partnership with the National Fisheries Technology Extension Center, established the Scientific Fish Release Committee, and all of the project's 11 release centers were designated as experience sites for scientific fish release. The influence of the project's signature activities grew substantially. The "From Mountains to Oceans: The June 6th Nationwide Fish Release" campaign covered 24 cities, supporting 43 release events for endangered native fish species throughout the year, with approximately 700,000 fish released.



The "From Mountains to Oceans: The June 6th Nationwide Fish Release" campaign in Wuhan

Significant improvements were made to science communication and public engagement systems by establishing a new media platform and a nationwide network of communities centered on the theme of scientific fish release. The Restoring Fishes for Living Changjiang project ranked 31st nationwide among philanthropy-themed WeChat video channels and received the Hubei Charity Award. Key actions spanned the year, including submitting proposals at the Two Sessions, collaborating with the Hubei Higher People's Court to release Chinese high-fin suckers (***Myxocyprinus asiaticus***), and securing inclusion in the SEE Foundation's project portfolio. The project has developed a professional, socialized, and branded framework for its signature science-based fish release events.

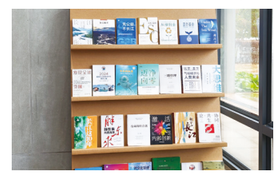
Zero-Carbon Changjiang River

Multiple coordinated ecological and low-carbon projects produced positive outcomes in 2025. These included a multi-stakeholder collaboration platform uniting government departments, academic institutions, and civil society organizations for the Honghu Lake Basin Comprehensive Management project, a 12-member expert committee led by an academician, a thematic seminar with over 80 attendees, two community science outreach events attracting more than 60 participants, and seven articles on social media platforms reaching over 50,000 participant turns through online and offline channels.



Low-Carbon Nature Corner at Yamei Shijie

As part of the Zero-Carbon Changjiang River project, and with support from Gulun Xuanlin Railway Technology Co., Ltd., "Low-Carbon Nature Corners" were set up in 15 member enterprises, cultivating a green corporate culture through community-building activities and recording of low-carbon actions. Meanwhile, the project team hosted a themed event to celebrate National Low-Carbon Day, and began recruiting for the Green East Lake Volunteer Team. The project also collaborated with government departments, universities, foundations, and enterprises to establish a regular collaboration mechanism. These efforts aimed to develop a replicable "East Lake Solution," thereby contributing to China's carbon peaking and carbon neutrality goals while encouraging public participation in low-carbon initiatives.



Low-Carbon Nature Corner at Hiteck

Xi'an Entrepreneurs Environmental Protection Foundation

The Xi'an Entrepreneurs Environmental Protection Foundation (XEEPF), initiated by the SEE Foundation, was recognized as a 3A-level social organization by the Xi'an Municipal Civil Affairs Bureau in 2023. Upholding its core vision of "Uniting Entrepreneurs to Make the Qinling Mountains More Beautiful," the foundation actively mobilizes entrepreneurs and the public in northwest China to engage in conservation of the Qinling Mountains, the environment, and the planet. Over the years, the XEEPF has been committed to biodiversity conservation in the Qinling Mountains, carrying out projects to protect flagship animal species, restore ecosystems, reintroduce endangered plant species into the wild, and create a nature education platform. Through these efforts, the foundation aims to raise public conservation awareness, foster public engagement in conservation initiatives, encourage more people to connect with and understand nature, and promote the vision of harmonious coexistence between humans and nature.

Established in **2017.10**


© Photo courtesy: ZHANG Yueming

Project Outcomes in 2025

New projects in 2025

2

(Training Program for College Student Volunteers: Qinling Mountains Ecological Conservation; Development of Giant Panda Nature Education and Ecological Products in Foping, Shaanxi)

Patrol mileage in Yangxian Protected Area

210 km

Nature education and science outreach events

12

西安市企业家
环保公益慈善基金会
Xi'an Entrepreneurs Environmental Protection Foundation

Progress in 2025

A Piece of Cropland for Crested Ibis: Crested Ibis Conservation

The two project sites at Huayangjie Village and Baliguan Village in Yangxian County continued with the established operational model. At Huayangjie Village, crested ibises (*Nipponia nippon*) were observed foraging during each quarterly inspection. Baliguan Village completed the work as agreed on schedule, as well as spring planting.


