SEE基金会

SOCIETY OF ENTREPRENEURS & ECOLOGY FOUNDATION

2024

SEE FOUNDATION ANNUAL REPORT

SEE基金会
SOCIETY OF ENTREPRENEURS & ECOLOGY FOUNDATION

Founded by Society of Entrepreneurs and Ecology (SEE) in 2008, SEE Foundation became a public fundraising foundation in 2014, and has been granted the title of 5A Level Social Organization three times in a row.

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 conservation, 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.

SEE has won such honors as National Exemplary Social Organization from Ministry of Civil Affairs, Beijing Social Organization Demonstration Base, first batch of Foundation Integrity Construction and Credit Evaluation Grade A, and China-Europe Green Award for the Ecological Transition. 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.

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 almost 1.1 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.

阿拉善SEE生态协会
SEE CONSERVATION

SEE基金会

一亿棵梭梭 | 地下水保护 | 卫蓝侠 | 绿跑行动 | 零废星球 | 旺马飞 | Conserving the Sanjiangyuan Region

追亚方舟 Noah's Ark | Saving the Smile of the Yangtze River | Blue Sea Elves | Cerulean Sea Initiative | Fishing in the Blue Sea | 创绿家 | 劲草阅行

MCF 红树林基金会

Mangrove Conservation | Migratory Bird Flyway Protection

Green Bay Area | Wetland Education (CEPA)

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

Saving the Smile of the Yangtze River

小豚大爱 | 协助巡护

长江有鱼 Restoring Fishes for Living Changjiang 新时一起做科学放流

Baer's Pochard Habitat Conservation | Alternative Livelihood Demonstration Project for Fishermen

Zero-Carbon Yangtze River | Judicial Protection of the Yangtze River

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

A Piece of Cropland for Crested Ibis | Panda's Happy Journey | Nature Education

Ant Forest: Yangxian Reserve | Reintroduction of Shaanxi Primula Filchnerae Knuth to the Wild | Endangered Plant: Iris Japonica

阿乐善基金会

Rural Revitalization | Ecological Conservation Campaigns | Advocacy for Ecological Conservation

GNCF 珠水云山

Birds' Home | Micro- and Small-Wetland Preservation Network in China's Megacities | Guangdong-Hong Kong-Macao Greater Bay Area Climate Action Mini Grant Program

GCF 山河湾基金会

Karst Biodiversity Conservation | Public Education | Conservation of Coastal Wetlands in the Beibu Gulf

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

鄱阳湖基金会 PCF Jiangxi Poyang Lake Conservation Foundation

Staying with the Siberian Crane: Poyang Lake Siberian Crane Conservation Project | Poyang Lake Yangtze Finless Porpoise Conservation Project

Nature Education on Wetland and Public Engagement

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MESSAGES

To Dwell Poetically on Earth, a Vision

We Believe in, Persist with, and Are Committed to

Today we stand witness to the geological marvel of the Anthropocene — an era in which humanity reshapes Earth's crust at 36.8 billion tons annually and alters planetary thermodynamics equilibrium at 0.17°C per decade. This epoch arises from modernity's relentless quest for the power to conquer and control nature for the benefit of mankind.

The Industrial Revolution actualized this power through science. We extracted resources from the Earth, turning buried coal and oil into fossil fuels that powered our exploitation of surface ecosystems — only to transform them into emissions, wastewater, and solid waste. Industrial civilization, wedded to capitalist economics, created a self-reinforcing system. Modern industrial production boosts labor efficiency exponentially through highly organized labor systems, assembly-line mass production of standardized goods, and advanced energy systems and technology-enhanced machinery. The market economy accelerates the conversion of capital into products and then products back into capital in an endless, ever-expanding snowball cycle. Humanity's growing power has been matched only by the Earth's intensifying ecological burden.

From Rachel Carson's *Silent Spring* (1962) to the Club of Rome's *The Limits to Growth* (1972), visionary thinkers have sounded the alarm on environmental pollution and ecological crisis. The rallying cry "Only One Earth" from the United Nations Conference on the Human Environment in 1972 has evolved into the concept of "sustainable development" at the World Commission on Environment and Development in 1987. As such, ecological awakening and environmental conservation have progressively gained global consensus.

Yet we cannot stop and abandon industrial civilization, for to do so would mean rejecting modernity itself. In recent decades, although postmodern critiques have exposed modernity's flaws, they offer no viable alternatives. The environmental movement confronts an existential dilemma: We can only address technology-driven crises with technology — for without science, we're left with mere empty rhetoric. Only through economic growth can we generate both the impetus and material resources needed for environmental conservation — indeed, in less developed nations and regions, environmental conservation scarcely makes the agenda. Economic growth and environmental conservation remain an unresolved dilemma. We are still exploring how to dwell poetically upon this Earth.

For one thing, we need to enhance public environmental awareness and promote green lifestyles. For another, efforts should be made to pragmatically advance environmental conservation projects and develop environmental policies and institutional frameworks.

China's conservation efforts have contributed unique experiences and insights to the modern environmental movement. For years, the SEE Foundation and all founding members of the SEE Conservation have persevered against challenges, implementing projects in desertification control, biodiversity protection, and marine conservation. Through this work, we have gained invaluable experience while uncovering new problems.

Greenland's ice sheet melt rate has surged by 57%, while during the same period (2010-2020), global coral reef coverage suffered a 14% decline. The carbon trading mechanisms and other institutional frameworks established by the international community may prove inadequate. We must therefore pioneer new pathways for environmental protection.

We realize the need to advance clean energy technologies while nurturing a philosophy of universal kinship with nature, as well as the need to perfect environmental laws while reviving cultural reverence for the natural world.

We envision a future where the Suosuo trees in Tengger Desert stabilize and fight against sands while cistanche growing beneath the roots of Suosuo trees sustains local herders' livelihoods.

We must develop both technological solutions for ecological conservation and pioneer a new paradigm for civilization. We need to learn to dwell poetically on Earth, a vision we believe in, persist with, and are committed to.

WU Guosheng
CHAIRMAN

From Participation to Resonance

Dynamic Growth of Civic Environmental Forces

In 2024, the SEE Foundation celebrated a landmark decade of public fundraising. Over the past decade, we have consolidated our efforts and systematically developed more than 10 flagship programs. These initiatives have attracted nearly 1.1 billion public participants, over 1,300 environmental philanthropic partners, and numerous caring enterprises, all working together to contribute to clear waters and blue skies.

Over the past decade, alongside the Chinese public, we have played an active part in and witnessed the nation's environmental progress and ecological civilization advancement. Through flagship programs like the 100 Million Suosuo, Green Supply Chains, and Free Flying Wings, we've evolved from traditional philanthropy to innovative, business-minded environmental solutions, and ultimately to ecological culture dissemination. By aligning with international conservation trends and national policy orientations, we've dynamically optimized our project strategies and deployment, and completed the shift from fundraising alone to commerce-driven philanthropic innovation.

The past decade has marked a golden age of rapid development for China's philanthropic sector. As the entire ecosystem of public welfare surged forward through exploration and practice, we've witnessed the boom of digital philanthropy sparked by the "Internet+" wave, enabling everyone to participate in charities with just a tap on our screens. We observed the convergence of efforts across sectors, industries, and platforms. We also recognized the transformative role of nature education in empowering environmental conservation.

As a non-governmental environmental philanthropic organization, we firmly believe that environmental protection cannot be achieved alone. Instead, we strive to build a robust, socially inclusive platform that brings together diverse resources through environmental initiatives, amplifies awareness, and fosters a culture of sustainability. By continuously expanding stakeholders' understanding and engagement, we aim to inspire greater commitment and ultimately drive collective action for shared environmental stewardship.

