



2020 Annual Report
SEE Foundation





In 2008, SEE Foundation was established by Society of Entrepreneurs and Ecology (SEE) with the mission of supporting and nurturing Chinese environmental civil society, as well as facilitating a learning platform for entrepreneurs, NGOs and the public to engage in environmental protection and sustainable development.

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

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

SEE Foundation has won such honors as a 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. SEE Foundation is also one of the foundations with the highest level of transparency in China. It got full marks of the Foundation Transparency Index (FTI) launched by China Foundation Center, and its project expenditure ranked the highest among all the Beijing foundations that got full marks.

Currently, SEE Foundation has launched some brand projects such as "100 Million Suosuo", "Groundwater Conservation", "Free Flying Wings", "Save the Smile of the Yangtze River", "Conserving the Sanjiangyuan Region", "Noah's Ark", "Blue Defenders", "Green Supply Chains", "Green Starters", and "Growing Up Together". SEE Foundation, raised more than 1.1 billion yuan in donation, ranked first in public spending among environmental NGOs, has supported more than 800 environmental NGOs, research institutions and voluntary groups in their efforts to protect the environment nationwide. It has cumulatively received a total of 600 million times of support from the public.

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

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Message from the Chair of Council

Public Good vs Private Good



XU Xiaonian

Chairman

Why do we commit ourselves to initiatives for public welfare? Undoubtedly, there are various motives.

Some enterprises regard public welfare as low-cost advertising; some cater to public expectation for enterprises to fulfill their social responsibilities; some take advantage of the public welfare platform to expand the social networking of enterprises in order to reduce the “transaction cost” in business activities; some hope to get direct commercial benefits from members of public welfare organizations. In the subtleness subconscious, public welfare itself is a by-product, or more directly, an investment with good returns.

From the perspective of the public, whatever the motivation is, public welfare activities and donations are praiseworthy, because objectively they help to improve the natural and social environment of people's lives. In many cases, the individual demands of sustainable development of enterprises are consistent with the public welfare goals. Delong Steel of Hebei Province vigorously invests in R & D to reduce pollutants emission from the production process, which is a famous case of public-private coordination. There is another reason why we should not excessively investigate the public welfare motivation, that is, there is no clear objective standard to judge the motivation. Human nature is complex and often full of contradictions. It is human's nature and normality to entangle public and private affairs. The pursuit of extremely selfless may lead to indifference for “no fish can survive if the water is too clean”, or hypocrisy and perfunctoriness.

From the perspective of people engaging in public welfare, it is necessary for us to constantly ask: why do we engage in public welfare? The importance of thinking about this problem lies in that the public welfare and charity actions of public welfare organizations with entrepreneurs as the main body, like SEE, have been measured skeptically over the world. Tax avoidance, conscience redemption, fishing for fame, promotion indeed, etc. are all the natural labels that entrepreneurs in both business and public welfare circles can hardly get rid of. If business operation is masked with public welfare activities, it can only serve as evidence to the public's conjecture, thus damaging the credibility of public welfare organizations including SEE. There is no doubt that credibility is SEE's most valuable asset.

Please note that we are not against the commercialization of public welfare undertakings. In fact, in recent years, the concept of “social enterprise” has been advocated by both the government and the private sector in order to

improve the efficiency and sustainability of public welfare undertakings by operating enterprises.

What the author reminds people here is the business operation aiming at the interests of the company or individual as the goal. We suggest that such operations should be separated from public welfare activities as far as possible, and limited to the personal private domain, or through various chambers of Commerce for communication and negotiation, rather than on the platform of public welfare organizations. In public welfare activities, enterprises could improve mutual understanding and gradually develop into business partners. We are happy to see the fruit, but do not consider it as goal of public welfare organizations. Similarly, business partners can also be partners in public welfare undertakings, if the original intention of participating in public welfare is not to consolidate business partnership. Here we are confronted with the problem of motivation identification. For the reasons mentioned above, it is better to leave everyone to ask themselves.

It is not only helpful to improve the self-discipline and credibility of public welfare institutions, but also the need of people's inner life to constantly reflect on why they do public welfare. The author once proposed in an article that public welfare is not only the social responsibility of enterprises and entrepreneurs, but also indispensable cultivation to enrich themselves.

People's multi-dimensional life, at least, can be divided into material, spiritual, social and moral levels. These dimensions weave and impact each other, and are independent from each other. One dimension cannot be completely transformed to another. For example, food and clothing belong to the material dimension, while art appreciation leads to spiritual resonance and moral thinking. If you don't know how to appreciate art, although beautiful dresses and nice food can satisfy a person, they can't let him experience the beauty of art beyond material and reality, or the spiritual enjoyment that only art can produce. What a pity to lose such a beautiful part of life!

Public welfare activities improve the material environment in which we live, and the sustainability of enterprise development, so people engage in public welfare are also beneficiaries. But for individuals, these benefits are negligible.

Public welfare is mainly related to people's spiritual life, social life and moral life. People have both material and spiritual needs. They are independent and social, selfish and altruistic. Just as spiritual enjoyment in art realm has nothing to do with substance, Mother Teresa's good deeds originated from the agreement with God, so she could completely ignore the material dimension beyond the basic survival. Although we can't be her match, we could think about the relationship between individuals and society in public welfare activities, understand the ethics of good through altruistic behavior, and thus obtain a special sense of pleasure that has never been experienced in other places, or has no intersection with commercial utility. What a great loss it would be if commercial utility were allowed to dilute or even obscure the beauty of spiritual and moral life!

Please cherish the opportunity created for us by public welfare, which is a rare opportunity to enrich our personal life. I engage in public welfare for myself rather than for others. The external promotion is indispensable, but the impulse from the heart is the fundamental guarantee for the sustainability of public welfare undertakings. In the words of two public welfare practitioners and researchers, it is more important to explore “why” than to discuss “how”.

Message from the Chair of Council

Love and Hope



AI Luming

The 6th Executive Director

explored environmental protection projects, effectively brought into play the ability and resources of local entrepreneurs, and collaborated with local governments, enterprises, environmental protection public welfare organizations and the public, so as to promote the linkage and integration of SEE's national brand project and local characteristic project and enhance the overall public welfare brand of SEE.

In the past three years, through innovative and diversified ways, we have explored to provide sustainable support for environmental protection public welfare organizations and projects, and initiated the establishment of Aleshan Foundation. In order to cultivate enterprise leaders and professionals who deeply participate in environmental protection and public welfare, and promote the construction of SEE spiritual inheritance organization, we have set up SEE Environmental and Philanthropy Institute. In order to integrate the spirit of volunteers with environmental protection and public welfare, we launched "SEE volunteer program", with 1,539 volunteers driving environmental protection and public welfare.

Over the past three years, as a non-governmental public welfare organization for environmental protection in China, we have made the voice of the Chinese people heard in environmental protection on a series of international environmental protection stages, such as the United Nations Environment Conference, the United Nations Climate Change Conference and the Global Climate Action Summit, continuously strengthened international exchanges and enhanced international influence.

These three years have witnessed many memorable moments. Together with the seventh-term governance team and all the members, I have maintained this environmental protection family. In the face of difficulties and challenges, I have always adhered to the original aspiration of environmental protection and public welfare, so that SEE can develop steadily and move forward smoothly in a sustainable way.

Entering the new year of 2021, the eighth-term governance team has taken over. We also expect that the next governance team will follow the changes of the times and lead SEE to become a more professional and modern environmental protection public welfare organization, firmly and continuously advancing side by side on the road of environmental protection and public welfare.

It is our mission and vision to seek green development and life style, build a community of shared destiny of human and nature, and promote the exploration and practice of green road of Chinese enterprises. Thanks for the hard work of SEE members and thanks for the supporters and participants of environmental protection and public welfare. Thanks to all caring enterprises, Internet public offering platforms and media partners for joining us to protect the blue sky and clear water.

In the new year, may all of us be full of "love", be brave to face challenges and do our best. May we also move forward with "hope" gently and firmly.

Year 2020 is an extraordinary year for all of us.

Looking back on this year, we have once again demonstrated the responsibility of modern entrepreneurs with our cohesion and action power, that is, to do our best to fight the pandemic and help social and economic recovery. Of course, led by SEE's mission of "retaining blue water and sky", we work hand in hand to build a harmonious home between man and nature.

"Being bound with good and warmth", if we summarize 2020 with a keyword, as I wrote to members of SEE Conservation at the beginning of the year, I would like to use "LOVE and HOPE" to express my gratitude for all the love and support of all the companions in this big family. In order to fight the pandemic, we donated medical supplies with a total value of more than 12.5 million yuan to 68 hospitals and units in Hubei Province. More than 150 members across China donated more than 1 billion yuan in different channels, and more than 3.5 million yuan of medical supplies to Italy, Mali, Ethiopia and other countries and regions. To help Hubei Province recover after the pandemic, 6,933 Hubei talents were recruited and 6,150 impoverished families were supported.

In terms of internal governance, the seventh-term management team has realized the transformation and progress from the membership meeting to members' representative convention system, and laid a foundation for improving the internal structure of the organization and achieving more efficient governance in the future.

In the past three years, with the rapid growth of entrepreneur members, especially the influx of young entrepreneurs, SEE's public welfare initiative has been inherited, and their pursuit of public welfare has been carried out under the common mission of environmental protection. With the joint efforts of all the members, we have promoted the establishment of 15 environmental protection project centers, gradually developed and improved the mechanism construction and capacity building of the project centers, actively

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Message from the Chair of Council

Hand in Hand
and Moving forward
Innovating Development
Embracing Changes,



SUN Lili

The 7th Executive Director

level scenic spot, to which many enterprises from Germany, Japan and other countries paid visits for study. Inner Mongolia M-Grass Ecology and Environment (Group) Co., Ltd, as a member of the environmental industry alliance, relies on the ecological big data platform to achieve precise ecological restoration, provide systematic and comprehensive solutions, and build a world-class local plant germplasm resource bank. All these show that the active participation of enterprises and members will accelerate the pace of green transformation.

In the past 16 years, with the original aspiration and relay efforts of the previous seven governance teams, each of 30 project centers guarded their own blue sky and water, and 15 local organizations continued to promote the environmental protection public welfare industry efficiently. Over the past 16 years, we have worked hand in hand with nearly 700 environmental protection public welfare partners and 600 million people across China to protect our green home.

SEE is advancing towards a more diversified and three-dimensional pattern. As the first female Chairman of SEE Conservation, I am honored to stand on the shoulders of giants and take over the banner with the eighth governance team. We hope that through the desertification prevention and control, climate change and business sustainability, coastal wetland conservation, biodiversity protection, Yangtze River protection and other issues alliance, we can promote the multi-participation of public welfare environmental protection projects, enhance leadership and impact, and strive to lead SEE to become a more professional and modern environmental protection public welfare organization. In the next three years, we will work together with all our members on the road of ecological and environmental protection in a firm and persistent manner.

In 2021, the road ahead of us is much clearer. In the historical intersection period of the "two centenary" goals, SEE will continue to explore the path of green development, devote itself to the promotion of green industrial transformation, bring in more social forces, join hands with partners from all walks of life, and work together on a broader platform to achieve the grand goal of "peaking carbon dioxide emissions before 2030 and achieving carbon neutrality before 2060" and make the unique contribution of entrepreneurs in the new era.

In the new year, let's embrace changes, innovate and develop together! The governance team and I call on all of you to bend down to join the game and make tiny but firm progress on a daily basis. Let's push forward our environmental protection and public welfare development, gently and firmly, and keep more blue water and blue sky for our home.

In the past year of 2020, COVID-19 pandemic brought us too many unforgettable moments. With the concerted effort to prevent and control the pandemic, we can see that SEE, under the call and leadership of President AI Luming and the seventh-term governance team, has actively responded to the call of the state, made an important contribution, and demonstrated the responsibility and accountability of Chinese entrepreneurs in the new era.

During the pandemic, Wuhan's bird lovers were not allowed to go out. By watching and shooting birds from their balconies, they went viral online. I can't help feeling that the healing power of nature has given us more encouragement and calmed those anxious hearts.

We have always believed that we will win the battle against COVID-19 as we overcame human smallpox, pneumonia and scurvy. But at the same time, we have to think more about how to achieve peaceful and harmonious coexistence between human and nature, which is a common challenge for all mankind.

In 2020, global environmental problems are still pressing, and it is urgent to build a harmonious life community between human and nature, and continue to take firm steps. In October, the Shenzhen Mangrove Wetlands Conservation Foundation (MCF) officially became the official partner of the East Asia - Australia westward flyaway agreement, the first Chinese mainland partner organization to join the civil society. In November, a number of international organizations such as SEE and the F20 jointly released The Nexus Report: Nature Based Solutions to the Biodiversity and Climate Crisis, discussing its goals and strategy setting with representatives from all over the world and reaching consensus.

In 2020, the harmonious development of man and nature started to form a new pattern. We need to explore the green development mode and life style. The Xingtai Iron and Steel base of our member Delong Steel has been crowned as demonstration base with the lowest carbon emission of the global iron and steel industry, and a 4A

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Message from the Chair of Supervisors Board



ZHOU Zhou

Chairman of Board of Supervisors (the 6th session)

Year 2020 put an end to the performance of the sixth session of Board of Supervisors. In that year, the Board of Supervisors always carried out all its own work and supervision work in a timely and efficient manner based on Constitution and the full understanding of the interests of the members, living up to their support and trust. In 2021, the new session will provide better service for the whole family members. Through the performance of supervision and inspection responsibilities, all work will be more standardized and rationalized.

Challenges during the past 16 years have constantly strengthened the will and determination of every member of SEE to improve the natural environment. We should not only influence the broad masses of people around us to make environmental protection behavior a natural part of their lives, but also supervise each other and grow together with the public. We will continue to practice the mission of environmental protection, pass the spirit of public welfare, and sincerely strive for the common hope and dream in our hearts!



CUI Cheng

Chairman of Board of Supervisors (the 7th session)

The protection of ecological environment is a cause that benefits the present and the future. Since the establishment of SEE, after nearly 17 years of development, it has set up 30 project centers, promoting entrepreneurs, environmental protection public welfare organizations and the public to deeply engage in local environmental protection. Now, SEE has become the largest and most influential environmental public welfare organization in China. With its continuous development, the requirements for the governance team are also growing stricter.

Members of the seventh session of Board of Supervisors increased from 5 to 7, reflecting higher requirements for our work. As the eighth chairman of Board of Supervisors, based on Constitution, I will lead all supervisors to carry out work in a solid and effective way in accordance with the principles of equal participation, openness and transparency and public supervision in the attitude of being responsible for the member representative convention. Meanwhile, on the premise of conscientiously performing the supervision duties, we should fully cooperate with the Council and the Charter Committee, correctly handle the relationship between supervision and service, assist the development of SEE, and continue to protect the blue sky, clear water and pure land.

Message from the Secretary General



ZHANG Li

Secretary General

In 2020, the topic of “harmonious coexistence between man and nature” received unprecedented attention. SEE Foundation made immediate response with emergency actions such as: joining hands with environmental NGO partners to boycott the illegal consumption and trade of wild animals, suggesting to promote the amendment of environmental protection law, and gathering various forces for the environmental protection industry, so as to work together with NGO partners to overcome the difficulties.

In 2020, based on the internal requirements of promoting the responsibility of building a community of shared human destiny and achieving sustainable development, China announced the “3060 goal” of carbon peak and carbon neutralization. In the implementation of SEE Foundation projects, we will actively respond to and cooperate with the low-carbon commitment of the Chinese government on environmental protection and support its implementation.

We sincerely thank members and donors for their love and support, as well as the joint efforts of environmental protection and public welfare partners. In the coming year, let’s move forward side by side on the road of achieving global carbon neutrality and building a community of human and natural life, continue to promote the construction of ecological civilization, and promote the harmonious coexistence of human and nature.

Scientific Advisory Committee (2018—2020 年)



WEI Fuwen

Director of the Scientific Advisory Committee

Human beings and the ecosystem are inextricably linked. Our future depends on whether we can establish a new and more harmonious relationship with nature. We must re-understand the relationship between man and nature. We should not create man vs nature conflicts by placing ourselves in opposition to Mother Nature. Man is a member of nature. As a promoter of transformative measures, China has guided its development with the concept of ecological civilization, placed the construction of ecological civilization in a prominent position, and taken strong policies and actions, which provide an important reference for the international community to cope with these unprecedented challenges. China’s bid to host CBD-COP15 fully reflects the international community’s high recognition of China’s achievements in biodiversity conservation. In addition, ecological civilization has been included into the United Nations Convention for the first time to define the theme of the 15th Conference of the parties is “Ecological Civilization: Building a Shared Future for All Life on Earth”. This shows that the concept of “building a community of shared future for mankind” advocated by China has gradually become the consensus of the international community.

As a local environmental protection public welfare organization in China, we hope that SEE Foundation will continue to play a third role in desertification control, biodiversity protection, climate change and other environmental protection fields, continuously explore and practice, work together with NGO partners, and consolidate the cornerstone of China’s non-governmental environmental protection.

• [Director of the Scientific Advisory Committee](#)

WEI Fuwen

Academician of Chinese Academy of Sciences (CAS)
Researcher, Institute of Zoology, Chinese Academy of Sciences

• [Committee Member on Desertification Prevention and Control](#)

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Director of Dunhuang Gobi Desert Research Station

XU Xianying

Director of Gansu Sand Control Research Institute
Director of Gansu State Key Laboratory for Desertification and Sand Disaster Prevention Co-built by the Province and the Ministry



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Vice Chairman of China Zoological Society and Chairman of the Primates Branch of China

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LIU Jian

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WANG Juying

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Deputy Director of the National Energy Experts Advisory Committee
Member of China Climate Change Expert Committee

International Advisory Committee

ZHANG Xinsheng

President and Council Chairman of the International Union for Conservation of Nature (IUCN)

Professor Alex N. Halliday

Director, The Earth Institute, Columbia University

Professor Richard Sneider

Cofounder & CSO of Oneworld Star International Holdings Limited

Professor Edward Cunningham

Director of Ash Center China Programs and the Asia Energy and Sustainability Initiative at Harvard Kennedy School

Dr. Russ Mittermeier

Chief Conservation Officer of Global Wildlife Conservation

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Our 2020

Environmental Protection & Public Welfare Projects | 011

2020

100 Million Suosuo

This project is committed to planting 100 million sand plants represented by Suosuo (*Haloxylon ammodendron*) in the key ecological areas of Alxa, Inner Mongolia, within 10 years (2014-2023) and restoring 133,300 hectares of desert vegetation so as to improve the local ecological environment, curb the spread of desertification, and improve the living standards of the local herdsmen via the derivative economic value of Suosuo. By the end of 2020, a total of 65.6 million sand plants represented by Suosuo had been planted, covering an area of about 91,836 hectares. Among them, 60,568 hectares of planted area was checked and fulfilled, while the remaining 31,268 hectares is waiting for the examination and acceptance.



Blue Defenders

By the end of 2020 the project had directly supported 57 first-line organizations engaged in environmental protection and public welfare industries nationwide to become "Blue Defenders", covering 21 provinces. About 68.67 million yuan has been provided for the first-line partners of "Blue Defenders"; supported environmental database covered 8 million enterprises with more than 4 billion pieces of data and more than 40 data categories. It pushed more than 20,000 enterprises to use "blue ecological chain" to fulfill their environmental responsibilities.



Groundwater Conservation

This project is designed to reduce the exploitation of groundwater by agricultural activities through the promotion of water-saving crops and water-saving technologies, jointly promote the implementation of relevant water-saving policies by working with the relevant local governmental authorities, and finally realize the balance of groundwater collection and supplement in the agricultural oasis area of Alxa. On the premise of rational use of groundwater, the project actively explores new environmentally friendly agricultural development models and helps farmers broaden their income channels so as to ultimately achieve the conservation of groundwater and growth of farmer's income. By the end of 2020, a total of 1,907.33 hectares of water-saving millet has been promoted, and 688 farmers have participated in the project, with a total water saving of over 14.3 million cubic meters (compared with the traditional flooding irrigation of corn).



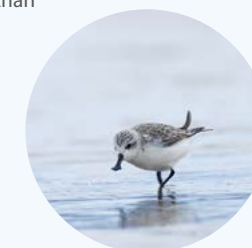
Green Supply Chains

By means of green procurement, real estate enterprises promote the environmental rectification and improvement of upstream suppliers, thus realizing the reduction of pollution and carbon emission of the overall supply chain. Since its launch in June 2016 to the end of 2020, 100 real estate enterprises joined the project and launched a green procurement action plan for 10 categories for a "White List". A total of 3,841 "white list" enterprises and China jointly promoted the 10 billion yuan of green procurement. The evaluation index of "Green List" was set up, and the online registration platform of "Green List" was launched. It also drafted and released the "Black List" standard of green supply chain action in China's real estate industry together with public environment research center.



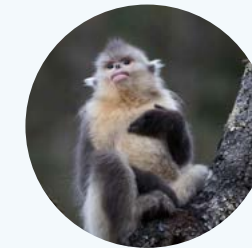
Free Flying Wings

By the end of 2020, the project had supported 65 organizations in total to carry out wetland patrols and bird surveys nearly 5,800 times at 90 wetland protection programs, protecting over 3,700 square kilometers bird habitats, submitted more than 160,000 pieces of bird survey results with a total of more than 600 bird species recorded, and submitted more than 1,700 records of poaching, pollution and development and construction that threaten bird habitats, organized more than 800 nature education activities, covering a total of more than 190,000 people.



Noah's Ark

By the end of 2020, the project had established 3 overall conservation area projects in the regions with most abundant biodiversity in Yunnan, completed "Yunnan Snub-nosed Monkey Monitoring Report in the Whole Region" which had passed the review by experts. The project provided training for a total of 3,600 people in northwest Yunnan about Chinese bee breeding and endangered Chinese herbal medicine planting and donated 4,200 beehives and more than 150,000 Chinese herbal medicine seedlings for villagers, and also formulated five practical manuals for villagers; The project also yielded a demonstration protection of Green Peafowl in the middle and upper reaches of Yuanjiang River in central Yunnan and facilitated the formation of a protection network with its advocacy. In addition, the project was on real-time duty at 31 Asian elephant activity monitoring sites and restored 6,800 hectares of Asian elephant habitat.



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 promote the environmental protection and public welfare industries to be more healthy and diversified and finally achieve the objectives of ecological environment protection and sustainable development. From the inception of the project in 2012 to December 2020, the project funded a total of 411 start-up organizations engaged in environmental protection and public welfare industries, with a total funding amount of more than 36.77 million yuan. These "Green Starters" are distributed in 31 provinces and regions across China and are playing active roles in many environmental protection-related fields such as ecological protection, pollution prevention, environmental education and waste reduction.



Conserving the Sanjiangyuan Region

Since its inception in 2012, the project has supported more than 108 local environmental protection organizations to participate in the protection network, covering 75,278 square kilometers of area protected (including 4,580 square kilometers of newly-included area). The seminar on sustainable management of grassland was held where many parties discussed the development and challenges faced by grassland in the future in the construction of national parks as the main body of nature reserves, which promoted the practice and research work of grassland management in the Sanjiangyuan Region. It establishes a community interaction network model, maintains the authenticity of the natural ecosystem in the Sanjiangyuan Region to realize the harmonious coexistence of human and nature in the same region, and protects China's most unique plateau ecosystem and the water source of 700 million people.



Save the Smile of Yangtze River

In 2020, the Project and the Yangtze River Office of the Ministry of Agriculture and Rural Affairs renewed the memorandum of cooperation. The Project is closely related to the government guidelines. The "Assist Patrol" directly supports 93 assistant patrol guards with a total mileage of over 280,000 kilometers. They cracked down on illegal fishing 87 times and cleared more than 70 tons of abandoned nets. The Project helped the Ministry of Agriculture and Rural Affairs to promote the Assist Patrol System throughout the Yangtze River Basin. More than 100 patrol teams have been set up, and more than 4,000 assistant patrol guards have been recruited. "Great Love for Little Cowfish" funded more than 20 NGO partners to spread cowfish culture. "Fish in Yangtze River" has developed and renovated small recirculating water and fish farming devices to help fishermen shift to other industries. It has built 17 "Fishermen's Post Stations" to inherit fishery culture and explore ways to help fishermen find new alternative livelihoods.



Growing Up Together

By mentoring and accompanying the key talents of start-up environmental protection organizations, the project of "Growing Up Together" supports them to be the leading strength in regions and related issues. From 2013 till now, the project has funded a total of 80 partners by investing over 30 million yuan, and 171 instructors of the project have provided more than 16,760 hours of volunteer service. The sub-brand "Jingcao Carnival" has successfully held 41 events in 25 cities across China and more than 34 million people participated in the events both online and offline. Over 77 million people have read the blogs on Sina microblog with the key words #Biodiversity Carnival of Growing Up Together#.



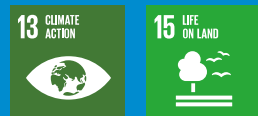
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Desertification Prevention and Control

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UN Sustainable Development Goals



100 Million Suosuo

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This project aims to spend ten years (2014 - 2023) planting 100 million native xerophytic plant individuals represented by Suosuo (*Haloxylon ammodendron*) in the key ecological areas of Alxa, Inner Mongolia, and restore 133,300 hectares of desert vegetation. This project could therefore improve the local environment and halt the desertification trend, also improve the livelihood of the local herdsmen through developing derivative economic value of Suosuo.

By the end of 2020, a total of 65.6 million xerophytic plant individuals represented by Suosuo has been planted in key ecological area of Alxa, covering an area of c. 91,836 hectares.

2020 Outcome of Vegetation Restoration Project

New Project

- In 2020, SEE Foundation cooperated with the Science, Technology, Forestry and Grassland Bureau of Alxa Left Banner, the Forestry and Grassland Bureau of Alxa Right Banner, and the Forestry, Grassland and Water Supplies Bureau of Alxa High-tech Industrial Development Zone in Inner Mongolia to plant Suosuo:

14,333 9.145 million trees
hectares



Well - growing Suosuo forest

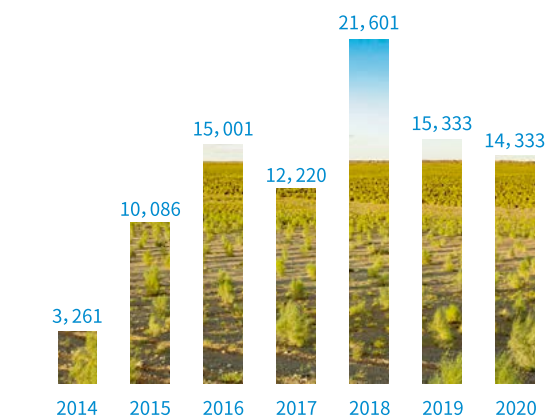
6 towns
22 villages
28 households of farmers and herdsmen
1,000 Alxa High-tech Industrial Development Zone
0.495 million trees
hectares

4,666 2.8 million trees
hectares Alxa Right Banner
8,667 5.85 million trees
hectares Alxa Left Banner
Survival rates are all qualified in 2020.

