



**2023**

**SEE FOUNDATION  
ANNUAL REPORT**



北京市企业家环保基金会  
SOCIETY OF ENTREPRENEURS & ECOLOGY FOUNDATION

Founded by Society of Entrepreneurs and Ecology (SEE) in 2008, SEE Foundation was established with the mission of facilitating a collective participatory platform for entrepreneurs, environmental civil society organizations and the public to engage in ecological protection and sustainable development.

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

At the end of 2014, SEE Foundation became a public fundraising foundation. Based on promoting industrial development, SEE Foundation works on four main areas, namely desertification control, climate change and business sustainability, ecosystem conservation and nature education, and marine protection.

SEE has won such honors as National Exemplary Social Organization from Ministry of Civil Affairs, Beijing Social Organization Demonstration Base, China-Europe Green Award for the Ecological Transition, the title of 5A Level organization in China Social Organization Evaluation Grade and A level organization in Beijing Social Organization Evaluation Grade. SEE 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 brand projects such as 100 Million Suosuo, Groundwater Conservation, Free Flying Wings, Blue Defenders, Green Supply Chains, Green Starters, Growing Up Together, Noah's Ark, Save the Smile of the Yangtze River, Conserving the Sanjiangyuan Region and Marine Conservation. SEE has joined hands with more than 1,200 Chinese civil society organizations and individuals to carry out environmental protection work. SEE has received accumulatively over 1 billion times of support from the public. SEE expects to maximize the value of its social platform and inspires more and more people to participate in environmental protection, while securing the continued growth and optimization of resources from entrepreneurs and society for a better environment.



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## Message from the Executive Director of the Council



**ZHOU Zhou**  
Executive Director

### 15 Years of Unremitting Efforts For a Shared Green Future

Since its inception, the SEE Foundation has been committed to environmental public welfare undertakings, and actively engaged in environmental protection and sustainable development in conjunction with all sectors of society.

Environmental protection is linked with the future of mankind as well as the fate of our planet. It is precisely for this reason that twenty years ago, China's entrepreneurs came together and reached a consensus: it is a responsibility and obligation for everyone to protect the earth ecology and promote green development.

As part of its efforts to practice this philosophy, the SEE Foundation has launched a variety of brand projects such as 100 Million Suosuo, Groundwater Conservation, Free Flying Wings, Blue Defenders, Green Supply Chains, Green Starters, Growing Up Together, Marine Conservation, Noah's Ark, Save the Smile of the Yangtze River and Conserving the Sanjiangyuan Region, and focused widely on (but not limited to) desertification control, biodiversity conservation, pollution prevention and control and marine conservation. It has also taken an active part in industry development and has long been committed to raising public awareness of environmental protection, promoting green technology innovation and contributing to our planet with concrete actions.

Today, we still face many tough challenges, such as climate change, biodiversity loss, and water scarcity. However, we firmly believe that there is no difficulty that cannot be overcome when we stick together.

Public welfare and charitable actions can not only help us actively explore solutions to social and environmental issues and solve some actual environmental problems, but also motivate more people to care for environmental protection and promote sustainable development of the society.

The year 2023 marked the 10th anniversary of many projects such as "100 Million Suosuo", "Blue Defenders", "Green Starters", and "Growing Up Together", and would usher in the first 10th anniversary of the SEE Foundation's transformation to a public fundraising foundation. The good news is that we have accumulated a lot of valuable experience in the past decade of implementation of these projects, and improved the transparency of the projects through the introduction and application of new technologies, as well as the construction of project databases, among others.

Going forward, I expect the SEE Foundation to participate in responding to and solving environmental issues by virtue of more professional teams and more scientific strategies, pay more attention to the public, actively explore the possibilities of expanding public participation and work together with thousands of our peers who support China's environmental protection and public welfare.

## Message from the Chair of the Board of Supervisors



**LIU Mingda**  
Chair of the Board  
of Supervisors

As time slips away quietly, public welfare practitioners have never stopped their footsteps toward the public welfare undertaking. As we are turning a new page of the calendar, we try to connect the footprints of "uniting people with entrepreneurial spirit" this year, listen to the pulse rhythm of "protecting blue skies and clear waters", and pay tribute to each spray galloping in the river of the times.

The Board of Supervisors, as the supervisory body of the SEE Foundation, bears important responsibility. The work of the Board of Supervisors is inseparable from the trust and support of every member, as well as the diligence and responsibility fulfillment of all supervisors, who have been conscientiously performing their duties and actively carrying out their work. Thanks to their dedication, the legitimate rights and interests of the SEE Foundation and all its members are safeguarded. In the future, the Board of Supervisors will sustain its efforts in effectively performing supervisory functions, and make positive contributions to the standardized operation and healthy development of the SEE Foundation!

In 2023, the Board of Supervisors set out with a new mindset and moved forward with determination. In 2024, the Board of Supervisors will firmly focus on the work of the SEE Foundation, promote the institutional development by means of supervision, accurately grasp the focus of supervision, actively play its supervisory role, further enhance the effectiveness of supervision, and drive high-quality development of the SEE Foundation in cooperation with the Board of Directors, the Secretariat, the project centers, and other parties.

## Message from the Secretary General



**YANG Biao**  
Secretary General

After 15 years of unremitting efforts, the SEE Foundation has been involved in environmental projects from deserts to oceans, protected the vitality of each plant as well as the survival of endangered animals, and expanded from developing an enterprise "Green List" to an enterprise "Blue List" (focusing on marine ecology), with its footsteps deeply imprinted in every area of environmental protection. In 2023, thanks to the strong support of donors and the guidance of the Council, we have made new progress and achievements in promoting scientific, diversified, and international development of our environmental projects.

At the strategic level, we have unveiled an ambitious strategy for addressing climate change. As a grant-making modern foundation, we have made strategic layouts at the production, consumption, and ecology ends for the first time, powering the environmental protection cause with actions.

In the field of "Internet + public welfare", we established cooperation with nearly 20 platform-based organizations and launched many public participation projects online. Moreover, with the launch of the "SEE Public Welfare" platform, the public has access to more convenient fundraising channels and innovative forms of communication, which has become our new important channel for financing.

On the road towards internationalization, we actively participated in the 28th session of the Conference of the Parties (COP28) to the United Nations Framework Convention on Climate Change, and released the "Climate Companions" Program to the world at the UN's official press conference, demonstrating to the world the responsibility of China's environmental protection public welfare organizations.

In 2023, we also ushered in a number of project milestones. Over the past ten years, solid progress has been made in many projects of the SEE Foundation, such as 100 Million Suosuo, Blue Defenders, Green Starters, and Growing Up Together. With the joint efforts of our members and environmental partners, we have initially built an ecological barrier in Northwest China, achieved remarkable results in promoting the disclosure of pollution information, and funded the continuous development of our environmental partners in China.

I would like to thank all sectors of society for their long-term strong support for China's environmental protection cause and the SEE Foundation's environmental protection projects. In the new year, let us continue to work hand in hand, injecting constant vitality into the dream of environmental protection and public welfare and contributing our strength to building a community of life in which man and nature live in harmony.

## Science Advisory Committee



**WEI Fuwen**

Academician of Chinese Academy of Sciences (CAS)

Researcher at the Institute of Zoology, Chinese Academy of Sciences

In this era full of challenges and opportunities, the Scientific Advisory Committee shoulders great responsibility and a glorious mission. The cause of environmental protection is indispensable for the ecological balance of nature, and constitutes the cornerstone of sustainable development of human society. Hence, we must work together to continuously advance progress in the environmental protection cause.

In recent years, China has seen remarkable results in environmental protection, which is attributable to extensive support and participation from government departments, scientific institutions, related organizations, and all sectors of society. Vigorous development of environmental NGOs, represented by the SEE Foundation, has driven more than 1,200 environmental NGOs across the country to carry out a variety of ecological and environmental protection publicity, education, and exchange activities in over 30 cities of China, producing a good social impact and increasing their reputation in the field of environmental protection in China.

At the same time, the greatly raised public awareness of environmental protection has also provided strong support for the environmental protection cause. We, the Scientific Advisory Committee, are deeply gratified and, at the same time, fully aware of our responsibilities. As an important force in the field of environmental protection, we will continue to give full play to our professional advantages, provide a scientific basis for government decision-making, disseminate environmental knowledge among the public, provide technical support to environmental NGOs, strengthen exchanges and cooperation with international counterparts, learn from advanced experience, and contribute wisdom and strength to the cause of environmental protection in China.

Environmental protection is a systematic project that requires the participation and coordination of all parties. To this end, we look forward to establishing closer cooperation with government departments, scientific institutions, relevant organizations, and all sectors of society in order to jointly promote the development of the environmental protection cause.

### Director of the Science Advisory Committee

**WEI Fuwen** Academician of the Chinese Academy of Sciences (CAS)  
Researcher at the Institute of Zoology, Chinese Academy of Sciences

### Committee Members on Ecology Conservation

**YU Xiubo**  
Researcher at the Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences  
Secretary General of the Science Committee of the Chinese Ecosystem Research Network (CERN)

**ZHANG Zhengwang**  
Professor at Beijing Normal University  
Director of the MOE Key Laboratory for Biodiversity Science and Ecological Engineering  
Vice President of the China Zoological Society and Chair of the Ornithology Branch

**LEI Guangchun**  
Professor at School of Ecology and Nature Conservation, Beijing Forestry University  
Vice Chair of the Wetland Ecology Committee of the Ecological Society of China

**MA Keping**  
Researcher at the Institute of Botany, Chinese Academy of Sciences  
Deputy Director and Secretary-General of the Biodiversity Committee of the Chinese Academy of Sciences

**ZHANG Li**  
Professor at College of Life Sciences, Beijing Normal University

**LI Baoguo**  
Professor at College of Life Sciences, Northwest University

### Committee Members on Desertification Prevention and Control

**LU Qi**  
Director of Institute of Desertification Studies, Chinese Academy of Forestry Sciences (CAS)

Director of Desertification Research Institute of Southwest Forestry University

Leader of the discipline of desertification control

**QU Jianjun**  
Researcher of Northwest Institute of Eco-Environment and Resources, Chinese Academy of Sciences

Director of Gansu Wind and Sand Disaster Prevention and Control Engineering Technology Center

Director of Dunhuang Gobi Desert Research Station

**XU Xianying**  
Director of Gansu Desert Control Research Institute  
Desertification and sandstorm disaster prevention and control in Gansu Province -- Director of the State Key Laboratory jointly built by the province and the ministry

**YANG Youlin**  
Regional Coordinator for Asia and Pacific Region, UNCCD  
Senior Research Fellow of Xinjiang Institute of Ecology and Geography, CAS

### Committee Members on Marine Conservation

**ZHANG Si**  
Academician of the Chinese Academy of Engineering  
Researcher at the South China Sea Institute of Oceanography, Chinese Academy of Sciences

**ZHOU Qiulin**  
Researcher at the Third Institute of Oceanography, Ministry of Natural Resources

**YANG Shengyun**  
Professor at Xiamen University

**FANG Jianguang**  
Researcher at the Yellow Sea Fisheries Research Institute, Chinese Academy of Fishery Sciences

**ZHANG Zhaohui**  
Researcher at the First Institute of Oceanography, Ministry of Natural Resources

**WANG Wenqing**  
Professor of College of Environment and Ecology of Xiamen University  
Chairman of Mangrove Ecology Specialized Committee of Ecological Society of China

**FAN Hangqing**  
Researcher of Guangxi Mangrove Research Center  
Member of Mangrove Ecology Specialized Committee of Ecological Society of China

**CHEN Guangcheng**  
Researcher of Third Institute of Oceanography, Ministry of Natural Resources

### Committee Members on Environmental Governance

**HE Kebin**  
Academician of the Chinese Academy of Engineering  
Chang Jiang Scholars Distinguished Professor and Dean of the School of Environment, Tsinghua University  
Deputy Director of the National Key Laboratory for Environmental Protection and Atmospheric Composite Pollution Sources and Control

**LIU Jian**  
Chief Scientist of United Nations Environment Programme  
Researcher at the Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences

**CHEN Nengchang**  
Researcher at Institute of Eco-Environment and Soil Sciences, Guangdong Academy of Sciences

**PAN Xiaochuan**  
Professor and Doctoral Supervisor at the Department of Occupational and Environmental Health, School of Public Health, Peking University  
Adjunct Professor at Queensland University of Technology and Griffith University  
Member of the Standing Committee of the Environmental Medicine and Health Branch of the Chinese Society for Environmental Sciences

**HE Jiankun**  
Professor and doctoral supervisor at Tsinghua University  
Director of the Academic Committee of the Institute of Climate Change and Sustainable Development, Tsinghua University

**SHI Han**  
Doctoral supervisor at City University of Hong Kong  
Senior Policy Advisor, United Nations Industrial Development Organization (UNIDO)

**QIN Tianbao**  
Vice Dean of Wuhan University School of Law and Director of the Research Institute of Environmental Law  
Vice President and Secretary General of Chinese Society of Environmental and Resources Law

**ZHOU Dadi**  
Former director and researcher of the Energy Research Institute of the National Development and Reform Commission  
Deputy Director of the National Energy Expert Advisory Committee  
Member of China National Climate Change Expert Committee

## 02

ANNUAL  
HIGHLIGHTS

## Winning the Title of 5A Level Social Organization for Three Consecutive Years

The SEE Foundation was evaluated as a 5A Level social organization in the "2023 Social Organization Level Evaluation" of the Beijing Municipal Civil Affairs Bureau. We are committed to openness and transparency in projects, with project progress clear and verifiable, so that every care and dedication to the environmental public welfare cause can be seen. Gather strength from various parties to realize the green dream together. Since 2013, the SEE Foundation has been granted the title of 5A Level Social Organization three times in a row.

### Beijing Social Organization Evaluation Valid until December 2028

Beijing Municipal Civil Affairs Bureau  
December 2023



### Social Organization Evaluation Level Certificate

Certificate No.: ShePingZi [2023] No.37

SEE Foundation,

This is to certify that your institution is evaluated  
as a 5A Level Social Organization.

(Valid until December 2028)

Beijing Municipal Civil Affairs Bureau  
December 2023

Beijing Municipal Civil Affairs Bureau  
(Official Seal)



## The 10th China Enterprise Green Compact Forum

### Integrate innovation to create a low-carbon future

June 5

On "World Environment Day" on June 5, 2023, the 10th SEE Conservation China Enterprise Green Compact Forum kicked off online. As an environmental protection NGO with entrepreneurs as its main body, the SEE Conservation China Enterprise Green Compact Forum has been held for ten sessions, during which it continues to explore the experience and thinking of enterprises and citizens on green actions, with an aim to lead the future of a more vibrant green economy.



Meeting of the 10th SEE Conservation China Enterprise Green Compact Forum

## Launching the "SEE For Good" Platform

### Creating channels for diversified participation

July

The platform allows for public participation in diverse ways, such as donation support, sharing & solicitation of contributions, and volunteering, and aims to effectively promote the linkage and transformation of online and offline information on environmental protection projects.



Working with the SEE Foundation for blue skies and clear waters

## "Looking Up"

### Another way for national scientific bird watching

September-December

Fifty-one cities, 7,000+ people, 153 activities, 160,000+ pieces of bird data...with birds as the medium, we have integrated science popularization education and bird watching experience, and opened up another way for people to participate in ecological protection and improve their scientific literacy within a period of three months.

**51 cities** **7,000+ people**

**160,000+ pieces of bird data**



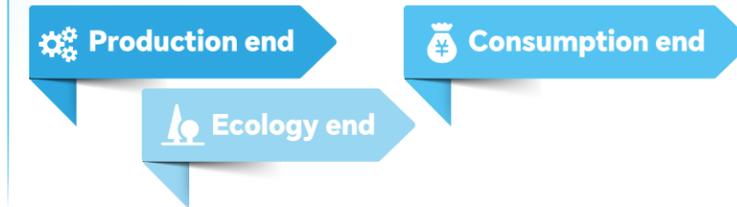
Birding Season for All

## Unveiling the First Strategy to Address Climate Change

### Clarifying the emission reduction targets through 9 paths in 3 fields

October 20

The SEE Foundation has worked with McKinsey & Company to develop and release the "SEE Climate Change Strategy" (hereinafter "the Strategy"), marking the first attempt to organize environmental protection actions from the strategic level of this issue. The Strategy clarifies the emission reduction and ecological demonstration targets by 2030 from the production, consumption, and ecology ends, formulates nine paths to realize these targets, and calls on actors in multiple fields to promote ecological protection.



McKinsey & Company

### SEE 基金会应对气候变化战略

战略构架：气候变化议题顶层设计、实现路径和项目

SEE  
北京市企业家环保基金会

Strategy of the SEE Foundation to Address Climate Change  
Strategic framework: Top-level design, implementation paths and projects of climate change issues

## Cluster + Drive

### Presenting our achievements after 10 years of efforts

The decade since the 18th National Congress of the Communist Party of China has seen historic, transformative, and overall changes in China's efforts to promote ecological civilization construction and environmental protection. From 2014 to 2023, our projects such as "100 Million Suosuo", "Blue Defenders", "Green Starters", and "Growing Up Together" have contributed to the era of China's ecological miracles and green development miracles, and we have also presented our eye-catching "report card" during this period.



## Launching the Global "Climate Companions" Program (Empowering) at COP28 in Dubai

### Participated extensively and continuously in global climate governance for 13 years

November 30 - December 12

During COP28, the SEE Foundation hosted many side events, participated in a series of activities, exchanged ideas with domestic and international partners, and officially launched the "Climate Companions" Program at the UN's official press conference: By 2030, it will empower 100 talents in the field of public welfare, grant the funds of more than 10 million yuan, and support no less than 100 public welfare projects.



Three parties jointly launched the "Climate Companions" Program

# 03

PREVIOUS  
ACHIEVEMENTS

### Joint Actions

Supporting more than **1,200+** partners to carry out environmental protection activities across the country



### Trust

RMB **1.83 billion** in donations received



**1 billion+** supporters



### Environmental Protection Benefits

**130,000+** km<sup>2</sup>

of the country's forests, wetlands, grasslands and oceans conserved.



**1.74 million**

tons of forest carbon sinks



### Species Conservation

**85** species

of wild animals and plants continuously monitored



**55** species

on the International Union for Conservation of Nature (IUCN)'s Red List of Threatened Species



**57** species

under first-class state protection

**18** species

under second-class state protection



### Research Results

**4** industry standards released



**7** research papers



**21** publications produced



**76** policy recommendations submitted



## 04

OUR 2023

## OUR 2023 |

**100 Million Suosuo**

The 100 Million Suosuo project aims at planting 100 million native psammophytes represented by Suosuo (*Haloxylon ammodendron*) across the key eco-regions in Alxa over ten years (2014-2023). The project seeks to restore around 133,300 hectares of desert vegetation to improve the local ecological environment, curb the spread of desertification, and enhance the living standards of local herds people through the derivative economic benefits of Suosuo. By the end of 2023, this project had cumulatively planted 80.94 million psammophytes (114,533 hectares) represented by Suosuo in the key eco-regions of Alxa.

**Groundwater Conservation**

The Groundwater Conservation project aims to reduce groundwater extraction in agricultural activities by promoting water-saving crops and technologies. Concurrently, it collaborates with local government departments to enhance the implementation of relevant water conservation policies, maintaining a balance between groundwater extraction and replenishment in oasis agricultural areas in Alxa. While ensuring the rational use of groundwater, the project actively explores new environmentally friendly agricultural development models, helps farmers expand their income channels, and ultimately achieves the dual goals of groundwater conservation and increased agricultural income. Since 2009, SEE Foundation has been working to promote the cultivation of millet as a crop that benefits both the local ecology and economy. By the end of 2023, water-saving millet plantation had reached a cumulative total of 2,271.72 hectares, with 759 rural households participating.

**Blue Defenders**

Initiated by the SEE Foundation in cooperation with multiple parties in 2012, the Blue Defenders project seeks to contribute to the resolution of environmental pollution issues in water, air, and soil. On its 10th anniversary in 2023, the project upgraded its strategy to incorporate pollution risks to human health as a priority category. Targeted at promoting environmental governance, the project promoted safe and responsible consumption through promoting clean air, protecting water resources, and managing chemicals, and encouraged more people to actively participate in climate and environmental protection, and to safeguard a clean, healthy, and sustainable future. By the end of 2023, the project had directly supported 63 frontline organizations engaged in the environmental protection industry nationwide to become "Blue Defenders", covering 21 provinces. About 83 million yuan has been provided for the frontline partners of "Blue Defenders"; and support has been given to the rectification of 9,275 enterprises and pollution sites. The environmental database it supported covered 12.75 million enterprises across the country, with more than 6.05 billion pieces of data.



## Green Supply Chains

Real estate enterprises motivate their upstream suppliers to revamp and improve their environmental practices through green procurement, thereby reducing pollution and carbon emissions throughout the supply chain. Since its launch in June 2016 to the end of 2023, 107 real estate enterprises have joined the Green Supply Chain Action. In 2023, the project developed a total of 19 green procurement categories and included 1.4 million supplier companies on the "White List", admitted 87 enterprises on the "Green List", facilitated a cumulative amount of green procurement of over 38 billion yuan, and led the real estate sector to achieve over 8 million tons of carbon emission reduction.



## Conserving the Sanjiangyuan Region

The Conserving the Sanjiangyuan Region project aims to promote the establishment of a community interactive network model, maintain the authenticity of the natural ecosystem in the Sanjiangyuan region, realize the harmonious coexistence of human and nature in the Sanjiangyuan region, and protect China's most unique plateau ecosystem and the water source of 700 million people. By the end of 2023, the project had led a cumulative 130 local environmental protection organizations to participate in the protection network and carried out pilot grassland restoration of 53.33 hectares, with a cumulative protected area of 1.28 million square kilometers. In 2023, five new projects were funded. Based on the original "Conserving the Sanjiangyuan Region" actions, it established a community interaction network model that formed a protection network with existing cooperative institutions and continued to fund local institutions to carry out conservation projects, covering issues such as species protection, water source protection, and grassland management.



## Zero Waste Planet

The "Zero Waste Planet" project focuses on three major areas: cities, the wilderness, and the ocean, and aims to reduce domestic waste through diverse methods, including waste collection, empowering actions, public advocacy, and more. The project prioritizes plastic reduction, promotes advocacy through the strength of the public and businesses, and explores efficient solutions for plastic reuse and recycling. By the end of 2023, it has supported and funded 16 partners. Additionally, 73 beach cleaning activities were carried out in seven cities in four provinces nationwide. Furthermore, 960.44 tons of urban and rural waste was reduced through garbage sorting and composting.



## Noah's Ark

The "Noah's Ark" project is committed to the biodiversity conservation of primary forest and plateau wetlands in the mountainous regions of Southwest China. It tries to explore and promote friendly and interdependent relationship between human society and the ecosystem as well as the mechanisms for the comprehensive conservation of biodiversity in key biodiversity areas (KBA) in the mountainous regions of Southwest China. It also seeks to facilitate the landing conservation led and managed by local people, utilize local biological resources in a sustainable way and bring benefits to local people during the course of this conservation project. By the end of 2023, 77 small green peafowls (*Pavo muticus*) and 60 Yunnan snub-nosed monkeys (*Rhinopithecus bieti*) have been born in the project site. The project optimized and restored over 670 hectares of Asian elephant habitat, and completed the Green Paper on Protection of Yunnan Snub-Nosed Monkeys. Its Asian Elephant Conservation Program has been included in the Operation Manual for Nature-Based Solutions Projects; and the case of Xinzhu Botanical Garden Conservation is selected into IUCN's Panorama Cases.



## Free Flying Wings

"Free Flying Wings" is a comprehensive ecological conservation program that aims to safeguard migratory birds and their habitats in China. The program carries out conservation work through "Socialized Participation Model", which is initiated by civil organizations, invested into by enterprises, and participated in by the public. It builds a civil protection network and implements bird research, citizen science, and policy advocacy to promote the conservation of migratory birds and their habitats in China. By the end of 2023, the project had supported 82 organizations to carry out conservation projects in 119 sites beyond protected areas, covering more than 4,000 square kilometers of bird habitats; submitted more than 360,000 records of bird surveys, recording more than 700 bird species; submitted more than 3,300 records of threats such as poaching, pollution, and development construction; and carried out about 1,500 public participation and science popularization education activities, covering more than 980,000 people.



## Save the Smile of the Yangtze River

The "Save the Smile of the Yangtze River" project aims to enhance the participation and effectiveness of actions of social organizations in the Yangtze River Conservation Action, form a linkage among the government, scientific research institutions, enterprises, environmental public welfare organizations, and the public, effectively participate in the rescue of the flagship species such as the finless porpoise (*Neophocaena phocaenoides*) in the Yangtze River, and ultimately achieve the beautiful vision of restoring their population and stabilizing the healthy development of the Yangtze River ecosystem. As of the end of 2023, 846 Assist Patrol teams were established, more than 25,000 people were involved in fishery administration Assist Patrols, 635 key members of the Assist Patrol teams were trained, and the rangers were organized to participate in water patrols, science popularization and publicity, and aquatic life protection, making them an important complementary force for law enforcement of the 10-year ban on fishing in the Yangtze River.



## Green Starters

The "Green Starters" project is dedicated to discovering and empowering new forces in China's environmental protection sector, assisting teams with a strong sense of mission and dedication to environmental and social issues in achieving their environmental protection goals. It aims to arouse local environmental protection efforts in China, foster a healthier and more diversified ecosystem in the environmental protection industry, and thereby achieve the goals of ecological protection and sustainable development. By the end of 2023, the project had accumulatively funded 551 start-up environmental NGOs, with a total funding amount exceeding 45 million yuan. "Green Starters" partners are distributed in 31 provinces and regions across China, playing active roles in many environmental protection-related fields such as ecological protection, pollution prevention and control, environment education, as well as waste reduction.



## Growing Up Together

By tutoring and accompanying the critical talents in growing environmental NGOs, the "Growing Up Together (GUT)" project helps these talents overcome development bottlenecks in their organizations and achieve breakthroughs in areas such as "core business accumulation," "team specialization," and "diversified expansion of resources," enabling them to become leading figures in their areas of specialty and thereby responding more effectively to environmental issues. By the end of 2023, the project had funded a total of 103 GUT partners, with a total investment of nearly 50 million yuan, and the volunteering services of 234 GUT mentors had exceeded 31,577 hours. The "Jingcao Carnival", a sub-brand event targeted at environmental advocacy, has held 81 events in multiple cities across China, impacting a volume of 95 million people.



## Blue Sea Elves

The "Blue Sea Elves" project helps realize the Kunming Declaration by protecting marine flagship species such as sea turtles, Chinese white dolphins (*Sousa chinensis*) and Bryde's whales (*Balaenoptera brydei*). It conserves their critical habitats and migratory corridors, benefiting numerous other marine species through the umbrella effect of these flagship species, and encouraging more public forces to pay attention to and support the conservation of marine biodiversity. By the end of 2023, the project had rescued and released in total 350 sea turtles and protected more than 350 Chinese white dolphins.



## Cerulean Sea Initiative

The "Cerulean Sea Initiative" project mobilizes civil society to protect key marine ecosystems such as mangroves, seagrass, salt marshes, and coral reefs through SEE Foundation's social platform. It promotes the health and ecosystem service functions of marine ecosystems, and enhances the ability of local communities to respond to climate change. Meanwhile, through international cooperation, the project aims to protect 1% of the China's oceans, and contributes to the goal of protecting 30% of the global ocean area by 2030 (the 30x30 target). By the end of 2023, the project had restored 240 hectares of key marine ecosystems such as mangroves, seagrass, and coral reefs, with a protected area of more than 22,000 hectares.



## Fishing in the Blue Sea

The "Fishing in the Blue Sea" project ensures the sustainable food supply of our oceans by reshaping sustainable fisheries management. It promotes international cooperation to combat illegal, unreported, and unregulated (IUU) fishing, reducing overfishing of fishery resources. The project also carries out pilot programs such as discarded fishing gear recycling and fishing gear optimization, optimizes fishery production operations, as well as conducting capacity building to enhance the sustainable livelihood development of fishers' communities, and protects over 5% of global fishery resources. By the end of 2023, it had collaborated with several marine institutes to carry out research, implemented community co-management with several coastal communities and fishermen groups, realized the recycling of over 120,000 kg discarded fishing gear, and promoted all sectors of society to contribute to global marine protection.





# 05

## DESERTIFICATION PREVENTION AND CONTROL

- 100 Million Suosuo 023
- Groundwater Conservation 027

United Nations Sustainable Development Goals



## 100 Million Suosuo



The 100 Million Suosuo project aims at planting 100 million native psammophytes represented by Suosuo (*Haloxylon ammodendron*) across the key eco-regions in Alxa over ten years (2014-2023). The project seeks to restore around 133,300 hectares of desert vegetation to improve local ecological environment, curb the spread of desertification, and enhance the living standard of local herds people through the derivative economic benefits from Suosuo.