At its core, our community of entrepreneurs has consistently driven progress on critical issues like biodiversity conservation and climate change and adaptation. We've contributed financial support, forged resource connections, provided strategic guidance, and implemented multi-dimensional and in-depth collaborative practices. This approach not only meets the demands of our times but also reflects the forward-thinking vision and courageous leadership embodied by the SEE Foundation, the SEE Conservation, and the entrepreneur communities behind them.

From two decades of dedicated efforts by the SEE Conservation to ten years of pioneering public fundraising by the SEE Foundation, we've evolved from environmental practitioners to value co-creators, and ultimately to industry leaders. Throughout this green journey, we've maintained our pioneering spirit — serving as both trailblazers of green transformation and providers of civic models for green and sustainable socio-economic development.

Finally, I'd like to extend my highest tribute to all partners from various sectors who have supported environmental initiatives and the SEE Foundation's conservation programs. Every seed sown gathers strength to break through the soil; every stream converging will ultimately resonate with the symphony of life. Let us embrace hope and fill our hearts with gratitude as we contribute to the harmonious coexistence of man and nature.

ZHOU Zhou

EXECUTIVE DIRECTOR OF THE COUNCIL

2023-2024

Perseverance and Continuity

The Unstoppable Force of Daily Commitment

The SEE Foundation's decade-long journey in public fundraising stands as a testament to the dedication of our members and partners — a collective answer to nature's call, written in passion and action. Together, we've safeguarded 140,000 square kilometers, every inch etched with our profound love and reverence for nature. With over 1,300 environmental partners, we've driven transformative change and propelled conservation forward. Behind us, the resonance of 1.1 billion public engagements has fortified an unshakable belief in protecting our shared home.

Every effort carries weight. Grateful and determined, we press onward.

Like a river that flows tirelessly day and night, so does our unwavering commitment. This timeless rhythm mirrors nature's enduring harmony and embodies the passing of the torch among generations of environmental advocates. In 2025, our tenth governing team will take up this mission, carrying forward the legacy. We recognize that every footprint left by our collective efforts enriches the growth rings of the SEE Foundation's history, and every drop of sweat from our partners nourishes the vitality of our shared home.

We hold fast to the vision that the power of environmental philanthropy will converge like starlight under a vast canopy — transforming hope for a better planet into tangible action. Moving forward, we will empower youth through diverse initiatives, helping them realize their conservation ideals. We will advance citizen science by multiplying our programs until individual efforts merge into the thriving forests of change.

In the next two years, the members of our 10th Governing Team will dedicate our time, actions, and unwavering commitment to safeguarding the pristine beauty of starry skies, vast lands, majestic mountains, rivers, and oceans alongside all our members and partners."Where Dreams Take Root, Nature Thrives" — let this vision guide us as we take firmer steps in environmental philanthropy, amplifying the power of conservation.

Together, may we weave with love and wisdom a sustainable future for our green homeland.

LIU Mingda

EXECUTIVE DIRECTOR OF THE COUNCIL

SINCE JANUARY 1, 2025

Message from the Chair of the Board of Supervisors

LIU Mingda
2023 — 2024

In 2024, with the unwavering support of all members, partners, and various sectors of society, the SEE Foundation remained steadfast in its commitment and took pragmatic actions to deepen its efforts in environmental philanthropy. We achieved breakthroughs in key areas such as desertification prevention and control, biodiversity conservation, and climate-adaptive restoration. As members of the Board of Supervisors, we have witnessed and participated in every step of this green endeavor, observing how each effort transforms into vitality and hope for our planet.

Over the past year, guided by the principle of "balancing oversight with service," the Board of Supervisors has worked diligently to ensure compliance in projects and efficient use of funds, and optimized institutional governance. Our goal has always been to ensure that every resource is precisely allocated to the forefront of ecological conservation and that every act of goodwill is delivered with transparency. It is rewarding to see that while maintaining professionalism, the Foundation has continuously explored new models for public engagement, activating broader public participation through multi-stakeholder collaboration. Such efforts demonstrate the innovative vitality of an environmental organization keeping pace with the times.

In the coming year, the Board of Supervisors will continue to safeguard the Foundation's development with prudence, embrace innovation with an open mind, and drive continuous improvement in philanthropic effectiveness and social impact. May every small effort we make ultimately coalesce into a force that changes the world!

GUAN Yi
SINCE JANUARY 1, 2025

Every step of the SEE Foundation's growth stems from a profound reverence for nature and an unwavering commitment to its philanthropic mission. As members of the Board of Supervisors, we have consistently upheld the principle of providing support through oversight, striving to balance compliance with efficiency in governance while ensuring both quality and impact in project execution. Over the past year, we have witnessed the Foundation's continuous refinement in strategic advancement and risk management. Philanthropy requires not only passion but also scientific approaches and sustainable mechanisms.

Standing at this new starting point, the Board of Supervisors will continue to let transparency be our sail, propelling openness and progress in governance, and let accountability be our anchor, ensuring that every act of goodwill translates into lasting ecological value. We deeply understand that only by staying true to our original aspirations and fostering open collaboration can we unite broader forces to protect the ever-renewing vitality of nature.

Together with all our members, we pledge to carry out our environmental mission with reverence and explore sustainable development with an innovative spirit. Let us march forward side by side with steadfast determination on the path of environmental conservation!

Message from the Secretary General

YANG Biao
SECRETARY GENERAL

In 2024, the SEE Foundation celebrated a major milestone — the 10th anniversary of its public fundraising initiative. Filled with gratitude and hope, we extended our deepest respect to all partners who had supported environmental philanthropy and the SEE Foundation's conservation efforts. Over this decade, we have turned commitment into action and expectations into tangible results, working hand in hand to paint a greener future where humankind and nature thrive in harmony across deserts, mountains, oceans, and cities.

This year also marks a crucial phase in the SEE Foundation's strategic advancement. In northwest China's desertified regions and southwest China's mountainous areas, we have expanded ecological restoration zones to build a more robust and multi-dimensional green barrier. Leveraging blockchain technology, we launched the Public Ecological Restoration Platform, creating a precise conservation network that engages tens of millions in targeted environmental interventions.

To combat the climate crisis, we introduced innovative initiatives like Climate Companions, Corporate Carbon Trailblazers, and Zero-Waste Planet, fostering systemic solutions that integrate policy advocacy, technological innovation, and public education to accelerate the global low-carbon transition. On the international stage, we are evolving from participants in environmental governance to solution providers, injecting global environmental assessments with Eastern wisdom and experience.

There is no end to safeguarding our blue planet. The collective efforts of 1.1 billion participants have laid a foundation of trust. From the Suosuo forests of Alagxa to the coral reefs of the South China Sea, from urban low-carbon transitions to rural ecological revitalization, every contribution reshapes the sustainable logic of environmental philanthropy, and every moment marks a new beginning for green action.

Let us continue this journey together, further greening our shared home — one step at a time.

Science Advisory Committee

WEI Fuwen
DIRECTOR OF THE SCIENCE ADVISORY COMMITTEE
ACADEMICIAN OF CHINESE ACADEMY OF SCIENCES (CAS)

Biodiversity is the foundation of ecological progress and the lifeline for humanity's sustainable development. Healthy ecosystems not only embody the vision of "lucid waters and lush mountains", but also sustain human well-being with an estimated annual service value of approximately USD 125 trillion. In 2024, global ecological conservation reached a historic turning point amid the dual crises of extreme climate events and accelerated species extinction. As researchers, we are heartened to witness the deepening of China's ecological civilization strategy. From the Sanjiangyuan Region to coastal wetlands, from flagship species protection programs to ecosystem service valuation, innovative practices are injecting "Eastern Wisdom" into global sustainable development.

Standing at this critical juncture of civilizational evolution, we must recognize that humankind and nature are not opposing forces but an interconnected symbiotic community. This demands holistic thinking to advance the building of a community of life for mankind and nature. It requires us to transcend traditional conservation boundaries by integrating three-tiered protection efforts across species, genes, and ecosystems while addressing macro-level variables like climate change and land-use transformation.

