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2022 | **Annual**
SEE Conservation | **Report**

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

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

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

With nearly 700 entrepreneur members till now, SEE currently runs a total of 33 regional project centers to profoundly make the entrepreneurs, environmental protection organizations and the public participate in local environmental protection undertakings. SEE has directly or indirectly supported more than 1000 eco-friendly NGOs and individuals in China, while encouraging the participation of nearly 900 million people in environmental protection activities. SEE has been awarded with numerous honors such as the National Exemplary Social Organization from Ministry of Civil Affairs, Beijing Social Organization Demonstration Base, China-Europe Green Award for the Ecological Transition, and the title of 5A Level organization in China Social Organization Evaluation Grade, Ford Environmental Protection Award, Paulson Prize for Sustainability, Mother River Award of the Central Committee of the Communist Youth League.

After 19 years since its founding, SEE has entered into a new phase of development. We are putting in a lot of effort to establish an inclusive platform to coordinate environmental protection projects in different places and push them forward. By carrying out the Green "Belt and Road" initiative and "One Vertical, One Horizontal" strategy, SEE is determined to mobilize more entrepreneurs and resources to invest, and call out the participation of a wider public into these eco-friendly undertakings. SEE hopes we will grow into a public welfare platform widely participated by the public for the benefit of environmental protection.

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Message from the President

Embrace changes and move forward steadily



SUN Lili | President

environmental protection public welfare community, and showed the world China's solutions, actions, wisdom and sense of responsibility to cope with the global climate change and biodiversity crisis, as well as a diversified and all-round image of Chinese non-governmental environmental protection public welfare.

Original aspiration remains unchanged. Thanks to the efforts of the members over 18 years, SEE has developed a diversified public welfare ecological system that brings together over 700 members, 31 environmental protection project centers and 18 initiators. The SEE collaborates with over 900 non-profit environmental protection partners to encourage 800 million person-times to participate in and support environmental protection, further spreading the public welfare concept of the SEE.

Have the world in mind and bring benefit to all. In 2023, may SEE continue to work for the dream of protecting the environment under the leadership of the new governance team.

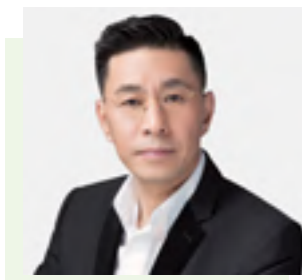
In 2022, the eighth governance team moved forward steadfastly in the changing situation fraught with challenges, and fulfilled its duties. This year, we witnessed personal practices, and upheld the spirit of Chinese entrepreneurs and the aspiration of SEE for environmental protection amidst changes and uncertainty.

In 2022, we further grew against the sluggish global economy caused by the COVID-19 pandemic. This year, thanks to the joint efforts of all members, the SEE Conservation, SEE Foundation and Shenzhen Aleshan Foundation raised more than 470 million yuan, and more than 82 million person-time donations were made, which hit all-time highs.

In 2022, we took a long view, and further broke new ground. 154 entrepreneurs joined us to increase public benefit, keeping alive the public welfare dream and mission of President Xiaoguang and all the members.

In 2022, we encouraged China's non-governmental environmental protection forces to participate in cooperation of globalization. This year, we worked with enterprises, industries and environmental NGOs to support China in fulfilling commitments to low-carbon development. We encouraged SEE Conservation members to participate in global environmental governance, worked together to build an

Message from the Chair of the Board of Supervisors



CUI Cheng

Chair of the Board of Supervisors

The social responsibility of entrepreneurs indicates the highest-level business value for the enterprises. I have always been warmed by the feelings and doings of the SEE's entrepreneurs in public welfare cause. Over the past two years, seven members of the Board of Supervisors have carried out various tasks in accordance with the rights and duties granted by the *Charter of SEE CONSERVATION*, effectively fulfilled their supervisory responsibilities with clear division of labor and due diligence and fully demonstrated their individual subjective initiative and professional efficiency.

Each letter, investigation, and communication of the past two years is still vivid in my memory. Hereby, we would like to express our gratitude to the Council for its strong support to our tasks, the Charter Committee for its detailed interpretation and careful guidance of the related policies and rules, the Secretariat for its comprehensive assistance in our daily work, and all members for their understanding and tolerance of our job performance. I will continue to uphold the belief of "being a practitioner of public welfare cause and a disseminator of love and dedication", and play an energetic role in the cause of the SEE's environmental protection public welfare action so as to approach the mutually-shared hope and dream in our hearts!

Message from the Chair of the Charter Committee



CAI Xue'en

Chair of the Charter Committee

Since the establishment of this session of Members' Representative Convention in November 2020, the current Charter Committee has strictly abided by the *Charter of SEE CONSERVATION* and various regulations and rules, conscientiously fulfilled its responsibilities, continuously explored new working methods, and strove to solve the problems related to institutional construction encountered in the development process of the Foundation in a professional, rigorous, and efficient manner. Based on the strength of the professionalism and preciseness of legal personnel, the Committee has taken pains to do repeated studies and discussions and tried its best to make every legal conclusion to be drawn and every literary text to be written withstand the test of history.

In the new year, the SEE will embark on a new journey. We truly expect the SEE to continuously enforce the legal-ruling concept in promoting its development, establish an operating system based on its Charter, retain its genes of the entrepreneurial spirit and democratic governance, and exemplify SEE as the benchmark of the most rule-based and compliant public welfare organization. I sincerely wish the SEE a better and firm advancement towards its great destination.

Message from the Secretary General



ZHANG Yuan

Secretary General

The year of 2022 is quite difficult for the SEE. Because of the Covid-19 pandemic, many of our project activities and member gatherings could not be held offline. However, we have saved no efforts to collaborate and interact with all the SEE members and staff by online and offline methods through multiple platforms and channels in undertaking and assisting the environmental protection initiatives for public welfare. At the same time, we have established close links with various government departments such as All China Federation of Industry and Commerce and the Ministry of Ecology and Environment by leveraging the business wisdom of the SEE's entrepreneurs, and forged long-term cooperation in various aspects of the environmental protection cause. Particularly, we have organized the members to attend multiple online and offline international conferences such as the United Nations Environment Conference and shared best-practice cases and experiences of Chinese enterprises with the world despite the negative impact of the pandemic.

Many challenges also confronted the work of the Secretariat in terms of institutional governance. From 2022 to early 2023, the working team of the Secretariat has assumed and finished the preparatory and organizational tasks with the unprecedented high intensity and heavy workload such as the Temporary Members' Representative Convention, Members' Representative Convention, and the Session-Changing Member Convention. We have collectively witnessed the approving process of adjusting the Members' Representative Convention System back to the Members' Convention System, and altering the term of the governance team from three years to two years and experienced the substitution between the old and new governance teams. The SEE has been meandering forward along its path through exploration and experiments.

We feel deeply obliged to the entire leadership and all the family members and staff for the trust and support rendered to the Secretariat over the past year. We would like to express our special gratitude to the dear colleagues within the Secretariat for strengthening our unity, fulfilling our responsibilities, and maintaining our optimism in a bitter struggle against many new challenges. In 2023, we sincerely hope that the SEE's environmental protection actions for public welfare will sustainably develop and thrive under the leadership of the new governance team; all the colleagues of the Secretariat will determinedly embrace changes, persistently implement the decisions and deployments of the Council, strictly fulfill their responsibilities in accordance with institutional rules and regulations, steadfastly adhere to their posts in the SEE family and make unremitting contributions to China's public welfare cause in environmental protection.

02

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Focus of 2022

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Annual Highlights

Cohesion Through Collaboration

New Role Leading Chinese Enterprises to Take on More Environmental Responsibility

In 2022, SEE Conservation, as one of the initial strategic members, jointly launched the China Business and Biodiversity Partnership (CPBB) with the China Foreign Environmental Cooperation Center of the Ministry of Ecology and Environment. This partnership aims to establish a platform for Chinese industry and commerce engaged in biodiversity conservation, focusing on policy exchange, showcasing best practices, and facilitating technical collaboration and international cooperation.

We firmly believe that the more diverse roles we play in environmental public welfare undertakings, the more challenging the responsibilities we undertake. Our continuous and close collaboration with central and local governments, including the Ministry of Ecology and Environment, the Ministry of Natural Resources, and the All-China Federation of Industry and Commerce, serves as a guiding force for all our environmental protection initiatives. With this guidance, SEE will persistently mobilize Chinese enterprises and entrepreneurs to collectively address climate change, protect nature and biodiversity, expedite green and low-carbon transformations and innovations, and promote businesses to achieve a 'nature-friendly' transformation both within and beyond their value chain.

International Collaboration

Deeply Participating in Global Environmental Governance

In 2022, SEE achieved significant milestones despite the challenges posed by the COVID-19 pandemic. Its influence in the international arena continued to grow, as it forged partnerships with Chinese enterprises to establish a cohesive public welfare community. Through pragmatic initiatives aimed at combating global climate change, SEE showcased China's prowess in environmental protection, demonstrating both action and wisdom. In doing so, SEE upheld the responsibilities and commitments of Chinese environmental protection institutions on the global stage.

This year, SEE Conservation collaborated with institutions to deeply participate in important United Nations conferences, including COP14, COP15, and COP27. It also took part in organizing and co-hosting multiple side meetings, leading its entrepreneurial members to share cases and experiences of Chinese enterprises. During these conferences, SEE, along with various institutions and member enterprises, jointly released a series of cases and reports, such as the *Guidance Manual for Corporate Biodiversity Conservation*, *Case Collection for Enterprise Biodiversity Conservation*, and *Climate Security and Zero Carbon Vision for Yangtze River Economic Belt*. These initiatives offer essential guidance and support for Chinese enterprises to carry out biodiversity conservation, and promote China's business to contribute to global environmental protection goals.

Consolidating Consensus

Continuously Promoting the Transformation of Institutional Governance

On December 18, the 2022 Annual Members' Representative Convention of SEE Conservation was held, marking the first-ever online gathering of its kind in the history of SEE. During the convention, the 8th Council, Board of Supervisors, and Charter Committee presented their achievements from 2021 to 2022 to the SEE members. In the process of amending the Charter, all five proposed amendments by the Charter Committee were approved through voting, along with three out of four proposals jointly signed by more than 5% of the SEE members.

Among them, the approval of the most concerning voting items, "agree to abolish the Members' Representative Convention system and restore the Member Convention system" and "agree to change the term of office of the Chairman and governance team from three years to two years", reflects another consensus gathering of institutional governance and sustainable development exploration practices in SEE. Through a series of awakening and conscious reflections, we have undertaken crucial measures to amend our governance system and fine-tune our public welfare culture, all while coalescing around a shared mission. As a result, SEE Conservation has grown to embody increasingly profound values and significance. As we look ahead, our commitment remains unwavering as we continue to join forces in advancing environmental protection initiatives, infusing the world with even greater vigor and an abundance of brilliance.

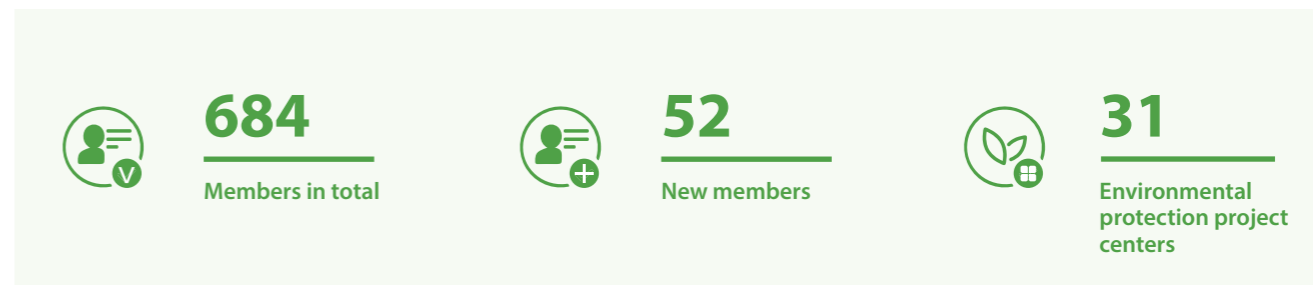
CHAPTER 03

Going Forward Hand-in-Hand






























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Member Development

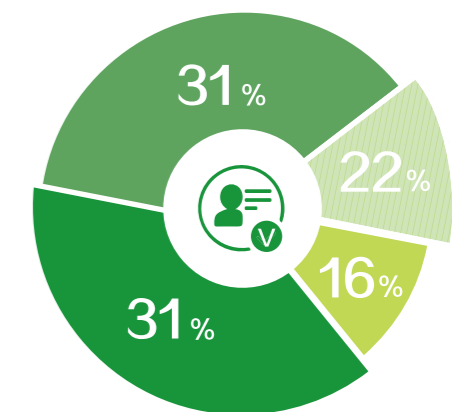
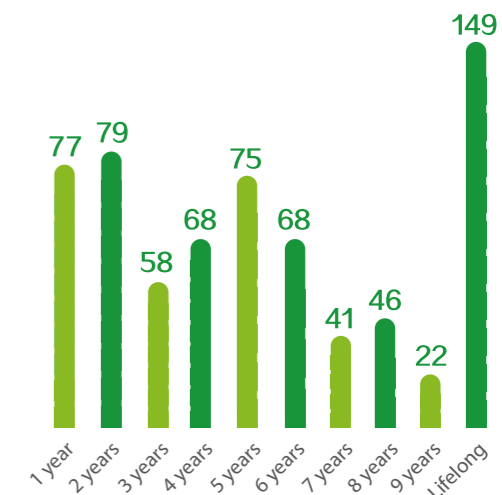
In 2022, SEE Conservation founded the Soochow Project Center. As of December 31, there were 31 environmental protection project centers with a total of 684 members. The SEE entrepreneur members from all over the country actively participated in local environmental protection work, guarding the blue sky and clean water.



Members by project centers (unit: people)

• North China  85	• Northwest China  17
• East China  68	• Hunan  16
• Shenzhen-Hong Kong  46	• Xinjiang  15
• Hubei  43	• Sichuan  15
• Pearl River  37	• Shandong  13
• Ningxia  30	• Anhui  12
• Taihu Lake  25	• Chongqing  12
• Inner Mongolia  21	• Qomolangma  12
• Hebei  21	• Poyang Lake  11
• Zhejiang  20	• Fujian  10
• Sanjiangyuan  20	• Tianjin  10
• Hainan  20	• Henan  10
• Taiwan  19	• Gansu  10
• Soochow  18	• Guizhou  5
• Southwest China  18	• Liaoning  5
• Guangxi  17	• Jilin(in preparation)  1

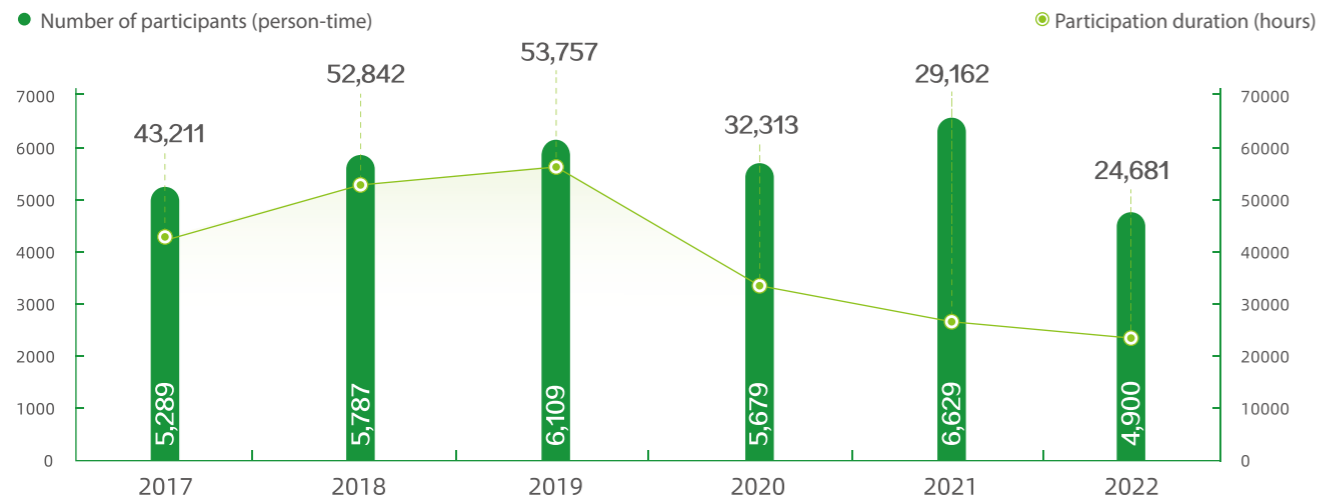
Member Enrollment Time (Year)



■ 1-3 years ■ 4-6 years
■ 7-9 years ■ 10+ years (Life Members)

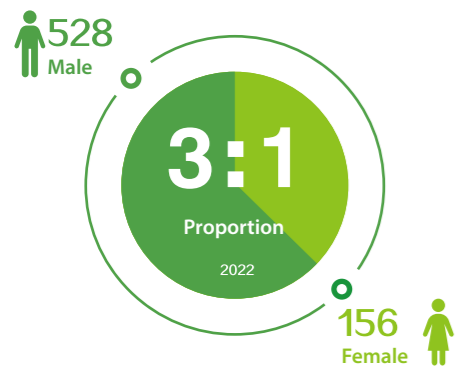
Member Engagement

Member engagement in activities (last 6 years)

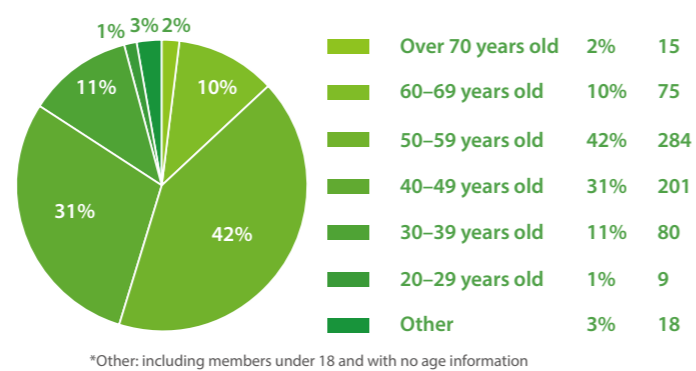


Member Profile

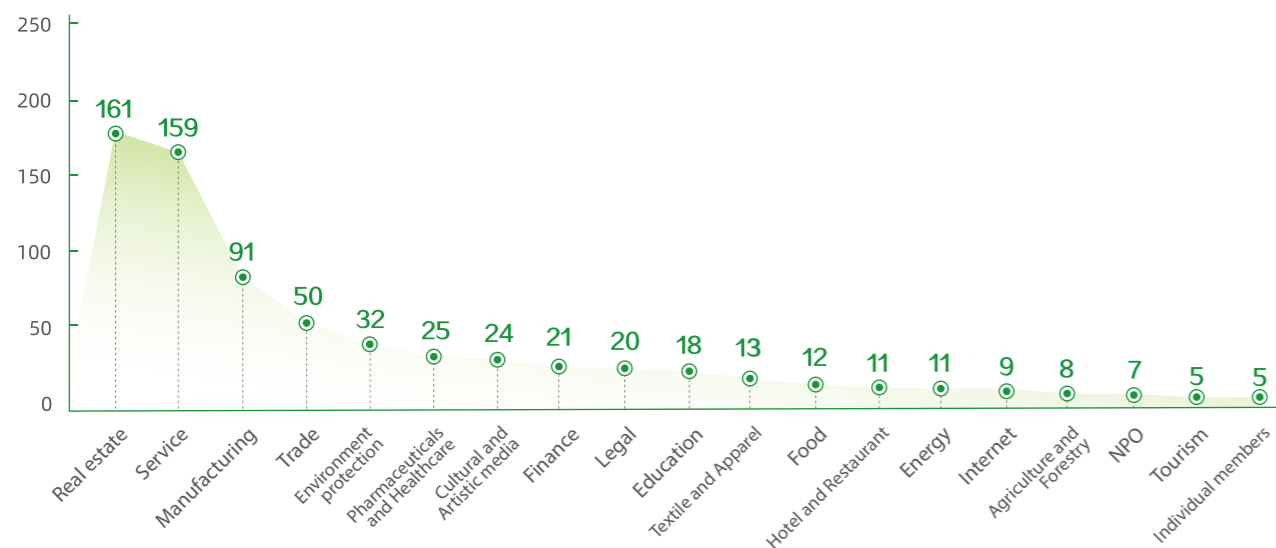
Member gender (unit: people)



Member age (unit: people)



Members by industries (unit: people)



Life Members

According to Article 16 of the *Charter of SEE Conservation*, an individual who has reached the membership age of 10 years will automatically become a life member. If the membership age of an organization reaches 10 years, it will automatically become a life member; it can also designate other organizations or individuals to become life members in writing. Life members are entitled to life member rights without the need to pay membership fees. However, they should actively participate in various activities of the SEE, at least once a year.

New Life Member in 2022 **29**
(In order of the latest dues payment)



DONG Min

Chair of Beijing Tootoo Ecological Agriculture Co., Ltd.



CHEN Ya

Chair of Wuhan HITECK Biopharmaceutical Co., Ltd.



AI Luming

Chair of Wuhan Dangdai Technology Industry Group Co., Ltd.



SUN Jianlin

Chair of Beijing Yinxin Investment Co., Ltd.



YAN Wei

Co-founder of Wuhan Dangdai Technology Industry Group Co., Ltd.



LAN Chun

Chair of Beijing Yingfuyuan Culture Group Co., Ltd.



CHEN Zhizhong

Chair of Nengshi (Beijing) Investment Advisor Co., Ltd.



TAO Xuan

Chair of Shenzhen Haorizi Hotel Co., Ltd.



LIU Zhiyong

General Manager of SYS Building Energy Saving Construction Engineering Co., Ltd.



ZOU Bin

Chair of ZM Century Group Co., Ltd.



JIANG Hui

Chair of Guangzhou Guangleng Huaxu Refrigeration and Air Conditioning Industry Co., Ltd.



YAN Jun

Partner of King & Wood Mallesons (Haikou)



DU Shuhua

Chair of Guangdong Shuhua Education Consulting Co., Ltd.



WANG Zhixin

Chair of Xishi Construction



YU Xiaoxia

Chair of Jinlv Environmental Technology Co., Ltd.



DENG Liangping

Chair of Guangzhou Dezhong Investment Co., Ltd.



SHEN Peilin

General Manager of Taiwan Weichuang Financial Advisor Co., Ltd.



WU Yuping

Corporate Volunteer of SEE College of Sustainability and Conservation



HONG Yao

Chair of Guangdong Landbond Furniture Group



ZHANG Hua

Founder and Chair of SEEBON Group



BAO Surina

Chair and President of Liren Talent Group



YANG Minghui

General Manager of Baxville (Beijing) Minerals Trading Ltd.



HE Qiqiang

Chair of Guangdong Chant Group Inc.



YUAN Dibao

Chair and General Manager of Tibet Zhongchi Group Co., Ltd.



LIU Wenjie

Chair of Shenzhen Qiwo Automobile Co., Ltd.



XUAN Ruiguo

Chair of the Council of China Automation Group Co., Ltd.



HUANG Haidi

Chair of Shanghai Shanheng Ecological Technology Co., Ltd.



XU Kai

General Manager of Beijing Kaide Jianye Technology Co., Ltd.



XIAO Jin

Public Welfare Director of Yunnan Financial Holding Industrial Group Co., Ltd.

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Major Events of the Year

The 9th Chinese Enterprise Green Compact Forum	016
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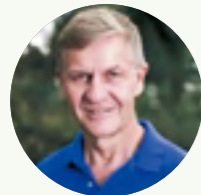
The 9th Chinese Enterprise Green Compact Forum

On June 5, 2022, the 9th China Enterprise Green Covenant Forum was held online with the theme of "Foresee the Future through Diversified Creative 'Carbon' Explorations". With the Alxa League Administrative Office as the guiding unit, and the United Nations Environment Programme (UNEP) and the Business for Nature (BfN) as the global partners, the forum was hosted by SEE Conservation, the SEE Foundation, and co-organized by the Aleshan Foundation.

In this forum, industry leaders, government guests, academic authorities, and representatives of entrepreneurs from various industries delivered keynote speeches and dialogues on green development trends from a global perspective, synergistic effects of carbon neutrality governance, enhancing the role of blue carbon in carbon neutrality, solutions for business and nature, and new green options for addressing climate change, bringing new ideas and values for sustainable development.



The 9th Chinese Enterprise Green Compact Forum



Erik Solheim Former Deputy Secretary General of the United Nations and Executive Director of the United Nations Environment Programme

If we can achieve high standards, global cooperation, nature-based solutions, and fair transformation, I believe that Chinese and even global enterprises will play a more crucial role in green transformation. We can only succeed if the world works together, with all governments and businesses joining forces.



LIU Jian Director of the Science Division of United Nations Environment Programme

The green transition can be achieved if we all share the same goals across all industries. The process of achieving the dual carbon goals will create new value and new jobs, so the Chinese Enterprise Green Compact Forum can enable all sectors to share experiences and create many opportunities for cooperation. UNEP is very appreciative of this, and we look forward to the opportunity to support your work later.

The Chinese Enterprise Green Compact Forum is an important platform for Chinese entrepreneurs represented by SEE to fulfill their green commitments and carry out sustainable development actions. The forum has been held for eight sessions, with over 400 visionary and transformative government leaders, domestic and foreign business leaders, academic authorities, representatives of public welfare organizations, and media attending. The forum has become an important platform for Chinese entrepreneurs to participate in green economic transformation and promote green practices in enterprises. At the meeting, entrepreneur members ZHU Tong, TANG Fen, QU Xiaohua, and partner representatives from SEE shared strategies and action cases of the business community's participation in global climate change and nature conservation.



Dialogue and sharing among entrepreneur members and partners of SEE

Charity Day of China Series Activities

SEE Members and Project Centers Pooling Efforts Together for Environmental Protection Public Welfare

September 5, 2023 is the seventh "Charity Day of China", with the theme of "Charity with Joint Efforts for Spreading the Truth, Goodness, and Beauty". Nearly 100 SEE members and 24 project centers participated in the events and supported the Internet platform fund-raising activities such as "Tencent Charity 99 Giving Day", "Alibaba 95 Philanthropy Week", "Byte Dance's 95 DOU Love Public Welfare Day", "Sina Micro Charity's Everyone Public Welfare Festival". In various scenes around the country, such as transportation hubs, stores, business circles, communities and office buildings, through rich and distinctive offline advertising and activities and online advocacy, a total of 5.12 million yuan was raised for SEE's environmental protection public welfare projects, of which 3.01 million yuan was donated by enterprises and 2.11 million yuan was donated by the public. These activities continuously conveyed the concept of environmental protection and public welfare to the public and provided strong support for environmental protection projects.



All project centers and SEE caring enterprises actively participated and supported the "Charity Day of China Series Activities"

Members' Representative Convention

On December 18th, 2022, the Annual Membership' Representative Convention of SEE Conservation was held online. The 8th Council, Board of Supervisors, and Charter Committee reported the work accomplishments for the years 2021-2022 to the Members' Representative Convention. In the process of amending the *Charter*, five proposed amendments to the *Charter* were submitted by the Charter Committee. Additionally, the conference received four proposals jointly signed by more than 5% of members, which were also presented for discussion and voting by the Members' Representative Convention.

During this conference, a project center reporting and exchange activity was also held, where 30 project centers engaged in extensive communication and in-depth discussions on various aspects such as project promotion and member participation, sharing their experiences and insights.

Annual Work Report

President SUN Lili Delivered the 2021-2022 Annual Work Report of the Council



In terms of member development and engagement, as of November 30th, 2022, the total number of SEE members was 702; from January 2021 to December 2022, 3 new project centers (Gansu, Qomolangma, Soochow) were established, with 154 new members. As for member engagement, from 2021 to 2022, nearly 700 members participated in various activities of SEE, with a total of 11,135 participants and a total participation time of 48,370 hours. For fund-raising, from January 2021 to November 2022, SEE Conservation, SEE Foundation, and Shenzhen Aleshan Foundation raised over 470 million yuan in total. In terms of brand communication, in the past two years, the total exposure of SEE exceeded 3 million articles, reaching a total of 2 billion people, which means the brand exposure reached a historical high.

Supervisor YAN Wei, Entrusted by CUI Cheng, Chair of the Board of Supervisors, Delivered the 2021-2022 Annual Work Report of the Board of Supervisors



The current Board of Supervisors held a total of 22 meetings and attended 9 meetings of the Council as a non-voting delegate. The current Board of Supervisors formulated the *Non-disclosure Agreement of the Board of Supervisors of SEE*, revised and improved the *Rules of Procedure of the Board of Supervisors of SEE*, formulated the *Handling Procedure of the Board of Supervisors after Receiving the Complaint Letter*, and established a relatively complete internal supervision and management system and an efficient communication system. Adhering to the principle of "Take immediate action, without procrastination or negligence", the Board of Supervisors meeting was convened as soon as possible to handle various letters. The current Board of Supervisors has formed a total of 21 letters of various types, fulfilling its responsibilities with fairness and impartiality.

Chair CAI Xue'en Delivered the 2021-2022 Annual Work Report of the Charter Committee



The current Charter Committee communicated and exchanged with members through various means. It proposed amendments to the *Charter* and received conference proposals submitted by members. It also provided professional opinions. Additionally, it further closely contacted the Council, Board of Supervisors, Secretariat, and Project Center. The Committee clarified the power and responsibility relationship and promoted the formation of governance synergy. It attended all Council meetings as a non-voting delegate and made speeches related to its own responsibilities, providing professional opinions for discussions and decision-making at the meeting. The Committee attached great importance to every solicitation letter received. It held 15 specialized online meetings on important matters. As of now, the Committee has replied to a total of 17 letters.

Discussion and Voting on Amendments to the Charter and Conference Proposals

At the conference, the current Constitution Committee submitted five amendments to the *Charter* based on the current development status of SEE and the opinions of its members. Additionally, this conference also received four proposals jointly signed by more than 5% of the members, which were also submitted to the Members' Representative Convention for on-site discussion and voting.

Voting on Charter

		Voting situation (unit: vote)		Voting results
		Yeas	Nays	
Voting item 1	Agree to modify the purpose and scope of business	152	27	Pass
Voting item 2	Agree to adjust the serial numbers of the Charter, merge Articles 48 and 49, and modify the serial numbers of subsequent articles and related articles in subsequent amendments	172	8	Pass
Voting item 3	Agree to modify the time limit for convening Members' Representative Convention or temporary Members' Representative Convention in Chapter 10 of the <i>Charter</i> , "Reporting and Dismissal of Governance Team Members", from 45 days to 45 working days	163	17	Pass
Voting item 4	Agree to the amendment to the Charter regarding the early holding of general elections for the collective resignation of the governance team	170	10	Pass
Voting item 5	Agree to abolish the Members' Representative Convention system and restore the Member Convention system	151	29	Pass
Voting item 6	Agree to modify the term of office for the Chair and governance team in the Charter to be two years	152	25	Pass
Voting item 7	Agree to clarify in the Charter that members have the right to attend meetings of the Council, Board of Supervisors, and Charter Committee	159	21	Pass
Voting item 8	Agree to change the election method for the President of SEE Conservation to a direct election system	121	57	Fail

*If the affirmative vote exceeds two-thirds (125 votes) of all attending member representatives, it shall be deemed as passed.



Five members of the Charter Committee, including WANG Junqi, CAI Xue'en, LING Songting, ZHANG Yunyan, and LI Qimao, explaining the revised articles in order



Proponents YAN Xinjun and LI Qimao explaining Proposal 1



Proponents LIU Xiaogang and MI Ruirong explaining Proposal 2



Proponents LIU Mingda and CHEN Zhizhong explaining Proposal 3



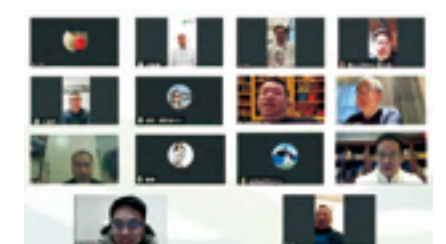
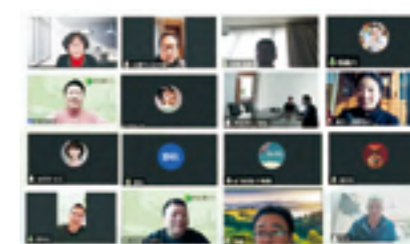
Proponent JU Weihong explaining Proposal 4

Project Center Reporting and Exchange

On the afternoon of December 17, the 30 project centers of SEE shared their progress and achievements in member development, member activities, environmental protection projects, fund-raising and communication, and annual highlights over the past year, in order of establishment time.