**≈133,300 hectares**  
Desert vegetation restored



**80.94 million**  
Psammophytes



**RMB 400+ million**  
Social funds raised



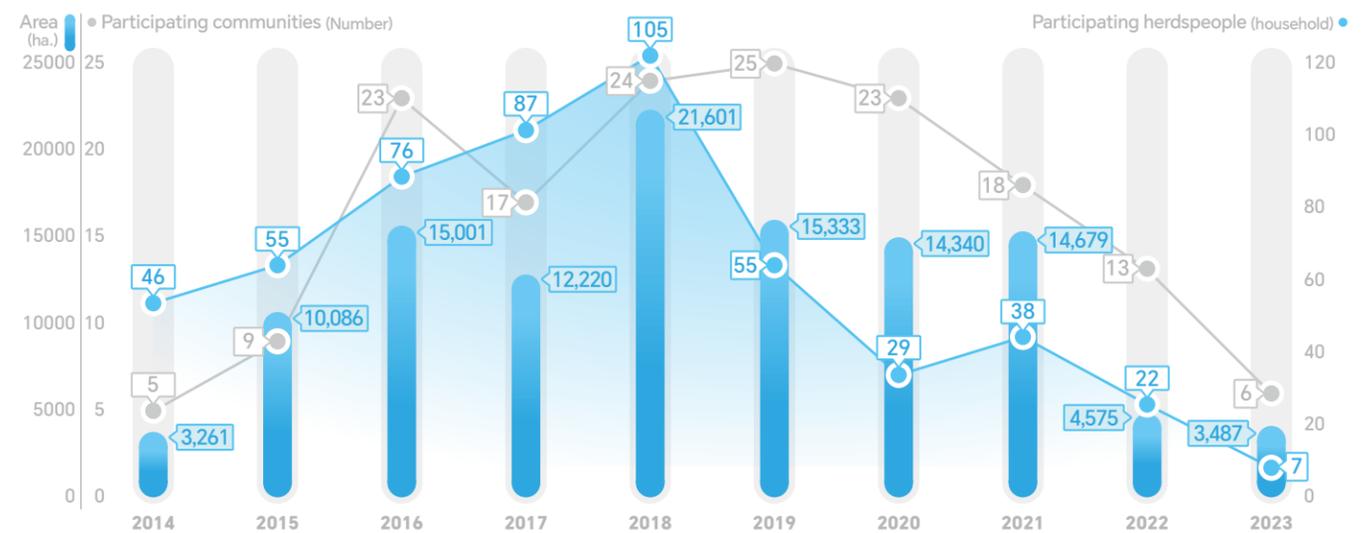
**600+ million people**  
Motivated to participate

### Achievements over

**10** years  
2014-2023

The Suosuo afforestation project by SEE has demonstrated significant social and economic benefits. It has increased re-employment opportunities and improved the quality of life for herdspeople while also creating a more comfortable and pleasant living environment, positively impacting their wellbeing. Therefore, Suosuo afforestation is a vital component of local ecological construction. By transforming traditional production methods and expanding the area covered by Suosuo forests, the project has greatly advanced desert ecological environment protection and established a unique desert industry characterized by the coordinated development of ecological, economic, and social benefits. This initiative has made a significant contribution to the regional ecological environment and economic development.

*Dynamic Monitoring and Comprehensive Evaluation of Ecological Functions of Suosuo Forests of the 100 Million Suosuo Project*



## Project Outcomes in 2023



**3,487 ha. 2.51 million Suosuo and other plants**

Planted by the SEE Foundation in cooperation with the Science, Technology, Forestry and Grassland Bureau of Alxa Left Banner and other units.



**2 sumus/towns, 6 gachas, and 7 planting households**

Involved



**3,440 ha.**

Qualified area



**98.85%**

Qualification rate

## Key Progress in 2023

### 1 10th Anniversary Theme Event

On September 27, the International Forum on Desertification Prevention and Control & the 10th Anniversary of the 100 Million Suosuo Project themed “Benefits of 100 Million Suosuo as Time Flies”, was held at Beijing Forestry University. The event was guided by the Forestry and Grassland Bureau of Alxa League and China National Sand Control and Desert Industry Society, and jointly sponsored by the School of Ecology and Nature Conservation (School of National Park), the School of Soil and Water Conservation of Beijing Forestry University, and the SEE Foundation. Nearly 300 experts, scholars, and civil society participants from various fields gathered to witness the outcomes of the project on its 10th anniversary. During the event, the WebGIS-based digital construction system of the 100 Million Suosuo project was officially released, visually displaying the project’s 10-year achievements.



10th Anniversary Theme Event

### 2 Carrying out multiple scientific researches and monitoring activities

In 2023, the project carried out monitoring and data collection five times, focusing on the environmental elements of the planted forests in the project area. Through analysis, the team completed the *Report on the Construction of Fixed-point Observation Platform for the Ecological Effect of SEE 100 Million Suosuo Project*.

Moreover, the project has carried out the growth dynamic monitoring of Suosuo, wind and sand fixation assessment, soil conservation and carbon fixation assessment, and biodiversity surveys. It has also collected, analyzed and evaluated data on the water use status of Suosuo, along with assessing the social and economic value and function of Suosuo planting. These efforts culminated in the development a preliminary project report.

According to the report, from 2012 to 2020, the vegetation coverage in the project area increased from 6.2% to 17.9%. The average preservation rate of Suosuo was between 82.1% and 85.4%. Additionally, compared with the control group, the biodiversity index of the plots planted with Suosuo increased by about 60% on average.

In addition, the project has installed four sets of climate observation systems at the Ulan Buh Ecological Education Demonstration Base and carried out the project of alkali land desertification control, saline soil control, and protection systems. Data collection from the Desertification Control Demonstration Base was conducted 12 times a year, resulting in a total of 108 pieces.



Scientific research data collection

**4 sets** Climate observation systems installed

**12 times** Data collection throughout the year

### 3 WebGIS-Based Digital Construction System of the 100 Million Suosuo Project



Database interface

To achieve digital project management and enhance transparency and visibility of charity projects, a fault-tolerant, flexible, safe, easy-to-use, reliable, and extensible digital system was developed for managing and displaying the 100 Million Suosuo project. This system was officially unveiled at the International Forum on Desertification Prevention and Control & 10th Anniversary Theme Event of the 100 Million Suosuo Project. The database visually displays the outcome data of the 100 Million Suosuo project over the past ten years and provides users with several retrieval methods, making it convenient for the public and donors to understand the project situation more intuitively and deeply. Additionally, the project personnel can receive the necessary support for scientific and efficient project management from this system.

### 4 43 Nature education and exchange activities



Organizing public activities

This year, the project hosted 43 visits and exchanges from donors and research institutes, nature educational activities, and students’ summer-vacation social practice activities, involving a total of 3,500 participants. Among these events were serial natural science popularization activities held on campus for National Tree Planting Day on March 12 and a series of natural science popularization carnival activities on World Day to Combat Desertification and Drought on June 17. These events were dedicated to spreading knowledge about desertification prevention and control to more cities and diverse populations.

**43** Nature education activities

**3,500+** Public participants

### 5 "Internet + Charity" makes participation in charity activities accessible

As the first charity partner of “Ant Forest”, SEE Foundation has engaged a cumulative number of more than 600 million people to participation. By the end of 2023, in collaboration with “Ant Forest”, 31.35 million Suosuo and scoparium plants (*Corethrodedron scoparium*) were planted in the key eco-regions of Alxa.

**600+** million Public participants

**31.35 million trees** Cumulatively planted



Planting site in 2023



## She and Suosuo Make Her Family Members Feel More at Ease

XU Fengqin, a name that seems to be chosen.

"When I was a child, every time I went out, I could see sand and stones flying. This is not a metaphor; I could actually feel sand and stones pounding on my face. However, this doesn't happen now," XU Fengqin said.

Alxa is located in an arid and semi-arid area, and for people living here, water shortages are normal. Conserving soil and water and planting greenery is almost a dream for every Alxa resident. Around 2015, several gachas near XU's home began to plant drought-tolerant plants such as Suosuo for desertification prevention and control. However, Xu's family did not join due to various reasons, a decision her parents regret to.

"My parents love this land very much, and planting trees has always been their dream. But due to poverty and lack of opportunity, they were unable to realize it." There are four members in XU's family, but she is the only source of income because her husband is bedridden and her two children are attending school. With the need to cover living expenses, medical expenses, and tuition fees, she bears the burden of the whole family and has no time to think about the dream of desertification control.

But an unexpected opportunity changed all that. In 2016, the "100 Million Suosuo" project expanded to the gacha where XU lives. "I was selected for this project without my knowledge! Knowing that the SEE Foundation's selection is very strict, I never thought that our plot of land would be chosen!" Recalling the past, XU is still very excited.

Therefore, she decided to seize the opportunity, no matter the cost. "At that time, everyone around me was against it, saying it required money that I couldn't afford. But I didn't want to give up the opportunity." To join the project, she applied for a loan to buy Suosuo seedlings and water. "In 2016, I planted more than 40 hectares of Suosuo. While others generally irrigated the plants two or three times a year, I irrigated them four times that year, because I wanted to succeed and fulfill my parents' dream. I can't remember exactly how much money I spent. I wouldn't have succeeded if I kept calculating the cost.

Just as starlight never fails travelers, the SEE Foundation did not fail XU's persistence. The next year, subsidies totaling 40% of the cost were granted on time, covering nearly half of XU's cost. "The Foundation provided the subsidies quickly, and I felt particularly gratified because many people had objected to my choice at that time. So when the subsidies were granted, I knew I had made the right decision!" XU said.

Encouraged by the 100 Million Suosuo project, XU Fengqin has been dedicated to tree planting for desertification prevention and control for nearly eight years. "Later, when our income increased, I planted in as many areas as possible in the mountains nearby. My father has passed away, and I hope my mother can see these plants while she is still alive. At this point, money doesn't matter." Now, XU sometimes takes her mother back to the Suosuo forest to dig desert-living cistanche herb. "Although she is unable to dig, I'll take her out there by bike to show her around. Every time she sees me digging a desert-living cistanche herb, she is very happy."

In today's Alxa Sukhait Gacha, when the wind blows, you can see clusters of Suosuo branches swaying in the wilderness. The rustling of the Suosuo forest is accompanied by the howling wind over the mountains. High and low sounds echo each other, sometimes distant, sometimes near, creating a natural sonata. It fittingly corresponds to her name, Fengqin, which means "sound of piano in the wind." "Listening to the sound from the forest, I felt reassured that no more stones would fly in my face. The forest is protecting us."

## Expert Comments



**QU Jianjun**  
Northwest Institute of Eco-Environment and Resources, Chinese Academy of Sciences (CAS)

The "100 Million Suosuo" project aims to plant nearly 100 million psammophytes represented by native Suosuo in key ecologically fragile areas of Alxa. The project is located in the core area for the battle against desertification in the Hexi Corridor-Taklimakan Desert, which is of great significance and very forward-looking. The project fully involves local farmers and herdspeople in its implementation, increasing their income with a significant social impact. According to the *Report on the Construction of Fixed-point Observation Platform for the Ecological Effect of SEE 100 Million Suosuo Project*, by planting Suosuo forests, it has significantly increased the surface roughness and reduced the near-surface wind speed, playing a vital role in wind and sand prevention. At the same time, the plantation of the Suosuo forests has greatly increased carbon sinks, and improved the vegetation coverage and biodiversity index. In this way, the project has made a significant contribution to the battle against desertification in the Hexi Corridor-Taklimakan Desert. With a focus on science popularization education, the project team of the SEE Foundation planned and organized many activities in 2023 such as nature education, summer-vacation social practice activities for students, donor visits, and government investigations. In particular, the project team highlights science popularization for adolescents, who can not only listen to the science popularization from experts, but also experience the anti-desertification technology on the spot. The project has achieved good ecological, social, and economic benefits.

# Groundwater Conservation



The Groundwater Conservation project aims to reduce groundwater extraction in agricultural activities by promoting water-saving crops and technologies. It also collaborates with local government departments to enhance the implementation of relevant water conservation policies and maintain the balance of groundwater extraction and replenishment in the oasis agricultural areas in Alxa.

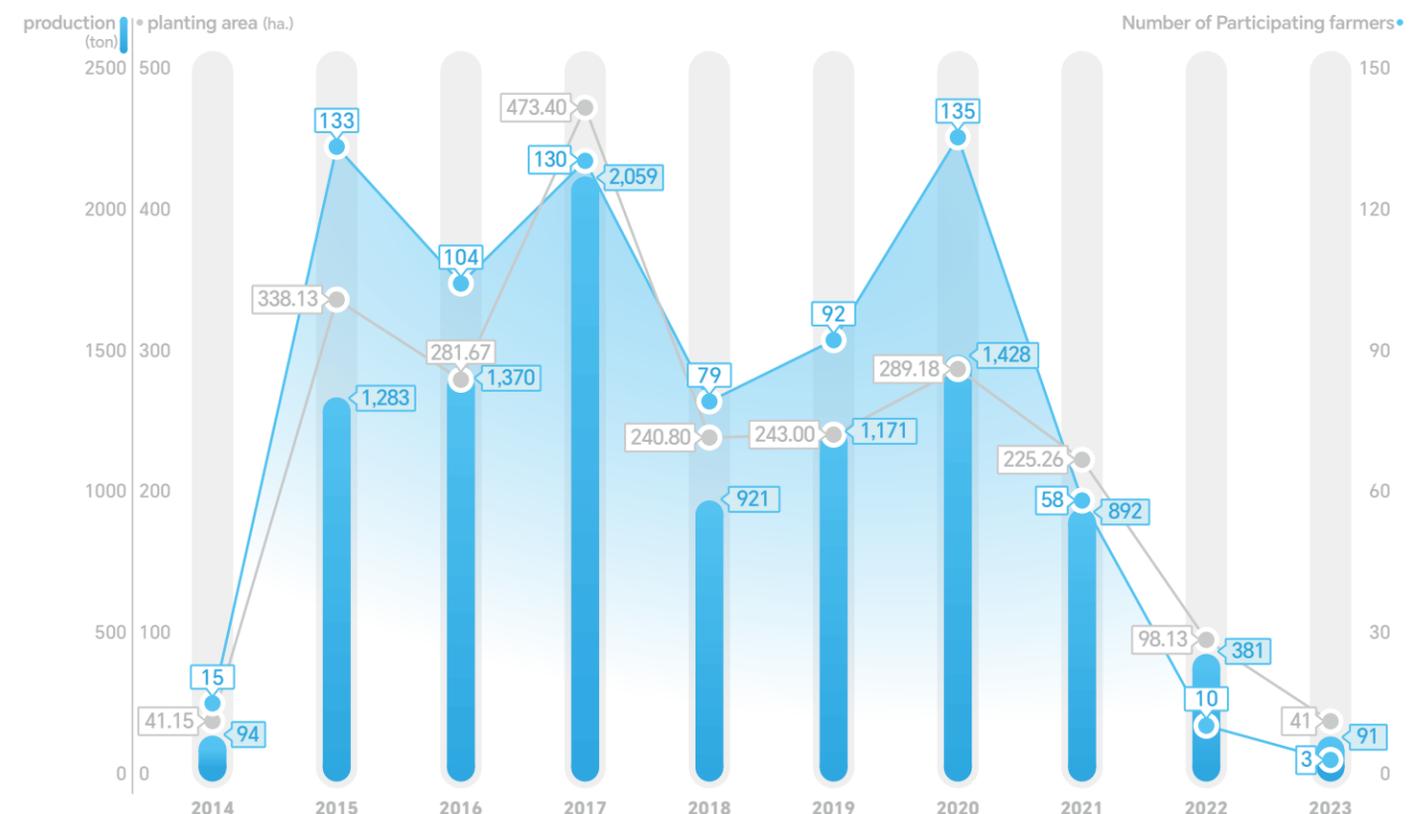
## Achievements of the Project over the Years 2014-2023



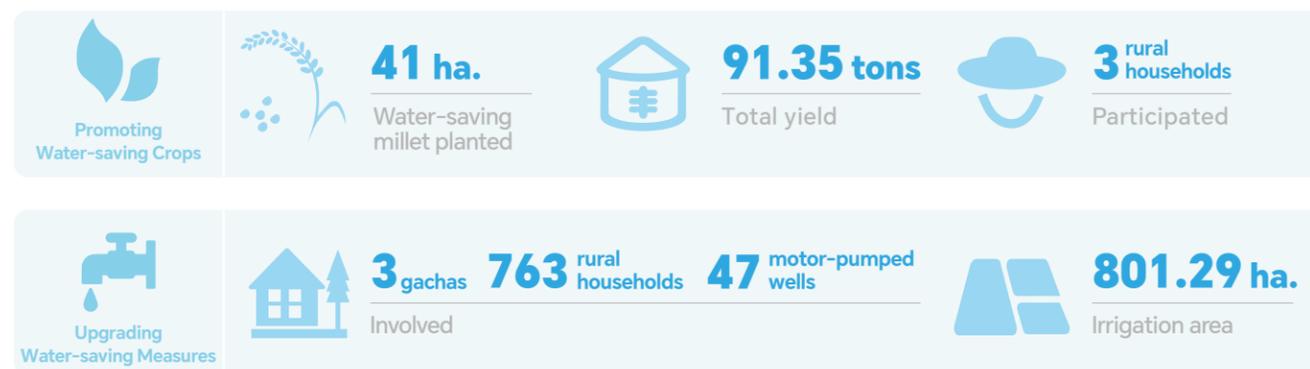
**2271.72 ha.**  
Water-saving millet promoted cumulatively



**759**  
Rural households participated



## Project Outcomes in 2023



## Key Progress in 2023

After achieving a basic balance between groundwater extraction and replenishment in 2023, the Yaoba area in Alxa has adjusted the local water allocation quota for crops to 360 cubic meters per mu. The actual water consumption by millet is only 271 cubic meters, resulting in a significant water-saving effect.

**89 m<sup>3</sup>** Water saved per mu    **271 m<sup>3</sup>** Water actually used per mu

### 1 Leading a new model of green production by promoting water-saving crops

With rural households as the mainstay, the Water-saving Millet Project implemented in Alxa engages in millet production following standardized plantation and management processes. By leveraging Beijing You Will SEE Eco-Agri Co., Ltd., a social enterprise established under the promotion of the SEE for product marketing, the project has formed a model of tripartite cooperation between the SEE Foundation, You Will SEE, and rural households.



Plantation area verification

### 2 Improving the utilization of water resources through water-saving measures

The project team cooperated with the People's Government of Jartai Town, Alxa Left Banner, and the farmers' water association of Chahar, Jartai Town, Alxa Left Banner, to upgrade water-saving facilities and equipment in the Chahar area. This collaboration aimed to solve the problem of "leakage" from aging water facilities and improve water utilization.



Distributing fertilizer tanks

### 3 Promoting new development of water-saving agriculture through community co-construction

The Groundwater Conservation project team organized a total of 20 people, including professionals from functional government departments as well as farmers and herdspeople from the well irrigation areas of Chahar, Yaoba, and Sumu of Bayan Nuoregong, to carry out ecological and sustainable development investigations in desertification areas around Changji City and Korla City in Xinjiang.

The project team signed the *Cooperation Framework Agreement on Groundwater Conservation Project* with the People's Government of Jartai Town, Alxa Left Banner, and planned to jointly promote the implementation of projects related to water-saving agriculture in the well irrigation area of the agricultural oasis in Chahar.



Visits and seminar exchanges in Xinjiang

### 4 Continuing to facilitate product development and innovation



Ren Millet Products

Millet from Alxa Left Banner, represented by "Ren Millet," was selected for inclusion in the *Production and Consumption Guide for National Famous-Brand, Special, Excellent, and New Agricultural Products (Volume III)*. "Ren Millet" has consistently focused on product research and development.



## The "Main Force" Farming in Yaoba

BAI Junben lives and farms near the Tengger Desert, where strong winds can bury the wall behind the house half a meter deep. His farmland is even more vulnerable, as the bare field stands just opposite the golden desert without any shelter. When the wind blows, sand can be directly swept into the field. During such times, BAI would anxiously run to the field to check whether his crops could withstand the onslaught of wind and sand. Although the wind and sand in Yaoba have been greatly reduced, BAI still has a lingering fear in his heart.

In fact, farming in such a place is really difficult because the crops need to withstand wind, sand, and sudden changes in temperature. Besides, water for irrigation is desperately scarce. A few years ago, due to a lack of water-saving awareness, the cultivation of large areas of water-intensive corn and the broad irrigation method placed a heavy burden on the limited groundwater resources. This led to a continuous decline in underground water levels and more prominent land salinization problems.

Ten years ago, when the SEE Foundation first introduced the "drip irrigation" technology to the village, the villagers strongly repelled it at first. Adding another procedure to the process of sowing seeds makes them feel it's gilding the lily. Later, limited water resources made this irrigation technology the best choice for them. Today, this irrigation mode has been promoted to more than 95 percent of farmland. It's comforting to see the roots of crops nourished by crisscrossing drip irrigation belts in the fields.

Forty-two-year-old BAI Junben has become the main force in farming in the village. Most of the younger generation makes a living in the city, while the older ones stay in the village to cultivate their farmland. He planted more than 90 mu of water-saving millet in the field outside his home in 2023, with an average water consumption of less than 280 cubic meters per mu (the water allocation quota for crops is 360 cubic meters per mu, thus about 80 cubic meters of water is saved per mu on average).

# Blue Defenders



Joint research by @NatureFields and partner institution

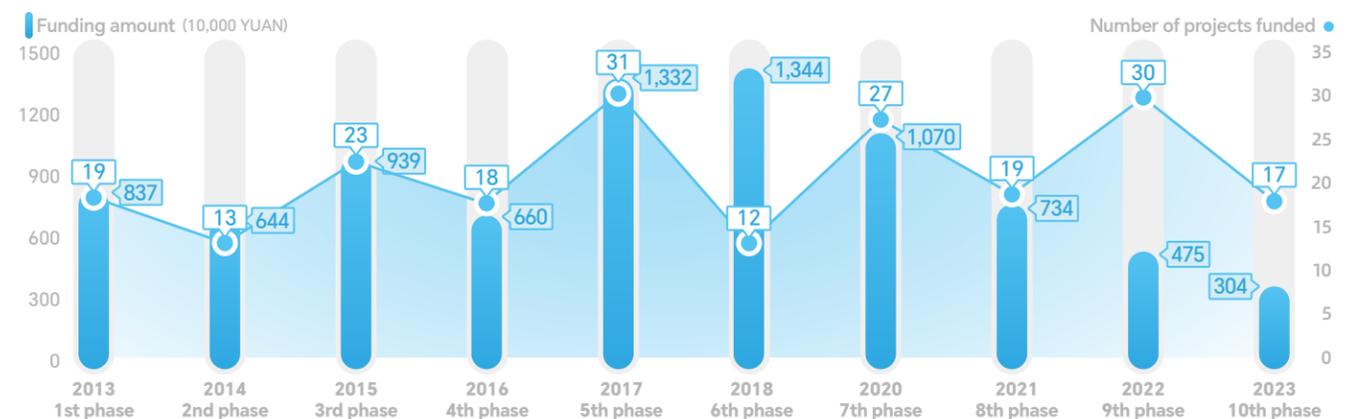
Initiated by the SEE Foundation in cooperation with multiple parties in 2012, the Blue Defenders project seeks to contribute to the resolution of environmental pollution issues in water, air and soil. At its 10th anniversary in 2023, the project had its strategy upgraded and incorporated pollution risks to human health as a priority category. Targeted at promoting environmental governance, the project promoted worry-free consumption based on actions to promote clean air, protect water resources, and manage chemicals, and aimed to encourage the public to more actively engage in climate and environmental protection as an important force, and to safeguard a clean, healthy and sustainable future.

- 63** Frontline environmental NGOs supported
- 9,275** Enterprises and pollution points rectified
- 27** Public interest litigations supported
- RMB 83+ million** Funding in total
- 56** Policy advocacy documents submitted
- RMB 1.26+ billion** Rectification funds mobilized

**Achievements over 10 years 2013-2023**

In the first ten years of initiation and operation of the Blue Defenders project, there has been vigorous development of environmental NGOs concerning domestic industrial pollution prevention. During this period, the number of organizations has continuously increased, sub-issues have expanded, work methods have been upgraded, and action strategies have been optimized. Moreover, the institutional development and project effectiveness of these organizations have greatly improved, leading to the preliminary formation of an ecological system for industrial pollution prevention and control. This system involves the participation of superior and subordinate levels and combines deep and broad treatment. In this framework, environmental protection partners focusing on various sub-issues in different activity regions may carry out extensive multi-level and long-chain cooperation, thus fostering an effective linkage within issues and between regions.

*A Decade of the Blue Defenders Project: Report on Practice and Observation of Pollution Prevention and Control in China*



Note: The data of the 1st phase in 2013 (inclusive of the industrial pollution prevention fund in 2012), the 6th phase in 2018 (inclusive of new contracted projects in 2019), and 2019 and beyond include the granting amount from the SEE Conservation project centers; the total funding for 2022 includes the funding for thematic actions.

## Project Outcomes in 2023

- 396** Pollution points rectified
- RMB 53 million** Rectification funds mobilized
- 6** Project centers took joint action
- 49** Observational or research reports published

# 06

## CLIMATE CHANGE AND BUSINESS SUSTAINABILITY

- Blue Defenders 031
- Green Supply Chains 034
- Zero Waste Planet 037

United Nations Sustainable Development Goals



## Key Progress in 2023

### 1 10th anniversary theme event of Blue Defenders

On March 31, 2023, the annual meeting of the 10th anniversary of Blue Defenders, themed "Guard and Change" was successfully held to review the environmental guardianship history and explore a new path for future governance. In the same year, the project released six videos of 10-year Blue Defenders, so that more people could see the determination and down-to-earth actions of Blue Defenders from these videos. In late 2023, the *A Decade of the Blue Defenders Project: Report on Practice and Observation of Pollution Prevention and Control in China*, written by JIN Jun's team from the Department of Sociology, Tsinghua University, was officially released, in which an in-depth analysis was made on China's ten years of pollution prevention and control.



The 10th anniversary event of the Blue Defenders Project

### 2 Defending the frontline of pollution prevention

The project supported 12 partners in conducting frontline environmental research and pollution supervision, and 10 partners in implementing pollution and carbon reduction initiatives in key industrial enterprises/sectors, following up with 165 key enterprises. Additionally, the project supported 5 partners in providing empowerment training and hosting industry conferences, covering four industries: petrochemicals, cement, thermal power, and steel. Furthermore, it supported 6 partners in establishing water conservation and project demonstration sites.

**39,027 km**  
Rivers patrolled

**1.21 million kg**  
Garbage collected

**531,715**  
Volunteers

**10.88 million m<sup>2</sup>**  
Water source area protected



Supporting the partner institution Qianren Ecological Conservation Center to carry out environmental surveys and collect water samples.

The project supported 20 project partners in information disclosure and policy suggestions, sent mails or proposed suggestions or reported face-to-face to the government 1,629 times, successfully submitted a total of 26 proposals at provincial, municipal, and district levels, and submitted 17 suggestions in soliciting opinions on policies and regulations.

**Issuing proposal letters to e-commerce platforms on unqualified products**

<b>5 letters</b> On children's shoes	<b>46 commodities</b> Removed from shelves	<b>3 letters</b> On tray tables	<b>52 commodities</b> Removed from shelves
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### 3 Continuing to promote pollution control through environmental data management

The project supported 5 project partners in environmental data management, including:

**GREEN DATA** Developed the "Green Choice" app for consumers to query the environmental management status of manufacturers

**River Watcher** Upgraded the "River Patrol" app to promote public participation and the follow-up and resolution of problems, with a total of 712k users accumulatively

**Qingyue Data** Provided data support for 275 schools, research institutes and individual research projects



Supporting partner organization Shenzhen Zero Waste to sort out the physical information of children's sandals

## Outcomes of Environmental Protection Projects in Different Regions

### North China Industrial Pollution Prevention and Control by Blue Defenders Project

Throughout the year, the North China Project Center supported 8 Blue Defenders partners to carry out 70 field investigations, organized 12 exchanges with partners and government discussions, submitted 22 suggestions and reports on environmental governance, and launched 86 activities offline, motivating 10,588 people to participate and providing 19,824.93 hours of volunteer services; supported the development and launch of an online river protection app-- "River Patrol" app, attracting a total of 3,856 teams from 31 provinces to launch riverbank cleanup activities the app.

### Anhui Hazardous Waste Treatment and Waste Incineration

The project supported Green Anhui in investigating the standardized management of hazardous waste in industrial parks in Anhui Province, facilitating the rectification of over 150 environmental violations, and applying for the disclosure of information on more than 30 cases of illegal hazardous waste dumping. Additionally, it supported the Wuhu Ecology Center in promoting the clean operation of the waste incineration industry, successfully pushing 10 departments to disclose their methane monitoring data from landfills, with 8 departments pledging to make rectifications. Furthermore, the project submitted five waste treatment proposals at the ministerial level, three at the provincial level, and five at the municipal level.

### Chongqing Carbon Emission Data Monitoring

The project supported GREEN DATA to monitor 4,622 pieces of carbon emission data, completed the "One Archive for One Enterprise" standardized processing of nearly 5.5 million environmental data subjects, and newly introduced 14 data application partners, with an average of more than 20 million external data calls per month through GREEN DATA.

### Guizhou Environmental Survey and Public Participation

The project supported Qianren Ecological Conservation Center to carry out the "Qianyixing • Protecting the Mountains and Waters in Guizhou" project, mobilized and supported public participation in extensive supervision on environmental protection, continued to improve Guizhou's ecological environment based on ecological environment surveys, and established a NGO structure for civil society forest patrols and river protection in Guizhou.



## "Persistence" Represents Our Attitude

"Start public welfare entrepreneurship!" Officially launched in 2015, Ankang Green Qinba Environmental Protection Service Center (Lvse Qinba) was the only environmental NGO in Ankang at that time. From one person to a team, we have undergone many business transformations, and gradually clarified our priority for the "Water Conservation" action.

At the initial stage of establishment, we were faced with many questions, such as what to do and who would provide the funding. Thanks to the first grant provided by the Green Starters project of the SEE Foundation, we have managed to survive. From water conservation to pollution surveys and beach cleaning, we kept trying and finally identified our strengths with the support of the SEE Foundation's Growing Up Together project—environmental protection under community construction, and rural ecological environmental protection based on this.

In 2019, we identified a large number of black and odorous water bodies in the countryside that did not receive corresponding attention. To solve this issue, we approached the Blue Defenders project team of the SEE Foundation, and unexpectedly, the project team directly decided to fund our actions after listening to our plan. With the support of the Blue Defenders project, within a year, we have helped with the treatment of more than 300 black and odorous water bodies in rural areas, attracted attention from the procuratorial system of Shaanxi Province to black and odorous water bodies in rural areas, and affected more than 30 grassroots procuratorates to directly participate in the supervision of black and odorous water bodies. The treatment model for rural black and odorous water bodies summarized during our action is still used as a reference in the industry.