© CAO Pu
Crested ibis

In 2025, small and micro wetlands were formed at the Tongchuan project site, covering an area of 35 mu (approximately 2.33 hectares), effectively expanding foraging grounds and winter food sources for crested ibises. Crested ibises and black storks (*Ciconia nigra*) have been frequently seen foraging at the site.


Member entrepreneurs visit the China Finless Porpoise Bay

Ant Forest · Yangxian Protected Area

Maintaining a rigorous approach, the patrol team strictly followed established schedules and protocols in its operations. In 2025, the team completed 48 patrols, covering a cumulative distance of 210 km and involving 110 person-trips across a patrol coverage area of 70 km2. These meticulous efforts ensured that the patrol outcomes fully satisfied the standards set by the Alibaba Foundation for the Ant Forest project.

Patrolled area in Yangxian Protected Area

70 km^2


Reeves's muntjac (*Muntiacus reevesi*) captured by an infrared camera in the protected area


Golden pheasant (*Chrysolophus pictus*) captured by an infrared camera in the protected area

Training Program for College Student Volunteers: Qinling Mountains Ecological Conservation

The project team has completed the training courseware for college student volunteers. Meanwhile, agreements have been signed on curriculum design and subsequent events and services, laying a solid foundation for the project's long-term implementation. In addition, all preparatory work for on-campus training has been finalized. This initiative will not only impart knowledge to volunteering college students, but also pass the passion for nature from one generation of environmentalists to the next.



Training program for college student volunteers

Development of Giant Panda Nature Education and Ecological Products in Foping, Shaanxi

After planning and review, the project was successfully implemented. A vibrant and engaging mural was completed on the visitor center's exterior wall. The scheme design work for "Encounter Nature: Yueba Eco-Village Exploration" and "Encounter Giant Pandas: Nature Education Village Ecological Patrol Route Development" initiatives was completed, and interpretive signage and route display panels were installed. In addition, a variety of beautifully designed, panda-themed cultural and creative products were developed, including refrigerator magnets, hanging plush toys, charms, and canvas bags.


The exterior wall of the Shaanxi Foping Giant Panda Nature Education Center

Nature Education and Science Outreach

In 2025, the XEEPF organized a diverse range of nature education activities, including 12 Qinling Chronicles of All Life science lectures, four birdwatching events, four plant exploration activities titled Four Seasons of Plants, four public guided tours, and six on-campus bird-themed science outreach sessions. These activities enabled the public to immerse themselves in nature, further inspiring a deeper appreciation for the natural world.


On-campus nature education

Science lectures

12

Science outreach activities

12

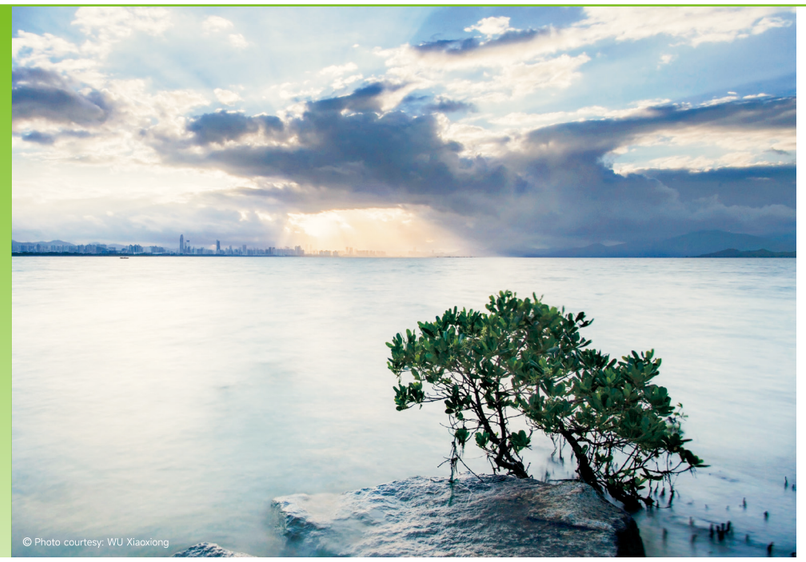


On-campus nature education

Aleshan Foundation

Initiated by the SEE, the Aleshan Foundation mobilizes entrepreneurs to participate in eco-driven poverty alleviation programs in underdeveloped areas. It aims to instill a deeper commitment to eco-driven poverty alleviation endeavors among entrepreneurs and businesses, while encouraging and guiding Chinese entrepreneurs to shoulder greater ecological and social responsibilities. Leveraging entrepreneurial resources and innovation, the foundation employs diversified strategies to ensure capital preservation and appreciation, securing long-term, stable funding for nonprofits and their projects.