Host: YE Ming, Chair of the Committee for Construction of Project Centers



Sharing of 30 project centers in sequence

Members' Representatives of SEE Conservation

(A total of 234 representatives of members, in order of the establishment time of each project center, as of December 18, 2022)

Shenzhen-Hong Kong Project Center

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

Taiwan Project Center

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

East China Project Center

Natural Representatives	Elected Representatives			
XUE Jian	FAN Ziming	WANG Xiongbin	XU Qiang	GAO Chao
ZHANG Yunyan	QIAO Wenjun	WANG Yubo	ZHU Xiaoyu	PANG Yong
QIAO Hui	WANG Ren	HUANG Haidi	XU Huachun	JIA Yunbo
HE Zhihui	JIA Mingjun	CHEN Xingyan	LOU Xianyong	GE Hanbin
	LIU Lei	ZHANG Xiang	MA Buyang	ZHAO Chenglong

North China Project Center

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

Southwest China Project Center

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

Northwest China Project Center

Natural Representatives	Elected Representatives		
CUI Cheng	CHEN Min	WANG Hui	JIA Zongqiong
ZOU Bin	CHEN Yujie	ZHANG Yi	

Pearl River Project Center

Natural Representatives	Elected Representatives			
LI Qimao	CAO Chengjun	HUANG Dongwen	WANG Linsheng	QIU Weiping
HONG Yao	LING Xiueqing	LI Yuanfeng	LV Xi	
	LIU Xiaogang	YAN Jun	Yang Xiaohui	

Hunan Project Center

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

Hubei Project Center

Natural Representatives	Elected Representatives		
AI Luming	PAN Nanling	WANG Dalin	CHEN Ya
CAI Xue'en	CHEN Xinzhou	GAO Hong	HUANG Xueqing
YAN Wei	HOU Jin	HAO Liqun	ZENG Jinglin
WU Jiangang			
LI Zhenzhen			

Inner Mongolia Project Center

Natural Representatives	Elected Representatives		
CHANG Futian	FENG Haotian	YU Xiulin	CUI Wenqi
XI Shusen	BAO Surina	JIAN Mengyao	XUE Rongyue
ZHU Haigen			

Anhui Project Center

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

Henan Project Center

Natural Representative	Elected Representatives	
LI Xinhua	HUANG Hongliang	YU Yiding

Fujian Project Center

Natural Representatives	Elected Representatives		
WANG Zhixin	LI Zhenfeng	YE Jiting	WANG Yongming
XIANG Lei	YANG Xu	QIU Yitian	

Shandong Project Center

Natural Representative	Elected Representatives		
GUO Cheng	LI Bing	ZONG Yanmin	WANG Chao
	SUN Zhongwei	YU Jiandong	

Guangxi Project Center

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

Sichuan Project Center

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

Chongqing Project Center

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

Sanjiangyuan Project Center

Natural Representative	Elected Representatives		
LIU Yazhuo	LIU Xiaolan	DENG Jinsong	ZHAO Song
	Zhao Min	LUO Bo	LIU Gangjian

Ningxia Project Center

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

Zhejiang Project Center

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

Poyang Lake Project Center

Natural Representative	Elected Representatives			
YU Hongyong	HONG Shouwei	ZHANG Dengfeng	ZHONG Hongguang	NIE Hui

Taihu Lake Project Center

Natural Representative	Elected Representatives			
LU Jian	CHEN Mingyang	Chen Xiao	XU Xudong	LIN Zaiao

Liaoning Project Center

Elected Representative
YAO Weiguo

Tianjin Project Center

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

Xinjiang Project Center

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

Hebei Project Center

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

Hainan Project Center

Natural Representative	Elected Representatives		
ZHAO Feng	XU Dan	LIAO Hui	CAI Tong
	FENG Zhexun	CHEN Sihan	

Guizhou Project Center

Natural Representative
ZHANG Jing

Gansu Project Center

Elected Representatives
XIA Liyun
GUO Feng

Qomolangma Project Center

Elected Representative
ZHANG Bin

Soochow Project Center

Natural Representatives	Elected Representatives		
LING Songting	PAN Tianjiao	ZHANG Xiaobin	ZHANG Li
GAO Xinwen	WU Xiang	QU Xiaohua	ZHANG Yifan

05

CHAPTER

International Cooperation

International Platforms Joined by SEE Conservation

- Consultative status the United Nations Environment Programme (UNEP)
- Observer for the 15th Meeting of the Conference of the Parties to the Convention on Biological Diversity (COP15)
- Member of the International Union for Conservation of Nature and Natural Resources (IUCN)
- Global Partner of the Business for Nature and Member of Its Decision-Making Committee
- Member of the Partnership of Biodiversity and Finance
- One of the First Batch of Strategic Members of the China Business and Biodiversity Partnership
- Community Member of the WEF Champions for Nature

—As of the end of 2022

International Cooperation

The Resumed Session of the Fifth United Nations Environment Assembly

SEE Conservation Was Invited to Attend

From February 28 to March 2, 2022, the Resumed Session of the Fifth United Nations Environment Assembly was held in Kenya, with the theme of "Strengthening Actions for Nature to Achieve Sustainable Development Goals". As one of the consultative bodies of the United Nations Conference on Environment and Development, SEE Conservation was invited to participate in this conference. President QIAN Xiaohua, President SUN Lili, Director WANG Suyunqing, Vice Chair of the Working Committee of Shenzhen-Hong Kong Project Center ZHANG Min, and Secretary General ZHANG Yuan attended the conference online. The most historic result of this session was the adoption of a resolution to end plastic pollution, namely, *End plastic pollution: Towards an internationally legally binding instrument*, which requires the negotiation and development of the international instrument to be completed by the end of 2024.



Online participation of representatives from SEE Conservation

Joining the Decision-Making Committee of Business for Nature (BfN)

Collaborating in Preparing and Publishing Research Reports

At the end of March 2022, SEE Conservation joined the Decision-Making Committee of the Business for Nature (BfN). Joining the Decision-Making Committee was a milestone to further enhance the influence of SEE Conservation on the international platform for business and biodiversity conservation and to participate in multi-level global biodiversity governance.

The heads of six SEE member enterprises, including M-GRASS, Canadian Solar, Broad Homes, Landsea, SINOECO, and Delong Steel, won the title of "Natural Envoy" issued by BfN, and the commitments and actions of these enterprises in biodiversity conservation were recognized in the promotional videos. On April 12, SEE Conservation and BfN jointly held the BfN Q1 China Partner Coordination Meeting to exchange information on the latest progress of the negotiations on the post-2020 global biodiversity framework and the work of various agencies in the field of biodiversity.

The *Guidance Manual for Enterprise Biodiversity Conservation* and the *Case Collection for Enterprise Biodiversity Conservation* jointly prepared by SEE, BfN and other institutions were officially released at the side meeting on "Accelerating Business Action to Achieve Biodiversity Conservation in China" of the 15th Meeting of the Conference of the Parties to the Convention on Biological Diversity, held in Montreal, Canada, on December 9, 2022. In addition, we have also completed the Chinese translation and expert review of the research report *Reforming Environmentally Harmful Subsidies and Doing Well in Nature Conservation: The Role of Enterprises* supported by BfN.

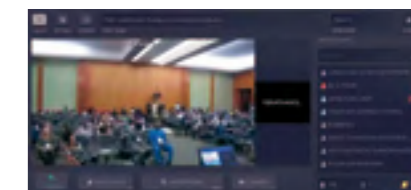


Member of the Decision-Making Committee of Business for Nature

Participating in the pre-negotiation of the United Nations Convention on Plastic Pollution

Participating in the negotiation and preparation of international environmental conventions for the first time

From May 31 to June 1, 2022, the SEE, as a consultative body of the United Nations Conference on Environment and Development, participated in the pre-negotiation meeting of the United Nations Convention on Plastic Pollution. More than a dozen members and Secretariat colleagues formed a delegation to participate in the meeting online for exchange and sharing. A total of 5 meetings of the Intergovernmental Negotiating Committee will be held before the reach of the global instrument in 2024. This was the first time since the establishment of the SEE that it closely participated in and observed the negotiations and preparations before the signing of international environmental conventions.



SEE delegation participated online in the pre-negotiation of the United Nations Convention on Plastic Pollution

Joining the World Economic Forum (WEF) “Champions for Nature” Network

Becoming the First Chinese Partner of this International Network

In June 2022, President SUN Lili was invited to join the “Champions for Nature” network of the World Economic Forum on behalf of SEE Conservation. The SEE is the first Chinese partner of this international network to participate deeply in globally renowned platforms such as the Davos Forum and the United Nations Sustainable Development Impact Summit.

On July 18, 2022, the World Economic Forum held a “Champions for Nature” dialogue meeting with the theme of “Exploring Sustainable Business Models, Promoting Urban Transformation Benefiting Nature”. President SUN Lili gave a guiding speech online on the theme of “The Roles, Practices, Challenges, and Possible Solutions of Various Stakeholders in Transformation”.

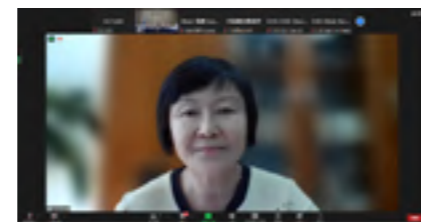


Member of the Champions for Nature Network of the World Economic Forum (WEF official website)

2022 China-ASEAN Environmental Cooperation Forum

Promoting Biodiversity Conservation to Assist in Implementing the United Nations Sustainable Agenda

On September 15, the 2022 China-ASEAN Environmental Cooperation Forum opened in Nanning, Guangxi, both online and offline. This forum was one of the specific activities to implement the 2022 China-ASEAN Year of Sustainable Development Cooperation. At the parallel forum on “Biodiversity Resource Mobilization: Investing in Nature” of the China-ASEAN Environmental Cooperation Forum, President SUN Lili gave a guiding speech online on the theme of “Biodiversity Conservation Promoting the Implementation of the United Nations Sustainable Agenda”. The speech focused on the background of the Sustainable Development Agenda, nature-based solutions (NbS), and how to expand the application and implementation experience of the NbS.



President SUN Lili delivered a speech at the 2022 China-ASEAN Environmental Cooperation Forum

The 14th Meeting of the Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP14)

Continuously Promoting Socialized Participation in Wetland Conservation

From November 5 to 14, 2022, the 9-day 14th Meeting of the Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP14) was held in Wuhan of China, and Geneva of Switzerland. During the conference, SEE Conservation, SEE Foundation, Shenzhen Mangrove Wetlands Conservation Foundation (MCF), Changjiang Conservation Foundation (CCF), and other sponsors respectively hosted, co-organized and participated in a series of thematic side meetings and forums in Wuhan and Geneva, and launched and released relevant protection plans, advocacy declarations, and case results, promoting the socialized participation in the long-term development of wetland conservation, and exploring action plans for international platforms and global wetland conservation cooperation.

During the two conferences, 10 members representative of SEE Conservation participated in 9 speeches, sharing their successful cases and experiences in wetland conservation. They officially launched the “China Wetland Centers” (CWC) and jointly launched the “Establishing a Mutual Aid Network for Sustainable Development Action in Communities” initiative with multiple institutions, helping to achieve various outcomes of the conference.

The conference passed the Wuhan Declaration and the resolution on the global wetland development strategy framework, injecting new impetus into global action to protect wetlands. At the conference, it was proposed that China should build wetland-type national parks, implement the strictest conservation for one fifth of the wetlands, build the “International Mangrove Center” in Shenzhen, and establish the China Migratory Bird Migration Channel Protection Network. SEE Conservation, the Chinese environmental protection public welfare organization with entrepreneurs as the main body, together with the initiating organization MCF, immediately responded by establishing a Special Fund for International Mangrove Conservation, integrating social forces from all walks of life, and fully supporting the establishment of the International Mangrove Center, making greater contributions to global mangrove protection and governance.



List of the First Batch of Members of CWC



SEE and MCF guests attended COP14 in Geneva

The 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27)

Demonstrating Actions and Achievements in Addressing Global Climate Change

From November 6 to 20, the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27) was held in Sharm el Sheikh, Egypt. During the conference, the SEE Conservation, together with SEE Foundation, MCF, Hubei Changjiang Conservation Foundation (CCF), and other sponsors and member enterprises, as well as various partners, hosted and co-organized four side meetings in the China Corner to show the achievements of Chinese enterprises and social forces in coping with climate change and share Chinese stories and experience. Members of the SEE delegation participated in 15 speeches, covering multiple themes such as climate action and sustainable consumption, zero carbon future for enterprises, and coordinated governance of climate and biodiversity, which showcased the climate actions and achievements of Chinese enterprises and public welfare institutions, and inspired the “zero carbon” ambition of all sectors of society.

On November 11, at the COP27 China Corner, the Vanke Foundation, China Champions for Climate Action, SEE, and China Corporate Climate Action (CCCA) jointly hosted the side meeting on “Gathering Enterprise Power, Creating a Zero Carbon Future”. Government representatives, business leaders, industry representatives, and think tank experts jointly discussed how enterprises applied business and technological innovation to seize opportunities and meet challenges under SDGs and dual carbon goals.

At the COP27 China Corner, relevant cases and reports such as the *2022 Corporate Climate Action Case Collection* and the *Climate Security and Zero Carbon Vision for Yangtze River Economic Belt* were released. The *Case Collection* was jointly initiated by the C Team and the Center for Environmental Education and Communications of Ministry of Ecology and Environment, and recorded a total of 27 innovative emission reduction projects of enterprises, including members of SEE. The *Vision* was jointly produced by the Yabuli China Entrepreneurs Forum and CCF, and recorded 18 action cases of Chinese enterprises, including the SEE member enterprises, in response to climate change in the Yangtze River Economic Belt.

XIE Zhenhua, China’s Special Envoy for Climate Change, has repeatedly participated in the activities of the SEE, boosting confidence in corporate climate action. After the conference, representatives of the sponsors also visited Chinese government delegation, which included XIE Zhenhua, China’s Special Envoy for Climate Change.



SEE representatives and guests taking photos at the COP27 China Corner



SEE members LIU Xin, JIAN Mengyao, ZHANG Xiangdong, and XU Jing shared cases on-site at the side meeting



Visiting Chinese government delegation, which included XIE Zhenhua, China’s Special Envoy for Climate Change

The 15th Meeting of the Conference of the Parties to the Convention on Biological Diversity (COP15)

Collaborating with Multiple Parties to Assist in Global Biodiversity Conservation

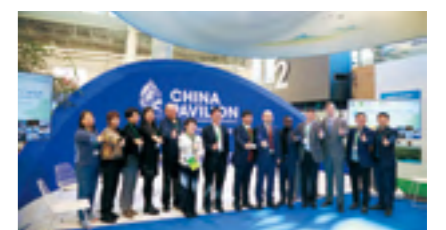
From December 7 to 19, the 15th Meeting of the Conference of the Parties to the Convention on Biological Diversity (COP15) was held in Montreal, Canada. During the conference, SEE Conservation and SEE Foundation hosted, organized, and participated in 13 side meetings. The SEE representatives participated in 18 speeches, sharing their practices and experiences in biodiversity conservation, showcasing the practices and achievements of the SEE in biodiversity conservation, and actively contributing to global biodiversity conservation.

On December 8 and 9, the Center for Environmental Education and Communications of Ministry of Ecology and Environment, SEE Conservation, SEE Foundation and other organizations jointly held two side meetings on “Enterprises Coping with Biodiversity Crisis and Climate Crisis” and “Accelerating Business Action to Achieve Biodiversity Conservation in China”, and released the *Guidance Manual for Enterprise Biodiversity Conservation and the Case Collection for Enterprise Biodiversity Conservation* jointly prepared by SEE and other organizations. The *Manual* and the *Case Collection* will guide Chinese enterprises in carrying out biodiversity conservation, drawing on conservation practices, and promoting the contribution of Chinese industry and commerce to the fulfillment of the goals of global biodiversity conservation.

The side meeting on “Enterprises Coping with Biodiversity Crisis and Climate Crisis” was co-organized by the Shenzhen Aleshan Foundation.



Representatives from the SEE



The SEE representatives and guests from all walks of life around the world

06

CHAPTER

Our 2022



Our 2022

100 Million Suosuo

The "100 Million Suosuo" project aims at planting 100 million native psammophytes represented by Suosuo (*Haloxylon ammodendron*) across crucial eco-regions in Alxa within a span of ten years (2014-2023) and restoring around 133,300 hectares of desert vegetation for the purpose of improving the local ecological environment, curbing the spreading of desertification, and enhancing the living standard of the local herdsmen on the strength of the derivative economic value of Suosuo. By the end of 2022, this project has cumulatively planted 78.43 million psammophytes (111,096 hectares) represented by Suosuo in key eco-regions of Alxa.



Groundwater Conservation

The Groundwater Conservation project aims to reduce groundwater extraction in agricultural activities by promoting water-saving crops and technologies. At the same time, it also works with local government departments to boost the implementation of relevant water conservation policies and maintain the balance of groundwater extraction and replenishment in oasis agricultural areas in Alxa. Under the premise of rational use of groundwater, it actively explores new environmentally friendly agricultural development models, helps farmers expand their income channels, and ultimately achieve the dual effect of groundwater conservation and agricultural income increase. Since 2009, SEE Foundation has been working to promote the cultivation of millet as a crop that can make dual contributions to local ecology and economy. As of the end of 2022, water-saving millet plantation reached a cumulative total of 2,230.72 hectares, with 756 rural households participating.



Blue Defenders

Targeted at the direct sources affecting environmental quality (industrial and mobile pollution sources), this project seeks to promote the disclosure of pollution information, public supervision of pollution sources, pollution abatement and sustainable development of enterprises, and contributes to the resolution of environmental pollution issues in water, air and soil fields. By the end of 2022, the project directly had supported 62 first-line organizations engaged in environmental protection and public welfare industries nationwide to become "Blue Defenders", covering 21 provinces in China. Over 80 million yuan has been provided for the first-line partners of "Blue Defenders", and a total of 8,346 enterprises and pollution points have been promoted to be rectified. The environmental database it supported covers 12.75 million enterprises across the country with more than 6.05 billion pieces of data.



Green Supply Chains

Real estate enterprises promote their upstream suppliers to revamp and improve their environmental practices through implementing green procurement, thereby reducing pollution and carbon emissions throughout the supply chain. Since its launch in June 2016 till the end of 2022, 106 real estate companies have joined the project. In 2022, the project had accomplished: building an online database for its "Environmental Compliance White List" which contains over 1.3 million suppliers from 13 different green procurement categories, admitting 46 suppliers into the "Green List", facilitating a cumulative amount of green procurement to 37 billion yuan, and leading the real estate sector to achieve over 7.4 million tons of carbon reduction.



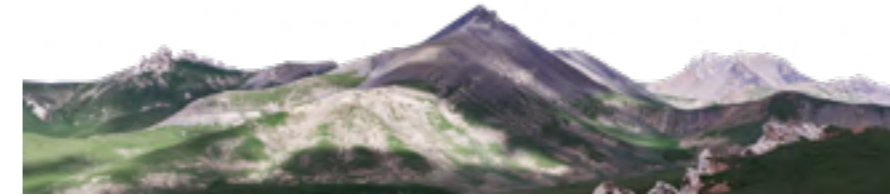
Free Flying Wings

"Free Flying Wings" is an integrated ecological conservation project that primarily conserves migratory birds and their habitats in China. Adopting a model of socialized conservation with the initiation by NGO, investment from enterprises, and participation of the public, the project aims to promote the conservation of Chinese migratory birds and their habitats by undertaking folk conservation network action, bird research and citizen science, policy recommendations and advocacy, and other work. As of the end of 2022, the Project supported 81 organizations to carry out conservation projects in 117 gap areas which need conservation, covering more than 4,000 square kilometers of bird habitats; promoted the inclusion of 8 project sites into the governmental protected area system and 3 wetlands recognized as Ramsar sites, and the establishment of 3 nature reserves and 2 wetland parks; submitted more than 310,000 records of bird survey, recording more than 700 bird species; submitted more than 3,000 records of threats such as poaching, pollution and development construction; carried out more than 1,400 public participation and science popularization education activities, covering more than 880,000 people.



Conserving the Sanjiangyuan Region

The "Conserving the Sanjiangyuan Region" project aims to promote the establishment of a community interactive network model, maintain the authenticity of the natural ecosystem in the Sanjiangyuan Region, realize the harmonious coexistence of human and nature in the Sanjiangyuan Region, and protect China's most unique plateau ecosystem and the water source of 700 million people. Since its launch in 2012, the project has led 115 local environmental protection organizations and environmentalists to participate in the protection network, and carried out pilot grassland restoration of 650 mu, with a cumulative protected area of 127,000 square kilometers. In 2022, 5 new projects were funded, and 3 projects were completed, with a total budget of about 3,423,800 yuan, covering issues such as species and habitat protection, water source protection, grassland management, human-animal conflict exploration, and community protection image dissemination.



Noah's Ark

The "Noah's Ark" project is committed to the biodiversity conservation of primary forest and plateau wetlands in the mountainous regions of Southwest China and tries to explore and promote the friendly and interdependent relationship between human society and the ecosystem, facilitate the landing conservation led and managed by local people, exploit local biological resources in a sustainable way and bring benefits to local people during the course of this conservation project. By the end of 2022, 70 Green peafowl chicks have been born in the project site. The project funded the development of a mobile acousto-optic alarm system to prevent Asian elephants from causing accidents, and carried out intelligent recognition training on Asian elephant data return; optimized and restored 9,000 mu of Asian elephant habitat, completed the *Green Paper on Protection of Yunnan Snub-Nosed Monkey Conservation*; promoted a number of projects such as the protection of Himalayan bees, the protection of endangered Chinese herbs, the protection of indigenous fish in the Jinsha River, and the protection of the Xinzhu Botanical Garden, and helped restore the endangered local tree species such as *Tetracentron sinense*, *Acer yangbiense*, and *Firmiana major* in their original places. In 2022, 880,000 Asian elephants' favourite feeding plants and rainforest tree species were planted, 26 sets of ecological sanitary baths were provided to Yunnan snub-nosed monkey communities, 3,963 native tree species were planted, and three Yunnan provincial standard technical regulations for green peacock protection were formulated. The SEE See series popular science books, *Plant Atlas* (5 volumes) and *Monkey Watching Notes* (1 volume) were compiled and published.



Save the Smile of the Yangtze River

The "Save the Smile of the Yangtze River" project aims to enhance the participation and effectiveness of social organizations in the rescue of aquatic organisms such as the Finless Porpoise, and form a linkage among the forces of the government, scientific research institutions, caring enterprises, environmental protection public welfare organizations, and the public, and effectively participate in the rescue of the Finless Porpoise, ultimately achieving the beautiful vision of restoring their population and stabilizing the healthy development of the Yangtze River ecosystem. It currently covers three major brand projects: "Assistant Patrol", "Finless Porpoise and Love - Dissemination Project", and "Finless Porpoise Jumps Out of the Water - Scientific Popularization and Research Project". As of the end of 2022, 522 assistant patrol teams were established, more than 20,000 fishery administration assistant rangers were developed, 203 key members of the assistant patrol teams were trained, and the rangers were organized to participate in water patrol, science popularization and publicity, and aquatic life protection, making them an important complementary force for law enforcement of the 10-year ban on fishing in the Yangtze River.



Green Starters

The "Green Starters Funding Scheme" is dedicated to exploring and supporting start-up environmental protection & public welfare teams intended to be organized, so as to make the environmental protection and public welfare industries more healthy and diversified, and finally achieve the objectives of ecological environment protection and sustainable development. From the inception of the project in 2012 to December 2021, it has funded a total of 511 start-up organizations engaged in environmental protection and public welfare industries, with a total funding amount of more than 43.22 million yuan. "Green Starters" are distributed in 31 provinces and regions across China, and are playing active roles in many environmental protection-related fields such as ecological protection, pollution prevention and control, nature education and waste reduction.



Growing Up Together

By tutoring and accompanying the leaders of growth environmental NGOs, the "Growing Up Together (GUT)" project helps them break through the bottleneck in organization development, grow into the core of regional or issue level, and respond more effectively to environmental issues in future. Since 2013, the project has funded 96 GUT partners with fund—more than 45 million yuan, and 217 GUT mentors' volunteer service—more than 25,400 hours. The "Jingcao Carnival", a sub-brand activity which aim to public environmental advocacy, has carried out nearly 70 nature education activities in 34 cities across China, affecting 85 million people in total.



Marine Conservation

The "Marine Conservation" project focuses on the issues of conservation of marine flagship species, the protection and restoration of key marine ecosystems, and sustainable fisheries. Through the social public welfare platform of SEE, the project connects governments, enterprises and the public to drive more forces to pay attention to the marine ecological degradation and climate change crisis, and provides solutions to address the climate change crisis and achieve sustainable goals. The project also contributes to the construction of marine ecological civilization, and the global goal of protecting 30% of the ocean by 2030. As of the end of 2022, the project supported the development of more than 70 native marine public welfare organizations, rescued and released more than 320 sea turtles, protected more than 350 Chinese white dolphins, restored more than 166.67 hectares of key marine ecosystems such as mangroves, seagrass beds, beaches and coral reefs, with a total protected area of more than 20,000 hectares and more than 10 million people benefited directly or indirectly.

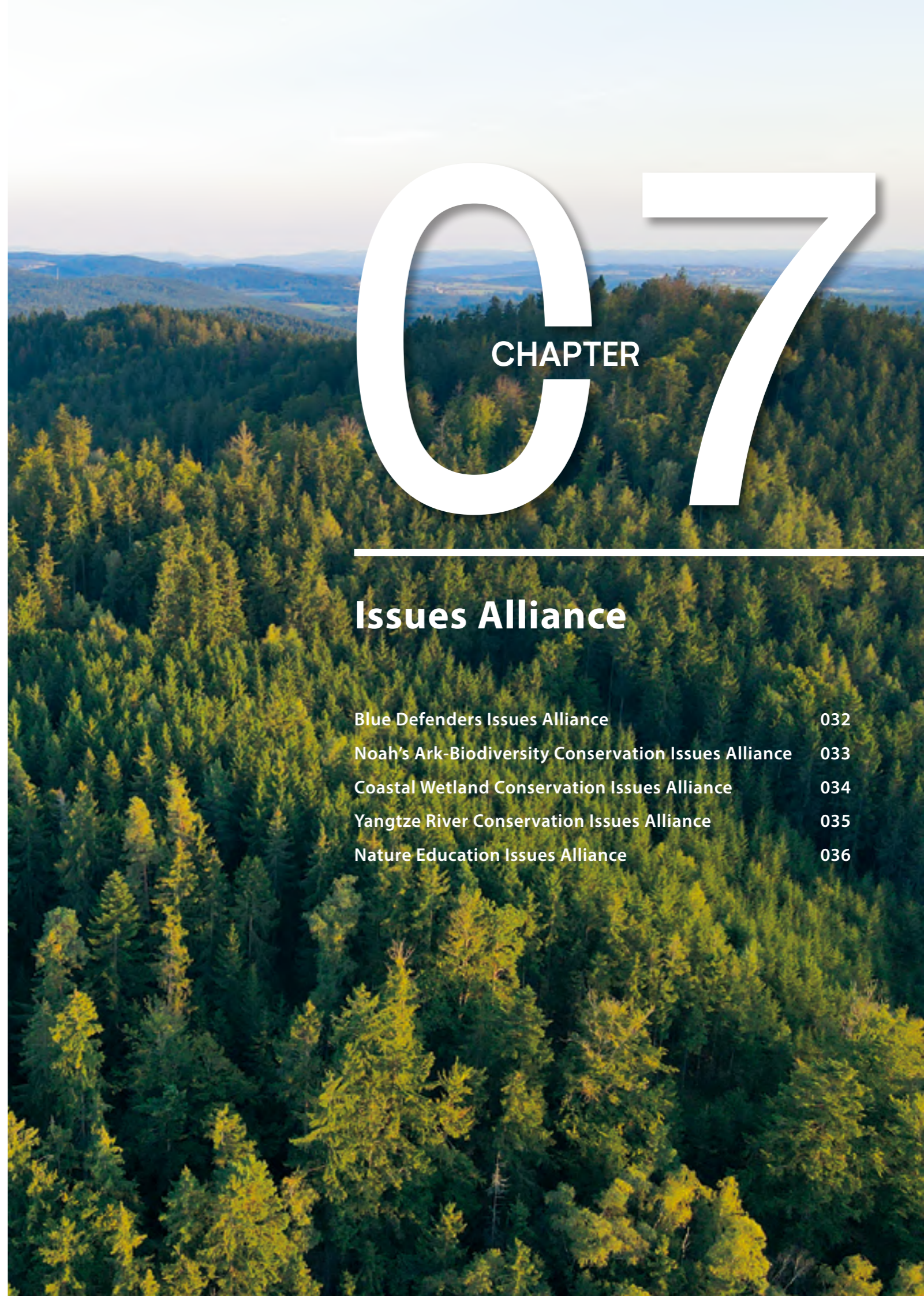


C7

CHAPTER

Issues Alliance

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Blue Defenders Issues Alliance

On October 10, 2019, the SEE Blue Defenders Issues Alliance was officially launched and the new five-year strategic goals of Blue Defenders were determined, marking Blue Defenders' further progress in the field of industrial pollution control issues. As of now, a total of 16 project centers have joined in the Blue Defenders Issues Alliance.

Annual Progress

In 2022, the Blue Defenders project held the 9th Blue Defenders Project Review Meeting jointly with 7 project centers, namely, North China Project Center, East China Project Center, Chongqing Project Center, Pearl River Project Center, Sichuan Project Center, Hunan Project Center, and Zhejiang Project Center, driving the project centers to invest 1.385 million yuan, providing a total of 4.75 million yuan of financial support, and supporting the implementation of 30 pollution prevention projects nationwide.



Blue Defenders Project Review

Members of the Blue Defenders Issues Alliance

- | | | | | |
|---------------------------|----------------------------|----------------------------|-------------------------|------------------------|
| East China Project Center | North China Project Center | Pearl River Project Center | Hunan Project Center | Hubei Project Center |
| Anhui Project Center | Shanxi Project Center | Fujian Project Center | Shandong Project Center | Sichuan Project Center |
| Chongqing Project Center | Zhejiang Project Center | Taihu Lake Project Center | Liaoning Project Center | Tianjin Project Center |

(in order of establishment time)

Noah's Ark-Biodiversity Conservation Issues Alliance

The southwest and west of China occupy an important position in the world's 35 biodiversity hotspots. From the Tianshan Mountains to the Sanjiangyuan Region, the Hengduan Mountains in the southeast of Himalaya Mountains, the rainforest in the south, and the Beibu Gulf in Guangxi, they are the region with the most abundant biodiversity and the richest ethnic and cultural diversity in China, also the natural gene pool and cultural treasure house of China and the world.

The SEE Noah's Ark project has been committed to the biodiversity conservation of old-growth forest and plateau wetlands in mountainous regions of Southwest China since it was officially established in 2016. At the end of 2019, based on the achievements made in the preliminary work of the project, the original regional projects based on the biodiversity hotspots in Southwest China were expanded to the biodiversity conservation of endangered and rare species in China, covering a wider range of hotspots.

On November 8, 2020, the SEE Noah's Ark-Biodiversity Conservation Issues Alliance was officially established. Members from 8 project centers, including Southwest China, Guangxi, Sichuan, and Xinjiang, joined hands to use the project as a carrier, adopt nature-based solutions, and community-based conservation actions to create a Chinese brand for SEE biodiversity conservation, making the contribution that Chinese entrepreneurs should make to global sustainable development. Four project centers, including Chongqing, Qomolangma, Shandong, and Hunan, also joined the Alliance one after another. Currently, there are a total of 12 project centers in the Alliance.

Annual Progress

Issues Alliance Forum and Joint Annual Meeting

From January 10 to 13, 2022, the Issues Alliance Forum and Joint Annual Meeting on "Noah's Ark Guarding the Beauty of Marine Diversity", initiated by the Noah's Ark-Biodiversity Conservation Issues Alliance, was held in Hainan. This event was jointly organized by the Hainan Project Center, Shandong Project Center, and Southwest Project Center. More than 80 entrepreneur representatives from 15 project centers, guests, leaders of social welfare organizations, and media across the country participated in the meeting, conducting on-site inspections and conference exchanges around multiple environmental protection issues such as marine biodiversity, sea turtle conservation, and mangrove conservation.

In order to improve the management level of the project centers in the Alliance, Ms. XIAO Jin offered training on project logic and project principles to the regional representatives, project colleagues, and project partners who participated in the activities, and provided a table of project logic tools on site, so that everyone could practice and communicate about the project in accordance with the table, and review the goals and tasks of their own project with reference to the SMART criteria of project goal management.