When examining rural water environment issues, you will find that black and odorous water bodies are treated after pollution has occurred. Therefore, a significant portion of the work should be at the front end, making it more effective to implement systematic interventions from prevention to treatment. Since 2020, we have cooperated with the Water Resource Conservation project (formerly the Joy in Rural Areas project) of the SEE Foundation to reduce pollution at the source and improve the rural ecological environment through community participation in "front-end source reduction + middle-end reduction + end-of-pipe treatment" and by using the technology of "ecological corridor + artificial wetland." To date, we have protected more than a dozen rural water sources, developed a model, created an action report based on our protection efforts, and garnered increased support from the industry.

In the future, Green Qinba will adhere to its persistent attitude and continue to promote rural water source protection with community participation. Humanity is the measure of all things, and collective efforts are the greatest, most practical, and most productive actions we can undertake.

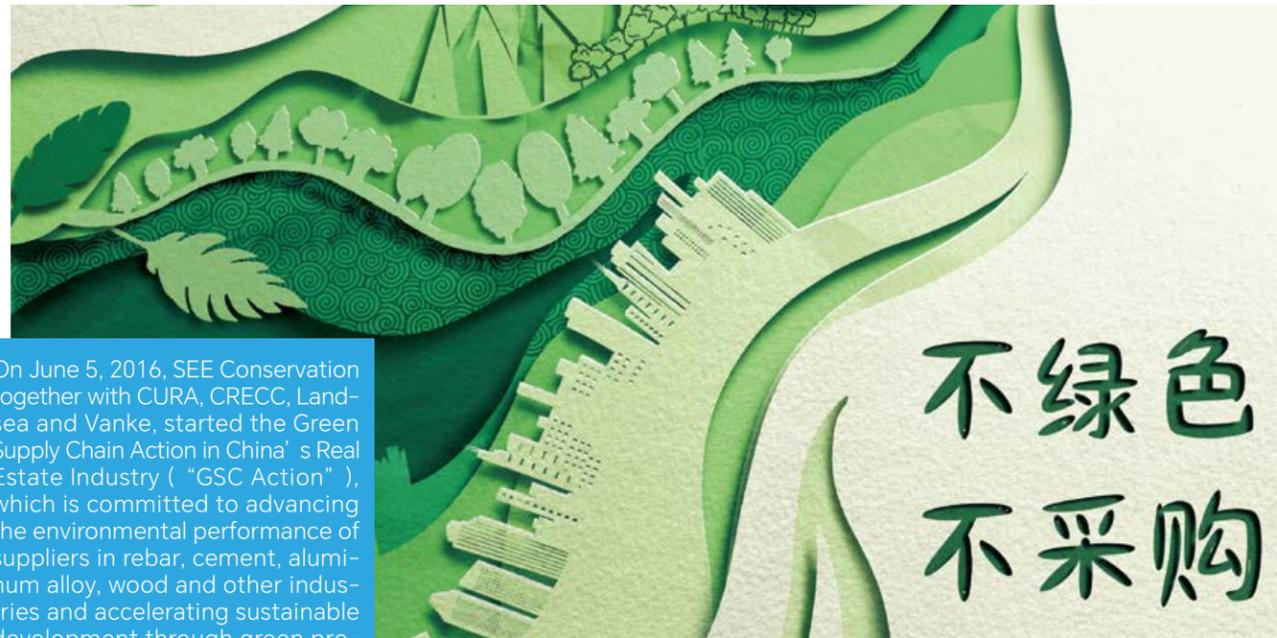
## Expert Comments



**JIN Jun**  
Associate Professor,  
Department of Sociology at  
Tsinghua University

The Blue Defenders project insists on providing firm support for NGOs focused on pollution prevention issues. While facilitating the rectification of tens of thousands of polluting enterprises and speeding up the green transformation of enterprises, it also promoted the development of China's pollution prevention and control partners in three aspects: First, create a professional prospect. It provided a promising prospect for the Blue Defenders partners in terms of organization operation through continuous funding, so that these partners can devote themselves to industrial pollution prevention and control; second, contribute to professional upgrading. It promoted the professional development of partners by expanding sub-issues, innovating action strategies, and upgrading working methods through competitive project applications and mentoring funding.; third, foster an ecosystem within NGOs for industrial pollution prevention and control. It encouraged the Blue Defenders partners to learn from each other and take joint actions on the basis of professionalism and specialization, promoted multi-level division of labor and deep cooperation among partners, and pursued an amplification effect of complementary advantages in public interest actions for pollution prevention and control.

# Green Supply Chains



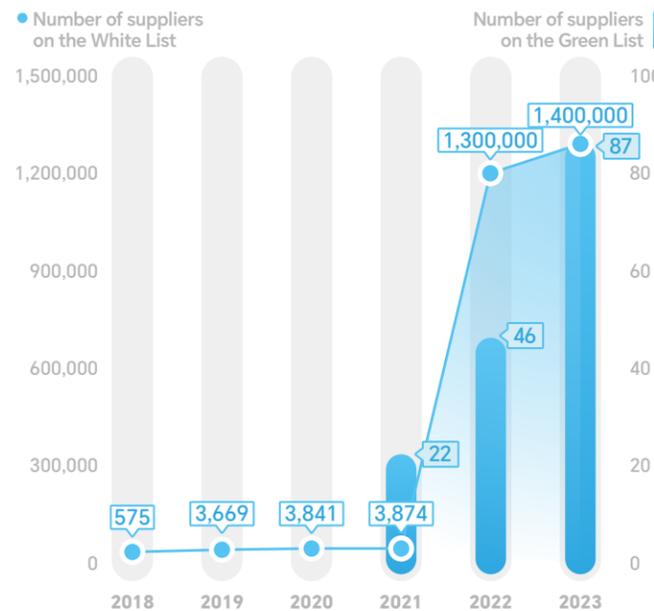
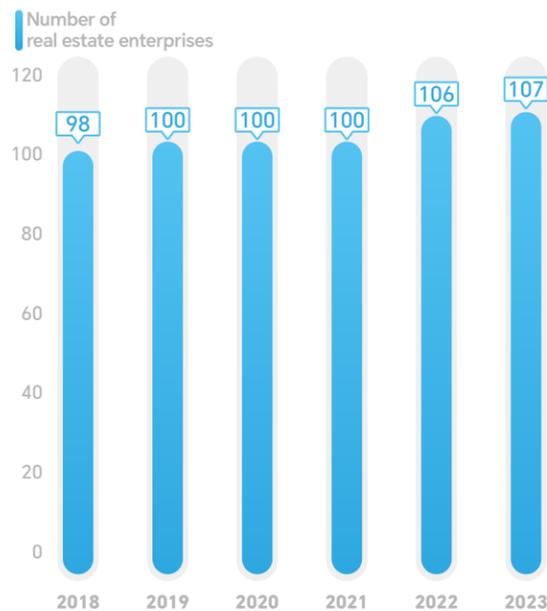
On June 5, 2016, SEE Conservation together with CURA, CRECC, Landsea and Vanke, started the Green Supply Chain Action in China's Real Estate Industry ("GSC Action"), which is committed to advancing the environmental performance of suppliers in rebar, cement, aluminum alloy, wood and other industries and accelerating sustainable development through green procurement.

## Project Achievements over the Years 2016-2023

**107**  
Real estate enterprises  
**19** categories  
White and Green Lists

**RMB 38+ billion**  
Cumulative green procurement  
**8+ million tons**  
Carbon emission reduced in the real estate sector

**1.4 million suppliers**  
Joining the White List



Note: Launched in 2022, the "Environmental Compliance White List Search Platform" automatically and dynamically screens the suppliers that meet the evaluation standards and includes all of them into the list.

## Project Outcomes in 2023

- 1** Refined Environmental Compliance White List evaluation standard
- 7** New categories of White List developed
- 9** New categories of Green List developed
- 23** Suppliers joined the Green List

## Key Progress in 2023

### 1 Selection of suppliers into the White and Green Lists of GSC Action



Environmental Compliance List Search Platform

After application by enterprises and review by experts, the GSC Action selected more than 90 suppliers to join the white and green lists in 2023. During the selection process, the GSC Action, together with the Institute of Public and Environmental Affairs (IPE), provided training and guidance for enterprises to meet the environmental compliance requirements and supported more than 10 supplier enterprises in carrying out environmental compliance self-audit and environmental information disclosure, and in joining the Environmental Compliance White List. The project worked with technical support providers to carry out "Green List" empowerment, assisted 5 white-list suppliers to meet the relevant indicators of the Green List and join the list.

### 2 Formulation of white and green list standards for six categories of building materials

#### Categories in 2023

A total of 19 categories in 2023



#### 6 new categories:

- Pre-mixed mortar
- Double-paned glass
- Polymer modified asphalt waterproof rolls
- Sealant
- Gypsum boards
- Building ceramics

With the goal of promoting green and low-carbon development of the real estate sector and high-quality development of the building materials industry, the GSC Action, together with the China Association of Building Energy Efficiency and China Real Estate Association, developed green procurement plans for six new building material categories, including pre-mixed mortar, double-paned glass, polymer modified asphalt waterproof rolls, sealant, gypsum board, and building ceramics after many enterprise surveys and expert discussions, which were adopted as green procurement categories in the 13th batch of CURA joint purchasing.

### White List of GSC Action

Note:   Represents new categories

Basic Requirements	Environmental Compliance--IPE																	
	Aluminium alloy	Wood	Stone	Thermal insulation materials	Water-based paint	Doors and windows	LED	Rock wool	Air source heat pump	Pre-mixed mortar	Double-paned glass	Modified asphalt waterproof rolls	Control of formaldehyde and harmful substances	Light steel keel	Sealant	Gypsum boards	Ceramics	Iron and steel
Green Procurement Categories													Wood-based Panels	SPC wall and floor materials				
Technical Support	AUPUP	World Wide Fund For Nature	National Stone Testing Center	China Association of Building Energy Efficiency									Landsea	China Real Estate Association			China Metallurgical Industry Planning and Research Institute	

# Zero Waste Planet

## 3 Study on the evaluation standard system of green and low-carbon building materials

In order to systematically manage the various building material evaluation standards developed by the GSC Action, to form a clearer and more specific procurement catalog for building materials, and effectively sort out and analyze the standards of each category of building materials, the GSC Action has conducted research on an evaluation standard system of green low-carbon building materials in green supply chains in collaboration with the China Association of Building Energy Efficiency. This research provides guidance and direction for the future development of green procurement categories by the GSC Action.



Real estate enterprises joining the GSC Action

## 4 Optimization of the organizational structure of GSC Action

In 2023, the GSC Action optimized its organizational structure, welcoming one senior advisor and two committee members. Among the new members is UGREEN, a professional organization in carbon neutrality data study in the real estate sector. Its participation in the GSC Action will provide strong support for achieving the industry's carbon peaking and carbon neutrality goals. Additionally, the GSC Action signed an MOU with ELITE Habitat Development Foundation. The two organizations will jointly promote the use of the evaluation standards for the Green List and White List, and cooperate in the recognition of ELITE awardees in the GSC Action.



Signing of MOU with ELITE Habitat Development Foundation

- 1** New senior advisor
- 2** New committee members

## 5 Research on the carbon emission reduction status of Green List enterprises

For three consecutive years, the GSC Action has conducted survey on the carbon reduction status of Green List enterprises to understand the impact of the GSC Action on these enterprises and to calculate and analyze their carbon reduction performance and potential. In 2023, the GSC Action teamed up with UGREEN to conduct research on gypsum boards, building ceramics and waterproof rolls. According to preliminary estimates, Green List enterprises in the gypsum boards, ceramic tiles and waterproof rolls categories achieved a total of 622,200 tons of carbon emission reduction in 2022.



Launch meeting of the Research Report on Carbon Emission Reductions By Green List Enterprises

**622,200 tons**  
Carbon emission reduction



The Zero Waste Planet project focuses on cities, the wilderness, and oceans and aims to reduce domestic waste by diverse means, including waste collection, empowerment, public advocacy, and etc. The project gives priority to plastic reduction, advocates for plastic reduction on the strength of the public and businesses, and explores efficient solutions to plastic reuse and recycling.

## Project Outcomes in 2023



## Key Progress in 2023

### 1 Zero waste action for all



Volunteers from Shuixie Lidu Community in Xinyu City are implementing garbage sorting

**Cities:** The project promoted garbage sorting in five cities, including Shanghai, Xinyu, and Shangrao in Jiangxi, Yichang in Hubei, and Chengdu in Sichuan, affecting more than 92,700 households in 23 districts and counties and resulting in direct and indirect waste reductions of 268.44 tons and 692 tons, respectively, in urban areas through garbage sorting and composition.



Volunteers are picking up the litter on the beach

**Oceans:** The project carried out beach cleaning actions jointly with "Ant Forest | Fantastic Ocean". By the end of 2023, it had carried out 73 beach cleaning activities in 7 cities in 4 provinces in cooperation with the Blue Ribbon Ocean Environmental Conservation Association, Shenzhen Blue Ocean Conservation Association, Zhoushan Qiandao Marine Conservation and Social Welfare Development Center, and Qingyuan Environmental Protection Public Welfare Service Center of Qingdao Huangdao District, with more than 2,000 people participating and 135,000 square meters of beaches protected.



### 2 Determination of the first batch of funding partners

#### 12 Partner institutions

Recruited for the first phase of Green Hill Clean Nature Action

On August 15, 2023, the project launched recruitment for the first phase of the Green Hill Clean Nature Action in collaboration with the Green Hill Project, and ultimately decided to fund 12 partner institutions.

### 3 Zero Waste Planet project made its debut at INC-3 meeting in Nairobi



Seminar on "CSOs' Engagement in Plastic Pollution Governance in China"

The third session of the Intergovernmental Negotiating Committee to develop an international legally binding instrument on plastic pollution, including in the marine environment (INC-3) took place from November 13 to 19, 2023, at the UN Environment Programme (UNEP) Headquarters in Nairobi, Kenya. On November 12, the SEE Foundation held a seminar on "CSOs' Engagement in Plastic Pollution Governance in China" in Nairobi jointly with the World Wide Fund for Nature (WWF), Institute of Carbon Neutrality and Circular Economy, and Shenzhen Zero Waste. More than 10 Chinese and foreign social organizations participated in the thematic roundtable dialogue, and more than 30 stakeholders participated in the seminar offline, conveying the experience and insight of China in folk actions for plastic pollution control and promoting coordinated global control of plastic pollution.

## Outcomes of Environmental Protection Projects in Different Regions

### East China Clean Wetland Action

During the year, a total of 1,269 volunteers from 22 schools, enterprises, and social organizations participated in the Clean Wetland Action, cleaning a total of 1,412.6 kg of plastic. The plastic waste recycled was reprocessed into recycled products, and a data app for waste terminal disposal was established to ensure that the entire recycling process was traceable. Moreover, the project launched the "Special Action of Protecting Wetlands on 2023 World Cleanup Day" jointly with Pickup China, attracting a total of about 200 volunteers from 16 corporate teams and 2 public teams in Shanghai to clean up the surrounding shoreline of the East Beach, removing a total of 1,055 kg of floating rubbish.

### Chongqing Mountain and Beach Cleaning Activity

Forty-five mountain and beach cleaning activities were organized, with a total of 1,102 people participating and more than 300 kg of mountain garbage cleared.

### North China Zero Waste Forum - Focusing on Waste Management

The project initiated and founded the Organizing Committee of the Zero Waste Forum in conjunction with the China Zero Waste Alliance, North China Project Center, SEE Foundation, VK Foundation, Shenzhen One Foundation, and Shanghai Hongkou Green Industry Development Center, and invited a total of 20 experts and scholars to comprise the Expert Committee of the Zero Waste Forum. It cooperated with 12 cities to carry out Zero Waste Citywalk theme activities, focusing on three topics: garbage sorting, plastic issues, and end treatment. Twelve guests shared their insights on these topics, and 64,000 people participated in the activities, with transmission support from 142 media outlets.

### Zhejiang Urban and Rural Garbage Disposal

The Zhejiang Project Center supported organization "Zero Waste Villages" to launch the Kitchen Dry and Wet Waste Sorting Program in Xianjin Village and Duhuang New Village of Fengqiao Town, Zhuji City, Shaoxing, Zhejiang Province, held two experience-sharing sessions in rural waste classification in April and July, and completed the Report on the Experience of Fengqiao Town in Garbage Sorting and Treatment and Dry and Wet Kitchen Waste Sorting Practice. This project was closed in September 2023.



## A Revolution Started by Two Garbage Cans

CAO Lihua and her family have set a model for garbage sorting. She hails from Yunnan and got married to a man in Longxi Village, Dongyang Town, Guangfeng District, Shangrao City, Jiangxi Province. Since 2018, CAO has participated in and practiced garbage sorting. Her understanding of garbage sorting is simply that what pigs can eat is perishable garbage, and what they can't eat is non-perishable garbage.

To practice garbage sorting at home, CAO Lihua placed two trash bins at home, a green one for perishable garbage and another yellow one for non-perishable garbage. Originally, CAO would put the mixed garbage produced at home in two trash cans outside for sorting with tongs, which was quite time-consuming and led to low family participation in garbage sorting. So she started teaching her children how to sort garbage at the source. She wants to practice garbage sorting for a simple reason: for the benefit of herself and her children. She hopes to solve the problem of dirty and odorous water sources in the village through the effortless action of garbage sorting.

CAO not only led the whole family to participate in garbage sorting but also paid attention to the overall garbage sorting environment, constantly followed up on the management of garbage sorting in the village, and mobilized other villagers to participate. In terms of waste management, she was worried that the village committee was unable to follow up on garbage sorting over time. Therefore, she suggested that the village committee conduct door-to-door visits regularly, propose suggestions on the use of bamboo baskets instead of plastic bags, and carry out propaganda work on garbage sorting in people's daily lives.

Thanks to careful planning and daily practice, the total amount of household garbage was reduced by 30% in a month. The well-designed garbage sorting system by CAO Lihua allows for more efficient disposal of household recyclables and improves the recovery rate by 50%. Her actions have also led to a change in the community.

At present, more than 70% of households in Longxi Village actively take initiatives in garbage sorting, reducing the village's total waste by 40%. CAO Lihua's family has set a role model for the entire village, encouraging other families to join the environmental protection action as well.

CAO belongs to the 10% or so of the population that actively participates in garbage sorting, and always takes the lead in ongoing waste management efforts. CAO has set a good example for fostering community change through individual actions. It is her perseverance that changes her family, inspires the whole village to pay attention to environmental protection, promotes community unity and cooperation, and sets a good example of environmental awareness for the next generation. Even small efforts by individuals can have a profound impact on environmental protection, and lead communities towards a greener and more sustainable future.

# 07

## ECOLOGICAL CONSERVATION AND NATURE EDUCATION

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United Nations Sustainable Development Goals



# Free Flying Wings



"Free Flying Wings" is a comprehensive ecological conservation program that aims to safeguard migratory birds and their habitats in China. The program carries out conservation work through "Socialized Participation Model", which is initiated by civil organizations, invested into by enterprises, and participated in by the public. It builds a civil protection network and implement bird research, citizen science, and policy advocacy to promote the conservation of migratory birds and their habitats in China.

Oystercatcher (*Haematopus ostralegus*) at Dagu Estuary, Jiaozhou Bay, Qingdao—©XUE Lin

## Project Achievements over the Years 2017-2023

- 82** Partner organizations supported by the civil protection network of Free Flying Wings
- 119** Key bird habitats beyond protection area covered by conservation actions
- 7** Endangered bird species researches and surveys
- 4,000 km<sup>2</sup>** Habitats beyond protection area safeguarded
- 9** Land plots promoted into the national protected area system

## Project Outcomes in 2023

- 46** Partner Organizations funded
- 60** habitats Beyond protection area patrolled, monitored or protected
- ≈3,500 km<sup>2</sup>** Bird habitats protected
- 1,367** times Bird monitoring and survey
- 51,639** Bird survey records submitted
- 540** Bird species recorded
- 875** times Habitat patrol activities
- 321** records Threats to bird and habitat submitted

## Key Progress in 2023

### 1 2023 Birding Season for All



Birding Season for All

Themed "Seeing Your Bird Neighbors," the second Birding Season for All reached out to a volume of more than 340,000 people through art exhibitions, board games, and other innovative science popularization activities and led a total of nearly 7,000 people to submit 160,000+ records of bird data via "Bird Watchers." It provides valuable data support for the construction of China's bird database and a strong scientific background for bird research and protection. The content of this year's Birding Season for All was recorded in the eighth-grade Chinese final paper in Xicheng District, Beijing, to guide and strengthen adolescents' awareness of bird protection and the concept of nature protection.



Chinese final exam paper of Xicheng District

- 24** Provinces (autonomous regions and municipalities) covered
- 21** Project centers participated
- 10** Urban birding guides
- 153** In-person bird watching activities
- 2** Science and culture themed art exhibitions
- 9** Science popularization activities
- 1** Emoji set of SEE Free Flying Wings
- 50,000+** People directly participating

### 2 New progress in the identification and evaluation of key bird habitats in China



Field survey of raptor monitoring network

The Free Flying Wings project team collaborated with the Chengdu Research Base of Giant Panda Breeding to identify the bird habitats of great conservation significance on the Chinese mainland and assess their importance and conservation status. This project formulated the evaluation standards for key bird habitats in China based on the taxonomic status, population size, distribution range, conservation status, life history characteristics, and other information about birds, as well as incorporating the opinions of relevant experts and scholars.

### 3 Migratory Raptor Monitoring Pilot Network



Field survey by partners of the civil protection network

In 2023, SEE Free Flying Wings project established a migratory raptor monitoring demonstration network in cooperation with 12 raptor monitoring organizations and held two seminars in Chengdu, Sichuan Province, in April and in Beihai, Guangxi Province, in October, with the aim of facilitating the establishment of a monitoring network for migratory raptors as well as a unified monitoring method and data sharing mechanism, and to provide a direction to explore for systematic research on and protection measures for migratory raptors.

## Outcomes of Environmental Protection Projects in Different Regions

### 📍 Shenzhen-Hongkong Wetland Conservation

In 2023, the Mangrove Conservation Foundation (MCF) continued to promote nature education and made active contributions to the establishment of the China Wetland Centers (CWC) Network, the members of which increased to 75 by the end of 2023. At the same time, it continued to promote the implementation of wetland education models in Chongming Dongtan in Shanghai, serving more than 32,000 people throughout the year and developing systematic courses for primary and secondary school students and the public. It also launched the Nature Note campaign during National Bird-Loving Week, receiving more than 2,500 nature notes submitted from over 200 schools across the country and attracting the active participation of over 70 protected areas, nature education institutions, and education system units.

### 📍 East China Coastal Wetland Protection at Yangtze River Estuary

The East China Project Center gives priority to the protection of coastal wetlands in the Yangtze River Estuary and initiated the "Protecting Dongtan and Letting Birds Fly" Project jointly with Shanghai Chongming Dongtan National Nature Reserve. Throughout the year, the bird science popularization and education base of Dongtan National Nature Reserve completed a total of 438 group receptions and activities and received 35,646 public visits; successively held the Teacher Training for Nature Notes, 2023 Bird Loving Week, and the Opening Ceremony of the Science Popularization and Education Base & Volunteer Training Activity; and officially established the volunteer service team of Dongtan National Nature Reserve.

### 📍 Northwest China Sustainable Promotion of "A Piece of Cropland for Crested Ibis" Project

The year 2023 marks the sixth year of the "A Piece of Cropland for Crested Ibis" project, which expanded to two project sites in Huayangjie Village, Huayang Town, and Baliguan, Yangxian County, and completed the signing of the licensing agreement for the "Rice in Ibis" Homeland" brand.

### 📍 Hubei Guarding the Home of Baer's Pochard

In 2023, with the support of the Wetland Management Department of the National Forestry and Grassland Administration and the Wuhan Municipal Bureau of Landscape Architecture and Forestry, the project carried out scientific research, bird monitoring, and patrol work in the bird habitats of the Fuhe River, Chenhu Lake, and Fanwan Lake in Hubei Province. The project established social protection bases for Baer's pochard (*Aythya baeri*) in Fuhe River, Niushan Lake, Fanwan Lake and Chenhu Lake, of which the one in Chenhu Lake benefited from the accumulation of previous projects and was officially launched at Ant Forest, becoming its first wetland protection site; at the same time, the construction of new bases is also actively carried out in Baoxie Lake. The bases will actively seek local policy support in bird investigation, monitoring, and patrol as well as publicity and education for residents in the surrounding communities.

### 📍 Henan Conservation of Baer's Pochard

The project center supported partner organizations in ecological monitoring and habitat protection of the Baer's pochard population in Henan Province for four consecutive years.

During the year, the center completed *the Investigation Report on the Environmental Factors of Key Habitats of Baer's Pochard in Henan and the Expert Opinion on the Protection of Baer's Pochards and Their Habitats in Henan*; created about 15 hectares of habitats for Baer's pochards; completed the exploration of artificial assisted hatching methods for Baer's pochards and summarized the operation process; collected 10 discarded eggs and successfully hatched 6 eggs.

### 📍 Poyang Lake Conservation of Siberian Crane

In 2023, the Poyang Lake Project Center continued to support the Five Stars Siberian Crane Conservation Center in implementing the projects to monitor Siberian cranes (*Grus leucogeranus*) and surrounding migratory birds, guaranteeing the safety of more than 2,600 Siberian cranes, thousands of cygnets, and other migratory birds over winter. The Nanchang Five Stars Siberian Cranes Sanctuary is known as "the closest place to Siberian cranes in the world."

### 📍 Taiwan Conservation of Terns and Their Habitats

From May to September, the Taiwan Project Center teamed up with the Wild Bird Society of Taipei and conducted over 12 bird surveys at tern breeding sites such as Mazu Sanlian, Zhongdao, Baimiao, Sheshan, Shuangzi Reef, and Tiejian Island, as well as Pengji Shanyu and Pengpeng Beach, with 36 people participating in the survey. In addition, two ecological tours of the Penghu Offshore Islands were successfully held, attracting a total of 80 public participants, among whom 35 people participated in the tern interpretation volunteer training.

### 📍 Pearl River Safeguarding Birds' Homes

The Pearl River Project Center and GNC Foundation officially launched the "Protecting Bird's Home Action - Urban Associated Wetland Protection and Restoration Plan," aiming at creating a multi-level social participation model involving "wetland steward + professional organization + NGO + volunteers" in the protection and restoration of urban associated wetlands. In early August, the "Protecting Bird's Home Action" was officially launched on Tencent Foundation's platform; in November, the National Bird Watching Festival - Guangzhou Station organized nine bird watching activities in associated wetlands around four cities in the Pearl River Delta, reaching a volume of nearly 350,000 people.

### 📍 Hunan "Fly with Birds" Monitoring Program

In 2023, Hunan Center carried out monitoring work of migratory raptors in spring and autumn in Changsha, monitoring a total of 1,727 migratory raptors of 21 species and 3,869 of 20 species, respectively. On May 20, a new bird, the ashy woodswallow (*Artamus fuscus*), was recorded in Changsha. Moreover, the project organized three sessions of volunteer lectures and training, and 13 sessions of practical monitoring training and sharing activities, with more than 400 volunteers participating.

### 📍 Henan "Great Bustard Going Home" Habitat Conservation

The Henan Project Center has supported environmental protection partners to carry out the Great Bustard Protection Action for six years, and helped improve the ecological environment of the great bustard's wintering grounds. In 2023, the number of great bustards wintering in the Yellow River wetland in Changyuan City increased to more than 450, and new species such as Siberian Crane (*Grus leucogeranus*), Oriental White Stork (*Ciconia boyciana*), Scaly-sided Merganser (*Mergus squamatus*), and other birds under first-class state protection were newly found in the monitoring. During project implementation in 2023, it rescued and released more than 50 terrestrial wild animals of important ecological, scientific, and social value in China, such as Chinese pond herons (*Ardeola bacchus*) and black-winged kites (*Elanus caeruleus*), popularized science to more than 200,000 people, and carried out over 100 times of day and night patrols, covering nearly 30,000 kilometers.

### 📍 Zhejiang Save the "Bird of Legend"

In 2023, Zhejiang Project Center officially founded the Chinese Crested Tern Conservation Alliance in collaboration with 22 organizations, including relevant management departments, scientific research institutions, conservation organizations, and charity foundations, and launched the "Bird of Legend: Chinese Crested Tern (*Thalasseus bernsteini*) Conservation Action." During the year, the center donated 331 copies of the science popularization picture book "Fly, Tern Xiaoyi" to 136 primary schools in Xiangshan in Ningbo, Dinghai in Zhoushan, and Pingyang in Wenzhou and organized 10 science popularization lectures and 3 science popularization exhibitions.

### 📍 Hebei Creation of Baer's Pochard Habitat in Hengshui Lake

The Hebei Project Center increased the number of suitable habitats and their quality in the Hengshui Lake Reserve by implementing the Baer's Pochard Habitat Restoration Project in Hengshui Lake National Nature Reserve, Hebei Province. By restoring Baer's pochards' habitats, expanding their foraging and breeding range, and improving the habitat quality, it has attracted more Baer's pochards and other rare water birds to breed and roost here.



© Fujian Bird Watching Society

## The Protection and Return of Chinese Crested Tern on Simu Island

The Chinese Crested Tern (*Thalasseus bernsteini*), a rare bird species with a global population of only more than 200 individuals, is a shining pearl in the Minjiang River Estuary Nature Reserve in Fujian Province. From April to August every year, Chinese Crested Terns briefly stay in the wetland at the Minjiang River estuary, which is 30 kilometers away from their home on Mazu Tiejian Island. We've been searching for some other safe places for them to breed among the numerous islands off the coast of Fujian.

In 2018, we embraced the exciting news that one Chinese Crested Tern stayed on Simu Island, as shown in the GPS track. Therefore, we immediately investigated and found that bird eggs remained on the island, which confirmed that Simu Island was one of their breeding grounds. But a new question has emerged: Did these terns successfully breed here? Are the little ones healthy? Are there any predators?