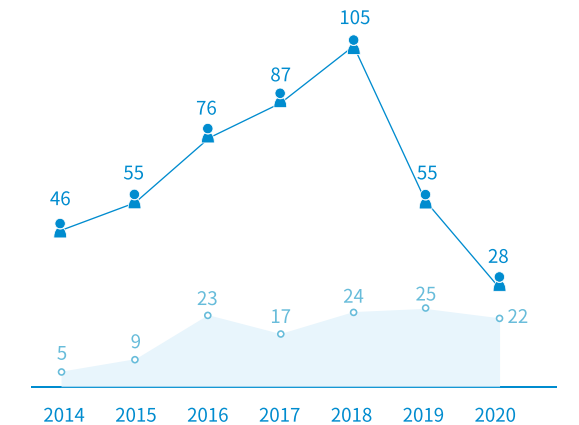
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Data comparison over the years

Planted Area (ha)



Participating Herdsmen (household)
Participating Communities (units)



Performance project

The “100 Million Suosuo” project completed the fulfillment of 37,504 hectares from 2017 to 2019 (570 hectares in 2017, 21,601 hectares in 2018, and 15,333 hectares in 2019).

About 20,570 hectares (250 hectares in 2017 and 20,320 hectares in 2018) of planted area was checked and accepted, while the remaining 16,935 hectares is waiting for check and acceptance.



Suosuo planted in 2020

570 0.43 million trees
hectares

● fulfilled in 2017

20,601 15.62 million trees
hectares

● fulfilled in 2018

15,333 10.35 million trees
hectares

● fulfilled in 2019

Compile Plan for Vegetation Restoration, Protection and Utilization along Upper Reaches of the Yellow River

Plan for Vegetation Restoration, Protection and Utilization along Upper Reaches of the Yellow River was compiled based on the priority areas agreed in Development Plan for Vegetation Restoration, Protection and Utilization of Desertification Prevention and Control Project (Suosuo+ Plan), and has been reviewed and approved by experts on December 7.

Scientific exploration



Aerial imagery of Suosuo forest

Construction of Fixed-point Observation Platform for Ecological Effect

This project will focus on the monitoring of environmental factors of representative plantations in the project area of “100 Million Suosuo”, aiming to understand the impact of plantations on the ecological environment of key areas in Alxa, and provide quantitative evaluation and suggestions for the desertification prevention and control effect of the project. In 2020, the project’s cooperation agreement was signed, and the “Construction Scheme of Fixed-point Observation Platform for Ecological Effect of 100 Million Suosuo” was confirmed.

Sand Industry’s Development Mode and Demonstration Project

This project is designed to scientifically assess the carrying capacity of typical ecosystems, the current land utilization and management approaches, and the future resource supply and demand situation in Alxa. This project will form a comprehensive development mode of sand industry with consideration of both desertification prevention and control and sustainable livelihood through optimization and integration. In 2020, data collection, household visit, site selection of meteorological and groundwater survey, soil sampling and other work in the project area were completed, and a seminar on desertification control theory and technology was held.

Construction of Scientific Research Monitoring Platform in Desertification Control Demonstration Base for Public Welfare

In 2020, sediment concentration data in different air layers and dynamic water level data were collected for 13 times with 112 records obtained. Gansu Research Institute of Desertification Control carried out monitoring on climate, environment, hydrology and soil, vegetation diversity, and ecological process, near-surface wind-sand activity and other aspects in the base from 2016 to 2020, and performed systematic analysis to form a report. The report concludes that after years of construction and protection, the vegetation in the base area has significantly improved, and the groundwater level has no obvious change. The overall governance effect of the base will become more prominent over time.

Public Education

Field Construction and Upgrading

SEE cooperated with the Science, Technology, Forestry and Grassland Bureau of Alxa Left Banner to build the “Science Popularization and Education Base of Forestry and Grassland in Alxa Left Banner”. At the end of the same year, the base was rated as “science popularization demonstration base of Inner Mongolia Autonomous Region” by the Department of Science and Technology of Inner Mongolia Autonomous Region.



Nature education of desertification prevention and control: into campus

Activities

This year, we organized and carried out a total of 44 sessions of nature education activities, including donor visits, exchange visits from scientific research institutes, and summer practice of students, with a total of 1,085 person times

44 **1,085**

● sessions across the year ● participants in total



Nature education of desertification prevention and control: Building sand-binding barrier

Talent training and Growth

This year, two trainings were carried out for local volunteers and project personnel with the theme of primary capacity building for desertification prevention and control and nature education, with more than 30 person times in total.

Project Extension: Protecting the Yellow River

Ulan Buh Ecological Education Demonstration Base

The Ulan Buh Ecological Education Demonstration Base is located at the west bank of the Yellow River and the eastern edge of the Ulan Buh Desert. It is targeted at governance research, ecological monitoring and evaluation and environmental education of heavily desertified areas. A sharing and co-construction platform for different stakeholders (government, the public, enterprises, and scientific research institutions) has been set up to fully demonstrate the model and leading role of social forces represented by the SEE Foundation in undertaking or participating in ecological public welfare. In 2020, the first-phase land transfer of 435 hectares was completed, and Project Feasibility Study Report and Project Planning were compiled.

Related Online Activities



Ant Forest's third-party spot check and acceptance

More than 550 million netizens participated online charitable activities

As the first public welfare partner of "Ant Forest", till the end of 2020, the two parties have cooperated to plant a total of 22.8 million Suosuo in the key ecological zone of Alax, of which 5.85 million trees was planted in 2020. In addition, in 2020, Ant Group invited a third party to conduct a spot check of 88 plots cultivated between 2016 and 2019 (154 plots were cultivated in total), and all of them passed the acceptance inspection.

Celebrity Livestreams Attracted Millions of Audience

On the evening of April 24, during the "Morning Star Plan" livestream broadcast on Taobao.com, ZHU Dan, LIN Yilun, CHI Shuai, LONG Zijia CIGA, GUAN Ling, YUAN Chengjie, ZHOU Weitong, XIE Meng XM, SHANG Miao the Bromeo and ZHU Bajie's Colorful Life and other stars recommended the "100 Million Suosuo" of SEE Foundation in their broadcast rooms. It has received more than 4.31 million views and 2,891 donations.

On April 25, the public welfare livestream broadcast of "My Wild Friend: Make a Wish to the Desert" jointly held by Alibaba Charity and Taobao Live attracted a total of more than 44,000 viewers to learn how to plant Suosuo, and 53,000 people like.

22.8 million individuals

● total planted with "Ant Forest"



Celebrity livestreams support "100 Million Suosuo"

Herdsman's Story



Galabayir

Galabayir is a Mongolian herdsman born in Jilantai Town, Alxa Left Banner. In his early ages, Galabayir worked in transportation industry outside his hometown. Unfortunately, he got a shocking view when he finally returned to his long-cherished homeland: the once beautiful grassland was severe degraded, and bare spots could be seen everywhere. As the owner of this grassland, he determined himself to protect the precious land.

In 2013, Galabayir and his family began to try plant Suosuo on their degraded grassland. The first unsuccessful attempt was disappointing, also taught them a lesson. Later since they adopted the strict scientific planting strategy under the support of SEE Foundation, he and his family have planted more than 1,200 hectares of Suosuo. Along with the plantation, the environment of the grassland has gradually improved, with wild animals have gradually inhabited in the land. Even Mongolian gazelles, which had not been seen for many years, returned to the grassland.

Galabayir succeeded in protecting his homeland! In the future, there will be more guardians like him, together with us, to bring back the green field and blue sky!

Expert's Comments

The "100 Million Suosuo" project is a successful example involving close cooperation among the government, enterprises and the local people to prevent desertification. The selfless support from government departments at all levels, the noble deeds of successful entrepreneurs to repay the society, and the active participation of farmers and herdsman are all models for the society to learn from. This project is a worthy reference for restoration of other desert zones, land degradation areas. According to my on-site investigation (in 2019) and literature, the "100 Million Suosuo" project highlights the characteristics of sustainable arid land management. It has the ecological benefits of the degraded-land management, and the social benefits of enhancing citizen awareness and active participation. It practices the concept of sustainable development and promotion of ecological civilization of the country. In addition to prevention and control of desertification, vegetation restoration and livelihood improvement on the ground, the project has also undertaken dozens of popular science, patriotism and donation activities for thousands of young people. It is a veritable place for awareness education and popular science education.

—YANG Youlin, Former Regional Coordinator for Asia and the Pacific, Secretariat of the United Nations Convention to Combat Desertification
current senior Consultant of Xinjiang Institute of Ecology and Geography, Chinese Academy of Sciences

The "100 Million Suosuo" project (2014-2023) conducted on Alxa Plateau (precipitation 75-150 mm, altitude 1,500-1,800 m) chose native Suosuo species to carry out artificial cultivation experiment. After more than five years, it has produced significant and extensive ecological, economic and social benefits. It is in line with the general principle of "adjusting measures to local conditions" and "local trees fitting the local soil", and meets the overall needs of regional development, rural revitalization, and farmers and herdsman's requirements on poverty alleviation and prosperity. It fundamentally answers and solves the public welfare needs of the government for "green quilts", the survival needs of farmers and herdsman for "red bills", and the living needs of the public for a good ecological environment. Suosuo have readily solved the conflicts among the three parties and explored a broad road for sustainable management in the vast arid area of Northwest China: no land degradation, profound public benefits and social sustainability. The 100 million Suosuo reached a win-win solution of restoring the bare land and forming a carbon pool of millions of tons. Its design concept, technical principle and implementation path can be used as a typical paradigm of ecological governance in arid and extremely arid areas of Central Asia and even similar regions in the world, and make due contributions to 2030 emission peak and 2060 carbon neutrality. It is expected that the project will become better, larger and stronger, making greater contribution to global ecological governance.

—LU Qi, Director of Institute of desertification Studies Experimental Center of Desert Forestry
Chinese Academy of Forestry and Co-chairman of Chinese Desert & Grassland Ecosystem Research Station Alliance

Groundwater Conservation

The Groundwater Conservation project aims to reduce the agricultural exploitation of groundwater through promoting water-saving crops and technologies, as well as the water-saving policies implementation supported by the local government, so as to achieve the balance between groundwater exploitation and replenishment in Alxa oasis agricultural area. Since 2009, SEE Foundation has started to promote millet as a crop that contributes to local ecology and economy. By the end of 2020, a total of 1,907.33 hectares of water-saving millet has been promoted, and 688 farmer households have participated in the project, with a total water saving of over 14.3 million cubic meters (compared with the traditional flooding irrigation of corns).

Project Outcomes in 2020

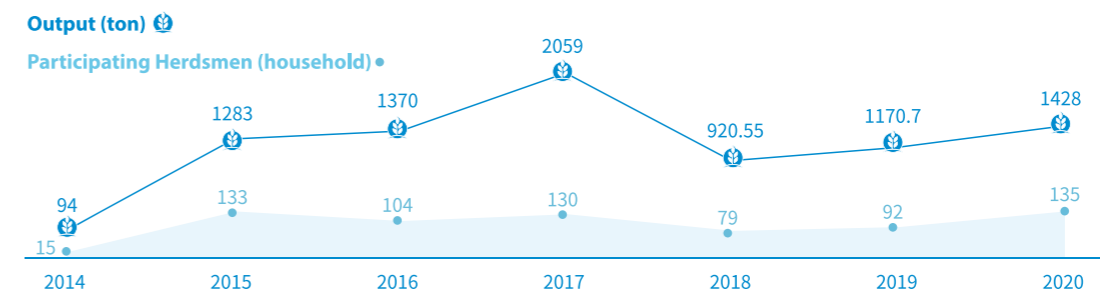
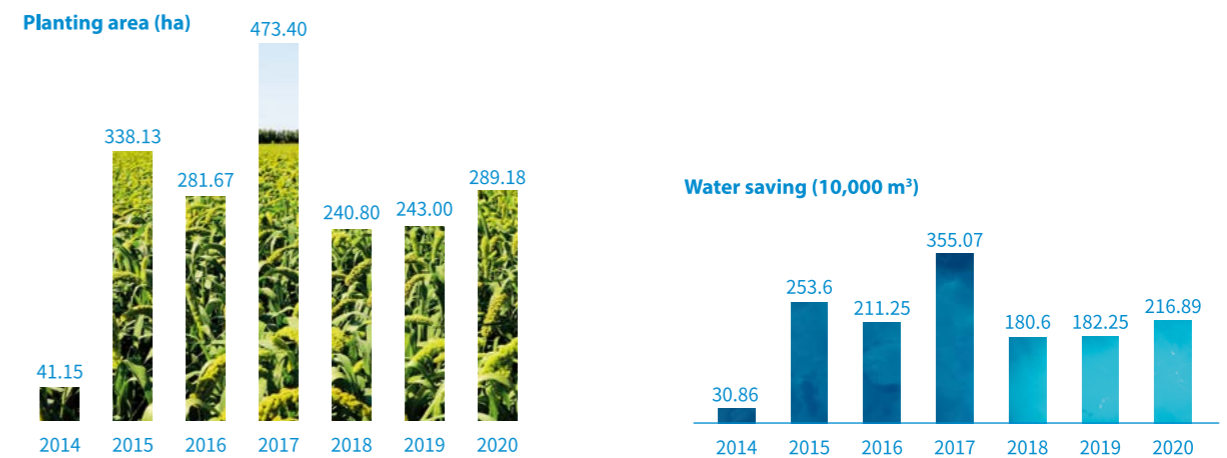
The water-saving millet planting project in Yaoba oasis, with farmers as the main body, cultivates following the standardized planting and management process. With support from Beijing Weixi Agricultural Development Co., Ltd., a social enterprise launched by SEE to develop the product market, a tripartite cooperation mode of "SEE Foundation, Weixi and farmers" was formed.



Water-saving Millet



Comparison of Data over the Years



Upgrading Electromechanical Wells

In order to promote water-saving agriculture in Yaoba irrigation area of Alxa, improve the irrigation mode of crops, and support farmers and herdsmen with drip irrigation, the local government cooperated with Farmers and Herdsmen Water Utilization Association of Alxa Left Banner, SEE conservation, and SEE foundation to upgrade supporting facilities and equipment of 20 mechanical and electric wells in Yaobatan well-irrigating area, Barun Bieli Town, Alxa. Statistical data shows that after the upgrading and transformation of the supporting facilities of 20 electromechanical wells, 4,621 mu of cultivated land has adopted to drip irrigation and water-saving irrigation.



Power facilities after upgrading



A good harvest of water-saving millet

“Xiaodu Farm” Attracted Tens of Millions of Netizens

“Xiaodu Farm”, a mini app on Baidu Maps that promotes green travel, has been continuously providing public welfare support for “Water-saving Millet”, with nearly 70 million users participating in the campaign by the end of 2020.

In this year, 42 influential individuals and enterprises claimed “Millet Manor”, calling for nearly 1,500 participants and claiming 25 hectares in total, and saved 188,000 cubic meters of groundwater for the Yaoba area of Alxa Left Banner.

At the end of September, a 200-person team including members from SEE, Xiaomi Manor owners and netizens attended the 2020 millet harvest carnival “Harvest season with Friends gathering and Pandemic Gone”, which widely promoted the concept of water-saving millet in desert.



Xiaodu Farm

70 million

● participating netizens

42

● claiming individuals and businesses

1,500

● donors in total

25 hectares

● farmland claimed in total

188,000 m³

● saved in total for Yaoba Area of Alxa Left Banner

Summary Meeting of “Water-saving Millet Project” in desert in 2020

As the front-line workers of water-saving millet project, farmers are also among the most loyal followers. For many farmers, “planting millet with heart is to get a green hometown in return”. More than 100 farmer representatives has attended the summary meeting held in December 2020.

In 2020, the planting area of “water-saving millet” was 4,337.7 mu, with the total output of 1,428 tons, and the agricultural water saved reached 2.16 million cubic meters (compared with the traditional flooding irrigation of corns). In 2020, 135 farmer households joined the plantation, which is the largest number in the past years.



Summary meeting of “Water-saving Millet Project” in desert in 2020

In order to thank the farmers for their affirmation and support to “Ren Millet” water-saving public welfare in desert, 24 households who have engaged in planting for more than 5 years and 4 for 7 years in succession were commended.

New Member of “Ren Millet” Gourmet Family

“Ren Millet” gourmet family welcomed three newcomers: “millet zongzi”, “millet moon cake” and “millet noodles”. “Millet zongzi” added 30% brown millet to make the soft-texture zongzi with brown rice chewiness. The millet moon cake used a mixture powder and particles of millets to make crust. “Millet noodles” takes only the desert water-saving millet as raw materials without any other ingredients. The noodles are 0.8 mm in diameter, ready for fast cooking.



New product to “Ren Millet” gourmet family



Member of “Ren Millet” Gourmet Family



HUANG Chaobin

Farmer's Story

HUANG Chaobin, a villager in Menggen Tala Village, Yaoba, Alxa Left Banner, is a long-term planter who has engaged in the water-saving millet project for four years. In 2017 when the desert water-saving millet was promoted in Yaoba on a large scale, HUANG, the village director at that time, called on the villagers to actively participate, and took the lead in planting water-saving millet.

However, due to lack of experience from cultivating to field management, many farmers suffered poor yield in that year. HUANG couldn't bear such a result and actively communicated with the project personnel on behalf of the villagers and tried to find a solution.

This year, HUANG, who once had a "setback" in planting, went out to investigate at his own expense and introduced a millet hill-drop drill. Compared with the traditional drill seeder, it saved nearly half the average seed consumption! When asked why he was willing to go out for an inspection tour at his own expense, he said, "I'm affectionate with this project, not only for farming and earning money, but also for doing our best to make our hometown better."

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Expert's Comments

In recent years, SEE Foundation has worked with people's government of Barun Bieli Town to firmly establish a new development concept guided by green development. The implementation of "Water-saving Millet Project" in Yaoba area adheres to ecological priority and comprehensive management. By issuing subsidies for drip irrigation and purchasing personal insurance for farmers, the project encouraged farmers to plant water-saving millet on large scale to protect groundwater. In 2020, it also invested to upgrade the supporting facilities and equipment of 20 electromechanical wells in Yaoba, which made a positive contribution to implementing the strategy of sustainable agricultural development and sustainable utilization of water resources, and made continuous progress of the ecological civilization construction in the west piedmont of Helan Mountain. In 2021, we hope that SEE Foundation will continue to support the agricultural water-saving work of Yaoba and jointly protect the groundwater resources of its oasis.

——Tegusi, Deputy Secretary General of the Party Committee and mayor of Barun Bieli Town, Alxa Left Banner

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CHAPTER

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UN Sustainable Development Goals



Blue Defenders

“Blue Defenders” Project is jointly sponsored by SEE Foundation, Alibaba Foundation and Energy Foundation. It focuses on the direct sources (industrial pollution sources and mobile pollution sources) that affect the environmental quality. Through mobilizing the general public, it forms a wide range of supervision and helps to improve the mandatory constraints of policies and laws, incorporates environmental protection requirements into the production and operation of enterprises (green finance and green supply chain), continuously strengthens the binding force on industrial pollution sources, and helps enterprises to make green transformation.

Project Outcomes in 2020

57 Blue Defenders

68.67 million yuan grants in total

8 million enterprises in environment data base

4 billion items of accumulated data



©WAN Dao

Financial Support

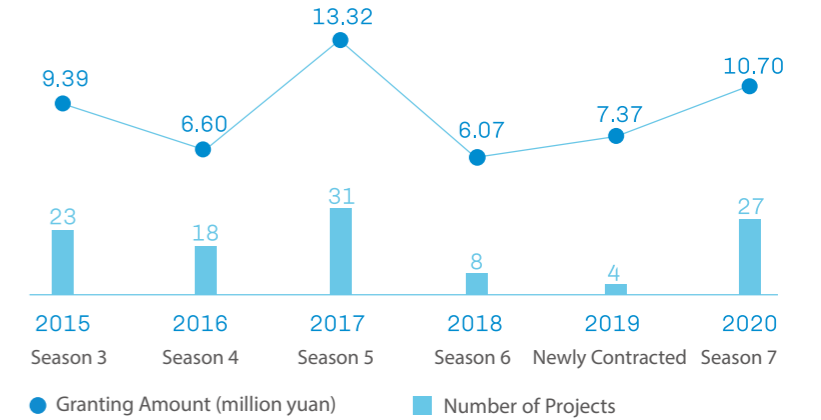
In 2020, the Project completed the recruitment and selection of the Season 7 of “Blue Defenders”, and 12 project centers of SEE and CAA supported 27 pollution prevention and control organizations nationwide with Blue Defenders, with a total granting amount of 10.7 million yuan.



Jiuquan Circular Industrial Park

Granting Amount

2015-2020 Distribution of Blue Defenders Partners



Note: Data of 2019 and 2020 include the granting amount from project centers of SEE Project centers from 2015 to 2020

Capacity Building

Four workshops were provided to the “Blue Defenders” partners and enhance their capabilities from the aspects of communication and fund-raising, ability improvement, coal and power industry awareness and understanding.



Environmental protection class at Jiangxi, by Nanchang Qinggan Environment Communication Centre

Blue Defenders Four Major Strategies and Outputs



Mobilize public participation to form a wide range of supervision



Help to improve the compulsory restriction of policy and law



Promote to incorporate the environmental protection requirements into the production and operation of enterprises



Build environmental database

Strategy I. Mobilize public participation to form a wide range of supervision

More than 6,000 volunteers participated in environmental protection activities, indirectly attracted more than 300,000 people's attention on environmental protection issues; 37 on-the-spot investigations, letters to 308 enterprises and 142 communications with enterprises on environmental problems;

On-site investigation on more than 40 industrial parks in China, and urged rectifications on more than 30 environmental problems;

Selected 2,000 key pollutant discharge units and urged 14 listed companies to make supplementary disclosure or explanation in the next annual report;

More than 600 pollution problems have been found, more than 200 pollution problems have been rectified, and more than 300 research reports have been completed.



Black waste swag of Guoziwa Township, Hejian City, Cangzhou City, Hebei Province

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Strategy II. Help to improve the compulsory restriction of policy and law

Together with SEE's members, WAN Jie (member of the National Committee of the Chinese People's Political Consultative Conference) and CAI Xue'en (deputy to the National People's Congress) submit four proposals to the NPC and CPPCC to advocate environmental information disclosure;

Four cases of public interest litigation were put on file, three of which entered into the judicial appraisal process, and six cases were closed (the cases that have been closed have leveraged nearly 1 billion yuan into environmental governance);

Participate in the submission of more than 10 important environmental policies and laws.

Strategy III. Promote to incorporate the environmental protection requirements into the production and operation of enterprises

Promote the rectification of 3,000 enterprises, and leverage rectification funds of over 1.05 billion yuan;

The SCTI index of Green Supply Chains was extended to more than 20 industries and 500 brands;

Check the environmental disclosure of more than 1,600 IPO companies, and promote 176 enterprises to rectify or explain the disclosure problems;

Participated in ESG information disclosure of more than 800 A-share Hong Kong listed companies, and selected the top 100 green development pioneers in various industries;

CITI-rated brands reach 500;

Develop low carbon map including 296 cities' data.



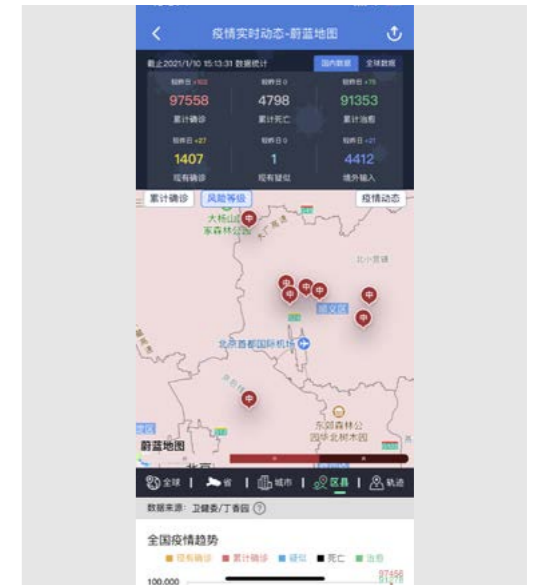
Before and after rectification of Zhenhai Branch of Ningbo Zhoushan Port Co., Ltd

Strategy IV. Environmental databases provide data support for multiple parties

On the eve of the Spring Festival of 2020, COVID-19 pandemic was deteriorating. On January 28, Institute of Public and Environmental Affairs (IPE), supported by "Blue Defenders", launched a more detailed epidemic map on prefecture level via "Blue Map app", and regularly launched epidemic trend analysis on the basis of big data.

In terms of pollution information, "Blue Map" includes more than 40 data categories and more than 4 billion pieces of data, which cover all provinces, cities, districts and counties in China. About 8 million enterprises in total have been recorded, and more than 20,000 enterprises have been promoted to fulfill their environmental responsibilities via "blue ecological chain".

In addition, our partner "Green Data" provides data support for five government agencies such as the information center of the Ministry of Ecology and Environment, a number of public applications such as Amap, as well as numerous scientific research institutions such as Institute of Soil Science, Chinese Academy of Sciences.



Dynamic analysis of epidemic situation in "Blue Map"

Expert's Comments

In the past few years, "Blue Defenders" has been closely following the national ecological and environmental protection situation and policies, actively uniting and promoting social forces to carry out ecological and environmental protection work, and has played an important role in enhancing public awareness of environmental protection, promoting public supervision and participation, carrying out policy advocacy, promoting social exchanges and interaction, and enhancing social environmental protection capacity. I wish "Blue Defenders" good luck, better journey and greater role in the future!

——GUO Hongyan, Director and researcher of Environmental and Social Governance Center, Policy Research Center for Environment and Economy, Ministry of Ecology and Environment

Partner's Comments

As a first-line partner of the "Blue Defenders" project, in 2020 with its support, we have made a key breakthrough in the national waste incineration industry. Small organizations can also invest great energy to promote positive changes in environmental pollution, which is the mission of us and the "Blue Defenders".