During the event, the guests also went to the "Chaohe-Guardian of the Seas" studio, the Tropical Fisheries Research and Development Center of the South China Sea Fisheries Research Institute of the Chinese Academy of Fishery Sciences, the Blue Ocean Conservation and Rescue Center, and Hainan Mangrove Wetland Park to investigate the marine ecological conservation, sea turtle conservation, and mangrove conservation.



Noah's Ark-Biodiversity Conservation Issues Alliance Meeting



The 3rd Noah's Ark Issues Alliance Forum and Joint Annual Meeting in Hainan, 2022



Ms. XIAO Jin provided capacity building training for the participants

Members of the Noah's Ark-Biodiversity Conservation Issues Alliance

- | | | | | |
|--------------------------------|--------------------------------|-----------------------------|-------------------------|------------------------|
| Southwest China Project Center | Northwest China Project Center | Sanjiangyuan Project Center | Shandong Project Center | Hainan Project Center |
| Sichuan Project Center | Chongqing Project Center | Hunan Project Center | Xinjiang Project Center | Guangxi Project Center |
| Guizhou Project Center | Qomolangma Project Center | | | |

(in order of establishment time)

Coastal Wetland Conservation Issues Alliance

On January 9, 2021, the Coastal Wetland Conservation Issues Alliance was officially established, aiming to promote social participation in wetland conservation. The Alliance and project centers in various provinces, autonomous regions, and municipalities promoted the conservation of inland wetlands, carried out the conservation, restoration, and demonstration of coastal wetlands and inland wetlands based on hydrological links, biological links, and development links, and formed a long-term and in-depth cooperation platform. At present, the Alliance has a total of 13 project centers, with technical support provided by the Mangrove Foundation (MCF).

Annual Progress

In April 2022, the Guangxi Project Center organized the public to participate in the Wetland Nature Note Competition organized by the Coastal Wetland Alliance, and conducted relevant nature note trainings offline.

On June 7, the International Oceans Day, under the guidance of the Department of Natural Resources of Liaoning Province and the Forestry and Grassland Bureau of Liaoning Province, the Liaoning Project Center, together with the MCF, the Bureau of Natural Resources of Panjin, Panjin Forestry and Wetland Protection Administration, and Panjin Wetland Conservation Association, held science popularization activities for the protection of the spotted seal and the East Asian finless porpoise with the theme of "Protecting the Marine Ecosystem for the Harmonious Coexistence between Humans and Nature". During this period, a beach-cleaning operation was also carried out on the Sandaogou Coast at the Liao River Estuary, with the aim to clean up the garbage in the nearshore waters of the protected area, and work together to protect the ocean and wetlands.



Science popularization activities on the International Oceans Day

Members of the Coastal Wetland Conservation Issues Alliance

- | | | | | |
|----------------------------------|-------------------------|---------------------------|------------------------|----------------------------|
| Shenzhen-HongKong Project Center | Taiwan Project Center | Tianjin Project Center | Guangxi Project Center | Pearl River Project Center |
| Fujian Project Center | Shandong Project Center | East China Project Center | Hebei Project Center | Zhejiang Project Center |
| Liaoning Project Center | Xinjiang Project Center | | | |

(in order of establishment time)

Yangtze River Conservation Issues Alliance

On December 10, 2021, the Yangtze River Conservation Issues Alliance was initiated and established. Led by the CCF, which also provides technical support, the Alliance is committed to promoting the implementation of the Yangtze River Conservation Project in various project centers. Through its application and promotion in the Yangtze River Basin, it continues to expand its impact, mobilizes more social forces to widely participate in the Yangtze River Conservation, and establishes an open communication and service platform for high-quality and sustainable development of the Yangtze River Basin Economic Belt.

Annual Progress

COP14 Yangtze River Conservation Forum Successfully Held in Wuhan

From November 5 to 13, the 14th Meeting of the Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP14) was held in Wuhan, Hubei Province, which was the first time that China hosted this international conference. On November 8, the Yangtze River Conservation Forum on "Jointly Building the Yangtze River for Life, Inheriting the Civilization of the Great River" was successfully held at the East Lake International Conference Center. As one of the important contents of the COP14, this forum was sponsored by Wuhan Municipal Bureau of Gardening and Forestry, undertaken by the CCF; Institute of Hydrobiology, Chinese Academy of Sciences; State Key Laboratory of Biogeology and Environmental Geology, China University of Geosciences (Wuhan); Wuhan Maritime Court; Zhongnan University of Economics and Law; Wuhan Baiji Conservation Foundation (WBCF); and World Wide Fund for Nature, and co-organized by the SEE and Hubei Zall Foundation.

Starting from the five aspects of laws and regulations, dual carbon economy, ecological culture, social construction, and river civilization in the Yangtze River Conservation, the government, scientific research institutions, judicial institutions, enterprises, social organizations, and other participants conducted discussions and exchanges on the five major issues of academic research, corporate strength, effectiveness and vision, judicial trials, and social participation in the current stage, gathering ideas and strategies to promote the conservation, sharing the stories of the Yangtze River Conservation on the stage of global wetland conservation, and contributing China's wisdom and strength to global wetland conservation.

This forum also released the "Top Ten Ecological Conservation and Restoration Technology Cases in the Yangtze River Basin" for the first time. In September 2022, the CCF, SEE Foundation, East China Project Center of SEE CONSERVATION, and Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences jointly launched the selection activity of "Top Ten Ecological Conservation and Restoration Technology Cases in the Yangtze River Basin". The ten selected cases will be included as important content in the *Green Papers on the Yangtze River Ecological Conservation and Restoration*. The release of the Green Papers will provide policy guidance for implementing the green development strategy of the Yangtze River Economic Belt, and stimulate and promote the active participation of different stakeholders in the conservation and restoration of the Yangtze River.



COP14 Yangtze River Conservation Forum

Members of the Yangtze River Conservation Issues Alliance

- | | | | | |
|----------------------------|--------------------------------|--------------------------|-----------------------------|-------------------------|
| East China Project Center | Southwest China Project Center | Hunan Project Center | Hubei Project Center | Anhui Project Center |
| Fujian Project Center | Sichuan Project Center | Chongqing Project Center | Sanjiangyuan Project Center | Zhejiang Project Center |
| Poyang Lake Project Center | Taihu Lake Project Center | Guizhou Project Center | Qomolangma Project Center | |

(in order of establishment time)

Nature Education Issues Alliance

On December 10, 2021, the SEE Nature Education Issues Alliance was established. With a total of 22 project centers joining in, it is the alliance with the most participating centers. It assisted various project centers in implementing nature education projects through activities such as nature education related exchanges and training, and promoted collaboration and jointed efforts to enhance the influence of the SEE on nature education issues, helping build a diversified nature education brand with SEE characteristics, and providing China's demonstration cases for the development of ecological civilization.

Annual Progress

Release of the Wetland Education Center Action Plan Proposal

In May 2022, the SEE Nature Education Alliance recorded the action plan proposal for the members of the "Wetland Education Center Action Plan" project organization alliance, and the chairs of Taiwan, Hunan, Fujian, Guangxi, Zhejiang, Poyang Lake, East China, Shenzhen-HongKong, Chongqing, Pearl River, and Hainan Project Centers participated in the reading and recording of the proposal.



The 14th Meeting of the Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP14)

In November, at the launching ceremony of the "Wetland Education Center Action Plan" held during the COP14, the SEE Nature Education Issues Alliance released the *Wetland Education Center Action Plan Proposal*, hoping that more wetland conservation actions would emerge in the construction of the Wetland Education Center, so that more people would have the opportunity to approach and understand the wetlands. The initiative video was also officially broadcast at the launch ceremony.

Research on the Construction of the Nature Education Alliance System

In October 2022, the Secretariat of the SEE Nature Education Alliance conducted research on the "Construction of the SEE Nature Education Alliance System" based on the work tasks of the alliance conference at the end of 2021. Pre-research was conducted on the Chair, Vice Chair, Secretary General, and regional representatives responsible for nature education among the Alliance members in various forms such as offline or online interviews, on-site visits, and written interviews. Finally, it completed offline interviews and field visits with the Anhui, Shenzhen-HongKong, East China, Pearl River, Guangxi, Shandong, and Tianjin Project Centers; online interviews with the Taiwan, Inner Mongolia, Poyang Lake, Hainan, Southwest China, and Chongqing Project Centers; and written interviews with the Zhejiang Project Center. In addition, it completed offline interviews with the North China Project Center and the Jingcao Carnival project; offline interviews with four partners, including the China Nature Education Network, the Chinese Society of Forestry, the Ginkgo Foundation, and Shan Shui; and offline interviews with experts WANG Ximin, HUANG Yu, and CHEN Mo. A total of 22 interview records were collected and organized.

Members of the Nature Education Issues Alliance

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

(in order of establishment time)

CHAPTER 08

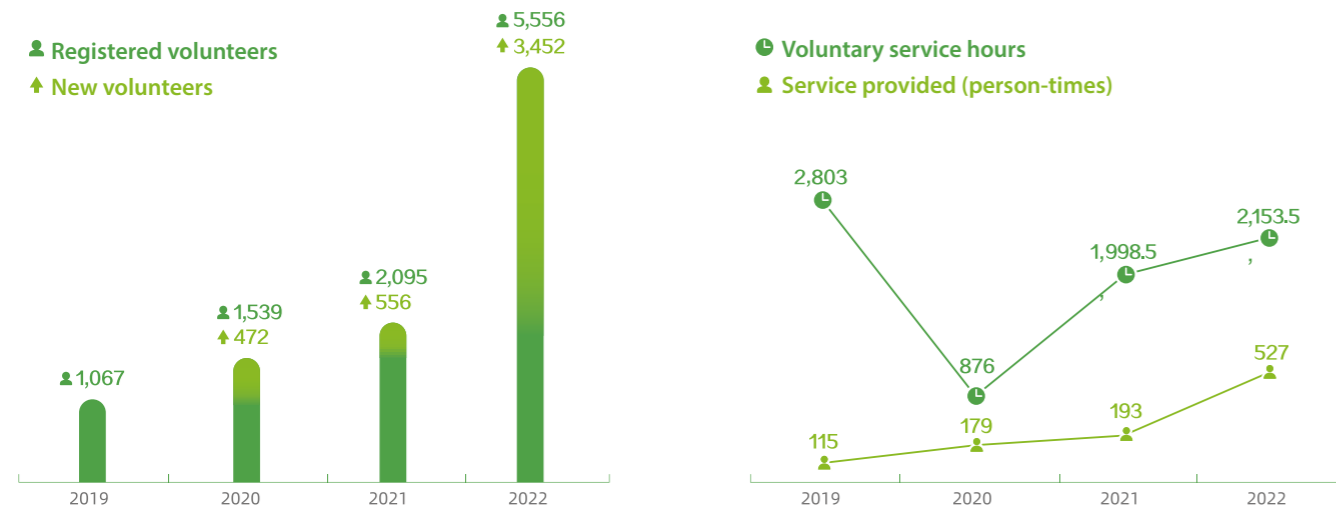
SEE Volunteer Program

SEE Volunteer Program 038

SEE Volunteer Program

In 2022, the SEE Volunteer Program added 3,452 new volunteers, with a total of 5,556 registered volunteers working together with us in environmental protection public welfare. A total of 527 people provided a total of 2,153.5 hours of volunteer services throughout the year, covering front-line environmental protection project volunteer services, online and professional technical volunteer services, SEE business and activity support volunteer services, etc.

Four-Year Statistics of SEE Volunteer Program ▼



Annual Volunteer Service

This year, SEE Conservation and Shenzhen Aleshan Foundation jointly carried out the “Volunteer Science Popularization Activity on Marine Flagship Species Conservation Knowledge”, supported by the SEE Foundation’s Marine Conservation Project Team. Through e-learning and public science popularization, volunteers have led more than 80 participations in activities such as sea turtle conservation and coral survey, while supporting the online volunteer service activities of the Marine Conservation Project of the Foundation, and enhancing the experience of professional volunteers participating in the online volunteer service of institutions.

In addition, in conjunction with the related time nodes of environmental protection such as Forest Day and Tree Planting Festival, they supported various project centers to carry out offline volunteer service activities, including volunteers’ tree planting activities at Guizhou Project Center, public activities of Tree Planting Festival at Henan Project Center, initiation of volunteer services at Hainan Project Center, and activity records from the “100 Million Suosuo” Project. At the same time, together with the Guizhou and Anhui Project Centers, they determined the project direction of collaborating with local institutions, schools, and partners to develop volunteer services.



Volunteers’ online science popularization activities



Offline volunteer activity—tree planting by Guizhou Project Center



Scan QR code to join SEE environmental volunteers

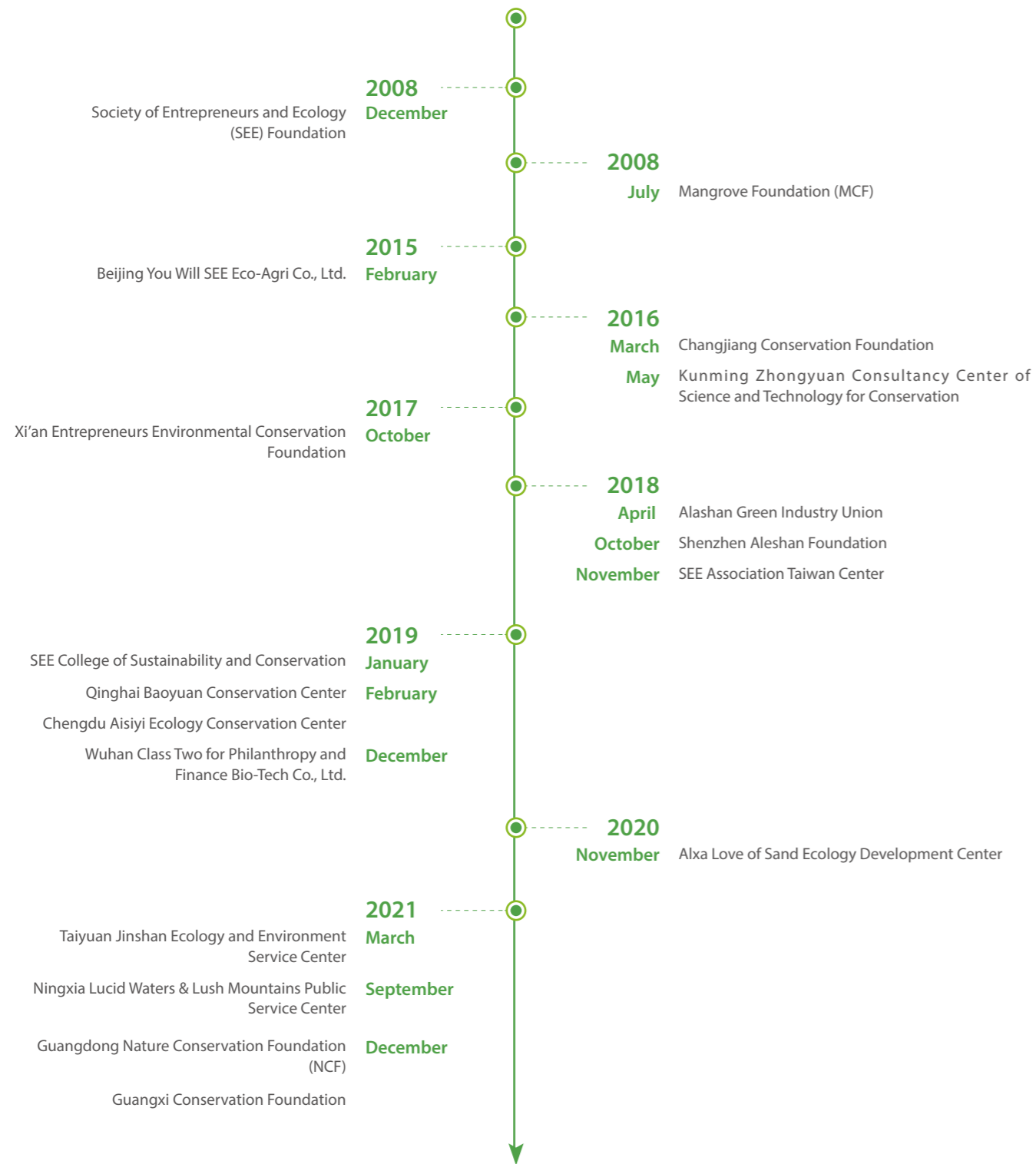
09

CHAPTER

Founded Institutions

Founded Institutions

On June 5, 2004, SEE Conservation was established



* In chronological order of establishment initiated by SEE and its members

10

CHAPTER

Environmental Projects Across China

Environmental Projects Across China 042

Environmental Projects Across China



11

CHAPTER

On the Way

046 / Shenzhen-Hong Kong Project Center

048 / Taiwan Project Center

050 / East China Project Center

052 / North China Project Center

054 / Southwest China Project Center

056 / Northwest China Project Center

058 / Pearl River Project Center

060 / Hunan Project Center

062 / Hubei Project Center

064 / Inner Mongolia Project Center

066 / Anhui Project Center

068 / Henan Project Center

070 / Fujian Project Center

072 / Shandong Project Center

074 / Guangxi Project Center

076 / Sichuan Project Center

078 / Chongqing Project Center

080 / Sanjiangyuan Project Center

082 / Ningxia Project Center

084 / Zhejiang Project Center

086 / Poyang Lake Project Center

088 / Liaoning Project Center

089 / Tianjin Project Center

090 / Xinjiang Project Center

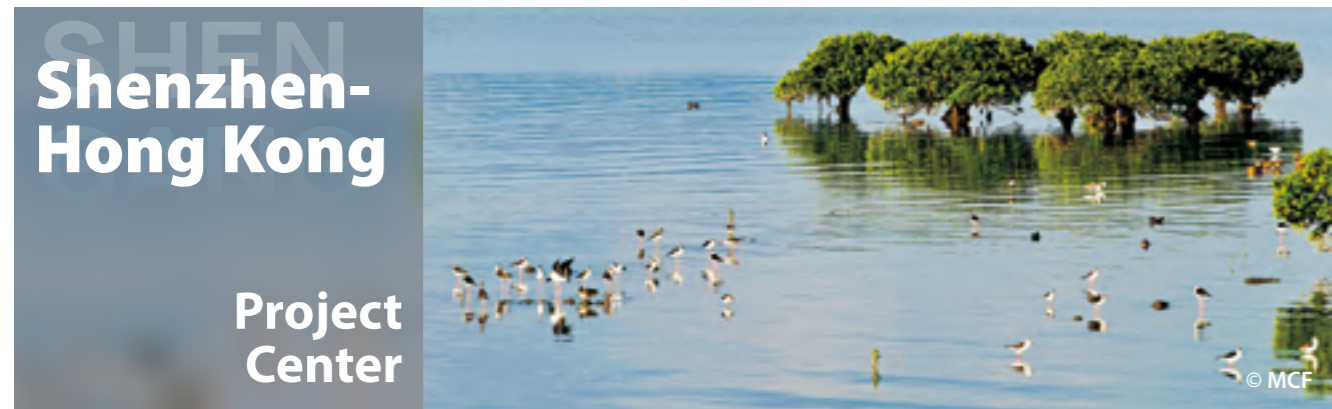
092 / Hebei Project Center

094 / Hainan Project Center

096 / Guizhou Project Center

097 / Gansu Project Center

098 / Soochow Project Center



The Shenzhen-Hong Kong Project Center, founded in November 2009, brings together entrepreneur members from Shenzhen, Hong Kong and surrounding areas to influence and encourage entrepreneurs in Shenzhen and Hong Kong to participate in ecological environmental protection undertakings. At the same time, as the initiator of the Mangrove Foundation (MCF), it leverages its role as the project execution agency to follow and advance coastal wetland conservation projects, and build a social conservation and management platform that involves the government, enterprises, the public and NGOs. As of the end of 2022, the Shenzhen-Hong Kong Project Center had 46 members.

Chair's Message

"If you want the rainbow, you must put up with the rain!" I look forward to a more brilliant future for SEE!

— XIAO Xingping
Chair of Working Committee of Shenzhen-Hong Kong Project Center

Project Progress

1. Wetland and Biodiversity Conservation

In 2022, the MCF celebrated its 10th anniversary and was evaluated and recognized as a municipal social organization in Shenzhen in 2022. The MCF dedicates itself to protecting wetlands and their biodiversity, as well as conserving nature through public engagement. The *Focus Report*, a program run by China Central Television (CCTV), gave in-depth reporting on the case of ecological conservation of Shenzhen Bay mangrove wetland, introducing Shenzhen's ecological "ambassador" and focusing on "China's program for ecological conservation and restoration".

2. Promotion of the Settlement of the World's First "International Mangrove Center" in Shenzhen

The 14th Meeting of the Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP14), which was held in November, officially adopted the draft resolution on the settlement of the world's first "International Mangrove Center" in Shenzhen. The MCF will actively work with all sectors of society to support the settlement of the "International Mangrove Center" in Shenzhen through an open and transparent international cooperation platform and cooperation mechanism.



Shenzhen Bay Coastal Wetland © MCF

3. Won the World's First Batch of Star Nature Education Centre Award

Futian Mangrove Ecological Park became one of the world's first of 23 to receive "Star Wetland Education Centre Award" at the COP14 Geneva parallel session on November 9, 2022 by the Wetland Link International (WLI). Global certification is a recognition of Futian's wetland conservation, and also lays a solid foundation for Shenzhen's preparatory efforts to build the "International Mangrove Center" with high standards.



Futian Mangrove Ecological Park Education Center © MCF

4. Wetland Conservation

Based on the support and writing of professional books, it raises public awareness of birds and environmental protection. The Shenzhen-Hong Kong Project Center, in collaboration with industry experts, continuously updated books on birds and supported the publication of *A Field Guide to the Birds of China* (New Edition) to increase public awareness of the conservation of birds and their habitats. At the same time, it promotes closer cooperation between the MCF and other wetland conservation organizations in terms of wetland conservation, capacity building, environmental advocacy, and industry funding.

5. Nature Education

Over 380 public education and environmental protection experience activities such as guided tour of education center, guided tours of the public and designated bird watching have been carried out throughout the year at the three nature education centers (Futian Ecological Park Wetland Education Center, Shenzhen Bay Park Wetland Education Center, and Futian Mangrove Nature Reserve's Wetland Education Center). It also

continues to develop mangrove wetland courses, publish local teaching materials on wetland, publish evaluation reports on the effectiveness of teaching, and guide the public to pay attention to, support and participate in wetland conservation programs.



"Bird Loving Week" special event



The public actively participated in nature education activities



"Bring the otter home" special event

Member Engagement

In 2022, the Shenzhen-Hong Kong Project Center carried out over 20 membership activities, including three brand activities, to introduce specialized laws and regulations and share health and medical knowledge and stories of aid to Xinjiang. At the same time, member activities of the center will be held in more diversified forms to increase member stickiness.

1. Visit and Exchange

In the year, the Shenzhen-Hong Kong Project Center's members visited Shenzhen's Wutong Mountain Scenic Area to learn about the impact of the riverside promenade project on the natural environment; hiked the Zhangkengjing Greenway in Shangwei Village, Longhua District to witness the transformed local villages and experience the charm of the art village; gathered in Dapeng Ancient City to reminisce about the ancient city. Moreover, members participated in the Zero Waste Day event to learn about a zero-waste lifestyle and promote zero-waste offices. At the same time, members participated in and supported a slew of important MCF activities to contribute to the conservation of coastal wetlands and species.



The Center's exchange - Visit to Anli Partners

2. Bang the Drum for "Otter Heroes" Monthly Donation Program

The MCF launched the "Otter Heroes" recruitment and monthly donation program, focusing on the conservation of Eurasian Otters and wetlands. 12 members serve as captains of the Otter Heroes, encouraging 178 people to participate in the Mangrove Monthly Donation Program through their actions.

3. Promote Conservation of Spoon-Billed Sandpipers (*Eurynorhynchus Pygmeus*) Through Golf Games

In May, the 2nd Golf "Mangrove" Cup Invitational Tournament held by the Shenzhen-Hong Kong Project Center kicked off at Shenzhen Xili Golf Course. It was hosted by Mr. Liu Mingda, Vice Chair of the Shenzhen-Hong Kong Project Center and Deputy Board Chairman of MCF. The members and guests donated to support the spoon-billed sandpiper conservation project of the MCF through the golf games.

4. Participate in the COP14 of UN

In November, LIU Mingda, Vice Chair of the Shenzhen-Hong Kong Project Center and Deputy Board Chairman of MCF, and LI Chunming, Vice Chair and Secretary General, attended the COP14 CEPA Wetland Education and Conservation Forum. LIU Mingda delivered an opening speech on behalf of the organizers, and LI Chunming presented awards to the representatives of the world's first batch of WLI Star Wetland Centre Awards. This event disseminated the experience and achievements of the Shenzhen-Hong Kong Project Center and the MCF in mangrove conservation in Shenzhen, Hong Kong and even the country as a whole, and aided the settlement of the International Mangrove Center in Shenzhen.



LIU Mingda, MCF Deputy Board Chairman, delivering a speech at the opening ceremony of the CEPA Wetland Education and Conservation Forum

Working Committee Members of Shenzhen-Hongkong Project Center

— The 4th Session —

Chair | XIAO Xingping

Vice Chair and Secretary General | LI Chunming

Vice Chairs | LIU Mingda, LIU Wenjie, LUO Jian, XU Zeying, ZHANG Min

Advisory Committee Members | CHEN Jinsong, WAN Jie, WANG Jigang, LIU Liqiang



Taiwan

Project Center

Founded in February 2010, the Taiwan Project Center, which has entrepreneurs who are concerned about environmental protection on both sides of Taiwan Strait, has been committed to marine ecological, habitat and environmental education and promotion, as well as cross-strait exchanges on climate action and sustainable ecological environment. As of the end of 2022, the Taiwan Project Center had 19 members.

Chair's Message

We are aware that mankind must embrace sustainable development, and entrepreneurs have a responsibility in this regard. In 2022, the Taiwan Project Center focused on marine ecological environmental, education on marine nature, urban wetland rescue and plans, and cross-Straits exchange of experience and education in environmental protection. In 2023, the Taiwan Project Center will continue to work with local non-profit environmental protection organizations and the public to follow natural and environmental issues and protect the environment.

SHEN Peilin
Chair of Working Committee of
Taiwan Project Center

Project Progress

1. Conservation of Terns (*Sterna Hirundo*) and Their Habitats

In 2022, the Taiwan Project Center integrated land resources, promoted the investigation, monitoring and of breeding sites of key species, protected the breeding grounds of Chinese crested terns, and involved more people in programs. From August to October, ecological environmental monitoring of habitats was carried out four times in Mazu Tiejian Island Tern Conservation Area and the Snake Mountain on Mazu Chukuang Island. In November 2022, 40 volunteers were recruited to carry out environmental protection program on Peng Peng Beach.



Volunteers in tern sanctuary conservation program

2. Wetland Conservation

The Taiwan Project Center continues to advance wetland conservation. It suppresses growth of tall grass on mud flats in the conservation area, and has built 3.3 hectares of mud flats and 1.3 hectares of paddy rice fields; completed the soil aeration and maintenance of mud flats in eight conservation areas and rice fields in two conservation areas. Buffalo grazing is used to slow down terrestrial forming, providing habitat for at least 10,000 border-crossing and wintering waterbirds of at least 40 species. During the year, 40

commentators introduced environmental protection for wetland and buffalo 20 times and interpreted buffalo picture books for a total of 627 participants.



Manual weeding at drainage ditches of paddy fields

3. Nature Education

The Taiwan Project Center has been devoted to marine conservation projects. In 2022, the Center explained two sets of marine education promotion programs through group games, Q&A session, task completion, etc. during nine sessions in schools, involving 519 teachers and students. At the same time, four marine experience courses on ocean issues were given to 137 participants.



Nature education experience activities

4. East Coast Cetaceans Conservation Program

In 2022, the Taiwan Project Center conducted an ecological survey of cetacean habitat in the waters of Hualien, Taiwan, through nine voyages; completed the analysis of scars on the body of 50 Risso's dolphins (*Grampus griseus*), and produced an "illustrated handbook on scars" based on the results, resulting in basic materials such as "witness records on cetaceans" and "identification plan of

cetacean through photo ID", providing a basis for understanding the social structure of cetaceans.

As a result of continuous investigation, it followed and analyzed the cause of scars on the body surface of cetaceans. The analysis results will be used as the basis for the enactment of laws on "regulations on whale viewing". It will make cetacean conservation in Taiwan more effective, and provide solutions for the sustainability of marine ecological resources.



Risso's dolphins

Member Engagement

Exchange on Corporate ESG Programs

In 2022, the Taiwan Project Center held six online exchange meetings, which were attended by 318 participants. Experts were invited to give suggestions for global net-zero emission governance. It adopted technology-led, nature-oriented comprehensive solutions in which the market plays a leading role and human behavior habit is the guide. It improved management capabilities for corporate carbon risk and carbon assets, launched corporate "net-zero" ESG programs, adopted "net-zero" competitive action strategies and practices, and promoted climate action and ecological environmental sustainability across the Straits.

This year, Chair SHEN Peilin and Secretary General YAN Xinjun participated in the Taiwan Project Center's activities and shared experience with local non-profit environmental protection organization partners.



Chair SHEN Peilin talking with partners about marine work

Working Committee Members of Taiwan Project Center

Chair | SHEN Peilin

Vice Chair and Secretary General | YAN Xinjun

Vice Chairs | HAN Jiahuan, ZHOU Junji, WANG Luxiong, WANG Suyunqing

— The 4th Session —



East China

Project Center

Established in March 2010, the East China Project Center focuses on the environmental protection issues in the Yangtze River Delta, including environmental education, wetland ecological protection in the Yangtze River Estuary, and cultivation of non-governmental environmental public welfare forces; actively promotes the collection of entrepreneur forces in the Yangtze River Delta, enhances the attention on the issue of ecological and environmental protection, and improves the construction of environmental relations network of "government-non-government institution-enterprise-school". As of the end of 2022, the East China Project Center accumulated 68 entrepreneur members, funded 58 non-governmental environmental public welfare institutions and encouraged tens of millions of people to become participants and supporters of environmental protection.

Chair's Message

In 2022, the East China Project Center worked together with partners as one to overcome difficulties and achieved excellent results in all work. On this extensive journey, we can only struggle. In the new year, I will stand together with all the members of the East China Project Center, to adhere to the original intention and spare no efforts to fight for our dreams!

— QIAO Hui
Chair of Working Committee of East China Project Center

Project Progress

1. Coastal Wetland Ecological Conservation in the Yangtze River Estuary

In 2022, the East China Project Center continuously studied, planned, operated, maintained and heavily involved and invested in the management and construction of the National Nature Reserve, supported the operation and management of Environmental Education Center of Shanghai Chongming Dongtan National Nature Reserve, Changjiang Road Visitor Center, and Buyugang Visitor Center, improved the management and enhanced service quality. Besides, from September, we began to support the scheduled visits of groups and citizens in the Scientific Research and Education Center Wetlands. This year, various areas have an annual reception of totally 34,659 visits and 185 batches of activities and visits.



Visit to Chongming Dongtan Project Site

This year, Chongming Dongtan Wetlands Cleaning Project received 1077 volunteers from more than 30 enterprises and social organizations, major, primary, and secondary schools in Shanghai, government departments and public institutions such as Shanghai Wellington Middle School, Volvo, Air Liquide, CEIBS AMP Club, Disney, and Lujiazui Center L+mall, and totally cleaned around 5600 kg of sea drift garbage. This project has been enlisted in the topic case of the UNDP "China's Experience in Wetlands and Waterbirds Conservation".

2. Environmental Education and Brand Publicity

Supported by SEE Nature Education Issues Alliance, the East China Project Center organized the "June 5th" World Environment Day and Chongming Dongtan online activities of heritage application, and invited members of the East China Project Center, experts, scholars, and public welfare partners of related fields to lead the public to further explore the ecological and social values of Chongming Dongtan from nature, ecology, art and public welfare through theme sharing and roundtable forums.

In August, funded by UNDP-GEF, the East China Project Center started the project of "Chongming Dongtan Community Co-Construction", launched a series of community building activities jointly with Chongming Dongtan Nature Reserve and surrounding communities including wetland ecological experience, old photo workshop, artist camp and citizen scientist workshop and invited citizens, first-tier protection workers, artists, and environmental welfare partners so as to support Chongming Dongtan to declare the World Natural Heritage Site of China Yellow (Bohai) Sea Migratory Bird Habitat (Phase II). Meantime, the East China Project Center has developed the theme visual design codes for Chongming Dongtan community construction. Based on the patterns of intangible cultural heritage—Chongming handwoven cloth and representative species in Chongming Dongtan, the East China Project Center has designed a range of cultural creation products.