To answer these questions, the Fujian Bird Watching Society embarked on a journey of protection. Traditional ecological observation methods require frequent visits to the island, which is impossible for us because terns are sensitive to people. Fortunately, the sea area is covered by China Mobile, and we used the 4G network to install solar-powered cameras, which can transmit live images back to the Internet. This allowed us to check what's happening on the island at any time without disturbing the terns.

However, the path of guardianship is not an easy one. Despite the remote observation system, the Chinese crested terns didn't breed successfully on Simu Island in the following years. We started to reflect on whether our method was wrong or whether the environment on the island was not suitable.

In the spring of 2021, we decided to make a bigger effort. We created a conservation area for terns at the top of Simu Island through extensive ground modification and removal of weeds and rats, and we installed fake bird models and solar-powered sound players. We earnestly anticipated the arrival of Chinese Crested Terns, but they never appeared that year.

In 2022, we changed our attraction strategy by replacing most of the fake bird models with Greater Crested Terns (*Thalasseus bergii*) and playing the soft calls of a single Greater Crested Tern. This time, a miracle finally happened! On May 27, we were thrilled to see a flock of Greater Crested Terns and a pair of Chinese Crested Terns landing in the reserve.

After four years of observation and effort, we finally got the best result. To our great joy, Chinese Crested Terns have found a safe home on Simu Island. However, we also know that there is still a long way to go. In order to protect breeding Chinese Crested Terns from disturbance, we keep relevant information strictly confidential and only arrange a monitoring team composed of core volunteers for daily duty and observation.

We hope that Chinese Crested Terns will return to this safe breeding ground on Simu Island year after year. In the future, we will also continue protecting the precious homeland for Chinese Crested Terns so that they can fly freely, live long and prosper on this land.

# Noah's Ark



The "Noah's Ark" project is committed to the biodiversity conservation of primary forest and plateau wetlands in the mountainous regions of Southwest China. It tries to explore and promote friendly and interdependent relationship between human society and the ecosystem as well as the mechanisms for the comprehensive conservation of biodiversity in key biodiversity areas (KBA) in the mountainous regions of Southwest China. It also seeks to facilitate the landing conservation led and managed by local people, utilize local biological resources in a sustainable way and bring benefits to local people during the course of this conservation project.

## Project Achievements over the Years 2016-2023

<b>673.33</b> ha. Asian elephant habitat optimized and renovated	<b>100%</b> Trigger rate of the Asian elephant sound and light alarm system	<b>18,389</b> Native trees have been planted as part of the regenerative planting efforts
<b>77</b> Green peafowl babies born in project site	<b>320</b> km <sup>2</sup> Patrolled by the Yunnan snub-nosed monkey patrol team in the Laojun Mountain	<b>≈60</b> Yunnan snub-nosed monkeys born in the project site of Xiangguqing

## Project Outcomes in 2023

	<b>73.4</b> ha. Environmentally friendly rubber plantation experimental demonstration base constructed	The Asian Elephant Conservation Program has been included in the Operation Manual for Nature-Based Solutions Projects
	<b>3.33</b> ha. Food source areas for green peafowls constructed	<b>2</b> Joint management areas of green peafowl habitats officially handed over to the national forestry and grass department for management
	<b>136</b> rangers Provided with accident insurance	<b>The conservation of the Xinzhu Botanical Garden has been selected into IUCN's Panorama cases</b>

## Key Progress in 2023



Asian elephants coming to the project site



Green Peafowl's Habitat



Yunnan snub-nosed monkeys in the Laojun Mountain photographed by a ranger



Providing beehives for villagers

### 1 Asian Elephant Conservation

Located between the Mengla sub-reserve and Shangyong sub-reserve of Xishuangbanna National Nature Reserve, Manzhuang Village, Mohan Town, Mengla County is the main channel for more than 40 Asian elephants to travel to and from the two sub-reserves. In 2023, the project selected plants with high economic value and wide use that are common in tropical rainforests from a single rubber forest of Manzhuang village, and built an environmentally friendly rubber plantation test and demonstration base with an area of 73.4 hectares. The Asian Elephant Conservation Program has been included in the Operation Manual for Nature-Based Solutions Projects.

### 2 Green Peafowl Conservation

The green peafowl statutory model of Yaocun Village has become mature, and was officially handed over to the national forestry and grassland department for management in early 2023, continuing the conservation model of the Noah's Ark project. In October, the project reached an agreement with the Forestry and Grassland Bureau and the Yaocun Village Committee on the construction of 3.33 hectares of green peafowl food sources and the conduct of green peafowl habitat restoration experiments.

Furthermore, it has completed 4.5 km of water pipe laying, and constructed 7.2 cubic meters of reservoirs for irrigation and water replenishment for green peafowls. The preparation of another 2 hectares of land is progressing in sync. In order to protect more green peafowls outside the reserve, the project conducted in-depth surveys in historical distribution areas, deployed infrared cameras and arranged local rangers for monitoring.

### 3 Conservation of Yunnan Snub-Nosed Monkeys

In 2023, the project continued to promote patrol, monitoring and community protection of Yunnan snub-nosed monkeys in the Laojun Mountain and Baima Snow Mountain. The Yunnan snub-nosed monkey patrol team has expanded its patrol area from the original 100 sq.km. to 320 sq.km.

After more than five years of monitoring, protection and community publicity in the project site of the Laojun Mountain, the protection awareness of villagers has been raised, and the interference of human activities on Yunnan snub-nosed monkeys reduced. At the same time, the project established classrooms for ranger training and natural science popularization that can accommodate 30 people at the entrance of the Laojun Mountain using the funds from the Special Fund for "Caring for Chinese Rangers". In Baima Snow Mountain, the project continued to purchase accident insurance for the 59 rangers, and to promote a model featuring community participation in biodiversity conservation.

### 4 Supporting Environmental Protection and Sustainability Through Alternative Livelihoods

In 2023, to sustain community-driven conservation actions, the project continued to fund local villagers to protect their community in the Xinzhu Botanical Garden. The villager patrol team of the Xinzhu Botanical Garden has been on patrol for 2,169 consecutive days in the past six years. Thanks to the villagers' participation, the vegetation in the Xinzhu Botanical Garden has been gradually restored. Therefore, the patrol team suspended its patrol work in June, and shifted to the beautification of the Xinzhu Botanical Garden and the construction of a nature education experience base. The conservation of Xinzhu Botanical Garden has been selected into IUCN's Panorama cases.

In 2023, the project organized 2 return visits of beekeeping cooperatives, 4 training sessions, 3 inspections, 1 expansion, promotion of 11 beekeeping mutual aid cooperatives, and beekeeping skills training for 56 people, provided 26 empty beehives, and helped villagers in surrounding communities breed 60 hives of Chinese bees (*Apis cerana cerana* Fabricius).

**11** Cooperatives   **56** People received skill training   **26** Beehives provided



LI Zhengxun (right), the backbone of beekeeping, shares his experience

## From an Elementary School Principal to a Skilled Beekeeper

LI Zhengxun is an educator who used to be the principal of a local elementary school. Instead of living a carefree life after retirement, he chose to engage himself in a new career—beekeeping. Since 2015, he has been participating in SEE Foundation's training on beekeeping technology. Starting from scratch, he gradually expanded his business from only two hives of bees to 40 to 50 hives, creating a stable source of income every year. His success not only benefited himself, but also drove the development of surrounding beekeepers, forming a beekeeping stronghold of a considerable scale.

However, the journey of beekeeping has its challenges. Every spring, when rape flowers are in full bloom, LI Zhengxun always runs into trouble. For example, this spring, poisoned by the pesticide sprayed on canola flowers by his neighbor canola flower farmer, 30 hives of LI's bees died. Faced with this sudden blow, LI didn't give up, but moved the remaining 15 hives of bees to a friend's house in Wujing Township, Deqin County, where the bees could rest and recover. When the bees got better, he took them to Meiliangban Mountain, and after a lot of hard work, the bees finally regained their health.

At present, LI have placed 15 hives of bees on the horizontal platform of Shangri-la's west slope. Far away from the farmland, this place can protect the bees from pesticides. However, it takes great efforts taking care of the bees. But LI never complains, and is clearly aware of the responsibility and mission of his work.

He also continues to pursue breakthroughs in technology. This winter, LI plans to popularize the value of breeding Chinese bees to his neighbors, and offers to apply pesticides for them, so as to avoid the time when the bees come out of their hives to collect nectar. Moreover, finding that hornets are one of the natural enemies of Chinese bees, he specially invited his schoolmate QUE Guijun in the beekeeping training class to exterminate hornets. QUE is a master of collecting hornets, and helped LI's bees survive the crisis.

After several trainings provided by the project, beekeepers began to consciously plant nectar source plants. LI also planted a variety of plants that bloom in different seasons in the bee site according to the Manual on Nectar Source Plants in Northwest Yunnan, providing a rich source of nectar for bees. His efforts have not only increased the yield and quality of nectar but also contributed to the protection of the ecological environment.

## Save the Smile of the Yangtze River



©YANG He

The Save the Smile of the Yangtze River project is a special project initiated by the SEE Conservation Hubei Project Center in collaboration with the SEE Conservation Hunan, Anhui, and East China Project Centers. It was established in March 2016 at the SEE Foundation and raised funds through its public fundraising platform. It aims to enhance the participation and effectiveness of actions of social organizations in the reservation of aquatic organisms such as finless porpoise (*Neophocaena asiaeorientalis*), form a linkage between the government, scientific research institutions, caring enterprises, environmental public welfare organizations, and the public, promote their effective participation in the reservation of the finless porpoise, and ultimately achieve the beautiful vision of restoring its population and stabilizing the healthy development of the Yangtze River ecosystem. It currently covers three major brand projects: "Assistant Patrol", "Finless Porpoise and Love: Dissemination Project", and "Finless Porpoise Jumps Out of the Water: Scientific Popularization and Research Project".

### Project Achievements over the Years 2016-2023

Since New Year's Day in 2021, the project has launched a 10-year fishing ban in the Yangtze River, widely implemented the Assistant Patrol system in the Yangtze River Basin, and participated in water inspections, science popularization, aquatic organism protection, and other work, gradually becoming an important supplementary force for the enforcement and supervision of the 10-year fishing ban for the Yangtze River.

**846** Assist patrol teams

**25,439** Rangers

**1,000** Rangers provided with training, accident insurance and small equipment support

**3** Consecutive years during which commendation activities were held for excellent Assist Patrol teams across the Yangtze River Basin

**4** Scientific investigations on finless porpoise in the Yangtze River Basin supported

**60** Partners supported in cultural and creative product development and publicity on the Yangtze River Great Protection

### Project Outcomes in 2023

**4** trainings  
For backbone rangers provided

**635** backbone rangers'  
Professional skills improved

**1** report  
On Policy Recommendations for Retired Fishermen's Shift to Fishing Guides submitted

### Key Progress in 2023

#### 1 Further improving the professionalism of patrol teams in the Yangtze River Basin



Training of backbone assist patrol personnel in fishery administration

The project organized four sessions of "Training of Fishery Administration Assist Patrol Backbone Personnel in Key Waters of the Yangtze River Basin" in Anqing, Yichang, Jiang'an, and Poyang to improve the professional skills of 635 assist patrol backbone personnel along the river basin and provided all-round protection and support for field patrol work, such as large-amount accident insurance, high-definition telescopes, and night-vision devices. The project also held special training courses on UAVs for outstanding patrol teams and promoted the pilot work of professional UAV patrols with a view to protecting the "last mile" of the Yangtze River. In addition, under the unified arrangement of the Yangtze River Fisheries Administration and China Fishery Law Enforcement Center of the Ministry of Agriculture and Rural Affairs, in June-July 2023, the project team conducted an investigation on the work of patrol teams at the frontlines of Assist Patrol of the Yangtze River in conjunction with the expert evaluation team organized by the China Fishery Law Enforcement Center and the National Aquatic Wildlife Conservation Association.

## 2 Assisting in building patrol teams with "one specialty and multiple capabilities"

Responding to the unified arrangement of the Yangtze River Fisheries Administration of the Ministry of Agriculture and Rural Affairs on the annual activity to improve the quality and ability of fishery law enforcement teams, the project actively built fishery administration Assist Patrol teams with "one specialty and multiple capabilities", and carried out synchronous monitoring of the population of finless porpoises in the Yangtze River (Anhui section). From April to August, it performed four simultaneous monitoring operations. 120 participating Assist Patrol gave full play to their advantages of being familiar with water conditions and professional patrolling, further promoting the exploration of multiple capability mechanisms beyond the specialty of the Assist Patrol team. The plan of building Assist Patrol teams with "one specialty and multiple capabilities" has been explicitly approved by the Yangtze River Fisheries Administration of the Ministry of Agriculture and Rural Affairs, which also served as the guiding unit of the project.

**4 times** Simultaneous monitoring

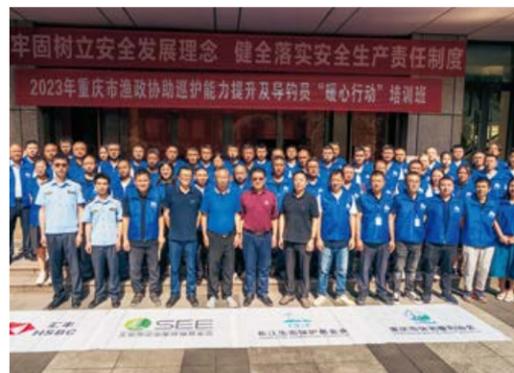
**120** Assist Ranger



Frontline patrol

## 3 Demonstrating livelihood transformation of retired fishermen in the Yangtze River Basin

Under the leadership of the Yangtze River Fisheries Administration of the Ministry of Agriculture and Rural Affairs, the project responded to the *Opinions on Establishing Fishery Administration Assistant Patrol Teams in the Yangtze River Basin* and organized many activities, such as the 2023 Seminar on Experience in Promoting the Shift of Retired Fishermen to Other Industries and the Exchange Meeting on Outstanding Cases of Shift to Other Industries and Employment of Retired Fishermen Subject to the 10-Year Fishing Ban in the Yangtze River. At the same time, it piloted the position of "fishing guide" in Chongqing and Wuhan. In the pilot work in Chongqing, 8 retired fishermen passed the assessment and obtained the certificate to work, and 248 fishing guides were recruited through the newly developed "Chongqing Fishing" app, while in the pilot work in Wuhan, new income and employment opportunities were created for 12 retired fishermen. Moreover, Wuhan and Chongqing have also prepared 1 set of fishing management training materials (2 training manuals and 6 teaching videos), respectively, and organized 16 sessions of training on the improvement of fishery administration's assist patrol capacity and training of fishing guides, empowering 614 retired fishermen-turned rangers and personnel working at fishing sites.



Fishing guide training

## Outcomes of Environmental Protection Projects in Different Regions

### Q Hubei

#### Fish in Yangtze River

In 2023, the project promoted the establishment of 8 public welfare release stations in the Yangtze River Basin and carried out demonstration and scientific release publicity activities in conjunction with many provinces and cities in the Yangtze River Basin, China Environmental Protection Foundation, Guoqiang Foundation, Air China, Industrial Bank, and other units, helping more than 500,000 rare and endangered fish and indigenous fish to return to the Yangtze River, directly or indirectly. It also cooperated with the fishery administration and other relevant departments as well as scientific research institutions to carry out scientific release research, discussion and exchange activities. In addition, on the National Fish Releasing Day on June 6, the "Fish in Yangtze River" scientific release activities were held simultaneously in Chongqing, Wuhan, Nanjing, Shanghai, and Kunming, releasing a total of 220,000 rare and indigenous fish such as Chinese sturgeon (*Acipenser sinensis*), Yangtze sturgeon (*Acipenser dabryanus*), Chinese sucker, and dark sleeper (*Odontobutis obscurus*).

### Q Anhui

#### Ecology Conservation of Anhui Section of the Yangtze River

With the survival status of finless porpoises in the Yangtze River as a measurement index, the project focuses on threats to endangered species and their habitats and mobilizes inputs from multiple parties to explore effective actions for ecology conservation in the Anhui section of the Yangtze River. In 2023, the project received support from six government departments, drove seven local environmental organizations and research teams to fund and participate in 12 projects and actions, and produced four reports on endangered species status and environmental impact, covering seven cities along the river.

### Q Chongqing

#### Science Popularization on Protecting Yangtze Sturgeon

The project took the picture book "Protecting the Yangtze Sturgeon" as a carrier and printed a total of 10,000 copies, organized 3 environmental protection workshops for youngsters in universities and 10 theme activities on the protection of the Yangtze River, involving ten thousand teenagers; trained and empowered 116 college volunteers and drove 895 people to participate in the ecological protection volunteer service for the Yangtze River. In addition, the "Thousand Birds and Yangtze Sturgeon" Ecology Instructor Training Program developed three sets of courses to introduce Chongqing's ecological beauty, centering on three training themes; organized two sessions of nature instructor lectures, and recruited 21 volunteers to complete a total of 46 presentations.

### Q Poyang Lake

#### Finless Porpoise Conservation in Poyang Lake of Poyang County

The Center supported the Association of Finless Porpoise Conservation in Poyang Lake of Poyang County in the continuous conduct of water management and finless porpoise protection and assisted the fishery administration in cracking down on illegal fishing. Monthly water and shore patrols totaled about 1,000 kilometers, with more than 30 pieces of illegal net equipment cleared. Putting two fisherman's stations into use has boosted local fishery cultural tourism and created re-employment positions for five retired fishermen.



## Protect the "Last Mile" of the Yangtze River with Love and Responsibility

Along the Yangtze River in Changshou District, Chongqing, LEI Zhibing and other retired fishermen were facing employment problems brought about by the fishing ban. However, he was not discouraged and joined the fishery administration's assist patrol, serving as the leader of the patrol team.

The 10-year fishing ban in the Yangtze River was issued to protect the increasingly depleted aquatic resources of the Yangtze River, which is undoubtedly a huge challenge for fishermen who make a living on fishing. However, this policy also provided them with opportunities for a shift to other industries and re-employment. LEI Zhibing is one of them. He participated in catch monitoring training organized by the SEE Foundation, Hubei Changjiang Conservation Foundation, and Chongqing Recreational Angling Association and became a qualified catch monitor.

After training, LEI not only distributes promotional materials on civilized fishing but also measures, weighs, and photographs the catch for uploading to the "Protecting Fishery" app during patrols. He found that this job required not only knowledge about fish but also certain skills. However, this is not a problem for retired fishermen who have been working along the river for a long time. They quickly adapted to the new working environment and did a good job.

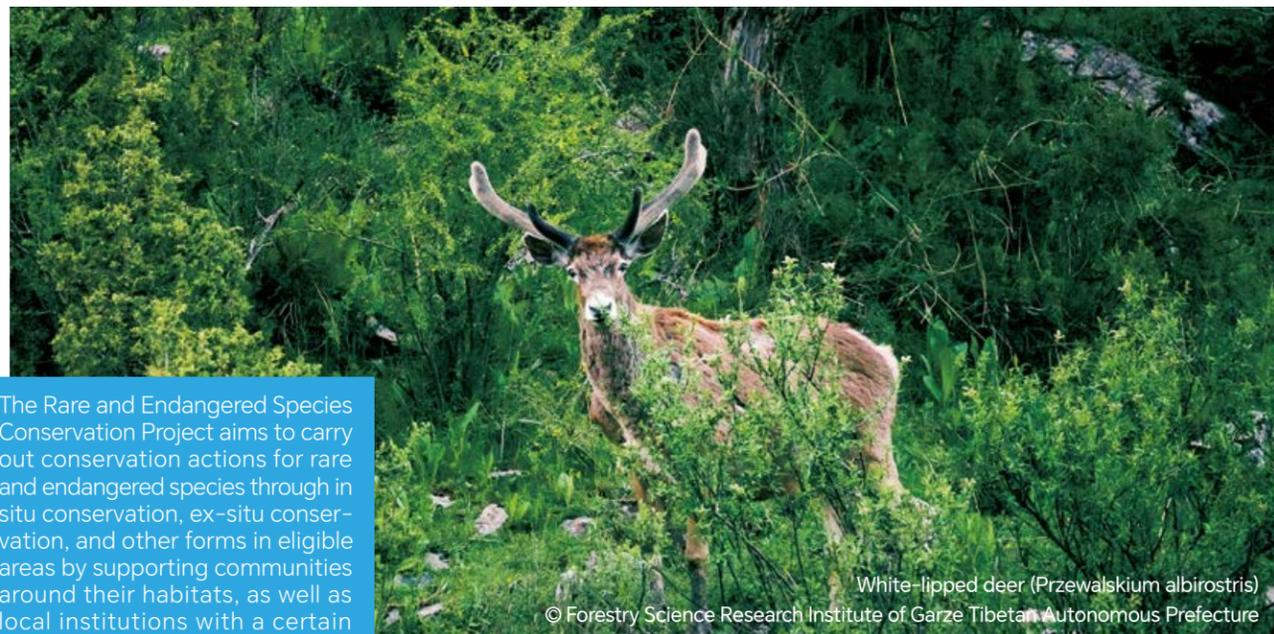
One day in the patrol process, LEI found that an angler had mistakenly caught a Chinese sucker (*Myxocyprinus asiaticus*), a species under second-class state protection. He immediately took photos and urged the fisherman to release it. The whole process was recorded by him on video and uploaded to the "Protecting Fishery" app. This is not an isolated case, and similar situations often occur in the rangers' work. They take it seriously every time to ensure the safety of rare fish.

The work of LEI Zhibing et al. has been recognized by Chongqing Municipal Commission of Agriculture and Rural Affairs, and their catch survey activities have provided valuable supplementary data for monitoring aquatic living resources in the Yangtze River in Chongqing. These data not only help related parties understand the status of aquatic resources in the Yangtze River but also provide a basis for the formulation of more scientific protection policies.

At present, the catch data monitoring work is in progress with the support of the Chongqing Municipal Commission of Agriculture and Rural Affairs. Retired fishermen have made a great contribution to this work, using their own advantages. This not only increases their income but also promotes the protection of aquatic resources in the Yangtze River. The Chongqing Recreational Angling Association also sees the value of this position and is promoting this model across the city by means of on-site training and distributing monitoring tools.

LEI and his teammates carry out daily patrols along the Yangtze River and make statistical monitoring of catches, interpreting their love and responsibility for this water area with their actions. They have become a beautiful landscape along the Yangtze River. The new job not only gave LEI a new direction in life but also made him realize his own value. He hopes to contribute to the protection of aquatic resources in the Yangtze River with his efforts. At the same time, he also hopes that more retired fishermen will join the industry and

# Rare and Endangered Species Conservation

White-lipped deer (*Przewalskium albirostris*)

© Forestry Science Research Institute of Garze Tibetan Autonomous Prefecture

The Rare and Endangered Species Conservation Project aims to carry out conservation actions for rare and endangered species through in situ conservation, ex-situ conservation, and other forms in eligible areas by supporting communities around their habitats, as well as local institutions with a certain foundation.

## Project Achievements over the Years



22

Conservation actions carried out for endangered species



6

Reports on species survival status completed



3

Conservation action plans completed



5

Wildlife trade surveys completed

## Project Outcomes in 2023



### Cooperated with IUCN

Completed the IUCN Red List Assessment of freshwater fish and snakes in China



### 8 species continued to be conserved

Including Anhui musk-deer (*Moschus anhuiensis*), white-lipped deer (*Cervus albirostris*), Williamson's Chevrotain (*Tragulus williamsoni*), etc.



### 4 new conserved species

Including Bengal Slow Loris (*Nycticebus bengalensis*), Yenus fish (*Aphyocypris lini*), Reeves's Pheasant (*Syrnaticus reevesii*), and Leishan Spiny Toad (*Xenophrys leishanensis*)



### 2 project surveys

On regional wildlife trade in major cities

## Key Progress in 2023

### 1 Supporting the Species Red List assessment and the formulation of the *Operation Manual for Nature-Based Solutions Projects*.



© WANG Xuefang

Freshwater Yenus fish (*Aphyocypris lini*)

The project continues to support the IUCN Red List assessment of freshwater fish and snakes in China. According to the IUCN Red List criteria, Chinese and international experts assessed more than 200 snake species in China, updated the geographical distribution of each species, collected data on freshwater fish in China, and assessed 72 species of freshwater fish. The rest of the fish assessment will be conducted online by experts organized by the Institute of Hydrobiology of the Chinese Academy of Sciences from January 15 to 19, 2024, in accordance with the IUCN Red List Criteria.

### 2 Continuing to conserve 12 rare and endangered species



©ZHANG Baowei Research Group of Anhui University

Anhui Musk-Deer (*Moschus anhuiensis*)

In 2023, the project continued to carry out the Endangered Species Conservation Action, involving the conservation of eight endangered species of Anhui musk-deer, white-lipped deer, Phayre's leaf-monkey (*Trachypithecus phayrei*), Nepal Gray Langur (*Semnopithecus schistaceus*), Wushan Salamander (*Liua shihi*), Williamson's Chevrotain (*Tragulus williamsoni*), Hainan Gibbon (*Nomascus hainanus*), and Guizhou golden monkey (*Rhinopithecus brelichi*), with the conservation projects of Anhui musk-deer, white-lipped deer, Liua shihi, and Williamson's Chevrotain being successfully closed. It launched 4 new projects involving four species of Yenus fish: Bengal Slow Loris (*Nycticebus bengalensis*), Reeves's Pheasant (*Syrnaticus reevesii*), and Leishan Moustache Toad (*Leptobrachium leishanense*).

### 3 Completed 2 regional surveys on illegal wildlife trade



© FU Yun

Crested Myna sold in Guangxi province

The project completed offline investigations on illegal wildlife trading markets in major cities in Guangxi Zhuang Autonomous Region and Guangdong Province, providing a scientific basis for the law enforcement and policy-making departments concerned. Wherein: In Guangxi, a total of 23 species of wild animals were recorded, including 8 species of amphibians and reptiles and 15 species of birds, of which 2 species are under second-class state protection. In Guangdong, a recorded a total of 43 species of wild animals, including 22 species of amphibians and reptiles and 21 species of birds, of which 2 species are under second-class state protection.

### 4 The ecological conservation seminar focuses on improving the capacity of nature reserves



2023 Seminar on Capacity Improvement of Nature Reserves in Sichuan Province

Kangding, Sichuan

Seminar on Capacity Improvement of Nature Reserves in Sichuan Province

Under the guidance of the Sichuan Forestry and Grassland Bureau, the project held the "2023 Seminar on Ecological Protection of the Giant Panda National Park," "2023 Seminar on Capacity Improvement of Nature Reserves in Sichuan Province," and other conferences together with the SEE Conservation Sichuan Project Center, Chengdu Aisiyi Ecology Conservation Center, and other organizations. A total of 112 people from 54 organizations participated in the Seminar on Capacity Improvement of Nature Reserves in Sichuan Province, which invited 8 experts from different fields to exchange ideas on conservation theory, scientific research monitoring, ecological restoration, community development, nature education, volunteer operation, and public communication.

## Outcomes of Environmental Protection Projects in Different Regions

### North China Promoting the Establishment of the Special Fund for "Take Leopard Home"

In 2023, the North China Project Center facilitated the establishment of the Special Fund for "Take Leopard Home" and formed a management committee consisting of 7 members. The initial funding for the special fund was RMB 1 million. Besides, a brand-sharing agreement for "Take Leopard Home" was reached with CFCA.

### Northwest "Panda's Happy Journey" Project

The project planted 16,650 clumps of Mao Bamboo (*Phyllostachys edulis*), a preferred food source for the Qinling Giant Panda (*Ailuropoda melanoleuca qinlingensis*), and restored 100,000 m<sup>2</sup> of habitat. During the year, two rounds of nurturing and replanting efforts were carried out, and experts from the Louguantai State-owned Ecological Experimental Forest Farm in Shaanxi Province conducted two site inspections. By the end of the year, the survival rate was higher than 85%, meeting the target in the agreement.

### Guangxi Karst Ecosystem Protection

During the year, the project improved the water supply for wildlife and provided ranger training in the Bapen White-headed Langur (*Trachypithecus leucocephalus*) Protected Area. It constructed 18 watering points in the Qunan White-headed Langur Protected Area, 2 watering points at the outpost of Jiuchong Mountain, and conducted 1 field skills training session for rangers. The Sow Lris (*Nycticebus bengalensis*) conservation and monitoring project, conducted in the Guangxi Nonggang Nature Reserve, included 18 nights of field monitoring with 70 participants in the Longrui Nature Reserve and identified 20 slow lorises. Besides, 26 locations within the reserve were selected for infrared camera monitoring.

### Sichuan Felidae Conservation in Xinlong

With the strong support of Ant Forest and the SEE Foundation, the project has been carried out in four communities in Xinlong County, namely Wari, Yimai, Rengu, and Qieyi. In collaboration with the local forestry and grassland bureau, the project initiated community conservation efforts. By forming community patrol teams, conducting training sessions, and providing patrol guidance, the project engaged over half of the communities' youth in conservation activities. It also developed a premium nature education route and trained local nature lecturers to help villagers and donors fully experience and understand the seven types of cats living in Xinlong County. Through various promotional channels, the project garnered the attention and support of over one million people.

### Zhejiang Endangered Wildlife Protection in Zhejiang

In 2023, the Zhejiang Project Center increased the financial support for the "Treasures of Zhejiang" initiative, a project aimed at protecting endangered wildlife in Zhejiang, promoting local conservation efforts, and conducting science education. A special exhibition was held at the Hangzhou Hall of the Zhejiang Museum of Natural History, showcasing rare and endangered species in Zhejiang and highlighting the results of conservation efforts.

### Xinjiang Endangered Ili Pika (*Ochotona iliensis*) and Habitat Protection

The project further confirmed the real situation of population changes in the Ili Pika amid climate change through monitoring with dozens of infrared cameras in the habitats of Jinghe County and Tianshan Glacier No. 1. Based on the proportion of changes in habitat occupancy area, it is estimated that the population of Ili Pika has decreased from around 2,900 in 1992 to approximately 780 now.