Established in **2018.10**



© Photo courtesy: WU Xiaoxiong

Income and Expenditure in 2025 (RMB)

Income
5,170,400

Donation income
3,294,400

Investment income
1,874,600

Other income
1,400

Expenditure
7,578,500

Charitable projects expenditure
6,964,700

Administration expenditure
270,500

Fundraising expenditure
343,300

阿乐善基金会
SOCIETY OF ENTREPRENEURS & ECOLOGY

Progress in 2025

Rural Revitalization

The Aleshan Foundation funded the sewage treatment project in Youting Village, Jiaona Town, Wangmo County, Guizhou Province, which was part of its rural revitalization program and was completed in April 2025. The project completion and settlement were audited and certified by a third-party agency, and third-party experts were engaged to conduct a project evaluation and provide closing advice and recommendations. The project has improved rural public infrastructure and substantially improved the living environment of local residents, enhancing their sense of happiness.



Project closure review

Ecological Conservation

The Nonprofits Driving Green and Sustainable Development project, funded by the Aleshan Foundation, was originally scheduled for completion in July 2025. Considering fundraising dynamics and actual pace of project execution, the completion date has been extended to August 2026. The project supports green startups in ecologically fragile and underdeveloped regions, aiming to address more critical issues affecting local green and sustainable development.



Newly selected Growing Up Together (GUT) partners in 2025

After three years of work, the project, ***Research on Alagxa's Afforestation Outcome Evaluation System and Natural Forest Stand Quality Evaluation,*** was concluded in December 2025. The Aleshan Foundation funded this project. A review committee of experts in ecology, forestry, and soil science reviewed the project's outcomes and approved the project's



Project review by experts

Water Conservation Grant for Farmers

In recent years, the Aleshan Foundation provided continued support to the Water Conservation Grant for Farmers project, promoting the cultivation of water-saving crops and the adoption of water-efficient facilities. Through capacity building for communities, the project encourages farmers to shift away from traditional planting practices, expand the cultivation of water-saving crops, and increase the use of water-efficient facilities, thereby achieving its objective of protecting oasis groundwater. In 2025, 17 farming households participated in the project, cultivating 804 mu (approximately 53.6 hectares) of desert water-saving millet.

Area of desert water-saving millet cultivation in 2025
≈53.6 ha.

Participating farming households
17



Project staff in a millet field

Ecological Advocacy and Public Engagement

In 2025, the Aleshan Foundation partnered with entrepreneurs to integrate business operations with ecological conservation, inviting them to participate in ecological conservation initiatives. The foundation mobilized young entrepreneurs, member enterprises, and environmentally conscious teenagers to visit biodiversity hotspots, including the Wanzuitou Wetland in Guangzhou, the Xixi Wetland in Hangzhou, the Shanghai Botanical Garden, and the Xi Shan in Beijing. Participants gained insights into ecological conservation and the circular economy while embracing sustainable lifestyles.



Teenagers in a nature education event at the Shanghai Botanical Garden

Capital Preservation and Appreciation

■ Strictly Implementing Administrative Measures to Ensure Compliant Use of Funds

Under the guidance of its Investment Committee, the Aleshan Foundation conducted investment activities in accordance with relevant laws and regulations, including the ***Charity Law, the Interim Measures for the Administration of Charities' Investment Activities for Capital Preservation and Appreciation***, and the SEE's ***Management Measures of Investment Activities for Capital Preservation and Appreciation.*** The foundation continued with its compliant, secure, and effective approach to the preservation and appreciation of the donations received. Throughout the year, it adopted a prudent, low-risk, low-volatility investment strategy, remaining committed to diversified asset allocation, with an emphasis on bond strategy products and multi-strategy products. Consequently, the foundation received an investment income of RMB 1,874,600 in 2025.