Meanwhile, technological innovation is reshaping the landscape of ecological conservation. We are committed to establishing a new paradigm for biodiversity protection by advancing the R&D of biodiversity monitoring satellites that enable real-time tracking of biodiversity dynamics across China and globally. Our innovative protected area planning system integrates genetic diversity, species diversity, and ecosystem diversity into holistic designs. Through initiatives like the "International Mega-Science Program: Noah's Ark to Save Endangered Species", we're creating new possibilities for conserving threatened species and even exploring the revival of extinct ones. This fusion of technological empowerment and humanistic care is redefining how we protect nature in our era.

Thus, when we discuss conserving a giant panda, a mangrove forest, or a glacier, we are fundamentally safeguarding the very possibilities of human survival and development. The Science Advisory Committee stands ready to work with the SEE Foundation to unite diverse stakeholders to follow the guiding star of science and navigate the galaxy of ecological challenges. Together, we will advance toward a new epoch of harmony between humankind and nature.

Director of the Science Advisory Committee

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

Committee Members on Desertification Prevention and Control

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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

A Decade of Public Fundraising

RMB 2 billion raised in donations

The year 2024 marks the SEE Foundation's 10th anniversary as a public fundraising organization. Over this decade, we have strategically focused on 13 flagship projects, mobilized nearly 1.1 billion public participants, and accumulated a total of RMB 2 billion in donations. Together with over 1,300 environmental philanthropic partners, we have safeguarded more than 140,000 square kilometers of China's forests, wetlands, grasslands, and oceans, protected over 200 endangered species, and strived to advance harmony between humankind and nature to create a greener home for all.

In November, the SEE Foundation hosted "The Decade Pact: A Cross-Disciplinary Dialogue on Literature, Media, and Environmental Protection", inviting XU Zhiyuan — writer and co-founder of OWSPACE/One-Way Street Foundation, YANG Xin — chairman of Green River Environmental Protection Association, sci-fi writer CHEN Qiufan, and WU Qi — editor-in-chief of the magazine *We Read*. The event explored innovative synergies and key pathways to accelerate the sustainable development of China's environmental philanthropy sector.

10 公募十周年 THE 10TH ANNIVERSARY OF PUBLIC FUNDRAISING

Public engagement	Philanthropic partners	Conserved areas	Endangered species protected
≈1.1 billion people	1,300+	140,000+ km²	200+

Nature Education

Inspiring public action through science popularization

Nature education and public outreach are vital components of all our environmental initiatives. By connecting conservation projects with the public, we turn scientific knowledge into conscious action, driving a fundamental shift in environmental protection from policy-driven measures to widespread public participation.

In 2024, we continued to develop and implement nature education programs across diverse settings. Among them, the Birding Season for All has now been held for three consecutive years, covering 46 cities with data submitted by 10,000 participants. The event has collected over 280,000 birdwatching records, documenting more than 1,000 bird species across 32 provinces, autonomous regions, and municipalities.

Additionally, the Jingcao Carnival, a public science popularization program, has reached 34 cities nationwide and hosted 85 biodiversity-themed events. These events have attracted 588,100 in-person participants and garnered over 98 million online and offline engagements. Furthermore, we have organized 218 campus events in 10 cities, reaching more than 200,000 students and teachers.

Birding Season for All

Cities covered	Birdwatching records	Valid bird species recorded
46	280,000+	>1,000+

Jingcao Carnival

Cities covered	Hosted events	Offline participants
34	85+	580,000+

Campus Campaign

Cities covered	Hosted events	Students and teachers engaged
10	218+	200,000+

Ecological Restoration

Rebuild ecological barriers in Northwest and Southwest China

Ecological restoration is a critical measure to reverse environmental degradation and rebuild natural balance, which is of profound significance for the sustainable development of our planet. In 2024, as part of the "100 Million Suosuo Project 2.0", we expanded our efforts to severely degraded areas in Northwest China and the Yellow River Basin, where soil erosion poses a major ecological threat. Through afforestation and other methods, we have gradually restored ground vegetation and established healthy, stable ecosystems. In the mountainous regions of Southwest China, a key area for biodiversity conservation and ecological security, we have restored healthy ecosystems in historically degraded forest areas. Through measures such as thinning out secondary bamboo groves and shrubs, as well as planting native trees, we aim to restore habitats for wildlife, including giant pandas. Additionally, we have established a public engagement platform for ecological restoration, enabling individuals to contribute an active part to environmental improvement and drive sustained progress in ecosystem recovery.

Northwest China	Gradually restore ground vegetation and build a healthy and stable ecosystem	**Southwest China**	Rehabilitate healthy ecosystems and restore wildlife habitats

Civil Protected Area

Explore a new paradigm for ecological conservation through OECMs

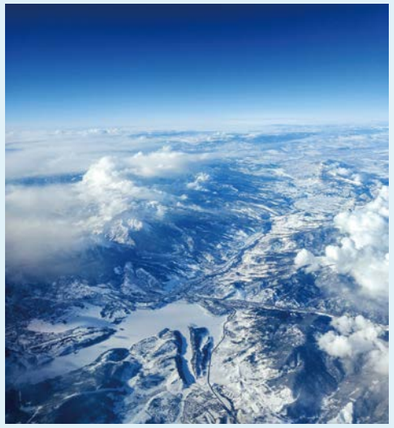
The Civil Protected Area project represents an innovative practice that breaks away from traditional models and mobilizes the public for ecological conservation. By engaging diverse stakeholders, including volunteers, we help fill conservation gaps in areas beyond government-managed zones, fostering a collaborative governance model that integrates government, civil society, and the public. In 2024, the Alliance of Civil Protected Areas continued its operations by maintaining its dedicated website and organizing related activities. Concurrently, the OECMs (Other Effective Area-based Conservation Measures) website has taken shape. In collaboration with project partners, it has produced the *A Stocktaking Report on Other Effective Area-Based Conservation Measures in China* (available in both Chinese and English), which was unveiled at the 8th IUCN Asia Regional Conservation Forum (RCF). Additionally, a preliminary OECMs identification and assessment toolkit for China has been finalized, while continued efforts are underway to advance the related framework development and on-the-ground application of OECMs.

Global Stage

Build global climate resilience together

To address the escalating global climate crisis, we launched the Climate Pioneers, the Corporate Carbon Trailblazers, the Zero-Waste Planet, and other projects in 2024. These projects aim to collaborate with key industries and the public in tackling climate change challenges. In line with China's dual carbon goals and climate adaptation needs, we have focused on core areas such as driving industrial emission reductions, helping individuals and communities adapt to climate change, empowering industries to enhance climate action, and promoting household waste reduction. To this end, we are working with partners across sectors to explore diverse solutions and advance the global transition to a low-carbon future.

On October 14, ZHOU Zhou, Executive Chairman of the SEE Foundation, and Dr. LIU Jian, Director of the Early Warning and Assessment Division at the United Nations Environment Programme (UNEP), signed a Memorandum of Understanding (MoU) in Beijing. This collaboration builds upon the Global Environment Outlook partnership and marks the participation of Chinese social organizations in global environmental governance. Over the next five years, we will leverage UNEP's platform to share China's successful experience in biodiversity conservation and pollution control with the world.



03

PREVIOUS ACHIEVEMENTS

Joint Actions

Supporting

1,300+ partners to carry out environmental protection activities across China

Trust

RMB

2.028 billion

in donations received

About

1.1 billion

environmental protection supporters

Environmental Protection Benefits

140,000+ km^2

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

Over

13 million tons

carbon emissions cut by Green Supply Chains

Species Conservation

61 species

on the IUCN's Red List of Threatened Species

60 species

under first-class state protection

89 species

of wild animals and plants continuously monitored

20 species

under second-class state protection

Research Results

4

industry standards released

17

research papers

77

policy recommendations submitted

21

publications produced

04

OUR 2024

Desertification Prevention and Control

100 Million Suosuo

The 100 Million Suosuo project was launched in 2014, with the goal of planting 100 million psammophytes, represented by Suosuo (*Haloxylon ammodendron*), over a ten-year period in key ecological areas of Alagxa. The project aims to restore two million acres of desert vegetation and improve the livelihoods of local farmers and herders by leveraging the economic value derived from Suosuo.