### Northwest China Reintroduce Qinling Herb of Purpleflower Stonecrop (*Petrocosmea duclouxii Craib*) to the Wild

On June 8, the signing ceremony for the project titled "Protecting and Reintroducing the Endangered Qinling Herb of Purpleflower Stonecrop as a Plant Species with Extremely Small Populations" was held in Hanzhong. The first batch of 6,500 Qinling Herbs of Purpleflower Stonecrop reintroduced into the wild achieved an overall survival rate of 88.6%, marking a preliminary success for the project.

### Hunan "Together with the Deer" Biodiversity Conservation in East Dongting Lake

In 2023, the project conducted 19 monitoring sessions of the Milu Deer (*Elaphurus davidianus*) population, 21 field patrols, rescued 2 trapped milu deer, and provided aid for 51 other wild animals in 34 cases. In addition, 5 educational lectures and promotional activities were held. Currently, the population of milu deer in East Dongting Lake totals 289, marking the highest increase in the past five years. The project completed planting 50 mu of forage grass to feed the milu deer at the rescue center, repaired and expanded 180 mu of reclaimed land, and planted 200 mu of Ryegrass (*Secale cereale L.*). These efforts have alleviated the food shortage for the milu deer at the rescue center.

### Sichuan Bring Pandas Home

During the year, with the great support of HSBC, the SEE Foundation, and other partners, the project continued habitat restoration efforts across 1,200 mu at 4 reserves, namely Daxiangling, Liziping, Shengguozhuang, and Xiaozhaizigou. A standardized operational guidance document for habitat restoration was jointly released in collaboration with several experts and the Giant Panda National Park. To further balance conservation and development, with the support of the GEF and the Sichuan Academy of Giant Panda, sustainable alternative livelihood development was initiated in communities surrounding four national parks in the province. This initiative aims to help communities increase their income while participating in ecological conservation efforts.

### Zhejiang The Report on the Survival of the Chinese Warty Newt (*Paramesotriton chinensis*) in Urban Hangzhou Officially Released

The Zhejiang Project Center supported the Hangzhou Wildness Conservation Center (HWCC) in conducting a two-year survey on the distribution and threatened status of Chinese Warty Newt in urban Hangzhou. During the year, the project officially released the *Report on the Survival of Chinese Warty Newt in Urban Hangzhou* along with a project summary. It was found that the overall survival status of the Chinese Warty Newt is far from optimistic and requires more attention. The report proposed several protection recommendations, namely enhancing public awareness and education on the conservation of endangered urban amphibians, protecting the habitats of Chinese Warty Newts, as well as appropriately conducting proliferation and releasing.

### Xinjiang Snow Leopard (*Panthera uncia*) Protection

In addition, the project established a grassroots survey network for snow leopard conservation in Xinjiang, which covered snow leopard habitats and activity areas across the region. Through various forms such as social media, exhibitions, nature education activities, and derivative development, this project narrated stories about snow leopards, species conservation, and protectors, aiming to enhance public awareness of nature conservation.

### Xinjiang Rejuvenation of Wild Fruit Groves of Tianshan Mountain

By manually cutting down diseased trees and branches, aerial pesticide spraying, and regular monitoring of pests and diseases, the project conserved over 1,000 mu of wild fruit forests. It also purchased and bred over 10,000 various fruit trees and local trees in the core conservation area of the wild fruit forests. The aim is to isolate diseased trees, restore forest structure, and enhance the ecosystem. Throughout the year, a total of 191 samples from 10 wild fruit tree germplasm categories were collected, and a 20-mu core germplasm nursery for fruit trees was established. Dozens of science popularization activities, scientist visits, and expert exchange activities were held in surrounding schools, attracting an audience of over ten thousand.

## Conserving the Sanjiangyuan Region



The Sanjiangyuan Region, located in the hinterland of the Qinghai-Xizang Plateau, is the origin of the Yangtze River, Yellow River, and Lancangjiang River. It is also a crucial water conservation area and a key freshwater resource supply area for China. It boasts one of the highest concentrations of biodiversity in the world at high altitudes. Moreover, it is a sensitive area and an important starting point for China and even the world to address climate change. The "Conserving the Sanjiangyuan Region" Project aims to promote the establishment of a community interactive model, maintain the authenticity of the natural ecosystem in the Sanjiangyuan Region, realize the harmonious coexistence of human and nature in the Sanjiangyuan Region, and protect China's unique plateau ecosystem and the water source of 700 million people.

### Project Achievements over the Years

RMB **29.26** million **130** Partners supported **53.33** ha. **127,000** km<sup>2</sup> Protected area

Provided in total Pilot grassland restoration area

### Project Outcomes in 2023

**5** New funded projects **RMB 101.8** million Provided **10** ha. New restored grassland area **8** Exchange meetings and seminars **41,000** Public attendances

### Key Progress in 2023

#### 1 Pilot exploration of grassland management in Sanjiangyuan Region



Qinghai-Xizang Plateau Snow Leopard Conservation Seminar

The project supported grassland management and foundational research. Besides exploring the models for grassland management in the Qinghai-Xizang Plateau, it also supported pilot projects for grassland management and added 10 ha. of grassland restoration area. The project supported foundational research on grassland management and completed one research paper on grassland conservation. Additionally, it organized thematic activities such as the Qinghai-Xizang Plateau Snow Leopard Conservation Seminar and the Sanjiangyuan Indigenous Residents Participating in Ecosystem Restoration Seminar. These events facilitated the exchange of results on grassland restoration and desertification control in the Sanjiangyuan Region.

1 research paper

#### 2 Enhancing the public brand image and social influence of the project



First Qinghai National Park Charity Festival

The project organized various cooperation and exchange meetings for environmental NGOs and participated in themed forums related to Sanjiangyuan conservation. It attended eight ecological conservation exchange meetings and seminars with government departments, local institutions, research institutes, and other organizations, directly reaching an audience of 41,000 and garnering over 13.58 million clicks for media coverage. It launched the first Qinghai National Park Charity Festival and supported the Sanjiangyuan Community Conservation Image Communication Program. It used visual media to summarize and promote the achievements of SEE's conservation projects in Sanjiangyuan over the years. The project also produced 14 films on community-based ecological conservation efforts.

The project organized four visits to the Sanjiangyuan and Gansu to deepen donors' understanding of local conservation projects and facilitate interaction and communication among communities, partners, and donors. These visits aimed to promote the branding and fundraising efforts of the "Conserving the Sanjiangyuan Region" Project. Quarterly meetings and discussions were held to report on the progress of the conservation project, summarize project management and implementation experience, improve project management and monitoring systems, and facilitate the smooth implementation of conservation projects.



Organizing visits to Gansu for entrepreneur members



## Interest Groups That Continue to Learn and Grow

Around 2010, various environmental organizations began to emerge in Xizang, most of which focused on trash collection activities. The concept of "environmental protection" was new to his life. What exactly was "environmental protection"? How should it be practiced? During those years, Sonandaje had the opportunity to travel to many places. He went to Guoluo Nyanpo to study environmental wisdom with Khenpo Zhaxi Sangwo. He visited Ruergai to learn about grassland ecology from Zhajong Balang. He traveled to Qinghai Lake to study the conservation of Przewalski's Gazelle (*Procapra przewalskii*). During this period, he acquired extensive knowledge related to ecological protection and learned from the practical experience of pioneers facing various environmental challenges. In 2018, he established the "Malong Ecological Exploration Team", a herder interest group in his village, which now has 17 members.

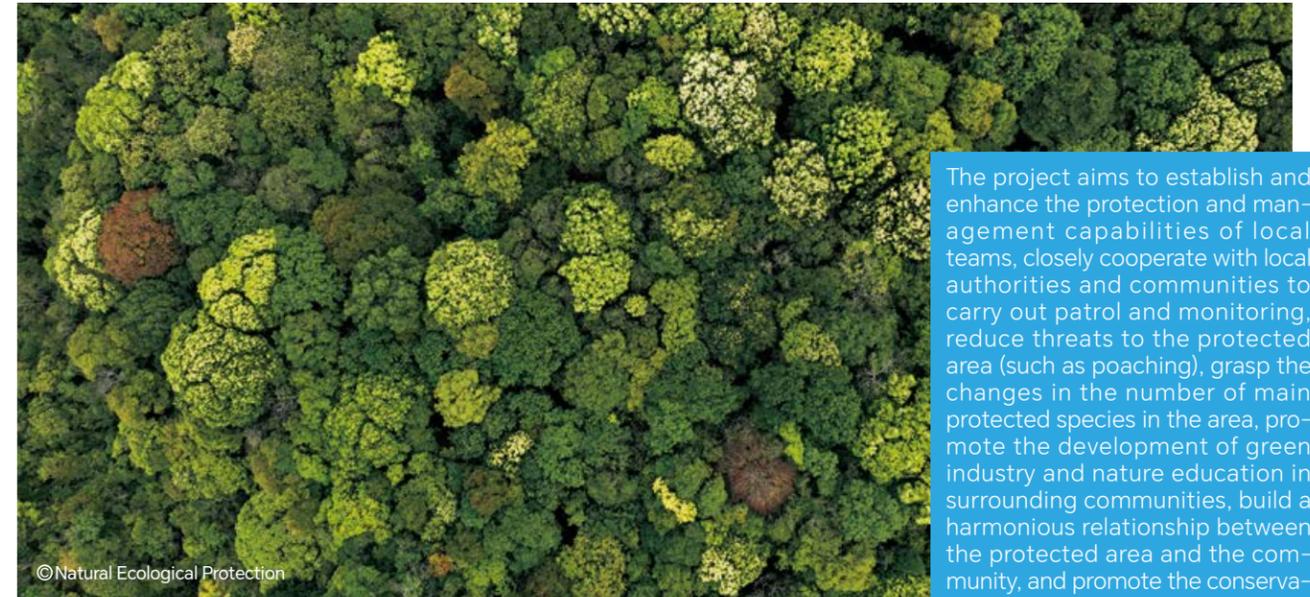
After its founding, the team members not only regularly cleaned up garbage in the community but also participated in the work of other environmental organizations, such as monitoring wildlife. According to Sonandaje, his desire to protect wildlife is closely tied to the culture that nurtured his growth. Since childhood, he has heard various myths and stories from the elderly, who taught him many behavioral rules for living on the Qinghai-Xizang Plateau. These folk and religious cultures have subtly influenced him throughout his life.

In August 2019, the "Malong Ecological Exploration Team" joined a project initiated by the Plateau Nature Conservancy to survey the Musk Deer (*Moschus chrysogaster*) population at the source of the Yellow River. They were responsible for investigating and monitoring the musk deer population in their region.

Initially, the team had no experience with musk deer monitoring, and several attempts to set up infrared cameras did not yield any effective photos. Gradually, they realized that they needed to identify specially marked locations. This approach significantly increased their success rate in capturing images of musk deer. The musk deer has a wide habitat range. To locate their habitats, the team had to ask many familiar and unfamiliar grassland owners over a large area. They explained their work to the grassland owners and emphasized that it was for the protection of the musk deer. It was crucial to obtain the owners' permission before conducting any monitoring on their land. He believed that the infrared cameras could deter potential poachers of musk deer. Since they placed infrared cameras in the wild, those potential poachers no longer dared to go there.

He mentioned that they hoped to accurately assess the musk deer population in this area this year with the data they had gathered so far. Problems still exist for future studies, such as the mating and breeding seasons of the musk deer. He said that he wanted to revisit and survey the population again to see how it has changed in the past few years and to understand how to effectively protect the musk deer, which are essential issues in future studies.

# Civil Protected Areas



The project aims to establish and enhance the protection and management capabilities of local teams, closely cooperate with local authorities and communities to carry out patrol and monitoring, reduce threats to the protected area (such as poaching), grasp the changes in the number of main protected species in the area, promote the development of green industry and nature education in surrounding communities, build a harmonious relationship between the protected area and the community, and promote the conservation of biodiversity in the region.

## Project Outcomes in 2023

<b>560</b> km <sup>2</sup>	<b>8</b> protected areas		
Protected area	Wuqinzhang in Huidong County of Guangdong, Xinlong County in Ganzi of Sichuan, Anzihe Nature Reserve in Chongzhou of Sichuan, Qiuqianjia in Jingyuan County of Ningxia, Medog in Nyimingchi of Xizang, Hunchun City in Yanbian of Jilin, Yangxian County in Hanzhong of Shaanxi, and Chenhu Lake in Wuhan		
<b>2,510</b> attendances	<b>10,538</b> km	<b>252</b>	<b>21</b> times
Routine patrol	Patrol range	Poaching gears seized	Tiger and leopard appearance alert

## Key Progress in 2023

### 1 Ant Forest - Wuqinzhang Protected Area



Chinese Pangolin (*Manis pentadactyla*) monitored in the project area

The Wuqinzhang Protected Area is located in a branch of the Lianhua Mountains in southeastern Guangdong. This region is home to various rare and endangered wildlife species, including Chinese Pangolin, Spotted Linsang (*Prionodon pardicolor*), Small Indian Civet (*Viverricula indica*), Chinese Serow (*Capricornis milneedwardsii*), Big-headed Turtle (*Platysternon megacephalum*), and Paphio-pedilum purpuratum. It is a biodiversity-rich area with high conservation value.

During the year, through infrared camera monitoring and line transect methods, 16 mammal species, 108 bird species, 60 amphibian and reptile species, and 1,485 plant species were recorded. By extracting data from 66 fixed-point infrared trigger cameras monitoring Chinese pangolin in 10 grids within the core area of Wuqinzhang Protected Area, the research team obtained 62 effective triggers for Chinese pangolin. The analysis results indicated a relative abundance index of 4.87, which shows an improvement compared to the relative abundance index of the same area in previous years.

<b>876</b> Attendances of routine patrol	<b>3,163</b> km patrol mileage	<b>78</b> Poaching gears seized
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# Ecological Restoration

## 2 Ant Forest - Xinlong Protected Area

The Xinlong Protected Area is located in Xinlong County, Ganzi Zang Autonomous Prefecture, Sichuan Province. It is known for the largest distribution of felids in China, earning the nickname "Kingdom of Seven Cats."

By establishing a scientifically systematic monitoring grid, the research team recorded 98 species of wildlife, including 6 species of felids, namely Leopard (*Panthera pardus*), Golden Cat (*Pardofelis temminckii*), Eurasian Lynx (*Felis lynx Linnaeus*), Leopard Cat (*Prionailurus bengalensi*), Snow Leopard, and Chinese Mountain Cat (*Felis bieti*). Leveraging this unique resource, the project team developed a set of interpretive materials themed around felids and comprising 40 interpretive signs. This system will facilitate natural interpretation and educational activities in the future. Besides, the project actively promoted green development within the community by encouraging waste management practices. During the year, 109 households were provided with trash bins, of which 73 households met excellent waste management standards.

**714 attendances** Routine patrol  
**4,100 km** Patrol mileage  
**11** Poaching gears seized



Interpretive signs for Xinlong Protected Area

## 3 Ant Forest - Medog Gedang Protected Area

The Medog Gedang Protected Area is located in the southeast of the Xizang Autonomous Region, in the lower reaches of the Yarlung Zangbo River, and on the southern slope of the eastern end of the Himalayas. Medog is known as the "Natural Museum" and "Kingdom of Plants" due to its rich biodiversity, earning it the reputation as the "Biological Gene Bank of the World." With the assistance of the local forestry and grassland bureau, the project team transformed an existing wildlife rescue station into a project workstation. Besides, a group of eight patrol and monitoring personnel was formed to regularly patrol the protected area. Furthermore, 109 infrared cameras were installed for monitoring purposes, thereby photographing 6 species under the National List of First-Class Protected Animals and 18 species under the National List of Second-Class Protected Animals, including the Clouded Leopard (*Neofelis nebulosa*), Golden Cat (*Pardofelis temminckii*), and Takin (*Budorcas taxicolor*).

**308 attendances** Routine patrol  
**1,400 km** Patrol mileage  
**56** Poaching gears seized



Infrared camera monitoring in Medog

## 4 Ant Forest - Hunchun Protected Area

The Hunchun Protected Area is located in the southeastern part of Hunchun City, Yanbian Korean Autonomous Prefecture, Jilin Province. It is situated in the border area of China, Russia, and North Korea, adjacent to the Northeast China Tiger and Leopard National Park on the east, and boasts a variety of wildlife resources, including the Amur Tiger (*Panthera tigris ssp. altaica*). The project set up a local protection team and provided four capacity-building training sessions covering skills for field patrols, the installation of infrared cameras, and wildlife rescue. A total of 56 infrared cameras were installed, capturing images of 15 species of wildlife such as the Amur Tiger, Amur Leopard (*Panthera pardus orientalis*), Sika Deer (*Cervus nippon*), and Black Bear (*Ursus thibetanus*). Based on real-time monitoring data, timely tiger and leopard appearance alerts could be issued to the local village committees, effectively safeguarding the lives and property of surrounding villagers.

**208 attendances** Routine patrol  
**420 km** Patrol mileage  
**21** Poaching gears seized



Amur tigers monitored in the project area

## 5 Civil Protected Area Alliance

As the rotating chair institution of the Civil Protected Area Alliance, the SEE Foundation has been actively promoting the development and growth of the alliance. In 2023, two meetings were held, including the Special Report on Civil Protected Areas during the first China Conservation Biology Conference. Representatives from research institutions, civil organizations, enterprises, and other institutions were invited to share their practical experience and conservation achievements in the field of nature reserves from different perspectives, thus promoting exchange within the sector.



Special Report on Civil Protected Areas



The project focuses on addressing soil and water conservation issues in key ecological areas of northwest China. The project has built a comprehensive ecological restoration and protection system focusing on tree planting and is complemented by shrubbery and grasses. In cooperation with local government departments, communities, social organizations, the public, and other stakeholders, the project has promoted the planting of rural forests and grasslands covering an area of 66,700 ha. The project aims to enhance the regional biodiversity index and stabilize the surface soil, thereby ensuring the sustainable development of the natural environment.

## Performed Projects in 2022

In 2022, a vegetation restoration project involving the planting of 22.93 million plants was carried out in Linxia of Gansu, Yan'an of Shaanxi, and Zhongwei of Ningxia. In 2023, follow-up maintenance, including replanting and watering, was conducted for this project. A total of 17.53 million plants underwent third-party inspection. Among them, 17.13 million passed the project acceptance, with a qualification rate of 97.7%. The areas that did not meet the standards will undergo replanting and another survival rate inspection in 2024.



Linxia Project in 2022



Wuqi Project in 2022



Zhongwei Projects in 2022

## New Projects in 2023

In Wuqi County, Yanchuan County, and Ansai District of Yan'an City, Shaanxi Province, and Kongtong District of Pingliang City, Gansu Province, a vegetation restoration project was conducted in collaboration with local forestry bureaus and environmental public welfare organizations. The project involved planting 3.84 million trees, including Mountain Peach (*Prunus davidiana*), Wild Apricot (*Prunus sibirica L.*), and Chinese Arborvitae (*Platycladus orientalis (L.) Franco*). The partners completed 100% of the contractual planting work. A third-party inspection was commissioned to assess the survival rate of 440,000 wild apricots, 440,000 mountain peaches in Kongtong District of Pingliang City, and 44,400 Chinese arborvitae in Ansai District of Yan'an City. All these plants met the standards.

In the Liangshan Yi Autonomous Prefecture, Ya'an City, and Mianyang City of Sichuan Province, several vegetation restoration projects were carried out. Those projects included planting 15,000 maple trees (*Acer miyabei Maxim*) and birch trees (*Betula L.*), 100,000 spruces (*Picea asperata Mast.*), 300,000 firs (*Abies fabri (Mast.) Craib*), and 150,000 Huashan pines (*Pinus armandii Franch.*), covering an area of 495.5 ha.



Pingliang Project in 2023



Three Areas in Yan'an Projects in 2023



Yuexi Project in 2023

# Blue Sea Elves

## Marine Flagship Species Conservation



Bryde's Whale ©CHEN Bingyao

The project's objective is to safeguard the critical habitats and migratory corridors of marine flagship species such as sea turtles, Chinese white dolphins, and Bryde's whales. Through the umbrella effect of these flagship species, the project seeks to extend its protective impact to a wider range of marine species. Additionally, it aims to raise public awareness and garner support for the conservation of marine biodiversity, thereby contributing to the realization of the *Kunming Declaration*.

### Project Achievements over the Years

- 350** sea turtles rescued and released
- 25** turtles tracked through satellite positioning
- 581** conservation patrols of green sea turtle spawning grounds
- R&D of trackers, systematic data collation, and joint development of the "Turtle Map" with research institutions
- 350-450** Chinese white dolphins protected

### Project Outcomes in 2023

- 342** times Spawning ground patrol
- 2** voyages **9** batches Turtle Excluder Device (TED) experiment
- 196** grounds Turtle science popularization
- 20,000+** participants Accessibility of turtle science popularization
- 500+** participants Participating in the activities of Chinese White Dolphin Science Popularization Base

### Key Progress in 2023

#### 1 Protecting Sea Turtle



Chinese green sea turtles photographed in the project location of Beidao Island

The project team cooperated with the Sansha Marine Protected Area and local fishermen to protect the nesting grounds of green sea turtles on Beidao Island and Ganquan Island, conducting a total of 342 patrols. In partnership with research institutions and partner organizations, the project team carried out 2 voyages and 9 batches of turtle excluder devices (TEDs) experiments to demonstrate how trawl and stationary nets can reduce the bycatch of turtles and other marine species. The project also utilized various media platforms, resulting in over 1.96 million views. Additionally, in 2023, the project organized 196 sea turtle education activities, reaching out to 20,618 individuals with valuable educational outreach.

# 08

## MARINE CONSERVATION

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#### United Nations Sustainable Development Goals



## 2 Protecting Chinese White Dolphin

The project's objective is to mitigate human impact on the Chinese white dolphin population through the implementation of scientific monitoring, well-structured dolphin-watching tourism, and comprehensive natural science education. The project also made great efforts to establish the "Chinese White Dolphin Protection and Scientific Dolphin Watching" Platform and the Sanniang Bay Chinese White Dolphin Science Popularization Base to protect the dolphin population in the Sanniang Bay waters of Qinzhou, Guangxi.

In 2023, the science popularization base successfully engaged more than 500 participants from the public and reached an extensive audience of over a million individuals, disseminating knowledge regarding white dolphin conservation and promoting scientific dolphin-watching practices. Meanwhile, the ongoing scientific monitoring efforts provided essential data to support the protection of approximately 350-450 Chinese white dolphins in the Dafenjiang River estuary in Guangxi.



A Chinese white dolphin emerges near the fishing boat

## Outcomes of Environmental Protection Projects in Different Regions

### Hainan Protecting Sea Turtle

The Hainan Project Center, in partnership with the Sea Turtle Rescue Station of Hainan Normal University and the Blue Ocean Conservation and Rescue Center, established the "Sea Turtle Protection Base of the SEE Free Trade Island Project Center". During the "Sea Turtle Going Home with Love" activity and aquatic species release event in August, 10 rehabilitated sea turtles and 50,000 fish fry were released into the sea. In partnership with the Sansha Marine Protected Area Management Bureau and other organizations, the "Baby Sea Turtles" protection project was launched. This project focuses on sea turtle rescue, protection of green sea turtle spawning grounds, research on artificial incubation techniques for inundated nests, as well as proliferation and releasing. Furthermore, a sea turtle breeding science education and conservation promotion center has been established in the marine park to raise awareness and promote sea turtle conservation.



## "Sea Keepers" on Xisha Islands

The Xisha Islands, located at the southernmost point of China's territory, are the largest spawning ground for green sea turtles in the country. Each July marks the peak season when mother sea turtles come ashore to lay their eggs, consisting with the busiest period for HUANG Cheng, a "Sea Turtle Patrolman". Sometimes, female sea turtles mistakenly bury their eggs too close to the sea, where rising tides can wash away the nests, leading to the failure of hatching. To protect these dozens of precious sea turtle eggs, numerous patrolmen bravely endure challenging weather conditions, constructing barriers or dikes between the nests and the sea. They take turns diligently guarding the nests until the tide subsides, ensuring the eggs' protection.

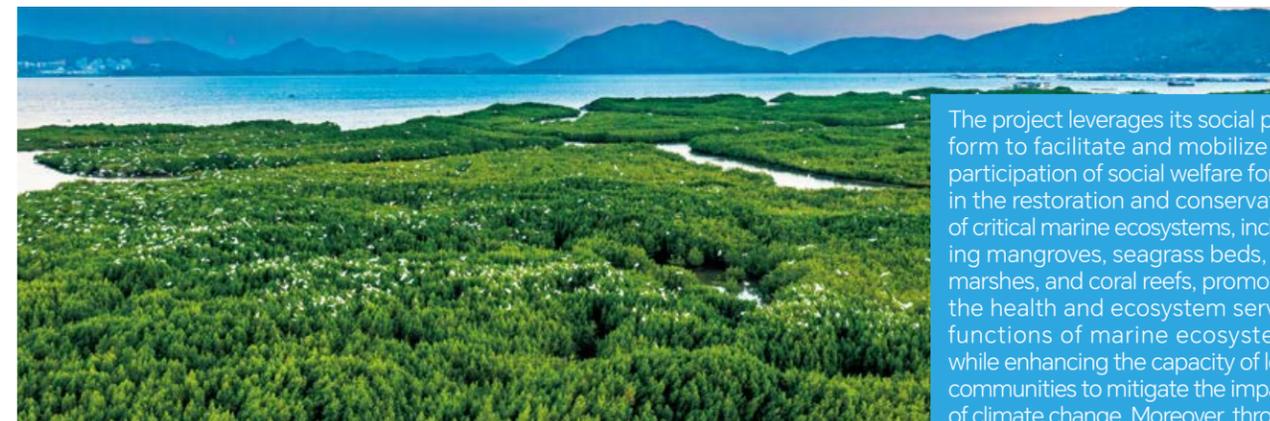
Before becoming a "Sea Turtle Patrolman", HUANG Cheng lived as a fisherman on Beidao Island, one of the Xisha Islands. In this pristine natural sanctuary, he often saw female sea turtles coming ashore to lay eggs or baby turtle hatchlings emerging from their shells. However, he also witnessed injured sea turtles struggling and beaches marred by marine debris, which left him feeling sorrowful and powerless. In 2019, when the SEE Foundation and the Sansha Marine Protected Area Management Bureau announced the recruitment of patrolmen, HUANG Cheng signed up immediately, eager to make a difference.

After becoming a "Sea Turtle Patrolman", Huang Cheng's daily routine of fishing underwent a remarkable transformation, revealing numerous "surprises" on the sea. "Sometimes it's marine debris. After a storm, the beaches of the Xisha Islands often pile up with plastic debris, and occasionally remnants of shipwrecks drift ashore. To prevent sea turtles from mistakenly ingesting or getting entangled in this hazardous litter, I actively pick up the garbage during patrols and ship it back to Hainan for recycling," said HUANG Cheng. At other times, he would come across injured sea turtles lying weakly on the beach. HUANG Cheng would bring them to the seawater pool of the rescue station for temporary care, where he would clean their shells, apply medicines, change the water, and provide nourishment to aid in their recovery.

Female sea turtles return to their birth beaches to lay eggs once they reach maturity, making Beidao Island the home for the island's fishermen and sea turtles for generations. More than 500 patrol records witness the achievements of HUANG Cheng and other patrolmen in protecting sea turtles.

# Cerulean Sea Initiative

## Key Marine Ecosystem Conservation



The project leverages its social platform to facilitate and mobilize the participation of social welfare forces in the restoration and conservation of critical marine ecosystems, including mangroves, seagrass beds, salt marshes, and coral reefs, promoting the health and ecosystem service functions of marine ecosystems while enhancing the capacity of local communities to mitigate the impacts of climate change. Moreover, through international collaboration, the project aims to achieve the ambitious goal of protecting 1% of the world's ocean area and contribute to the attainment of the "30x30 target" (protecting over 30% of the global ocean area by 2030).

## Project Achievements over the Years 2021-2023

**22,000+ ha.** Key marine ecosystems protected and restored

**240+ ha.** Area restored

**6** Provinces covered

## Project Outcomes in 2023

<b>94.33 ha.</b> Mangrove area restored	<b>46.67 ha.</b> Fuding	<b>45.66 ha.</b> Xiapu	<b>2 ha.</b> Zhanjiang
<b>34.53 ha.</b> Seagrass bed area restored	<b>34.46 ha.</b> Weihai	<b>0.07 ha.</b> Hainan	<b>100</b> Coral plants restored
			<b>100</b> Hainan

## Key Progress in 2023

### 1 Taking the lead in developing the first marine carbon sequestration methodology for China Certified Emission Reductions (CCER)



Mangroves on the beach

On October 24, 2023, the General Office of the Ministry of Ecology and Environment officially released four methodologies for voluntary greenhouse gas emission reduction projects. *The Methodology for Mangrove Afforestation in Voluntary Greenhouse Gas Emission Reduction Projects* (hereinafter referred to as the "Mangrove Methodology"), led by the Third Institute of Oceanography of the Ministry of Natural Resources and the SEE Foundation and jointly compiled by multiple organizations, garnered wide attention. The mangrove ecosystem is a vital coastal ecosystem that provides various ecosystem services, including siltation promotion and shoreline protection, wind and wave mitigation, disaster risk reduction, carbon sequestration and storage, and biodiversity maintenance.

The Mangrove Methodology provides detailed guidelines on calculating emission reductions, monitoring methods, and key validation and verification points for mangrove afforestation projects, carefully considering the unique characteristics of China's mangrove resources and restoration efforts. The methodology primarily addresses two types of mangrove afforestation: planting on unvegetated mudflats and reclaimed aquaculture ponds. Through such measures as exempting additionality demonstrations and providing default values, the methodology enhances its practicality and user-friendliness, thus encouraging the development of mangrove carbon sink projects. The Mangrove Methodology offers scientific and standardized guidance for the development of mangrove afforestation carbon sink projects in China.