Theme visual design of Chongming Dongtan community construction

In the same month, together with Shanghai Natural History Museum (Shanghai Science and Technology Museum branch), the East China Project Center jointly launched a citizen science activity themed "Urban Bird Seeking Season: 2022 My Nature Treasure Box", recruited a group of "nature liaison officers" and held four citizen science workshops to train them to learn knowledge about birds in Shanghai, so that they can lead more people to pay attention to and protect birds. The workshop also conducted live streaming on the WeChat official account of Shanghai Natural History Museum and other social media. In November, a theme exhibition was held jointly with the YOUNG Theater, telling the stories of more than 10 bird preservation workers or bird watchers with birds in Shanghai, inviting artists and the public to create a large-scale art installation themed "Feeding" that is derived from reed parrotbill, the representative species of Chongming Dongtan. In December, a theme exhibition "From City to Wilderness" was unveiled jointly with the SEE Foundation Jingcao Carnival brand to showcase the results of the event. The event was reported by dozens of media including People's Daily, and the more than 5 million people and participants were involved in the activities.



Installation Art on the Theme of Reed Parrotbill

In December, the first Bird-Watching Life Festival of Binhai Community, Chongming Dongtan, was held in conjunction with 11 coastal nature reserves in the Yellow (Bohai) Sea area of China. The Bird-Watching Life Festival included bird-watching invitational tournament of Binhai Community, migratory bird flight path protection and management training and bird-watching carnival etc. A total of 26 teams participated in the bird-watching invitational tournament, recording a total of 201 bird species, of which 122 species were recorded in Chongming Dongtan area. The migratory bird flight path protection and management training invited relevant experts and scholars to share 11 related topics, participated by more than 200 professionals online and offline. The bird watching carnival recruited a total of 30 relevant organizations, and brought such interactive activities as life market, nature creative art exhibition, creative craft workshop and picture book stories etc., attracting more than 300 citizens and community residents to visit and interact on site. The event was reported by Xinhua News Agency and more than 10 other media, and the more than one million people and participants were involved.



National Day bird watching activity for partners of the Free Flying Wings project

3. Supporting Environmental Public Welfare Establishments

This year, the East China Project Center supported 5 partner institutions with a total of 355,000 yuan through the GUT project funding. Three GUT partners of East China Project Center successfully completed the 2019-2022 growth plan, and one institution became the new co-funded GUT partner for the East China & Sanjiangyan Project Center. In addition, five organizations turned into the new eco-home partners of the East China Project Center, receiving the funding of a total of 185,000 yuan. The "Ecological Nanhui", a local environmental NGO based in Shanghai, became a partner of the Free Flying Wings of the East China Project Center, with a grant of 77,000 yuan. It also funded 100,000 yuan to complete the publication of the *Green Paper on Ecological Protection and Restoration of the Yangtze River*.

4. Fund-raising

This year, a total of 630,800 yuan was raised, of which 399,700 yuan was raised during "99 Giving Day", and 231,100 yuan by Chongming Dongtan Environmental Protection Project on a daily basis.



"From City to Wilderness" theme exhibition fundraising

Member Engagement

1. Site Visit and Exchange

This year, the East China Project Center organized visits to member enterprises in Nanjing, Jiangsu Province, and Shaoxing and Ningbo in Zhejiang Province, with a total of more than 30 participation members, enhancing mutual understanding and communication among members to work together to seek environmental protection development. The platform "Donghai Public Welfare Forum", aimed at building exchange and mutual learning, dialogue and sharing, continued to help the communication and planning of environmental protection this year, supporting the opening ceremony held by the SEE College in Shanghai, promoting the implementation of the first Bird-Watching Life Festival of Binhai Community, Chongming Dongtan.



Visiting member enterprise Zhejiang Lonsen Group

2. Voice on International Conferences

In December, at the 27th Meeting of the Conference of the Parties (COP 27) to the United Nations Framework Convention on Climate Change, TU Jianyu, ZHANG Xiangdong and ZHU Xiaoyu, members of the East China Project Center, actively spoke out and shared the exploration practice of Chinese enterprises and private forces for global biodiversity conservation. PANG Tianshu, a "kid of public welfare activists", provided assistance as a volunteer.

Working Committee Members of East China Project Center

— The 5th Session —

Chair | QIAO Hui

Vice Chair and Secretary General | HE Zhihui

Vice Chairs | XUE Jian, FAN Ziming, JU Weihong, ZHANG Xiang, XU Huachun

Deputy Secretaries General | WANG Xiongbin, PANG Yong



North China

Project Center

Established in June 2011, the North China Project Center is committed to gathering entrepreneurial forces, promoting the solution of environmental problems in North China, focusing on species and habitat protection, waste management, industrial pollution prevention, nature education and other environmental protection issues, and cultivating the non-governmental public welfare and environmental protection forces in North China through the "Green Starters" and "Growing Up Together (GUT)" projects. As of the end of 2022, the North China Project Center had a total of 85 members.

Chair's Message

2022 was the eleventh anniversary of the establishment of the North China Project Center, and witnessed our returning to the original aspiration and development with a steady pace.

— XIAO Zhiyue
Chair of Working Committee of North China Project Center

Project Progress

1. Continuous Promotion of Industrial Pollution Prevention and Control

In this year, the North China Project Center continued to promote the industrial pollution prevention and control of blue defenders, with a total investment of 870,000 yuan throughout the year, supporting 11 projects, identifying 340 actual pollution problems, and promoting 275 rectification measures; conducting 59 online and offline training courses and activities, with a total of 17,138 participants; and issued 27 research reports and 38 pieces of disclosed information.



Monitoring of drinking water source protected area

2. Assistance in Development of Environmental Protection Public Welfare Industry

In 2022, a total of 1.14 million yuan was invested, supporting 22 partners and collaborating with public welfare partners to carry out more than 60 project activities such as clearing mountain waste, bird survey, and natural observation. The 14 entrepreneur mentors from the North China Project Center provided 156 times of service, totaling 495.3 hours.



GUT Partner Gaia Design Upgrade Meeting

3. Folk Online Protection Projects of Free Flying Wings

The Project Center supported the protection of the two vacant plots of the Wild Duck Lake and Miyun Reservoir, obtained 1,216 bird survey records, recorded 160 bird species, and covered 3,266.65 hectares in total. The Project Center supported the publication of the *Green Paper of China's Coastal Wetland Conservation 2021*, participated in organizing 4 bird watching activities, and obtained 556 pieces of public bird watching data.



The Sand Martin (*Riparia Riparia*) and Black Stork (*Ciconia Nigra*) Conservation Alliance in Shijiazhuang conducting the rescue operation for Great Egret (*Ardea alba*)

4. Zero Waste Forum - Focusing on Waste Management

In this year, the Project Center funded six communities in Beijing to carry out waste sorting pilot projects, improving the accuracy of waste sorting by more than 70%; and encouraged 113,000 people to participate in the activities such as zero waste camping and community waste sorting assessment mechanism seminar. In addition, the Project Center, together with Pickup China, Novaloop and One Foundation, launched the "Zero Waste Camping Plan" and released the *Zero Waste Camping Proposal*.

5 Nature Education

The North China Project Center and the Beijing Municipal Forestry and Parks Bureau jointly launched the Jingcao Carnival Ecological Theme Month, with 4 venues and 10 offline activities, attracting 43,655 public participants and an overall exposure of over 8 million. We completed the production of the 4-episode series of promotional short videos for *Beijing Swift*,

promoted and disseminated them to some primary and secondary schools in Beijing, and held online themed lectures on *Beijing Swift* with the Publicity and Education Center of the Beijing Municipal Forestry and Parks Bureau.



Site of 2022 Jingcao Carnival Ecological Theme Month

4 venues

Beijing Wenyuhe Park, Beijing Sidu Ecological Campsite, Fossil Museum, New City Riverside Forest Park

10 activities

Immersive Ecological Exhibition, Ecological Camping, Theme Sharing, Public Welfare Market

43,665 people

Public participation in live broadcast, offline patrols, level breaking games, and other forms

6. Species and habitat conservation in the mountainous region of North China — "Bring Leopards Home"

For the "Bring Leopards Home" project, we continued to promote monitoring and protection, confirming that the number of North China Leopards in Heshun within five years was 62-128; published *Heshun's Wildlife Friends*, and built a public advocacy image database. 32,000 pieces of material have been entered and edited. We also held two seminars on the "Bring Leopards Home" project to offer advice and suggestions for the species conservation and habitat ecological restoration of North China Leopard.



Recording the whereabouts of North China Leopards in Heshun

7. Best Rangers in Sichuan Project

In this year, the North China Project Center, together with the Sichuan Project Center, conducted 7 ranger training camps, with a total of over 500 participants, and held 1 ranger skills competition and 1 live streaming.



Best Rangers in Sichuan Project

Member Engagement

1. Reading Club

The Yayue Thatched Cottage Reading Club has entered the North China Project Center, where members are organized to make friends through books and chat about public welfare and environmental protection. Various activities were held to enrich the lives of members while conveying the public welfare concept of SEE.



Yayue Thatched Cottage Reading Club

2. Thematic Sharing Session

On August 17, the North China Project Center assisted in the 22nd and 23rd activities of SEE Shansi Think Tank, and organized members to participate in the theme sharing activities of "Why China Needs Science Museums" and "Re-understanding Entrepreneurship".



SEE Shansi Think Tank Theme Sharing

3. "Zero Carbon Future • Waste Free City" Theme Salon

On July 1, the "Zero Carbon Future • Waste Free City" theme salon was jointly held by the North China Project Center, the Climate Change and Business Sustainability Project Team of the SEE Foundation, and the World Business Council for Sustainable Development (WBCSD) in Beijing. A total of 25 representatives from governments, enterprises, and environmental organizations attended the meeting. This exchange invited several guests from Beijing Climate Change Management Center, Miyun Ecological Environment Bureau, China Representative Office of WBCSD, the Zero Waste Alliance, the Deutsche Gesellschaft für Internationale Zusammenarbeit, and the Go Zero Waste to share related topics such as pollution and carbon reduction, waste free city creation, and waste management in Beijing.



After the salon, guests visited CHATEAU YISHI

Working Committee Members of North China Project Center

— The 5th Session —

Chair | XIAO Zhiyue

Vice Chair and Secretary General | YANG Jianxing

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

Supervisor | SUN Zaichen



Established in October 2011, the Southwest China Project Center gathers excellent enterprises and entrepreneurs from Yunnan, Sichuan, Chongqing, Guizhou and other provinces, regions and cities at the initial stage, jointly committed to protecting the old-growth forest and plateau wetlands in Southwest China, so that species in nature can reproduce freely in their native habitats, and a "beautiful home where there are animals in the forest, fish in the water, birds in the sky, and people and nature coexist in harmony" can be created. Since 2018, the Sichuan Center, Chongqing Center, and Guizhou Center have been successively incubated and established by the Southwest China Project Center. As of the end of 2022, the Southwest China Project Center had a total of 18 members.

Chair's Message

In 2022, the Southwest China Project Center remained steadfast in its public welfare work, carrying out more than 10 offline activities and biodiversity conservation work, maintaining the tradition of the Southwest China Project Center doing solid work on projects. Here, we call on everyone and employees to actively participate in the biodiversity conservation of mountainous region in Southwest China, so that rare and endangered species can freely reproduce in their habitats.

— YE Ming
Chair of Working Committee of Southwest China Project Center

Project Progress

1. HSBC Public Welfare Cloud Donation of Steps

On May 13, to protect the rare and endangered species of minimal population - *Firmiana Major*, the Southwest China Project Center and HSBC Public Welfare jointly held an online activity of cloud step donation for tree planting, involving 430 public and 8,588 volunteers. YANG Jing, an associate researcher of the Kunming Institute of Botany, Chinese Academy of Sciences, shared the efforts made by Yunnan in the species conservation of minimal populations. In the first activity, a total of 100 million steps were donated, and 200 *Firmiana Major* seedlings were planted in Yuanmou County, Yunnan Province. Later, the second donation activity will be carried out to plant more *Firmiana Major*, offering support for the conservation of minimal populations.



Minimal population species - *Firmiana Major*

2. Nature Education

On June 1, to protect China's star animal - Asian Elephant (*Elephas Maximus Linnaeus*), the Southwest China Project Center team came to Mengkang Primary School in Menghai County, Xishuangbanna, and carried out many activities for 119 children in the school, such as elephant food, elephant stories, elephant detectives, elephant footprints, etc., to help children living in elephant areas understand related knowledge about Asian Elephant in an all-round way and improve their awareness of elephant prevention.

On August 13th, the Southwest China Project Center, under the support of

member company NOAH, collaborated with the East China Project Center and NOAH Foundation to carry out a green education activity in Chongming Dongtan, with the participation of 13 middle school students and 10 parents from Shanghai. During the activity, the children learned the significance of biodiversity conservation and the ecological knowledge of the Green Peafowl (*Pavo Muticus*), and discussed environmental protection issues such as Green Peafowl conservation while giving consideration to the development of villagers' life in the way of "participatory + role play", which improved the recognition and understanding of children and parents on the project work.



Carrying out green education activity in Shanghai

On September 2, the Southwest China Project Center was invited by the Yunnan Youth Development Foundation and Botane Group to offer the "first lesson" of understanding Yunnan, understanding hometown, and understanding biodiversity resources and conservation to 100 students in the "Botanee Hope High School Classes" of Donglu High School in Huize County, so as to deepen students' awareness of biodiversity, hometown and natural conservation.



Nature education activity entering schools in Xishuangbanna

3. The 11th Ecological Trailwalk

From June 10 to 13, more than 30 trailwalkers from all over China walked into the Baima Snow Mountain, the core project site of Black-and-White Snub-Nosed Monkey conservation in the Southwest China Project Center. While enjoying the natural scenery and healthy hiking, the guests had a deep understanding of the process of Black-and-White Snub-Nosed Monkey conservation, experienced the changes brought by the ecological environmental protection project to the production and life of local villagers, and personally released 10,000 Jinsha River native fish fry, taking action for the conservation and development of biodiversity.



Ecological trailwalkers in front of Baima Snow Mountain Public Welfare Monument

4. Popular Science Books Won the "Top 10 Good Books on Biodiversity" Award

Following the *See* series of books by SEE Noah's Ark, the five *Plant Atlas* jointly developed by the Southwest China Project Center under the leadership of Dr. XIAO Jin, the chief editor, were officially published in 2022, including the *Atlas of Alpine Flowers and Plants in Northwest Yunnan*, *Atlas of Honey Source and Spice Plants in Northwest Yunnan*, *Atlas of Medicinal Plants in Northwest Yunnan*, *Atlas of Rare and Endangered Plants in Northwest Yunnan*, and *Atlas of Dai Medical Plants*, recording a total of 1,708 kinds of native plants. In June, this series of books won the award of "Top 10 Good Books on Biodiversity" in the selection activity of "The 10th Literary · Good Books of Kunming" held by the Publicity Department of the Kunming Municipal Party Committee and the Kunming Municipal Bureau of Culture and Tourism.



See series of biodiversity conservation books by SEE

5. Popular Science Propaganda

On October 27, the Southwest China Project Center displayed 11 publications such as *See* series books and *Green Paper of Yunnan Snub-Nosed Monkey Conservation* at SEE Foundation Donor Appreciation Evening, and especially displayed new beehive and Asian Elephant dung to let everyone know the relationship between flagship species and habitat environment in interesting science popularization. In December, invited by GUT and the Shanghai Natural History Museum, the project participated in the "Jingcao Biodiversity Carnival" activity. The activity, in the form of exhibition, takes the flagship species of Asian Elephant in the mountainous region of Southwest China as the starting point to tell the story of the project driving local people to participate in wildlife conservation, guiding the public to pay attention to biodiversity and nature.



Exhibits

Member Engagement

1. Dialogue and Exchange with the Pearl River Project Center

On May 24, Dr. XIAO Jin, the Secretary General of the Southwest China Project Center, and LV Xi, the vice Chair of the Pearl River Project Center, held an online sharing dialogue with the theme of "implementation of the environmental protection project of the Center", exchanging their experience and thinking on project management and brand communication.



Dialogue between the Southwest China and the Pearl River Project Centers

2. Sharing of Project Achievements

On August 11, the Southwest China Project Center was invited to attend the 4th Yunnan Fruit and Vegetable Industry Conference. At the conference, the story of the establishment of SEE Conservation and the Noah's Ark project were introduced, corporate social responsibility was advocated to the guests, participating enterprises were invited to join and participate in the ecological and environmental protection projects of SEE Conservation. In the development of agricultural fruit and vegetable products, green consumption was guided, sustainable use of biological resources was promoted, thus protecting Yunnan's rich biodiversity.



Secretary General XIAO Jin attended forums

Working Committee Members of Southwest China Project Center

— The 5th Session —

Chair | YE Ming

Vice Chair and Secretary General | XIAO Jin

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

Advisory Committee Members | YANG Silong



Northwest China

Project Center

Crested Ibis (*Nipponia Nippon*) ©ZHANG Yueming

Established in May 2013, the Northwest China Project Center, taking the ecological conservation of the Qinling Mountains as the starting point, promotes project brand construction and expands institutional impact through environmental protection projects and innovative models such as "A Piece of Cropland for Crested Ibis", "Panda's Cafeteria", "Yangxian Conservation Area", and "Nature Education Base". As of the end of 2022, the Northwest China Project Center had a total of 17 members.

Chair's Message

2022 is the tenth year since the establishment of the Northwest China Project Center! Our projects of A Piece of Cropland for Crested Ibis and Panda's Benevolence have received support from SEE members across China. Thank you all for your support. In 2023, the Nature Education Base of Xi'an Entrepreneurs Environmental Protection Foundation will be completed in the Qinling Four Treasures Science Park, the birthplace of Shanzai and Shanxi. At that time, Shanzai and Shanxi will welcome members from all over China to visit them. As for the "Blue Planet" (environmental volunteers) project, which is sustainable and can promote more social participation, we look forward to working with environmental volunteers all over China to achieve their dreams.

— ZOU Bin
Chair of Working Committee of Northwest China Project Center

Project Progress

1. Establishment of National Forestry and Grassland Innovation Alliance on Crested Ibis Conservation

On March 25, National Forestry and Grassland Innovation Alliance on Crested Ibis Conservation was officially established, the Northwest China Project Center (Xi'an Entrepreneurs Environmental Protection Foundation) became one of the council members, and Chair ZOU Bin served as the vice Chair. The Alliance will combine the practical experience of the A Piece of Cropland for Crested Ibis project and work with other members to promote the management and scientific research innovation capabilities of Crested Ibis conservation, improve the sustainable development of Crested Ibis conservation, and expand the influence of the Northwest China Project Center in the field of Crested Ibis conservation.



Crested Ibis ©ZHANG Yueming

On December 15, the Northwest China Project Center participated in the work selection activity of the "2022 Crested Ibis Ecological Photography and Micro Video Competition of National Forestry and Grassland Innovation Alliance on Crested Ibis Conservation", helping and advocating the ecological environmental protection cause of Crested Ibis and Qinling Mountains.



Award-winning work *Wonderland* © SHUAI Xinchuan

2. Continuous Promotion of the Yangxian Conservation Area

In 2022, we continued the patrol work of the Yangxian Conservation Area, monitoring more wild animal and plant species, and completing the bird list of the Yangxian Conservation Area, which covers a total of 187 bird species, including 35 protected species listed in the *List of National Key Protected Wildlife 2021* and 3 species listed in the IUCN Red List. The Yangxian Conservation Area has welcomed its first assessment, further promoting the construction and operation of the Protected Area through online assessment and on-site visits and discussions.



Discovery of traces of Black Bear in Yangxian Protected Area

3. Initial Results of "A Piece of Cropland for Crested Ibis" Project

In 2022, the "A Piece of Cropland for Crested Ibis" project was successfully completed after five years of exploration and practice. The project site of Huayang has achieved initial results after years of continuous restoration and conservation. The number of Crested Ibises in the project site and surrounding areas has significantly increased, with nearly 20 Crested Ibises being observed in the same frame, up to 48 Crested Ibises in the same frame;

The phenomenon of soil hardening in rice fields has been significantly relieved, while the species and quantity of aquatic organisms have significantly increased, providing a rich food source for the Crested Ibis;

Through experiential activities such as spring sowing and autumn harvest, more social forces

have been mobilized to pay attention to and support the Crested Ibis conservation. Each partner fully discussed the achievements, difficulties, and problems of the first stage of the project, jointly negotiated the cooperation mode of the "A Piece of Cropland for Crested Ibis" project for the next five years, and determined the intention to continue implementing the project.



The fifth spring sowing activity of "A Piece of Cropland for Crested Ibis" project successfully completed

4. Implementation of Nature Education Base

In 2022, the Working Committee of the Northwest China Project Center visited the Louguantai Experimental Forest Farm, Qinling National Botanical Garden and Qinling Four Treasures Science Park for many times. Through continuous efforts, the Nature Education Base was finally located in the Qinling Four Treasures Science Park, Louguantai, Zhouzhi County, Xi'an City, at the northern foot of the Qinling Mountains. The Nature Education Base mainly includes functional areas such as the Qinling Ecosystem Science Exhibition, Qinling Four Treasures Fun Research, and Enterprise Public Welfare Culture Exhibition. It is expected to be completed by the end of March 2023, providing a new carrier for the Northwest China Project Center to carry out nature education and member activities.



Panorama of the Nature Education Base (design draft)

Member Engagement

1. Discussion and Exchange

In this year, the Northwest China Project Center organized members to have in-depth exchanges and discussions with Chair SUN Lili on project development, local institutional development, and public fundraising project creation. The Northwest China Project Center will continue to work together with various project centers across the country "with sincerity as the guide and pragmatism as the basis", actively participating in various environmental protection alliances, and practicing the original public welfare aspiration of "making a vast difference together" with project development.



Chair SUN Lili attending the Northwest China Project Center symposium

2. Public Welfare Spring Sowing and Autumn Harvest of "A Piece of Cropland for Crested Ibis"

On June 11, 2022, the Northwest China Project Center's "A Piece of Cropland for Crested Ibis" public welfare spring sowing project was held in Huayang Town, Yangxian County. Since 2018, the first batch of seedlings were planted to restore the ecology and protect the Crested Ibis. Through five years of exploration and practice, more social forces were mobilized to pay attention to and support the Crested Ibis conservation. After the spring sowing activity, members also went to the Qinling Four Treasures Garden in Huayang Scenic Area to visit the "Shanzai", a Qinling panda adopted by the Northwest China Project Center.



Autumn harvest of "A Piece of Cropland for Crested Ibis"

Working Committee Members of Northwest China Project Center

— The 4th Session —

Chair | ZOU Bin

Vice Chair and Secretary General | ZHANG Yi

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



Established in October 2013, the Pearl River Project Center is composed of Guangdong entrepreneurs who focus on social construction and environmental protection in the Pearl River Delta and explore their own environmental mission, striving to jointly explore the path of ecological protection and environmental governance through mutually recognized social responsibility and cooperative mode. Since establishment, the Center has successively created brand projects such as "Guarding Southern Elves", "Industrial Green Supply Chain Action", "Bay Area Wetland Conservation", and established the Guangdong Nature Conservation Foundation (NCF) to promote the sustainable development of environmental protection in the Pearl River Basin. As of the end of 2022, the Pearl River Project Center had 37 members.

Chair's Message

In 2022, the members of the Pearl River Project Center established the Guangdong Nature Conservation Foundation (NCF) with full enthusiasm; and actively promoted 3 brand projects, namely, Industrial Green Supply Chains, Guarding Southern Elves, and Wanzuitou Wetland Cooperation, achieving good progress. The fundraising and dissemination have also "been widely recognized by the public", allowing positive energy to continue to be transmitted in society. Conserve the natural and ecological environment of Guangdong, retain the clear waters and blue skies. The Pearl River Project Center looks forward to gathering more environmental public welfare forces in 2023, and striding forward with all partners at a firm pace.

HONG Yao
Chair of Working Committee of Pearl River Project Center

Project Progress

1. Establishment of Guangdong Nature Conservation Foundation (NCF)

In 2022, facing various uncertainties, the Pearl River Project Center forged ahead, remaining true to the original aspiration. Guangdong Nature Conservation Foundation, a local institution, was officially established, laying an important foundation for the legalization of local operation.



Establishment of Guangdong Nature Conservation Foundation

2. Project Promotion

In 2022, the Pearl River Project Center supported 3 brand projects, namely, Blue Defenders, Green Starters, and GUT, and actively promoted the development of 3 brand projects, namely, Industrial Green Supply Chains, Guarding Southern Elves, and Wanzuitou Wetland Cooperation. On the basis of undertaking headquarters projects and continuing the brand, the Center independently developed its own characteristics and created resource-linked platform projects.

In terms of government linkage and cooperation, the Pearl River Project Center has successively collaborated with departments and institutions such as the Department of Natural Resources of Guangdong Province, the Department of Ecology and Environment of Guangdong Province, the Guangzhou Wildlife Protection and Management Office, the Guangzhou Carbon Emission Property Rights Exchange, and the China Nonferrous Metals Fabrication Industry Association to carry out various projects around wetland conservation, industrial green supply chains, and ecological products in the field of natural resources. With strong support and professional

guidance from government departments, the Center has transformed from a single fight to a multitrack linkage, maximizing consensus among all parties and achieving maximum resource allocation efficiency.



2022 Collaborative Governance Forum for Pollution and Carbon Reduction in Steel Enterprises

3. Wetland Conservation and Restoration

On June 5, the Pearl River Project Center, in conjunction with Guangdong Nature Conservation Foundation (NCF) and Mangrove Foundation (MCF), organized the "Wetland Biodiversity Paradise" June 5th World Environment Day and Wetland Conservation Law Publicity Activity in Wanzuitou Wetland, Guangzhou Higher Education Mega Center. About 60 environmental volunteers from government departments, social organizations and enterprises participated in wetland biodiversity conservation through bird watching guide and cleaning of alien invasive plants. In the future, the Pearl River Project Center will work with all walks of life to build Wanzuitou Wetland into a model for the conservation of urban micro wetlands in South China and urban sustainable development and wetland biodiversity conservation.



Public participating in environmental activities

4. Cooperation Promotion

In 2022, the Zhujiang Project Center continued to cooperate with the French Consulate General in Guangzhou in the Sino-French Environment Month. In combination with the Zhujiang Project Center brand project "The Blue Planet Biodiversity Painting Competition", the issues of "climate change" and "biodiversity" were linked together to further promote public participation in environmental activity. At the same time, the Center maintained and strengthened the cooperation with international environmental public welfare organizations, actively participated in the 14th Meeting of the Conference (COP14) of the Contracting Parties to the Ramsar Convention on Wetlands, and established the Wanzuitou Wetland Project Management Committee, laying a solid foundation for further deepening international cooperation in environmental public welfare undertakings.



Chair HONG Yao delivering a speech at the COP14-CEPA Wetland Education and Conservation Forum

5. Fundraising and Communication

In 2022, the Pearl River Project Center raised a total of 1,629,559.73 yuan, of which 160,000 yuan was donated by the sponsoring enterprises on "99 Giving Day", and more than 202,000 yuan

was attracted from nearly 5,000 people. The Center initiated the "Meiyi People Environmental Protection", calling on 50 beauty entrepreneurs to jointly launch the Meiyi Environmental Protection Initiative and raised 72,500 yuan under the witness of over 1,200 beauty entrepreneurs. In terms of public welfare communication, we initiated the creation of carbon neutral theme strip and received flow support from "Non-Decadent Youth". The single article of *It's 2023, My Fever Hasn't Been Relieved* had over 100,000 views. Moreover, we completed the shooting of "100 Reasons for Not Doing Public Welfare" promotional video, with the participation of 16 entrepreneurs and the total exposure of 9.82 million times. We also prepared a fundraising creative activity for "Bay Area Wetland Protection".

Member Engagement

1. Member Development

By the end of 2022, the Pearl River Project Center had 37 active members in total, and 13 lifelong members in total with 6 new lifelong members added in the year. Members have participated in environmental practices for 199 times with a total of 769 hours.



Pearl River School: Visit Yinlu Technology

2. Co-Creation and Co-Construction

During the year, the Pearl River Project Center held 6 working committee meetings and organized 42 activities, constantly deepening the co-creation and co-construction within the Pearl River Project Center. In terms of center construction and member interaction, the working committee and members worked together, maintaining members with warmth, and producing the birthday blessing videos for 45 members. The Center also created high-level entrepreneurial promotional videos. At the same time, the online brand activity of "the Pearl River Dialogue" was set up and successfully carried out for three times.

The Pearl River Project Center organized 2 online member communication meetings around the hot topic of organizational development and institutional construction of SEE Conservation, strengthening information synchronization and expressing opinions based on rationality. At the same time, we have reached the commitment with 13 lifelong members to continuously donate 20,000 yuan per year, for the purpose of achieving sustainable replenishment of the Center's funds and enhancing each member's participation in the Center's public affairs and environmental public welfare in the process of co-creation and co-construction.



Research & Study Activity of "The Blue Planet Under Climate Change"

Working Committee Members of Pearl River Project Center

- Chair | HONG Yao
- Vice Chair and Secretary General | LI Qimao
- Vice Chairs | YANG Xiaohui, LV Xi, DU Shuhua

— The 4th Session —



Established in September 2014, the Hunan Project Center, with the core of "Conservation of Yangtze River and Local Water System", carried out environmental activities and strongly supported the development of environmental organizations in Hunan. At present, taking the Dongting Lake Basin as the carrier, the "Pilot Demonstration Work of Comprehensive Biodiversity Conservation" is conducted with "water" as the main line and "David's deer (*Elaphurus davidianus*)" as the key protected species. Taking Wuling Mountain-Xuefeng Mountain, Luoxiao Mountain-Mufu Mountain, and Nanling Mountain as carriers, the "Pilot Demonstration Work of the Conservation of Minimal Population Species" is conducted with "mountains" as the main line. The Center has carried out the "Guarding Hunan Funding Program", the East Dongting Lake biodiversity conservation project "Getting along with David's deer", the "Keeping up with birds" bird monitoring program and other projects. As of the end of 2022, the Hunan Project Center had a total of 16 members.

Chair's Message

In the past year, we continued to give support in the development of environmental organizations in Hunan, launched the "Live with David's deer" East Dongting Lake biodiversity conservation project, carried out the "Feathers in Wind" bird monitoring volunteer program, convened the public to participate in the conservation of birds and their habitats, and contributed to the protection of environment in Hunan. In 2023, we will continue to take root in public welfare projects, vigorously support the development of local public welfare organizations, and work together with more people to create a better Hunan.

TANG Fen
Chair of Working Committee of Hunan Project Center

Project Progress

1. Launch of the "Getting along with David's deer" Project

On June 19, 2022, the Hunan Project Center's "Live with David's deer" East Dongting Lake biodiversity conservation project was inaugurated. The launching ceremony was jointly held by the Hunan Project Center in conjunction with the East Dongting Lake National Nature Reserve, Yueyang Wildlife Conservation Association and East Dongting Lake David's deer Conservation Association in the East Dongting Lake David's deer Park, Yueyang. Yueyang East Dongting Lake David's deer Park will serve as the project base of "Getting along with David's deer".



The launch of "Live with David's deer"

2. "Getting along with David's deer" East Dongting Lake Biodiversity Conservation

In 2022, the project increased the monitoring frequency of the David's deer, and recorded the survival status of the David's deer population in the East Dongting Lake under the impact of harsh environment, providing an effective basis for the conservation of the Dongting Lake wetland ecosystem with the David's deers as an example.

- 7** surveys on the David's deer population distribution and habitat
- 23** monitored David's deer groups
- 10** habitat patrols
- 2** rescued David's deers
- 2,000+** kilometers of cumulative patrol journey

3. "Feathers in Wind" Bird Monitoring

The Hunan Project Center of SEE Conservation, Close to Nature, and Creative Environmental Protection jointly launched the "Feathers in Wind" bird monitoring program. By recruiting the public and providing bird survey and monitoring training, the Project Center continued to organize wild bird monitoring, research, and public science popularization activities, promoting more people to participate in conservation of wild birds and their habitats.

In the second half of 2022, the "Feathers in Wind" bird monitoring program held 2 bird monitoring training sessions, recruited 35 volunteers, organized 4 bird monitoring activities, and recorded 170 bird species. In the second raptor monitoring action started at the end of September, 47 volunteers carried out continuous observation at Gushan Mountain and Yuelu Mountain monitoring points for 25 days, recording 1,294 daily migrating raptors of 21 species. On September 27, greater spotted eagle (*Clanga clanga*) was discovered during monitoring in Gushan Mountain, filling the previous record gap of no such bird species in Changsha.