Building on a decade of experience, starting in 2024, we will expand the project to key desertification areas in Inner Mongolia and five provinces (and autonomous regions) in northwest China. Another 100 million psammophytes, represented by Suosuo, will be planted to promote ecological restoration, drive industrial development, and achieve sustainable rural revitalization, helping to curb further expansion of the desert.

As of the end of 2024, near 95.54 million Suosuo and other psammophytes had been planted, covering an area of 123,333 hectares.

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 Alagxa. 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.

As of the end of 2024, water-saving millet plantation had reached a cumulative total of 2,402 hectares, with 807 participating rural households.

Ecological Restoration in Northwest China

The Ecological Restoration in Northwest China project focuses on areas severely affected by soil erosion, particularly in ecologically vulnerable regions of northwest China and the Yellow River Basin. Through initiatives like afforestation, it aims to gradually restore vegetation and establish a healthy and stable ecosystem. Additionally, the project has built a platform for public engagement in ecological restoration. By mobilizing public engagement to contribute to environmental improvement, it fosters long-term ecological recovery.

As of the end of 2024, a cumulative total of 35.60 million native plants had been planted.

Climate Change and Business Sustainability

Blue Defenders

Initiated in 2012, the Blue Defenders project seeks to contribute to the resolution of environmental pollution in water, air, and soil. In 2023, the project upgraded its strategy to incorporate pollution risks to human health as a top priority. Through actions such as promoting clean air, protecting water resources, and the Chemical Management and Safety Consumption program, the project encourages more people to actively participate in climate and environmental protection, safeguarding a clean, healthy, and sustainable future.

As of the end of 2024, the project had directly supported 63 frontline organizations in the environmental protection sector nationwide, helping them become "Blue Defenders". It had facilitated the improvement of 9,275 enterprises and pollution sources. The Chemical Management and Safety Consumption program tested plasticizers and perfluoroalkyl substances (PFAS) in six major consumer product categories, and established a knowledge database on plastic-related chemicals.


©Joint research by Nature Fields and partners

Climate Actions

Launched in 2024, the Climate Actions project brings together key industries and the public to tackle climate change. It supports China's Carbon Peaking and Carbon Neutrality Goals while addressing climate adaptation needs through three key focus areas: reducing industrial emissions, strengthening climate resilience for communities, and empowering industries to strengthen climate response capacity. Through flagship programs like "Climate Companions" and "Enterprise Carbon Pioneer", the project fosters cross-sector collaboration to develop diversified solutions for the global low-carbon transition.

As of the end of 2024, the project had supported emission reductions in four industrial sectors, with cumulative investment exceeding RMB 1.53 million.

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 2024, 98 real estate enterprises joined the Green Supply Chains project. The project has developed a total of 26 white and green procurement categories and included 1.7 million supplier companies on the "White List", facilitated a cumulative amount of green procurement of over RMB 39.5 billion, and led the real estate sector to achieve over 13 million tons of carbon emission reduction.

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.

As of the end of 2024, it has supported and funded 29 partners and engaged 70 herder families in zero-waste practices. Additionally, more than 300 clean-up activities were carried out in 21 cities nationwide. The project engaged 156 communities and 11 schools in waste sorting initiatives. These efforts mobilized over 100,000 participants in total.

Ecological Conservation and Nature Education

Free Flying Wings

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

As of the end of 2024, 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; documented more than 360,000 records of bird surveys, and conducted more than 12,000 field patrols and habitat monitoring activities.


©XUE Lin

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.

As of the end of 2024, the project had led a cumulative 145 local environmental protection organizations and leaders to participate in the protection network and carried out pilot grassland restoration of 63.33 hectares, with a cumulative protected area of 127,000 square kilometers. The project had successfully organized 32 public benefit campaigns in collaboration with government agencies, local organizations, and corporate partners. These activities have attracted over 3 million participants both online and offline.

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 the 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 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.

As of the end of 2024, 77 small green peafowl (*Pavo muticus*) and 60 Yunnan snub-nosed monkeys (*Rhinopithecus bieti*) had been born at the project site. The project had optimized and restored over 670 hectares of Asian elephant (*Elephas maximus*) habitat.

Ecological Conservation and Nature Education

Saving the Smile of the Yangtze River

The Saving the Smile of the Yangtze River project aims to enhance the participation and effectiveness of actions of social organizations in rescuing the finless porpoise (*Neophocaena phocaenoides*) in the Yangtze River, 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 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 2024, it had conducted 12 training sessions for key personnel and provided 1,800 assistant rangers with training, accident insurance, and essential equipment. 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.


©Photographed by JU Tao at the Baiji Dolphinarium

Endangered Species Conservation

The project brings together government agencies, businesses, and the public to implement comprehensive protection measures for China's 50 most critically endangered wildlife species and their habitats. It employs a dual approach combining in-situ and ex-situ conservation strategies tailored to each species' threat level, supported by regular monitoring, scientific research, and nature education.

As of the end of 2024, the project had implemented protection measures for 27 endangered species and developed six species survival reports, three conservation action plans, and five wildlife trade survey reports. In collaboration with the International Union for Conservation of Nature (IUCN), the project completed IUCN Red List assessments for 72 freshwater fish species and all 200 snake species native to China, and complied and published the *Operational Manual for Nature-based Solutions (NbS) Projects*.

Protected Area Management and Capacity Building

The project works in close collaboration with protected area management agencies and research institutions to enhance conservation capabilities across China. It has developed specialized training courses to build professional capacity among protected area staff, and established at least 10 pilot sites to demonstrate protected area management models. Additionally, it has explored other effective measures to promote diverse forms of biodiversity conservation and management.

As of the end of 2024, the project had protected an area of 62,000 hectares.

Ecological Restoration in Southwest China

The Ecological Restoration in Southwest China project focuses on areas severely affected by soil erosion, particularly in ecologically vulnerable regions of northwest China and the Yellow River Basin. Through initiatives like afforestation, it aims to gradually restore vegetation and establish a healthy and stable ecosystem. Additionally, the project has built a platform for public engagement in ecological restoration. By mobilizing public engagement to contribute to environmental improvement, it fosters long-term ecological recovery.

As of the end of 2024, the project had planted 1.63 million trees, covering an area of 1,400 hectares.

Marine Conservation

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.

As of the end of 2024, the project had rescued and released a total of 350 sea turtles, protected more than 350 Chinese white dolphins, and safeguarded approximately 70 Bryde's whales.


©ZHANG Jing

Cerulean Sea Initiative

By establishing new marine protected areas while improving the management effectiveness of existing ones, the Cerulean Sea Initiative project aims to safeguard coastal and island ecosystems, while enhancing the resilience of coastal and small island communities to climate change. Through international cooperation to conserve offshore and oceanic ecosystems, the project aims to realize the goal of protecting over 30% of the global ocean area by 2030 (the 30x30 target).

As of the end of 2024, the project had developed China's first CCER (China Certified Emission Reduction) carbon sequestration methodology for marine ecosystems, and restored 368 hectares of key marine ecosystems, 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 and reduce 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 conducts capacity building to enhance the sustainable livelihood development of fishers' communities, and protects over 5% of global fishery resources.

As of the end of 2024, the project had established three pilot sites for collecting discarded fishing gear, successfully recycling 118.41 kilograms of abandoned equipment.