——DING Jie, Secretary General of Wuhu Ecological Environment Protection Volunteer Association

Year 2020 saw endless black swan incidents, and environmental protection organizations are also facing various new and old challenges. With the support of the "Blue Defenders" Project and the "Clear Water as Neighbor" Project, Jiangxi Qinggan Environment Communication Centre has been constantly breaking through itself and "making continuous improvement through baby steps". By innovatively using UAV plus multispectral remote sensing technology to carry out river physical examination, the river data has expanded from spots to spots. Activities such as "River Patrol on Keyboard" and "Eagle Eye Observing Water" have been recognized by all sectors of the society. We feel grateful that in 2020 special year, our partners are healthy and safe! Thanks for SEE Foundation's support to Jiangxi Qinggan Environment Communication Centre for many years!

——LIU Dan, Director General of Jiangxi Qinggan Environment Communication Centre

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Green Supply Chains

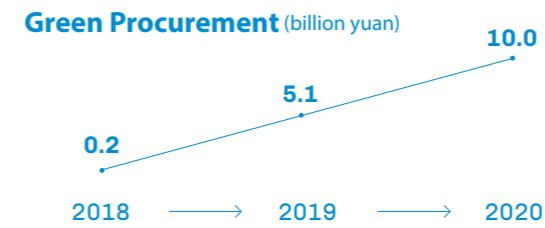


We have long been concerned about and committed to enterprises' joining the green supply chain. On June 5, 2016, SEE Foundation, together with CURA, China Real Estate Chamber of Commerce, Landsea Holding Group and Vanke Group, jointly launched the "Green Supply Chain Action of China's Real Estate Industry", which is committed to promoting suppliers of steel, cement, aluminum alloy, timber and other industries to improve their environmental performance and promote sustainable development through green procurement.

Project Outcomes in 2020



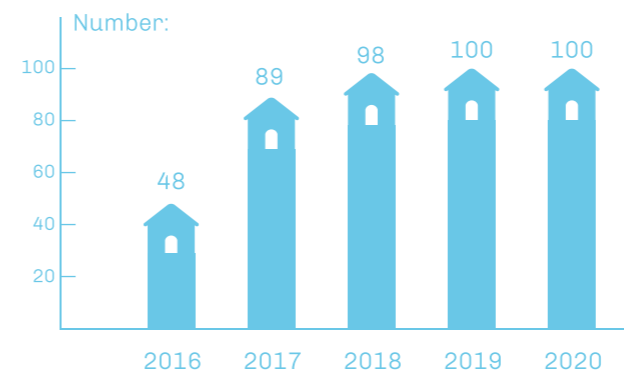
2016—2020 Important Data and Comparison



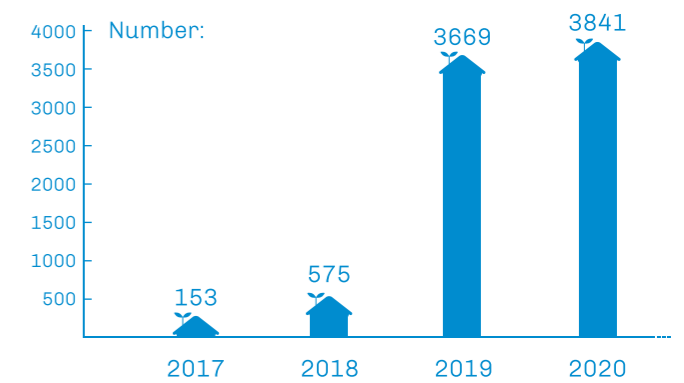
Number of Member Units



Number of Real Estate Enterprises



Number of White List Suppliers

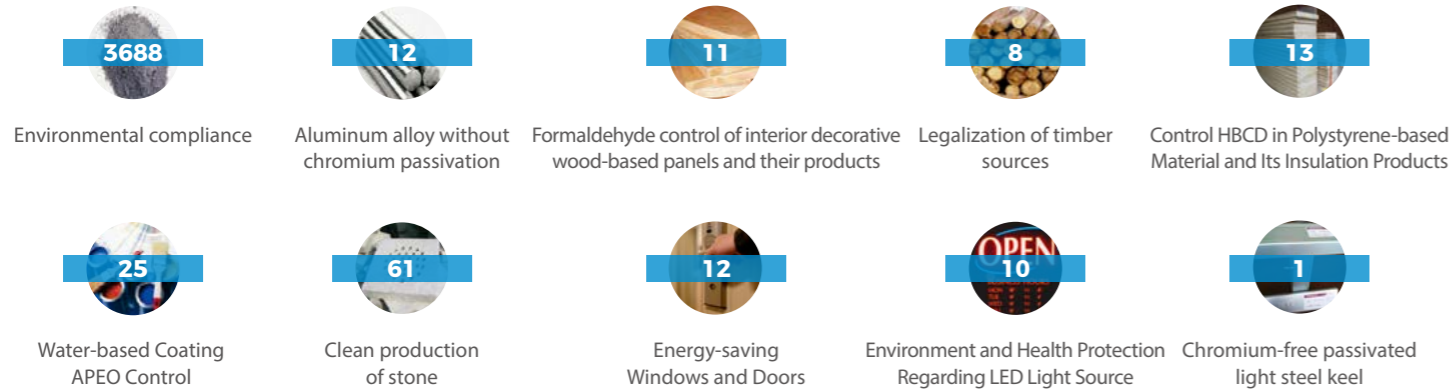


2020 Progress of Project

Formulate and Issue a New Round of Procurement "White List"

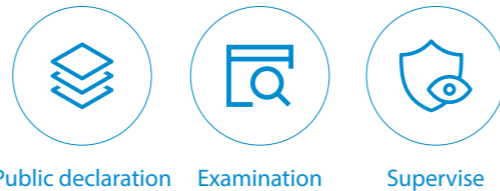
In 2020, the Green Supply Chain Action released three new categories of green procurement plans and White List, and the green procurement plan included as many as 10 categories. At present, there are 3,841 whitelisted suppliers of 10 categories.

Updating 10 categories in White List



"Green List" Online Platform Launched

Formulate "Green List" evaluation indicators, including those of resources, energy, environment and other equivalent certification, as well as six industries' specific evaluation contents of steel, cement, glass, aluminum alloy, coating and sintered wall industries; Online registration and application platform of "Green List" has been officially launched, which forms a registration supplier selection mechanism integrating public declaration, review and supervision.



"Black List" Standard Released

Green Supply Chain Action and the Institute of Public and Environmental Affairs (IPE) jointly drafted and issued "Black List" Standard for Green Supply Chain Action in China's Real Estate Industry. Suppliers who repeatedly violate the rules and refuse to rectify will be included in the "Black List", and real estate enterprises of Green Supply Chain Action will refuse to purchase their products.

Promote Green Procurement of about 10 Billion Yuan

Green Supply Chain Action sorted out the guide of each category and trained about 200 people online, and cultivated more than 60 professional managers by explaining "White List" standard and practice. Led by Tiantai Group, the fifth rotating director unit of CURA Joint Procurement, CURA Joint Procurement and Green Supply Chain Action continued to cooperate in green procurement, in which a total of 45 member enterprises of CURA Joint Procurement participated. It involved 183 suppliers and about 10 billion of green procurement.



Promote green procurement and improve environmental performance

2020 "ELITE Habitat - Green Supply Chain Enterprise Award"

The award mainly commences the real estate enterprises with excellent environmental performance in the four years since the Green Supply Chain Action was launched on four dimensions: the degree of participation in the Green Supply Chain Action, the environmental benefits of the supply chain, development of various categories of green procurement projects and their implementation of new green procurement schemes. The winning enterprises are: Shanghai Landsea Investment Management Co., Ltd., Qingdao Tiantai Real Estate Development Co., Ltd., Dahan Holding Group Co., Ltd. and Ningxia Zhongfang Industrial Group Co., Ltd.



"Green Supply Chain Enterprise of the Year" awarding ceremony

New Members of Green Supply Chain Action Promotion Committee and Senior Advisory Panel

Three new senior advisors joined the Green Supply Chain Action: CHEN Yiming (Vice President and Secretary General of China Real Estate Association), SUN Lili (Seventh Executive Chairman of SEE Foundation) and LIU Jian (Director of Science Department of UNEP).

One new member of Green Supply Chain Action Promotion Committee: TANG Qian, Deputy Secretary General of Industrial Cooperation Committee of China Real Estate Association and Deputy Director of Youcaiyun.com.



New team of Green Supply Chain Action Committee

The fourth anniversary of the Green Supply Chain Action

The fourth anniversary of the seminar on "Real Estate Enterprises' Response to Climate Risk and the Green Supply Chain Action of China's Real Estate Industry" was held. The latest results of the "Green Supply Chain Action" were released. Seven experts conducted case analysis and in-depth discussion on real estate enterprises' response to climate risk, green building, green building materials, supply chain management, carbon disclosure and ESG disclosure.



The fourth anniversary of "Green Supply Chain Action"

Expert's Comments

The real estate industry is in a new cycle of high-quality development. The whole industry should contribute to accelerating green buildings and achieving the goal of carbon peak and carbon neutral. During the 14th "Five-Year Plan" period, formation of green production and life remain the "main tone". The Ministry of Housing and Urban Rural Development and other six departments jointly issued Green Building Plan, which clearly stated: "By 2022, the proportion of green building area in new urban buildings in that year will reach 70%, and the application of green building materials will be expanded." The realization of green building is inseparable from the integration and application of green supply chain. "Green Supply Chain Action" in real estate industry is an important starting point to practice the concept of green development and promote the formation of green production and green lifestyle in the field of urban construction. In the future, this action should establish an action guide featuring multi-category, multi-subject, multi-industry and practical goal of being environment-friendly and livable.

——CHEN Yiming, Vice Chairman and Secretary General of China Real Estate Association

Partner's Comments

First of all, I am very honored to be a member of the Green Supply Chain Action. It is our compelling obligation to promote the Green Supply Chain Action. Since 2016, Tiantai Group has actively participated in, cooperated with and promoted relevant work, and implemented its standards in united-purchasing categories. After taking the duty in united purchase in turns, we widely promote the standards among all the members. In the future, Tiantai Group will, as always, participate in the "Green Supply Chain Action" of China's real estate, promote the sustainable development of environmental protection, human health and resources, pay attention to the construction of urban human settlements, develop urban renewal projects, focus on the differentiation of green products, help the upgrading of health industrial structure, and empower the green sustainable development of the industry. Finally, we look forward to having more like-minded partners join us in the future to realize the enterprise value and shoulder the social responsibility, and jointly contribute to the construction of a better society. It's expected that with the joint efforts of various fields, the industry influence of Green Supply Chain Action can attain a yet higher goal.

——LI Zhonghua, General Manager of Joint Purchasing Department of Tiantai Group

Green Finance

In the field of green finance, SEE Foundation integrates various social resources, promotes the consideration of environmental protection factors in investment and financing decision-making of key industries, opens up and constructs the participation space of the third party in the field of green finance development. By funding NGOs with different functions, it analyzes, processes and interprets environmental data, establishes the third party environmental information platform, and urges relevant departments to disclose more information on enterprise-related environment information for the capital market. It funds NGOs to form an industry matrix to provide solutions in the field of green finance through independent actions and cross regional joint actions to supervise the implementation of relevant policies and regulations, so as to help solve the problems of imperfect information disclosure and lack of third-party evaluation and supervision in the field of green finance, and open up the third-party involvement situation in the field of green finance. We promote the implementation of green finance policies from the bottom up, and advocate in the blank areas and regional policies.



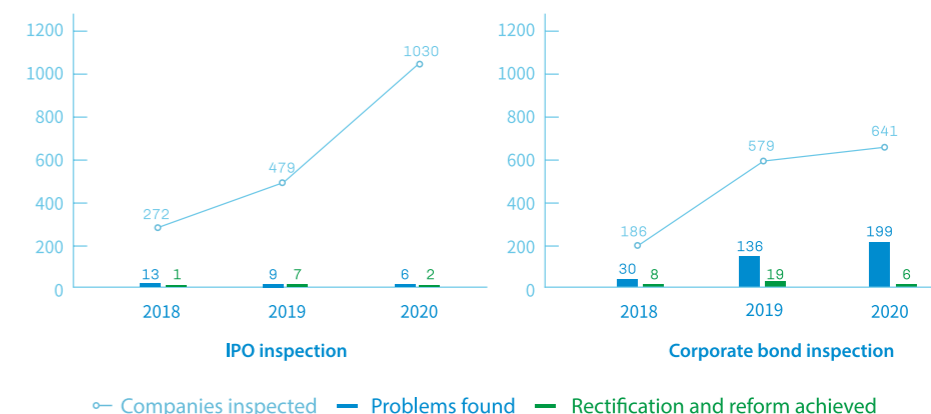
Building Evaluation System for Enterprises' Green Development

Through the integration and analysis of environmental big data, Shanghai Qingyue, a partner organization of "Blue Defenders", cooperated with many local partners to improve the emission permit system and ESG performance of listed companies. It has built an enterprise green development evaluation system based on enterprises' ecological environment credit (penalty), and with ESG and emission permit "one certificate" monitoring emission data as the core.

Promote Companies' ESG Information Disclosure

In 2020, a total of 319 A-share main board IPO companies, 641 corporate bond issuers, 328 IPO companies in sci-tech innovation board and 383 IPO companies of GEM were inspected, among which 199 companies were found to have environmental penalties that were not disclosed. At the same time, we cooperated with local "Blue Defenders" partners, China Securities Regulatory Commission and stock exchanges to promote the disclosure of "environmental protection tickets" of nearly 60 A-share companies, and obtained many positive feedbacks from regulatory authorities and relevant enterprises. The result was published by *Shanghai Securities Journal*, *China Environment News*, *China Chemical Industry News* and other media.

Main Achievements of ESG Information Disclosure by Shanghai Qingyue in 2020



(ESG information disclosure website: <http://esg.epmap.org/disclosure>)



Press Conference for ESG Information Disclosure and Evaluation in 2020

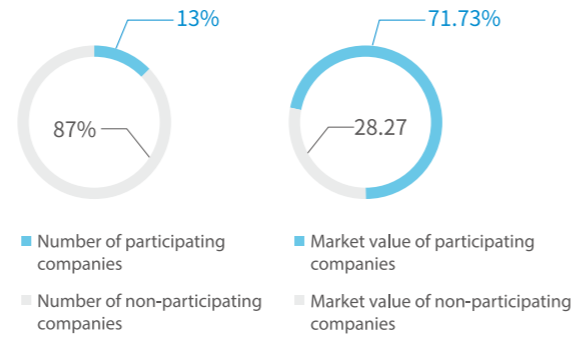
On September 22, "Green Development Pioneer Top 100: Press Conference for ESG Information Disclosure and Evaluation in 2020" was successfully held. Mr. QIAN Xiaohua (the fifth session of Executive Chairman of SEE Foundation), Dr. LYV Jianzhong (Director of GRI Greater China region), LI Zhiqing (associate professor and Director of Green Finance Research Center of Fudan University), and Associate Professor LI Zhixin (City University of Hong Kong) and LING Jianping (Chief Editor of Beautiful Business, Daily Economic Observation) attended the conference. The representatives evaluated ESG reports disclosure of A-share and H-share listed companies with high market value, and considered their ESG performance based on multiple indicators such as pollutant emissions, climate change and corporate governance. Participating companies increased from 550 to 805, accounting for 13% of all listed companies, and the market value accounted for nearly 72%.

550

● participating companies in 2019

805

● participating companies in 2020



Iron and steel: subdivision and full coverage of environmental treatment industry (waste incineration & sewage treatment)

Excluding: gambling, tobacco

ESG Analysis Website for Waste Incineration Power Generation Launched

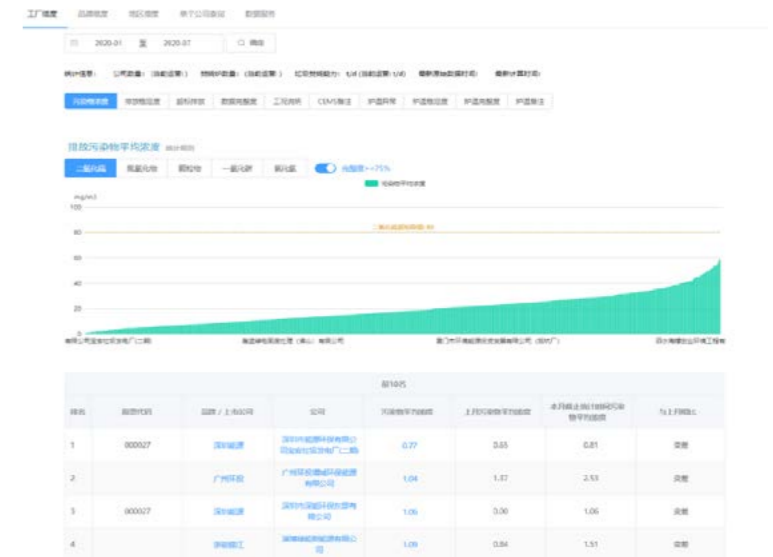
"Blue Defenders" partners like Shanghai Qingyue, Wuhu Ecology Center, and Qingqituan cooperated to build an in-depth environmental performance analysis website for waste incineration power generation ESG (<http://esg.epmap.org/gipp>). In addition, ten analysis indexes including pollutant concentration, emission stability, excessive emission, data integrity, working condition description, CEMS remarks, furnace temperature anomaly, furnace temperature stability, furnace temperature integrity and furnace temperature data remarks have been set.

Enterprise Name	Pollutant Concentration of Waste Power Generation Enterprises in 2020					Stability of Pollutant Emission					Overall Ranking
	Sulfur dioxide	Nitrogen oxides	Particulate matter	Carbon monoxide	Hydrogen chloride	Sulfur dioxide	Nitrogen oxides	Particulate matter	Carbon monoxide	Hydrogen chloride	
1Shenzhen Energy	1	1	5	3	2	1	3	7	5	3	3.1
2Everbright Environment	8	4	3	4	1	4	2	3	4	1	3.4
3Shanghai Environment	5	6	2	5	3	3	7	2	6	2	4.1
4GZ Environmental Protection Investment	2	2	6	2	16	2	1	5	2	4	4.2
5Kangheng Environment	20	3	1	1	6	16	8	1	1	8	6.5
6Canvest Environmental Protection	4	5	4	22	23	6	4	4	19	5	9.6
7Sanfeng Environment	13	23	12	14	4	5	6	12	10	6	10.5
8Green Power	11	7	7	11	17	11	12	8	14	12	11.0
9Capital Environment	12	21	10	6	12	17	9	6	3	19	11.5
10China Energy Conservation and Environmental Protection	16	19	8	8	14	9	13	11	7	10	11.5
11TEDA Environment	15	17	9	7	11	21	15	10	8	7	12.0
12Grandblue Environment	6	8	13	18	19	7	10	16	18	11	12.6
13Wanneng Environment	21	15	16	15	8	12	11	9	9	13	12.9
14Weiming Environment	7	18	20	10	5	22	14	22	15	9	14.2
15China Tianying	10	10	22	9	10	10	20	21	11	20	14.3
16Conch Venture	23	20	11	13	20	8	5	13	13	17	14.3
17Beijing Enterprises	9	9	14	20	15	13	19	19	22	15	15.5
18Wangneng Environment	18	13	17	16	7	20	17	18	17	16	15.9
19TUS-EST	19	16	18	12	9	19	22	20	12	18	16.5
20Shengyuan Environmental Protection	22	11	15	17	22	18	18	15	16	21	17.5
21Shengyun Environment	17	14	21	21	18	14	16	17	21	14	17.3
22Zhongdian New Energy	14	22	19	19	21	15	21	14	20	22	18.7
23Zheneng Jinjiang Environment	3	12	23	23	13	23	23	23	23	23	18.9

Figure: "Ranking of Pollutant Concentration and Stability of Waste Power Generation Enterprises in 2020" sorted by Snowball columnist based on ESG environmental data platform <https://xueqiu.com/3093244593/167552946>

Promote the Release of ESG Vertical Industry Report

In 2020, SEE Foundation supported Shanghai Qingyue, the "Blue Defenders" partner to deeply explore vertical industries for the first time, focusing on and in-depth analyzing the ESG disclosure of listed enterprises in iron and steel industry and waste incineration industry. Through in-depth study and discussion of the environmental performance information in ESG reports of the two industries, Shanghai Qingyue analyzed the environmental performance of their industry characteristics, and summarized the analysis results to publish a number of reports. It guided the industry to pay attention to ESG and promote environmental protection from the perspective of green finance. In the meantime, it put forward constructive and practical suggestions for enterprises in the industry to improve ESG information disclosure and performance.



ESG performance evaluation platform jointly built by "Blue Defenders" Shanghai Qingyue, Qingqituan and Wuhu Ecology Center

Expert's Comments

ESG is an important green financial tool to encourage enterprises to carry out ecological environment protection and deal with ecological environment risks. It constructs a new green "trinity" governance system among government, market and society. Public welfare organizations can play a more active role in promoting ESG in China. Shanghai Qingyue has long been committed to the research and application of ESG and other public welfare practices. Release of ESG report promotes the formation of a more reasonable ESG development environment. In the future, we can build an ESG social participation and exchange platform with Chinese characteristics through ESG university-industry cooperation.

——LI Zhiqing, Director of Green Finance Research Center of Fudan University

Partner's Comments

ESG is an important tool to evaluate enterprise value and green sustainable high-quality development ability. It is an important bridge to link the development of real economy and green finance. It is worthy of long-term and continuous investment by public welfare organizations, which should organically integrate into the whole social and economic cycle and make due efforts for the national strategy of emission reduction and high-quality development of various industries as a unique and independent third party.

——LIU Chunlei, Qingyue Environmental Protection IT Service Center, Minhang District, Shanghai

Waste Management

SEE Foundation cooperates with partners to actively solve various waste management problems faced by China, explores and implements a sustainable low-carbon waste management system suitable for China's national conditions. Through projects of "Green Starters" and "Growing Up Together", it funds the generation and growth of more partners on waste issues, cultivates more backbone institutions to extensively participate in environmental education, community waste reduction, policy advocacy and terminal supervision, and cooperates with backbone organizations to take action on key issues of waste management at all stages of development. At the same time, SEE waste management team takes the lead in exploring e-waste and other problems with high barriers and difficulties. While sorting out the context, the team points out the intervention points for its partners, so as to gather greater strength by enabling partners and promote comprehensive responses to various types of waste management problems.

Project Outcomes in 2020



Release of Mobile Phone Use and Recycling Survey Report



Promote classification of urban waste



Online publicity and advocacy



Mobile Phone Use and Recycling Survey Report

Mobile Phone Use and Recycling Survey Report Released

Compiled and released *Mobile Phone Use and Recycling Survey Report*, which was shared and discussed with industry experts and enterprise representatives at the "Internet plus Resource Recycling Industry Development Forum" and "Seminar on Industrial Innovative Development of Mobile Communication Devices". In addition, we shared the intervention suggestions with partners at "Clean China Conference", attracting attention and participation of industry subjects and partners on the issue of electronic waste.



Collection of office recyclable materials in Beijing

Promote Urban Waste Classification

Summary and review of Office Waste Sorting: since the end of 2019, the Secretariat has recovered 1.5 tons of recyclable materials; The history of waste classification was shared in the North China project center; Organized relevant experience and cases with public welfare partners, and provided suggestions for Beijing Municipal Civil Affairs Bureau to promote urban waste classification; Supported and participated by Beijing Municipal Civil Affairs Bureau to promote the construction of waste classification fund among Beijing social organizations.

Online Publicity and Advocacy

During the May Day holiday, through the interaction of "Waste Identification Officer" microblog, more people were called on to reduce disposable plastic utilization, and more waste was classified before disposal to guard our planet together. *Brief Talk on Marine Waste Management in Civil Society* (co-author) was published in the journal *China Environment*. As member of "China Action Network for Plastic Ban", we joined other members to initiate "Declaration of No Plastic in Nature" to explore and practice systematic waste recycle solutions.



Welfare poster "Clear Plastic to Guard our Earth" Microblog interaction on waste classification

GoZeroWaste: Advocate Zero-waste Life

GoZeroWaste is committed to promoting fashionable and fun zero-waste life through social media and community activities. In 2018, it became a partner of the eighth season of "Green Starters". In the past two years, GoZeroWaste has established 9 national communities and 19 urban communities, and held more than 300 offline activities. In 2020, 10 online reading parties, 23 online movie-watching parties and 21-day zero-waste camp were organized.



"Save Unused Wool" hand-made activities

10

● sessions of online reading parties

23

● online movie-watching parties

21 days

● zero-waste camp

Partners' Cases in 2020



Hunting trash out of control #TrashHunter#

Pick Up China: Outdoor Waste Collection & Advocacy

"Pick Up China" is committed to building Internet platforms to promote "visible (waste) for all, and for all to participate in (collecting)", and thus to clean outdoor environment. Since 2018, "Pick up China" has been selected as "Green Starters" and "Growing Up Together" in 2020. In three years, through World Cleanup Day, over 4,500 teams and 500,000 people in 34 provinces and cities participated in the environmental cleaning action of #Trashhunter#. On World Cleanup Day of 2020, thousands of activities were launched in "Map for Picking up Stars", a platform of "Pick up China" platform, with a cumulative online traffic of over 80,000 people.



Hunting trash out of control #TrashHunter#

34

● cities participated in trash disposal

4,500

● participating teams

500,000

● person-times participated in #Trashhunter# environment cleaning action



Series products made of recycled polyester fiber

P. E.T. Haorun Environmental Protection: Recycling of Plastic Bottles

As of December 2020, P.E.T. has recycled more than 500,000 PET bottles in total, not only avoiding pollution caused by burning, landfill, or flowing them into rivers and oceans, but also creating a classic circular economy case of "bottle granulation into recycled yarn-recycled fabric-recycled clothing". In 2018, P.E.T. Haorun Environmental Protection was selected as "Green Starters", and P.E.T. developed the whole-process traceability system of "P.E.T. chain" for recycling plastic bottles to realize the source traceability with blockchain technology. It also attracted public attention via charity school uniform, safety schoolbag, cultural and creative activities of the Forbidden City, fashion week, etc.