## 2 Blue Finance in China: Progress and Challenge officially released

On November 10, the report titled *Blue Finance in China: Progress and Challenge* (hereinafter referred to as “the Report”) was officially released. The Report was jointly formulated by the SEE Foundation and the International Institute of Green Finance at the Central University of Finance and Economics. Focusing on the value realization of blue finance investment and financing tools, insurance products, and blue ecological products, the report reviews the practical situation in the Chinese market, summarizes the challenges in blue finance development, and provides a future outlook. Additionally, it includes an in-depth analysis of the definition and functions of blue finance, the policy environment, market practices, development challenges, and future prospects.

At the practice level, the existing green finance tools are primarily applied to terrestrial industries, with limited application in marine-related industries and marine environment improvement. Meanwhile, the significant differences between marine and terrestrial economic activities suggest that the financial sector will encounter distinct risk scenarios when supporting these industries. Therefore, it is of practical significance to explore “blue finance” tailored to support marine environment protection and the sustainable development of marine-related industries based on the characteristics of the marine economy.



## Outcomes of Environmental Protection Projects in Different Regions

### Guangxi Protecting Coastal Wetlands in Beibu Gulf

A total of 8 nature education and volunteer service activities were completed in Phase II of the Mangrove Ecological Restoration Project in the Eastern Bay of the Fangchenggang, including mangrove replanting, propagule adoption and collection, marine debris and algae cleanup, photo exhibitions, and nature observation, reaching a total audience of over 1,200. In collaboration with the Fangchenggang Forestry Bureau, the Communist Youth League of Fangchenggang City Committee, and other organizations, the project team organized the “Guarding Marine Forest: 2023 Wetland Week Science Popularization Series”. Besides, the “Pomegranate Seed” Youth Mangrove Education Practice Base was established at the project site, and the *Eastern Bay Mangrove Nature Observation and Guided Tour Handbook* was completed.



## Restoration for the Benefits of Future Generations

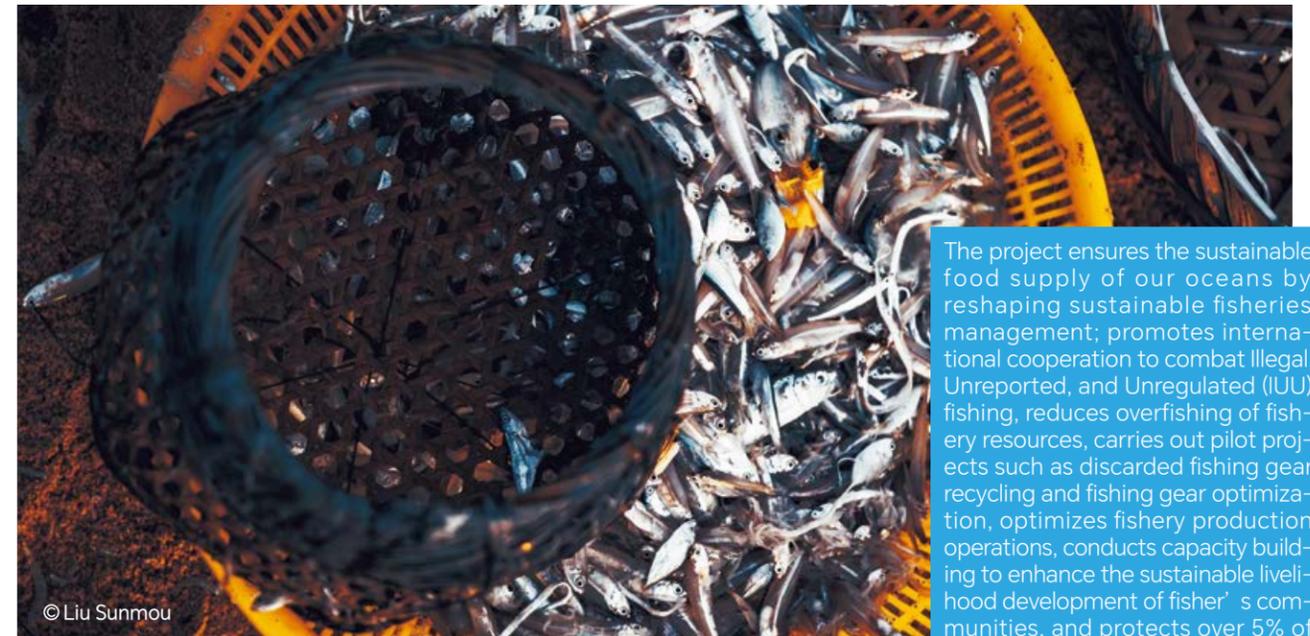
The seabed around Dongchu Island in Rongcheng, Shandong, was once covered with extensive seagrass beds, providing a healthy marine environment and high-value wild sea cucumbers (*Stichopus japonicus*) for the coastal residents. The naturally fallen seagrass leaves were abundant enough to build residential houses. However, due to human activities and changes in the natural environment, the dense seagrass bed area around the waters of Dongchu Island has shrunk to only 80 ha. With over 90% of the seagrass disappearing, it has become a “marine desert”. The degradation of the seagrass beds has severely impacted the livelihoods of local residents.

Born on Dongchu Island, WANG Senlin often described the exposed seabed as something “bald”. Witnessing the once abundant wild sea cucumber habitat gradually disappear, he decided to make a difference. In 2020, he became a seagrass planter for the SEE Foundation’s seagrass restoration project on Dongchu Island, planting thousands of seagrass shoots on the seabed.

This is not an easy job, as the seawater in northern China is so chilling even in summer. Every time he dives, WANG Senlin has to carry an oxygen tube connected to a compressor and work underwater for four to five hours continuously. Despite the challenges, he has never wavered in his commitment to restoring the seagrass. “I have seen the lush underwater scenery, and I want to restore it for future generations,” he said.

Thanks to the efforts of WANG Senlin and other planters, 68.8 ha of seagrass have been restored in the waters of Dongchu Island, with over 67 million seagrass shoots transplanted into the seabed. The restored seagrass bed ecosystem has attracted fish, shrimp, snails, and shellfish, gradually bringing the seabed back to life.

## Fishing in the Blue Sea Sustainable Fishery



The project ensures the sustainable food supply of our oceans by reshaping sustainable fisheries management; promotes international cooperation to combat Illegal, Unreported, and Unregulated (IUU) fishing, reduces overfishing of fishery resources, carries out pilot projects such as discarded fishing gear recycling and fishing gear optimization, optimizes fishery production operations, conducts capacity building to enhance the sustainable livelihood development of fisher’s communities, and protects over 5% of global fishery resources.

## Project Achievements over the Years

**60,000+ kg**  
Fishing gear recycled

**4**  
TED marine experiments conducted

**1**  
Sustainable fishing pilot established

## Project Outcomes in 2023

**3**  
Pilot programs for recycling discarded fishing gear

**58,410 kg**  
Discarded fishing nets recycled

## Key Progress in 2023

### 1 Taking the lead in releasing the “No Discarded Fishing Gears” initiative



Recycling of discarded fishing gear

On April 21, the “No Discarded Fishing Gears” initiative was officially released during the “No Discarded Fishing Gears” Seminar co-hosted by the SEE Foundation and the China Fishing Vessels and Fishery Machinery Association. This initiative, led by the SEE Foundation, has received support from over 30 entities, including research institutions, universities, social welfare organizations, fishing gear manufacturers, companies that recycle and process used fishing gear, and fishing gear users. The initiative aims to raise public awareness about the environmental hazards of discarded fishing gear in the ocean. By enhancing the monitoring and assessment of discarded fishing gear quantities, encouraging the proactive recycling of used fishing gear, encouraging the labeling of fishing gear, and advocating for green, efficient, and high-quality recycling technologies, the initiative seeks to effectively utilize recycled resources. It aims to unite various stakeholders to jointly advance the recycling and reuse of discarded fishing gear, thereby contributing positively to the sustainable development of marine fisheries.

## 2 Supporting the sustainable development of fishing communities

The project has supported eight marine conservation organizations and research institutes in conducting research and practical work on marine ecological conservation and sustainable livelihoods for fishermen in fishing communities. Relevant topics include coral reef ecological restoration and protection, island ecological environment protection and development, marine ecotourism, community participation in marine conservation, ecological education, and professional research on alternative livelihoods of fishermen. Additionally, the project has enhanced partners' professional expertise and practical abilities in marine conservation and mobilization of fishing communities. Moreover, the project has also provided community residents with numerous livelihood development suggestions and cases. It serves as an efficient communication platform and helps local residents achieve sustainable benefits from protecting marine ecology.



Planting seagrass around raft-style oyster farms enhances the growth of oysters.



## Transformation from Relying on the Sea for Livelihoods to Safeguarding the Ocean

Mr. LIN, a retired sea captain from Tanmen Town, Qionghai, Hainan, once made his living through diving and fishing. During times of material scarcity, Mr. Lin was an expert turtle hunter and had numerous dangerous experiences.

With the development of social economy and the increasing emphasis on ecological environment and biodiversity conservation, sea turtles have been upgraded to a species under first-class national protection. No one can hunt sea turtles indiscriminately anymore. However, abandoned fishing nets still threaten the safety of sea turtles and other marine life.

To protect the lives of sea turtles and other marine creatures, the SEE Foundation initiated a pilot project for recycling discarded fishing gear in Tanmen in 2020. Mr. Lin was one of the first to volunteer as a patrolman, responsible for regularly cleaning up floating and discarded fishing nets along the coastline, assisting in recycling fishermen's abandoned gear and participating in the rescue and release of sea turtles. He has transformed from a skilled turtle hunter to a guardian of sea turtles. Since the project began, Mr. LIN and another patrolman, Mr. WU, have together recovered and collected 3,398.35 kg of discarded fishing nets.



# 09

## SUPPORTING THE DEVELOPMENT OF CHINA'S CIVIL SOCIETY ON ENVIRONMENTAL PROTECTION

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United Nations Sustainable Development Goals



# Green Starters

The "Green Starters" Project is dedicated to exploring and empowering emerging forces in China's public welfare environmental protection sector. It aims to assist teams with a strong sense of mission and focus on environmental and social issues in practicing their environmental ideals, awakening China's local environmental forces, and promoting a healthier and more diverse industry ecosystem for the environmental protection sector, ultimately achieving the goal of ecological environment conservation and sustainable development.



## Achievements over

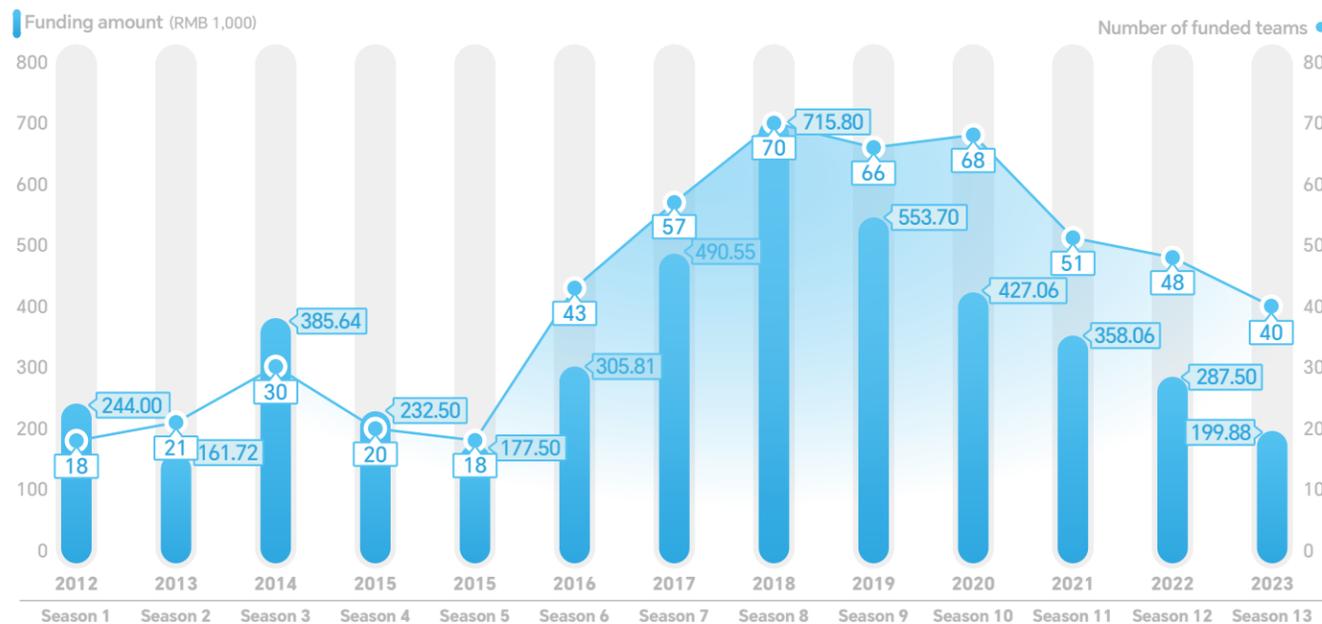
# 10

years  
2012-2023

- 551** Start-up environmental NGOs funded
- RMB 45.31 million** Provided for funding
- 31** Provinces (autonomous regions and municipalities directly under the Central Government) covered

As the industry's first infrastructure project to introduce the concept of angel investment, the "Green Starters" Project has fully played a benchmark and leading role, delivering tangible results. Green Starters has increased the number of environmental NGOs within various topics and regions, encouraged competition among partners in terms of funding, reputation, and professionalism, and promoted the healthy development of the environmental protection industry. This has strongly facilitated the professional development of partner organizations, filling gaps in both regional and thematic areas.

- Green Starters Project Evaluation Report



## Project Outcomes in 2023

- 16** sessions SEE Project Center reviews meetings
- 114** Reviewers
- 84** Entrepreneur members
- 30** Funding consultants
- 40** New partners
- RMB 2.00 million** Funded
- 352.5** hours Volunteer service duration of reviewers
- 1** report The Research Report on the Status of China's Environmental Public Welfare Organizations released
- 1** list The 2023 List of China's Environmental Public Welfare Organizations released

## Key Progress in 2023

### 1 The 10th Anniversary of the Green Starter Funding Plan

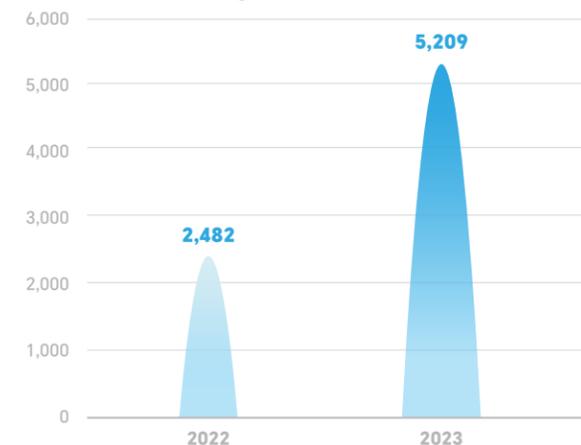


The 10th Anniversary of the Green Starter Funding Plan

In May 2023, as the 23rd International Day for Biological Diversity approached, the "Green Starters" Project and the "Growing Up Together (GUT)" Project jointly celebrated their tenth anniversary. During the event, the draft summary of the *Green Starters Project Evaluation Report* was released. Prof. JIN Jun, Associate Professor and Deputy Director of the Department of Sociology at Tsinghua University, provided an interpretative analysis of the report. A research report titled *Development Transformation of the Environmental Protection Industry: From Project-Driven to Organization-Driven* was also released. Over 200 participants, including more than 30 "Green Starters" partners, gathered in Guangzhou to engage in discussions and exchanges on how to better promote the development of the environmental protection industry.

### 2 Research on the status of China's environmental protection public welfare organizations

#### The 2023 List of China's Environmental Public Welfare Organizations



Data Source: 2023 Research Report on the Status of China's Environmental Public Welfare Organizations

In 2023, the research project on the current status of environmental NGOs in China released its list and report for the second consecutive year. The research team invited 27 national hub organizations to implement the project. The final *2023 List of China's Environmental Non-Profit Organizations* includes 5,209 environmental NGOs, covering all 31 provinces (autonomous regions and municipalities directly under the Central Government). This marks a significant increase from the previous year, when only 2482 NGOs were recorded. Relevant data was collected from 614 environmental NGOs regarding their work areas, revenue, human resources, and other aspects. By comparing and summarizing data collected over two consecutive years, the *2023 Research Report on the Status of China's Environmental Protection Public Welfare Organizations* was compiled.

The comparison of data over two years shows that environmental NGOs have demonstrated resilience in facing challenges, with volunteer service organizations highly adaptable amidst a tightening civil society sector. Given that "public advocacy and outreach" is the most popular focus for environmental NGOs, it is imperative for these organizations to strengthen their ability to conduct public advocacy and outreach, fulfilling their fundamental and crucial role as 'advocates' within the environmental governance system.



## Same Original Aspirations, Different Ways Mission for Three Generations

In Chashan Village, Fengyi Town, Maoxian County, Aba Prefecture, Sichuan Province, around the Jiuding Mountain Nature Reserve, three generations of the Yu family have dedicated their time and income to ecological conservation. The core figure, Mr. YU Jiahua, is now 73 years old. As the initiator of anti-poaching activities, Mr. YU was once an excellent hunter during his youth years.

In 1983, after the local land was contracted to households, a large number of laborers were freed up. In this minority village, where “every household had a gun and everyone knew how to set traps,” more and more people began picking up hunting guns. The number of hunters near Jiuding Mountain surged from only dozens to over a thousand. With the growing number of hunters, the wildlife around Jiuding Mountain was limited. This hunting pattern was akin to killing the goose that lays the golden eggs. “My grandfather and father were both tree and animal lovers,” he said. YU Jiahua, who has been exposed to simple environmental education from his family since childhood, keenly sensed a hint of danger. He felt that those animals around him would soon become extinct at this rate, and the living environment would deteriorate. His generation would not leave anything for future generations.

In 1995, YU Jiahua and his brother abandoned their hunting guns and began to promote anti-poaching initiatives. In 2004, they established the Maoxian Jiuding Mountain Wildlife Friends Association. The membership of the association has grown from over 50 to more than 170. It has attracted villagers from surrounding villages to participate in daily patrols, monitoring, tree planting, grass planting, and preaching and training.

Today, Jiuding Mountain is under the care of its third generation of guardians. YU Jiahua’s grandson, YU Biao, has been deeply influenced by his family’s dedication to environmental protection since childhood. Starting at the age of eight or nine, he began accompanying his grandfather on mountain patrols and participating in tree planting. Now, as a new-generation patrol person, he has taken on the responsibility of the association. YU Biao has also embraced various innovative ideas. In 2022, he applied to become a partner of the “Green Starters” Project and aimed to create a database of rare wild animals and plants in the high-altitude area of Jiuding Mountain. He also sought to expand the protected area by 10–15 km<sup>2</sup> and achieve data-driven, precise protection.

Over the past year, with the support of the “Green Starters” Project and the Sichuan Project Center, they have completed 4 patrols, removed traps and snares, deployed infrared cameras, and collected data 4 times, laying the foundation for the Jiuding Mountain database. Over the next 3 years, they plan to strengthen cooperation with surrounding protected areas to improve the database. They will continue to conduct patrols against poaching, ecological conservation promotion, infrared camera monitoring, anti-poaching advocacy, trap removal, and garbage cleanup activities. Meanwhile, they will organize ecological research, study tours, and nature education activities through flagship species research at Jiuding Mountain. In this way, they enhance their capabilities and contribute to sustainable development.

## Growing Up Together

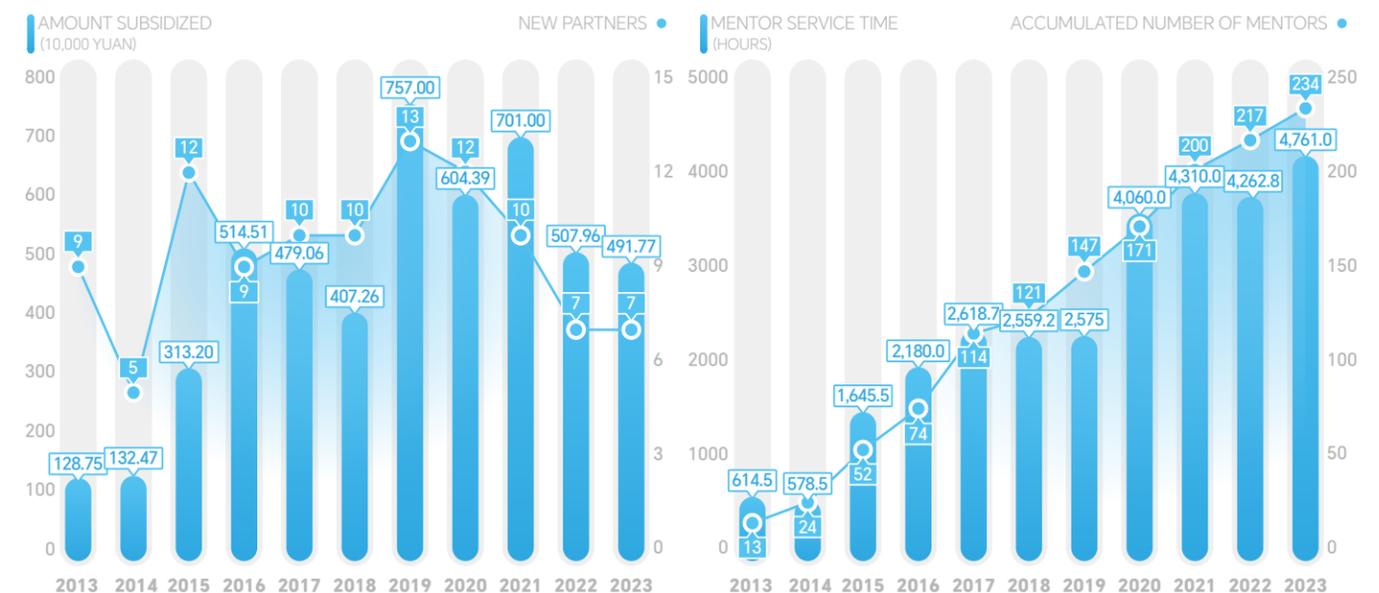


The “GUT” growing environmental protection organization support project was jointly launched by the SEE Foundation and the Global Greengrants Funds (GGF) in December 2012. It was funded by the Mangrove Foundation (MCF), Narada Foundation, Oxfam and Xianfeng Foundation, and jointly implemented by the He Yi Institute. By accompanying and coaching key talents of growing environmental NGOs, it aims to assist environmental organizations in addressing development bottlenecks during their growth process, promote breakthroughs in the direction of the “three cores” (core business, core team, and core resources), and support them to become a leading core in the region or issues, and respond more effectively to environmental issues.



After a decade of hard work, “Growing Up Together (GUT)” has generated a “GUT Effect” that extends to partners, communities, topics, industries, and even the broader domestic civil society sector. The core contribution of GUT lies in creating “certainty.” The “GUT Effect” represents a stable expectation for personal growth, institutional support, and industry development. Amidst the uncertainties faced by environmental NGOs, GUT provides multiple certainties, offering individuals, teams, and institutions a stable expectation and confidence for development. This stability and confidence have propelled the growth and development of GUT partners, and their influence extends beyond them to wider communities. It has had a positive and significant impact on environmental NGOs, the environmental civil society sector, and the broader landscape of civil society in China.

– “Growing Up Together” Project Ten-year Evaluation Report



## Project Outcomes in 2023



## Key Progress in 2023

### 1 GUT 10th Anniversary

On May 20 and 21, the Annual Meeting and 10th Anniversary of GUT were held in Guangzhou. After candidate partner presentations, in-depth interviews with mentors, and evaluations by graduated partners, the final review panel voted and selected 7 partner organizations that meet the standards. During the event, the partners and mentors jointly reviewed the ten-year journey and insights of GUT, shared outcomes and perspectives in the *Summary of the Ten-Year Evaluation Report of GUT*, and officially launched the mentor and partner award systems. Awards were also presented for the first time.



Site of GUT 10th Anniversary

### 2 Jingcao Carnival tours in three cities

From December 2022 to October 2023, with the support of Huatai Securities, the Jingcao Carnival and the "Only One Yangtze River" Project jointly hosted a series of activities under the theme "From City to Wilderness: Biodiversity Theme Exhibition." This exhibition took place in Shanghai, Nanjing, and Hangzhou, covering the Yangtze River Delta region. The exhibition aims to create a platform for public participation in biodiversity conservation. Through diverse forms such as multimedia, immersive displays, and interactive games, it connects the public with nature and encourages more people to learn about, care about, and participate in ecological conservation.



Biodiversity workshop

**30,000+** attendances

Routine patrol

**98** volunteers

**140+** participants

Volunteer services

**950 hours**

Volunteer service duration

**18** offline sharing sessions

**6** nature markets

**1** reporter session



## GUT Graduates Exploring More Possibilities for Nature Education

Zhejiang Shanye, a GUT partner of 2020, is a Hangzhou-based organization that focuses on nature education in Zhejiang. Leveraging the expertise of naturalists, it guides the public to understand nature in a relaxed manner. Starting with personal interests and hobbies, it inspires enthusiasm for protecting the natural environment. With a persistent focus on environmental issues and biodiversity conservation, Zhejiang Shanye offers science popularization and promotes nature education in protected areas. Over the past three years, a 14-member mentor group composed of entrepreneurs and civil society mentors have dedicated 144 hours to accompanying and guiding Zhejiang Shanye and its leader, YE Xiyang, especially during the pandemic.

With the help of the Zhejiang Project Center, the Hubei Project Center, and the GUT project team, Zhejiang Shanye has made breakthroughs in strategic positioning, core business, and resource management. The organization has efficiently established a business model that combines nature education and biodiversity conservation. These two sectors complement each other, thus promoting nature education in the protected areas of Zhejiang Province. Additionally, the organization collaborates with relevant personnel on curriculum research and project implementation.

After graduating in 2023, Zhejiang Shanye hosted the 2023 Jingcao Carnival in Hangzhou and helped organize exhibitions on biodiversity conservation. Leveraging its expertise in nature education, Zhejiang Shanye mobilized volunteers and a design team to uncover stories of local biodiversity conservation, such as the protection of the Mandarin Duck (*Aix galericulata*) and heartwarming stories involving local citizens. They planned various engaging science popularization activities, including multimedia presentations and interactive mechanical installations. Through the carnival, GUT partners had more opportunities to share biodiversity stories with the public.

## Expert Comments



**ZHU Tong**

GUT mentors  
Chairman of the Organizing  
Committee of Jingcao Carnival

The Jingcao Biodiversity Carnival is a public and artistic project derived from the SEE Foundation's flagship project, GUT, through years of exploration. It is promoted by GUT partners, GUT mentors, corporate sponsors, and other social stakeholders. The carnival aims to conduct nature education and help the public experience the beauty of biodiversity. Through the stories of frontline partner organizations, photography exhibitions, immersive nature-themed interactive games, eco-friendly charity markets, and forest concerts, the Jingcao Carnival strengthens the emotional connection between social welfare, environmental organizations, and the public. It helps more people appreciate changes in their natural environment, cherish hard-won environmental achievements, and practice the core Chinese cultural philosophy of "harmony between humans and nature." The project has now covered more than 30 cities across China and reached an online audience of 95 million. Hence, it has laid a solid public foundation for a benevolent society where everyone participates in civil society. It will undoubtedly contribute to biodiversity conservation in China and the enhancement of public environmental awareness with the power of SEE.

# Joint Public Welfare Projects

Since 2015, the SEE Foundation, as a pioneer of joint internet fundraising models and a leader and supporter of united fundraising program for non-public fundraising organizations, has been launching various environmental protection projects. By collaborating with multiple internet fundraising platforms, the foundation provides public fundraising and financial support for non-public fundraising organizations focused on environmental protection nationwide. These efforts aim to enhance partner organizations' abilities for public fundraising project design, project management, financial management, and fundraising communication operations, thus facilitating the sustainable development of the environmental protection sector.



## Project Achievements over the Years



## Project Outcomes in 2023



## Key Progress in 2023

### 1 Project monitoring and evaluation

In 2023, we conducted follow-up monitoring for 28 projects across 15 partner organizations. We conducted on-site visits to 8 partners, including financial audits of 12 projects for 4 partners and follow-up exchanges with 4 partners.

Through these visits, we gained a deep understanding of the local work conditions of our partners and participated in frontline project activities. We engaged in in-depth discussions on various aspects, including project and financial management standards, public fundraising activities, project communication, and the application of the grant management systems. We also helped our partners improve their public fundraising projects and promote further cooperation between the two sides.



Monitoring and follow-up of CFCA Project

### 2 "A New Beginning" for program

After years of exploring the united fundraising program and refining both internal and industry experience, the SEE Foundation has adjusted its strategy for united fundraising and is exploring new project models and increasing support for its projects. We will provide one-on-one partner project services and offer various support in terms of scientific guidance, personalized resource connections, capacity building, partner exchange communities, public advocacy activities, and industry media promotion.



Call for partners of 2024

# 10

SPECIAL FUND

Caring for Chinese Rangers 074

Scientific Releasing of Life 076

United Nations Sustainable Development Goals



# Special Fund for “Caring for Chinese Rangers”



The Special Fund for Caring for Chinese Rangers is used to support the improvement of the working conditions of rangers in protected areas, such as insurance, outdoor equipment, and the construction of patrol rooms, providing greater security for their daily patrols. At the same time, through the initiation of the Rangers Livelihood Project, the ability of rangers to carry out ecological service function restoration is enhanced. Through rangers’ demand research and patrol communication activities, their patrol ability and public influence are continuously improved to better protect species and their habitats.

## Project Outcomes in 2023

 <p><b>586</b> Purchasing accident insurance for rangers</p>	 <p><b>114</b> Providing more improved beehives</p>	 <p><b>1</b> Building patrol stations for Yunnan snub-nosed monkey</p>
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## Key Progress in 2023

### 1 Purchasing accident insurance for 586 rangers

In 2023, the Special Fund for Caring for Chinese Rangers provided one-year accident insurance for 586 frontline rangers from 28 protected areas across 12 provinces (autonomous regions and municipalities directly under the central government). This measure ensured the safety of their patrol work. Among these rangers, there were 67 females and 519 males, with an average patrol tenure of 8.1 years. A total of 159 rangers had a patrol tenure of 10 years or more.