Invest income received in 2025
RMB **1,874,600**



Cash management
12.76 %

Bonds
27.96 %

Multi-strategy & arbitrage
47.38 %

Commodities & CTAs
5.56 %

Equities
6.34 %

Guangdong Nature Conservation Foundation (GNCF)

The Guangdong Nature Conservation Foundation (GNCF), initiated by the SEE, was officially registered on December 1, 2021 with the approval of the Guangdong Provincial Department of Civil Affairs. Its competent supervisory authority is the Department of Natural Resources of Guangdong Province. Focusing on natural resource conservation and ecological restoration in Guangdong, the NCF actively promotes the protection of micro and small wetlands in urban public spaces and urban biodiversity projects. It also supports the transformation of environment-friendly urban communities, fosters the growth of active change-makers, and develops practical models for engaging diverse urban populations in environmental conservation.

Established in **2021.12**



Project Outcomes in 2025

Cumulative donation income

RMB **3,420,400**

Partner micro and small wetlands

11

Surveyed micro and small wetlands

50

Micro and small wetlands marked as public check-in spots

154

Media exposure

1,540,000+ impressions

Partners in micro and small wetland conservation

53

Philanthropic events

260+

Direct participants

12,400+ person-times

Progress in 2025

Wanzuitou Wetland Conservation

In 2025, the GNCF continued to explore an operational pathway for micro and small wetlands that integrates youth stewardship, public participation, and biodiversity conservation at the Wanzuitou Wetland. A participatory and collaborative model has begun to take shape. The foundation established partnerships with four university faculties, including the School of Environment and Energy at South China University of Technology, the School of Computer Science and Cyber Engineering at Guangzhou University, and the Department of Landscape Architecture of the School of Architecture and Urban Planning at Guangdong University of Technology. It also established a stable collaboration with 15 institutions, including the Tencent Foundation, the Guangzhou Higher Education Mega Center Volunteer Association of Panyu District in Guangzhou, and Yuanben Nature.



Launch ceremony of the Labor Education and Practice Base, jointly established by the School of Computer Science and Cyber Engineering at Guangzhou University and the Wanzuitou Wetland



Volunteer initiative: cleaning the boardwalks at the Wanzuitou Wetland



Biodiversity survey conducted at the Wanzuitou Wetland

Throughout 2025, the foundation organized over 60 events, such as youth volunteer patrols, boardwalk cleaning, and nature education activities, engaging more than 1,000 person-times of public participation. At the end of October 2025, the Wetland Steward mini-program integrated an entry reservation function for the Wanzuitou Wetland, supporting digital management. As of the end of 2025, based on long-term monitoring, the foundation had recorded a cumulative total of 128 bird species, 37 fish species, 19 reptile species, 10 amphibian species, 11 mammal species, and 11 benthic species, accumulating foundational ecological data for the conservation of micro and small wetlands.

Activities held nationwide

60+

Participants

1,000+ person-times

Conservation of Urban Micro and Small Wetlands

In 2025, the GNCF focused on engaging multiple stakeholders in conserving urban micro and small wetlands. The foundation continued to improve its two digital tools, Wetland Steward and Pet-Friendly Map, which respectively support public participation in micro and small wetland conservation and responsible pet ownership in these wetlands. By the end of December 2025, Wetland Steward had brought together 63 conservation teams, facilitating 179 activities with 6,128 person-times of public participants, and 104 wetland check-ins by the public. The Pet-Friendly Map, covering 54 wetlands nationwide, generated over 98,000 views under the related RedNote topic.



Wetlands participating in the Pet-Friendly Map project

Meanwhile, the foundation mobilized youth to visit micro and small wetlands and participate in citizen science projects. The foundation launched the Home for Birds: Biodiversity Monitoring in Guangzhou Higher Education Mega Center's Micro and Small Wetlands project in October 2025. By December 2025, the project had completed 34 surveys and documented over 2,300 entries of species data. In November 2025, in conjunction with Birding Season for All, the foundation initiated a nationwide university birding campaign, drawing the participation of 2,013 students from 193 universities.