"Feathers in Wind" bird monitoring

4. Save the Smile of Yangtze River: Search for the Best Yangtze River Assistance Patrol Team

July 22 to 24, the staff representatives of the Hunan Project Center participated in the inspection of the excellent assistance patrol teams and rangers of the fishery administration in the prohibited waters of the Yangtze River Basin in 2021, and investigated respectively the Qianliang Lake Patrol Team in Junshan District, Yueyang City, the Fishing Conservation Team in Puji Town, Liuyang City, and the Fishery Law Enforcement Volunteer Patrol Center in Xiangjiang River Basin, Qiyang City to learn about the progress of the patrol work in the prohibited fishing basin.



Assistance patrol research in the Yangtze River Basin

5. Guarding Hunan Funding Program

In 2022, the Project Center continued the

Guarding Hunan Funding Program. The partners supported by the Hunan Project Center were active in the front line of environmental protection: the "Green Hunan" deep cultivation of water source conservation and the "Changsha Wildlife Conservation Association" Pangolin (*Manis*) protection project made new discoveries in the field survey, the "Hello Nature Public Welfare Publicity Lecturer Project" of "Hunan Nature" delivered natural experience to the community, the "Dawning Environmental Protection" waste removal action further reduced the environmental risk of illegal dumping of solid wastes, the "Creative Environmental Protection" standardized the environmental protection measures of the ports in Changsha, Zhuzhou and Xiangtan, Hunan through aerial photography and supervision. The East Dongting Lake Ecological Protection Association assisted the fishery administration and the protected area in carrying out patrol and investigation work in Dongting Lake.

6. Review of the "Green Starters Funding Scheme"

On October 29, 2022, an evaluation meeting in Hunan was held for the "Green Starters Funding Scheme". After the on-site review, Senying Valley Wild Firefly Farm, Changsha Lily Children's Education Development Center, and Loving Nature Ecological Protection Center of Lengshuitan District, Yongzhou City passed the review and became the partners of Green Starters in 2022.



Review of the Green Starters

7 Fundraising and Communication on "99 Giving Day"

During the "99 Giving Day" period (September 7-9, 2022), the Hunan Project Center launched the "Feathers in Wind" bird monitoring program to raise funds. A total of 623 people were mobilized to participate in donations, and a donation of 87,982.61 yuan was raised. Among them, ZHAN Daokui from Hunan Zhonggui Design Institute Co., Ltd. provided corporate donations for "Feathers in Wind"; Tutor TIAN Li provided donations for the "GUT" project, while members CHEN Jinping, HE Haiying, TANG Fen, and XU Jing launched the "Donation Together" to raise funds for the "Feathers in Wind" project.

Member Engagement

1. Working Committee Meeting

In 2022, members of the Hunan Project Center actively participated in a total of 28 environmental activities conducted by the headquarters and various project centers nationwide, with the cumulative public welfare participation time of about 482.3 hours. Four working committee meetings were held to discuss the work throughout the year and make decisions on relevant matters.

2. Activity Participation

In 2022, the Hunan Project Center actively participated in the Noah's Ark Biodiversity Conservation Alliance Forum and Joint Annual Meeting, the 9th Environmental Protection Four Comics Creation and Solicitation Activity, the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27), the Second Phase China Corner Multilateral Conference of the 15th Meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD-COP15), and other domestic and foreign environmental theme activities, presented the achievements and programs of the Hunan Project Center in biodiversity conservation and other fields. At the same time, the Center organized various activities such as member visits and reading exchanges to enhance cohesion.

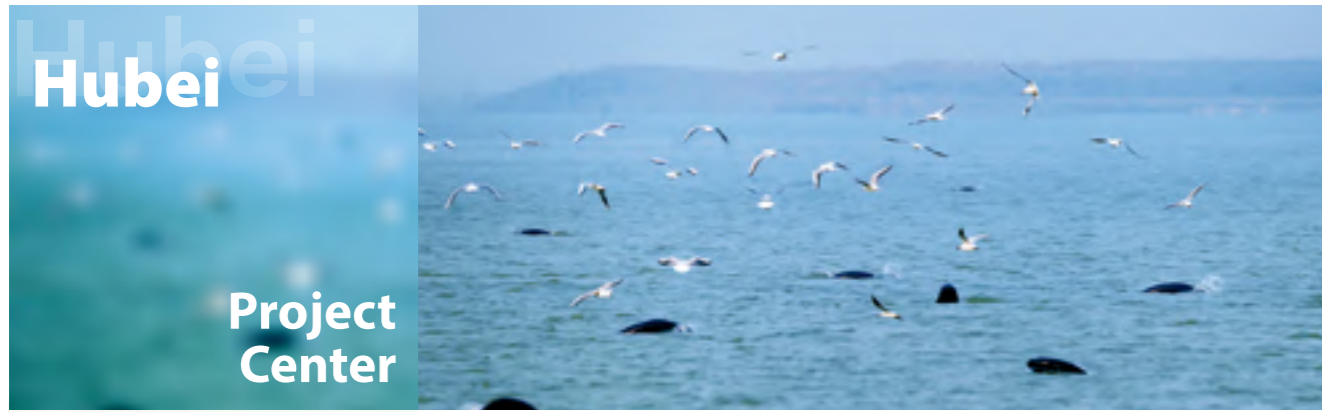


Visit Broad Homes Industrial Group

Working Committee Members of Hunan Project Center

— The 4th Session —

- Chair | TANG Fen
- Vice Chair and Secretary General | XU Yin
- Vice Chair and Executive Secretary General | XU Jing
- Vice Chairs | CHEN Jinping, GAO Buyun, ZHAN Daokui



Hubei

Project Center

The Hubei Project Center was established in July 2015. On March 26, 2016, the Hubei Changjiang Conservation Foundation (CCF) was launched to build a socialized protection platform involving enterprises, universities, scientific research institutes, environmental organizations and the public by carrying out conservation work focusing on saving endangered species such as Yangtze Finless Porpoise (*Neophocaena Asiaeorientalis*) and Baer's Pochard (*Aythya Baeri*), so as to drive and support the growth of non-governmental environmental organizations. Since 2021, the Project Center has implemented a new five-year plan, focusing on four major issues: flagship species conservation, alternative livelihoods for fishermen, green development under climate change, and policy research, creating the "deep participation funding model" with the advantages of practitioners and funders. As of the end of 2022, the Hubei Project Center had a total of 43 members.

Chair's Message

Over the past year, we continued to forge ahead on the path of social participation in the Yangtze River protection, response to global climate change, and advocacy for green and low-carbon development. We, joining hands with more partners, established a Yangtze River ecological protection project system with "porpoise, fish and bird" as the starting point and a Yangtze River green and low-carbon development path with "hundreds of cities, thousands of enterprises, and tens of thousands of schools" as the scene. We have stepped onto the international stage to tell the story of China's Yangtze River protection. In 2023, we will continue to walk with the guardians of the Yangtze River along the "public welfare" path, jointly build the Yangtze River of Life, retain the clear water and blue sky, and sing a song of the Yangtze River in the new era!

— WU Jiangang
Chair of Working Committee of Hubei Project Center

Project Progress

1. Save the Smile of the Yangtze River: Initial Progress Has Been Made in Assistance Patrol

Under the guidance and arrangement of the Yangtze River Office of the Ministry of Agriculture and Rural Affairs, 36 patrol teams from 15 provinces and cities along the Yangtze River were visited and investigated in 2022. On October 24, Freshwater Dolphin Day, the award ceremony of "Excellent Assistance Patrol Teams and Rangers Selection 2021" was successfully held, awarding 26 excellent teams and 100 excellent individuals. At the same time, the Project Center assisted the Yangtze River Office of the Ministry of Agriculture and Rural Affairs in organizing the seminar on fishery administration assistance patrol in key waters of the Yangtze River Basin, and continued to promote the further development of the assistance patrol system.

- 2 training courses for key personnel of fishery administration assistance patrol in prohibited waters of the Yangtze River Basin
- 203 assistance rangers participating in the training of key personnel
- 203 telescopes supporting small devices
- 370 people covered by accident insurance
- 18 partners supported for the publicity of the "Small finless porpoise, great love" project

2. "Yangtze River Partner Camp" social organization capability enhancement program

- 60+ training courses for key personnel in fishery management assistance patrol in prohibited waters of the Yangtze River Basin
- 120+ trainees



Award ceremony of "Excellent Assistance Patrol Teams and Rangers Selection 2021"

3. Guarding the Home of Baer's Pochard: Population monitoring and habitat conservation

Since launch, the project has received strong support and affirmation from the National Forestry and Grassland Administration, forestry departments at all levels in Hubei Province and other relevant competent government departments. In 2022, the COP14 First Multilateral Meeting "Yangtze River Protection Forum" was held, and the results of wetland related projects such as Baer's Pochard (*Aythya baeri*) Conservation were released. With the support of the Zall Public Welfare Foundation, we have reached cooperation with the Chenhu Wetland Nature Reserve. Two intelligent monitoring systems and the Chenhu Qihao Bird Watching House have been put into use, jointly creating the "Chenhu Demonstration Base for Public Participation in Wetland Protection", which was presented to international guests during the COP14 Conference in 2022.



COP14 First Multilateral Meeting of "Yangtze River Protection Forum"

- 33 partners jointly carrying out Baer's Pochard population monitoring
- 19 provinces covered by Baer's Pochard population monitoring
- 205 synchronized national survey plots of Baer's Pochard
- 12,000 km cumulative patrol journey

4. Fish in the Yangtze River: Advocating Scientific Release

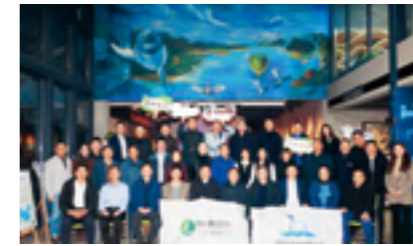
The ten-year fishing ban in the Yangtze River has brought opportunities for biodiversity restoration, but the restoration of endangered fish species not only relies on natural ecosystem, but also requires the restoration of their wild populations through scientific release. In 2022, 4 public welfare activities were carried out to release thousands of first-class protected fish species, and approximately 160,000 second-class and native fish species; 4 trainings on scientific release were performed, and 1 offline demonstration and exchange Q&A meeting on Chinese Sturgeon (*Acipenser Sinensis*) release was held, with the participation of 20 public welfare institutions in the Yangtze River Basin. Collaborated with 10 environmental organizations in the Yangtze River Basin, we carried out 30 offline activities for public promotion of fish resources; issued 4 sets of R&D themed nature education work packages; published over 60 audio books on fish science popularization and over 100 hand-painted fish works; and supported partners to prepare 1 release guide.



"Protect Sturgeon, Guard the Yangtze River": Release of Chinese Sturgeon

5. Zero Carbon Yangtze River

In 2022, the Project Center collaborated with the China Environment United Certification Center to prepare the *Record of Enterprise Green Development* report for four consecutive years, and launched the "2022 Low Carbon Co-creation Camp: Zero Carbon Yangtze River Enterprise Green Transformation and Innovation Plan". The Project Center have linked, collaborated, and co-created with over 20 industry-leading industrial enterprises, nearly 80 Zero Carbon innovative technology enterprises, and more than 30 industry experts, and jointly hosted a live broadcast forum with the theme of "Climate Security and Zero Carbon Vision of the Yangtze River Economic Belt" in collaboration with the Yabuli China Entrepreneurs Forum. We also invited 11 academicians and experts were to hold the "Consultation on Zero Carbon Economic Development in the Yangtze River Basin", jointly providing advice and suggestions for promoting the development and ecological conservation of the Yangtze River Economic Belt.



Consultation on Zero Carbon Economic Development in the Yangtze River Basin

6. Fundraising and Communication

In 2022, the non-membership fee of the Hubei Project Center exceeded 15 million yuan, with an increase of 41.5% as compared with 2021, and the total amount reached 18 million yuan. For the first time, the Project Center has secured the million-level targeted funding cooperation from well-known enterprises and obtained seed funding for the launch of new projects; initiated cooperation with the judicial system for ecological compensation, providing public welfare services in the field of ecological compensation and restoration; and launched the donation cooperation for materials and equipment, obtaining donations for professional equipment such as scientific research clothing and patrol drones.

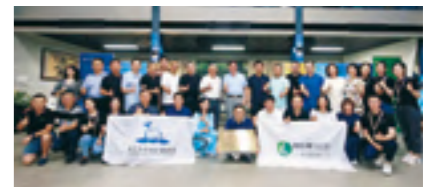
In this year, the number of media exposures exceeded 1.3 million, the number of views of tweets by We-Media exceeded 600,000, and the number of online and offline public service advertising exposures exceeded 2.3 million.



Offline advocacy for project fundraising

Member Engagement

In 2022, 175 members of the Hubei Project Center participated in environmental practices, with a total participation time of nearly 1,305 hours. A total of 29 small and medium-sized member and project activities were held, including 4 enterprise visits, 2 project center exchanges, 8 industry exchanges and sharing meetings, 1 Green Starters and GUT review, and 14 activities such as Conservation of the Yangtze Finless Porpoise, Baer's Pochard, Fish in the Yangtze River, Green Development, Nature Education, etc.



Visits and exchanges among members of the Hubei Project Center

Working Committee Members of Hubei Project Center

— The 3th Session —

- Chair | WU Jiangang
- Vice Chair and Secretary General | LI Zhenzhen
- Vice Chairs | CHEN Ya, YAN Wei, HOU Jin, WANG Dalin
- Vice Secretaries-General | SU Yi, GAO Hong, WANG Jun



Inner Mongolia

Project Center

Established in August 2015, the Inner Mongolia Project Center leads entrepreneurs in Inner Mongolia and drives social forces to devote themselves to the public welfare undertakings of desertification prevention and control, grassland ecological restoration, wetland conservation, forest conservation and popular science education of ecological resources, and jointly create a green ecological barrier in north China, through the brand projects of "100 Million Suosuo", "Groundwater Conservation" and "Ulan Buh Eco-Education Base". As of the end of 2022, the Inner Mongolia Project Center had 21 members.

Chair's Message

The three years of COVID-19 pandemic finally came to an end. As a base camp of SEE Conservation, the Inner Mongolia Project Center has been trying to manage the headquarters brand projects, the "100 Million Suosuo" project and Groundwater Conservation project, and at the same time, The Ulan Buh Sand Control Demonstration Base project started has also been on the right track. In this year, the pioneering rotating Chairmanship system played an active role in unlocking the vitality of the center. We will further build the brand projects belonging to the Inner Mongolia Project Center, attract high-quality members, optimize the internal governance mechanism, drive more excellent talents to participate in environmental protection undertakings, and protect the roots of SEE Conservation.

— CHANG Futian
Chair of Working Committee of Inner Mongolia Project Center

Project Progress

1. Wetland Restoration

In 2022, 20 mu of land of Shirenwan and Dongwushijia villagers were newly transferred within the wetland, and a total of 60 mu of land has been transferred. Some of the transferred land will be used for wetland bird-watching pavilions, wooden plank roads and vegetation and lawn restoration, while other transferred areas will be used for construction of education bases and vegetation supplement.

education base in the Shirenwan Wetland. According to the planning and design, the interior decoration, equipment construction and installation of the exhibition hall's periphery, the ecological folklore, the insect hall and the bird hall will be completed by them. Currently, the basic work has been completed.



Shirenwan Biology Diversity Education Base

2. Wetland Patrol

In 2022, five patrolmen carried out daily patrols of wetlands, and conducted daily monitoring and recording of birds in wetlands, as well as management of garbage and management and maintenance of peripheral lawns.



Center members actively participating in environmental public welfare activities.

4. Nature Education

In 2022, due to the COVID-19 pandemic, in order to reduce the gathering of people, the Swan Goose (*Anser cygnoides*) Wetland Ecological Conservation Association carried out 10 nature education activities on vegetation restoration and other related topics around the Shirenwan Village wetland.



Theme activity of voluntary tree planting

3. Construction of Biodiversity Conservation Education Base

During the year, a biodiversity education exhibition hall was established. According to the project of "Guarding Birds' Home in Inner Mongolia", the Inner Mongolia Project Center and Hohhot Swan Goose Wetland Ecological Conservation Association will jointly build the exhibition hall of biodiversity conservation

Member Engagement

1. Handover Between Rotating Chairs of Two Sessions

The working committee members rotation system is the central governance mechanism innovated and explored by the Inner Mongolia Project Center. It has been in effect since August 2021. In 2022, the 5th session of rotating working committee members succeeded the 4th session of rotating working committee members, and a handover ceremony was held.

During the handover ceremony of the fourth rotating Chair held on April 29th, a tree planting activity with the theme of "Plant Trees, Share a Green World" was held, in which entrepreneurs from all walks of life participated actively.



Handover between rotating Chairs

2. Attended the Inner Mongolia Autonomous Region Symposium and Made a Special Report

On June 2nd, SUN Shaocheng, Secretary of the Party Committee of Inner Mongolia Autonomous Region, presided over a forum to listen to the opinions and suggestions of chambers of commerce and private entrepreneurs and discuss the high-quality development plan of private economy. CHANG Futian, Chair of the Working Committee of the Inner Mongolia Project Center, attended the meeting and made a special report. HU Dagula, a member of the Standing Committee of Inner Mongolia Party Committee and Minister of United Front Work Department, AN Runsheng, Vice Chair of CPPCC and Chair of Federation of Industry and Commerce, directors of relevant departments and 10 private entrepreneurs attended the meeting.



Symposium

3. Thematic Activity of Desertification Prevention and Control

On June 17th, World Day to Combat Desertification, the Inner Mongolia Project Center co-sponsored the theme activity of "sea-buckthorn industry assisting desertification prevention and control" with the Sea-Buckthorn Industry Committee of China Sand Control and Sand Industry Society, Inner Mongolia Helinger County People's Government, Inner Mongolia Radio and Television Station, Inner Mongolia Mobile E-commerce Association and Inner Mongolia Astronaut Company. CHANG Futian, Chair of SEE Conservation Desertification Prevention and Control Committee and Chair of the Inner Mongolia Project Center, ZHOU Yubin, the fourth rotating Chair of the Inner Mongolia Project Center, and member enterprises attended the activity.



Thematic activity of Desertification Prevention and Control

Working Committee Members of Inner Mongolia Project Center

— The 3th Session —

Chair | CHANG Futian

Vice Chair and Secretary General | ZHU Haigen

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



Established in December 2016, the Anhui Project Center focuses on the issues of "Ecological Conservation of Anhui Section of Yangtze River" and "Wetland Biodiversity Conservation in Hefei". It has formed a regular pattern of "five bases, three activities, three competitions, two tours, one exhibition tour and one fund-raising", which drives local entrepreneurs, the public and volunteers in Anhui to participate in environmental protection and ecological conservation action. While promoting the development of green operation and management of their own enterprises, the entrepreneur members of the Anhui Project Center pay attention to environmental issues, advocate ecological conservation and jointly protect the mountains and rivers in Anhui. As of the end of 2022, Anhui Project Center had 12 members.

Chair's Message

After seven years' exploration and development, the Anhui Project Center has entered the stage of specialization and systematization in responding to environmental problems, and has created a sound basis for social participation in conservation of endangered species, prevention and control of habitat pollution, industry development support, and other aspects. Especially in the innovative practice of environmental education, various forms suitable for the participation of the middle-aged, the young and the juvenile have been created through diversified perspectives.

The current achievements could not have been made without the "sophisticated tool" of "consensus of the Working Committee Members, joint efforts of members and implementation of the executive team". I look forward to working with more project centers in the future to create a nature education system with SEE Conservation characteristics and promote the birth of brand projects.

— YU Xiaoxia
Chair of Working Committee of Anhui Project Center

Project Progress

1. Biodiversity Conservation of Wetland in Hefei

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

During this year, the Project Center assisted the community to set up the community resident patrol team, and helped the patrol team to protect the wetland by means of system standardization, equipment and capacity building, and promoted the "Community Wetland Assistance Patrol System".



Launching ceremony of the pilot project of Guanwan National Wetland Park's assistance patrol team capacity building and community-assisted patrol system

At the same time, four nature center demonstration sites were established, and 11 sets of nature education courses were independently developed. The mature operation mode was recognized by the forestry department and promoted throughout Hefei, and 70 volunteers with the ability of nature educators were trained. A total of 165 environmental education activities were provided to the public throughout the year, which was deeply loved by the public. In addition, the cultivation system of volunteers of environmental protection is becoming more and more perfect, and volunteer stickiness is increased through recruitment, training, certification, incentives and other forms to enhance their sense of honor. Up to now, more than 700 volunteers have been recruited and

466 registered, with a total of 1,142 times of volunteers participating, and a total service time of 5,259.9 hours.



Environmental volunteers carrying out environmental education activities

The Anhui Project Center carried out 30 exhibitions of "SEE Nature", so that urban residents can enjoy the wild interest of wetlands in campuses, communities and commercial complexes and enhance their emotional connection with wetlands. The Project Center also conducted 16 civic science activities to promote the public to observe nature and submit bird watching data.

• The 6th Anhui Nature Carnival

"The 6th Anhui Nature Carnival", organized in 2022, linked the government, enterprises, environmental protection organizations and volunteers to bring a feast of nature education to the public in a cross-border and diversified way, directly involving or influencing 100,000 people.



The 6th Anhui Nature Carnival

2. Ecological Conservation of Anhui Section of Yangtze River

Taking the living status of Yangtze Finless Porpoises (*Neophocaena asiaeorientalis*) as a measurement index, the Anhui Project Center pays attention to the threatening factors to endangered species and their habitats, promotes investments by multiple forces and explores effective actions of ecological conservation in the Anhui section of the Yangtze River.



Scientific investigation on ecological conservation of the Anhui section of the Yangtze River

November 10 to 24, 2022, the Anhui Project Center organized a 13-member scientific investigation team to complete the investigation on the number and distribution of finless porpoises in the Anhui section of the Yangtze River. It took 15 days and sailed 810 kilometers, and 106 groups of finless porpoises were found in the Anhui section of the Yangtze River for 207 times. Next, the Project Center will analyze the change of the number of finless porpoises in the Anhui section of the Yangtze River and the influence of shipping on the habitat activities of finless porpoises, and the planned completion time is early April 2023.

• Public Participation and Nature Education

The Anhui Project Center completed the production of popular science animation of finless porpoises and enriched the content of theme nature education activities; supported the filming of ecological conservation of the Anhui section of the Yangtze River cultural public welfare film, and planned to influence more audiences to pay attention to endangered species and ecological conservation of the Anhui section of the Yangtze River through the broadcasting on various platforms.

• Pollution Prevention and Control

During the year, the Anhui Project Center supported local environmental protection organizations and universities to actively carry out effective actions such as "Anhui Section of the Yangtze River Solid Waste Supervision Project", "promoting environmental compliance of hazardous waste management units in Anhui" and "promoting clean operation of waste incineration industry".

• Support to Industry Development

The Project Center supported the institutional growth and key personnel training of three environmental protection public welfare partners in the initial stage, and provided a solid force for regional industry development and practitioner reserve.

Brand Communication and Fundraising

In 2022, the Anhui Project Center promoted 40 enterprises and 15,000 people to donate nearly 940,000 yuan to projects through "99 Giving Day" and daily activities. Among them, Merrill Lynch Beauty, a member company of the Anhui Project Center, joined hands with brother brands (36 companies in total), communicated the activities on site in nearly 800 stores across China.



Center member enterprises participating in "99 Giving Day".

In terms of media cooperation, the media such as Anhui Morning News, Hefei Evening News, Hefei TV Station and Traffic Radio Station made comprehensive reports on the ecological conservation concepts and related activities of SEE Conservation. The Anhui Project Center has rapidly increased its influence from the media, with nearly 100,000 video and tweet views and over 50,000 live streaming views.

Member Engagement

In 2022, there were 3 new members in Anhui Project Center, and 1 was promoted to life member, and 15 member activities were organized and held, with 65 members participating in activities.



Center exchange activities

Working Committee Members of Anhui Project Center

— The 2th Session —

Chair | YU Xiaoxia

Vice Chair and Secretary General | WU Qinglin

Vice Chairs | HUA Qingmei, WANG Qunjun, YANG Ming, YU Dayong



Established in January 2017, the Henan Project Center concentrates the strength of Henan entrepreneurs, focusing on the "Great Bustard Go Home" project, which is a brand project, devoting itself to the ecological environmental protection and sustainable development in Henan, promoting the participation and action of the government, enterprises and the public by subsidizing the work of environmental protection public welfare organizations in Henan, adhering to the concept of "Bring clear water and blue sky back to Henan", seeking effective solutions and exploring the road of social environmental governance, so as to achieve the goal of ecological environmental protection and sustainable development. As of the end of 2022, the Henan Project Center had 10 members.

Chair's Message

In 2022, "we moved forward with great burden, but the dawn has emerged." In 2023, I hope that the Henan Project Center will not be knocked down by problems or confused by different roads in the future, will never give up because of pressure, or slack off because of grades. Let's strive for "clear water and blue sky" and make progress together!

— LI Xinhua
Chair of Working Committee of Henan River Project Center

Project Progress

1. Operation of Saving Great Bustard (*Otis tarda*) in Yellow River Wetland

In 2022, Henan Project Center continued to take the conservation of the Yellow River ecology as the development direction, took the "Great Bustard Go Home" environmental protection project as the carrier, and widely mobilized social forces to participate in the conservation of endangered migratory birds such as Great Bustards and their habitats, and guide the public to understand rare species such as Great Bustards by setting up patrol teams, carrying out nature education and biodiversity exhibitions, and pay attention to and join the wetland conservation action in the Yellow River ecological basin.



Lantian Group's "Great Bustard Go Home" public welfare activity site

The Project Center continued to support environmental protection public welfare partners for four years, and carried out a series of conservation action, such as round-the-clock patrol of habitats, distribution of leaflets, rescue and release of wild birds, cooperation with law enforcement agencies to file cases, and education on the Yellow River Wetland Reserve, expulsion of illegal fishing and hunting people, collection of illegal fishing and hunting tools, and reduction and crackdown on threats to conservation.

During the Bird Loving Week in April, the Project Center joined hands with the Forestry Bureau, Education and Sports Bureau, Yellow River Wetland National Bird Reserve and other units to carry out the "Nature Education on Campus" activity in 15 primary schools, and participated in the recording of the "Yellow River Acceleration"

program of Henan Radio and Television Station to publicize the great bustard and wildlife conservation to more people.

In November, together with Beijing Duoyuan Intelligence Environment Institute and Beijing Grassland League, the Project Center carried out field research activities on great bustard conservation, summed up the experience model of great bustard conservation in Changyuan, and promoted the construction of national great bustard conservation network.



Wild poultry rescue

2. Ecological Monitoring and Habitat Conservation of Baer's Pochard Population

In 2022, the Project Center continued to support environmental protection public welfare partners and carry out ecological monitoring and habitat conservation actions of the Baer's Pochard (*Aythya baeri*) population. During the year, the project team conducted about 50 field investigations, and cooperated with Minquan Yellow River Old Riverbed Wetland Administration to create a habitat for the Baer's Pochard in Minquan Old Yellow River Wetland. Now, the transformation has been completed, 9 nests of the Baer's Pochard have been found, and propagation has been successful.

In addition, the Henan Project Center has successively held popular science lectures on "Photography Exhibition of Birds in the Yellow

River Basin (Henan Section)" and "Save the Singing of Birds by the Side of the Mother River"; The exhibition of "Save the Singing of Birds by the Side of the Mother River" and the popular science lecture of "Bird Diversity and Habitat Conservation in Henan Section of the Yellow River Basin" promoted the public's awareness of ecological environment conservation.



Schematic diagram of artificial habitat construction for Baer's Pochards © Henan Bird Association

Member Engagement

1. Tree Planting Day Public Welfare Activity

On March 12th, Henan Project Center and Yaxin Group held a large-scale tree planting public welfare activity of "Plant Trees in Henan to Light Spring". More than 200 representatives and guests from Zhibo Business School, Fushile Electronics Technology Co., Ltd., Yaxin Group and other member enterprises planted seedlings by themselves to add green to their hometown.



Tree Planting Day public welfare activities

2. "First Zhengzhou Urban Environmental Protection Plan" Fascinating Ecological Exhibition

July 16th to 31st, the Henan Project Center, together with the support units such as the Jingcao Carnival, Greenland New Metropolis - Xintian 360 Plaza, Xianke Nature Education Center and Green Horizon, held a three-week "Fascinating Ecological Theme Exhibition", which conveyed the environmental protection concept of harmonious coexistence between human and nature and protecting the ecological environment of the Yellow River from multiple perspectives, such as diversity, cross-border, life, art, bazaar and environmental protection classroom, and attracted more than 20,000 public participants.



Fascinating Ecological Theme Exhibition

3. Henan River Project Center Exchange Meeting

On July 23rd, the exchange meeting of the Henan Project Center was held in Hongyuan Seiko Co., Ltd., a member company of the Center. The meeting was held both online and offline. President SUN Lili, the Working Committee Members of the Henan Project Center and the secretariat team of SEE Conservation attended the meeting. At the meeting, the previous work progress of the Henan Project Center was reviewed, and the future development direction of the project was formulated. It was once again made clear that the Yellow River ecological conservation should continue with the "Great Bustard Go Home" project and that new projects should be continuously explored.



Henan Project Center Exchange Meeting

Working Committee Members of Henan Project Center

— The 2th Session —

Chair | LI Xinhua

Vice Chair and Secretary General | SUN Hongmei

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



Established in September 2017, the Fujian Project Center is based in Fujian, and is dedicated to issues such as mangrove-centered wetland conservation, corporate environmental risk supervision, bird conservation, soil conservation, and public nature education. From funds to resources, the Project Center fully supports the development of environmental protection public welfare organizations and promotes the implementation of projects. As of the end of 2022, Fujian Project Center had 10 members.

Chair's Message

In the past year, the Fujian Project Center made gratifying achievements in project implementation under various external environmental challenges. We have continued to promote the activities of nature education on the campus, and on the basis of paying attention to various local environmental protection projects in Fujian, we have a new key environmental protection project of the Center - the improvement of acidified soil.

In the coming year, the Fujian Project Center will strive to take root in Fujian and continue to do a good job in all projects.

— XIANG Lei
Chair of Working Committee of Fujian Project Center

Project Progress

1. Nature Education

In 2022, the Fujian Project Center launched 14 nature education activities in Xiamen, and entered 14 remote schools in Xiang'an District to sow the seeds of caring for nature among students; Together with the Xiamen Bird Watching Association, the third "Bird Conservation and Biodiversity Exhibition" in Xiamen was held for one month in 2022, with 20,000 participants. During the activity, six parent-child nature education experience classes were held, with more than 200 families and more than 1,000 people participating.



Public nature education

2. Bird Conservation

Since the first patrol team of purple swamphens (*Porphyrio porphyrio*) in Xiamen was established in June, 2021, fences have been set up at the dams in the main activity areas of purple swamphens to provide relatively safe habitats and breeding sites. In 2022, 12 monitoring devices were placed around the reservoir to monitor the habitat of purple swamphens in real time, and the monitoring data provided an effective basis for law enforcement by relevant departments. After more than a year of communication and promotion, this project has been highly valued and supported by the Xiamen Municipal Government, and the Zhangdaiqiao Reservoir has been included in the red line of ecological control in Xiamen.

In addition, the 2022 action plan for the conservation of the tern (*Sternidae*) in Simuyu Island, Lianjiang, Fujian has made a significant breakthrough. On May 27th, project personnel

discovered a pair of Chinese crested terns (*Sterna bernsteini*) landing in the conservation area, and subsequently monitored the nesting of the large crested and Chinese crested terns. It's the first time that the whole breeding process of Chinese crested terns has been recorded in Fujian, which made Fujian the third province in China that has successfully attracted Chinese crested terns after Zhejiang and Taiwan.



Chinese crested terns bred on Simuyu Island

3. Cultivation of Environmental Protection Talents

July to August, 2022, the 27th National Green Camp for College Students, funded by the Fujian Project Center, was held in Tianbaoyan National Nature Reserve and Zhangjiangkou Mangrove National Nature Reserve in Sanming City and Zhangzhou City, Fujian Province. A total of 27 industry experts gave lessons in the two activities, and 52 campers from universities all over China participated in the training.



Green camp for college students

August 20-21, the third training workshop of Blue Guardian ABO - Marine Biodiversity Talent Training Program was held in Xiyang Island, Xiapu, with 27 participants. During the course, the policy of marine conservation and volunteer action and the practical cases of visiting uninhabited islands in the field were interpreted, which provides important experience for such projects in the future.