Cerulean Sea Partners

The healthy development and growth of the marine conservation sector is crucial for the future of our oceans. The Cerulean Sea Partners project champions local conservation efforts and fosters regional collaboration for the ocean through programs like "Blue Partnership Action", "Blue Citizens", and "Blue Sea Stewards". so as to facilitate the the development of the marine conservation philanthropy industry, galvanize collective action to safeguard marine environments and deliver marine-based solutions.

As of the end of 2024, the project had forged ongoing partnerships with stakeholders across eight countries and had supported more than 49 domestic and international institutions in carrying out marine conservation activities, directly benefiting more than 30,000 individuals while indirectly reaching over 33.01 million people.

©Yagasu Foundation

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

Green Starters

The Green Starters funding scheme is dedicated to identifying and supporting startup teams intending to develop into environmental organizations, especially those with a strong sense of mission and focus on environmental and social issues in practicing their environmental ideals. It is hoped that the emergence of more promising environmental organizations will promote a healthier and more diverse industry ecosystem for the environmental protection sector, ultimately achieving the goal of ecological environment conservation and sustainable development.

As of the end of 2024, the program has provided funding exceeding RMB 46.61 million to support 578 early-stage environmental public welfare organizations.

Growing Up Together

By accompanying and coaching key talents of growing environmental NGOs, the Growing Up Together (GUT) project aims to assist environmental organizations in addressing development bottlenecks during their growth process, promote breakthroughs in the direction of the "three cores" (core business, core team, and core resources), and support them to become a leading core in the region or issues, and respond more effectively to environmental issues.

As of the end of 2024, the project had funded a total of 111 GUT partners, with a total investment of nearly RMB 55 million, and the volunteering services of 249 GUT mentors had exceeded 36,544 hours. The public-targeted environmental awareness campaign Jingcao Carnival had been held over 85 times across China, reaching more than 98 million people.

05

DESERTIFICATION PREVENTION AND CONTROL

United Nations Sustainable Development Goals

100 Million Suosuo

The 100 Million Suosuo project was launched in 2014, with the goal of planting 100 million psammophytes, represented by Suosuo, in key ecological areas of Alagxa over a ten-year period. The project aims to restore 133,300 hectares of desert vegetation and improve the livelihoods of local farmers and herders by leveraging the economic value derived from Suosuo. As of the end of 2024, near 95.54 million Suosuo and other psammophytes had been planted. Building on a decade of experience, we have expanded the project since 2024 to key desertification areas in Inner Mongolia and five provinces (and autonomous regions) in northwest China. Another 100 million psammophytes, represented by Suosuo, will be planted to promote ecological restoration, drive industrial development, and achieve sustainable rural revitalization, helping curb further expansion of the desert.

Project Outcomes in 2024

Newly planted psammophytes in 2024

in partnerships with local forestry and grassland bureaus in Alagxa Left Banner, Ordos City, and Ongniud Banner of Chifeng City in Inner Mongolia

14,600,600

Desert areas covered

8,767 ha.

Beneficiary communities

36 sumus / towns

35 planting households / collectives

Key Progress in 2024

Demonstration Base Establishment

Two Ecological Education Demonstration Bases integrating scientific research, desertification control, and nature education were established. One 1,000-hectare base was established at the eastern edge of Tengger Desert in 2014, and the other 433.33-hectare base was established at the eastern edge of Ulan Buh Desert in 2022.

In 2024, over 250,000 sets of baseline data were collected, including sand volume and dynamic water level monitoring. Additionally, 20 km of gravel operation roads, 22.6 km of fencing, 15 km of irrigation facilities, and 9 sets of photovoltaic power generation equipment were maintained.

Ecological education bases established

1,433.33 ha.

Data records collected

250,000+

Project sites

Public Engagement & Response

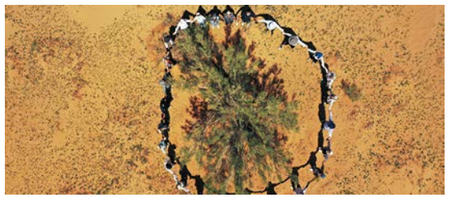
Nature education activities

Annual hosting of donor field visits, media tours, university summer programs, etc.

62

Participants

6,400+



Nature education

The 30th World Day to Combat Desertification and Drought

An educational program on desertification control was conducted at the China Science and Technology Museum, raising public awareness about desert ecosystems and biodiversity conservation.

2024 Birdwatching Festival — Ulan Buh Station & Bird Survey in Ulan Buh

A total of 30 bird-watching enthusiasts from five teams across nine provinces and municipalities documented 75 bird species, which enriched the avian species documentation for the Ulan Buh region.

Documented bird species

75

Co-launched the Northwest China Nature Education Practitioners Support Program

At the 11th China Nature Education Forum in Zhongshan City, Guangdong Province, we funded capacity-building and resource-sharing for 16 practitioners and engaged in discussions on developing a Northwest Nature Education Network to advance the sustainable development of nature education in northwest China.

Scientific Exploration Projects

Ecological Barrier Enhancement & Sustainable Development in the Ulan Buh Desert Section of the Yellow River

The project is conducted at the Ulan Buh Ecological Education Demonstration Base in collaboration with the Alagxa League Forestry and Grassland Research Institute. It provides scientific support for drought-tolerant vegetation screening. Meanwhile, various specifications of vertical sand barriers are being constructed to comprehensively evaluate their wind-sand flow field variations and sand-blocking efficacy.

Carbon Accounting Study of Dominant Afforestation Shrub Species in Desertification Areas

Launched in collaboration with Beijing Forestry University, the project develops biomass models and carbon accounting parameters for dominant shrub species in desert vegetation restoration areas. Based on the case study of the 100 Million Suosuo project, it conducts scientific assessment of current carbon storage capacity and its dynamics.

Research on Ecological Restoration and Management of the Ulan Buh Desert Along the Yellow River

In collaboration with the Desert Forestry Experimental Center of the Chinese Academy of Forestry, this research program addresses the urgent need for ecological restoration and management in the Ulan Buh Desert along the Yellow River. It proposes to "combine native herbaceous plants with sand-fixing agents" to develop new technologies and practices for desertification control. Instead of traditional wheat straw sand barriers, drought-resistant native herbaceous plants are introduced. Typical mobile sand dunes were selected to conduct experiments on efficient planting techniques for various herbaceous species under drip irrigation, as well as comprehensive studies on windbreak and sand fixation using sand-fixing agents.

Ulan Buh Base

Suosuo Guardian

What Elder JIAO and his wife have planted in this sandy land is not just Suosuo, but hopes for the future.

The 70-year-old JIAO Duowen and his wife, the caretakers of a vast Suosuo forest, live at the foot of a rocky mountain in Chagan Zhadegai Gacha Village, Yingen Sumu. In 2018, the elderly couple made up their minds to move to this desolate wilderness and wage their battle against the wind and sand. For miles around, there's nothing but sand and silence.

From that moment on, the couple devoted themselves wholeheartedly to planting Suosuo. Six years may not seem long, but for them, each day has been a mix of exhaustion and joy. Watching the Suosuo saplings push their way through the sand, little by little, is like raising their own children — each sprout a small victory in this barren land.

When we arrived at JIAO's home, he had just returned from the afforestation site. Though panting with exhaustion, his eyes still sparkled, and a proud grin crept across his face as he gestured toward the trees. He introduced it to us as if it were a cherished treasure: "That sturdy grove over there was planted back in 2018 with your support — look how tall they are now. The younger ones near the house are from the last couple of years." To him, every Suosuo has its own story — when it was planted, how it grew — he knows them all by heart.

This land is brutally dry. It hasn't rained in four years. Here, water is essential when it comes to growing Suosuo in the sand. JIAO understands this well: "For the first three years, the Suosuo trees need watering to survive. After that, they can tough it out on their own." He and his wife trek over ten miles every single day just to keep their trees alive.