Plastic Free China: Deal with Disposable Plastic Pollution

As the first non-governmental organization focusing on solving disposable plastic pollution in China, "Plastic Free China" was selected as "Green Starters" in 2019. In 2020, it issued *Green Action Evaluation Report of Express Enterprise Packaging* to evaluate the green effect of domestic mainstream express enterprises, and urged them to adopt eco-packaging. Two multilateral forums on plastic pollution control with over 100 attendants each were held. Through policy proposals and suggestions, it promoted eco-packaging of express industry and improved laws and regulations related to degradable plastics.



Left: *Research Report on Characteristics and Management Status of Express Packaging Waste in China*

Right: *Green Action Evaluation Report of Express Enterprise Packaging*

2020 Local Project Centers' Participation

East China Project Center Establish Coastal Waste Cleaning Mechanism

In 2020, about 22.5 tons of floating waste were collected by 18 patrol guards in Donghai Project Center, which were monitored, classified and recycled. In order to improve data processing and monitoring, a data statistics system of 8-kilometer coastline has been established on the basis of fixed points, sections and stages. Environmental protection workshop and live broadcast activities were jointly held with HEYTEA to call on consumers to reduce excessive consumption of plastic products.



Coastline garbage cleanup

18 ● patrol guards collecting floating waste

22.5 tons ● floating waste collected

8 km² ● coastline as statistical area

North China Project Center Help Beijing Waste Sorting Project

In 2020, North China Project Center, together with Zero Waste Alliance, Beijing Social Organization Development Service Center and Beijing Collaborator Social Work Development Center, funded six institutions to carry out community waste classification pilot in six regions. It also worked with Shanghai Aifen Environment, Aniu Public Welfare, etc. to carry out community waste classification skills training.



"Public Welfare 1 plus 1" to help Beijing waste sorting activities

6 ● funded institutions

6 ● community waste classification pilots

● carry out community waste classification skills training

Sanjiangyuan Project Center Waste Investigation along Qinghai-Tibet Highway

Qinghai-Tibet Green Station is an ecological protection project of Greenriver at the source of the Yangtze River, which is participated and supported by SEE Foundation. Since May every year, with the increase of tourists and freight vehicles on the Qinghai-Tibet highway, volunteers from the Qinghai Tibet Green Station carry out waste investigation along the Qinghai-Tibet highway. In 2020, they went out for waste investigation for 18 days, covered the distance of about 29 kilometers and collected 4,679 plastic bottles, 2,550 iron cans, 390 aluminum cans, 98 glass bottles and other waste, which were classified and transported to Golmud for centralized treatment.



Volunteers of Qinghai-Tibet Green Station sorted out the waste

18 days ● waste investigations

29 km ● survey

4,679 ● plastic bottles collected

2,550 ● iron cans collected

390 ● aluminum cans collected

Zhejiang Project Center Case Collection for Source Separation of Waste

In 2020, Zhejiang Project Center carried out waste classification pilot among 3,500 households in five communities in Hangzhou City, which were awarded the demonstration community for domestic waste classification in Zhejiang Province and Hangzhou City respectively. With the research group on sustainable behavior of Fudan University, they studied and sorted out cases in cities across the world, and compiled *The First Global Urban Case Collection of Waste Source Classification in China* based on urban domestic waste policy history, urban characteristics, promotion methods and experience of nine representative domestic and foreign cities.



Launch event of The First Global Urban Case Collection of Waste Source Classification in China

5 ● pilot communities of waste classification in Hangzhou

3,500 ● households as waste classification pilot

Taihu Lake Project Center "Waste Sorting" into Campus

On January 10, the "Environmental Protection Day in Suzhou Science & Technology Town Foreign Language School" was jointly held by Taihu Lake Project Center, Suzhou Science & Technology Town Foreign Language School and Shanghai Pioneer Environmental Protection Service Center. Teachers and students were encouraged to participate in the environmental protection activities of campus waste sorting. About 280 teachers and students participated in the activities and about 450kg of waste was recovered. Through the activity, not only the participants' environmental protection knowledge concept was improved, but also the campus ecological environment education was set as an example.



"Waste Sorting" into campus

Expert's Comments

With the development of science and technology, mobile phones have gradually become an essential element in people's lives, and its waste amount is increasing. Electronic waste, including waste mobile phones, is also a focus of the *Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal*. In January 2015, waste mobile phones were listed in *Catalogue of Disused Electrical and Electronic Products*, but China has not yet formed an effective whole-process management system for recycling waste mobile phones, and more than half of the waste mobile phones are temporarily stored. The consumption behavior and recycling appeal of the owners of used mobile phones directly affect the effectiveness of recycling activities. To address this issue, SEE Foundation, together with upstream and downstream parties, has carried out a lot of effective work and accumulated rich and reliable data, which can serve as important support for promoting the recycling of used mobile phones in the context of household waste classification. There is a long way to go for mobile phone recycling, and the existing model still needs to be tested and optimized. We hope that the foundation will work with more relevant parties to promote mobile phone recycling activities.

——DONG Qingyin, Director of the Regional Waste Management Office of the Asia-Pacific Regional Center for Basel Convention

Partner's Comments

The year 2020 has seen great changes, with the global rampaging of COVID-19 changing our schedule. By 2020, three and a half years have passed since Zero Waste Villages. Although deeply affected by the pandemic, in this year, we have taken a step closer to the work strategy established in 2019. Among the three strategic directions, the practice of garbage sorting in towns and villages was improved in 2020. We began to make a systematic garbage sorting and management planning scheme for towns and villages and put it into practice. In the second direction, based on the practice of garbage classification in Dongyang Township, the power of garbage classification was cultivated and the skills of garbage classification executors were empowered. The first step of the third direction of waste source reduction was taken in 2020. The research on generation and disposal of plastic waste in Dongyang Township, and on situation of bamboo craftsmen and use of bamboo products laid a foundation for replacing some plastic products with biomass resources.

——CHEN Liwen, Head of Zero Waste Villages

5

CHAPTER

Ecological Conservation and Nature Education

Free Flying Wings | 047

Conserving the Sanjiangyuan Region | 053

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Projects of Local Project Centers | 067

UN Sustainable Development Goals



Free Flying Wings

The “Free Flying Wings” project is a comprehensive ecological protection project which protects the most endangered waterbirds and their habitats in China. With more than 100 wetlands and 24 species of endangered waterbirds as the protection objects and through social participation mode to carry out active protection works, a civil conservation network complementary to the official nature protection system has been built, and protection demonstration bases have been established, so as to leverage the investment of the government and society to jointly protect China’s endangered waterbirds and their habitats.

Project Outcomes in 2020

- | | |
|---|------------------------------|
| 3 | 3 |
| • wetlands to be officially protected areas | • protected areas upgraded |
| 48 | 3,700 km ² |
| • partners | • guarded wetland |
- Carried out bird research and investigation
 - Carried out capacity building for local staff
 - Proposed recommendations for wetland and bird protection policies



Spoon-billed Sandpiper © ZHANG Ming

Project Progress between 2017 and 2020

- | | | | |
|----------------|--|------------------------------|--|
| 65 | 90 | 4,000 km ² | 5,500 |
| • NGO partners | • important wetland protection actions | • important guarded wetlands | • times of bird monitoring and investigation |



Site Distribution of “Free Flying Wings” civil conservation network

Wetland Patrol, Bird Survey and Nature Education

Carried out more than 1,000 bird monitoring and investigation activities and 1,153 wetland patrol activities; submitted 61,515 bird records (576 species) and 448 wetland threat records; and held nearly 188 nature education and public participation activities reaching out to a total of 514,739 people.



Habitat photo at Fuhe wetland (by WEI Bin, Wuhan Bird Watching Society)

Three-year Outcome Release

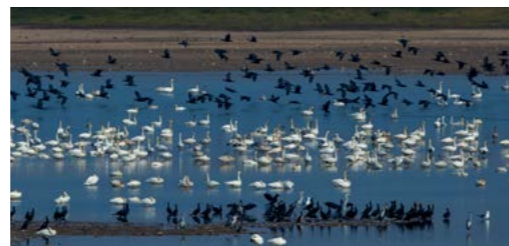
Jointly held “Summing-up Meeting of ‘Free Flying Wings’ (2017-2020)” with SEE Fujian Project Center, which was attended by experts from National Forestry and Grassland Administration, Beijing Normal University, Chinese Academy of Sciences, etc., as well as the working committee of SEE Project Center and partners of “Free Flying Wings”. The outcome of “Free Flying Wings” project in the past three years were summarized systematically and the future direction was discussed.



Summing-up Meeting of ‘Free Flying Wings’ (2017-2020)

Joint Review

Jointly carried out review with 13 project centers of SEE, supported the protection actions of 36 important project sites of “Free Flying Wings” civil protection network, as well as promoted the implementation of projects of “Free Flying Wings” alliance and project centers.



“Free Flying Wings” protection zone

Capacity-building Training

“Free Flying Wings” and the Wetland Management Division of the National Forestry and Grassland Administration paid close attention to the capacity-building of the first-line staff of wetland management, and cooperated in management capacity training of National Wetland Park, with more than 134 trainees.



Capacity-building Training

Joint Dedicated Studies

Jointly conducted dedicated research and studies on endangered species with scientific research institutes and non-governmental environmental protection organizations, developed studies on populations, habitats and species biology of the Spoon-billed Sandpiper, Baer’s Pochard (*Aythya baeri*) and *Pelecanus Crispus*, and promoted the formation of a species protection action network and the development of conservation action plans.

Support for World Heritage Application of Migratory Birds’ Habitat

Partners of “Free Flying Wings” carried out long-term monitoring and patrolling at several sites nominated for world heritage of migratory birds’ habitat in the Yellow Sea (Bohai Sea). They cooperated with experts and protected sites to support the applying of world heritage, and provide support from civil network for better protection of migratory birds’ habitat around the Yellow Sea and Bohai Sea.

Establishment of the first “Spoon-billed Sandpiper Protection Alliance”

The first “Spoon-billed Sandpiper Protection Alliance” was established on October 10, 2020. With the World Migratory Bird Day approaching, Shenzhen Mangrove Wetlands Conservation Foundation (MCF) became the 39th official partner of the East Asian-Australasian Flyway Partnership (EAAFP) as the first civil institution in Chinese mainland to join. Meanwhile, MCF and its partners jointly launched the first “Spoon-billed Sandpiper Protection Alliance” in the world, which will continue to promote conservation activities on relocation-area scale in cooperation with Russia, Myanmar and the EAAFP SBS Task Force.

Project Outcomes of Local Project Centers in 2020

East China Project Center Chongming Dongtan Nature Education

In September, 2020, East China Project Center signed an agreement with MCF, jointly providing suggestions for the planning and construction of Nature Education Center of the National Bird Reserve Wetland in Chongming Dongtan, Shanghai. It also paid survey visits to surrounding communities and some primary and secondary schools in Shanghai, as well as publicized wildlife protection and related laws and regulations. It held six public welfare exhibitions, attracting nearly 100,000 visitors. It organized the 39th “Bird Loving Week” in Shanghai, attracting more than one million citizens to participate.



“One Yangtze River” public welfare exhibition held by Jingcao Carnival

North China Project Center Promote the Establishment of Luannan Provincial Wetland Park

In cooperation with Professor ZHANG Zhengwang of Beijing Normal University, “Free Flying Wings” and North China Project Center have paid close attention to the establishment of the reserved wetland at Nanbao, Luannan, Hebei Province for many years. After many discussions and communication with Tangshan Municipal Government and Luannan County Government, the project team has supported to complete the comprehensive scientific investigation report of the protected area. In October 2020, Luannan Nanpu Zuidong Provincial Wetland Park was approved to be established and incorporated into the official protection system. In this process, Hebei Project Center also took effective actions.



Investigation on Luannan Wetland

Northwest China Project Center Protected Habitat of Crested Ibis (*Nipponia nippon*) Expanded to 400 mu

Large public welfare activities, such as spring planting and autumn harvest, were carried out to call on more social groups to pay attention to the protection of crested ibis. At the same time, habitat monitoring of crested ibis was conducted to evaluate the quality of habitat restoration. In 2020, the project “A Piece of Cropland for Crested Ibis” included another 100 mu of land in Huayang and increased the total area to 400 mu. The population of wild crested ibis in and around the project area was restored to about 30. Wild boars that have not been found during the past 20 years also appeared in the project area for many times.



“A Piece of Cropland for Crested Ibis” in Huayang

Hubei Project Center Baer’s Pochard Habitat Conservation

In 2020, Hubei Project Center, together with the Rosefinch Society and other partners, mobilized 25 bird-watching organizations and 315 volunteers to carry out a national survey on the wintering period of baer’s pochard in 145 plots in 16 provinces and cities. The protection network of baer’s pochard initially came into shape. About 2,200 patrol guards have served for more than 300 days and covered 18,000 kilometers. Around the baer’s pochard protection base, the project team upgraded two hardware facilities of “birdwatching house” and “intelligent monitoring system”.

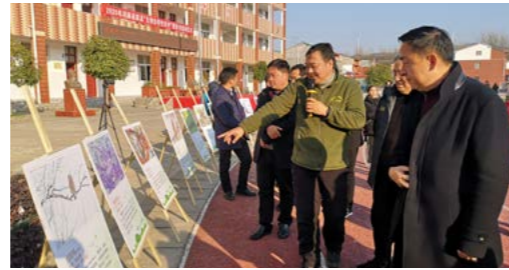


“Intelligent monitoring system” of Baer’s Pochard

Henan Project Center

Joint Action to Help “Great Bustard Go Home”

“Great Bustard Go Home” Photography Tour Exhibition on Biodiversity Protection and related lectures were held four times in four cities, with the exhibition period of 60 days and up to seven expert lectures on biodiversity protection. The survey project of overwintering of eastern Great Bustard (*Otis tarda*) population was carried out, and 1,655 bustards were recorded. Rosefinch Society, the project executor, collected and compiled articles by bird watchers, scholars and reserve workers who participated in the investigation, and published *Album of China Bird Observation: Great Bustard*.



“Great Bustard Go Home” Photography Tour Exhibition

Fujian Project Center

Bird Monitoring in Quanzhou and Child Care on Tern Breeding Sites at Simuyu

In the project of bird monitoring and data sorting in Quanzhou, Fujian Project Center carried out, within the year, two bird protection and patrol activities, 6 popular bird lectures, 5 bird conservation and research activities and one “Fujian Wildlife Protection Publicity Month”, attracting nearly 10,000 people. At the same time, bird monitoring was carried out for 10 times.



Bird data monitoring in Quanzhou

The child care action has been carried out in Simuyu, referring to scientific research and conservation activities like monitoring, patrol, habitat restoration and population inducing, so as to create a suitable breeding ground for Chinese Crested Tern (*Thalasseus bernsteini*) and other terns. In the year, 3 new solar monitoring probes have been installed, and about 200 square meters of miscellaneous shrubs have been removed. Grass-proof cloth and gravels were laid in an area of about 60 square meters.



Bird survey of Shanxinsha Island

Guangxi Project Center

Protection of Coastal Wetland in Fangchenggang Harbor

In 2020, Dongwan Wetland Park passed the PPP project approval, as well as completed the market test of PPP project, the joint evaluation of qualitative evaluation and financial affordability. In the year, the work plan and site survey of mangrove ecological restoration in Shatan River have been completed by Guangxi Project Center, and the local pre-survey of biodiversity has been completed by experts on plant, benthos and birds.

Chongqing Project Center

Protect Scaly-sided Merganser (*Mergus squamatus*)

More than 50 scaly-sided mergansers have lived through winter in Chongqing under protection. Now, the investigation has been extended from Qihe River basin to the whole Chongqing. It also cooperated closely with local governments to carry out joint actions to protect the endangered “giant panda among birds”.



Scaly-sided Merganser © LUO Dan

Zhejiang Project Center

Protect the Chinese Crested Tern

The project was jointly launched by scientific research team of Chinese crested tern protection from Zhejiang Museum of Natural History and Hangzhou Bird and Ecology Research Association, monitoring and patrolling around Jiushan and Wuzhishan islands. The involved area reached 489.45 square kilometers. It completed the work of tern habitat arrangement and equipment maintenance, and developed *Manual of Artificial Inducement and Population Restoration of Seabirds*.



“Bird of Myth” successfully propagates © XIE Yongdong

Poyang Lake Project Center

Siberian Crane’s Foraging Land Expanded to 1,000 mu

Food source is essential for Siberian Crane (*Grus leucogeranus*) to live through winter. At the beginning of the year, staff planted 700,000 jin of lotus root. Meanwhile, to facilitate their foraging in Poyang Lake, the existing lotus foot field was expanded by about three times to 1,050 mu, providing a wider foraging space for white cranes.



Siberian Crane © ZHOU Haiyan

Liaoning Project Center

Monitoring Waterfowls and Protecting Habitat

About 34 wetland patrols and bird surveys were conducted; 949 pieces of bird survey results were obtained; 96 species of birds were recorded in total; 23 nature education and publicity activities were carried out; protected area reached 109.8 square kilometers. In November, Liaoning Project Center participated in the joint review of “Free Flying Wings” folk protection network, and continued to support the protection projects in Liaoning Province.



Black-faced Spoonbills © Dalian environmental protection volunteer association

Expert’s Comments

“Free Flying Wings” project provides a platform for many bird-loving social organizations, concentrates the scattered social forces as a whole, and forms an effective model for civic bird protection. Through patrol and education, birds have been protected and rescued. In the process of rapid industrialization and urbanization, an environment for birds to survive has been sustained.

“Free Flying Wings” project creates a space for the promotion of many bird-loving social organizations. Through funding, training and exchange, many social organizations are growing rapidly, and their professional level is constantly improving, so as to constantly gain innovative experiences. The project has attracted more and more civil and social organizations to participate in bird-loving and bird-protecting activities.

“Free Flying Wings” project creates a scientific research model for public participation. Through the observation and record of many bird lovers, a large number of data has been produced, which provides basic support for bird research and protection, actualizes close cooperation between scientific research and public action, and will have an increasingly important influence on decision-making.

——WANG Xiaoyi, researcher of Chinese Academy of Social Sciences

Partner’s Story

Daodao is a member of the bird investigation and monitoring team of Xi’an Wild Bird Protection Association (hereinafter referred to as XWPA). Before finding the bird watching team, she watched birds alone in places around Xi’an with a telescope on her back. In 2018, she participated in the Jinwei Wetland Project of “Free Flying Wings” in Xi’an. Since then, she and the teachers of XWPA have gone through the severe cold and the heat, guarding the migratory birds flying across the Chinese land, leaving her footprints in “Free Flying Wings” project, while her obsession and love for birds kept growing.

Daodao represents the young people in “Free Flying Wings” project. They are young, but full of energy. They have witnessed the first-line partners’ becoming more and more professional in bird monitoring, wetland patrolling and so on. It is because these people have always involved in and loved this cause that the most endangered waterfowls in China and our common home can be protected.

From 2020 to 2021, the “Free Flying Wings” project of SEE Foundation will continue to work with 34 partners at 36 protection gaps, and jointly carry out the protection projects focusing on wetland.

Sanjiangyuan Region Conservation

The Sanjiangyuan region is located in the central Tibetan Plateau, where the headstreams of the Yangtze River, Yellow River and Lancang River arise. As an important water conservation area and an important supply place for fresh water resources in China, it has the highest concentration of biodiversity among high-altitude regions in the world, and is a sensitive area and an important initiating area of climate change in China and even the whole world. The project will promote the establishment of community interaction network mode, maintain the authenticity of the natural ecosystem in the Sanjiangyuan region, realize the harmonious coexistence of human and nature there, and protect the most unique highland ecosystem in China and the water source of 700 million people.

Project Outcomes in 2020

5

• projects fulfilled

5

• new partner institutions

108

• local environmental protection organizations and individuals

4,580 km²

• new protected area

75,278 km²

• cumulative protected area



The Second Workshop on Sustainable Grassland Management

Project partner Shan Shui Conservation Center organized Qinghai Forestry and Grassland Administration, Three-River-Source National Park and other departments and institutions to hold the Second Workshop on Sustainable Grassland Management. At the meeting, many parties discussed the future development and challenges faced by grassland in the construction process of nature reserves with national parks as the main body, which promoted the practice and research work of grassland management in Sanjiangyuan region.



Workshop on Sustainable Grassland Management

Initiation of Investigation of Snow Leopard at Source of Yellow River

Since 2017, project partner "Plateau Nature Conservancy" has carried out Snow Leopard monitoring in the source region of the Yellow River. In April 2020, it cooperated with Peking University and Shan Shui Conservation Center to carry out DNA sampling and detection of Snow Leopard population at the source of Yellow River. A total of 213 samples of Tibetan Fox, Red Fox, wolf, Pallas' Cat, Snow Leopard and other species was extracted. Next, distribution of each species in this region will be analyzed by biological approach.



Investigation on wild animals by the project team of "Plateau Nature Conservancy"

Garbage Cleaning by Qinghai-Tibet Green Station

Qinghai-Tibet Green Station is an ecological protection project of Greenriver Environmental Protection Association of Sichuan Province at the source of the Yangtze River, which is participated and supported by SEE Foundation. Starting in May every year, with the increase of tourists and freight vehicles on the Qinghai-Tibet highway, volunteers from the Qinghai Tibet Green Station will carry out waste investigation along the Qinghai-Tibet highway for 18 days at a time. After classification, the nearly 10,000 trash articles collected will be transported to Golmud for centralized treatment.



Volunteers of Qinghai-Tibet Green Station classify the recycled garbage



Ability training of forest rangers

Ability Training of Ecological Forest Rangers

Supported by Administration of Ecological Environment and Natural Resources, Qumalai Administration Office, Yangtze River Source Park, Qumalai Ecological Protection and Wildlife Monitoring Association invited experts from Beijing Fuqun Environmental Research Institute to carry out professional training for community ecological forest rangers in terms of daily patrol work, technical requirements and equipment use.

6

• projects approved

207

million yuan

• budgetary funding

Promotion of Construction of “Sanjiangyuan Protection” Network

An online review was conducted on seven funding projects submitted by six institutions and organizations, aiming to promote the formation of a conservation network in Sanjiangyuan Region by supporting local institutions to carry out species conservation, grassland management and community capacity building. In the end, six projects were approved, with a budgetary funding of 2.07 million yuan.

“Tibetan Ecology, Image Youth” Training Program

The first phase of short video training camp for “Tibetan Ecology, Image Youth” was launched in Guoluo Jimei Jianzan Vocational School with the support of Sanjiangyuan Project Center. The training aims to photograph the ecological situation of Sanjiangyuan region from the perspective of students, discover and cultivate outstanding youth in this area, and promote youth employment. At the same time, it spreads and enhances the public welfare brand image of the institution, and publicizes the achievements of Sanjiangyuan protection.

Fundraising Communication

During the “99 Giving Day”, Sanjiangyuan Project Center mobilized 27 member enterprises to participate, held 48 activities and received support of 50,324 person-times. All member enterprises contribute to “guarding the three rivers and protecting the source of all things” through rich and characteristic offline fundraising activities.

In late November, the fundraising work was lunched for the “Sanjiangyuan Conservation” project on Alipay public benefit platform, promoted the “Snow Leopard protection” as the first small-and-beautiful short-term project on the Alipay public benefit platform, with a plan to raise 336,000 yuan, and selected two Snow Leopard protecting communities in Sanjiangyuan region to carry out the community-oriented Snow Leopard protection.



99 Giving Day: Freehand sketching of protected species in Sanjiangyuan region at Jihe Bookstore



Poster for Snow Leopard Day by Plateau Nature Conservancy and Sanjiangyuan Project Center

Visit to Sanjiangyuan Region in 2020

In 2020, Ai Luming, the executive Chairman of Council, led the team to explore Sanjiangyuan region to understand the effectiveness of the project through on-site investigation, and preliminarily reached the cooperation on supporting Greenriver Environmental Protection Association of Sichuan Province to publish *Sanjiangyuan Wildlife Picture Book* and carrying out bar-headed geese protection.



Sanjiangyuan adventure team arrives at the foot of Gangjiaquba glacier in Gela Dandong

Expert's Comments

Only understanding can lead to recognition, and only recognition can lead to action. “Visit to Sanjiangyuan” is an obligatory course for SEE Sanjiangyuan Project Center every year. It goes deep into the Sanjiangyuan project site, understands the current situation of local ecological environment and protection needs, evaluates the ability of local project executing agencies, and strives for targeted investment. Over the years, SEE Sanjiangyuan Project Center has supported a number of local eco-environmental NGOs, including Greenriver Environmental Protection Association of Sichuan Province, while supporting the ecological and environmental protection of Sanjiangyuan.

As the only subsidizing fund for ecological and environmental protection in Sanjiangyuan region, we hope that SEE Sanjiangyuan Project Center will keep its true quality, never forget its original intention, join hands with all forces of ecological and environmental protection, and make new contributions to the ecological and environmental protection of Sanjiangyuan region.

——YANG Xin, President of Greenriver Environmental Protection Association of Sichuan Province

Partner's Comments

In the past ten years, Beijing Shan Shui Conservation Center has been promoting community-based conservation activities in the Sanjiangyuan region, as well as cultivating and driving many herdsmen to become local protectors. In 2020 in Jiatang protected area, we continued foundation work of wildlife monitoring, observation on bird of prey's artificial nests, climate change community interview, and carried out activities such as plastic-free grassland and grassland restoration experiment.

In order to support communities to involve more into the management and substantive work of protected areas, we have promoted the establishment of a co-management committee to accompany their growth through training. During their work, some active community monitors gradually appeared in Jiatang, who not only took part in patrol and wildlife photography by themselves, but also invited their friends to join.

——DAI Huxuan, Grassland Project Director of Beijing Shan Shui Conservation Center

Noah's Ark

In 2016, SEE Foundation established "Noah's Ark" Project on the basis of the original "Alpine Forest Conservation around the First Bay of the Yangtze River" Project. It is committed to biodiversity conservation of alpine forests and plateau wetland in Southwest China, makes great efforts in exploring and enhancing the friendly and interdependent relationship between the human society and ecosystem, actively explores a mechanism on comprehensive protection for the biodiversity in Southwest China, one of the biodiversity hotspots in the world, and encourages local participation and empowers local partners to sustainably use the local natural resources, so as to benefit local people during the protection.