Activities conducted

179

Participants

6,128 person-times

Surveys

34

Entries of species data documented

2,300+



Youth engagement in bird surveys

Public Advocacy

In 2025, the GNCF proactively amplifie its professional influence in the field of multi-stakeholder urban micro and small wetland conservation. Throughout the year, it participated in nearly 10 eco-themed events and industry seminars, including Guangdong Province's events celebrating World Wetlands Day, World Water Day, and National Low-Carbon Day, as well as the China (Shenzhen) Wetland CEPA Seminar, sharing its practices in micro and small wetland conservation and climate change. In December 2025, the foundation initiated a seminar on multi-stakeholder micro and small wetland conservation and value realization to foster cross-sectoral dialogue. The foundation co-organized the event at the Pearl River Park in Guangzhou as part of the Third China (Guangzhou) Park Cultural and Creative Products Conference, showcasing over 100 eco-themed cultural and creative products. It also participated in the Haizhu Wetland Ecological Value Conference, also known as the National Innovative Wetland Ecological Products Exhibition, where it selected 45 outstanding innovative cases nationwide for inclusion in the Database of National Innovative Wetland Ecological Products.



Seminar on multi-stakeholder micro and small wetland conservation and value realization

Meanwhile, the foundation actively participated in science outreach initiatives, such as the First Guangdong National Science Popularization Month, concurrently held as the Eighth Guangdong Science Carnival. Through interactive games and display boards, it promoted the Wetland Steward mini-program and the wetland-themed board game Green Realm Guardians, enhancing public awareness of micro and small wetlands.

National outstanding cases selected

45



GNCF at the First Guangdong National Science Popularization Month, concurrently held as the Eighth Guangdong Science Carnival

Guangxi Conservation Foundation (GCF)

Established on December 29, 2021, the Guangxi Conservation Foundation (GCF) is the first regional non-public fundraising foundation dedicated to nature and ecological conservation in Guangxi. The GCF is committed to advancing the cause of nature conservation in Guangxi, fostering the growth of civil NGOs, facilitating green development, and building platforms for scientific research and exchanges. The foundation aims to raise public awareness of nature conservation, thereby facilitating harmonious coexistence between humans and nature and contributing to nature and ecological conservation and sustainable development in Guangxi.

Established in **2021.12**



© Photo courtesy: MO Mingzhong

Project Outcomes in 2025

New locations with slow lorises

136

Offline science outreach events

20

Mangrove saplings planted

3,430

Progress in 2025

Wild Kids: Slow Loris Habitat Conservation

The project's nighttime field survey of slow lorises in 2025 involved 1,134 person-times of participation along 208 transects, covering a total distance of over 360 km. These efforts led to the discovery of 136 new slow lorises distribution points and the tracking of one individual's movements. The project also organized two training sessions on technology and community surveys, analyzed questionnaires regarding community willingness to participate in conservation, and proposed strategic recommendations for community-led conservation.



Volunteers in a slow loris-themed scientific expedition

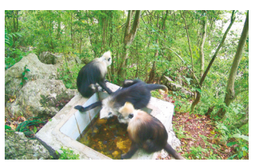


Pygmy slow loris (*Nycticebus pygmaeus*) caught on a monitoring camera

The project team collaborated with the Nonggang National Nature Reserve to host a three-day training wrap-up meeting. Eight experts were invited to conduct lectures and nighttime practical sessions on slow loris surveys, primate research, and community-based conservation. Furthermore, 20 offline science outreach events were carried out, including scientific expeditions, interactive science activities at relevant fairs, and school and community outreach events. These activities reached over a thousand person-times. To boost public awareness, the project team designed and installed 15 interpretive signs in the reserve, created slow loris-themed merchandize such as plush toys, calendars, and canvas bags, and produced a promotional video.

White-Headed Langur Protection

The Wildlife Water Source Guardians university volunteer project was launched in September 2025. Eighteen college students studied at the habitat of the white-headed langur (***Trachypithecus leucocephalus***) and deployed infrared cameras in the area. They built escape routes for animals at artificial pools, effectively reducing the risk of small animals being trapped while drinking. In December 2025, the project team returned to the reserve for equipment maintenance and route optimization. Preliminary monitoring shows that artificial pools provide tangible effects for wildlife. Further optimization and modifications will be carried out based on data analysis.