What the couple have planted in this sandy land is more than just Suosuo trees. It is hope for the future, a deep love for this land, and a determination to stand firm against the wind and sand. With their actions, they've shown us the true meaning of perseverance and dedication, which is the warmest presence in this desert. Thanks to them, what was once barren is slowly turning green, breathing with life again.

Groundwater Conservation

The Groundwater Conservation project aims to reduce groundwater extraction from 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 Alagxa. 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.

Project Outcomes in 2024

Water-saving millet planting area

8.68 ha.

Total yield

Approximately **791.29** tons

Average yield per *mu* (0.067 ha.)

404.5 kg

Participating rural households

48

After achieving a general balance between groundwater extraction and replenishment in 2024, the Yaoba area in Alagxa has adjusted the local water allocation quota for crops to 360 cubic meters per *mu*. The actual water consumption by millet is only 290 cubic meters, resulting in a significant water-saving effect.

Water-saving measures upgraded

Beneficiary groups

1 Gacha **615** rural households

Electro-mechanical wells

47

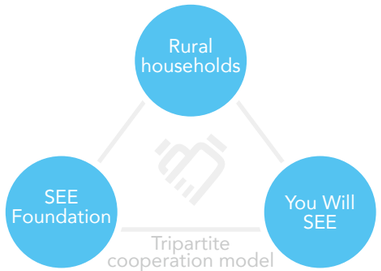
Irrigation area

41.82 ha.

Key Progress in 2024

Water-Saving Crops Pave the Way for a New Model of Green Production

With rural households as the core, the Water-saving Millet Project implemented in Alagxa 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.



Water Resource Utilization Enhanced Through Water-Saving Measures

The project team cooperated with the People's Government of Jartai Town, Alagxa Left Banner, and the farmers' water association of Chahar, Jartai Town, Alagxa Left Banner, to upgrade water-saving facilities and equipment in the Chahar area. This collaboration aimed to address water leakage and waste caused by aging irrigation facilities and improve water-use efficiency.

Aging irrigation facilities

New Development of Water-Saving Agriculture Through Community Co-construction

The Groundwater Conservation project team organized a total of 18 people, including professionals from functional government departments as well as farmers from the well irrigation areas of Chahar and Yaoba, to carry out ecological and sustainable development investigations in desertification areas in Beijing and surrounding areas.

Visit to the International Potato Center — China Center for Asia Pacific (CIP CCCAP)

Innovation in Ren Millet Product R&D

In 2024, Ren Millet continued to break new ground in product R&D, achieving notable progress particularly in the gluten-free sector with the launch of millet penne pasta. The brand also introduced eco-friendly gift sets and festival specialty products like millet-infused Laba vinegar. Moving forward, Ren Millet remains committed to pursuing innovative breakthroughs.

Ren Millet products

Drop-by-Drop Stewardship

Only by protecting groundwater can we irrigate a better future

In Baishitou Gacha, Barun Bieli Town, Alagxa Left Banner, ZHANG Jizhi serves not only as deputy Party secretary but also as a dedicated water guardian. Despite a fully-packed daily schedule for village affairs, he remains committed to safeguarding the agricultural water-saving irrigation system — the lifeline of this land.

Beyond meticulously inspecting and maintaining well-house irrigation equipment for a truly watertight system, ZHANG actively promotes water conservation awareness among villagers. He understands that sustainable water use can only be achieved when every community member recognizes its vital importance.

One day, a neighbor's careless disposal of medicine bottles resulted in rainwater carrying drug residues into the water source, ultimately causing fatal poisoning among sheep. This tragedy left a deep impression on him and further strengthened his resolve to protect groundwater at all costs.

Since then, ZHANG has led by example in his daily life. He never leaves field waste near well houses and consistently reminds fellow farmers to develop proper habits, urging them to take field trash away to keep the water clean. These consistent efforts have earned him widespread respect and gratitude throughout the community.

Across the Yaoba irrigation area, over 300 electro-mechanical wells serve as the agricultural lifeline — the vital guarantee for farmers' hard work. To ensure these wells' safety and the proper functioning of water-saving facilities, ZHANG and fellow water guardians from Yaoba Oasis seized a rare winter sunny day to conduct a comprehensive well inspection.

The water guardians meticulously inspected each well house, ensuring proper locking to prevent livestock from entering and damaging water-saving equipment. Simultaneously, they took the crucial task of clearing surrounding trash that not only marred the irrigation area's environment but also posed potential contamination risks to electro-mechanical wells and their auxiliary facilities. Tirelessly, the guardians picked up the litter, helping maintain a clean and safe environment across the irrigation district.

ZHANG Jizhi and other water guardians' dedication has earned more than villagers' respect. More importantly, they have laid a solid foundation for the Yaoba irrigation area's sustainable development. Their actions affirm a fundamental truth: only by safeguarding groundwater can we irrigate a brighter future and preserve the Yaoba Oasis for generations to come.

To enhance agricultural water-use efficiency, the project team upgraded auxiliary facilities (fertilizer tanks) for 47 electro-mechanical wells across Alagxa, benefiting 627.33 hectares of farmland and 615 rural households.

Water guardians in action

Ecological Restoration in Northwest China

This project addresses critical soil and water conservation challenges in key ecological zones of northwest China, including areas affected by severe erosion in Ningxia autonomous region, Gansu, Shaanxi, and Qinghai provinces. Through multi-stakeholder collaboration with local governments, communities, social organizations, and the public, the project promotes the planting of native vegetation to establish an integrated ecological restoration system featuring a "tree-dominated, shrub-and-grass supported" model. It aims to enhance regional biodiversity, improve topsoil stability, and ensure sustainable environmental development.

Project Outcomes in 2024

Native plants such as Siberian apricot (*Prunus sibirica*) and Chinese wild peach (*Prunus davidiana*) planted

8.827 million

Water loss areas covered

5,233 ha.

Key Progress in 2024

Pingliang City, Gansu Province

In cooperation with Gansu Yishan Yishui Center for Environment and Social Development

Chinese wild peach trees planted

850,000

Spruce trees (*Picea asperata Mast.*) planted

200,000

Acceptance rate

100%

Chinese wild peach trees

Qingyang City, Gansu Province

In cooperation with Gansu Yishan Yishui Center for Environment and Social Development

Sea buckthorn (*Hippophae rhamnoides*) planted

100,000 pits

Wild peach trees planted

350,000

Leaves of sea buckthorn

Sea buckthorn

06

CLIMATE CHANGE AND BUSINESS SUSTAINABILITY

United Nations Sustainable Development Goals

Blue Defenders

Targeted at enhancing environmental governance, the project focuses on pollution risks to air, water, soil and human health, and encourages more people to actively participate in climate and environmental protection, safeguarding a clean, healthy, and sustainable future through actions such as promoting clean air, protecting water resources, and managing chemicals for safer consumption.

Project Outcomes in 2024

In 2024, the Blue Defenders project launched a new strategic approach to deepen its environmental issues and address both visible and invisible ecological risks.

Tracking of enterprises dedicated to pollution reduction and carbon emission reduction

70+

Key industries covered

4
(steel, electricity, ports, and transportation)

Total water resource protection project sites

6

Total water volume protected

400,000+ tons

Focus on harmful chemicals

2 categories

Safety test of chemical substances in consumer products

6 categories

Key Progress in 2024

Coordinated Clean Air and Climate Change Initiatives

Urban Pollution and Carbon Emission Reduction

The Blue Defenders project promotes pollution and carbon emission reduction among industrial enterprises in urban areas. In collaboration with industrial research think tanks, it focuses on key sectors such as steel and power, to conduct corporate research and policy analysis, supporting the low-carbon transition of industrial businesses. To date, the project has continuously tracked over 70 enterprises across four major industries: steel, power, ports, and transportation. This includes 72 information disclosure applications and 14 policy recommendations submitted. Additionally, the SEE Foundation, in partnership with Clean Air Asia, has organized capacity-building workshops to support the development of local environmental organizations and individuals working on "clean air and climate mitigation".