Project Outcomes in 2020

- Project cases were included in *CEGA Case Selection and Yunnan Folk Biodiversity Conservation Case Collection*;
- The Black Snub-nosed Monkey dynamic monitoring project has been reported in a special issue. As the output of the project, *Green Paper on Protection of Black Snub-nosed Monkey* has been commissioned to be published by Yunnan People's Publishing House;
- Two environmental education and training courses were carried out to improve the project development and management abilities of the protection staff of 22 government industries and ecological and environmental protection institutions in Yunnan, Guangxi and other places;
- Through live broadcast, Shengtai Yixing (ecological journey) activity, Black Snub-nosed Monkey Facebook Summer Camp, bird ecological forum and other forms, the project has attracted attention from tens of millions of people;
- Continued to explore the friendly mode of community development and protection, conserve *Apis cerana cerana* Fabricius and endangered Chinese herbal medicines, so as to promote the green and sustainable development of the community;
- Promoted the implementation of "Noah's Ark Biodiversity Conservation Issues Alliance" and jointly with multiple project centers built a Chinese brand of biodiversity conservation .



Tropical Monsoon Rain Forest Conservation Highlighted by Asian Elephants

Through the Menghai Asian Elephant Habitat Restoration Project, completed a restoration of 5,807 mu of Asian Elephants' habitat in Menghai County, Xishuangbanna; developed and produced 30,000 copies of the popular science picture book *Seeing Asian Elephants*; organized the "SEE Noah's Ark Menghai Asian Elephant Conservation Project Assessment Meeting & Asian Elephant Conservation Report Exchange Meeting in Three Prefectures and Nine Counties of Yunnan Province"; set an early warning system for Asian Elephants in Menglun Town to receive early warning information in real time through the website of early warning system for Asian Elephants (elephant.noahsark.org.cn).



Asian Elephant Conservation Symposium

Warm Monsoon Rain Forest Highlighted By Green Peafowl

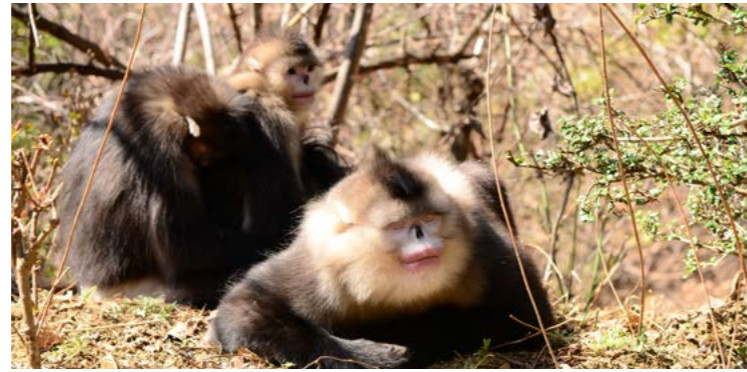
Continued to carry out the joint management area project of Green Peafowl habitat in Yao Village, conduct monthly centralized training for patrolmen, and provide community upgrading training for patrolmen and community residents. No poaching had been detected in the protected area. Through infrared camera monitoring, the number of wild animals in the management and protection area increased to 22, compared with 19 in 2018. Through the bee breeding training in the community, the team members and community residents had basically mastered the movable frame breeding technology of Chinese bees. Based on the investigation of the Green Peafowl habitat in the middle and upper reaches of Yuanjiang River, nine regions with stable Green Peafowl population had been identified, and two suitable locations had been found for the construction of common management and protection area of Green Peafowl habitat.



Green Peafowl photographed in the national nature reserve

Cold Temperate Zone Alpine Biodiversity Conservation Highlighted by Black Snub-nosed Monkey

A villager patrol team was set up in Laojun Mountain to track and monitor the Black Snub-nosed Monkey on a daily basis. Three competency trainings were carried out to improve the patrol capability of local protection agencies. Fifteen infrared cameras were deployed to monitor the wildlife activities in the area. At the same time, the "Petty Sum" fund was launched and benefited five villagers due to their proposed activities. A popular science open course with the theme of "Lijiang alpine plants influencing the world" was held in Lijiang Library.



Black Snub-nosed Monkey in Baima Snow Mountain

In Baima Snow Mountain, the project provided personal accident insurance for patrol guards and 240 field backpacks for patrol guards through "SEE China Patrolman Care Fund". Entrusted by Management and Protection Bureau of Yunnan Baima Snow Mountain National Nature Reserve, the project invited Secretary General XIAO Jin, Professor YANG Yuming, Professor HAN Lianxian, Dr. WEN Cheng and other scientists to provide training for more than 40 cadres and workers from the Bureau, its two branches in Deqin and Weixi and other stations to improve their ability of community sustainable development, and to sort out the work direction of the reserve in the next five years.



Training exchange meeting on sustainable development of community in nature reserve

Habitat Restoration in Key Ecological Areas

In 2020, the "Northwest Yunnan Vegetation Restoration" project was launched, which prepared more than 30 native plants for the vegetation restoration in Northwest Yunnan, and raised tens of thousands of seedlings. In the three greenhouses constructed in the early stage of the project, endangered Chinese herbal medicine seedlings and seedlings suitable for local growth have been planted, laying a foundation for the subsequent vegetation restoration and demonstration planting of Chinese herbal medicine in Northwest Yunnan. Purchased accident insurance for 73 patrol guards, provided 70 sets of waterproof outdoor assault suits for the patrol team, and offered them the repair funds for villagers' patrol sheds through "SEE China Patrolman Care Fund".



Seedlings for vegetation restoration in Northwest Yunnan

Cooperation for Community Livelihood Development

Continued to provide technical training on beekeeping and endangered Chinese herbal medicine for villagers in northwest, central and southern Yunnan, and developed five practical manuals for villagers, including *Technical Manual on Scientific Breeding of Apis cerana cerana Fabricius*, *Manual on Prevention and Control of Major Diseases and Pests of Chinese Herbal Medicine*, *Rare and Endangered Plants*, *Medicinal Plants and Nectariferous Plants*.



Practical manual for villagers

Green Environment Education

In 2020, the project carried out 14 green environment education activities, including 3 live broadcasts, 5 investigation meetings, 2 training sessions and 4 public experience activities, and built 3 nature education bases for Noah's Ark.



Establish Noah's Ark Biodiversity Alliance

On the afternoon of November 8, 2020, the "SEE Noah's Ark Biodiversity Alliance" was jointly launched by eight SEE project centers in Southwest, Guangxi, Sichuan, Xinjiang, Northwest, Qinghai, Hainan, Guizhou.



SEE Noah's Ark Biodiversity Alliance established

Comments on Project

"Noah's Ark" is a regional brand project of SEE Foundation. It effectively allocates internal resources, carries out extensive cooperation with various stakeholders including the government, and joins social forces together, so as to form a good ecological and social demonstration effect. Every project should learn from "Noah's Ark" to go with a complete project system, a group of core donors (public welfare fund), a group of scientific experts to grasp the direction, a project management committee and a professional implementation team. It aims to do a good job in ecological protection, and help the local people to improve their livelihoods and form a sustainable development protection mode. At the same time, the project has highlighted species that are easy to identify, such as Black Snub-nosed Monkey in southwest mountains. The project products require a complete marketing system that should be operated with the thinking of brand marketing. In this way, a regional brand will be built and donations can be raised continuously. This kind of protection mode and management experience can be replicated and promoted across China, which has reference value to the whole society.

——QIAN Xiaohua, the fifth Executive Chairman of Council, SEE Foundation

Based on science, "Noah's Ark" project promotes the conservation of the primeval forest ecosystem in Northwest Yunnan through protection of endangered species such as Green Peafowl, Black Snub-nosed Monkey and Asian Elephant in key ecological areas, and establishes a participatory protection mode with community as the main body. Through Chinese herbal medicine planting, beekeeping technology training and other alternative means of livelihood, it improves the livelihood level of local villagers, so as to reduce the excessive dependence on wildlife resources, and actualize the protection of local ecological environment and sustainable economic development.

"Noah's Ark", through the strategy of joint management and protection by the community, establishes an effective business path for the community to connect with the market. Combined with Alibaba, Tencent and other Internet public platforms, it gathers social resources, raises more public awareness of protection, and sets exemplary significance for global biodiversity protection. It also greatly contributes to biodiversity protection and community sustainable development in southwest mountainous areas of China, and establishes a model with Chinese characteristics for future reference.

——ZHANG Li, Secretary General of SEE Foundation
Professor of Beijing Normal University

Save the Smile of Yangtze River

Under the guidance of the new idea “socialized participation in rescuing Yangtze Finless Porpoise (*Neophocaena aisaorientalis*)”, “Save the Smile of Yangtze River - Conservation of the Yangtze Finless Porpoise” project, focusing on six sections, namely, “assist patrol”, “communication and promotion”, “legislative research”, “platform construction”, “relocation protection” and “Finless Porpoise research”, has formed three brands, namely “Assist Patrol”, “Finless Porpoise and Love - Dissemination Project” and “The Finless Porpoise Jumps Out of the Water – Scientific Popularization and Research Project”. The Ministry of Agriculture and Rural Affairs has attached attention to the action of protecting Finless Porpoise represented by entrepreneurs and has started providing financial support .

Project Outcomes in 2020

5 **280,000** km²
 ● projects fulfilled ● patrol in total

87 **70** tons
 ● crackdowns on illegal fishing ● discarded nets

4,000
 ● patrolmen



Yangtze Finless Porpoise © JU Tao

Through four years of pilot demonstration, “Assistant Patrol” project promoted the transformation of fishermen into community rangers, which not only solved the livelihood of fishermen who have changed jobs, but also increased the “community patrol rangers” for the protection of the Yangtze River. In 2020, the project directly supported 93 fishermen who have shifted to other industries to become assistant patrol guards. They patrolled 9 demonstration sites in the main stream of the Yangtze River, Poyang Lake and Dongting Lake, with a total mileage of over 280,000 kilometers. They cracked down illegal fishing 87 times and cleared over 70 tons of discarded nets. So far, more than 100 auxiliary patrol teams have been established, with about 4,000 patrol guards.

▣ Pilot Experience Officially Adopted by National Policy

On November 24, 2020, Ministry of Agriculture and Rural Affairs, Ministry of Human Resources and Social Security, and Ministry of Finance jointly issued *Opinions on Establishing Fishery Administration Assistant Patrol Teams in the Yangtze River Basin* (Nong Ban Chang Yu [2020] No. 7 Document), which requires all provinces in the Yangtze River basin to establish assistant patrol teams, innovate fishery administration law enforcement and supervision mechanism, and build a new law enforcement and supervision system combining specialized management with group management, so as to fully adapt to the new situation and requirements of the year-round ban on fishing in the Yangtze River basin, and implement the related requirements of “joint efforts on large-scale protection and avoid large-scale development”. This shows that assistant patrol, as one of the important ways of group management, has been upgraded to national policy and widely spread in the Yangtze River Basin.



Assist patrol

▣ Promote Promulgation of Yangtze River Protection Law

To promote the legislation on Yangtze River protection, the project, together with Wuhan University, held a forum with a number of NGO partners to offer suggestions. On December 26, 2020, the 24th session of the Standing Committee of the 13th National People’s Congress passed Yangtze River Protection Law of the PRC, which came into force on March 1, 2021.



Legislation seminar on ecological and environmental protection of the Yangtze River

Government Cooperation: Renew Memorandum with Yangtze River Office of the Ministry of Agriculture and Rural Affairs

On May 7, the Fisheries Administration Office of the Yangtze River Basin under the Ministry of Agriculture and Rural Affairs and the Changjiang Conservation Foundation (CCF) initiated by the Yangtze River Project Center, jointly signed a three-year cooperation memorandum in Shanghai. The two sides have conducted extensive cooperation on increasing publicity and implementation of the Yangtze River protection, vigorously implementing the assistant patrol system, and exporting experience in ecological protection through international cooperation.



Joint signing the cooperation memorandum

Alternative Livelihood: Explore New Mode to Combine Public Welfare and Commerce

Sign Agreement on "Fish in Yangtze River" Project

On July 31, CCF held a signing ceremony with the Yangtze River Fisheries Research Institute of China Academy of Fishery Sciences and Hubei Province Aquatic Ecology Institute of Yangtze River on the project of "Fish in Yangtze River". The three parties will work together to explore a new mode, integrating public welfare and commerce, of alternative livelihoods for fishermen switching to other industries, and help the Yangtze River protection to reach a new level. The improvement and miniaturization of land-based circulating water breeding system have been completed in 2020, and the pilot scheme will be started in 2021.



Three parties to sign agreement on "Fish in Yangtze River"

Launch of "Fisherman's Station" Project

Under the guidance of the Yangtze River Office of the Ministry of Agriculture and Rural Affairs, CCF and Shanghai Yangtze River Fish Protection Foundation (YFF) jointly launched "Fisherman Station" project to guide fishermen to shift to other industries. The project has the functions of inheriting and displaying traditional fishing culture, selling and displaying characteristic fishery products, as well as the employment information transfer of retired fishermen, and the exchange and training for fishermen who shift to other industries. At the project review meeting, 17 projects from the Yangtze River Basin successfully passed the review.



Fisherman Station review meeting

"Finless Porpoise and Love - Dissemination Project" Helping NGO Partners Overcome Difficulties

On April 25, the online review meeting of the competitive funding project "Finless Porpoise and Love - Dissemination Project" was held successfully. Fifteen partner organizations stood out to jointly assist the Yangtze River protection with protecting porpoise as the key.

In the evaluation stage, this year's "Finless Porpoise and Love - Dissemination Project" project had introduced two financing methods, namely "guarantee funding" and "competitive funding" in an innovative manner, to support partners to overcome the difficulties.



Public welfare projects into campus

Skill Training for Assistant Patrol

On October 24, the second "Yangtze River Porpoise Protection Day" serial campaigns hosted by Saving Yangtze Finless Porpoise Alliance and jointly organized by CCF and other units was held in Nanjing. Theme of this year's activity was "saving the porpoise together and building the Yangtze River", which aimed to present the development status of the protection, research, and social participation of the Yangtze River porpoise in an all-round way, promoted industry sharing and cooperation, and fully promoted Yangtze River porpoise protection industry. At the same time, CCF also organized the eighth training course of assisting patrol and protection skills as the parallel activity, which provided the patrol staff with professional knowledge guidance, and assisted them to reach a higher level in the field of professional patrol.



The second "Yangtze River Porpoise Protection Day"

Visit to "Alibaba Goods for Good" Merchants

From December 21 to 23, a team of 16 people including representatives of Alibaba "Alibaba Goods for Good" merchants and CCTV reporters went to Anqing and Tongling, Anhui Province, to conduct a three-day visit to the project of "Helping Assistant Guards to Protect Porpoise". Through personal patrol and face-to-face interview with patrol guards, all business representatives gained a deeper understanding of porpoise protection and the related social problems of fishermen shifting to other industries, thus expressed their determination in guarding porpoises' home and saving "the smile" of Yangtze River.



"Public Welfare Baby" visits Anhui assistant patrol station in Anhui

"We are in Action to Protect Porpoises" Serial Activities

"Guarding Porpoise · 2020 Dangdai Tianxin Public Welfare Tour to Yueyang" was successfully held in Yueyang. 22 company representatives and customers from Dangdai Tianxin visit to Dongting Lake in Yueyang, the front line of assistant patrol demonstration site, to survey porpoise habitat there and experience the assistant patrol guards' daily routine. In addition, they brought hats, gloves, coats, etc. to help the patrol guards fight against the cold, so as to support the protection of porpoises' home.



"Guarding Porpoise · 2020 Dangdai Tianxin Public Welfare Tour to Yueyang"

Partner's Comments

The great protection of the Yangtze River has made the public realize the importance of the Yangtze River protection, and made slogan "protecting the Yangtze River equals protecting ourselves" became widely-spread.

"Saving the Smile of Yangtze River" takes the protection of Yangtze River porpoise, the renowned species of the Yangtze River ecosystem, as the starting point, solves the most urgent problems in protecting porpoises, and drives more NGO partners to jointly implement assistant patrol and protection. The transformation from "fisherman" into "fish and porpoise protector" not only provides them with new livelihoods, but also strengthens the auxiliary law enforcement of fishery administration and attracts more front-line executives to protect the Yangtze River ecology. From design to implementation and expansion, the project fully reflects the essence of entrepreneurs' environmental protection concept of "paying attention to practical effect", and "high position, high quality and high efficiency" of their work

We are willing to continue to cooperate and make more contributions to the great protection of the Yangtze River.

——HU Shibin, President of Anhui Yangtze River Environmental Protection Association

Partner's Cases

Yulin port, Gutang Town, Lianxi District, Jiujiang, Jiangxi Province, is located near the confluence of the Yangtze River and Poyang Lake. WANG Diyou, aged 53, has been dealing with rivers and lakes here for most of his life. In his teens, he followed his father and brothers to catch fish on boat, and later he relied on fishing to support his family.

In 2016, WANG Diyou decided to retire from the industry and laid down the fishing net that he had waved for more than 30 years, and became an "assistant patrol guard". Compared with giving up fishing of which he worked more than 30 years, he was rather pained to see the frequent picture of dead fish floating on the river. Gradually, he became an obligatory preacher, calling for all to fishing in a proper and legal way and protect aquatic creatures such as porpoises. Guided by policy and the encouraged by WANG Diyou, villagers like ZHONG Xiangzhi, YANG Fayun and YANG Falin also joined WANG's team. The four people built the first assistant patrol team of old fishermen in Jiujiang City. With the joint efforts of WANG and fishery officials, illegal fishing and gears were gone. Within the boundaries of patrol, Yangtze River porpoise's population increased significantly, and the ecological environment was effectively improved. From fishing to fish protection, WANG believes that with the change in public perception, there will be more and more river fish species and the aquatic environment will become better.

Outcomes of Local Project Centers in 2020

Hunan Project Center "Safe Water Source Plan"

From June 13 to 14, Hunan Project Center participated in the workshop of "Safe Water Source Plan" to analyze and discuss water source protection with 19 partners from Sichuan, Hunan, Hubei, Jiangxi, Anhui, Fujian, Guangdong and other places in the Yangtze River Basin. From October 22 to 23, it participated in the 2020 Summary meeting of Safe Water Source Plan to further explore the road of water source protection.



Workshop of "Safe Water Source Plan"

Anhui Project Center Ecological Conservation of Anhui Section of Yangtze River Launched Online

In order to promote the nature education of Finless porpoises and awaken the public to protect them, the "Ecological Conservation of Anhui Section of Yangtze River" was officially launched on Gongyi.qq.com on August 26. The project focuses on finless porpoise protection and seeks solutions to social problems in the post-fishing era by means of cultural communication and nature education. In 2020, two non-governmental ecological investigation teams mainly composed of fishermen have been established, a report on the ecological science examination of the whole basin in Anhui Province was completed, a fishermen training point for alternative living, a finless porpoise science base, a filming and communication team with the mission of promoting Wanjiang ecological culture were established, and a fishermen employment information platform supported by the government was built.



"Finless Porpoise Cafe" activity

2

- folk investigation teams of finless porpoise ecology

1

- report on the whole basin's ecological scientific research in Anhui Province

1

- fishermen training point for alternative living

1

- science popularization base for finless porpoise

Chongqing Project Center Guard the Yangtze Sturgeons

Chongqing Project Center, aiming at reconstructing/restoring wild population of Yangtze sturgeons (*Acipenser dabryanus*) and promoting aquatic ecological protection in the middle and upper reaches of the Yangtze River, carried out research on identification and characteristics of the suitable habitats of Yangtze sturgeons in Chongqing section of the Yangtze River; assisted a team of patrol volunteers in guarding Yangtze sturgeons' home, patrol rescuing eight Yangtze sturgeons and some rare and endemic fish in the Yangtze River.



"Amazing Adventure in Yangtze River" kit

By the end of 2020, Chongqing Project Center has carried out 8 public environmental education courses on "Bringing Yangtze Sturgeons Home" for 1,400 teachers and students of 18 schools, developed a set of environmental education kit for Yangtze Sturgeons and distributed them to more than 100 nature education institutions, schools and NGOs. In addition, the Center printed *Yangtze Sturgeons Baby's Adventure*, the first picture book of the Yangtze Sturgeons, carried out 13 sessions of parent-child family activities "Journey along the Yangtze River", so as to jointly promote the protection and restoration of the freshwater ecosystem of the Yangtze River.

31,000 km²

- water area patrol

8

- Yangtze Sturgeons rescued

18

- schools enjoying environmental education

1,400

- participating teachers and students

100⁺

- units receiving environmental education kit

13

- events of "Journey along the Yangtze River"

Poyang Lake Project Center Release Fry for "Poyang Lake Great Protection"

On June 6, sponsored by the Yangtze River Fisheries Administration of the Ministry of Agriculture and Rural Affairs (Yangtze River Administration), undertaken by Shangrao Administration of Agriculture and Rural Affairs, and co-organized by Administration of Agriculture and Rural Affairs (Fishery Administration Bureau) and SEE Foundation, the main venue "National Fish Release Day" in Jiangxi Province was held in Yugan County. Poyang Lake Project Center organized volunteers to release a total of 14.5 million fry of four major Chinese carps to Poyang Lake.



Volunteers from Poyang Lake Project Center went to Yugan County to release fry to the Poyang Lake

Projects of Local Project Centers



SEE has been focusing on the issue of species conservation for a long time. With the help of the established conservation network, Project Centers across the country carry out scientific ecological protection activities to protect rare and endangered wildlife, ecosystems and species genetic diversity, so as to improve public awareness of environmental protection and guide and promote the formation of citizens' environmental protection behaviors.

067
⋮

North China and Shanxi Project Center "Take Leopard Home" to Protect North China Leopard

SEE's North China Project Center and Shanxi Project Center continued to fund the "Take Leopard Home" project, reached strategic cooperation with Heshun County government on protection, and built a structure of "government-community-environmental protection public welfare organization", so as to promote the in-depth implementation of patrol, anti-poaching, rescue, investigation, etc.



Grazing vegetation survey

In 2020, they completed source population survey on North China leopard (*Panthera pardus fontanierii*) in Taihang Mountain to provide a scientific basis for the "Take Leopard Home". At the same time, Pingyao Nature Education Base was established to improve the scientific research, planning and implementation ability of the project team. Survey of mammals and assessment of key habitat types in the northern section of Taihang Mountain to Yanshan Mountain (corridor nodes) were completed, information sharing and feedback mechanism with government departments were built, and volunteers' professional ability was improved to engage them in the project in a more efficient manner.

North China and Liaoning Project Centers Spotted Seal Conservation in Liaodong Bay

The North China Project Center and Liaoning Project Center jointly carried out the synchronous monitoring of spotted seals (*Phoca largha*) at 10 sites. The statistical data by scientific observation showed that the total population of spotted seals in the wild was 341. Four talks on spotted seals and the conservation camp of spotted seals on Changshan islands in Changhai Town were held in succession.



Spotted seals monitored

North China and Liaoning Project Centers Population Return Conservation of Taxus Cuspidata in Northeast China

The project of population return protection of *Taxus cuspidata* (*Taxus cuspidata* Sieb. Et Zucc.) in Northeast China jointly carried out by North China Project Center and Liaoning Project Center has completed the reconstruction of science popularization venues within the year. Through the scientific research and field investigation of wild species resources, the project team found 8 wild *Taxus cuspidata*, completed a return site for the plant, and returned 20 seedlings. The science popularization education has been carried out in 14 prefecture-level cities in Liaoning Province, and four science popularization activities have been held successively on campus.



Taxus species protection project: field investigation

8

● wild *Taxus cuspidata* trees found

20

● seedlings returned

14

● provincial and prefecture level cities enjoying science popularization education

4

● events of "science education on campus"

Northwest China Project Center 17.33 ha of Bamboo Seedling Forests for "Panda's Cafeteria" Replenished

Northwest China Project Center carried out the last replenishing and tending of 17.33 ha bamboo seedling forest. Tending includes clearing weeds and vines, digging holes, etc., to create good light and ventilation conditions for young bamboos to grow. A small amount of local food could be added to giant pandas' diet in 2021, and 39,000 kg of edible bamboo will be provided for giant pandas every year after 2023.



Bamboo growth in "Panda's Cafeteria"

068
⋮

Pearl River Project Center

“Guarding South Elves”: Endangered Species Conservation in Guangdong

The “Guarding South Elves” Project finished the initial establishment of a community workstation for pangolin conservation in Huidong County, carried out patrol monitoring and public education of related fields for one year and discovered the population of pangolin (*Manis pentadactyla*). The Yellow-breasted Bunting (*Emberiza aureola*) Conservation Project conducted species protection promotion activities on campus and monitored the wintering sites for yellow-breasted buntings. The Wholphin Conservation Project investigated and analyzed the populations of Chinese white dolphins (*Sousa chinensis chinensis*) and Indo-Pacific finless porpoises (*Neophocaena phocaenoides*) in the Pearl River Estuary and Zhanjiang and identified more than 1,000 white dolphins.



Pangolin community protection site



Patrol monitoring



Public education



Guard the South Elves © LIN Wenzhi



Chinese pangolin

Hunan Project Center

Biodiversity Conservation of Dongting Lake

In 2020, Hunan Project Center successively visited East Dongting Lake Nature Reserve Bureau, East Dongting Lake Père David’s Deer (*Milu*) Conservation Association and Milu/Migratory Bird Assistance and Refuge Center to explore how to carry out protection with the typical wetland animal Milu as the starting point. The Center has secured the shared cooperation intention with East Dongting Lake Nature Reserve and will work with experts from the Nature Reserve and relevant social-environmental organizations to compile the “Project Action Plan”.



Elk

Guangxi Project Center

Community Protection of Qunan White-headed Black Langur

The Guangxi Project Center continued to support Guangxi Biodiversity Research and Conservation Association to complete the survey of mammals and natural resources in the Qunan community protected area, and compiled Survey Report on Natural Resources in Qunan Community. In collaboration with Peking University and Guilin University of Technology, it researched on the population sociology and ecological corridor of white-headed black langurs (*Trachypithecus leucocephalus*).



Qunan patrol team on patrol

In addition, Guangxi Project Center funded Guangxi Biodiversity Research and Conservation Association to complete many meetings on community’s self-governance capacity building, training and co-management, which greatly improved the self-governance and equal communication consultation mechanism of the trained communities.

Sichuan Project Center

Bring Pandas Home

From March to September 2020, the “Bring Pandas Home” project completed the monitoring of the growth and regeneration of bamboo, and the monitoring of small animals in giant pandas’ habitats in 6 plots. On April 11, during the investigation of bamboo in Yangchagang, traces of feeding activities of wild giant pandas were detected in the plot. Combined with the previous investigation results, the freshness of feces and the judgment of residual bamboo branches, we could see that the panda had recently foraged in this area. This discovery indicates that signs of pandas’ activities had emerged in the dense bamboo forest originally without their access, and that the project’s experiment on habitat improvement has achieved initial results.