4. Soil Improvement Project

On June 10th, the Fujian Project Center and Pinghe County People's Government, Fujian Provincial Farmland Construction and Soil Fertilizer Technology Station, Jimei University, Science Popularization Committee of China Soil Society and Fujian Mata Ecotech Co., Ltd. jointly signed the "Cooperation Agreement on the Construction of Public Welfare Activities of 1,000 Mu Demonstration Film for Acidified Soil Improvement in Huashan Creek Basin of

Pinghe County". This project has established six thousand-mu demonstration lands in Pinghe County, with a total area of about 5,000 mu. It aims to guide farmers in Pinghe County to raise their awareness of acidification soil improvement and form acidification soil improvement habits through long-term large-scale scientific and technological demonstration and popular science publicity activities, and lay a broad mass foundation for promoting acidification soil improvement, sustainable land use and sustainable industrial development.

In the third quarter of 2022, after the preliminary soil sampling was completed, the actual planting area of farmers was determined through in-depth field investigation and registration, and then the distribution quantity was determined according to the planting area of farmers. The first batch of soil improvers, 238 tons of conditioners in total, were distributed in Banzhai Town and Xiazhai Town, and farmers received them according to the standard of 100 kilograms per mu of planting area, and the soil improvers have been gradually spread.

5. Green Starters Review

In 2022, through the review of Green Starters, four Green Starters partners were added: Quanzhou Bird Watching Society, Shanshui Environmental Protection Service Center in Shaxian District of Sanming City, Hairuo Marine Culture Exchange Center in Pingtan Comprehensive Experimental Zone, and Fuzhou Gulou Quye Notes Education Consulting Co., Ltd.



Green Starters review

Member Engagement

1. Offline Exchange Meeting

On January 21st, in the Zhangjiangkou Mangrove Nature Reserve, Yunxiao County, Zhangzhou City, the Fujian Project Center organized Fujian environmental public welfare organization partners to carry out the offline exchange meeting and the annual meeting of the Fujian Project Center. Taking the "Nature Instructor Training Camp" of GUT Partner Green Camp as an opportunity, this activity invited more than ten environmental protection public welfare organizations in Fujian Province for offline exchange. At the same time, 7 professors and experts from Xiamen University, Huaqiao University and Minnan Normal University were invited to discuss the development path of environmental protection in Fujian with 25 campers of the Nature Instructor Training Camp.



Fujian partners offline exchange meeting

2. Partner Visit

On May 5th, just before the "International Biodiversity Day", the Fujian Project Center organized members to visit Quanzhou Bay Estuary Wetland Nature Reserve Development Center and Quanzhou Bird Watching Society, and exchanged the efforts and actions of local and surrounding bird lovers in Quanzhou in protecting biodiversity.

3. Member Companies Visit and Exchange

During the year, the Fujian Project Center organized visits to Kings-wing Stone (Xiamen) Co., Ltd. TPV Technology Group and other member enterprises, and held activities such as Moon Cake Competition, so as to strengthen interactive communication and talk about the dream of environmental protection and public welfare.

Working Committee Members of Fujian Project Center

- Chair | XIANG Lei
- Vice Chair and Secretary General | WANG Yongming
- Vice Chairs | QIU Yitian, WANG Zhixin, YANG Xu
- Deputy Secretary General | YANG Hanbin

— The 2th Session —



Established in December 2017, the Shandong Project Center aims to actively advocate Shandong entrepreneurs to pay attention to local environmental protection issues, practice social responsibilities, and jointly contribute to environmental protection public welfare undertakings. Since its establishment five years ago, it has supported 34 environmental protection public welfare organizations, and carried out 40 environmental protection public welfare projects in Shandong, including "Guard Xiaoqing River", "Leave No Trace Nature Education", "Sea Cleaning Action", "Protect Oriental White Stork" and "North Tamarisk". As of the end of 2022, the Shandong Project Center had 13 members.

Chair's Message

In the past year, the Shandong Project Center, together with Shandong Environmental Protection Foundation, supported more than 20 environmental protection public welfare organizations and volunteer teams in Shandong Province to carry out a number of environmental protection public welfare projects, such as Clean Ocean Campaign, Yellow River Education Base for Ecological Civilization, North Tamarisk and Huiqian Nature Education, to jointly help environmental protection public welfare undertakings in Shandong Province.

In 2023, we will actively practice the social responsibility of entrepreneurs, vigorously promote the development of established projects, and forge ahead without forgetting our initiative mind.

— GUO Cheng
Chair of Working Committee of Shandong Project Center

Project Progress

1. Clean Ocean Campaign

The "Clean Ocean Campaign" is a public welfare action for protection of the "Yellow Sea and Bohai Sea Regional Ecosystem" jointly initiated by the Shandong Project Center, Shandong Environmental Protection Foundation and several local environmental protection public welfare organizations in Shandong.

In 2022, the "Clean Ocean Campaign Phase III" focused on marine cleaning and nature education, biodiversity conservation and other issues.



Clean Ocean Campaign

During World Ocean Day, the Shandong Project Center organized four public welfare beach cleaning activities, with more than 300 volunteers participating. The Project Center also held a marine theme photography exhibition, and started the recruitment of "Coastal Ecological Photography Plan". By December, the project partners had organized nearly 100 public welfare beach cleaning and marine science popularization/nature education activities, with more than 2,500 volunteers actively



Clean Ocean Campaign

participating, and influenced and promoted

more public attention to and participation in marine conservation through on-site activities and publicity of activities and projects.



Shandong Project Center members participating in the Clean Ocean Campaign

2. Biodiversity Conservation

In 2022, the Shandong Project Center supported the establishment of cetacean popular science and rescue stations (Penglai and Qingdao), and developed and tested a set of cetacean atomization rescue devices to build a cetacean rescue network along the coast of Shandong; Supported the establishment of Rizhao seahorse habitat patrol team, carry out patrol 22 times, persuaded 31 illegal fishing boats to leave, and carried out 3 national animal conservation and marine conservation publicity activities in the local area; In addition, supported college students to carry out 15 surveys on wetland ecology and Tamarix (*Tamarix chinensis Lour.*) conservation in the Yellow River Delta, organize data to form 3 research reports, and publicize delta wetland conservation for more than 80 times; In the aspect of seaweed bed restoration, the Project Center supported project partners to inspect the seaweed bed restoration in Caofeidian and help the seaweed bed restoration in situ.



Patrol of hippocampus habitat in Rizhao

3. Yellow River Education Base for Ecological Civilization

In 2022, the base carried out a series of publicity and education activities on the construction of a green and low-carbon society and the ecological conservation of the Yellow River, and held more than 50 nature education activities with 2,000 direct participants.



Yellow River Forest and Beach Cleaning Volunteer Service

4. Development of Environmental Protection Public Welfare Industry

During the year, six Green Starters partners supported by the Shandong Project Center carried out a series of environmental public welfare activities, such as research and development of campus environmental education public welfare courses, zero-waste teacher training, ecological background investigation of bird habitats, public nature education, marine garbage monitoring.



Public nature education

5. Social Recognition

This year, four projects of three partner organizations supported by the Shandong Project Center won a gold award, a silver award and two bronze awards in the 4th Shandong Youth Volunteer Service Project Competition, and participated in the National Volunteer Service Competition on behalf of Shandong Province, which was concerned and recognized by all sectors of society.

Awards won in the 4th Shandong Youth Volunteer Service Project Competition:

1 gold award, 1 silver award, 2 bronze awards

Member Engagement

Exchange on Environmental Protection

From January 11th to 15th, the SEE Conservation Biodiversity Conservation Issues Alliance Forum and Joint Annual Meeting was held in Hainan. Representatives of alliance members from all over China and nearly 80 people from 15 project centers exchanged views focusing on biodiversity, nature education, marine conservation and other environmental protection issues. The Shandong Project Center, as one of the organizers, was led by Chair GUO Cheng, and more than ten members and experts of the Shandong Project Center participated in this activity.



Biodiversity Conservation Issues Alliance Forum and Joint Annual Meeting



Shandong Project Center new year party

Working Committee Members of Shandong Project Center

Chair | GUO Cheng

Vice Chair and Secretary General | WANG Chao

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

— The 2th Session —



Established in January 2018, the Guangxi Project Center is dedicated to local ecological conservation and nature education in Guangxi. On December 29th, 2021, Guangxi Conservation Foundation (GCF) was established, which is the first non-public fundraising foundation in the field of local natural ecological conservation in Guangxi. The Guangxi Project Center focuses on three major brand projects, namely, the "White-headed Langur (*Trachypithecus leucocephalus*) Conservation and Qunan Community Sustainable Development", "Fangchenggang Mangrove Wetlands Conservation" and "Guangxi Natural Science Popularization Lecture". At the same time, the Project Center pays attention to the cultivation of environmental protection public welfare organizations in the region. As of the end of 2022, the Guangxi Project Center had 17 members.

Chair's Message

In 2022, the members of the Guangxi Project Center worked together to overcome the difficulties, and the three brand projects of the center were carried out according to the annual plan. The center completed the registration of local non-public fundraising foundations, expanded financing channels, undertook government service procurement, and promoted the construction of environmental protection resource platforms. In the future, we will strengthen communication, integration and development with entrepreneurs, further unite existing members and pay attention to potential members, gather the strength of entrepreneurs, and continue to devote ourselves to the local ecological conservation and nature education in Guangxi, so as to fully embody the public welfare concept of SEE Conservation and make the environmental protection projects of the Guangxi Project Center better and better.

— LEI Xiang
Chair of Working Committee of Guangxi Project Center

Project Progress

1. White-headed Langur Conservation and Qunan Community Sustainable Development

During the year, the white-headed langur patrol activities were carried out twice, and the 2022 Qunan Karst Plant Scientific Research Camp was completed. By recruiting volunteers from the ecological conservation, nature education and media industries, ethnobotany and ecological investigation were carried out together with Qunan community groups, and the capacity building of community patrol teams and public volunteers was carried out around community conservation issues, so as to enhance the social influence of the Qunan nature education base.



2022 Qunan Karst Plant Scientific Research Camp

In addition, with the participation of local government, members of the Guangxi Project Center, environmental protection public welfare organizations and other parties, the focus and plan of work in the next three years were clarified through field visits and project sorting, and the *Three-year Action Plan for the Conservation of Qunantun White-headed Langur* and the *Study on the Conservation and Governance Model of Qunantun White-headed Langur* were completed.



Seminar on white-headed langur conservation in Qunan

In terms of community support and development, in 2022, with the joint promotion of government units, entrepreneurs and environmental protection public welfare organizations, the construction of hardware facilities in Qunan community was improved, and the reception capacity of nature education was improved.

In terms of nature education and brand promotion, the "2022 White-headed langur Conservation Publicity Week" was held in conjunction with government units and protected areas such as Chongzuo Forestry Bureau, Guangxi Chongzuo White-headed langur National Nature Reserve Management Center and Fusui County New Age Civilization Practice Center, with an audience of tens of thousands of people; the Project Center completed the VI design of Qunan Education and Qunan Selected Products series, and made the curriculum kit of Qunan nature education and the series packaging of ecological agricultural products.



Launching ceremony of white-headed langur conservation publicity week

2. Fangchenggang Mangrove Wetlands Conservation

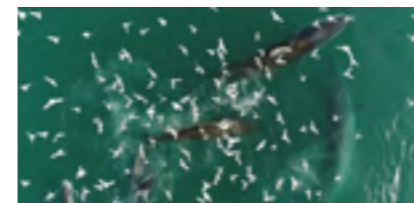
During the year, mangrove replanting, beach cleaning, nature observation and mangrove planting at home were carried out in the Shatan River, Fangchenggang, with thousands of people participating; The investigation on the background resources of benthos and birds in the project was carried out, and the investigation on the restoration of mangroves in the first and second phases was completed.



"Low carbon with you, ecological harbor city" mangrove ecological restoration activity

3. Investigation and Conservation of Bryde's Whales

During the year, a database for identifying the individual characteristics of 56 Bryde's whales (*Balaenoptera brydei*) was established, and the *Report on the Impact of Fishing and Whale Watching in Weizhou Island* was completed. Six natural science popularization lectures and intertidal zone natural observation activities were held, with a total of 330 participants.



Bryde's whales preying

4. Nature Education

The Project Center held 18 natural science popularization lectures in various cities in Guangxi, 18 natural observation activities focusing on bird watching, and 7 photo exhibitions in schools, shopping malls and outdoors; Completed the evaluation of the works of the second Guangxi Nature Note Competition, and launched the third Guangxi Nature Note Competition in November.

5. Support to the Industry

The Guangxi Project Center assisted in promoting the growth and development of local institutions, supported the construction camp of nature school in Encheng National Nature Reserve, Guangxi, supported and participated in the "Nawu Life Festival", supported the activities of Guangxi nature lecturer training class in 2022, the second Guangxi Dayaoshan Bird Watching Competition, and the bird survey of Liuzhou Bird Watching Association in the vicinity of Sanniang Bay in Qinzhou, and supported four environmental protection public welfare organizations in the initial stage.

6. Fundraising and Communication

With the support of the members of the Guangxi Project Center, a total of 17,600 yuan was raised for Free Flying Wings Project in three days of the 99 Giving Day in 2022; The ocean projects raised 95,200 yuan from society (enterprises).

During the year, eight offline publicity activities with the theme of ecological environment conservation were held in Nanning, Guilin and other places, reaching tens of thousands of people. Among them, a month-long "2022 Nanning Biodiversity Publicity Month" was held in May, and a series of colorful activities such as Guangxi Natural Science Popularization Lecture, Natural Observation, Photo Exhibition and Environmental Protection Market were held in many places in Nanning, with an audience of over 5,000 people. In November, TikTok account of the Guangxi Conservation Foundation participated in the activity of "Love Nature Together", and launched 22 original short videos with over 130,000 views.

Member Engagement

1. Member Activities

In order to enhance the contact and communication among members, this year, the Guangxi Project Center organized members to carry out a series of member activities such as tree planting and nature observation, and jointly held the unveiling ceremony of nature education base with the Guangxi Conservation Foundation and Nanguo Village.



Unveiling ceremony of the nature education base

2. Discussion and Interview

During the year, the Guangxi Project Center organized a forum to exchange views with President SUN Lili on the development of the Project Center. The Project Center also received a delegation from Shenzhen Non-Governmental Organization Federation to visit and hold a symposium, and all parties had in-depth exchanges on rural revitalization, public welfare and environmental protection, and industrial chain cooperation.



Discussion with Shenzhen Non-Governmental Organization Federation

Working Committee Members of Guangxi Project Center

Chair | LEI Xiang

Vice Chair and Secretary General | YANG Cheng

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

— The 2th Session —



Sichuan

Project Center

Established in April 2018, the Sichuan Project Center focuses on the conservation of biodiversity in Sichuan, taking the conservation of giant pandas and their habitats as the main project content. Through scientific conservation demonstration and rallying the strength of enterprises, government and scientists, the Center has initiated several eco-environmental protection projects successively, such as "Bring Pandas Home", "Sichuan Best Rangers" and "Felidae Conservation in Xinlong", and carried out nature education activities with "SEE Fengtong Village Nature Education Center" as the core, while supporting and helping the development and growth of 10 local environmental protection institutions. As of the end of 2022, the Sichuan Project Center had 15 members.

Chair's Message

Looking back on the difficult 2022, I thank the SEE family for bringing us warmth.

In 2023, I wish SEE Conservation enterprise members good; I wish the development of SEE Conservation will always be at the forefront of China's public welfare cause! Now that we have resolutely embarked on the road of public welfare undertakings, let us go further!

— MI Ruirong
Chair of Working Committee of Sichuan Project Center

Project Progress

1. Bring Pandas Home

Based on the work experience of giant panda (*Ailuropoda melanoleuca*) habitat restoration in Sichuan in the past four years, the drafting of the *Technical Specification for Habitat Restoration of Sichuan Giant Panda National Park* was completed in 2022.

During the year, the project team visited four mountain restoration units, Daxiangling, Xiaoxiangling, Minshan and Liangshan, for many times to carry out on-the-spot investigation and monitoring of habitat restoration; In addition, in cooperation with Sichuan Forestry and Grassland Bureau, the project kick-off meeting of "Workshop on Restoration of Giant Panda Habitat in Liangshan and Xiaoxiangling Mountains and Forest Ecosystem Restoration with Nature-based Solutions (NbS)" was held, with a view to better promoting the restoration of giant panda habitat in Liangshan Mountains.



Forest and irrigation clearing at Xiaoxiangling project site

2. Sichuan Best Rangers

In 2022, the fourth "Best Rangers" selection activity was officially launched on July 5, adding two awards: "Patrol Scientist" and "Special Contribution Award". After various stages such as registration, preliminary examination of experts and training, on January 12th, witnessed by nearly 200 leaders from the government, scientific research institutes, enterprises, media, public welfare organizations, giant panda nature reserve and front-line patrol representatives, seven "Best Rangers", two "Best Patrol Teams", two

"Patrol Scientists" and one "Special Contribution Award" were awarded.

This year, eight patrol training sessions were also held, with more than 500 trainees participating in the training, and an excellent patrol account was successfully hatched, which effectively improved rangers' related knowledge and skills, patrol skills and survival skills.



The 4th "Best Rangers" Launch Conference

3. Felidae Conservation in Xinlong Country

In 2022, the Project Center focused on promoting the cooperation between the project of "Felidae Conservation in Xinlong Country" and ANT FOREST. The two sides plan to invest more than 4 million yuan in three years to support the Feline Conservation in Xinlong.

The Project Center completed the signing of conservation agreements with two community public welfare conservation sites - Rengu and Cheyi in Xinlong County and Wari and Yimai, and set up a patrol monitoring team, which was equipped with 150 infrared cameras and 15 sets of patrol uniforms. The Project Center organized 359 daily patrol operations, collected more than 70,000 data, photographed 85 species of wild animals, and effectively collected information on biological resources in the protected areas.

With the support of Forestry and Grass Bureau of Xinlong County and Education Bureau of Xinlong County, a series of natural education courses Cats in Hometown were developed, which popularized the origin of "Seven Cat Kingdom" to 121 middle school students in Xinlong County and improved their understanding of rare animal resources in their hometown.



Felidae Conservation in Xinlong Country

4. Demonstrative Construction of Sustainable Alternative Livelihood in GEF Community

During the year, the Sichuan Project Center helped the community to develop sustainable alternative livelihoods by donating beehives and organizing researchers from Institute of Mountainous Areas of Chinese Academy of Sciences to train technicians and seedlings of *Dendrobium officinale* in Heping Village of Yingjing County.



Technical training of *Dendrobium officinale* planting

5. Nature Education Center

On April 25th, the first nature education center of the Sichuan Project Center - "SEE Fengtong Village Nature Education Center" was officially opened, and it is planned to focus on promoting nature education in Fengtong Village Reserve within five years. During the year, 9 exchange summary meetings were organized, 3 nature education activities were completed, and 167 people were provided with nature education.



Signing ceremony of "SEE Nature Education Center"

6. Green Starters

During the year, the Sichuan Project Center held two review meetings, providing financial support totaling 200,000 yuan for the three selected institutions.



Green Starters review

7. Fundraising and Communication

During the "99 Giving Day" in 2022, the Sichuan Project Center mobilized 18 members to lead their respective enterprises actively participate in the activities, and led more than 10,000 people to participate in fundraising, with total funding raised of more than 500,000 yuan; Xiuyu Group, a member company of the Center, called on employees and customers of nearly 1,000 stores nationwide to participate.

In terms of communication, Chengdu Metro resources were integrated to promote public welfare undertakings, and the propaganda film "Best Rangers" was broadcasted 16 times a day on 11 subway lines for 14 consecutive days, with tens of millions of viewers; At the same time, the Project Center provided special training on short video creation with TikTok as the main media for rangers all over the province, focusing on creating ten super IPs, making and promoting nature conservation and public welfare publicity from the perspective of rangers, and forming all-media publicity for public welfare undertakings; In addition, the Project Center created special topics in Weibo and WeChat: # Best Rangers #, # SEE Conservation Sichuan Project Center #, # My charity note #. With the spread of the center Chair MI Ruirong who has over a million followers, the number of views reached 1.6 million.



The propaganda film of "Best Rangers" is broadcast on Chengdu Metro lines

Member Engagement

In 2022, the Sichuan Project Center held 37 varied membership activities. The members participated in environmental protection public welfare activities for 169 times, with a participation time of 684 hours. In addition, through the Members' Representative Convention, exchange activities with the Anhui, Pearl River Project Centers, Israeli Consulate in Chengdu, Charity Federation, etc., the Project Center made members fully integrate into SEE, thus promoting the development of the Sichuan Project Center.



Membership activity - the Sichuan Project Center held an exchange forum with Chengdu Charity Federation.

Working Committee Members of Sichuan Project Center

— The 2th Session —

Chair | MI Ruirong

Vice Chair and Secretary General | XIAO Nan

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



Chongqing

Project Center

Established in May 2018, The Chongqing Project Center has promoted the conservation of endangered species in the Yangtze River represented Yangtze sturgeon (*Acipenser dabryanus*) and Chinese merganser (*Mergus squamatus*), supported the "Blue Defenders" project with the purpose of water resources conservation, and carried out the growth support project of non-governmental environmental protection public welfare organizations, raised the public's awareness of environmental protection, and protected the clear water and green mountains of Chongqing with practical action. As of the end of 2022, the Chongqing Project Center had 12 members.

Chair's Message

Ecological conservation is a project that gathers sand to build a tower, in which everyone can participate and every small change can make a big progress. I have been engaged in public welfare cause with SEE Conservation for ten years, grown from a member to a lifelong member, and the current Chair of the Chongqing Project Center, and won the honor of "Golden Camel Award". Ten years is only a small node on the journey of public welfare cause, and it is the beginning of the future. In the new year, I hope to make the planet on which human beings live more beautiful and let human beings live in harmony with everything in the world. SEE Conservation sticks to her dream and makes the miracle last forever. We have been always on our way of public welfare cause.

— PENG Xueping
Chair of
Chongqing Project Center

Project Progress

1. Memory of the Century - Rolls of Nature Notes for Yangtze River Project

In this project, 8 events were held in Chongqing, Hubei, Nanjing, Guizhou, Shanghai and other provinces and cities, and about 700 entries were collected. The exhibition of Rolls of Nature Notes for Yangtze River was held in Chongqing Natural Museum at the end of June, and about 100 works of natural notes in the Yangtze River basin were exhibited.



The 7th Chongqing Dream Class Natural Notes Competition

2. Thousand Birds and Yangtze Sturgeon - Yangtze River Ferry Nature Lectures Project

In 2022, the "Thousand Birds and Yangtze Sturgeons - Yangtze River Ferry Nature Lectures Project" was successfully closed.

In this project, science popularization lectures on fish and birds were held on the Yangtze River Ferry, and the routes included "Hongyadong - Danzishi", which attracted the attention and active participation of parents, families, college students and volunteers; Combined with the environmental education toolkit *Send Yangtze Sturgeons Home* and the picture book *Yangtze Sturgeons Baby's Adventure*, 15 activities were held, with about 1,000 people participating.



Thousand Birds and Yangtze Sturgeons - Yangtze River Ferry Nature Lectures

3. "Public Welfare Wild Animal Conservation": A Joint Action in the Wildlife Conservation Month

In 2022, the "Public Welfare Wild Animal Conservation" project carried out various activities in different scenes, and the public deeply participated in the science popularization of wildlife in various forms through nature reserves, popular science bases, city parks and business districts.

A total of 109 public welfare actions were carried out throughout the year, with a total of 6,298 participants; In terms of communication, 235 articles were published on the WeChat official account, 25 articles and 35 short videos were released Weibo; 16 articles were published in China Environmental News, Chongqing Daily, Upstream News, Banan TV Station, CCTV Voice of Public Welfare and other media, and one group of advertisements was published in the LED screen on Caixin Plaza and one group in the elevators of Darongcheng.



"Public Welfare Wild Animal Conservation" public education

4. "Yangtze River Salon" Project

In August 2022, the Chongqing Project Center officially launched the "Yangtze River Salon" project. Due to the COVID-19 pandemic, during the year, the "Poetic Construction and Restoration: Sichuan Fine Arts Institute Ecological Art Action" and "Send Yangtze Sturgeons Home" were carried out in Fortune Center and Guangyang Island respectively. More than 200 people participated in the two activities.



"Yangtze River Salon" scene

5. "99 Giving Day" Fundraising and Communication

During "99 Giving Day" this year, the "Thousand Birds and Yangtze Sturgeons" project received a total of 8,981 donations, with a total of 384,598 yuan raised. The outdoor LED screens of Guanyinqiao Business Circle, Ciqikou Business Circle and Nanping City Plaza sponsored by XIE Chunjiao, a member of the Chongqing Project Center, exposed and spread the "Thousand Birds and Yangtze Sturgeon" public welfare project and participating institutions to the maximum extent from September 5 to September 10, covering more than 2 million people.

8,981

Donations were received

384,598 yuan

Total amount raised



"Thousand Birds and Yangtze Sturgeon" broadcast on outdoor LED screen

Member Engagement

1. Visit and Exchange

During the year, the Chongqing Project Center held five Working Committee Members meetings, officially launched the "SEE Conservation Guangyang Island" nature education base, and organized three visits.

At the beginning of the year, the Chongqing Project Center organized members to hold a spring gathering in Dali, Yunnan Province, and exchanged ideas on environmental protection and public welfare with members and guests of two brother centers in Southwest China and North China through night talk around the stove, visit to Leicui Garden, Working Committee Members meeting, bird watching in ecological corridor and other theme activities.



Spring Gathering in Dali

2. The Fourth Anniversary of the Chongqing Project Center

On May 27th, 2022, the 4th anniversary of the Chongqing Project Center of "Grasp a Dream" was held. Members of the Chongqing Project Center and people from all walks of life gathered together to review and summarize the work of the Project Center in the conservation of the Yangtze River in the past four years. At the same time, they offered suggestions and suggestions for the future development of the Center in the field of environmental protection.



The Fourth Anniversary of the Chongqing Project Center

Working Committee Members of Chongqing Project Center

Chair | PENG Xueping

Vice Chair and Secretary General | LIU Zhiyong

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

Deputy Secretary General | YE Jianyu

— The 2th Session —



Sanjiangyuan

Project Center

Established in August 2018, the Sanjiangyuan Project Center initiated the Baoyuan Ecological Conservation Center of Qinghai Province in February 2019. It effectively promoted the implementation of the Conservation Project of the Sanjiangyuan Region from the overall strategy of SEE, and focused on protecting one of the most important ecotopes in the world, conserving rare animal and plant species, protecting grasslands, wetlands and other ecosystems while carrying out community-oriented conservation practices, so as to form the brand of SEE Conservation in the key areas of biodiversity in the Sanjiangyuan Region, and leverage government resources and SEE entrepreneurial resources into the ecological conservation of Sanjiangyuan. As of the end of 2022, the Sanjiangyuan Project Center has 20 members in total.

Chair's Message

As time flies, the extraordinary and unforgettable 2022 has passed away. In 2022, with everyone's support and company, the Sanjiangyuan Project Center steadily implemented various work on schedule, and grew step by step. In the new year, we will continue to move forward side by side, contributing more public welfare efforts in the conservation of the water source for 700 million people, thus making the sky bluer, the water clearer, and the world a better place!

— LIU Yazhuo
Chair of Working Committee of Sanjiangyuan Project Center

Project Progress

In 2022, the Sanjiangyuan Project Center had 5 new funded projects, with a total budget of about 3.42 million yuan, involving species and habitat conservation, water source conservation, grassland management, human-wildlife conflict exploration, community conservation image communication and other issues. It gradually formed the conservation brand of SEE in the key areas of biodiversity in the Sanjiangyuan Region, and effectively promoted the participation of all sectors of society in biodiversity conservation in Sanjiangyuan Region.

1. Sanjiangyuan Snow Leopard (*Panthera Uncia*) Community Conservation

By the end of November 2022, with the support of the Sanjiangyuan Snow Leopard Community Conservation, the project team has recovered five times of infrared camera data in Angsai Township and Suojia Township, and preliminarily completed data analysis.



Snow Leopard monitoring in Angsai Township

Shan Shui Conservation Center, Peking University, Sanjiangyuan Project Center and other units and institutions.



Natural Atlas of Sanjiangyuan National Park

3. Ruorgai Grassland Black Soil Beach Management Phase II Project

In May 2022, the grassland project team initiated the participation of the Ruorgai herdsmen in Black Soil Beach Management Phase II Project. The Phase II Project focused on further consolidating the effectiveness of grassland restoration based on the grassland restoration led by herdsmen in the Phase I, and optimizing the maintenance function of the restored grassland for biodiversity through strengthening the landscape connectivity between the restored grassland patches.

At the same time, through monitoring the ecosystem service benefits of community participation in the grassland restoration project,

2. Official Publication of *Natural Atlas of Sanjiangyuan National Park*

We completed the publication of the *Natural Atlas of Sanjiangyuan National Park*, introducing the characteristics of native species with more than 1,000 beautiful pictures and popular scientific language based on the scientific investigation and research jointly carried out and supported by Sanjiangyuan National Park Administration,

we shared knowledge and experience learning from the "nature based" grassland restoration method to herdsmen affected by alpine meadow degradation in the Sanjiangyuan Region.



Herdsmen participation in artificial grass seed sowing

The documentary *I See Sanjiangyuan* was shortlisted for the 3rd Exhibition of Ethnic Film and Anthropology Works, and completed the exhibition in Shanghai in early December.



I See Sanjiangyuan documentary sharing in Jinan University

4. Launch of Sanjiangyuan Community Conservation Image Communication Plan

In June 2022, the Sanjiangyuan Project Center supported the Tibetan Ecological Image Youth Training Center to launch the Sanjiangyuan Community Conservation Image Communication Plan, and completed the documentary shooting of the "I See Sanjiangyuan" summer study tours in October.

5. Yellow River Source Snow Leopard monitoring and conservation promotion

We launched the Jointly Building the Yellow River Source Snow Leopard Ecological Education Exhibition Hall with the Community project in July 2022, establishing two community-centered movable Snow Leopard ecological community education centers in the Yellow River Source Region, with Snow Leopard image exhibition and experience. Through ecological and nature education and experience activities, community herdsmen could better understand the importance of Snow Leopard conservation.



The project team conducted herdsmen monitoring training and infrared camera placement in the Yellow River Source Region

6. Fundraising and Communication During in "99 Giving Day"

On "99 Giving Day" in 2022, the Sanjiangyuan Project Center's "Guarding the Three Rivers, Protecting the Source of Everything" project won the support of 7,352 people, and raised accumulated donations of about 279,500 yuan. At the same time, we collaborated with benevolent enterprises of the Center, released project publicity articles and posters through their WeChat official accounts, invited enterprise employees and the public to participate, and expanded the influence of the project.



Enterprises mobilized employees to participate in the "99 Giving Day" publicity activities

Member Engagement

1. Work exchange meeting

During the year, through work exchange meetings and work committee meetings, we sorted out the strategy of Conserving the Sanjiangyuan Region, and utilized the advantages of local institutions in combination with the construction opportunities of Sanjiangyuan National Park, forming a joint force of Conserving the Sanjiangyuan Region in project implementation, resource integration, policy advocacy and other aspects.

2. Sanjiangyuan "Guardian" Visit Activity

From April 8 to 14, the Sanjiangyuan Project Center carried out the 2022 Sanjiangyuan "Guardian" visit activity. The visit team composed of 8 members and donors, through the investigation of the ecological conservation work of the Yangtze River Source Region, learned about the ecological conservation projects carried out by local institutions in cooperation with local governments and communities, and steadily promoted the implementation of Conserving the Sanjiangyuan Region. Through this visit, a total of 74,920.96 yuan was raised to support the Sanjiangyuan "Guardian" project.



Group photo of the working committee of Project Center

Working Committee Members of Sanjiangyuan Project Center

— The 2th Session —

Chair | LIU Yazhuo

Vice Chair and Secretary General | LIU Gangjian

Vice Chairs | DU Xiaoling, LUO Bo, ZHAO Min, DENG Jinsong, LIU Zhenyu



Established in 2018, the Ningxia Project Center brings local entrepreneurs together to make efforts for the protection and improvement of the ecological environment in Ningxia. It focuses on ecological protection and nature education environmental protection issues, successively conducting two environmental protection projects: "Nature Education in Campus" and "See Green Life" targeting schools and communities respectively; cooperates with the Liupan Mountain Nature Reserve Administration, universities and environmental organizations to jointly carry out the North China Leopard (*Panthera Pardus Japonensis*) and Medium-Large Sized Animal Conservation in Liupan Mountains project; and creates the "Ecologically Enriching People of Gaipai Village" project through protecting and restoring the local ecological environment and beautifying the rural infrastructure construction in terms of community livelihood. As of the end of 2022, the Ningxia Project Center had a total of 30 members.