Tianjin, China — Staff members refueling a vehicle with hydrogen

Rural Energy Transition

Regarding rural energy transition and low-carbon development, the Blue Defenders project has partnered with 6 organizations to promote energy transition and low-carbon development in rural areas. The project has conducted surveys of energy consumption in agricultural production and daily life in over 50 villages and 32 rural enterprises, primarily in Shanxi, Shandong, Shaanxi, and Henan provinces. Additionally, energy baselines have been assessed and transition plans developed for 3 potential low-carbon villages, aiming to establish low-carbon rural pilot projects to support rural revitalization.

PV power station in Chennanhe Village, Fushan County, a pilot county for county-wide distributed photovoltaic (PV) power station in Linfen City, Shanxi Province

Observation of pilot counties regarding rural energy revolution

4
Fushan County, Linfen City, Shanxi Province
Chengcheng County, Weinan City, Shaanxi Province
Lankao County, Kaifeng City, Henan Province
Wendeng District, Weihai City, Shandong Province

Investigation of distributed PV pilot counties

4

Water Resource Protection

Building upon its experience of previous water conservation projects, the SEE Foundation has shifted its focus from "pollution control" to a more comprehensive approach centered on "resource conservation". The project now prioritizes key water-sensitive areas by addressing water quality, volume, and aquatic ecosystem health. Based on scientific research and community participation, it has designed and implemented nature-based and locally adapted integrated water resource protection solutions. In 2024, the Blue Defenders project completed the construction and evaluation of the Chenjia Courtyard small watershed protection site in Ankang, Shaanxi Province. It has completed 6 rural wastewater treatment projects across Guangxi, Shaanxi, and Yunnan provinces. Leveraging its water compensation methodology, the project has formulated preliminary action strategies for water resource protection. In collaboration with research think tanks, it has also completed a regional analysis of domestic water risks to provide data for future projects.

Ankang City, Shaanxi — Volunteer training at the Chenjia Courtyard project site

Guiyang City, Guizhou — Volunteers removing invasive golden apple snails (*Pomacea canaliculata*)

Public participants in river protection
12,400

Rivers patrolled
39,300 km

Garbage collected
3,251 kg

Cases of environmental problems found in the investigation
347

The Chemical Management and Safety Consumption program

Officially launched in June 2024, the initiative of Blue Defenders: the Chemical Management and Safety Consumption program focuses on chemicals of priority concern and has implemented measures in four key areas: product testing, improvement of chemical management disclosure, policy advocacy, and public education. Product testing covers 6 product categories, including children's slippers, sanitary pads, and food packaging materials.

During its first phase, the initiative successfully partnered with 6 organizations. Capacity-building workshops have been organized in collaboration with industry experts to enhance partners' technical capabilities. This year, it joined hands with Research Institute for Environmental Innovation (Suzhou) Tsinghua to initiate international chemical standards research, laying a solid foundation for future corporate chemical management practices.

Testing samples of children's slippers for hazardous chemicals

Priority chemicals of concern
Plasticizers, Per and Polyfluoroalkyl Substances (PFAS)

Product categories tested
6

Science popularization product
1
chemical information database on plastics

Defenders Under the Blue Sky

The improved air quality owes much to your efforts

"You've made significant contributions to the region's ultra-low emissions. The improved air quality owes much to your efforts."

LI Fei has been hearing these words more and more often during his engagements with local governments and enterprises. Green Action in Hebei, founded by LI Fei in 2016, is the first civil society organization dedicated to industrial pollution control in Hebei Province. During his engagement with enterprises, LI has journeyed from initial skepticism and marginalization to becoming a respected, professional force for change. He has won increasing positive comments. Behind this transformation lies nine years of steadfast company by Blue Defenders project.

Returning to Shijiazhuang after military service in late 2012, LI Fei's environmental awakening came both by chance and by conviction. He firmly believes that every individual holds the power to catalyze change for their hometown's environment.

From learning from the successful projects of established organizations to developing a widely recognized working model, the Blue Defenders Project has supported Green Action in Hebei in its journey toward cleaner air for nine years since 2016, fostering continuous growth and transformation of the latter. In 2020, Green Action in Hebei conducted its first on-site inspection of steel companies to assess rectification progress. Today, it has established productive engagement and ongoing dialogue with 100 steel enterprises.

Over the past nine years, while deepening its focus on the low-carbon transition of the steel industry, Green Action in Hebei has evolved from an observer of environmental issues to a supervisor of industrial pollution control, and now to a facilitator of industrial transformation. It also steps up efforts to address emerging environmental challenges.

In 2024, in response to the initiative of Blue Defenders: Managing Chemicals for Safer Consumption, Green Action in Hebei launched an exploratory project on emerging pollutant governance, shifting attention to chemical safety and health risks in consumer products across different sales channels. The project specifically targets excessive plasticizers — a hazardous chemical found in children's slippers on the market. Through online and offline surveys, the team studied public shopping habits and assessed chemical control measures for children's slippers sold through various channels. Their actions have led to the removal of non-compliant products from e-commerce platforms and temporary seizures of affected batches by local market regulators. Such efforts have successfully mitigated hidden pollution risks in consumer goods to safeguard public health.

As societal conditions continue to evolve, so do the roles, functions, and approaches of environmental organizations in environmental governance landscape. Moving forward, we hope that more partners will join Blue Defenders in exploring a sustainable future!

Climate Actions

The Climate Actions project brings together key industries and the public to tackle climate change. It supports China's Carbon Peaking and Carbon Neutrality Goals while addressing climate adaptation needs through three key focus areas: reducing industrial emissions, strengthening climate resilience for communities, and empowering industries to strengthen climate response capacity. Through flagship programs like "Climate Companions" and "Enterprise Carbon Pioneer", the project fosters cross-sector collaboration to develop diversified solutions for global low-carbon transition.

Project Outcomes in 2024

Enterprise Carbon Pioneer Project

Launched the first phase of the project

Empowering carbon management collaboration across automotive supply chains

Climate Companions Program

In collaboration with China Association for NGO Cooperation and The Amity Foundation

Recruited projects in the first phase

103

Selected projects after review

10

Focusing on three key areas:
reducing carbon emissions through innovative actions;
enhancing community resilience to climate chang;
strengthening climate-focused social organizations.
The project's progress is globally unveiled at COP29

First-year funding

RMB **1.53 million+**

China Climate Philanthropy

Join hands with industry partners and international partners to launch new project planning

Key Progress in 2024

Carbon Management Empowerment in Automotive Industry Supply Chains

In 2024, the Enterprise Carbon Pioneer Project program initiated a carbon management empowerment program targeting supply chains in the automotive industry. Through developing low-carbon supplier evaluation guidelines, providing carbon management training for SMEs in supply chains, and creating a digital knowledge-sharing platform, the program supports upstream and downstream enterprises in collaboratively building a robust carbon management system. To date, the program has conducted industry research with automakers and trade associations to develop the guideline framework and define the knowledge framework for the learning platform.

The Enterprise Carbon Pioneer Project program conducts an industry survey

The Climate Companions Program Phase I Launched

In 2024, the SEE Foundation, in partnership with the China Association for NGO Cooperation (CANGO) and The Amity Foundation, officially launched the first phase of the Climate Companions program. In a bid to strengthen civil society's capacity to address climate change, the program includes grant-making process and a series of related activities.

In April, the Climate Companions program held a forum in Beijing, gathering nearly 100 participants from government agencies, NGOs, universities, and other sectors for the launch of its first-phase program. In December, the SEE Foundation collaborated with China Development Brief to host a thematic discussion on "Multi-stakeholder Support for NGOs in Climate Action", aiming to catalyze greater local funding for climate-related initiatives. Since its call for proposals, the first phase of the Climate Companions program received 103 project applications. After panel review, 10 projects were selected for support, focusing on three key areas: reducing carbon emissions through innovative actions, enhancing community resilience to climate change, and strengthening climate-focused social organizations. The first-year investment in these projects exceeded RMB 1.53 million.