Plots monitoring

In addition, the center completed the data collection and relocation works of infrared camera in bamboo sample plots, processed a total of 16,287 infrared data and collected 1,001 wildlife data. In addition, more than 900 mu of giant panda habitat in Nibashan area was reconstructed, and more than 500 mu of giant panda habitat in Paocaowan area were cleared.



Monitoring traces

16,287

• infrared camera trap data processed

1,001

• 1,001 wildlife data collected

60⁺ ha

• giant panda habitat in Nibashan area reconstructed

33.33⁺ ha

• giant panda habitat in Paocaowan area cleared

Sichuan Project Center

Felid Conservation

To promote the healthy development of felid habitat in Xinlong County, Administration of Forestry and Grassland in Xinlong, Sichuan Project Center and Chengdu Aisiyi Ecological Protection Center invited a number of experts to jointly complete *Felid Conservation and Management Plan in Xinlong (2021-2023)*. It is planned to establish three community-protecting areas in three years to improve the professional ability of the team on monitoring patrol and protection.



Installation of the infrared camera in Xinlong

In 2020, 185 person-times of villagers of Wari and Yimai monitored and patrolled for deforestation, poaching and forest protection and fire prevention. In the area, there were 21 effective monitoring points with infrared cameras, and 7,298 images of birds and mammals were recorded. Among them, there were 4 species of Felidae (leopard cat (*Prionailurus bengalensis*), lynx (*Felis lynx*), leopard (*Panthera pardus*) and snow leopard (*Uncia*)) in 75 photos.

185

• times of monitoring and patrol in protected area

21

• effective monitoring points

7,298

• image records of birds and mammals

Ningxia Project Center
Protection of North China Leopard

Ningxia Project Center worked with Management Bureau of Liupan Mountain National Nature Reserve, Fudan University and CFCA to conduct research on North China Leopard Conservation in Liupan Mountains. In the ten-year conservation plan, the project team would not only carry out research on and conversation of wildlife, but also explore a new way to achieve the harmony between man and nature.

In 2020, the project team finished the initial construction of infrared camera monitoring network covering the whole nature reserve, conducted three sessions of patrol training, four expeditions of field work and three drives of data collation. It also accumulated images of diversified wild animals, EDNA samplings and analysis, and continuously explored and improved the mode of investigation into wildlife.



Staff install monitoring cameras



A North China leopard taken by cameras

Xinjiang Project Center
Protection of Xinjiang Snow Leopard and Ili Pika

Xinjiang Center, together with the volunteer team of Wilderness Xinjiang, upgraded the investigation and protection project of Xinjiang snow leopard to a cross-border joint move. Under the guidance and support of the State-owned Forest Administration Bureau in the east of Tianshan Mountain and the Sardaban Township government, the volunteer patrol team for community's snow leopard protection was established and managed in a united manner.

At the same time, Wilderness Xinjiang trained the management and protection personnel of Qinghe Branch of State-owned Forest Administration Bureau in Altai Mountain, and included monitoring points for beaver (*Castor fiber*), Mongolian Pika (*Ochotona pallasii*) and brown bears (*Ursus arctos*) into the project.

Xinjiang Project Center supported volunteers to patrol No.1 glacier area of Tianshan Mountain regularly. According to the monitoring data of Ili pika (*Ochotona iliensis*), its population is decreasing. In addition, the Silk Road Project Center supported LI Weidong's natural ecological protection service studio to complete the field investigation of *Ochotona curzoniae*, a related species of Ili pika.



Installation of the infrared cameras



LI Weidong Office Team Conducting monitoring and patrol work

6

CHAPTER

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

Green Starters | 073

Growing Up Together | 077

Marine Protection Special Project | 081

United Strength in Joint Projects | 085

UN Sustainable Development Goals



Green Starters

In 2012, SEE Foundation introduced “Angel Investment” into the field of environmental protection and launched “Green Starters”, which specifically supports the environmental protection charity organizations in their initial stage and assists those environmental protection charity entrepreneurs who care about the environment and their homes and are full of entrepreneurial spirit to successfully complete the organization start-up.

“Green Starters” is dedicated to exploring and supporting the environmental protection charity teams in the initial stage, especially those with strong mission and dedication to environmental and social issues, to make more excellent environmental protection organizations appear, so as to promote the ecology of environmental protection and public welfare industries to be more healthy and diversified, and ultimately achieve the goal of ecological environment protection and sustainable development.

Project Outcomes from 2012 to 2020

411

● start-up environmental protection organizations subsidized

31

● provinces and regions across China



36.77 million yuan

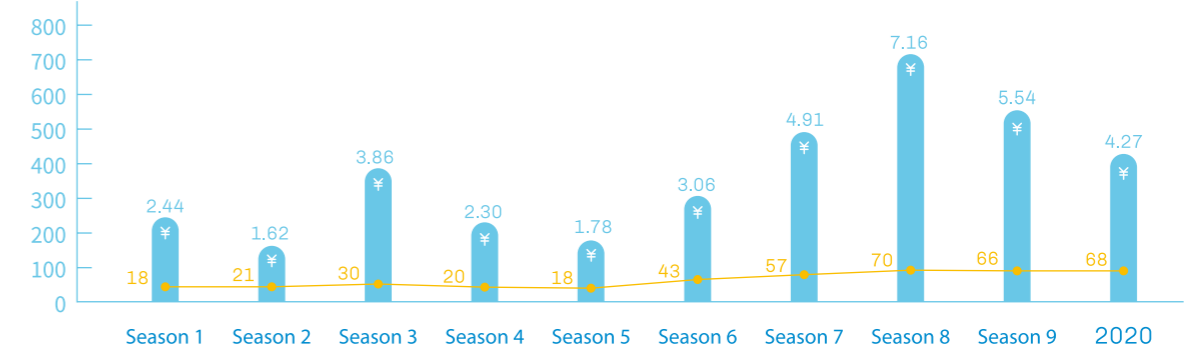
● total funding



Funding Team and Funding Amount over the Years

Amount of Subsidy (Million yuan)

Funding Team



Through the survey of 277 funding organizations in the first eight seasons of the “Green Starters”, the following results were found: 61.11% of all the organizations survived for 8 years, 73.6% for 5-7 years, and 81.91% for 2 to 4 years. A total of 37 “Green Starters” were selected into the “Growing Up Together” funding project, and the proportion of selected organizations in each year was more than 20%, accounting for 55% of the “Growing Up Together” funding partners.

61.11%

● 61.11% of organizations survived for 8 years

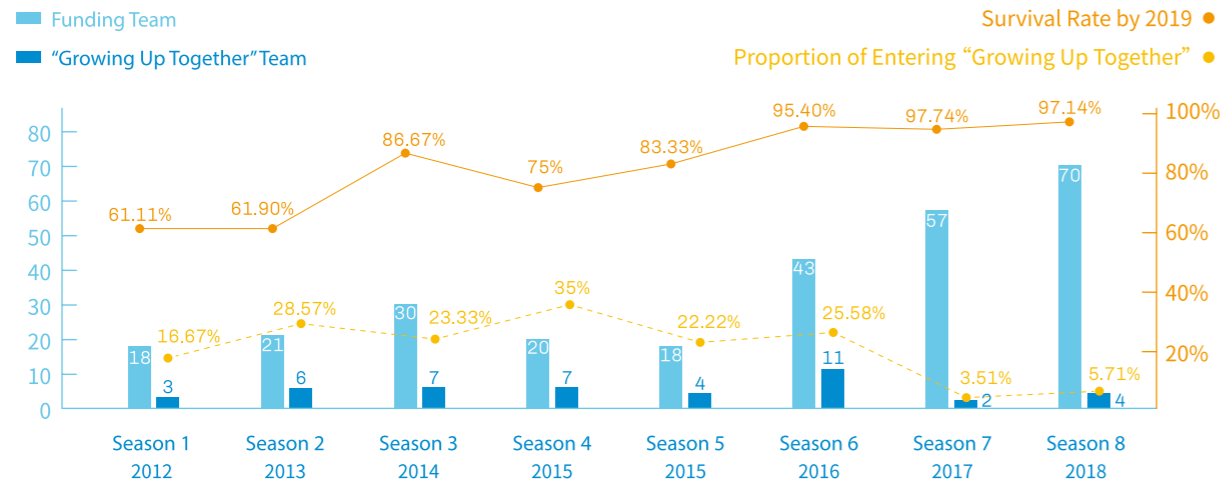
73.6%

● organizations survived for 5 to 7 years

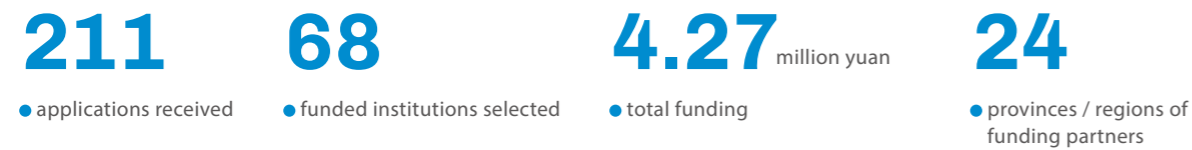
81.91%

● organizations survived for 2 to 4 years

Survival Rate of Funded Partners and Their Participation in "Growing Up Together" from 2012 to 2018



In 2020, a total of 211 funding applications were received by "Green Starters", and 68 institutions were selected, with a total funding of 4.27058 million yuan. Funding partners are from 24 provinces / regions. The funded teams involved a variety of topics like nature education, species and habitat protection, wetland, marine and other habitat protection, wildlife protection, etc.



Encourage Entrepreneurs to Cross Boundary to Participate in Public Welfare

As of December 2020, 15 on-site evaluation meetings have been organized in local project centers of SEE, and 75 entrepreneur members and 23 public welfare funding consultants have formed cross-cutting evaluation panels, contributing 423 hours of volunteer service.



Review meeting

Selection System Construction

Completed the development of version 3.0 of the partner growth assessment framework and put it into use in the due diligence and verification link; completed the practice of the tiered and hierarchical funding concept in this year's due diligence and verification link, and the recruitment plan for next year will be optimized based on the implementation of the selection design.



Frontline Work

Report on Analysis and Recommendations of Green Starters Seminar on Sharing and Future Strategy of Green Starters

On December 9, a sharing meeting of *Report on Analysis and Recommendations of Green Starters* and a seminar on the future strategy of "Green Starters" were jointly held with Gongyu Heli Management Consulting. Industry experts, "Green Starters" consultants and entrepreneur members were invited to participate in the meeting. At the meeting, the current situation of China's environmental protection industry, the organizational development stage, the implementation status and influence of "Green Starters" were introduced and analyzed, and the future development of the "Green Starters" project was discussed in depth to form strategic recommendations.



Strategy seminar

Partner's Comments

Lanwan Ecology is the only environmental protection organization voluntarily built by fishermen in China. In the past, our funding came from members' individual donation. Being selected by the "Green Starters" has played a key role in the standardized development of the organization, greatly encouraged the members' confidence in the cause, broadened our horizons and expanded our development space. Finally, on behalf of the team, I would like to thank "Green Starters" and the entrepreneurs for their work and dedication.

——LIU Shujie, Person in charge

"Green Starters" has made me realize that we are not alone, but with partners around. The moderate fund supported and encouraged us to go further and explore the most suitable business and direction in the initial period when we were confused with public welfare. We can better integrate into the local environmental protection and public welfare industry, as well as exchange with others. It drives us forward in the environmental protection industry and the public welfare field.

——LIU Fangfang Founder / General Manager

As "business angle" for China's public welfare environmental protection institutions, "Green Starters" has become the leading brand of this special niche in China's public welfare environmental protection. Along the way, hundreds of environmental protection organizations have grown from small seedlings to big trees with its help, and the project itself is gradually evolving with more scientific and comprehensive evaluation model and more concise and efficient evaluation process, so that potential organizations and leaders can have more opportunities to grow up. At the same time, "Green Starters" also relies on the huge network of local entrepreneurs of SEE Foundation and SEE, so that more local public welfare environmental protection institutions can access to funding and development opportunities. In the evaluation process, I am also learning and growing. I saw countless excellent and persistent people, and was so impressed and inspired. We look forward to "Green Starters" in the new year.

——WEI Qian Director of China Birdwatching Association

Growing Up Together

Growing Up Together, a project supporting growing environmental protection organizations, was jointly launched by SEE Foundation and Global Greengrants Fund (GGF) in December 2012, and was funded by Zhejiang Dunhe Foundation, Narada Foundation and Shenzhen Mangrove Wetlands Conservation Foundation, and jointly implemented by He Yi Institute. By providing a total of 300,000 yuan unlimited financial aid for three consecutive years and the growth support by Growing Up Together mentor, the project helped its partners cope with the development bottleneck in the growth process, facilitated their breakthroughs in the direction of “core business accumulation”, “team specialization”, “resource diversification”, supported them to become the leading core of the region or topic, so as to respond to environmental problems more effectively.

Project Outcomes in 2020

12

• new partners

80

• accumulated partners



24

• new mentors of the year

171

• mentors in total

4,060

• hours of annual volunteer service by mentors

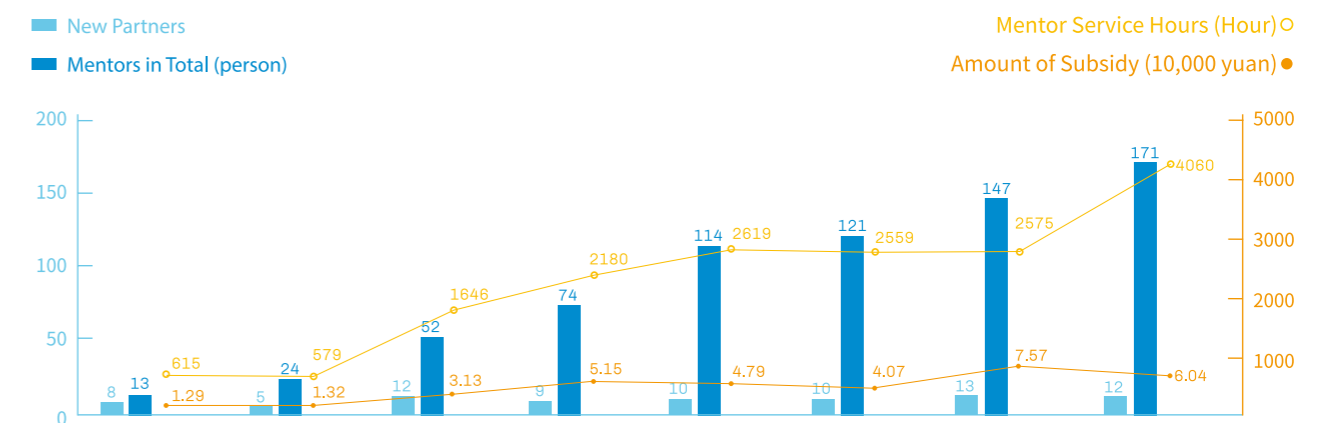
8

• cities witnessing Jingcao Carnival

31

• sessions of Jingcao Carnival on campus

Funding Team and Funding Amount over the Years



Optimize Admission Process of GUT

In response to the pandemic, GUT introduced an online observation group for candidates and rapid assessment of partner's growth in 2020. More than 90 mentors formed an observation group to carry out in-depth online communication with 18 candidates.

Mentors Grow up with Partners

GUT mentor group has carried out offline visits to 12 new partners of the year to measure their talents. It has also carried out offline visits to institutions such as Qinghai Gangri Neichog Research and Conservation Center, Friends of Nature·GAIASCAPE Studio, Shanghai Clover Nature School and Zero Waste Villages.

Mentor WANG Ying and Sanyuan team members carried out Sanyuan strategic diagnosis and consultation for 12 new partners to help them identify development bottlenecks, and provided diagnosis and consultation service.



GUT mentors visit new partners

GUT Partners Cooperate to Innovate

GUT Public Cooperation Fund has been developing steadily, and 5 community mutual aid or cross-cutting issues joint action projects have been selected from 10 joint projects.

In October, "Ecological Culture Tour to Yellow River Source" led by Plateau Nature Conservancy was held in Sanjiangyuan region. During the 6-day trip, the partners provided 5 training sessions on waste classification and management for 90 local herdsmen and management personnel of Sanjiangyuan National Park. The partners and more than 30 local environmental volunteers collected about 800 kg of waste to promote the waste treatment of Sanjiangyuan region.

In November, the "Collaborative Leadership Workshop" led by GUT partners of China Blue Sustainability Institute and Cloud Mountain Conservation was held in Haikou, attended by 28 GUT and "Green Starters" partners. Led by professional mentors, partners explored the boundary between work and life, different organizational forms, listening styles, mental models, decision-making levels, etc. through immersive learning and group interactive exercises, so as to improve the participatory decision-making ability of GUT partners.



GUT welcomes new partners



GUT collaborative leadership workshop

Cooperation with Project Centers

GUT project has established cooperative relations with 11 project centers of SEE, including North China, East China, Fujian, Shandong, Zhejiang, etc., and jointly carried out a series of activities like GUT annual meeting, GUT partner funding, and Jingcao Carnival.

Outcomes of Jingcao Carnival

In 2020, "Jingcao Carnival" won the "I, the Actor in Beautiful China: National Top 10 Public Participation Cases" jointly issued by the Ministry of Ecology and Environment and Office of the Spiritual Civilization Development Steering Commission, and was awarded the title of "China's Responsibility" annual practical public welfare project by Thepaper.cn in 2020.

The official Weibo account of "Jingcao Carnival" has 89,000 followers, and on World Wildlife Day, together with GUT partners, Weibo Environmental Protection and Weibo Photography, it launched the "China Local Biodiversity" Photography Competition, with more than 77 million views of #GUT Biodiversity Carnival# as Weibo key words.



Scene of Jingcao Carnival

A number of offline activities were held, including 30 campus trips supported by Fujian Project Center, 4 sessions of carnivals supported by Daoda Natural Observation Studio, "Children's Art Evening Party on Environmental Protection" (with 100,000 online views) organized by Pearl River Project Center, the first novel science popularization activity held by Ningxia Project Center around five schools in Yinchuan, Ningxia, three sessions of Jingcao Carnival Photography Exhibition in Yinchuan and its tour in Shaoxing and Shanghai separately supported by Zhejiang Project Center, Huatai Securities and East China Project Center.

Project Comments

It makes a science popularization activity as interesting as a carnival, so that participants can gain knowledge in a relaxed and happy atmosphere. The idea is very attractive, and the public has a pleasant feeling with "Jingcao Carnival". In students' opinion, the "Jingcao Carnival" is fun and interesting with great significance. This immersion experience brings participants a deep sense of enrichment.

—A review of Top 10 Public Participation Cases of "I, the Actor in Beautiful China" in 2020, China Ecological Civilization

Partner's Comments

Under the guidance of the mentor, we have formed the belief system, clarified our mission, vision and values, and then built our core public welfare projects. The biodiversity monitoring and conservation of coral reefs were carried out under the slogan of "plant coral and harvest people's love", from which originated projects like "potential love to protect coral reef", "potential love class" and "global coral image program". It has become the only public welfare organization in China that can monitor and maintain the biodiversity of coral reefs on a long-term basis on the seabed, and enter campus to carry out systematic marine awareness education. It was accepted by IUCN as a member unit.

In 2020, we kept watching at seabed and captured the image of the first coral spawning in Shenzhen, and were rated as the top ten public welfare institutions by the Publicity Department of Shenzhen Municipal Party Committee.

—XIA Jiaxiang, Director of Shenzhen Dapeng Coral Conservation Volunteer Federation, the fifth session of GUP partners

The SWNE has developed rapidly during the past three years. Based on the two subdivisions of urban community and school, as well as rural and farm, it sorted out its core business and set the development mode of "five brands plus core business". At present, 26 series of 256 different nature education courses have been developed in 7 directions, which provide nature education curriculum design and consulting services for more than 100 institutions, cultivate more than 1,000 nature educators and present nature education products for nearly 50,000 families.

—YU Haiqiong, Director of Shanghai Wandering Nature Education Center, the fifth session of GUT partners

Marine Conservation Pilot Project

The Marine Conservation Pilot Project was launched on May 31, 2018, jointly funded by the SEE Foundation and the Packard Foundation of the United States. It aims to provide financial support for domestic institutions and civil society organizations focused on marine conservation in China, provide capacity-building training, institutional strategy consultation and guidance, and carry out project cooperation. Starting from promoting the whole ecological chain of marine non-governmental forces, exploring the possibility of joint cooperation between MCSP and various SEE coastal project centers to carry out marine conservation actions, MCSP helps China's marine conservation society organizations to enhance their operational capacity.



Marine Flagship Species Conservation: Sea Turtle © China Sea Turtle Conservation Alliance, Sansha Marine Reserve Administration, SEE Foundation

Marine Flagship Species Conservation

Rescued Sea Turtles Released Back to South China Sea

On August 9, 2020, supported by the Fishery Administration Bureau of the Ministry of Agriculture and Rural Affairs, No.8 Procuratorial Office of the Supreme People's Procuratorate, the Department of Agriculture and Rural Affairs of Hainan Province, the People's Procuratorate of Hainan Province, the People's Procuratorate of Jiangsu Province, and the Aquatic Wildlife Protection Branch of China Wildlife Conservation Association, SEE Foundation MC collaborated with the China Turtle Conservation Alliance and the CNOOC Marine Environment and Ecological Protection Foundation hosted the "2020 Sea Turtles Back to the South China Sea", released 99 rescued sea turtles after treated and trained for the wild environment.

10 out of the 99 released sea turtles were named by charitable enterprises and individuals including Guangxi Project Center of SEE, and installed satellite tracking devices to monitor their migration routes. By tracking the migration path of sea turtles, it would help to understand the ecology and habitat of sea turtles, collect more scientific research data for sea turtle protection, and provide better guidance on sea turtles conservation.



Al Luming, Chairman of Council, at the scene of sea turtle releasing



Sea Turtle Tag No.198438 traveled nearly 7,000 kilometers in three months before reached Fukuoka, Japan

Carry out Community Co-Management for Sea Turtle Conservation

With the support of the People's Government of Qionghai City, Hainan Province, SEE Foundation, together with China Sea Turtle Conservation Alliance, cooperated with Tanmen Town of Qionghai to carry out the community co-management for sea turtle conservation. The first cooperation agreement was signed for a five-year period. Through cooperation with fishermen community, the project carried out community co-management, helped fishermen develop sustainable livelihoods, and provided sea turtle rescue training for fishermen who voluntarily joined the patrol team.



Three parties signed the agreement for "Sea Turtle Conservation Community"

Blue Economy Demonstration on Protecting Chinese White Dolphins

The area from Sanniang Bay to Dafengjiang estuary is an important distribution area of Chinese white dolphins in China. From November to December 2020, through the preliminary research, the MC team and Beibu Gulf University jointly completed the pilot research report on building a blue economy demonstration case where marine ecotourism can benefit the community. The project would not just benefit the livelihood of the local community, but also protect 350 to 400 Chinese white dolphins living in the area.



White dolphin in Sanniang Bay, Qinzhou

Marine Ecological Joint Project

Restoring Mangrove, Forging Coast Guardians

On September 13, the public welfare project for mangrove ecological restoration, "Restoring Mangrove, Forging Coast Guardians", jointly sponsored by SEE Foundation and Fugong Protection Station in Fujian, was officially launched. The project received donation from netizens of Gongyi.qq.com and SEE's Fujian Project Center to restore over 15 mu of coastal wetlands lost due to coastline erosion. The project was supported by the Third Institute of Oceanography, Ministry of Natural Resources.



Restoring Mangrove, Forging Coast Guardians

Launch "Blue Ocean Campaign"

Mobilizing Bkgongyi.com's participation, and collaborating with the Third Institute of Oceanography, Ministry of Natural Resources, restoration project named "Blue Ocean Campaign" was launched to attract more social enterprises. Bkgongyi.com continued to fund the restoration of more than 40 mu of mangroves in Jiulong River estuary via subscription, so as to enhance the carbon sink function of wetland.



Mangrove forest at Jiulong River estuary

Release Status of Coral Ecosystem in China (2010-2019)

Status of Coral Reefs in China (2010-2019) was released online with the Coral Reef Branch of the Pacific Society of China. The report is the first systematic report on the overall situation of coral reefs issued by an NGO in China. It includes the results and data from decades' coral reef monitoring and investigation carried out by 10 institutions (teams) in China, analyzes the situation and threats of coral ecosystem in China, and makes suggestions on the next step of coral reef conservation in China.



Status of Coral Ecosystem in China (2010-2019)

Organize the "Blue Economy Online Forum"

In October, "Blue Economy Online Forum" was held jointly with China Marine Economy Expo. More than 300 domestic and foreign audiences participated in the online forum, shared brilliant thoughts and carried out in-depth discussion on blue economy, demonstration cases and blue economic financing mechanism.



Blue Economy Online Forum

Building China Marine Conservation Networks

China Marine Funders Alliance (CMFA) is an informal network formed by foundations that support China's marine conservation projects. It was jointly found by SEE Foundation and other domestic and foreign foundations with 28 current organization members. The Secretariat is currently established at SEE Foundation. In 2020, CMFA invited renowned experts and scholars of marine protection from different countries to carry out three online seminars on marine conservation. In October, SEE Foundation MCSP hosted the CMFA 2020 Online Annual Meeting to conduct in-depth discussion on the hot marine topics.



CMFA Annual Meeting

Expert's Comments

In recent years, social welfare funds and the public's enthusiasm for participating in mangrove ecological protection and restoration have risen, but overall, a diversified investment mechanism for coastal wetland protection and restoration has not yet been fully formed. The public welfare crowdfunding project "Restoring Mangrove, Forging Coast Guardians" implemented the ecological restoration of degraded mangroves in Jiulong River Estuary, Fujian, has been significant to improve the ecological quality and ecological functions of the local mangroves on the ground. It also increases public awareness of the importance of mangroves and encourages public participation in ecological protection and restoration. More importantly, this project serves as an exploration to improve the mechanism for social and corporate public welfare funds to participate in mangrove protection and restoration and will play a positive role in supplementing government funds with public participation and diversified funding.