Chair's Message

"Turning my head, I find the dreary beaten track. Let me go back! Impervious to wind, rain or shine, I'll have my will." Facing difficulties and obstacles, we take the bull by the horns; experiencing wind and rain, we finally see a better future! Wishing SEE Conservation continuous growth and progress, moving towards a new journey, and creating a more brilliant tomorrow.

— LI Zhihai
Chair of Working Committee of Ningxia Project Center

Project Progress

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

The North China Leopard and Medium-Large Sized Animal Conservation in Liupan Mountains project systematically studied the current situation and development trend of medium-to-large mammals represented by North China Leopards in Liupan Mountains, providing scientific basis for biodiversity protection and management.

Due to the impact of COVID-19 pandemic in 2022, research activities cannot be carried out across regions. During the year, the Center organized the construction of Liupan Mountain Wildlife Rescue Station and the publicity of Liupan Mountain Wildlife.



Large outdoor display screen for North China Leopard protection advocacy donated by the Ningxia Project Center

2. Nature Education on Campus

Since its launch in 2019, the Nature Education on Campus has been carried out in Yinchuan No. 21 Primary School and Yinchuan Jingbo School every semester. At the outset only one grade of students were involved, but as of 2022, four grades, i.e., Grades 3-6, were involved.

Due to the impact of COVID-19 pandemic in 2022, the Nature Education on Campus only lasted for 2 months, with 2-3 afternoon classes per week. The themes were the series of courses "Nature and Me" and "Environmental Drama Dream Factory".



"Waste and Life" course

3. Green Community Project of "Meet a Green Life"

In 2022, the Ningxia Project Center and Ningxia Lucid Waters and Lush Mountains Public Welfare Service Center jointly launched the green community project of "Meet a Green Life", aiming to promote the construction of community living environment in a simple, moderate, green, and low-carbon way, and guide residents to pursue a new green and ecological lifestyle.

During the year, many environmental protection themed activities were held, such as "Barter" flea market, "collecting" fashionist environmental protection show, "recycled resources" handwork display, and waste sorting knowledge quiz, advocating the community to jointly build a better life that is "low-carbon, environmentally friendly, and comfortable".



Activity site of "Meet a Green Life"

Member Engagement

Launch of Ecologically Enriching People Project in Gaipai Village

In October, the demonstration base for ecologically enriching people of the Ningxia Project Center - five-star cultural hotel in Gaipai Village, Zhengqi Township, Haiyuan County, Ningxia was completed and put into use. By leveraging the business acumen and market thinking of entrepreneurs, protecting and restoring local ecology, exploring innovative model for ecologically enriching people, the Project Center guided farmers to change their development concepts, enhance environmental awareness, and increase income through participation in the entire project implementation process and subsequent management, thus achieving sustainable development.

Gaipai Village, as the starting point and experimental field for the exploration of ecological cultural tourism by Zhuode Group and the Ningxia Project Center, has created a sample in which the ecological environment is excellent, the people's income is increased, and the tourism industry is developed, with the joint efforts of enterprises and the government, as well as the active participation of various social forces.



Overview of Gaipai Village after ecological transformation



Unveiling ceremony of the demonstration base for ecologically enriching people

Working Committee Members of Ningxia Project Center

— The 2th Session —

Chair | LI Zhihai

Vice Chair and Secretary General | JIN Yuxi

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

Vice Secretary General | ZHANG Liang

Supervisors | HOU Zhibin, CAO Pei



Established in October 2018, the Zhejiang Project Center is committed to promoting Zhejiang entrepreneurs, environmental organizations, and the public to participate in environmental undertakings in the Jiangnan region, focusing on creating funded, exemplary, and collaborative projects in the fields of urban and rural waste sorting, endangered species and habitat conservation, biodiversity education and sustainable development, deepening efforts on projects such as the "Mythical Bird" Conservation of Chinese Crested Tern (*Thalasseus Bernsteini*), Green E-Commerce Advocacy, Urban and Rural Waste Sorting, Classes of Flying Wings, Public Advocacy, and supporting the development of industry issues with funds from the GUT, Green Starters, and Blue Defenders partners. As of the end of 2022, the Center had a total of 20 members.

Chair's Message

In 2022, with the support of all members, the Zhejiang Project Center withstood the challenges of COVID-19 pandemic and achieved encouraging results. The conservation work of the "Mythical Bird: Chinese Crested Tern" project was presented in the achievements list of progress and reform of "China in the Past Decade - Zhejiang" and included in the *Top 10 Cases of Waterbird Conservation in China*, with the species population reaching a new historical high. The Green E-Commerce Advocacy project is playing an innovative and leading role, Urban and Rural Waste Management, Biodiversity Education, and Public Advocacy projects continue to be promoted, with funding and support for environmental practices of nearly 20 social organizations.

In 2023, standing on the new starting line, we are more determined, down-to-earth, confident, and proactive. Lucid waters and lush mountains reflect the original aspiration. The Zhejiang Project Center hopes to continue to walk side by side with its partners and friends, making the sky bluer, the mountains greener, and the water clearer.

— SHOU Bainia
Chair of Working Committee of Zhejiang Project Center

Project Progress

1. Increasingly Prominent Results of Save the "Mythical Bird" Project

In 2019, the Project Center launched the Save the "Mythical Bird: Chinese Crested Tern" project with the Zhejiang Museum of Natural History and the Hangzhou Birds and Ecology Society, continuously investing more than one million yuan to assist in monitoring, conservation and research in Xiangshan and Dinghai, Zhejiang, two of the world's most important breeding sites, and realizing the population recovery of the critically endangered bird Chinese Crested Terns.

In 2022, a total of 139 adult Chinese Crested Terns were recorded at the peak of the two breeding sites, an increase of 67% compared to 2019, and 49 chicks Chinese Crested Terns were hatched, an increase of 69% compared to 2019. The number of adult Chinese Crested Terns involved in breeding and the number of chicks Chinese Crested Terns hatched reached historic highs.

The Project launched the first "Mythical Bird" science popularization picture book, which won the Top 10 Nature Children's Book Award at the 5th "Dapeng Nature Children's Book Award". And the picture book royalties were donated in return. The conservation work of the Save the Chinese Crested Tern project was presented at the press conference on the theme of "China in the Past Decade - Zhejiang", and appeared in the achievements list of Zhejiang's progress and reform in the past decade. The restorative growth of the Chinese Crested Terns was praised by YUAN Jiajun, Secretary of the Zhejiang Provincial Party Committee and Director of the Standing Committee of the Zhejiang Provincial People's Congress.

On November 9, the Chinese Crested Tern was listed in the *Top 10 Cases of Waterbird Conservation in China* released on COP14.



Assisting in research on bird banding of tern chicks

2. Leading Role of Green E-Commerce Advocacy

The Project Center jointly hosted a press conference on the *Green E-Commerce Action Guide - Addressing the Environmental Impacts of Retail E-Commerce in China* with the Hangzhou E-Commerce Association and others, launched the "Retail E-Commerce Platform Actively Practicing Green Development Initiative" with 19 public welfare institutions, industry associations, and enterprises, attracting over 1 million viewers and receiving more than 10 media reports such as the Global Times, and published the English version of the *Green E-Commerce Action Guide* for international communication.



Press conference on the Green E-Commerce Action Guide

3. Leading Students to Explore the "Bird Elf" on the Classes of Flying Wings

The Project Center initiated the "Classes of Flying Wings - Biodiversity Science Popularization Education" project with the Hangzhou Birds

and Ecology Society and the Zhejiang Wildbird Society. In 2022, 25 bird science popularization activities were carried out on more than 20 campuses, with over 5,000 teachers and students attending on-site and online classes, which was reported by *Zhejiang Education Daily*.



Classes of Free Flying Wings on the campus

4. Promotion of Investigation and Research on Endangered Species

With the Hangzhou Yuanxiang Wildland Ecological Conservation and Research Center, the Project Center launched the Investigation of National Second-Class Protected Animal - Chinese Warty Newt (*Paramesotriton Chinensis*) in Hangzhou City. Three amphibian science popularization night watching activities were organized, and the first *Periodic Investigation Report on the Distribution and Threatened Status of Chinese Warty Newt in Hangzhou City* was produced, filling the investigation gap of Chinese Warty Newt in Hangzhou and promoting local conservation.



Public night watching activity in Hangzhou Botanical Garden for the Investigation of Chinese Warty Newt

5. Exploration of Rural Garbage Management in Zhejiang Province

With the government of Fengqiao Town, Zhejiang Province, the Zero-Waste Village, the Project Center launched the "Rural Garbage Management in Fengqiao Town" project to explore the "Fengqiao Experience" of sustainable township garbage sorting management. The "Dry and Wet Kitchen Garbage Sorting Plan" has been promoted in Xianjin Village, Liqiao Village, and Duhuang New Village of Fengqiao Town, promoting about 80% of farmers to achieve dry and wet garbage sorting at the source, and dry and wet garbage sorting has been realized in nearly a thousand households.

6. Support to the Industry

In this year, 2 partners of GUT, 3 partners of Blue Defenders, and 1 partner of Green Starters were added. The business focuses on environmental issues such as garbage management, sustainable development, water resource conservation, nature education, and pollution prevention. Five progress sharing sessions on partner projects were held to promote communication and development.

- 2 new partners of GUT
- 3 new partners of Blue Defenders
- 1 new partner of Green Starters
- 5 sharing sessions



Green Starters review

Member Engagement

In this year, the Zhejiang Project Center held 5 working committee meetings, 2 visits to member enterprises, 1 SEE Conservation history seminar, and organized a series of member activities such as 28 project seminars; completed the addition of ZHU Zheng as the vice Secretary General of the 2nd Working Committee of the Zhejiang Project Center, and fully supported the work of the Center secretariat.



The 8th Meeting of the 2nd Working Committee of Zhejiang Project Center

Working Committee Members of Zhejiang Project Center

— The 2th Session —

- Chair | SHOU Bainian
- Vice Chair and Secretary General | XU Yi
- Vice Chairs | CHEN Linyun, YAO Lu, HE Yibing, WANG Chenhui
- Vice Secretary General | ZHU Zheng



Established in December 2018, the Poyang Lake Project Center gathers local entrepreneurs and members who love the ecology of Poyang Lake, and focuses on the protection of Siberian Crane (*Grus leucogeranus*) and Finless Porpoise (*Neophocaena asiaeorientalis*), two landmark species that reflect the ecology of Poyang Lake, committed to protecting the ecological diversity of Poyang Lake, promoting the harmonious coexistence of human and nature, and helping the growth and development of local non-governmental environmental organizations in Jiangxi. As of the end of 2022, the Poyang Lake Project Center had a total of 11 members.

Chair's Message

In the past year, the Poyang Lake Project Center, together with numerous local non-governmental environmental organizations and social volunteers in Jiangxi Province, supported the flagship species protection and ecological governance in the Poyang Lake Basin. In the new year of 2023, all members of the Center will always adhere to the mission of "condensing entrepreneurial spirit, retaining clear water and blue sky" and the values of "respecting nature, sustainable development", actively practice the low-carbon lifestyle, and vigorously promote the development of established projects, remaining true to the original aspiration and forging ahead with enterprise and fortitude.

— YU Hongyong
Chair of Working Committee of Poyang Lake Project Center

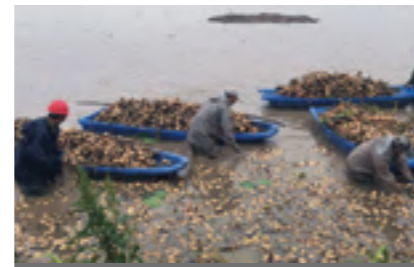
Project Progress

1. Siberian Crane and Migratory Bird Patrol Monitoring

The Poyang Lake Project Center and its partner Nanchang Wuxing Siberian Crane Conservation Area carried out the Siberian Cranes and Surrounding Migratory Bird Patrol Monitoring project, to ensure the safety of more than 2,500 wintering migratory birds including Siberian Crane, Tundra Swan (*Cygnus Columbianus*), Bean Goose (*Anser Fabalis*), Swan Goose (*Anser Cygnoid*), and at the same time, provide sufficient wintering food for Siberian Crane arriving at the end of the year by planting lotus root fields.



Siberian Crane © ZHOU Haiyan



Lotus field planting

2. Finless Porpoise Conservation in Poyang Lake

In 2022, the "Finless Porpoise Conservation in Poyang Lake of Poyang County" strengthened the efforts to salvage and clean up the wastes in the Poyang Lake Basin through daily patrolling of the Finless Porpoise Core Reserve, eliminated various factors that may pose a threat to the survival of the Finless Porpoise, and carried out publicity and education on the protection of the Finless Porpoise by volunteers in towns and administrative villages and primary and secondary schools in the Poyang Lake Basin every month.

During the year, 2 fishermen stations were established in Chemen Village, Baishazhou, Poyang County, and Zhujia Village, Lianhu Township, providing platform for employment and information exchange of local retired fishermen.



Finless Porpoise Patrol Team

46

new Oriental White Storks (*Ciconia boyciana*) overwintering

1,960

people covered by nature education

50,000

people covered by public welfare publicity

280,000

kilograms of lotus seed

29

batches of nature education activities

120,000

visitors received

70

hectares of lotus root field planted

3. Development of Environmental Industry

In 2022, the Nanchang Qinggan Environmental Exchange Center, a GUT partner funded by the Poyang Lake Project Center, was rated as 4A social organization. The Nanchang Qinggan Environmental Exchange Center is committed to analyzing environmental related data, paying attention to local environmental protection and pollution prevention in Jiangxi, and promoting the disclosure of environmental related data, policies and regulations, industry risks, and other information in the form of academic reports.

4. Nature Education

In 2022, the Poyang Lake Project Center focused on the field of nature education. In March, 2 nature education activities themed on Siberian Crane protection were held in the Nanchang Wuxing Siberian Crane Conservation Area, attracting 43 groups of families and nearly 120 people who were publicly recruited to participate. In July, a nature picking experience activity was designed for children to encounter with soil and crops at the Center activity base 30 kilometers away from the city. 16 groups of families experienced the process of agricultural production through field picking. In August, the Center, collaborated with GUT partner Nanchang Qinggan Environmental Exchange Center, carried out a folk river chief experience camp nature

education activity in the urban wetland park to explore the stories of the river and the city from the perspective of children, and excavated the scientific truth of frontline water ecological protection work through on-site water quality testing experiments.



Nature education activities

Member Engagement

1. Visit and Exchange

During the year, the Poyang Lake Project Center organized members to visit the Institute of Watershed Ecology of the Institute of Life Sciences of Nanchang University, exchanging and learning about the ecological problems of the Poyang Lake Basin with frontline scientific researchers of the Institute, and gathering consensus on ecological and environmental protection. In October, the Poyang Lake Project Center was invited to participate in the "Nature Education Symposium in Jiangxi Province" hosted by the Jiangxi Society of Forestry, where the participating experts shared their practical experience in nature education.

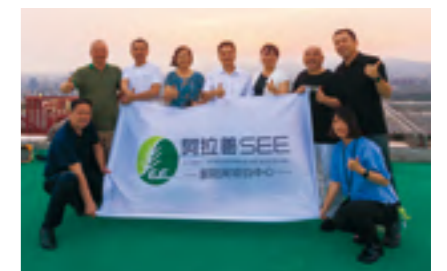


Visiting the Institute of Life Science, Nanchang University

2. Supporting Environmental Protection Projects by Cloud Retro Market

During the "99 Giving Day" in 2022, the Poyang Lake Project Center supported the Finless Porpoise protection project of "Save the Smile of the Yangtze River" by launching "Donation Together", and received engagement and support of 917 people, and public donations of 20,018.61 yuan.

In addition, in the Cloud Retro Market Phases I and II organized by the Chair unit of the Center, Jiangxi Yumin Bank, Tencent Charity "Donation Together" was integrated into the Market's check-in and stamp collection process to assist in the Finless Porpoise protection project of "Save the Smile of the Yangtze River". It received a total of 476 charitable donations and raised 1,416.84 yuan, driving and influencing the public to pay attention to public welfare, participate in public welfare, and spread public welfare.



Member Exchange Meeting and "99 Giving Day" Mobilization Meeting

Working Committee Members of Poyang Lake Project Center

— The 2th Session —

Chair | YU Hongyong

Vice Chair and Secretary General | NIE Hui

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



Liaoning

Project Center

©Tian Jiguang

Established in April 2019, the Liaoning Project Center focuses on biodiversity protection, nature education, and wetland protection issues, to promote the wetland protection and restoration in Liaoning and the creation of basin national parks, the population recovery and protection and popular science education of the *Taxus Cuspidata* (*Taxus cuspidata* Sieb & Zucc.) (the Operation "Fengshan"), the protection of the Spotted Seal (*Phoca largha*) and Narrow-Ridged Finless Porpoise (*Neophocaena sunameri*) in Liaodong Bay, and the Free Flying Wings project. As of the end of 2022, the Liaoning Project Center had a total of 5 members.

Chair's Message

Environmental protection is by no means easy. It is a cause of which the results are difficult to achieve in the short term, but has great significance for the future. Such things are usually difficult to persist in. It may cost more than a year, a decade or a lifetime. It often takes efforts of several generations to achieve initial results. However, it has extraordinary significance for the future that may not necessarily be visible to us in this lifetime, so we still need to do it with our original aspiration.

Environmental protection projects are the cornerstone of the development of the Center. Only through deep cultivation and meticulous work can we achieve great success. I hope that the environmental protection project in the Liaoning Center can plant a seed about environmental protection in the hearts of the younger generation, and the seed will finally grow, bloom and bear fruit, thus protecting the blue sky and green water in Liaoning.

—ZHANG Jin
Chair of Working Committee of Liaoning Project Center

Working Committee Members of Liaoning Project Center

— The 2th Session —

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

Project Progress

1. Spotted Seal Protection in Liaodong Bay

During the year, the project partner, Panjin Wetland Protection Association, continuously monitored the number of Spotted Seals and landing points every week. On April 1, 253 Spotted Seals were monitored, 72 more than the landing number monitored in the same period last year. The earliest landing time of Spotted Seal observed in autumn was 5:56 on September 9. On that day, 13 Spotted Seals landed at the Liaohe River Estuary, which was the earliest record of Spotted Seal landing time in autumn. In the case of serious COVID-19 pandemic, the project partners went to sea 11 times to take aerial photos and monitor the target sea area, and regularly patrolled the coast. Based on the collected data, a monitoring report was prepared, which was cited by the Panjin Oceanic Administration and Forestry and Wetland Administration for project application. As of December, the project partners conducted 12 science popularization activities in local cultural squares, shopping malls, parks, and other places, with an audience of over 12,000 people.



Spotted Seal detected in Liaodong Bay

2. Conservation and Science Popularization Education of *Taxus Cuspidata*

In 2022, members of the project team found a scattered population of *Taxus Cuspidata* in the mountainous areas of eastern Liaoning (Kuandian County) during the field scientific research of searching for wild *Taxus Cuspidata*. After nearly three months of scientific research, positioning and statistics (August 1- October 24, 2022), 313 strains were determined. After statistical analysis, it was found that the population growth of *Taxus Cuspidata* was worrying, 40.58% was in poor

growth, and some even were dying. Later, the project team took different protection measures for *Taxus Cuspidata* with different health status to promote the healthy growth of *Taxus Cuspidata* in different periods.



Taxus Cuspidata found in field scientific research

3. Migratory Bird Monitoring and Habitat Conservation

In 2022, the Free Flying Wings Project Team, Liaoning Project Center and local partners continued to carry out waterbird monitoring and habitat protection in four protected vacant wetlands, namely, Daliao Estuary in Yingkou, Daqing Estuary, Donggang Seashore in Dandong, and Yalu River West Channel in Dandong. While investigating the population distribution dynamics and habitat changes of waterbird, the project focused on strengthening the habitat and bird monitoring on this plot, enhancing public participation, and protecting migratory birds and their habitats.

4. Fundraising and Communication During "99 Giving Day"

During Tencent "99 Giving Day" in 2022, Tongzheng Group, a member enterprise of the Liaoning Project Center, launched an offline donation together activity. Through the display of promotional posters on LED screens and the arrangement of exhibition booths, it assisted in the "Guarding the Habitat and Free Flying Wings" project and led employees to forward and donate. Through active online and offline collaboration, a total of 3,078 yuan was raised in 3 days, and a total of 153 caring donations were sent out, contributing to the protection of waterbird and habitat.



Tianjin

Project Center

©WANG Jianmin

Established in June 2019, the Tianjin Project Center focuses on the "Free Flying Wings" agenda to promote conservation of migratory birds and their habitats in wetlands. At the same time, the center provides funding for the rural black and odorous water bodies treatment project by Tianjin Green Collar Engo. As of the end of 2022, the Tianjin Project Center had a total of 10 members.

Chair's Message

As spring comes after winter, the New Year has begun. Since the current global environmental situation is still severe, we must adhere to the path we are walking on, and treat the environment and nature well. Facing a world full of uncertainty, we should also look back and uphold our inner goodness and mission, and maintain humility and awe towards the environment and nature.

From a new starting point, may we all continue to work together, under the same goal of "lucid waters and lush mountains", to create a visible future, to say what we can do, to do what we have said, to protect the environment around us like protecting our eyes, and to build a better world together!

— LIU Yi
Chair of Working Committee of Tianjin Project Center

Working Committee Members of Tianjin Project Center

— The 2th Session —

- Chair | LIU Yi
- Vice Chair and Secretary General | HE Xin
- Vice Chairs | KANG Peng, CHANG Jun, LI Jun, WEN Biao

Project Progress

1. Ecological Environment Protection in the Haihe River Basin

In 2022, the Tianjin Project Center promoted four county-level government departments, including Qixian County in Handan City, Pingxiang County and Longyao County in Xingtai City, Hebei Province, and Tianqu Industrial Park in Decheng District, Dezhou City, Shandong Province, to carry out investigation and rectification of black and odorous water bodies. During the year, a total of 56.5307 million yuan of government funds was invested in environmental governance, 187 sewage receiving ponds and black and odorous water bodies in 13 villages were directly treated, 5 symposiums with government departments were held, and 11 formal feedback documents were received.

2. Coastal Mudflat Monitoring in Hangu, Tianjin

During the year, the monitoring of coastal mudflat wetland plots in Tianjin found that the wetland was in good condition as a whole, and no reclamation was found. The species and number of birds had an upward trend, and the number of migratory bird species kept a steady and small increase. The maximum observed number of Common Shelducks (*Tadorna Tadorna*) and Pied Avocets (*Recurvirostra Avosetta*) reached 8,000 to 10,000, and the number of migratory birds breeding here has greatly increased compared with previous years. The encroachment of Smooth Cordgrasses (*Spartina Alterniflora* Loisel) on the beach mudflat has reduced the space for migratory birds to find food. Photos have been taken and reported to the forestry department, and attention has been continuously paid to the control of Smooth Cordgrasses.



Coastal mudflat monitoring in Hangu, Tianjin

3. Zero Waste Action

On August 20, the Tianjin Project Center and Green Neighbor led the children volunteers of Tianjin Galaxy Public Welfare to jointly practice the "Zero Waste" action. At the activity site, garbage was classified and recycled to protect the ecological environment of lakes and wetlands, establishing correct environmental values among children.



The public participating in Zero Waste Action

On September 17, World Cleanup Day, the Tianjin Project Center and the Haihe River Watcher Volunteer Team picked up garbage in parks and participated in the "One Day Garbage Pickup and Cleanup" action. Through the picking up, they passed on the concept of sustainable life of garbage sorting and simple life to more people.

Member Engagement

Wetland Conservation: Botanical Expeditions

On November 6, on the occasion of the COP14, the Tianjin Project Center and Tianjin Green Neighbor held a series of botanical expeditions for the conservation of Tianjin Shuixi Wetland, attracting a total of 40 people from 18 groups of parents and children. Through the investigation of wetlands in Tianjin and surrounding areas along the Bohai Sea, and the wetland environmental education, animal and botanical expeditions and environmental protection actions carried out according to the regional characteristics, the public established the ecological civilization concept of respecting nature, adapting to nature and protecting nature.



Established in August 2019, the Xinjiang Project Center has successively funded projects such as "Xinjiang Project Center and Wilderness Xinjiang Joint Conservation of Snow Leopards", "Endangered Species Ili Pika (*Ochotona iliensis*) and Habitat Conservation" and "Kunlun Desert Black Wolfberry (*Lycium Ruthenicum*) Ecological Development", participated in building the city card of Urumqi – the "Snow Leopard City", and promoted some species to enter the List of National Key Protected Wildlife. It also protected and constructed the seed resource bank of rare wild plants in Central Asia, represented by Ili Wild Apple (*Malus Sieversii*), collaborated with local environmental organizations to carry out nature education activities, and established a Xinjiang nature education platform. As of the end of 2022, the Xinjiang Project Center had a total of 15 members.

Project Progress

1. Botanical Society in Nature

The Project Center carried out the whole plant investigation in Altai Prefecture, finding the newly recorded national species genus Delphinium, and discovering the national second-class key protected plant *Cypripedium* (*Cypripedium calceolus*) in Xinjiang for the first time; participated in the compilation meeting of the *List of Key Protected Plants in Xinjiang* sponsored by the Xinjiang Botanical Society, and proposed to add Lilac Lotus (*Trollius lilacinus*) as the first-class protected plant in the autonomous region and several other plants to the list.



Investigation of newly discovered species *Cypripedium* in the State-owned Forest Administration of Altai Mountains

In terms of communication, # Uncle captured 2,000 rare plants blooming in 8 years # was reported by more than 40 media; Tiktok account "In Nature • YANG Zongzong" helped the science popularization of plant public welfare conservation in Xinjiang. During the year, more than 90 videos were released, more than 20 public welfare live streaming were conducted, with 464,000 likes, and the total number of viewers of videos, live streaming, and media reports exceeding 45.002 million. And 4 communities (more than 1,600 people) were established, and more than 60 volunteers were recruited.

2. Silk Road Nature Education Platform

In 2022, the Silk Road Nature Education Center was selected as one of "Urumqi Ecological Environment Education Bases". The platform held 533 art festivals, exhibitions, public communication and nature education activities, produced short nature science popularization cartoons, and exhibited in more than 100 primary and secondary schools. The total number of offline participants throughout the year exceeded

68,000, and the media reported it more than 60 times.



Unveiling of "Urumqi Ecological Environment Education Base"

Through cooperation with the local government, three nature education bases have been established. Collaborating with other environmental organizations, the Project Center developed nature education products, promoting rural revitalization through nature education, and increasing income for local people by over 70,000 yuan, with the proceeds donated to two environmental organizations.

3. Ecological Conservation and Health Control Technology of Degraded Wild Fruit Forest on the North Slope of Tianshan Mountains

During the year, a large number of forest fruit resources of Tianshan Mountains such as the Wild Apple, Wild Apricot (*Armeniaca Vulgaris var. Ansu*), and Wild Walnut (*Juglans Cathayensis*), were introduced, and nearly 1,000 seedlings were planted, with an operating area of 1.33 hectares; over a thousand mounds of weeds were removed, with an operating area of 0.33 hectares. Implement Measures such as manual pruning, pile cutting, and tree sawing, with an operating area of 8 hectares.



Removing weeds

Chair's Message

With the approval of projects of Karamaili National Park and Kunlun Mountain National Park, the environmental conservation industry in Xinjiang is bound to take another big step forward. In 2023, I hope that the Xinjiang Project Center can participate in and promote the creation of national parks, jointly protect natural resources, and enhance public service capabilities.

LIU Caixia
Chair of Working Committee of Xinjiang Project Center

In addition, the Xinjiang Wild Apple, Xinjiang Wild Apricot, Xinjiang Wild Hawthorn (*Crataegus Cuneata*), and Wild Cherry Plum (*Prunus Divaricata*) distributed in Xinjiang were investigated, the plant branches, leaves, fruits, and other organs were collected, and made into specimens for preservation and recording.



Preparing specimen

4. Population Dynamics Monitoring of Ili Pika

The Project Center completed the field survey and infrared camera monitoring tasks of the Ili Pika Protected Area in Jinghe County and the Glacier No.1 Protected Area in Tianshan Mountains, Urumqi, and assisted in setting up the Publicity and Education Base of the Ili Pika Protected Area in Jinghe County and the Friendly

Product Exhibition Center of the Protected Area. It was the first time to obtain the images of the Ili pika's food storage at autumn time. In addition, the 8-year research on Tianger Black Pika was totally completed. From the fresh feces of the Ili pika, 46 genetic materials were isolated. It was confirmed that the Tianger black pika, which was a coat color variation of the Ili pika. On the whole, the 2022 Ili pika distribution area survey was preliminarily completed as planned



Ili Pika

5. Fundraising and Communication During "99 Giving Day"

During the "99 Giving Day" in 2022, Sipa Group, a member enterprise of the Xinjiang Project Center, and its partner enterprises, as well as Altay

Gaubau Tea Co., Ltd., took the lead in supporting the "Guarding the Central Asian Migratory Bird Resting Place" project and carrying out bird monitoring and education in the Kashgar Middle Reservoir. More than 400 caring individuals donated a total of 32,134.5 yuan.

6. Nature Notebook Competition

On June 1, the Xinjiang Project Center, together with the Urumqi Ecological Environment Bureau and the Education Bureau, jointly launched the 1st Xinjiang Nature Notebook Competition of "Beautiful China • Desiring Nature".



Nature Notebook Competition

Member Engagement

1. Xinjiang Tulip Guardian Day Activity

On April 22, the Xinjiang Project Center, together with various forces such as the Forestry and Grass Department, the Association for Science and Technology, the Tiandong Bureau, the Xinjiang Institute of Ecology and Geography of the Chinese Academy of Sciences, and the Xinjiang Wildlife Protection Association, participated in the 3rd Xinjiang Tulip Protection Day activity, hoping that with the attention of all sectors of society, more forces will join the ranks of protecting Wild Tulips.



Tulip Conservation Day activity

2. Investigation and Discussion

In April, President SUN Lili, Chair LIU Caixia of the Xinjiang Project Center and members of the Center successively held discussions and exchanges with Command Center of Shenzhen for Providing Pairing Assistance for Xinjiang, Kashgar Prefecture Forestry and Grassland Bureau, and Xinjiang Forestry and Grassland Bureau to explore cooperation in more environmental protection projects, and went to Makit County to investigate the One-Million-Mu Wind-Preventing and Sand-Fixing Ecological Forest Construction project.

On June 23, Chair SUN Lili, Chair LIU Caixia and members from the Xinjiang, Tianjin and Hainan Project Center went to the Xinjiang Forestry and Grassland Bureau to discuss cooperation matters, laying a friendly cooperation foundation for the next step of promoting environmental protection projects.



Exchange and discussion with the government

Working Committee Members of Xinjiang Project Center

Chair | LIU Caixia

Vice Chair and Secretary General | HUANG Jian

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

— The 2th Session —



Established in October 2019, the Hebei Project Center leads the public welfare forces of Hebei, and gathers entrepreneurs with passion and dreams together to protect the blue sky and clean water, share the lucid waters and lush mountains, contribute to the ecological environmental conservation of Hebei, and build a beautiful Hebei! In 2022, the Center continued to increase funding for endangered birds, coastal and inland wetlands. Currently implemented projects include Shijiazhuang Black Stork (*Ciconia nigra*) Habitat Conservation, Tangshan Daqing River Saltern Oriental Stork (*Ciconia boyciana*) Conservation, and Hengshui Lake Baer's Pochard Habitat Conservation. As of the end of 2022, the Hebei Project Center had a total of 21 members.

Chair's Message

Never forget why you started, otherwise your mission can not be accomplished. Throughout the journey of public welfare, although we have encountered many bottlenecks and setbacks, we have mostly seen many beautiful scenery and gained deep friendship. When seeing a bird soaring towards the sky after treatment; When seeing more and more foragers playing in the Hutuo River; when white clouds and blue sky replacing haze over Hebei region; I believe that our little efforts have converged into green mountains and clear waters, and we are relentlessly striving towards our goals.

— ZHANG Zehui
Chair of Working Committee of Hebei Project Center

Project Progress

1. Black Stork and Its Habitat Conservation

In 2022, the Shijiazhuang Wildlife Rescue Station rescued more than 160 wild animals, completed regular patrols of wetlands around Shijiazhuang every month, conducted surveys on the number and population of birds in non-migratory season, relieved the threat for wetlands and waterbirds 6 times, rescued 131 national second-class protected animals, and coordinated with the Project Center to carry out 19 nature education activities.