In 2023, the project assisted with three insurance claims, including one ranger from Xinjiang who passed away due to illness. The special fund project team helped secure an insurance payout of RMB 30,000 for the family, providing a certain degree of life security for the rangers and their families.



Rangers check field monitoring data

### 2 Launch of Rangers Livelihood Project in the Guangxi Nonggang Nature Reserve

The project provided 114 improved beehives for six protection stations in the Guangxi Nonggang Nature Reserve. We invited local beekeeping experts from Longzhou County to provide the first training session on beekeeping skills for the rangers. The training covered practical operations such as beehive assembly and field attraction. In addition, we organized rangers to receive beekeeping training in Mile City, Yunnan. Professional trainers from Yunnan Project Center showed how to use improved beehives for beginners. They also explained how to use a comb foundation, demonstrated practical hive transfer techniques, and shared knowledge about bee behaviors. Through systematic training and learning, the rangers are better equipped to handle beekeeping work upon returning to the reserve.



First training session on beekeeping skills

### 3 Building patrol stations for Yunnan snub-nosed monkey



Patrol house under construction

The patrol station features a light steel structure, covering an area of 48 m<sup>2</sup>. With a length of 8 meters and a width of 6 meters, the single-story open building serves as a display site for the Laojun Mountain Yunnan Snub-Nosed Monkey and Biodiversity Conservation Project. This station showcases the achievements of the Laojun Mountain project to the public, government, community, and other organizations, thereby improving biodiversity patrols in Laojun Mountain and the professionalism of the rangers.



## Mr. GUO Working Around the Clock

Mr. GUO, who is around 60, is a forest ranger for the mangrove belt along the coast of Xiaguo Village in Fugong Town, Longhai District, Zhangzhou City, Fujian Province. “I am working like a fully wound, tight clock, and I just can’t stop,” he said.

The full name of Mr. GUO is GUO Jianzhong. He is a local villager from Xiaguo Village and a representative of the town’s People’s Congress. In 2019, he became a full-time forest ranger and advocate. Morning patrols are a daily routine. The first thing he does after waking up is patrol the coastline. After that, he returns home for breakfast. He also patrols once or twice in the afternoon or evening. Sometimes, during the tidal season and when villagers gather seafood, he patrols the coastline four or five times a day. The mangrove belt, especially the newly planted seedlings, is his constant concern. When he encounters villagers digging for bamboo shoots, he always tries to persuade them not to dig in the newly planted areas. The villagers who gather seafood both respect and fear him. Sometimes, they even voluntarily report or help him dissuade others from entering the young forest areas. Besides protecting the newly planted seedlings, he is also responsible for maintaining the bulletin boards within his patrol area, managing the coastal drift zones, and assisting the forestry station in organizing various promotional activities. All these duties keep him occupied the whole day. GUO Jianzhong has been engaged in his “endless” patrols of the mangrove forest all year around.

# Special Fund for “Scientific Releasing of Life”



The lack of effective guidance and supervision for the illegal release of wild-life, especially in water areas, has been a social pain point for many years, which seriously affects ecological security, especially in rivers and lakes. In May 2021, the SEE Foundation’s “Special Fund for Scientific Releasing of Life” was established to continuously carry out research on scientific release theory and laws and regulations, market research, in-depth lectures and training for release groups to popularize relevant knowledge, and regularly carry out demonstration scientific release activities. It also promotes policy formulation and regulation through co-construction with fisheries law enforcement, civil and religious authorities, and other departments, such as collaborating with research institutes and universities to carry out water quality monitoring and scientific release experiments on water purification effects. By uniting the efforts of relevant government departments, research institutions, universities, law firms, media, enterprises, and social care personnel, the project transforms indiscriminate release into scientific release, thereby advancing the protection and restoration of river and lake fishery resources, water quality improvement, and biodiversity conservation.

## Project Outcomes in 2023

 <p><b>681,118</b> fish</p> <p>Scientific release of water-purifying fish</p>	<p><b>13</b> sessions</p> <p>Scientific releasing of life activities</p>
 <p>The <i>Suggestions on Optimizing the Proliferation and Releasing Work in Lake and Reservoir Drinking Water Sources</i> was included in the 2024 work plan for Fujian Province. The <i>Assessment of the Role of Filter-Feeding Fish in Aquatic Ecosystem Restoration</i> was completed.</p>	
<p>Improving the compilation of laws and regulations on scientific release of life</p>	

## Key Progress in 2023

### 1 Releasing more than 680,000 water-purifying fish

The scientific release project has received long-term support from various departments, including the Fujian Provincial Committee of Population, Resources, and Environment of the CPPCC, the Department of Ethnic and Religious Affairs of Fujian Province, and provincial and municipal marine and fishery departments. During the year, 13 offline scientific release activities were conducted, with a total of 681,118 water-purifying fish fry released. On November 2, a training session titled Scientific Release to Protect the Minjiang River was held, attended by over 50 participants from various sectors of society.



### 2 Holding the sub-forum on scientific release for the first time

At the 2023 Annual Meeting of China’s Environmental Civil Society Organizations on Sustainable Development, a sub-forum-themed “Scientific Release and Ecological Safety” was hosted for the first time. The forum was attended by industry experts, environmental and public welfare organizations from the Yellow River Basin, and other stakeholders. They discussed the significant role of scientific release in ecological safety, providing legal regulations and scientific support for relevant actions. The event aims to consolidate efforts from multiple sectors to jointly promote the sustainable development of scientific release initiatives.

### 3 Conducting assessment of water ecosystem restoration



Site sampling by research teams

In March, the project established a technical cooperation agreement with the Xiaocang She Ethnic Township Government and the College of Marine Sciences at Fujian Agriculture and Forestry University. The three parties jointly evaluated the role of filter-feeding fish in aquatic ecosystem restoration at the Shanzai Reservoir. They conducted research projects, such as determining the optimal ratio of Silver Carp (*Hypophthalmichthys molitrix*) and Bighead Carp (*Aristichthys nobilis*) for treating water eutrophication in drinking water source reservoirs. This research aims to provide scientific references for official proliferation and release and civil scientific release for water control, as well as develop replicable models. Meanwhile, the project partnered with Xiaocang Township to establish a village cooperative and launched the Reservoir Green Fisheries Industry Development Initiative. This initiative seeks to promote sustainable and green development in Xiaocang Township.

### 4 Policy promotion

Through the practice and research work on algae control and water purification by using silver carp and bighead carp in Shanzai Reservoir, the project team submitted a proposal titled *Suggestions on Optimizing the Proliferation and Releasing Work in Lake and Reservoir Drinking Water Sources* to the Fujian Provincial Committee of Population, Resources, and Environment of the CPPCC. This proposal has been included in the 2024 work plan, aiming to enhance algae control and water purification across lake and reservoir drinking water sources in Fujian Province. Besides, the project cooperated with a team of lawyers to compile relevant laws and regulations for scientific release. This effort resulted in a comprehensive manual exceeding 300 pages.

 The *Suggestions on Optimizing the Proliferation and Releasing Work in Lake and Reservoir Drinking Water Sources* included in the 2024 work plan for Fujian Province

### 5 Voluntary patrol

From March 1 to June 30, together with the Marine and Fishery Law Enforcement Corps of Fujian Province and the Fuzhou Marine and Fishery Law Enforcement Detachment, the project team launched the “Anlan Minjiang River” action. This action involved recruiting college youth volunteers to conduct patrols and promotions. Moreover, the project team submitted a proposal titled *Fishing Regulations for the Closed Fishing Season in Minjiang River Waters* to the Marine and Fisheries Bureau of Fujian Province.

 <p><b>313</b></p> <p>Volunteers enlisted in 2023</p>	 <p><b>83</b> times</p> <p>Patrol on water</p>	<p><b>386</b> participants</p> <p>Number of participations</p>	 <p><b>123</b> times</p> <p>Patrol on land</p>	<p><b>313</b> participants</p> <p>Number of participations</p>
 <p><b>48</b> times</p> <p>Grid publicity</p>	 <p><b>1,157.81</b> km</p> <p>Cumulative length of river segments patrolled</p>	 <p><b>45</b></p> <p>Illegal fishing activities in the Minjiang River</p>	<p><b>43</b></p> <p>Illegal fishing stopped</p>	

### 6 Expanding participation in the conservation of the Chinese Horseshoe Crab (*Tachypleus tridentatus*) population

In 2023, the project cooperated with senior experts from the Freshwater Fisheries Research Institute of Fujian, the Fisheries College of Jimei University, and other institutions in the fields of Chinese Horseshoe Crab breeding and juvenile crab habitat research. They jointly conducted studies on habitat restoration and protection for Chinese Horseshoe Crabs, facilitated domestic and international exchange and cooperation, and promoted the conservation of this species. Besides, they co-published the *Preliminary Study on Artificial Breeding Techniques for Chinese Horseshoe Crabs* in the *Journal of Fisheries Research*.

# ENVIRONMENTAL PROJECTS ACROSS CHINA



## 11

## INTERNATIONAL COOPERATION

International Platforms Joined by SEE Foundation

Observer for the United Nations Convention to Combat Desertification

Member of the Executive Committee of the Foundation Platform G20 of Cooperation

Member of Science-Policy-Business Forum on the Environment (SPBF) of the United Nations Environment Programme

Observer for the United Nations Framework Convention on Climate Change

Member of the Asian Venture Philanthropy Network (AVPN)

Member of the International Union for Conservation of Nature (IUCN)

Global Partner of the Business for Nature

Member of the Global Rewilding Alliance

Observer for the United Nations Convention on Biological Diversity (CBD)

Member of the Partnership of Biodiversity and the Finance (PBF)

Member of the Sustainable Blue Partnership Cooperation Network

Member of the 1% for the Planet

Consultative body of the United Nations Environment Programme

— As of the end of 2023

## Blue Partnership Action



Mangrove restoration

In 2022, in response to the “Blue Partnership” initiative proposed by the Chinese government, the SEE Foundation, along with its partners, initiated the “Blue Partnership Action.” Leveraging the resources of public platforms, the action aims to support public welfare partners in the China-ASEAN region. It is also China’s first public welfare action initiated by civil forces under the principles of the “Blue Partnership.”

In 2023, the “Blue Partnership Action” supported 10 “small but beautiful” marine ecological conservation projects in 8 countries, namely Indonesia, Thailand, Cambodia, Myanmar, Malaysia, the Philippines, Singapore, and China. These projects were led by 13 government departments, research institutes, and international and local environmental public welfare organizations. The projects covered a diverse range of marine ecological conservation topics, including the protection and restoration of mangrove and coral reef ecosystems, research and improvement of island waste management mechanisms, study and conservation of marine species, and science education for the public.

In regions such as East Java, West Kalimantan, and East Nusa Tenggara in Indonesia, we completed the protection and restoration of approximately 5.4 ha. of coral reefs. The project restored about 6 ha. of mangroves and planted around 35,000 mangrove trees. We also took various measures to empower local community residents, including organizing women to produce eco-friendly products such as scarves dyed with mangrove extracts and cookies made from mangrove fruit. Besides, the project explored sustainable development models based on ecological restoration. In the Philippines, the project collaborated with local governments and communities in Siquijor Province and Apo Island to explore zero-waste island models. We improved waste management practices to reduce marine debris, and engaged local volunteers and residents in beach clean-up activities to prevent garbage from entering the ocean. These conservation efforts have engaged over 1,000 people directly and have benefited more than 370,000 coastal fishermen, tourism practitioners, and local communities, especially vulnerable populations, including indigenous peoples, women, and children.

**10** marine ecological protection projects **5.4** ha. coral reef protection and restoration **6** ha. mangroves restored **≈35,000** mangrove trees planted

## Participating in the Third Session of the Intergovernmental Negotiating Committee (INC) for International Legally Binding Instrument for Plastic Pollution (INC-3)



LU Zhiyao (first from the left), Climate Change and Business Sustainability Director of the SEE Foundation, engages in a roundtable discussion about the unique contributions of social organizations to plastic pollution control in China

As an observer organization for the United Nations Environment Programme, the SEE Foundation, together with its partners, attended the INC-3 in November 2023.

During the negotiations, 161 member states and 318 observer organizations commented on and discussed the zero draft of the international legally binding instrument for plastic pollution. The meeting witnessed the revision of the instrument draft, which will be reviewed at the fourth and fifth sessions of the INC in 2024. The aim to conclude the *Global Treaty on Plastic Pollution* by the end of 2024.

Prior to the negotiations, the SEE Foundation also organized and attended the Seminar on Social Organizations’ Participation and Practice in China’s Plastic Pollution Control. On behalf of relevant stakeholders, we contributed China’s experience and insights into tackling plastic pollution from the perspective of civil society.

**161** member states

**318** observers

## 28th Conference of the Parties to the *United Nations Framework Convention on Climate Change (COP28)*

The 28th Conference of the Parties to the *United Nations Framework Convention on Climate Change (COP28)* was held in the Expo City Dubai from November 30 to December 12, 2023. During the conference, the SEE Foundation organized several important side events and released the strategy and achievements in addressing climate change.

During the event, YANG Biao, Secretary-General of the SEE Foundation, released the *Climate Change Response Strategy of SEE Foundation* jointly formulated by the SEE Foundation and McKinsey. From the perspectives of production, consumption, and ecology, this strategy sets specific targets for addressing climate change. In terms of production, we aim to promote corporate emissions reduction with the goal of encouraging over 3,000 companies from 10 industries to take emission reduction actions by 2030. In terms of consumption, we aim to enhance climate change awareness for over 1 billion participants and realize pollution reduction and carbon emission reduction for over 300 million participants by 2030. In terms of ecology, we aim to establish 15 demonstration projects in different ecosystems and conduct over 200 natural-based solution projects by 2030. Guided by its strategic goals, the SEE Foundation has formulated 9 realization paths.



SEE Member Delegation

9 realization paths

## Supporting the Assessment of the Red List of Threatened Species and the Compilation of the *Operation Manual for Nature-Based Solutions Projects*

Continuing to support the International Union for Conservation of Nature (IUCN) in carrying out the Red List assessment of freshwater fish and snakes in China. According to the standards of the IUCN Red List, experts from China and abroad assessed all of the over 200 snake species in China and updated the distribution of each species. Data relevant to the recorded freshwater fish species in China was collected, and 72 species of freshwater fish were assessed. The remaining fish assessments will be conducted during an online evaluation meeting organized by the Institute of Hydrobiology, Chinese Academy of Sciences, from January 15 to 19, 2024, in line with the IUCN Red List standards.

Together with the IUCN China Office, we compiled the *Operation Manual for Nature-Based Solutions Projects*. Integrating a more universal conservation project cycle management system with global NbS standards, the *Operation Manual for Nature-Based Solutions Projects* provides a set of procedural references for project participants. It offers guidance for project establishment, planning, design, implementation, monitoring, and sustainable management. This manual helps to enhance rationality, inclusiveness, sustainability, and management effectiveness of related projects, thus laying the foundation for subsequent standard certification.



*Operation Manual for Nature-Based Solutions Projects*

**200+** species  
Snake assessed

**72** species  
Freshwater fish assessed

# 12

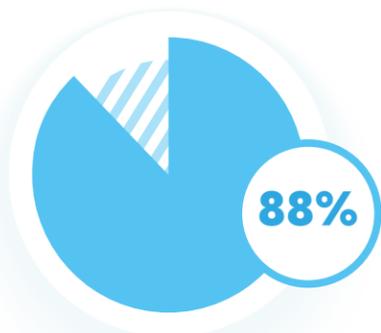
COOPERATION AND  
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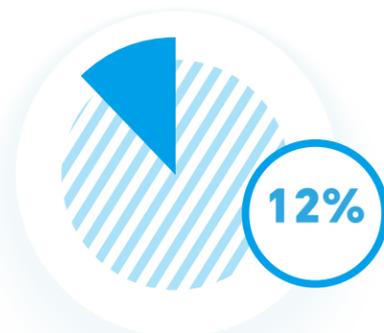
# Fundraising

In 2023, the SEE Foundation received a total of RMB 240.82 million in donations from various sectors of society, of which RMB 28.38 million came from members of the SEE, while RMB 212.44 million came from social donations, including corporate and individual contributions.

## Donations in 2023 RMB 240.82 million

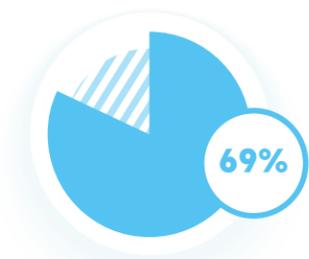


**RMB 212.44 million**  
Social donations  
(corporate and individual donations)

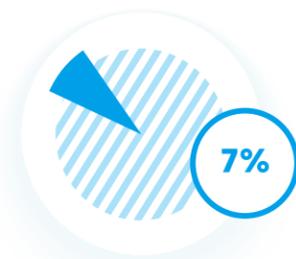


**RMB 28.38 million**  
Donations from members of SEE

## Main Fundraising Sources of Social Donations RMB 212.44 million



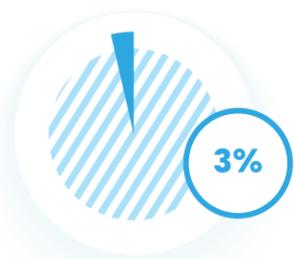
**RMB 166.37 million**  
Bank transfers and material donations



**RMB 16.63 million**  
Tencent Foundation



**RMB 12.97 million**  
Alipay Philanthropy



**RMB 7.73 million**  
Alibaba Foundation

# Fundraising Activities

## Tencent Foundation: Together for Good



In 2023 the SEE Foundation has participated in Tencent Foundation's philanthropic campaign "99 Giving Day" for 9 consecutive years. During the event, the SEE Foundation, in collaboration with 15 partner organizations, launched 35 main projects and 14 sub-projects. These initiatives received significant support and donations from 56 participating companies, social organizations, and individuals. Additionally, the SEE Foundation, along with 547 participating companies, social organizations, and individuals, initiated donation activities, greatly encouraging public participation.

**870,000**  
Little Red Flower Donation

**RMB 6.68 million**  
Fundraising

**140,000 participants**  
Public support

## Protecting the Plant on the World Earth Day



Celebrity Interaction during the Little Red Flower Day event "Planting the Earth Together"

On April 22, World Earth Day, the SEE Foundation, together with Tencent Foundation, launched the Little Red Flower Day event "Planting the Earth Together". Focusing on national parks, the event called on more users to pay attention to biodiversity conservation and join hands to protect the Earth. Various online and offline promotional activities were held, including fundraising promotions and celebrity interactions. The event saw the collection of 1 million flowers by 120,000 participants. Tencent donated nearly RMB 500,000, and 24 projects received public donations totaling RMB 540,000 from over 56,700 people.

## "Super Donor" Fight for Blue Skies and Clear Waters



From August to September, the SEE Foundation launched the "Super Donor" campaign, inviting individuals from all walks of life who love the Earth and are willing to contribute to environmental protection. During the event, 118 super donors actively voiced their support. LIU Xiaogang, the former Secretary-General of the SEE Foundation, encouraged her friends and family to support the "Home for Birds" campaign. The event attracted over 16,000 participants and raised more than RMB 90,000. Her story was promoted by Tencent Foundation and various media agencies, gaining wide attention.

## Promoting Cross-Sector Cooperation: Engaging More Young People in Environmental Protection



Several uploaders participated in the "Getting Along with David's Deer" project.

In November, the SEE Foundation, together with Tencent Foundation and Bilibili, invited several uploaders to visit the Yueyang East Dongting Lake National Nature Reserve, the site of the "Getting Along with David's Deer" project. During the event, these uploaders experienced and explored the relationship between humans and wildlife, as well as the role of humans in protecting animals and maintaining ecological balance. As a popular platform for the youth, Bilibili has led more young people to care about environmental protection.

## Alibaba Foundation

In 2023, through Alibaba Foundation XIN Yibai (formerly Goods for Good), the SEE Foundation collaborated with the pet sector of Taobao and Tmall Group to support the Noah's Ark: Asian Elephant Conservation Project (Phase 3). Additionally, the home decoration and furnishing sector of the group supported the "Cerulean Sea Initiative" and the "Cerulean Sea Initiative - Green Home Coral Support Plan", raising RMB 7.73 million and garnering support from 130 million participants. The SEE Foundation highly appreciates the tremendous support from the Alibaba Foundation, participating merchants, and netizens.

 **RMB 7.73 million**  
Funded

 **130 million**  
Participants

### Noah's Ark: Asian Elephant Conservation Project

In 2023, the Asian Elephant Conservation Project completed the restoration of 73.33 hectares of Asian elephant habitat and corridors within rubber forests. Of this, 66.67 hectares were developed into forests with both ecological and economic benefits, featuring tree species such as Camphorwood (*Cinnamomum kanehirae*), Cardamom (*Alpinia galanga*), Fleabane (*Adenosma buchneroides*), and Olive (*Canarium album*). Additionally, 6.66 hectares were developed into ecological restoration areas, planting species such as Kassod Tree (*Senna siamea*), Papermulberry (*Broussonetia papyrifera*), Mysore Gamboge (*Garcinia xanthochymus*), Parashorea chinensis, Borneol (*Dipterocarpus turbinatus*), Camphorwood, and Sacha Inchi (*Plukenetia volubilis*). The project not only protected tropical rainforests and restored the habitats and corridors of Asian elephants but also enhanced biodiversity by diversifying rubber forests and reducing the conversion of rainforest areas.



Asian elephants enter the project area

### Cerulean Sea Initiative - Green Home Support Plan

The project planted and restored 513,000 eelgrass plants (*Zostera marina*), with a restoration area of 1.03 ha. Besides, the project planted species such as Short Necked Clam (*Ruditapes philippinarum*), Whelk (*Rapana venosa*), and Sea Cucumber (*Stichopus japonicus*). In addition to creating a comprehensive model with multiple nutritional levels, the project team also explored a new sustainable development model combining ecological restoration with aquaculture. According to third-party verification, the survival rate of the eelgrass exceeded 60%. The project provided 20 training sessions on scientific seagrass restoration for community residents and trained over 50 individuals proficient in eelgrass cultivation techniques. Hence, the project received active support from the residents of Dongchu Island Community and created new job opportunities for the local community. The restored seagrass beds will purify water quality, protect the coastal zone, restore marine biodiversity, store blue carbon, and provide long-term ecological benefits for fishermen.



Project personnel survey the seagrass

### Cerulean Sea Initiative - Green Home Coral Support Plan

The project completed an underwater baseline survey of reef-building coral within a 3-hectare area in the Touyu section of the core zone of Dongshan Coral Provincial Nature Reserve, thus providing a scientific basis for optimizing conservation management. Besides, a seabed cabled coral ecological online monitoring system was deployed, enabling real-time monitoring of coral growth, the diversity of reef fish species, and changes in water temperature. This innovative approach has significantly enhanced coral protection and research efforts.



Coral in the protected area

### XIN Yi Bai Program

In November, the SEE Foundation collaborated with Alibaba Foundation to organize the "Free Flying Wings - Civil Protection Action" in Zhanjiang, Guangdong. Participants included Pear Video, Bilibili uploaders, and we-media creators. As part of the XIN Yibai Program, participants engaged in bird watching and habitat surveys at the project site, deepening their understanding of ecological conservation. The event received extensive media coverage, with articles and videos reaching a wide audience. One official account article was viewed over 100,000 times, and the Bilibili videos garnered over 380,000 views.



"Free Flying Wings - Civil Protection Action" XIN Yi Bai Program

## Alipay Philanthropy

In 2023, the SEE Foundation launched 7 environmental protection projects on the Alipay Philanthropy platform, including "100 Million Suosuo", "Guard Green Nature", "Free Flying Wings", "Blue Defenders", "Cerulean Sea Initiative", "Guard Alxa Oasis", and "Oceans Free from Waste". Leveraging the project capability model of the Alipay Philanthropy platform, the SEE Foundation continued to enhance its transparency and openness, aiming to improve the donation experience for participating donors.

 **RMB 12.7 million**  
Donation of Alipay users

 **4.96+ million**  
Participants

### Walking Donation



Caring enterprises have the opportunity to make charity donations. Alipay users can donate more than 1,000 steps a day to exchange for charity funds through the "Alipay Sports" page. Two charity projects, namely "Blue Defenders" and "Guard Green Nature", participated in the Walking Donation activity of the Alipay Philanthropy platform. During the activity, participants donated a total of RMB 440,000.

**2** charity projects **RMB 440,000** donated

## Bilibili Charity Platform

In 2023, the SEE Foundation collaborated with Bilibili Charity Platform to conduct environmental outreach for Bilibili's uploaders and users. Through high-quality content such as documentaries and songs promoting environmental protection, the campaign conveyed environmental protection concepts. It also provided these uploaders with a better understanding of the efforts made by frontline rangers. Promotion by these uploaders allowed Bilibili users to gain a deeper understanding of conservation issues related to national parks and desertification control. Additionally, the charity projects launched by the SEE Foundation on the Bilibili Charity Platform received donations from approximately 13,700 individuals, totaling around RMB 200,000.

 **≈RMB 200,000**  
Funded

 **13,700 participants**  
Support in total

### Interaction with Bilibili Uploaders



"100 Million Suosuo" project visits for uploaders

In April, the SEE Foundation, in cooperation with the popular Bilibili event Chasing the Spring Train, invited uploaders and media to visit the site of the "100 Million Suosuo" project. Four uploaders, namely "Zai Xia Xiao Su", "Jian Kang A", "Yu Zhen Ji Shi", and "Xiangqian Farm Diary", shared their experiences and feelings of planting Suosuo via videos. The project gained over 656,000 video views and nearly RMB 30,000 in donations, jointly contributing to combating desertification.

### Joint Efforts to Explore New Cooperation Paths



MANTA composed a charity song titled Silent Tsunami.

The Bilibili documentaries *Our National Park* and *Planet Earth 3* premiered in 2023. Together with the SEE Foundation, Bilibili launched a joint charity campaign to raise awareness among its users about the stories of the rangers who protect national parks. The Bilibili community responded actively and donated to the "Caring for Chinese Rangers" and "Protecting the Ocean Together" projects. The campaign successfully raised over RMB 26,000. Notably, the virtual boy band MANTA created a song titled *Silent Tsunami*, which garnered over 100,000 plays, further drawing attention to ocean conservation.

## Meituan Charity: Caring Merchants Contribute to Environmental Protection

**RMB 4.26 million**  
Fundraising

**463,000 participants**  
Support from participating merchants

In 2023, the “Green Hill Nature Action” was launched on the Meituan Charity platform, receiving support from participating merchants over 463,000 times and raising RMB 4.26 million. The project will continue to seek donations from these participating merchants, with the funds raised intended for supporting NGOs in frontline waste management, scientific research, and public awareness campaigns. The project aims to advocate and practice a zero-waste philosophy, thereby enhancing environmental resilience.



Donation pages of Meituan Charity

## ByteDance Foundation

Last year, the SEE Foundation actively explored the use of short video content to promote and raise funds for environmental projects. We shared project updates, frontline execution results, and user-generated content, collaborating with frontline project partners and creators. Throughout the year, we released more than 2,000 short videos focusing on environmental protection, raising over RMB 470,000 from public donations. Moreover, we fostered the growth of Douyin accounts and created video content that catered to diverse groups including Gen Z, middle-class users, young people from small towns, and the elderly. This approach inspired these groups to create their own content. Through events such as DOU Charity Day and the Jumping Candy Employee Charity, as well as charity goods for fundraising, we created more opportunities for participating merchants and the public to join in environmental protection efforts, thereby expanding their possibilities.

**2000+**  
Promotional videos released

**RMB 470,000+**  
Funded

**240,000 participants**  
Public donation

## DOU Charity Day: Inspiring the Public to Participate in Environmental Protection Proactively

During the DOU Charity Day in September, themed “Getting Involved in Something Beautiful”, the project attracted numerous creators. A total of 118 environmental short videos were released to promote the key environmental charity projects of the SEE Foundation. These videos garnered over 3 million views, achieving widespread dissemination. By mobilizing the public to participate in the Sunshine Points activity, the project received nearly RMB 100,000 from the platform.



DOU Charity Day: Getting involved in something beautiful

## ByteDance Charity Goods: Make Consumption More Heartfelt

On the ByteDance Charity Platform, a portion of the sales revenue from every transaction made by participating merchants is allocated for public donation. The SEE Foundation’s “Guarding Our Blue Home” project and the partner Wild Xinjiang’s “Xinjiang Alpine Species Protection” project also participated in this initiative, significantly enhancing public awareness and participation in environmental protection. With great enthusiasm and a strong sense of social responsibility, these merchants donated nearly RMB 280,000. The support and participation of ByteDance Charity participating merchants and buyers were appreciated.



Appreciation for the support of participating merchants

**≈RMB 280,000** Donated from participating merchants

## Sina Charity

**RMB 255,000+**  
Funding amount

**28,937 participants**



Last year, 15 environmental protection projects of the SEE Foundation, including “100 Million Suosuo,” “Saving the Smile of the Yangtze River,” and “Free Flying Wings,” raised over RMB 255,000 on the Sina Charity platform. The foundation actively participated in the “95 Charity Festival” and released the topic “Action Beyond Sight”, which garnered 55.06 million views.

In addition, the SEE Foundation closely followed social trends, leveraging topics such as “Pride of the Old Generations” and “Annual Charity Gala” to create engaging environmental protection content. By collaborating with key opinion leaders (KOLs) and fan groups, SEE effectively communicated information. This approach not only inspired public enthusiasm for environmental protection but also encouraged more people to convert that enthusiasm into tangible actions, jointly contributing to environmental protection.