White-headed langurs drinking at an artificial pool

Mangrove Conservation

In collaboration with the Fangchenggang Municipal Committee of the Communist Youth League, Fangchenggang Forestry Bureau, and other institutions, the project team co-organized nearly 20 events in Fangchenggang, including mangrove restoration, nature



Public participation in nature observation

Spotted Long-Barbel Catfish Conservation and Habitat Restoration

The Lijiang Rescue Team's spotted long-barbel catfish (***Hemibagrus guttatus***) conservation and habitat restoration project, supported by the GCF, was launched in April 2025. Throughout the year, the project conducted 56 patrols of the Lijiang River and organized two river cleanups and five scientific fish release events, releasing over 10,000 fingerlings and engaging more than 2,000 person-times of public participation. The Lijiang Rescue Team actively collaborated with Guilin authorities in charge of maritime safety, emergency management, fisheries enforcement, public security, and urban management to establish a regular joint patrol mechanism. In partnership with the Qixing District Bureau of Agriculture and Rural Affairs, they cracked down on illegal fishing in the river. They also carried out conservation education in local communities, workplaces, and riverside angling areas.



Patrol on the Lijiang River

Nature Education

The GCF's nature education efforts in 2025 included activities such as science outreach, monitoring and public engagement. The Guangxi Nature Education Lecture project organized 4 lectures and 11 observation activities, reaching nearly 1,000 person-times of participation. Meanwhile, the GCF organized the Third Nanning Birdwatching Competition, at which 30 teams recorded 188 bird species. The fourth Nature Journaling Competition was also held, collecting 725 submissions. The "Vibrant Nanning" Bird Monitoring Program recruited 80 volunteers to conduct 25 regular sessions, recording 189 bird species. The "Green Nanning" Citizen Science Program engaged 244 person-times of participation through three training sessions and 16 surveys, documenting 1,250 species. These activities effectively raised public ecological awareness and advanced multi-stakeholder biodiversity conservation practices.



Nature journal mentor training program

Zhiboyuan Eco-environment Research and Practice

The project has been successfully concluded. Through activities such as composting workshops for children, community compost exchanges, and the co-creation of a child-friendly garden, the project nurtured ecological awareness among local residents and people in surrounding areas. The project reached over 8,100 person-times of participation and processed more than 32 tons of kitchen and garden waste. It also mobilized the local kindergarten to participate in kitchen waste management. The project engaged over 2,000 person-times of local university faculty and students as well as college students returning home during winter and summer vacations to participate in project development, injecting vitality into the nature study activities and the creation of the ecological garden.



Faculty and students majoring in Social Work from Hechi University, Guangxi, visiting the project site

Nanguo Xiangcun Green and Low-Carbon Circular Development Demonstration Center (Phase I)

The project has been successfully concluded, establishing a Green and Low-Carbon Circular Development Demonstration Center that integrates an ecological garden, a lifestyle pavilion, and a study base. The project developed seven low-carbon courses, and hosted 14 conservation study tours and themed events, directly benefiting over 600 person-times of the public. The project engaged 294 person-times of participation in 11 collaborative activities, while the media coverage surpassed 20,000 views. Creating a ripple effect radiating from the demonstration center to the scenic area and surrounding villages, the project effectively enhanced public engagement through community involvement and engaging activities, laying a solid foundation for the phase II expansion.



Harvesting rice during a family farming event

Public Engagement

In 2025, the GCF continued to expand its collaborative network, working with government departments, research institutions, and diverse partners to advance biodiversity conservation and public engagement in Guangxi. The foundation co-organized events including the Weizhou Island Birdwatching Festival and the "Wetland Conservation for a Better Future" nature education tours, and provided staffing or communications support for the 18th China Ornithological Congress and the "Voice of Beautiful China" competition (Nanning division). The foundation took the lead in several major initiatives, co-hosting the Third Nanning Birdwatching Competition, organizing publicity for the 2025 Wildlife Conservation Month campaign, and organizing the Nanning chapter of the Birding Season for All project. Throughout the year, the foundation supported or organized more than ten events, reaching over 10,000 person-times of participants online and offline, and recording over 200 bird species.