Nature education and public publicity activities



Wildlife rescue

2. Conservation of the Oriental Stork and Other Rare and Endangered Birds

In 2022, the Daqing River Saltern Rescue Station completed the construction of its basic cage and the renovation of its water supply system. During the year, a total of 11 bird surveys were conducted, 13 poaching patrols and rescue activities were carried out, and 8 nature education and public promotion activities were held.

11

bird surveys

13

anti-poaching patrols and rescue activities

8

nature education and public publicity activities

3. Hengshui Lake Baer's Pochard Habitat Restoration

Since the fourth quarter of 2022, the Hebei Project Center has carried out funding activities for the conservation of the national first-class endangered species Baer's Pochard (*Aythya baeri*). Through the improvement of Hengshui Lake, an important habitat of Baer's Pochard, the public's awareness of Baer's Pochard and enthusiasm for biodiversity conservation were enhanced, providing important support for Baer's Pochard conservation and population restoration, further improving the level of biodiversity conservation in Hebei Hengshui Lake National Nature Reserve, and providing a demonstration for the implementation of Baer's Pochard and other rare bird conservation in a broader area.



Hengshui Lake

4. Nature Education

In 2022, the nature education activities of the Hebei Project Center were more systematic and professional. During this year, a series of research activities were carried out for 11 times in combination with rich thematic practical courses such as the "carbon dioxide peaking, carbon neutrality" goal, water purification, biodiversity conservation, bird watching and releasing, waste sorting, etc., and nearly 1,000 students from more than 20 primary schools in Shijiazhuang were attracted to participate in the nature education activities. Through teaching by professional teachers, the concept of environmental protection was gradually implanted in the hearts of children.



Students participating in nature education activities

Member Engagement

1. Investigation and Research

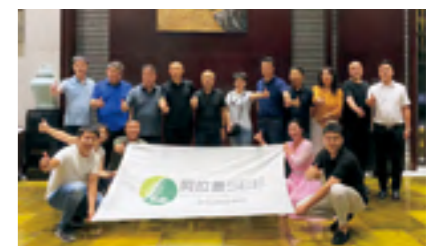
On June 14, the Hebei Project Center organized members to visit Hengshui Lake, a national 4A nature reserve, to investigate the bird funding project. Hengshui Lake has a wide water area and rich biodiversity. It is the only national nature reserve in the North China Plain that maintains a complete freshwater wetland ecosystem, including lakes, marshes, mudflat, meadows and woodlands. It is located on the migration route from East Asia to Australia, and 328 bird species have been monitored and recorded. After investigation, discussion and expert argumentation, it is determined to carry out the Baer's Pochard Habitat Construction project on an island in Hengshui Lake.



Investigation of Hengshui Lake

2. Visit Activities

During the year, the Hebei Project Center carried out a series of visits, and successively went to STARNEST Industry Group, Hebei Kaiyi Petrochemical Co., Ltd., Sino Energy International Petrochemical Co., Ltd., Huagang International Logistics Co., Ltd., Hebei China Evergreen Industries Group, and Hebei Jikai Stock Co., Ltd. for environmental exchanges, discussing the projects implemented by the Hebei Project Center and its future development, which improved the cohesion and centripetal force of the Center's members.



Visits and Exchanges

Working Committee Members of Hebei Project Center

Chair | ZHANG Zehui

Vice Chair and Secretary General | LU Yu

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

— The 2th Session —



Hainan

Project Center

Established in August 2020, the Hainan Project Center connects government, schools, environmental organizations, and other forces based in Hainan, focusing on environmental issues such as marine and tropical rainforest biodiversity conservation, key ecosystem conservation in Hainan, and public nature education. It has successively carried out projects such as Sea Turtle Conservation, Mangrove Conservation, and Water Ecological Restoration. As of the end of 2022, the Hainan Project Center had a total of 20 members.

Chair's Message

From the sea to the mountains, from cities to forests, we were advancing through exploration in 2022. In 2023, we will further build the brand projects that belongs to the Hainan Project Center. Welcome to the beautiful Hainan Island to protect the blue sky and clear water together!

—ZHAO Feng
Chair of Working Committee of Hainan Project Center

Project Progress

1. Ecological Restoration of Wuyuan River Ecological Pond

At the end of 2022, the Wuyuan River Ecological Pond Restoration project entered the follow-up management and maintenance stage. The focus of work was adjusted to improve the restoration effect, control the threat of introduced species, sum up experience and evaluate the effect. It continued to improve the aquatic animal and plant community structure of the ecological pond, regularly drain and clear the pond, strengthen human intervention, transfer and control the invasion of introduced species, and create conditions for the survival of local species introduced later; and continued to conduct ecological monitoring, develop optimization plans for the ecological pond water body, and optimize the water body and quality of the ecological pond.



Aerial view of Wuyuan River Ecological Pond

2. Science Popularization of Sea Turtle Conservation

Relying on the Sea Turtle Rescue Station and Field Research Base of Hainan Normal University, the project conducted extensive cooperation with government management and law enforcement departments, environmental organizations, enterprises, schools, communities and other forces. Focusing on the science popularization of Sea Turtle conservation, the project team has compiled the Sea Turtle Conservation Manual, designed and made souvenirs, developed characteristic science popularization courses for Sea Turtle conservation, and carried out various forms of activities such as Sea Turtle Class into Campus, Sea Turtle conservation into Fishing Village, etc., so as to enhance public awareness of Sea Turtle conservation, encourage more forces to participate in Sea Turtle conservation, and promote the ecological civilization construction

of Hainan Free Trade Port. During the year, the electronic version of the *Manual of Sea Turtle Conservation Education Activities* was also completed.



Sea Turtle Class on Campus

68 visits received at Sea Turtle Rescue Station	2,522 visitors received
27 surveys of island and reef fishing villages	1,300 cumulative audiences
3 sessions of live streaming	220,000 cumulative viewers
234 volunteers trained	6 Sea Turtles released
1 survey on trade of Sea Turtle products	2,758 hours of volunteer services

3. Nature Education



Nature Education: Hainan Tropical Rainforest National Park Nature Exploration Camp

2022 was the first year for the Hainan Project Center to launch nature education activities. The Project Center led members to explore Hainan Tropical Rainforest National Park with the "Green Camp", entered the urban wetland park with

teachers, students, and enterprise employees, and also carried out activities such as "Bird Loving Week", "Carnival", "National Bird Watching Festival", and Nature Notebook Competition for the public.

4 Fundraising and Communication During "99 Giving Day"

During the "99 Giving Day" in 2022, the Hainan Project Center launched the "Send Turtles Home with Love" sub-project under the "Protecting the Ocean Together" public welfare project. Together with more than 20 members and corporate groups, we raised funds for the Sea Turtle project,

receiving 896 public donation records, and total fundraising amount of 27,650 yuan through various forms such as Donation Together, offline public service advertisements, online promotion by fan base and Moments.



Offline advocacy

5 Green Starters Review

On October 10, the Hainan Online Review Meeting of the "Green Starters Funding Program" was held as scheduled. Finally, Chengmai County Wetland Conservation Association passed the review and became a Green Starters partner in 2022.

Member Engagement

In 2022, more than 190 members of the Hainan Project Center accumulatively participated in 51 activities, with public welfare service of over 1,000 hours. During the year, a total of 4 working committee meetings, 3 thematic meetings, and 2 project review meetings were held to clarify the project direction of the Hainan Project Center, focusing on Sea Turtle Conservation project, and gradually building the Sea Turtle Conservation project into a brand project of the Center.

1. Investigation and Research

August 2 to 3, the Ecological Investigation Team of the Hainan Project Center went to Sansha City, Hainan Province for investigation and research. They visited the North Island Sea Turtle Conservation Station, the Sea Turtle Spawning and Breeding Area, and the Xisha Marine Museum on the spot. They also had discussions with the government leaders of Sansha City, to actively seek cooperation in marine ecological conservation marine science education and other fields.



Exchange on Sea Turtle conservation work at the North Island Sea Turtle Conservation Station

2. Visits and Exchanges

The "Island Family Banquet" is a series of visiting activities for members of the Hainan Project Center, each setting a different theme to enter the member enterprises, for the purpose of promoting mutual understanding and exchange among members. In 2022, it was held three times, visiting member WANG Zhanshan's Wanzhong Farm, member LIAO Hui's Zhong Lun (Haikou) Law Firm, and member HUANG Wenming's Sanyou Ocean, respectively. During the year, the Center also organized environmental organization partner visits, and successively visited ChinaBlue, Squirrel School, Hainan Wuzi Education, and other institutions.



Entering Zhong Lun (Haikou) Law Firm

3. Operation of Releasing Sea Turtle of the South China Sea

On November 26, the 8th "South China Sea Turtle Conservation Action" was held in Qishuiwan, Tongguling National Nature Reserve, Hainan. A total of 12 Sea Turtles were released this time, of which 6 were provided by the Sea Turtle Rescue Station of Hainan Normal University, a partner of the Hainan Project Center. LUO Wen, Vice Chair of the Working Committee, represented the Hainan Project Center to participate in the Sea Turtle release activity.



Escorting the Sea Turtle back to the sea

Working Committee Members of Hainan Project Center

— The 1th Session —

- Chair | ZHAO Feng
- Vice Chair and Secretary General | FENG Zhexun
- Vice Chairs | WEN Zhengtang, LUO Wen, CHEN Sihan, WANG Zhanshan, LIAO Hui
- Vice Secretaries General | GONG Jilong, XU Dan, HUANG Wenming



Guizhou
zhou

Project
Center

Established in October 2020, the Guizhou Project Center is mainly dedicated to the Environmental Volunteer Alliance and Nature Education, and continued to explore new models of the environmental public welfare cause in 2022. As of the end of 2022, the Guizhou Project Center had a total of 5 members.

Chair's Message

SEE Conservation is the most outstanding entrepreneurial environmental organization in China, striving to make the sky bluer, the earth greener, and the water cleaner. In fact, it is purifying people's hearts. Only by respecting the sky, the earth, and oneself from the heart can one live up to his faith in the soul.

—ZHANG Jing
Chair of Working Committee of
Guizhou Project Center

Working Committee Members of Guizhou Project Center

— The 1th Session —

Chair | ZHANG Jing

Vice Chair and Secretary General | LU Lin

Vice Chairs | LIU Jian, XIONG Youdong,
FANG Liqun

Project Progress

1. Guizhou Project Center Volunteer Alliance

The Guizhou Project Center initiated the establishment of the "Guizhou Project Center Volunteer Alliance" after the establishment of the Center, based on the relatively small number of local member entrepreneurs but the strong willingness of the public to participate in environmental public welfare cause. In 2022, more than 3,000 people from universities such as Guizhou University, Guizhou Normal University, Guizhou Education University, and Guiyang University were attracted to participate in the Guizhou Project Center Volunteer Alliance through various forms and sessions of environmental protection activities, promoting the environmental public welfare image of SEE Conservation and the brand of the Volunteer Alliance.



Volunteer participating in environmental public welfare activities

2. Nature Education

In 2022, the Guizhou Project Center organized 2 nature education activities for primary school students, 8 environmental protection themed activities, and 9 offline environmental public welfare activities.



Primary school students participating in environmental nature education activities

3. Joint Launch of Environmental Public Welfare Ambassador

In 2022, the Guizhou Project Center and multiple travel agencies jointly launched the "Guizhou Tourism & Environmental Public Welfare Image Ambassador" project, where tour guides from travel agencies became volunteers to promote environmental public welfare to national tourists visiting Guizhou, inviting them to become volunteers for the Guizhou Project Center.



Tourism & Environmental Public Welfare Image Ambassador

4. Joining the Yangtze River Conservation Issues Alliance

The Guizhou Project Center responded to the overall planning of the Issue Alliance, actively interacting with sister centers, and joining the Yangtze River Conservation Issue Alliance; and linked with the Hubei Project Center, actively protecting Chishui River, a primary tributary on the south bank of the upper reaches of the Yangtze River mainstream, and exploring brand activities such as "Yangtze River Fish Migration Home" and "Zero Carbon Yangtze River".

5. Fundraising and Communication During "99 Giving Day"

In 2022, the Guizhou Project Center participated in the "99 Giving Day" activity for the first time, and launched the public welfare donation of "Donation Together for the Conservation of Chishui River", with 15,174 yuan raised.



Gansu

Project
Center

Established in August 2021, the Gansu Project Center fully combines the professional environmental protection project capabilities of SEE, gathers the wisdom and resources of Gansu entrepreneur members, gives play to local advantages, drives more entrepreneurs, environmental organizations and forces from all walks of life, and jointly guards the blue sky and clean water in the Northwest China. It focuses on desertification control, ecological protection of Qilian Mountains, water and soil conservation of the Yellow River Basin and other environmental issues. As of the end of 2022, Gansu Project Center had a total of 10 members.

Chair's Message

It is a great honor to join the large family of SEE. The protection and governance of the ecological environment in the West China is a difficult task. Long as the journey is, we will reach our destination if we stay the course; difficult as the task is, we will get the job done if we keep working at it. In the new year, the Gansu Project Center will, in accordance with the overall plan of SEE Conservation, link other project centers, consolidate the achievements of poverty alleviation, comprehensively promote rural revitalization, closely carry out environmental activities around the characteristic theme, forge the ambition of rejuvenation, rally the strength of solidarity, be down-to-earth and forge ahead, and make Gansu a better place in the future.

—LI Dajun
Chair of Working Committee of
Gansu Project Center

Working Committee Members of Gansu Project Center

— The 1th Session —

Chair | LI Dajun

Vice Chair and Secretary General | SU Chaochao

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

Project Progress

1. Co-host of the Gansu Youth Ecological Civilization Innovation and Entrepreneurship Competition

On January 10, the Project Center assisted the Gansu Committee of Chinese Communist Youth League, the Department of Education of Gansu Province, the Department of Human Resources and Social Security of Gansu Province, the Department of Ecology and Environment of Gansu Province, the Department of Natural Resources of Gansu Province, the Department of Science and Technology of Gansu Province, the Department of Water Resources of Gansu Province, the Gansu Forestry and Grassland Bureau, Lanzhou University, and the Gansu Youth Federation in holding the 1st Gansu Youth Ecological Civilization Innovation and Entrepreneurship Competition. The Competition focuses on cultivating the ecological environmental technology innovation system, providing new ideas, new methods and new ideas for ecological environmental protection in Gansu, and making young people become the new force of green environmental protection. The Gansu Project Center relied on the Competition to deeply understand the environmental protection projects and talent team in Gansu Province, and promote the construction of ecological civilization in the province through cooperation, support, participation and other ways.



Babusha Forest Farm

At the same time, the Project Center actively contacted local leading enterprises to promote the ecological protection and management of the Qilian Mountains and the middle and upper reaches of the Yellow River. LI Dajun, the Chair of the Gansu Project Center, visited listed companies in the province such as Qizheng Tibetan Medicine and Dayu Irrigation Group, and had communication and exchange on related topics such as anti-desertification ecological protection in the Tibetan Region, water conservation and vegetation restoration in the Qilian Mountains in the west of the Yellow River, and the middle and upper reaches of the Yellow River.



Habitat in the middle and upper reaches of the Yellow River



The 1st Gansu Youth Ecological Civilization Innovation and Entrepreneurship Competition

2. Ecological Management

During the year, the Gansu Project Center carried out ecological management of Qilian Mountains relying on the Babusha Forest Farm, and conducted sand control and green protection in Mingqin relying on the Sifangdun Volunteer Ecological Forest. In this way, the Gansu Project Center attracted more public participation and expanded its influence in ecological environmental protection related work.

3. Visits and Exchanges

During the year, the Gansu Project Center visited the Publicity and Education Center of the Department of Ecology and Environment of Gansu Province, the Science and Technology Division of the Department of Land and Resources of Gansu Province, the Social Development Division of the Department of Science and Technology of Gansu Province, the Department of Industry and Information Technology of Gansu Province, the Red Cross Society of China Gansu Branch, the Gansu Committee of Chinese Communist Youth League, the Gansu Civilization Office and other relevant government departments, reported on the project promotion and work plan of the Center, hoping to constantly broaden the environmental protection project ideas of the Gansu Project Center with the help of the provincial platform, and improve business development and execution capabilities.



Chair's Message

This session of the working committee will make every effort to make the development, services, and projects of the Soochow Project Center bigger and stronger within two years. I also hope that the Soochow Project Center will develop into a benchmark project center of SEE Conservation. At the same time, I hope to exchange and learn work experience and project operation ideas with more project centers.

—LING Songting
Chair of the
Soochow Project Center

Working Committee Members of Soochow Project Center

— The 1th Session —

Chair | LING Songtin

Vice Chair and Secretary General | ZHANG Xiaobin

Vice Chairs | GAO Xinwen, PAN Tianjiao,
QU Xiaohua, ZHANG Li,
ZHANG Yifan

Introduction to Project Center

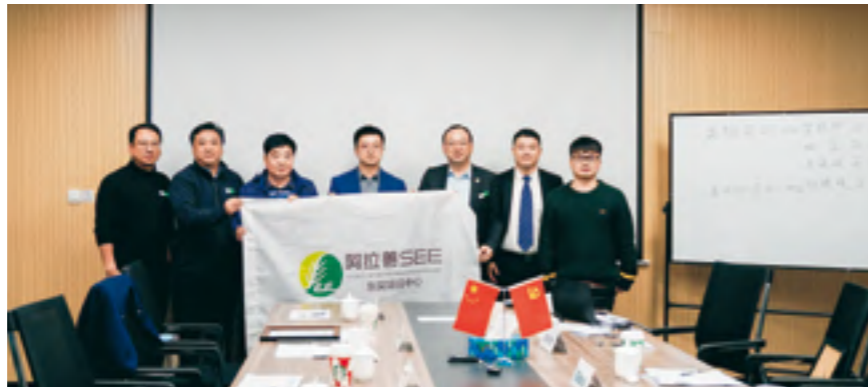
Established on December 11, 2022, the Soochow Project Center gathers local entrepreneur members, environmental organizations, and forces from all sectors of society, fully combines the professional environmental protection project capabilities of SEE Conservation, leverages the advantages of entrepreneurial resources, and safeguards the lucid waters and lush mountains. As of the end of 2022, the Soochow Project Center had a total of 18 members.

2022.12.11

Established

18

Number of members



The 1st Working Committee of Soochow Project Center



Guests attending the Soochow Project Center Founding Conference

12

CHAPTER

Annual Report of Aleshan Foundation

Annual Report of Aleshan Foundation 100

Shenzhen Aleshan Foundation

In October 2018, SEE Conservation initiated the establishment of the Shenzhen Aleshan Foundation (hereinafter referred to as the "Aleshan Foundation"), which is committed to leveraging the advantages of entrepreneurial resources and innovative spirit, and providing long-term and stable funding sources for public welfare organizations and projects through diversified ways of value preservation and appreciation.

To protect the brand of "Aleshan", the Foundation applied for the trademark registration of "Aleshan" and obtained the approval of the China National Intellectual Property Administration in 2022. It was awarded 100 points on the 2022 Foundation Transparency Index (FTI) by the China Foundation Center, marking the third consecutive full score since its establishment. It also obtained the 2022-2024 pre-tax deduction qualification for public welfare donations in Shenzhen.



Special Fund

In 2022, the SEE Special Fund of the Shenzhen Aleshan Foundation supported projects such as Green and Sustainable Development and Sustainable Fishery Development, with the project execution cycle ranging from August 1, 2022 to July 31, 2023. These projects are currently well underway.

In the year, the SEE Special Fund of the Aleshan Foundation also supported activities such as the Chinese Enterprise Green Compact Forum and the "Protection and Development of China's National Wetland Parks" Sub-forum of the COP14.

In this year, the SEE Future Special Fund of the Aleshan Foundation funded and completed the Supporting Public Welfare Education Expenditure Project under the resolution of the management committee.



Research on Jiangsu Rudong Coastal Wetland Protection and Sustainable Fishery Development Project

Public Welfare Projects

In 2022, the Aleshan Foundation continued to carry out the public welfare project of "Assisting Agriculture in Water Saving—Subsidies for Water Saving", providing support for farmers in the Alxa Yaoba Region to plant ecologically friendly desert water-saving millet and reduce the consumption of groundwater resources. The project began in the fourth quarter and is expected to be completed in the first quarter of 2023.



"Subsidies for Water Saving" in the Yaoba Region

Value Preservation and Appreciation

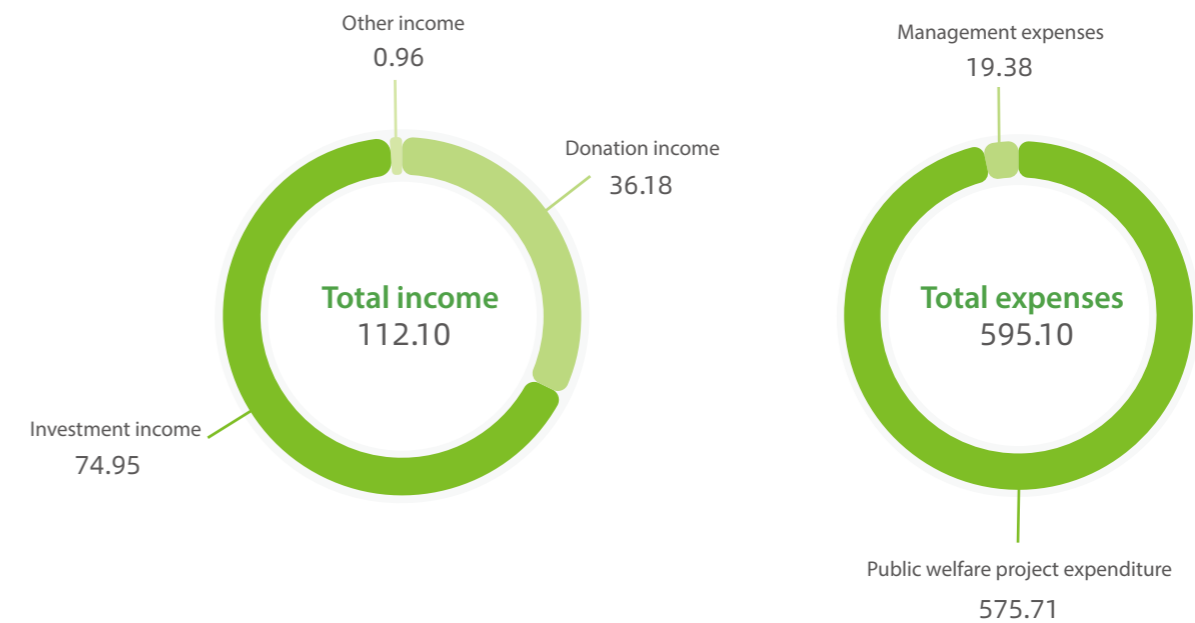
Strictly Implementing Management Measures to Ensure Compliant Use of Funds

In 2022, under the guidance of the Investment Committee, the Aleshan Foundation continued to carry out legal, safe, and effective preservation and appreciation of donations in accordance with regulations such as the Charity Law, the Interim Measures for the Management of Preservation and Appreciation Investment Activities of Charity Organizations, and the Measures for the Management of Preservation and Appreciation Investment Activities of SEE. In 2022, affected by comprehensive factors such as the COVID-19 pandemic and global economic downturn, the Investment Department overcame internal and external difficulties and achieved an investment income of 749,500 yuan.



Financial Data

Income and Expenditure of Aleshan Foundation in 2022 (unit: 10,000 yuan)



13

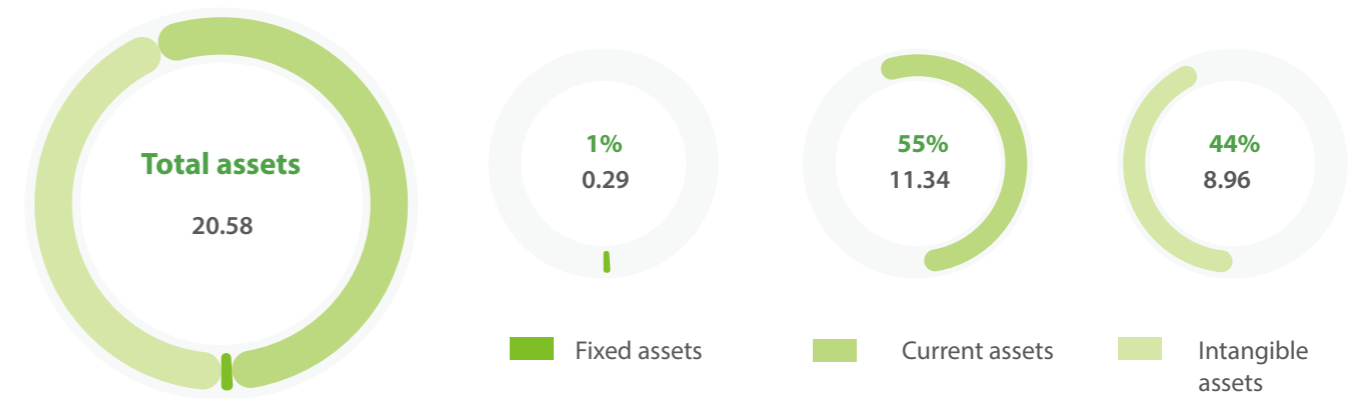
CHAPTER

Financial data

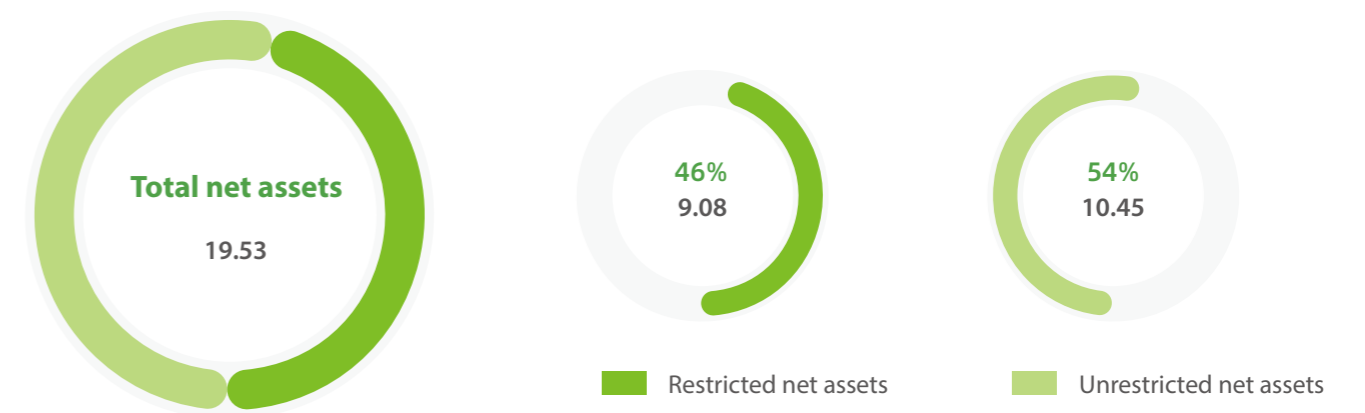
·The following data is from the 2022 Audit Report of SEE Conservation.
 ·The auditing was performed freely by KPMG Huazhen and the full report is available on our official website: <http://www.see.org.cn>
 (All figure in million yuan)

Assets and Liabilities

I Assets of SEE Conservation in 2022 (Unit: million yuan)



I Net Assets of SEE Conservation in 2022 (Unit: million yuan)



Income and Expenditure (Unit: million yuan)

Net Asset Balance at the Beginning of 2022 **19.53**

Total income in 2022 (Figure 1) **21.87**

▪ Membership fee	13.27
▪ Donation proceeds	7.63
▪ Return on investment	0.94
▪ Other income	0.04

Total expenditure in 2022 **21.88**

▪ Project activity costs (Figure 2)	16.60
<i>Donation project costs</i>	--
<i>Member activity costs</i>	14.97
<i>Taxes and surcharges</i>	0.014
<i>Brand communication</i>	1.64
▪ Organizational operating expenses	5.27

Net asset balance at the end of 2022 **19.53**

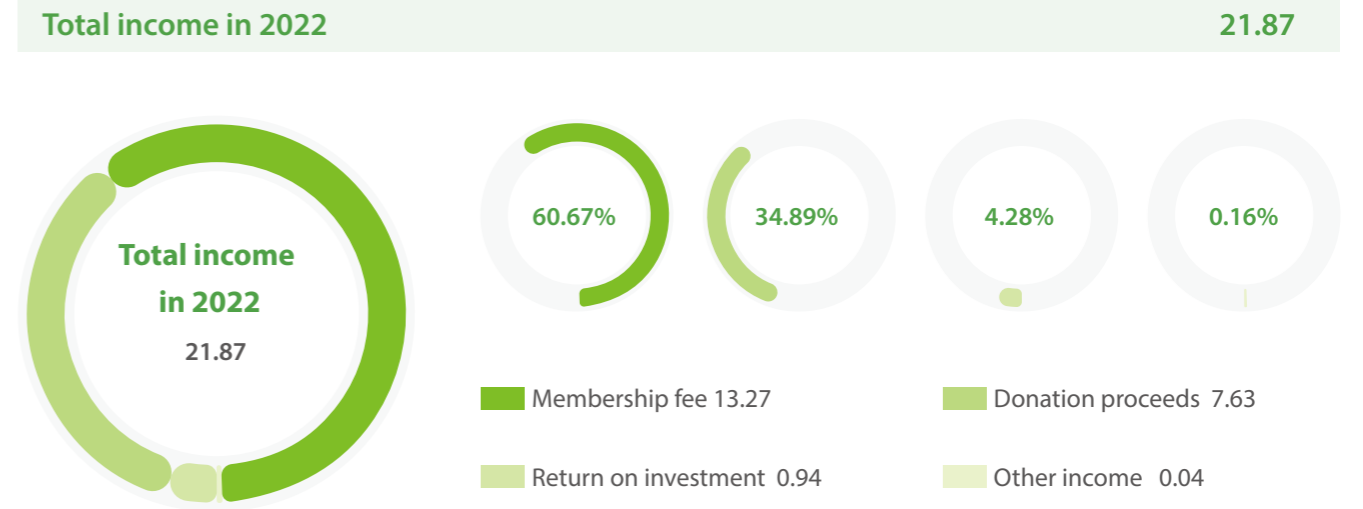


Figure 1: Income of SEE Conservation in 2022

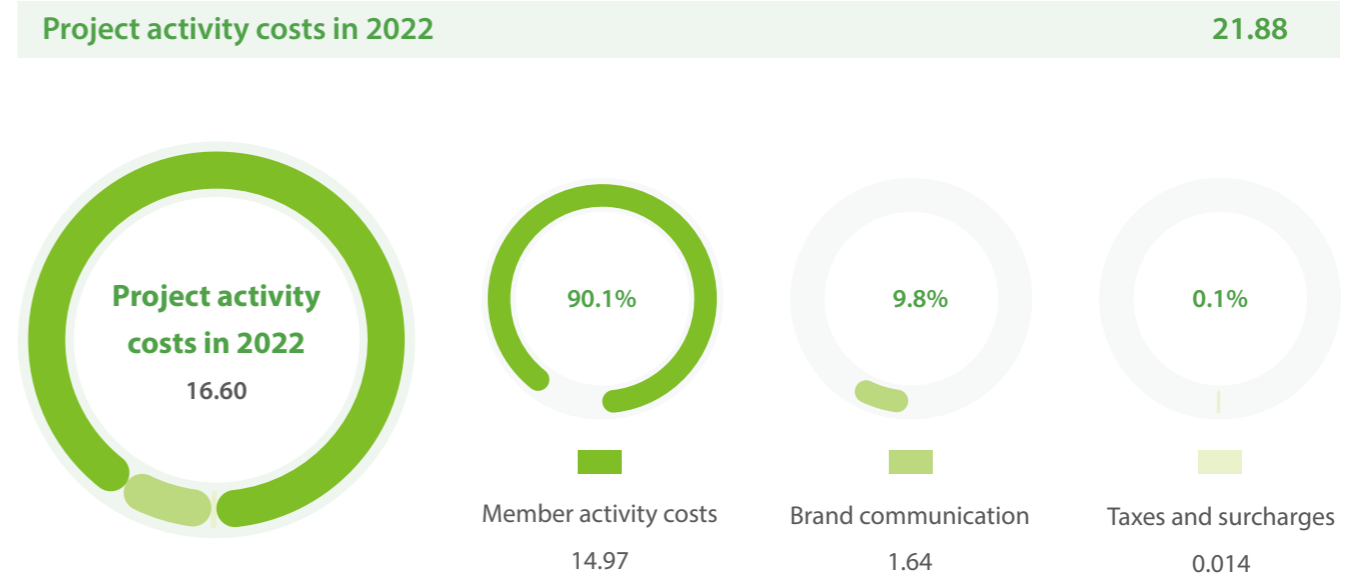


Figure 2: Project Activity Costs in 2022