——CHEN Guangcheng, Researcher of the Third Institute Of Oceanography, Ministry of Natural Resources

Partner's Comments

In order to promote the protection of the marine ecosystem and strengthen the protection of sea turtles, under the guidance of the Bureau of Fisheries of the Ministry of Agriculture and Rural Affairs, the China Sea Turtle Conservation Alliance (CSTC) was formally established on May 23, 2018. Since the establishment of the CSTC, it implemented different sea turtle protection projects in various forms. The colleagues of SEE Foundation MC have embodied the sense of responsibility and mission of environmentalists in the marine species conservation and sea turtle conservation project. This year, they promoted the concept of marine protection and species protection through public welfare activities such as the "Sea Turtle Marathon" and "Sea Turtle Conservation Communities". The efforts of MCSP have reduced the negative impacts of fishery activities on marine species like sea turtles, actively promoted the protection of sea turtles and other marine life, and contributed to the restoration of China's marine ecosystem. The SEE Foundation was also promoted to the vice-chair origination of the CSTC this year.

——CHEN Fang, Secretary General of China Turtle Protection Alliance

Project Outcomes of Local Project Centers in 2020

Taiwan Project Center Tamsui River Bank Clean-up and Recording Plan

To protect Taipei's riverbank where people live, in early 2020, "Tamsui River Bank Clean-up" was launched in the Taiwan Project Center of SEE, and the coastal line of 1.5 kilometers was cleaned and data recorded. It organized the river garbage fast screening workshop to record the pollution degree of an average of 10-meter section by visual inspection, and provided a scientific and rapid method for the big data investigation of garbage scattered in the river basin.



Environmental protection project exchange

Joint Public Welfare

Partner Projects

In cooperation with nearly 40 partner organizations, 35 partner projects were launched online across the country in the range of species protection, Yangtze River protection, wetland protection, marine protection, nature education, pollution prevention and control, etc. with a total fund-raising of more than 5.62 million yuan.



Online activity page of "Ape in the World"



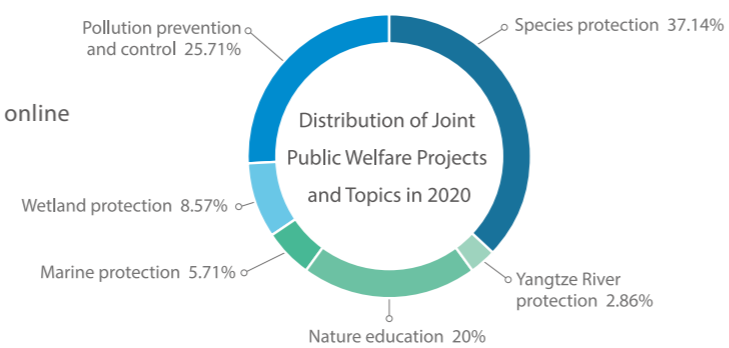
Online activity page of "Safe Water Project"

40 **35**

- partner institutions
- projects of partners launched online

5.62 million yuan

- total fund raised



Issue Operation Guide

The issue of *SEE Foundation's Operation Guide on Joint Public Welfare Projects* provides clear guidance for the management of joint public welfare projects and improves the project access qualification from multiple perspectives such as institutional qualifications, project areas, and project plan quality, etc.

Spot Check and Review of Projects

In view of the joint public welfare projects supported over the years, we completed spot check, audit and evaluation of 14 joint projects carried out by 6 partner institutions, provided reasonable and professional suggestions and opinions for partners, and accompany the growth of partner institutions and the improvement of business standards.

Pilot Monthly Donation

In 2020, SEE Foundation joined hands with Chongqing Jiangbei Felid Conservation Center and Cloud Mountain Conservation to launch two monthly donation projects on Bangbangwang.cn, a public welfare platform. The first monthly donation pilot was smoothly promoted.

7

CHAPTER

Special Fund

Special Fund for "Caring for Chinese Patrolmen" | 087

"Joy in Rural Areas" Special Fund | 089

UN Sustainable Development Goals



Special Fund

Special Fund for “Caring for Chinese Rangers”

Patrolmen are one of the most important forces of protected areas. According to statistics, there are more than 700,000 patrolmen (forest and grassland rangers, fishery community rangers) in China, quietly guarding the more than 1.7 million square kilometers of natural protected areas and the wildlife living there. Most of the protected areas in China are located in the deep mountains and coasts in the northeast, northwest, southwest and south of China, which are economically underdeveloped areas. Patrolmen are poorly paid and equipped, and the existing insurance is insufficient to compensate them in case of threats. For this reason, in 2019, the SEE Foundation established the “Caring for Chinese Rangers” Special Fund, which aims to improve the basic conditions for patrolmen, reduce the risks to their personal career and family livelihood, and raise the public awareness to support them in carrying out front-line patrol work more effectively.

Progress of Projects in 2020

Build Patrol Stations and Expand Patrol Area

Four patrol stations were built / rebuilt in Northwest Yunnan to provide rest places for 76 patrol officers, so that the patrol area can be expanded to 100 square kilometers;



Patrol station

Support The Selection Of Patrolmen To Attract Social Attention

“The Best Rangers in Sichuan” Selection received 126 individual application forms and 26 group applications from 65 nature reserves. Sixteen patrolmen and 4 teams were interviewed and reported in depth. Eight patrolmen and two patrol teams were awarded.



Selection of the best rangers

Improve Patrol Equipment for 1,006 Patrolmen

Provided outdoor materials and equipment support for 1,006 frontline protectors, including patrolmen of Sichuan Giant Panda National Park, Yangtze River finless porpoises, Yunnan Xinzhu Botanical Garden, Black snub-nosed monkey protection, Guangdong pangolin protection area and the ocean to help them better carry out protection monitoring and patrol work.



Patrol equipment



Rangers in Qilianyu, Sansha City, Hainan Province

Carry out sea turtle monitoring and patrol



Ranger of Zhanjiang Nature Reserve

Protect more than 2,000 hectares of mangrove coastal wetland



Ranger in Qinzhou Bay, Guangxi

Protect more than 500 Chinese white dolphins



Rangers in Jiangmen, Guangdong Province

Protect Chinese pink dolphins (*Sousa chinensis*)



Dandong Nature Reserve in Liaoning Province and Local villagers

More than 80,000 hectares of coastal wetlands were protected and monitored through cooperation

In December 2020, SEE Foundation’s “Caring for Chinese Rangers” special fund provided 171 pieces of outdoor equipment for 124 front-line marine rangers from 10 units and collectives, including winter jackets, down jackets, sunscreen suits, cross-country coats, hats, backpacks, trousers, shoes and tents, to support them to better carry out local marine protection monitoring and patrol work.



Outdoor equipment for front-line rangers

Case Story



LIAO Zaoen

LIAO Zaoen used to be a staff member in charge of power generation of hydropower stations for villages and towns around Wuqinzhong Mountain, Huidong County, Guangdong Province. Since the village established a patrol team in 2020, he has served as its leader. Old Liao used to go up the mountain in his spare time and had rich experience in tracking animals. While assisting local environmental protection organizations to deploy infrared cameras to monitor species' tracks, he found the foraging traces of the endangered species, Chinese Pangolin, in the mountains. Then, the idea of engaging in protection struck him.

In the nearly one year since the establishment of the Zuokeng patrol team, animal traps decreased and poachers gone. Patrol area has been expanding... This year, this young patrol team was equipped with professional patrol outfit donated by Tread for their better performance. In the future, LIAO and his team will travel all over the mountain and guard the forest.

“Joy in Rural Areas” Special Fund

In June 2020, the Ministry of Ecological Environment, the State Bureau of Statistics and the Ministry of Agriculture and Rural Affairs jointly issued *The Second National Census Bulletin on Pollution Source*, which pointed out that “There are still weak links in the construction of rural environmental infrastructure, and the discharge of rural sewage has seriously affected the water environment quality of nearby rivers, lakes and surface water. The work of rural sewage treatment, which is mainly to prevent and control non-point source pollution, still has a long way to go.”

In 2019, with the support of China International Center for Economic and Technical Exchanges of the Ministry of Commerce and Coca Cola, SEE Foundation established a special fund “Joy in Rural Areas” to address the treatment of rural domestic sewage, and realize the goal of ecosystem protection of small watershed through comprehensive treatment and protection of forests, farmland and water, so as to provide a referable case and a replicable model for the reproduction of the social capital in rural domestic sewage treatment.



“Joy in Rural Areas” new rural landscape of Longr, Guangxi

Technical Support to Project Point’s Construction



Cooperate with Rural Revitalization Office of Longzhou County, Guangxi

Sewage treatment project of Bulyu in Guangxi was conducted with technical support from “Joy in Rural Areas” and fund from government.

Cooperation with Green Qinba

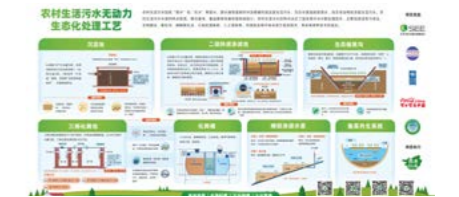
Green Qinba sought other project funds to carry out ecological protection projects in Shilinggou River watershed, Ankang, Shaanxi Province with technical support from “Joy in Rural Areas”.

Cooperate with Ministry of Commerce, Ministry of Water Resources and Qiubei County Government

The sewage treatment project in Chahua Village, Puzhehei, Qiubei County technically supported by “Joy in Rural Areas” and funded by government.

Modular Design of Technology

In cooperation with the experts and designer team of “Joy in Rural Areas”, the non-dynamic ecological treatment process of rural domestic sewage was modularized.



Technology modularization

Project’s Story



“Green scenery on water” in well-proportioned shape

In June, 2020, when the project team of “Joy in Rural Areas” visited Longr project in Guangxi, it was suggested to divert water to activate the oxidation pond. This proposal aroused heated discussion among Longr villagers. Considering that location of the dam was a “public” water conservancy, the chief of Longr Village organized the villagers’ meeting to vote and sign on the proposal, and the construction plan of the dam was determined that night.

At the end of June, Longr villagers, organized by the chief, started the construction of small dams quickly. Not only the dam and the laundry dock were built, but also the ponds were connected by ditches.

“My neighbor told me about the dam and laundry dock, I went there and was shocked by the great change!” said MO Meihua, a grandma aged 75.



Live water to ponds

MO Zhennan said: “Maybe villagers didn’t understand the importance of sewage treatment at first, but the sewage treatment system transformation was supplemented with the renovation of leisure landscape and water conservancy system to really help them. The villagers who are actually benefited think highly of the project.”

Project Outcomes in 2020

Complete Pilot Projects in Both Places

The project of Longr sewage treatment in Guangxi and ecological treatment project of Yonghe reservoir in Kaizhou, Chongqing have been completed. Over 20,000 people access to powerless water treatment system. Inspection of professional water quality inspection organization, a third party, found that the water quality and landscape of the two project points had been significantly improved, and the total phosphorus, total nitrogen, COD, BOD, ammonia nitrogen and other indicators had decreased greatly.



Longr, Guangxi Zhuang Autonomous Region

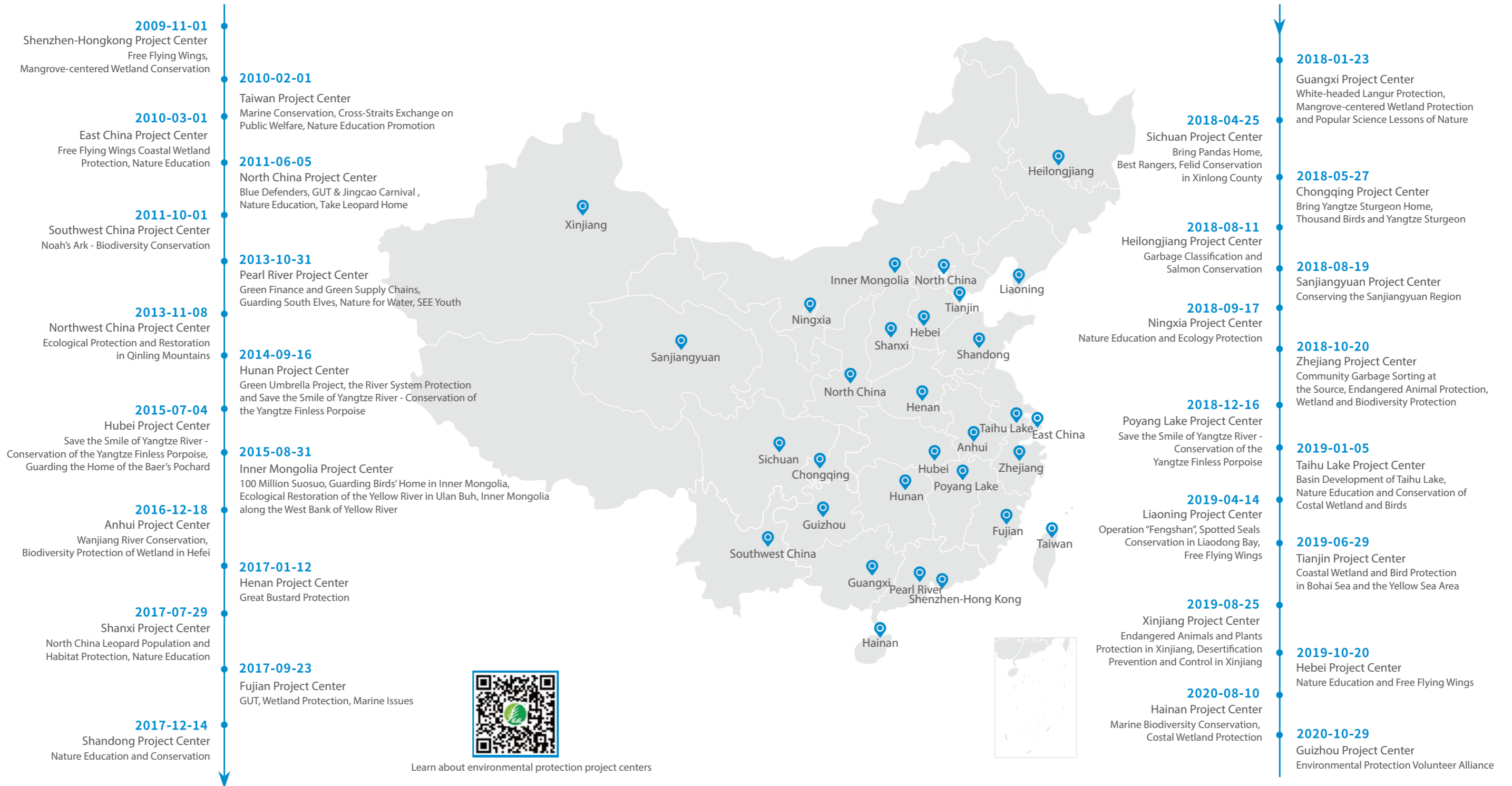
Launch New Pilot Project

Longmen sewage treatment project of Shangyong protection zone in Xishuangbanna, Yunnan Province was started and expected to be completed in April 2021.



Project progress in Xishuangbanna

Environmental Projects Across China



8

CHAPTER

International Projects and Activities

International Platforms SEE Foundation participates in

- An Accredited CSO of the United Nations Convention to Combat Desertification
- Observer for the United Nations Framework Convention on Climate Change
- Member of the International Union for the Conservation of Nature (IUCN)
- Member of the UN Science-Policy-Business Forum on the Environment (UN-SPBF)
- Steering Group Member of F20 (Foundations Platform F20)
- Member of Asia Venture Philanthropy Network (AVPN)

——By the end of 2020

International Projects and Activities

The 18th National Congress of the Communist Party of China clearly put forward the global sustainable development values of the “community of shared human destiny”. The global COVID-19 pandemic in 2020 further verified the universality of the value. Many global environmental issues require international cooperation among various countries. On the international environmental protection stage, SEE Foundation engages in various environmental processes as a civil society organization, and plays an increasingly important role.



SEE Foundation Issued an International Report for the First Time. Discussion on Biodiversity Loss and Climate Change

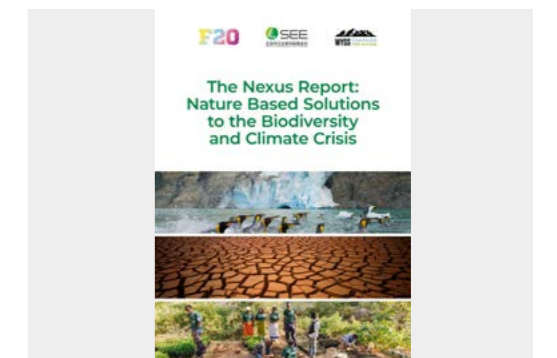
From February to October 2020, the SEE Foundation, the Foundations Platform F20 and the Wyss Campaign for Nature jointly funded the World Resources Institute to produce *The Nexus Report: Nature Based Solutions to the Biodiversity and Climate Crisis*, and held four seminars to review the report. It's the first international report issued by the SEE Foundation, targeting global policy makers and integrating the issues of biodiversity loss and climate change.

An online international conference was held at the NbS sub-forum of “Climate Solutions Week in September, to share the preliminary conclusions of the report. On November 16, 2020, the report was officially released and more than ten

international media reported it right before the G20 Summit in Riyadh, Saudi Arabia. Then, at the fifth one of a series of biodiversity fora jointly held by the SEE Foundation and the World Economic Forum, the main authors and funders of the report as well as top biodiversity conservation experts domestically and abroad were invited to discuss the report.



The SEE Foundation and experts discussed the report



The Nexus Report

Participation in the Affairs of the United Nations' Convention on Biological Diversity for the First Time
Multiple-party Discussion in contribution to CBD COP15

In June 2020, the SEE Foundation successfully became one of the co-organizers of the Business and Biodiversity Forum as well as the NGO Parallel Forum of the 15th Conference of Parties (COP 15) of the United Nations' *Convention on Biological Diversity* (CBD).

Between June and December 2020, in support of the preparation and agenda discussions of CBD COP15, the SEE Foundation held five online forums on biodiversity in cooperation with the World Economic Forum, the Civil Society Alliance for Biodiversity Conservation and the Global Environmental Institute. QIAN Xiaohua (Acting Chairman of the fifth Board of SEE Foundation), AI Luming (Acting Chairman of the sixth Board of SEE Foundation), SUN Lili (Acting Chairlady of the seventh Board of SEE Foundation) and several representatives of member entrepreneurs delivered speeches and conducted discussions.

In the context of the normalization of the COVID-19 pandemic, online fora as a new and necessary form of communication links experts, scholars, policy makers and entrepreneurs and the civil society in various fields to share research results and exchange views. Together with representatives from governments, international organizations, research institutions, enterprises and non-profit organizations, the SEE Foundation participated in fora, delivered keynote speeches, and conducted dialogue on different issues.



IUCN Red List Assessment for Freshwater Fish in China
Provide Basic Data Support for Protection of Freshwater Fish Species in China

The fact that population and distribution information of freshwater fish lags behind other terrestrial ecosystem species leads to serious loss of species and habitat degradation. To better understand the survival status of freshwater fish in China and provide basic data support for China to carry out freshwater fish conservation, in 2020, the SEE Foundation, in cooperation with the International Union for Conservation of Nature and Natural Resources, launched the red list

assessment of freshwater fish in China. Due to the impact of global COVID-19 pandemic, the assessment of some 200 freshwater fishes in northern China has been completed and the follow-up work will be completed by the end of 2021.



Yangtze Sturgeons (*Acipenser dabryanus*) © JIE Jiang

SEE Foundation Supported UNEP to Release the Chinese version of (GEO-6)
Actively Contribute to Global Environmental Policy Discussions

On December 20, 2020, with the support of the SEE Foundation, the United Nations Environment Programme (UNEP) officially released the Chinese version of *Global Environment Outlook-6 (GEO-6)* in Beijing, the first official language version of the United Nations in addition to English.

Global Environment Outlook-6, focusing on the theme "healthy planet, healthy people", systematically examines the seriously damaged global ecological environment, calls on all countries to abandon unsustainable production

and consumption patterns completely, and actively conducts international cooperation to achieve sustainable development goals and other internationally agreed environmental goals. The English version of *Global Environment Outlook-6* was released during the Fourth United Nations Environment Conference in March 2019.



Chinese version of *Global Environment Outlook-6* released

CarbonPositive RESET Conference
How the Construction Industry better Assist to Achieve the Paris Agreement Goals

The CarbonPositive RESET Conference, hosted by many institutions such as the American Institute of Architects, focused on how the construction industry could better assist to achieve the Paris Agreement goals under the circumstances where the COVID-19 pandemic is sweeping the world. On September 20, 2020, at the theme parallel meeting "LET'S GET REAL: The Power of Real Estate and Procurement" of the conference, the SEE Foundation introduced "Green Supply Chain Action of China's Real Estate Industry", demonstrating the practice of "no green, no procurement" to accelerate pollution and carbon reduction by Chinese

real estate enterprises. During the meeting, the SEE Foundation discussed how real estate companies could promote green, low-carbon and sustainable development of the industry through procurement together with international representatives from Architecture 2030 and APM Capital.



Discussion on "green, low carbon and sustainable development" during CarbonPositive RESET Conference

9

CHAPTER

Cooperative Development

Fundraising Activities | 099

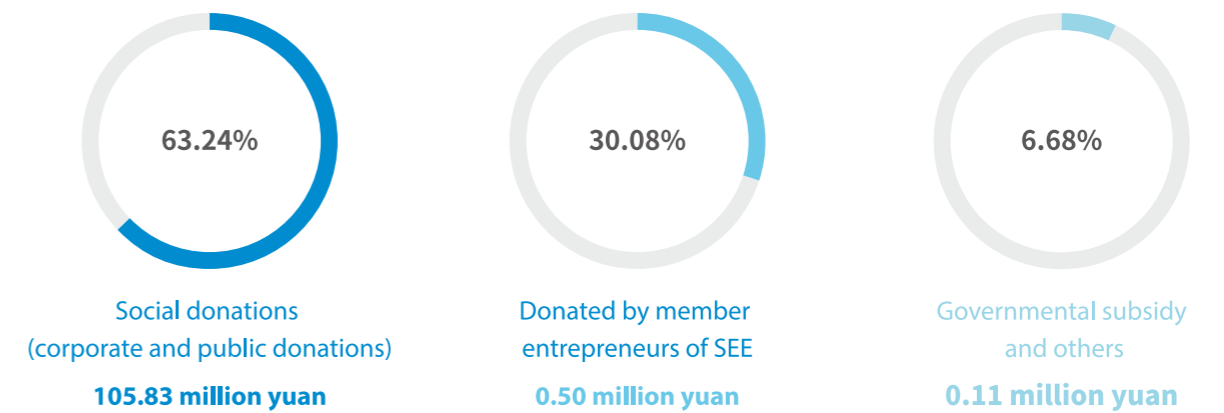
Cooperative Development

In 2020, the SEE Foundation received a total of 167.32 million yuan from all walks of life, of which 50.33 million yuan was donated by SEE member entrepreneurs, 105.82 million yuan was donated by society (corporate and public donations), and the rest came from government subsidies and other incomes.

In the part of the social donations, enterprises, individuals and foundations directly donated via bank transfer for 59% of the total amount of donations, and from Internet public donation platforms account for 41% of the total amount of donations.

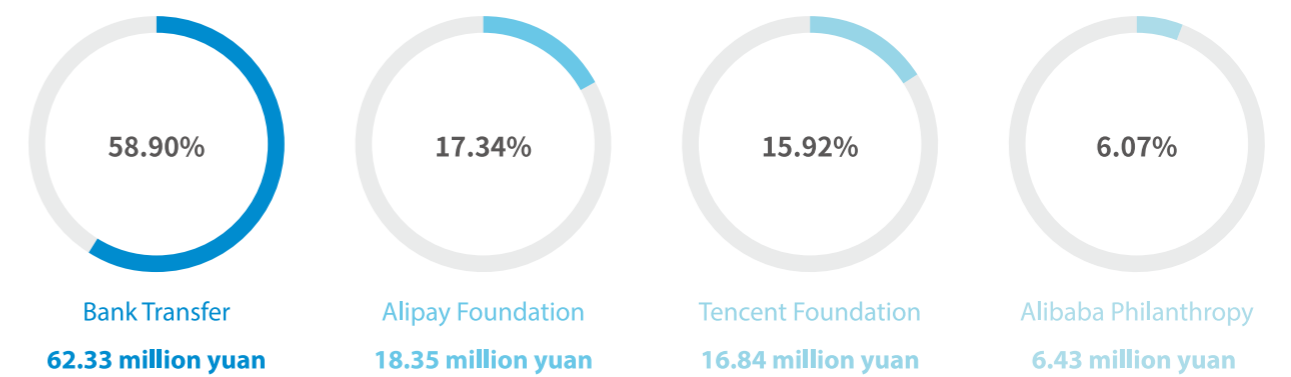
Total Revenue in 2020

167.32 million yuan



098
⋮

Main Sources of Social Donations



Fundraising Activities

Tencent Foundation: Together We Can!

Since 2015, SEE Foundation has continuously participated in “99 Giving Day” of Tencent Foundation for 6 years. In 2020’s “99 Giving Day”, SEE launched 43 projects and 40 subprograms, with 26 project centers, 34 environmental-protection partners and nearly 378 enterprises/individuals participating through donation, fundraising, offline publicity and other activities. With more than 960,000 person-times of support, SEE Foundation received a total of 20.23-million-yuan donations. Thanks to all project centers, members, enterprises, employees, and customers for their support to SEE during “99 Giving Day”. In the meantime, we united Tencent Foundation and KOL to conduct livestream activities, attracting over 180,000 audiences.



Online fundraising activities on “99 Giving Day”

“Game for Peace” & Tree Planting Day

During the Tree Planting Day on March 12, we invited “Game for Peace” to conduct a limited-time activity for the project “100 Million Suosuo”. The players obtained rewards through the “Desert-defending War” and were invited to donate to this project. In three days, we received more than 150,000 person-times of support and raised more than 250,000 yuan.



Interface of “Desert-defending War”

Walk-a-Thon by Enterprises: A New Way to Practice Social Responsibility

Walk-a-thon of Tencent Foundation advocates people to participate in and practice public welfare in a more diversified and interesting way through healthy lifestyle and behavior, so as to integrate public welfare into daily life. Enterprises launched a matching gift program during the walk-a-thon and reached employees and a wider audience with personalized donation pages and slogans creating a more realistic connection with employees and users through public welfare projects and actions.



Page for “99 Giving Day” online fundraising

In 2020, SEE Foundation has carried out walk-a-thon in cooperation with many caring enterprises, such as Sante Cableway, 3trees, Sika Dauco, Chow Tai Fook, Hitachi Elevator, Joy City, Jointas, Landbond Furniture, Brother (China), and Tianning Group, to build a new path for enterprises to practice social responsibility.