Jiangxi Poyang Lake Conservation Foundation (PCF)

Established in December 2023, the Jiangxi Poyang Lake Conservation Foundation (PCF) was co-initiated by member entrepreneurs of the SEE, the SEE Foundation, the CCF, and the MCF. The PCF is committed to conserving and restoring rare and endangered species, including the siberian crane (***Grus leugeranus***) and the Changjiang finless porpoise, and the wetland ecosystems. Collaborating with government departments, research institutions, environmental nonprofits, enterprises, and the public, the foundation aims to explore effective conservation pathways and integrate multi-sector resources as a nonprofit platform, contributing to the protection of the Changjiang River and co-creating a green future.

Established in **2023.12**



Project Outcomes in 2025

Funds raised

RMB **3.13 million**

Participants of nature education initiatives

100,000+ person-times

Communication reaching

500,000 person-times

Progress in 2025

Migratory Bird Conservation with the Siberan Crane as the Flagship Species

Since 2023, the PCF has been exploring multi-habitat management models in the context of climate change, aiming to enhance the climate resilience of wetlands in the Poyang Lake Basin. In 2025, in collaboration with HeYi Institute and the Poyang Lake Basin Civil Protection Association, the foundation co-established and managed dynamic foraging grounds for migratory birds. They experimented with dynamic water replenishment and retention in the approximately 33.33-hectare semi-natural wetland of Maying Lake, accompanied by ongoing plant diversity surveys and bird monitoring. As a result, vegetation in the restoration area transformed from "nearly barren" to vast carpets of sedges (***Carex***) and cinquefoils (***Potentilla chinensis***). The restored area shows notable increases in species richness and biomass compared to untreated areas.



Siberian crane conservation citizen science event



Bird monitoring under the siberian crane conservation project

Aquatic Wildlife Conservation with Changjiang Finless Porpoise as the Flagship Species

The PCF launched the Aquatic Wildlife Conservation with Changjiang Finless Porpoise as the Flagship Species in 2024. The project supports research and conservation efforts for the Changjiang finless porpoise and other aquatic wildlife, explores alternative livelihoods to provide new career paths for retired fishers. In 2025, the project supported the Poyang County Finless Porpoise Conservation Association in conducting patrols and science outreach. Their patrols covered a total distance of over 20,000 km. The science outreach activities reached over 300 villages, communities, and schools in 12 townships around Poyang Lake, benefiting more than 500,000 local residents. The fishermen's service center was upgraded to serve as the nature education center. The project's Public Guardian initiative invited nearly 300 participants to visit the lake area, enabling them to observe the Changjiang finless porpoise and other aquatic wildlife up close.



Aquatic Wildlife Conservation with Changjiang Finless Porpoise as the Flagship Species: experiencing a patrol



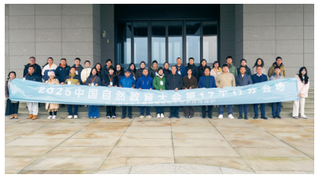
Aquatic Wildlife Conservation with Changjiang Finless Porpoise as the Flagship Species: fish release event

Distance covered in patrols for the Changjiang finless porpoise in the Poyang Lake region

20,000 km

Wetland Stewards: Nature Education and Nature-Based Art Education

In 2025, the PCF collaborated with the MCF on nature journaling training sessions and a nature journal competition. The foundation co-established a PCF Public Participation Base at the Jiangxi Poyang Lake Nanji Wetland National Nature Reserve, co-organized the 2025 Jiangxi Nature Education Conference, the Lushan session of the 2025 China Nature Education Conference, and hosted the Wucheng session of the 2025 China Nature Education Conference. These activities enhanced the PCF's influence in Jiangxi. The foundation's 17 nature education activities engaged nearly 600 families and students from primary schools around Poyang Lake. A total of 11 educators from research institutions, government departments, nature reserves, universities, primary and secondary schools, and environmental nonprofits participated in the curriculum development and delivery.



2025 Nature Education Conference



Nature journaling training session

Nature education activities

17

Poyang Lake Basin Civil Protection Network

In 2025, the PCF launched the Poyang Lake Basin Civil Protection Network project, aiming to build a multi-stakeholder platform to deliver financial support for civil society groups engaging in wetland conservation, aquatic wildlife protection and patrol, nature education, and basin conservation in the region while conducting capacity building, knowledge exchange, and coordinated actions. In Duchang County, the foundation conducted capacity-building training sessions for 30 grassroots rangers, covering migratory bird rescue, laws and regulations, publicity and education, while distributing approximately 5,000 promotional materials. The project's "Rural Wetland Guardians UP+" initiative successfully secured a grant from the China Foundation for Rural Development's ME Innovative Funding Plan.