## Environmental Action of Participating Enterprises

### 1 Ant Forest: From Terrestrial Ecological Restoration to the Magic Ocean

In 2016, as the first public welfare partner of Ant Forest, the SEE Foundation participated in the “Ant Forest No.1 Suosuo Forest”. Since then, both sides have engaged in cooperation in multiple fields. As of 2023, we have carried out cooperation projects such as terrestrial ecological restoration, biodiversity conservation, marine ecological restoration, and marine ecological protection, jointly contributing to China’s environmental protection efforts.



Terrestrial ecological restoration – Sand Willow (*Salix cheilophila*)

### Terrestrial Ecological Restoration

In 2023, the terrestrial ecological restoration cooperation projects expanded to more provinces, including Inner Mongolia, Gansu, Shaanxi, and Sichuan. A wider variety of tree species were planted, such as Korshinsk Peashrub (*Caragana korshinskii*), Sand Willow, Mountain Peak, Wild Apricot, Mongolica (*Pinus sylvestris var.*), spruces, and firs, which totaled over 14 million saplings. This effort contributed to combating desertification, maintaining soil and water, and aiding carbon sequestration and oxygen release, thereby improving ecosystems.

**14 million+** trees planted



Birds in the Chenhu Lake Wetland

### Biodiversity Conservation

In 2023, new conservation areas were established to enhance biodiversity conservation, including the Hunchun Protected Area, Tongguling Protected Area, and Chenhu Lake Protected Area. They typically represent forest, marine, and wetland ecosystems, covering a total area of approximately 102.49 km<sup>2</sup>. Typical species found in these areas include Amur tiger, leopard, Sika deer, musk deer, coral reef, Baer’s pochard, Scaly-sided Merganser, great bustard, white crane, and oriental stork.

**≈102.49 km<sup>2</sup>** covered for protection

## Marine Ecological Restoration

In June 2022, in response to the "Nature Protection Charity Partner Program" jointly released by the Ministry of Natural Resources and NGOs, the SEE Foundation launched the "Cerulean Sea Initiative" for the protection and restoration of coastal wetlands. As project manager, the SEE Foundation actively advanced the project. With financial support from Ant Group, the project supported the mangrove restoration project in Fuding, Fujian, and the seagrass bed restoration project in Dongchu Island, Shandong. In 2023, the project entered its second phase, mobilizing more netizens to participate in coastal wetland protection and restoration efforts.



Marine ecological restoration

## Marine Ecological Protection

In celebration of World Ocean Day in 2023, the "Ant Forest - Magic Ocean" initiative, together with the SEE Foundation, launched the Clean Beach Action. The public can accumulate green energy through environmentally friendly actions and exchange it for in-person cleanup activities. The SEE Foundation joined hands with its partners to organize cleanup activities in cities such as Haikou, Wenchang, Wanning, Sanya, Shenzhen, Zhoushan, and Qingdao, aiming to reduce beach litter and call for a zero-waste lifestyle.



Beach cleaning activities

## Blue Partnership Action

The Ant Foundation and the SEE Foundation jointly launched the "Blue Partnership Action". By leveraging the resources of public platforms, this initiative supports partner organizations in the China-ASEAN region. It is also China's first charity action initiated by civil forces under the principles of the "Blue Partnership". From 2022 to 2023, the "Blue Partnership Action" supported 10 "small but beautiful" marine ecological conservation projects in 8 countries, namely Indonesia, Thailand, Cambodia, Myanmar, Malaysia, the Philippines, Singapore, and China. These projects were led by 13 government departments, research institutes, and international and domestic environmental NGOs. These conservation efforts have directly engaged over 1,000 people and benefited more than 370,000 coastal fishermen, tourism practitioners, and local communities, especially vulnerable populations including indigenous peoples, women, and children.



2023 Ant Forest Green Ecological Partnership Conference and Blue Partnership Action

**1,000+** participants in marine protection action

**370,000+** coastal residents benefited

## HSBC China: Supporting the Energy Transition and Exploring Nature-Based Solutions

HSBC China's strategic partnership with the SEE Foundation started in 2017. Both organizations are dedicated to innovating environmentally friendly charity solutions in key areas such as facilitating energy transition, and enhancing mitigation and adaptation to climate change. By the end of 2023, the scope of their cooperation had expanded, encompassing green supply chains, corporate low-carbon transitions, green finance, and nature-based solutions. This collaboration aims to support the realization of China's "dual carbon" goals.

### Ecological Restoration and Resilience Enhancement of Three Typical Ecosystems in China



Landscape of Daxiangling after restoration

In response to the pressing issues of climate change and natural disasters, the SEE Foundation initiated the "Nature-Based Solutions: Ecological Restoration and Resilience Enhancement of Three Typical Ecosystems in China" in 2020. This initiative focuses on enhancing the ecological systems of forests, inland wetlands, and coastal wetlands. Its goal is to restore biodiversity, ensure the long-term sustainability of ecosystem services, increase carbon sequestration, and bolster climate risk resilience. The project offers valuable guidance and expertise for ecological restoration efforts.

#### Forest Ecosystem

The SEE Foundation partnered with the Chengdu Aisiyi Ecology Conservation Center to explore and implement site-specific ecological restoration solutions. Through systematic monitoring and targeted adjustments to forest vegetation structure, the project seeks to enhance habitat quality and promote biodiversity. By the end of 2023, the project had established four pilot panda habitat restoration projects in Sichuan Province, including Xiaozhaizigou (Beichuan County, Mianyang), Daxiangling (Yingjing County, Ya'an), Liziping Tuowu Mountain Ecological Corridor (Shimian County, Ya'an), and Shengguozhuang (Yuxi County, Liangshan). 63,600 native trees had been planted, resulting in the absorption and fixation of approximately 1,145 tons of atmospheric carbon dioxide.

**4** pilot habitat restoration projects     **63,600** native trees planted

#### Inland Wetland Ecosystem

With the support of the SEE Foundation, Jinglang Ecology has been progressively implementing biodiversity conservation practices in North China, East China, South China, Central China, and Southwest China. The project takes a holistic approach to improve the climate change adaptability of wetlands in terms of wetland species diversity, ecosystems, and landscapes. By the end of 2023, the project had restored 138 hectares of wetlands and benefited over 42.6 million participants. The restored wetlands, excluding rivers, have the capacity to store a minimum of 621 tons of carbon per year, equivalent to 2,277 tons of carbon dioxide emissions.

**138 ha.** wetlands restored     **42.64+ million** people benefited



Yunnan Cuihu Project successfully reintroduces Ottelia acuminata

#### Coastal Wetland Ecosystem

Together with the Zhanjiang Mangrove National Nature Reserve Management Bureau in Guangdong Province, the SEE Foundation has embarked on a mangrove conservation initiative in Zhanjiang. The initiative aims to establish a scientific mangrove conservation framework, enhance the ecological service value of the mangrove ecosystem, and empower local communities to tackle climate change. By the end of 2023, the project had completed a comprehensive survey of mangrove resources, removed over 60,000 square meters of invasive species, restored 20,000 square meters of mangrove forests, and provided science popularization for over 600 local students and 12,000 community residents.

**60,000 m<sup>2</sup>** invasive species removed

**20,000 m<sup>2</sup>** mangroves restored



The restored mangrove forest has provided a natural shield for the coastal community.

## Real Estate Green Supply Chain Action

Based on the “White List” for green supply chain in the real estate industry, the SEE Foundation launched the “Green List” project. The project conducted baseline research and expert discussions to establish evaluation criteria and select outstanding suppliers that meet the “Green List” standards. Meanwhile, the project provided capacity-building support for these suppliers and offered professional guidance to help them improve their environmental performance. The suppliers on the “Green List” will enjoy priority for procurement from real estate companies, thereby driving the industry and upstream supply chain to adopt emission reduction actions. By the end of 2023, the project had released one guidance and criteria for the “Green List” of 19 categories. Moreover, the project completed capacity-building plans for 10 companies and is implementing capacity-building programs for 5 companies. The project boosted green procurement by over RMB 20 billion and facilitated over 8 million tons of carbon emission reductions by companies on the “Green List”.

\*Green Chain Action adopted the green procurement quota by partnering with CURA joint purchasing



The green supply chain action team visited “Green List” companies to understand their low-carbon production process.

## Low Carbon Talent Training Program for the Textile Industry in Asia

Through systematic and targeted professional qualification training, the project aims to improve the energy-saving and emission reduction awareness of factory management personnel and equip core engineers with basic knowledge for energy conservation and emission reduction. This project also encourages factories to prioritize energy and environmental efficiency in on-site management and daily production, thereby achieving long-term and extensive energy-saving and emission reductions in the textile industry. By 2023, the project had provided professional technical knowledge training for over 580 textile enterprises and more than 1,200 middle managers and engineers. The project also delivered on-site technical guidance to over 40 companies and assisted them in formulating energy-saving and emission reduction plans. These efforts reduced over 100,000 tons of carbon dioxide emissions and over 5 million cubic meters of wastewater discharge.

**100,000+ tons**  
Carbon dioxide reduction

**5+ million m<sup>3</sup>**  
Sewage reduced



Textile Project and Industry Talent Training

## Technical Platform for Public Participation in Greenhouse Gas Emission Reduction Action

The project establishes standards for individual green and low-carbon behavior in carbon emission reductions. With the aid of big data technology, the project calculates and records people’s green actions and determines the corresponding carbon emission reductions, forming “individual carbon accounts”. Based on the individual carbon accounts, the project constructs regional and corporate carbon accounts, thereby completing the construction of a nationwide inclusive carbon infrastructure. As of 2023, the project had completed the construction and operation of 3 local carbon accounting platforms, and developed 7 standards for individual green low-carbon behaviors in accordance with the *Guidelines for Quantifying the Carbon Reduction of Citizens’ Green Low-Carbon Behaviors* (walking, cycling, public transportation, subway, non-stop tolls, car-free days, and hybrid driving). The project has also integrated with numerous third-party digital green low-carbon scenarios, including Eleme and Zhi Ke Xia, driving individual green low-carbon behaviors to reduce carbon emissions by over 470,000 tons.

**470,000+ tons**  
Carbon emission reduced



Facilitating the construction of the carbon-inclusive platform “Green Season of Life” in Beijing

## Low-Carbon Transition Support Project for China’s High-Emission Industries



Empowering Enterprises Towards Zero-carbon Future Forum event

The Low-Carbon Transition Support Project for High-Emission Industries was launched at the end of 2022. Based on roadmaps for net-zero transition in key sectors (such as oil and gas, power, chemicals, steel, aluminum, and cement), the project aims to address the challenges faced by high-emission industries along these transition paths. By developing a series of practical guidance tools and pilot projects, it seeks to facilitate the low-carbon transition of China’s high-emission industries from three aspects, namely front-end, middle-end, and back-end. By the end of 2023, the project had conducted desktop research, interviews, and capacity-building workshops for over 400 listed companies. Focusing on the current status of climate information disclosure in key industries, the project released the *Climate Information Disclosure Guidelines and Guidance Tools for High-Emission Enterprises*. The project also carried out research on promoting industrial transformation through low-carbon procurement and published the report *Demand-Side Actions Drive Low-Carbon Transformation of Raw Materials: Practices and Trends*.

**400+** listed companies

## Alternative Livelihood Demonstration Project for Fishermen Affected by the Ten-Year Fishing Ban on the Yangtze River



Fishing Guides Judged the Fishing Competitions

The SEE Foundation supports the Hubei Changjiang Conservation Foundation (CCF) to implement a project across two pilot sites in Chongqing and Wuhan. The project focuses on building capacity for assistant rangers of fishery authorities, development and demonstration of recreational fishing service models in natural waters, and summary and promotion of successful alternative livelihood cases. The project conducted a total of 16 training sessions, empowering 614 former fishermen, assistant rangers, and fishing ground staff. It also provided new employment opportunities for 26 former fishermen and organized events such as the 2023 Seminar on the Experience of Fishermen’s Transition to Alternative Industries and the Exchange Meeting on Outstanding Cases of Employment Transition for Fishermen Affected by the Ten-Year Fishing Ban in the Yangtze River. These measures not only offered solutions for the fair transition of fishermen but also actively explored the development model of recreational fisheries (mainly represented by recreational fishing) in the Yangtze River Basin. Through these measures, the project contributes to the high-quality development of the Yangtze River Economic Belt.

**16** training sessions

**614** personnel trained

## 3 GAC Honda: Exploring Climate Change Solutions Based on Blue Carbon Ecosystem Conservation



Zhanjiang Project Kick-Off Meeting Hosted by the Guangdong Provincial Forestry Bureau on September 21, 2023

In 2023, the SEE Foundation, together with GAC Honda, launched a mangrove ecosystem conservation project and jointly explored climate change solutions based on blue carbon ecosystem conservation. The project selected key areas of China’s mangrove ecosystems, including the Guangdong Zhanjiang Mangrove National Nature Reserve and the Hainan Qinglan Mangrove Provincial Nature Reserve. In cooperation with partner organizations and local communities, the project aims to protect and restore at least 120 hectares of mangroves through activities such as mangrove ecological protection and restoration, blue carbon development, community conservation, biodiversity monitoring, and public environmental education. The project also seeks to enhance the ecological service functions of mangrove ecosystems in the project areas, increase carbon sequestration to mitigate climate change, and improve the climate resilience of coastal communities. Moreover, it explores sustainable funding mechanisms that use blue carbon development benefits to compensate for ecological protection and creates a model for social capital participation in blue carbon ecosystem protection. This effort will contribute to China’s “30-60” goals of peaking carbon emissions by 2030 and carbon neutrality by 2060.

On September 21, 2023, the Guangdong Zhanjiang Leizhou Mangrove Protection and Restoration Project Kickoff Meeting was held at the Guangdong Provincial Forestry Bureau. During the meeting, GAC Honda, the SEE Foundation, and the Administration of the Guangdong Zhanjiang Mangrove National Nature Reserve signed relevant agreements.

#### 4 Ali Health Pharmacy: Jointly Protecting the Habitat of Amur Tiger and Leopard

Ali Health Pharmacy has partnered with the SEE Foundation to establish a co-constructed and co-managed Ant Forest Hunchun Protected Area project in the Amur Tiger habitat in Hunchun, Jilin Province, the 33.82-square-kilometer home of Amur Tiger and Leopard. The project will curb local illegal poaching activities, improve the habitat environment for Amur tigers, leopards, and ungulates, and protect the safety of both humans and wildlife through three years of efforts. These efforts will also promote the harmonious development of local people and nature.

**33.82 km<sup>2</sup>** Protecting habitats



The Amur tigers monitored in the Ant Forest Hunchun Protected Area

#### 5 Yili Changqing: Protecting the Blue World of Coral Reefs and Other Benthic Organisms

Yili Changqing and the SEE Foundation have formed a partnership for the Ant Forest Tongguling Marine Protected Area Project, with the goal of protecting a 35.55-square-kilometer marine area in Wenchang, Hainan Province. Over two years, the project will establish a well-trained and adequately staffed team. It aims to reduce coastal destruction, terrestrial pollution, and marine resource damage. By thoroughly understanding the status of coral reef resources, the project will facilitate the restoration and growth of coral reef ecosystems.



Aerial sea view from the Hainan Tongguling main peak

#### 6 Bank of East Asia (China): Launching “Green Firefly” Charity Forest Project to Build a Green Future

On December 31, 2023, the Bank of East Asia (China) announced the launch of the “Green Firefly” Charity Forest Project. Over three years, the project will plant 27,000 Chinese pines (*Pinus tabulaeformis*) in Yan’an, create a 24.33 ha. water conservation forest and prevent soil erosion over an area of 240,000 square meters, thereby contributing to the protection of the Yellow River. As the trees grow, they will sequester carbon and release oxygen, with an estimated increase in carbon sequestration of at least 2,000 tons, thus contributing to the carbon neutrality goals. This project will be jointly carried out by Bank of East Asia (China), the SEE Foundation, and Ant Forest, and open to the public online.

**2,000+ tons** Estimated increase in carbon sequestration

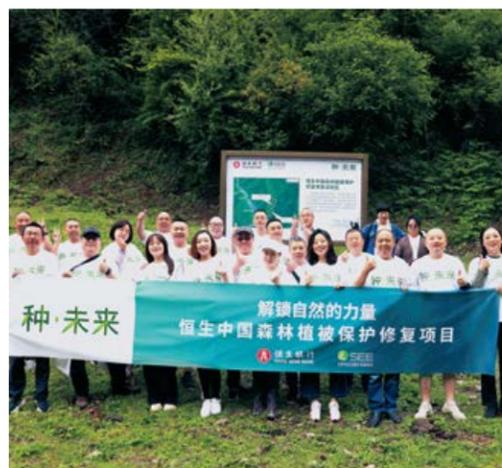


“Green Firefly” Charity Forest Project launched

#### 7 Hang Seng Bank China: “Planting for the Future” for Biodiversity Conservation

“Planting for the Future” Mangrove Protection and Restoration Project of Hang Seng Bank China: It is a collaborative effort between the SEE Foundation, Xiamen University, and the Luoyuan County Forestry Bureau. The project aims to explore the integration of mangrove ecosystem restoration and community development in Luoyuan Bay, Fujian Province. By controlling the spread of the invasive plant Smooth Cord-grass (*Spartina alterniflora*), the project restores 6.67 hectares of damaged mudflat mangroves. In partnership with local communities, the project guides villagers in conducting aquaculture on mudflats outside the mangrove forests and explores innovative models for mangrove restoration and utilization. Through public advocacy and awareness campaigns, the project strives to expand public understanding and support for the protection of coastal wetland blue carbon ecosystems. This project also echoes the philosophy that “lucid waters and lush mountains are invaluable assets”.

“Planting for the Future” Forest Protection and Restoration Project of Hang Seng Bank China: The SEE Foundation has initiated the Forest Vegetation Restoration Project in the Baima Giant Panda Habitat in Pingwu County. In partnership with Pingwu Fulinyuan Forestry Development Co., Ltd, the project focuses on vegetation restoration in the giant panda habitat in Pingwu County, Sichuan. By employing artificial planting techniques, partially restoring forest vegetation, and enhancing wildlife habitats, the project aims to promote vegetation recovery and appropriately accelerate the succession of forest ecosystems. Through the measures, the project facilitates the restoration of various types of giant panda habitats and corridor vegetation. By the end of 2023, the project successfully restored 33.33 ha of giant panda habitat and planted 28,500 fir and birch trees. The survival rate of these trees was verified by a third party. Daily maintenance and care work is being carried out to prevent damage caused by humans and livestock, thus ensuring the effectiveness of habitat restoration.



“Planting for the Future” Forest Protection and Restoration Project Visits

#### 8 Aleshan Foundation: Advancing Sustainable Development of the Environmental Protection Industry



Symposium on Marine Protection and Fishery Development Research Gaps

#### Supporting Marine Environmental Protection and Fishery Rural Revitalization

In 2023, the project supported 8 marine environmental protection public welfare organizations in their efforts to promote marine environmental protection and the sustainable development of fishing communities. Relevant work included marine ecotourism, seaweed bed conservation, professional research on livelihood transitions for fishermen, island ecological protection, nature education and development in fishing communities, multifaceted ecological science education, and coral reef ecological protection. The project directly benefited more than 22,000 people and indirectly benefited around 500,000.

**22,000+** people directly benefited

**≈500,000** people indirectly benefited



2023 Research Report on the Status of China’s Environmental Public Welfare Organizations officially released

#### Supporting Environmental Protection Organizations and Promoting Green and Sustainable Development

In 2023, the project supported the establishment of 30 new environmental public welfare organizations with funds of RMB 1,420,000. These organizations are distributed across 23 provinces and regions throughout China and are actively engaged in addressing various environmental protection issues, including ecological conservation, pollution prevention, environmental education, and waste reduction. Besides, this project conducted a data survey involving 27 key environmental public welfare organizations nationwide. The 2023 List of China’s Environmental Public Welfare Organizations, which includes a list of 5,209 environmental public welfare organizations across all 31 provinces, autonomous regions, and municipalities, was formulated.

**RMB 1.42 million** provided

#### 9 Patagonia’s 1% for the Planet: Protecting the Earth, a Playground for All



The SEE Foundation joined hands with “1% for the Planet” to establish a platform dedicated to protecting the natural environment and promoting sustainable outdoor activities. Through the Green Starters and GUT projects, the platform supports the growth of environmental NGOs and encourages outdoor enthusiasts to participate in environmental protection actions. It also plays an important role in various areas, including marine protection, waste management, and ecological conservation. Moreover, through the “Jingcao Carnival”, the platform acts as a bridge between the public and environmental public welfare organizations, working together to promote ecological conservation as a mainstream issue. In 2023, seven charity projects were selected for the first phase of “1% for the Planet”. Some projects had entered the closure and mid-term review stages, and the selection for the second phase is underway.

**7** projects selected

## Income and Expenditure

**Note:** SEE Foundation renewed its qualification of public fundraising as a charitable organization on December 6, 2016. In accordance with the No.189 documents issued by the Ministry of Civil Affairs in 2016- Regulations on the Annual Expenditure and Management Fees of Charitable Organizations for Charitable Activities,

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.

**Opening Balance of Net Assets for 2023** **¥ 293.89 million**

**Income in 2023** **Figure 1** **¥ 246.61 million**

<b>Donation Income</b> (Monetary)	<b>¥ 240.82 million</b>
<b>Income from Service Provision</b>	<b>¥ 0.45 million</b>
<b>Investment Income</b>	<b>¥ 4.44 million</b>
<b>Other Income</b>	<b>¥ 0.90 million</b>

# 14

## FINANCIAL DATA

The following data are from the 2023 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>

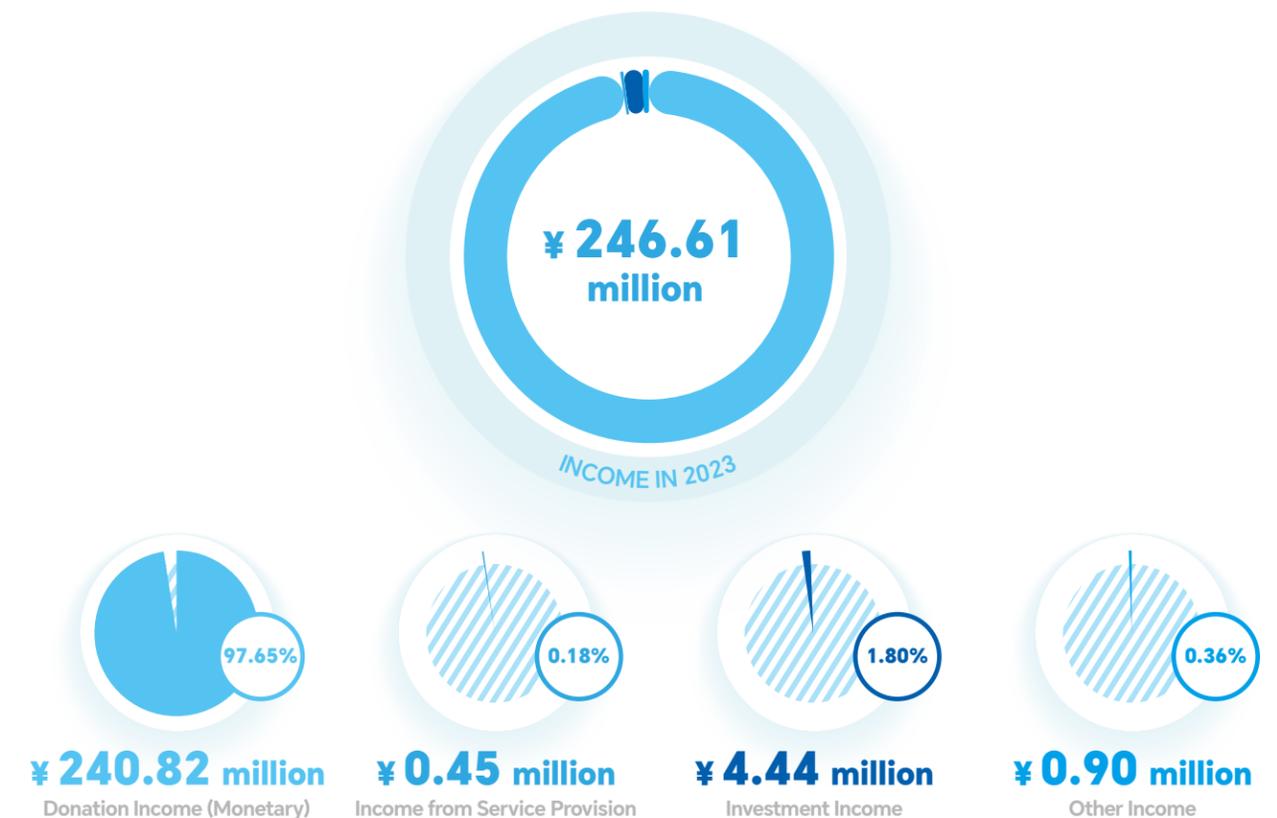


Figure 1: Composition of Income in 2023

## Expenditure in 2023

¥ **270.14** million

Charitable Activity Costs <small>Figure 2</small>	¥ <b>258.47</b> million
Costs for Service Provision	¥ <b>0.45</b> million
Management Expenses <small>including salaries, welfare, and administrative expenses</small>	¥ <b>9.75</b> million
Fundraising Costs	¥ <b>1.43</b> million
Other Costs	¥ <b>0.05</b> million

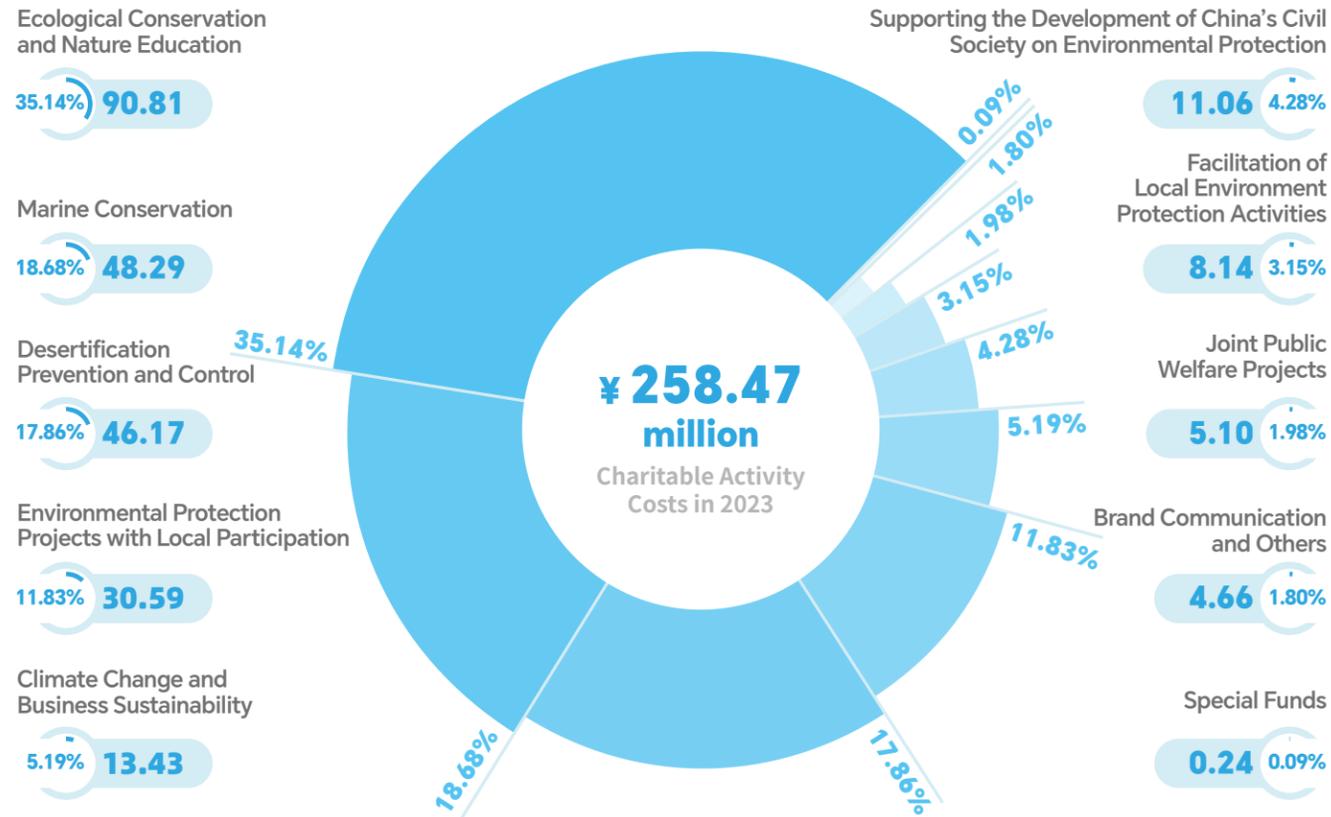


Figure 2: Composition of Charitable Activity Costs in 2023

## Closing Balance of Net Assets for 2023

¥ **270.36** million

Ratio of Charitable Activity Costs to the Previous Year's Income	103.82%
Proportion of Management Expenses to Total Expenditure this Year	3.61%

## Assets and Liabilities

### SEE Foundation's Asset Status in 2023



Fixed Assets	¥ <b>2.78</b> million
Current Assets	¥ <b>263.67</b> million
Intangible Assets	¥ <b>3.97</b> million
Long-term Prepaid Expenses	¥ <b>0.90</b> million

### SEE Foundation's Net Asset Status in 2023



Restricted Net Assets	¥ <b>133.13</b> million
Unrestricted Net Assets	¥ <b>137.23</b> million

### SEE Foundation's Liability Status in 2023



Current Liabilities	¥ <b>0.97</b> million
Long-term Liabilities	¥ <b>0.00</b> million



北京市企业家环保基金会  
SOCIETY OF ENTREPRENEURS & ECOLOGY FOUNDATION

Address 4th Floor, Building 3, 36 Chuangyuan Road,  
Laiguangying High-tech Industrial Park, Chaoyang District, Beijing, China

Tel 010 57505155 | Fax 010 57505128 | Website [www.see.org.cn](http://www.see.org.cn)



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