Spark Project Charity Visit & Masters’ Livestream

From December 3 to 5, Tencent Foundation invited KOLs of Zhihu.com and other reporters to go to Northwest Yunnan to carry out the “Spark Project Charity Visit” activity. During the event, visitors formed a deep understanding of livelihood replacement behind the protection of wild animals and plants of SEE Foundation’s Noah’s Ark Project, and the current situation of the protection of endangered medicinal plants. At Baima Snow Mountain (2,800 meters above sea level), Northwest Yunnan, the public was called on to understand and participate in biodiversity conservation through the public welfare live broadcast “You have a point and let’s discuss it”. The project was reported by CCTV 12, Southern Weekly, Lanzi Project, wschashao, Tencent Foundation, etc.



Spark Project Charity Visit

Enterprises’ participation in “99 Giving Day”

During “99 Giving Day” in 2020, 136 enterprises in corporation with SEE Foundation made their matching funding, and more than 400 enterprises launched “Let’s Donate” activity, bringing the public together to do good deeds. In transportation hubs, stores, business circles, communities, universities, and office buildings all over the country, more than 100 enterprises have brought “99 Giving Day” and environmental protection public welfare concept to the public through diverse and characteristic offline advertising and activities, providing strong support for environmental protection projects.

[Dangdai Group] They continue to assist “99 Giving Day”. Dangdai Group and its partner enterprises encouraged employees and customers in supporting environmental protection and public welfare by various forms and by utilizing their advantages and characteristics.

[Orsun Group] During the “99 Giving Day”, Orsun Group joined ten cities and played public welfare videos and put up posters on the indoor and outdoor large-scale LED involved in the Orsun Group’s real estate, commerce, scenic spots, hotels and other industries, as well as all communities served by Orsun property to publicize public welfare.

[Chow Tai Fook] Launched the public welfare publicity of “protecting the endangered Green Peafowls” in thousands of stores across the country. By scanning the QR code on table cards, people can receive the matching funding of Chow Tai Fook to add weight to love. More than 900 people participated in this activity, contributing their strength in reconstructing Green Peafowl’s home.

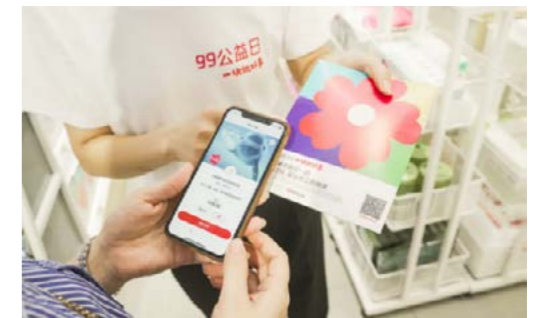
[Melyshop] Participated in the “99 Giving Day” for the fourth consecutive year, to support environmental protection and public welfare. A total of nearly 1,000 stores of 29 sister chain brands have launched “donation for mask” activity to publicize “Ecological Conservation of Anhui Section of Yangtze River” in raising funds. More than 19,200 people have been affected.

[Showyu Health Technology] Launched the public welfare publicity of “The Best Rangers in Sichuan” in more than 700 stores across the country, giving full play to its advantages to driving employees and consumers to expand public welfare influence by launching “Let’s Donate”, involving about 135,000 people’s participation.

[Luckyhope Group] Participated in “99 Giving Day” for six successive years. With strong coordination and organization ability and consistent enthusiasm, Luckyhope Group actively drives employees, owners, customers, relatives, and friends to participate in “99 Giving Day”. It advocates treating public welfare as an ordinary thing, letting environmental protection become a habit and walking with kindness.



“99 Giving Day” online fundraising page



A glance of “99 Giving Day” online fundraising activities



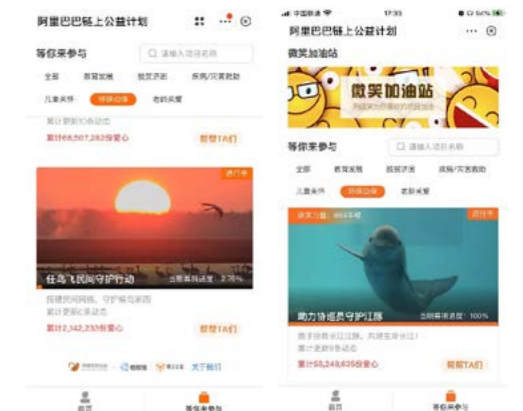
Outdoor advertising for “99 Giving Day” online fundraising activities

Alibaba Philanthropy is helping to promote the projects

Alibaba Goods for Good: May Each Penny of Donation be Seen; May each Share of Love be Responded to

In 2020, the first phase of three “Goods for Good” projects, namely, “Noah’s Ark: Guarding Asian Elephants”, “Free Flying Wings: Civil Guarding Action” and “Guarding Finless Porpoises: Patrol & Conservation Assistance”, were completed. The latter two projects were relaunched and announced on the public welfare platform online.

In addition, we cooperated with specific “Goods for Good” project on Alibaba Philanthropy platform to stimulate the participation of enterprise e-commerce business. Enterprises chose preferred environmental protection projects and interacted with the Taobao public welfare online stores of SEE Foundation through personalized brand operation.



“Goods for Good” page for online fundraising activities

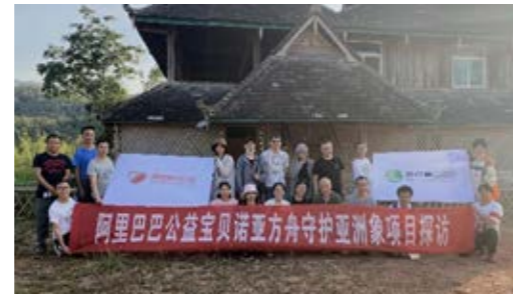
We cooperated with Tread during the 2020 World Environment Day. When a customer purchased designated products on Tread's official flagship store on Taobao.com, Tread would donate 1-3% of the sales of designated products to SEE's endangered species protection project.

During Alibaba Philanthropy's 95 Giving Week, we worked with ELEME Inc x Everlane to customize "Goods for Good". Through new online methods such as interaction on Taobao public welfare online shop and YE Yiqian's live broadcast of charity bazaar in selling environmental protection fashionable bags, SEE Foundation's Free Flying Wings project received donations from this activity.

In order to let the enterprises, who support the "Goods for Good", get a better understanding of environmental protection projects, in May and December, we had organized two visiting activities of "Noah's Ark: Guarding Asian Elephants" and "Guarding Finless Porpoises: Patrol & Conservation Assistance". In this activity, enterprises and the public learned more about the projects through the live broadcast and interaction links of Taobao, and participated more in environmental protection public welfare.



Poster for online fundraising campaigns



Explore "Noah's Ark: Guarding Asian Elephants", a project of Alibaba Goods for Good

Alibaba Goods for Good Online Program in 2020

Guarding Finless Porpoises: Patrol & Conservation Assistance

In 2020, the first phase of the project was completed, and the second phase was launched. During the first phase, 5 ranger teams with a total of 56 rangers were supported to patrol a total length of 210,000 kilometers, guarding the area where nearly 300 finless porpoises lived, assisting the competent authorities in cracking down on illegal fishing for 324 times, cooperating with relevant departments in carrying out large-scale special law enforcement actions for 78 times, helping law-enforcing departments in destroying 67 sets of fish-killing electric equipment and clearing nearly 6,000 kilograms of illegal nets. The second phase supported 100 rangers to effectively patrol a distance of about 144,000 kilometers and protect about 500 Yangtze finless porpoises. The experience of the pilot demonstration of the project directly promoted the Ministry of Agriculture and Rural Affairs to introduce a relevant policy of "assistant patrol" and implemented the project's achievements in the whole Yangtze River Basin.

Free Flying Wings: Civil Guarding Action

In 2020, the first phase of the project was completed, and the second phase was launched. The first phase project carried out protection actions in 45 important wetlands, protected about 2630 square kilometers of wetlands, and completed the patrol of 45 monitoring lines. More than 1,000 bird monitoring and investigation actions were carried out, 2020 times of bird recording were conducted, and 1,974 wetland patrol actions were implemented. They also recorded 647.1 million items of bird information and 576 species of birds (including 146 waterfowls), 614 wetland threats, and carried out nature education and public participation activities for nearly 270 times, affecting about 48,900 person-times. The second phase was designed to carry out a one-year conservation on 25 plots of bird habitat wetlands, building a private protection network to protect the protection-free wetland with a total area of about 2,100 square kilometers.

Noah's Ark: Guarding Asian Elephants

In 2020, the first phase of the project was completed, and the second phase was launched. The first phase project delimited 50,000 mu of Asian elephant habitat in Menghai County and obtained government approval. The habitat was reconstructed for 5,457 mu, including 3,157 mu of thinned forests and 1,000 mu of planned burning. Five artificial nitrates were completed and were put into use. About 1,300 mu of Asian elephants' favorite plants were planted. About 350 mu of cultivated land destroyed by Asian elephants were restored. The project invited Banna Botanical Garden of the Chinese Academy of Sciences to monitor the landscape around the restoration area of Asian elephants' habitat and nitrate ponds scientifically, which will provide the basis for future protection. The project has installed 200 Asian elephant safety warning signs in areas where they usually haunted, and 25,000 copies of safety warning leaflets have been distributed. Meanwhile, the project has developed a popular science picture book *See Asian Elephants* to let the public understand the conflicts between humans and elephants and the work of science popularization of Asian elephants.

Alibaba Philanthropy's 95 Giving Week: Take your love and set out together

In September 2020, during Alibaba Philanthropy's 95 Giving Week, public welfare passports and badges were distributed in the main venue online to promote public engagement. Four projects of SEE, "100 Million Suosuo", "Noah's Ark", "Free Flying Wings" and "Save the Smile of Yangtze River", were recommended in the main venue and gained a total donation of 230,000 yuan and 22,500 supporters. As the love ambassador, YU Minhong spoke for "Save the Smile of Yangtze River" to invite more people to participate in environmental protection. In the parallel session of ELEME Inc., we launched the "Public Welfare Fashionable Bag" livestream with YE Yiqian to facilitate the protection of endangered waterfowls and their habitats.

In addition, in 2020, we cooperated with Alibaba Philanthropy's platform to carry out four livestream activities on Taobao.com, which attracted 1.21 million audiences. We also tried to cooperate with star hosts such as WEI Ya. Through live broadcast and related communication activities, the donation reached 330,000 yuan, with nearly 40,000 supporters.



95 charity week online fundraising activity page

Alipay Foundation: Use Platform Products to Expand New Mode of Enterprises' Cooperation

Initiated by SEE, the "100 Million Suosuo" project continues to raise monthly funds on Alipay Foundation, two new long-term projects of "Development of Environmental NGOs" and "Free Flying Wings" and 10 other short-term projects has loaded on Alipay Philanthropy in 2020, with a total sum of more than 18.35 million yuan has been received and gained over 7.86 million supporters. "Autumn Harvest Action" held in September, encouraged Wenfeng Group, GUT mentor group, as well as Dangdai Group and their partner-enterprises and employees to assist SEE Foundation's environmental protection projects on Alipay platform in various forms of donation and raised over 1.5 million yuan ultimately. By the end of 2020, enterprises had been encouraged to participate in Alipay platform consumer donation cooperation, and 15 businesses, such as Jiangsu Wenfeng Group, Zhou Hei Ya, ZOO Coffee, China Cultural Media Interactive and Han Shang Group, were joined successfully. Enterprises donated 0.01 yuan to 1 yuan for environmental protection public welfare projects on each transaction via Alipay, and over 2 million donations had been achieved by the end of 2020.



"Autumn Harvest Action" online fundraising page



Page of Alipay's public welfare consumption for donation

● “Ant Forest”

According to the data, participants in “Ant Forest” reached 550 million, and more than 120 million real trees have been planted and tended. As Ant Forest’s first philanthropy partner, SEE Foundation started from planting Ant Forest No.1, and continued to cooperate with it along the way. By the end of 2020, more than 32,000 hectares of Suosuo and scoparium (*Hedysarum scoparium*) had been planted in the key ecological area of Alxa. SEE Foundation will guard green energy with netizens.

Through “Ant Forest”, the love of netizens’ becomes real trees, which is also an important force to continuously promote SEE to realize the desertification control of the “100 Million Suosuo” project to restraint the desert from spreading.



Online activity page of “Ant Forest”

550 **120** **32,000⁺**

● million participants ● million of plants planted and tended ● hectares of Suosuo and scoparium

Byte Dance: Write for the Earth

On April 22, SEE Foundation, together with Byte Dance and Guangming.com, launched the “Unconditional Writing Day · Love the Earth” activity in Toutiao.com. Through the call of entrepreneurs, stars, NGO partners and volunteers, SEE Foundation used the power of writing to voice for nature and help support the conservation of endangered species. Over 500 million readers read the topic.



Poster for “Unconditional Writing Day”

Environmental Protection Activities of Enterprises

● 3trees: Plant Green and Gain Hope

In 2020, with the support of 3trees, 500,000 Suosuo were planted in the key ecological area of Alxa to help restore vegetation and improve the local ecological environment. By the end of 2020, 3trees had donated more than 2.55 million of Suosuo.

As a strategic partner, 3trees has been donating 5 million yuan to support the “100 Million Suosuo” project every year since 2016, pledging to donate no less than 50 million yuan within 10 years, so as to help restore 2 million mu of deserts with Suosuo as the main body, and improve herdsmen’s livelihoods through Suosuo’s derived economic value.

Year 2020 marked the fifth year in a row for 3trees to participate in Tencent’s “99 Giving Day” matching funding, public welfare consumption vouchers, “donating jointly”, “charity walking”, “love sequence” and other activities. It drives employees, partners, and con-sumers to do good deeds together with interesting and novel playing methods.



Enterprises participating in environmental protection activities

500,000

● Suosuo planted in 2020

2.55

● million Suosuo donated in total

● HSBC China: A Solution Based on Nature

In 2020, a new round of strategic cooperation with HSBC China was launched. From 2020 to 2024, we will continue to strengthen professional cooperation in five projects in the two directions of “Green Supply Chain” and “Solution based on Nature”.

Among them, “Solution based on Nature” aims at the global impact of climate change. It selects demonstration sites in three typical ecosystems (forest ecosystem, inland wetland ecosystem and coastal wetland ecosystem) in China to carry out ecological restoration work of “Solution based on Nature”, which enhances regional biodiversity, promotes carbon emission reduction, maintains the sustainable supply of ecosystem services, copes with and adapts to climate change, enriches the connotation of natural solutions, and finally contributes to more countries and regions that need to carry out similar work.



Ecosystem restoration of Shaping River in Heshan, Guangdong Province

● Jiangsu Wenfeng Group: Warm the World with Actions

Awarded the title of “Excellent Private Enterprise” by Jiangsu Provincial Party committee and provincial government, Wenfeng Group has been enthusiastic about public welfare for many years, they actively practiced corporate social responsibility with action, and spared no effort in supporting SEE Foundation’s environmental protection and public welfare.

In 2020, Wenfeng Group encouraged employees and customers to support public welfare through Alipay “Jointly donating”. On September 8, it became the first Alipay charity business alliance of “consumer donation” for SEE Foundation’s environmental protection projects. It mobilized nearly 40 stores to participate in the project. Through the daily consumption, it attracted flow for the platform. As estimated, it will pull millions of public donations in one year.

During the 99 Giving Day, Wenfeng Group mobilized its resources, together with employees and consumers, to support SEE Foundation’s environmental protection public welfare projects such as “Growing Up Together”, “Green Starters” and “Free Flying Wings”, and raised more than 6 million yuan, which provided strong support for those projects.



Public participation in “99 Giving Day”

40

● stores participating

6

● million yuan raised

● Noah Holdings: Public Welfare Never Stops

Noah Holdings continues to support SEE’s “Noah’s Ark: Green Peafowl Protection”, “100 million Suosuo” and “Groundwater Protection” financially. During “99 Giving Day”, public and its employees were invited to join in public welfare with relaxed and interest-ing activities like “donation matching”, “love sequence”, “jointly donating”, etc.

On September 26, the representative team of Noah Holdings Ltd came to Alxa millet base to participate in the “Millet Harvest in Autumn” campaign to harvest water-saving millet in the desert hinterland and investigate the achievements of drip irrigation and energy-saving agriculture.



2020 Noah Foundation’s visit to Alxa for autumn harvest

● **Volvo Group China: Make Carbon into Forest to Build Sustainable Future**

On December 21, the launch ceremony and certificate-awarded ceremony of Volvo Group's "Make Carbon into Forest" project was held in Beijing Office of Volvo Group. As a new sustainable public welfare project of Volvo Group China, the project supports SEE Foundation's project for giant panda habitat landscape restoration and afforestation in Sichuan, which benefits biodiversity conservation, carbon neutrality and other sustainable development goals, demonstrates Volvo Group China's determination to fulfill its commitment to sustainable development, and helps the response to biodiversity conservation and climate change.



"Make Carbon into Forest" project started

● **Coca-Cola China: Beautify Rural Water Environment**

Water resources management is one of the strategic priorities of Coca-Cola's sustainable development. Coca-Cola has been practicing the promise of water feedback with practice. The "Joy in Rural Areas" project, initiated by Coca-Cola China and SEE Foundation, jointed the government and the community to carry out a combination of advantageous resources in the "Golden Triangle" mode, and created a highlight project of water resources protection with local characteristics.



Beautiful ponds after ecological treatment

In 2020, the first phase of the "Joy in Rural Areas" rural sewage treatment innovation project in Longzhou, Guangxi, was completed. The project ecologically treated five oxidation ponds covering 5,000 square meters in Longr Village, and helped train villagers to master the construction and later maintenance technology of sewage treatment system. Now, Longr Village has become one of the annual field work places for teachers and students of environmental engineering major of Nanning Normal University.

● **BEKE: "Blue Ocean Campaign"**

"Blue Ocean Campaign" is a low-carbon public welfare action initiated by BEKE. Participants in the action can reduce the corresponding carbon emissions and generate certain energy in the system by participating in low-carbon behaviors such as VR house watching without leaving home. When the accumulated energy reaches a certain amount, they can exchange mangrove plants and support SEE Foundation's "Marine Conservation Project". The mangrove plants exchanged by the participants were claimed by SEE Foundation and planted in the coastal wetland of Jiulong River estuary in Fujian Province with the technical support of the Third Institute of the Oceanography, Ministry of Natural Resources. On September 13, the cooperation ceremony was held in Fujian Longhai Jiulong River Estuary Mangrove Provincial Nature Reserve (Fugong Protection Station), where the representatives of BEKE personally planted mangroves.



Blue Ocean Campaign

● **Sika Dauco: Guard Blue Water and Sky**

Since 2018, Sika Dauco, together with SEE Foundation, has continued to contribute to the protection of blue water and blue sky. It used dust-free products as a public welfare link to support the "Blue Defenders" project. Through the national tiling competition, it pulled its good craftsmen and consumers to engage in public welfare and win green plants to help the control of desertification; it has joined "donation matching" in "99 Giving Day" for successive years to encourage employees, partners and the public to do good deeds together. Sika Dauco also actively advocates low-carbon health within the enterprise and encourages employees to donate via "charity walking".



Public welfare activity of Sika Dauco

● **Huatai Securities: "One Yangtze River" of Jingcao Carnival**

Huatai Securities actively serves the national strategy of "Great Protection of the Yangtze River", sets up and deeply cultivates the "Yixin Huatai: One Yangtze River" environmental protection project, and cooperates with NGOs to promote the biodiversity protection and sustainable development of the Yangtze River Basin.



"One Yangtze River" Jingcao Carnival: Special Section for Huatai Securities

From September 5 to 6, "One Yangtze River" Jingcao Carnival: Special Section for Huatai Securities, co-sponsored by SEE Foundation, Huatai Securities, Jingcao Carnival, SEE Huadong Center and GUT colleges, was held in Shanghai. There were 13 ecological protection lectures, 109 wildlife photography works, and 13 public welfare fair organized by environmental protection partners, attracting nearly 400,000 people online and offline and more than 1,000 audience on site.

● **HEYTEA: Green HEYTEA, Green Inspiration**

From June 3 to 5, during the World Environment Day, HEYTEA and SEE Foundation opened the "Green HEYTEA Workshop" tea class and launched two unique activities of inspirational regeneration environmental protection in tea space of Joy City in Jing'an, Shanghai. Through the environmental protection activities and renewable products, the environmental protection value was spread. They also popularized the concept of environmental protection and plastic-free and reinnovated packaging materials for HEYTEA. Participants experienced the art of potted tea trees and shared the achievements of environmental protection with HEYTEA team, which gave them the experience of green living.



"Green HEYTEA Workshop" tea class

11

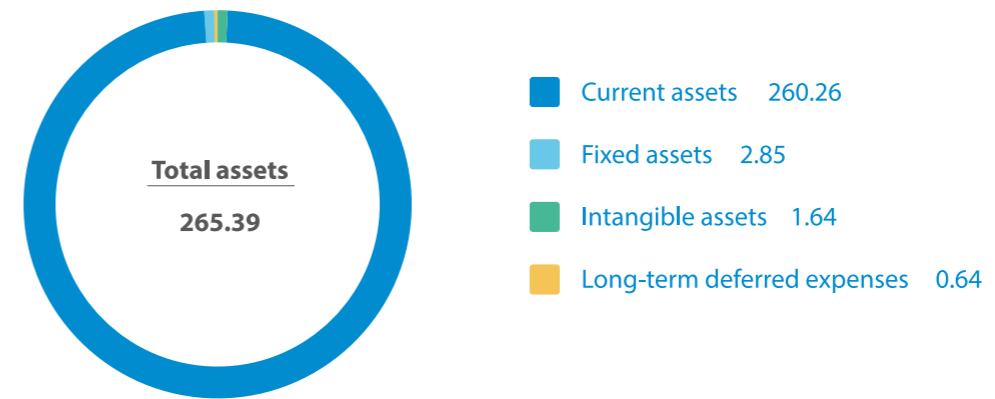
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Financial Data

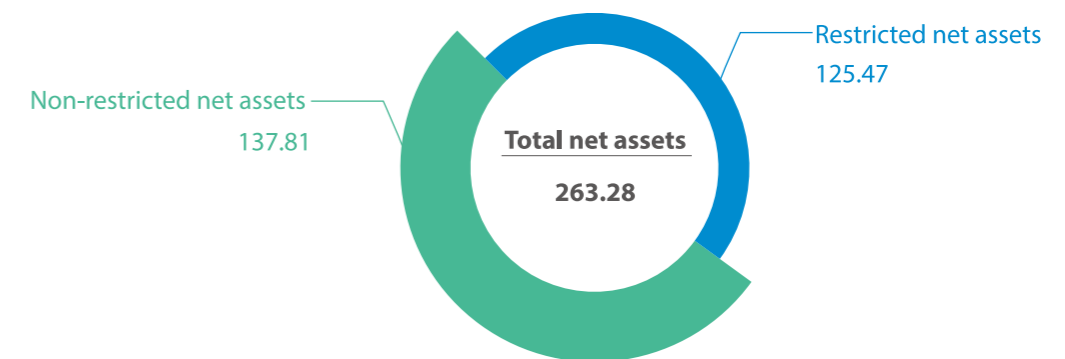
The following data are from the 2020 annual audit report of SEE Foundation (Registered Name: Beijing Society of Entrepreneurs and Ecology). This audit was completed by KPMG Huazhen LLP. The full report can be found on the official website of SEE Foundation: <http://www.see.org.cn>.

Assets and Liabilities The amount in the chart is in million CNY.

Assets of SEE Foundation for the year 2020



Net assets of SEE Foundation for the year 2020



Liabilities of SEE Foundation for the year 2020



Income and Expenditure

The amount in the chart is in million CNY.

Note: SEE Foundation renewed its qualification of public fundraising as a charitable organization on December 6, 2016. In accordance with *Regulations on the Annual Expenditure and Management Fees of Charitable Organizations for Charitable Activities (2016) No. 189*, in which Article 5 provides that the administrative cost of a charitable organization include: 1. Working expenses of the Council and other decision-making bodies; 2. Salary and benefits of administrative personnel; 3. Administrative office expenses such as office expenses, utilities and travel expenses; Article 7 provides that the annual expenditure on charitable activities of a foundation of charitable organization with public fundraising qualification shall not be less than 70% of its total income of the previous year; the annual administrative cost of such foundation shall not be higher than 10% of the total expenditure of the same year.

Balance of Net Assets as of the Beginning of the Year **258.51**

Total revenue for the year 2020 (Figure 1) **167.32**

• Donation Income (currency)	155.65
• Donation Income (goods and materials)	0.50
• Investment Income	10.51
• Other Income	0.66

Total expenditure for the year 2020 **162.54**

• Expenditures on Charitable Activities (Figure 2)	154.95
• Administrative Cost	6.75
• Fundraising Cost	0.73
• Other Expenses	0.11

Balance of Net Assets as of the End of 2020 **263.28**

Proportion of charitable activities expenditure of this year to the total income of last year **76.35%**

Proportion of administrative cost to total expenditure this year **4.15%**

• Total Income: CNY 167.3165 million yuan

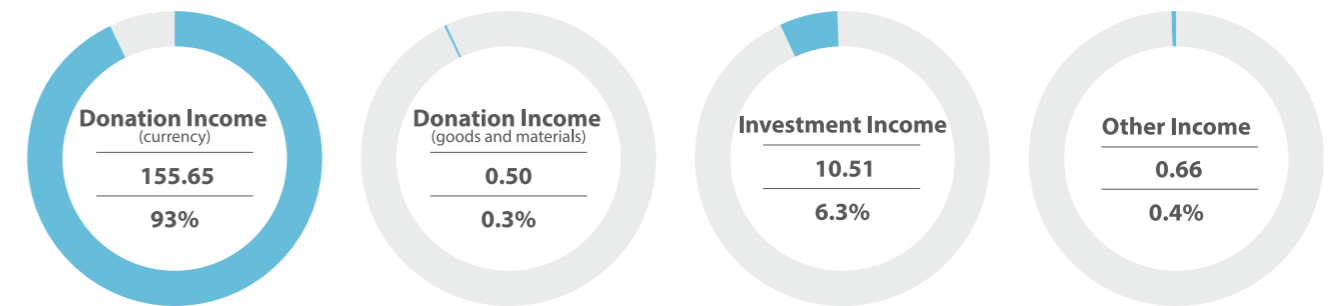


Figure 1: Income for the year 2020

Unit: million yuan

• Expenditure on charitable activities: CNY 154.95



Figure 2: Charity Expenditure Composition for the year 2020

Unit: million yuan



北京市企业家环保基金会
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