Between late 2025 and early 2026, in response to a surge in bird poisoning incidents around Poyang Lake, the PCF took swift action. Board members HU Enxue and HONG Shouwei submitted a proposal to the CPPCC Jiangxi Provincial Committee, titled "Proposal on Mobilizing Social Forces to Participate in the Conservation of Migratory Birds and Wetlands around Poyang Lake." The proposal called for a government-led, socially coordinated civil patrol network, along with reporting and emergency-response mechanisms.



Design and delivery of nature education curricula



Building a civil patrol network around Poyang Lake

Promotional materials distributed

≈5,000

06

FINANCIAL DATA

The following data are taken from the 2025 annual audit report of the SEE. The audit was performed by Deloitte China Beijing Branch (a special general partnership). The full report is available at http://www.see.org.cn. All figures are in RMB.

Income and Expenditure

Opening Balance of Net Assets for 2025	RMB 15,630,200
Income in 2025 Figure 1 RMB 15,595,600	
Membership fee	RMB 8,670,000
Donation income	RMB 6,790,900
Investment income	RMB 114,700
Other income	RMB 20,000

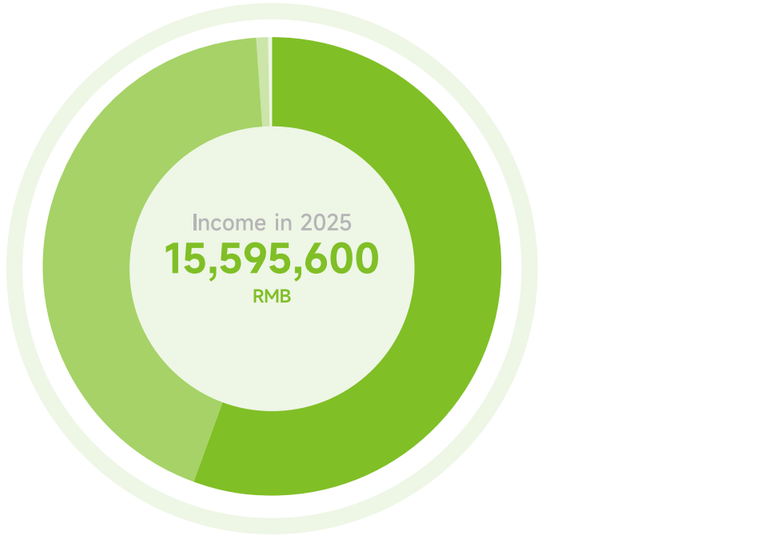




Figure 1: Income in 2025

Closing Balance of Net Assets for 2025	RMB 12,041,200
Expenditure in 2025 RMB 19,184,600	
Program expenses Figure 2	RMB 13,351,400
Membership activities	RMB 10,883,900
Brand communication	RMB 2,467,500
Management expenses	RMB 5,833,200



Membership activity costs
RMB 10,883,900

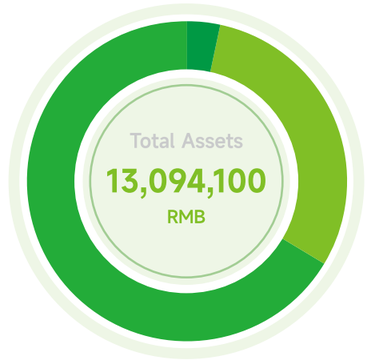
Brand communication
RMB 2,467,500

Figure 2: Activity costs in 2025

Assets and Liabilities

Assets of the SEE in 2025

Fixed Assets	RMB 457,200
Current assets	RMB 3,954,000
Intangible assets	RMB 8,682,900



Liabilities of the SEE in 2025

Current liabilities	RMB 1,052,900
Long-term liabilities	—



Net Assets of the SEE in 2025

Restricted net assets	RMB 8,380,400
Unrestricted net assets	RMB 3,660,800