Thematic discussion event under the Climate Companions program

Green Supply Chains

The "Green Supply Chain Action of China's Real Estate Industry" brings together environmental experts, industry associations, enterprises, environmental NGOs, and technical institutions to jointly develop green procurement action plans and environmental standards, evaluate suppliers' environmental performance, and identify top-performing suppliers for recommended procurement lists (White List/Green List). By implementing green procurement practices, real estate companies drive environmental rectification and improvements among upstream suppliers, thereby boosting pollution and carbon emission reduction across the entire supply chain.

Project Outcomes in 2024

Real estate companies recently joined the Green Supply Chain Action

2

Newly developed categories for White List and Green List

7

Suppliers added to the White List and Green List

70

Green procurement

RMB **1.4 billion+**

Urban community environmental problem solving and green textile talent training program

470 companies **800** person times

Carbon footprint calculation standard established

1 (natural stone products)

Key Progress in 2024

Industry Experts Convened to Expand White/Green List Categories

The "Green Supply Chain Action of China's Real Estate Industry", in collaboration with the China Association of Building Energy Efficiency (CABEE) and the China Real Estate Association's Elite Procurement platform, has expanded its White List and Green List to include seven new product categories: polymer waterproof membranes, polyamide profiles, fresh air ventilation systems, pipes and fittings, residential solar water heating systems, water purifiers, and entry doors. Additionally, in partnership with the National Stone Testing Center, it has developed a carbon footprint calculation standard for natural stone products.

Corporate survey to explore the expansion of White/Green list product categories

Green Procurement of CURA Joint Purchasing for Six Consecutive Years

Since 2019, the Green Supply Chain Action has established a strong collaboration with CURA Joint Purchasing, progressively aligning its environmental standards with those of the Action. This partnership has mobilized both upstream and downstream real estate developers, institutions, and third-party organizations to actively adopt the principle of "Green Procurement ONLY".

In the 14th round of CURA Joint Purchasing conducted in 2024, the Green Supply Chain Action facilitated the implementation of green procurement standards. This effort ensured that all awarded suppliers across 36 product categories fully met environmental requirements, including 10 White List enterprises and 17 Green List enterprises. The total value of green procurement during this round reached RMB 1.45 billion.

As of the end of 2024, the Green Supply Chain Action had driven approximately RMB 39.5 billion in green procurement through ongoing collaboration with industry partners.

Presentation of the Green Supply Chain Action's latest product categories at the CURA Joint Purchasing Suppliers Conference

Green Professional Talent Training for the Textile Industry

The Urban Community Environmental Solutions & Green Textile Talent Development Program aims to cultivate a new generation of professionals equipped with the knowledge and skills to promote low-carbon technologies within the textile industry, driving its green transformation. In 2024, the program conducted five specialized training sessions focused on climate change response, engaging over 400 enterprises and 540 industry professionals. Additionally, it provided on-site technical guidance to 30 textile manufacturers, delivering practical training to more than 270 employees. The program also developed four comprehensive climate response toolkits specifically designed to address environmental challenges in textile production.

A technical survey among textile enterprises

Ongoing Efforts to Drive Green and Sustainable Development in the Industry

In 2024, the "Green Supply Chain Action of China's Real Estate Industry" participated in multiple industry events to promote the green supply chain practices. At the 2024 International Zero Carbon Cities and Villages and Zero Carbon Buildings Conference, it collaborated with multiple enterprises to showcase progress in green and low-carbon transformation, while sharing practical insights during forum discussions. Additionally, at the CURA Joint Purchasing Suppliers Conference, it presented latest collaborative outcomes, new evaluation criteria, as well as practices of in-depth reviews of Green List enterprises. Furthermore, it shared solutions for green stone procurement at the 2nd International Stone Expo in Macheng of Hubei Province, its best practices in building green supply chains at the 3rd Impact Climate Innovation Conference, ESG principles in supply chains at the Zero-Carbon Mission International Climate Summit 2024, and the practical achievements in the real estate sector at the COP29 Side Event.

"Green Supply Chain Action" at the 3rd Forum on Synergistic Innovation for Low-Carbon and Sound Development of Real Estate

Empower Enterprises to Become Green Building Material Suppliers

With the support from HSBC China, the "Green Supply Chain Action of China's Real Estate Industry" continues to empower suppliers through green capacity-building initiatives. In collaboration with industry experts, it provides professional evaluations and improvement guidance to help promising suppliers upgrade from the White List to the Green List — establishing them as exemplary leaders in low-carbon practices and catalyzing systemic improvements across the building materials sector. In 2024, it continued to partner with technical organizations to support suppliers' green upgrades. Together with the National Stone Testing Center, it supported Jinjiang Huabao Stone Industry Co., Ltd., delivering tailored improvement recommendations based on the company's production conditions. As a result, the company successfully reduced comprehensive energy consumption per unit of product, increased wastewater recycling efficiency, and achieved 3-Star Green Building Material Certification following targeted improvements.


The stone company enhanced wastewater recycling rate through targeted empowerment

2024 Data VS Historical Data

Original White & Green List of GSC Action — Note: New categories in 2023

Basic Requirements	Environmental Compliance — IPE																				
Green Procurement Categories	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: Wood-based Panels	Control of formaldehyde and harmful substances: SPC wall and floor materials	Light steel keel	Sealant	Gypsum boards	Ceramics	Iron and steel
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

Updated White & Green List of GSC Action — Note: Green List / White List

Basic Requirements	Environmental Compliance — IPE																								
Green Procurement Categories	Iron and steel	Stone	Wood	Cerement	Aluminum alloy	Glass	Sintered wall	Thermal insulation materials	Water-based paint	Doors and windows	LED lighting products	Rock wool	Air source heat pump	Pre-mixed mortar	Double-paned glass	Modified asphalt waterproof rolls	Polymer waterproof membrane	Polyamide profiles	Fresh air system	SPC	Sealant	Architectural ceramics	Gypsum board	Pipe fittings	Home solar water heating system	Water purifier	Entry door	Wood-based panels	Chromium-free passivated light steel keel
Technical Support	China Metallurgical Industry Planning and Research Institute	National Stone Testing Center	World Wide Fund For Nature	Carbon barrier				China Association of Building Energy Efficiency												China Real Estate Association							Landsea	Beijing New Building Materials Public Limited Company

Zero Waste Planet

With a focus on three major areas of cities, the wilderness, and the ocean, the Zero Waste Planet project aims to reduce domestic waste through waste collection, empowering actions, public advocacy, etc. The project prioritizes plastic reduction, promotes advocacy through the endeavors of the public and businesses, and explores efficient solutions for plastic reuse and recycling.

Project Outcomes in 2024

Partners
29

Zero waste herder families
70

Public advocacy campaigns
3,000+

Waste sorting campaigns carried out by urban communities
21

Public participation
100,000+ person times

Key Progress in 2024

Promote a Zero-Waste Lifestyle for All

Wilderness (Plateau)

Through door-to-door surveys, advocacy campaigns, community self-governance, and supervision, the project has helped establish zero-waste herder households in Ganda Village and Dayu Village in Qinghai Province to encourage herders and tourists to reduce waste at the source.

Public advocacy campaigns
2,885

Waste management manuals/reports
5

"Pack It Out" campaign for tourists in plateau regions

Urban areas

In 2024, the project extended its reach to six new cities, namely Qingdao, Nantong, Wuhan, Yangjiang, Sanming, and Xinyang, promoting waste sorting programs.

Community waste sorting advocacy campaigns
50+

Ecological composting gardens
11

Reduction of kitchen waste
110+ tons

Children's drama performances
2

Environmental protection stage play
(co-created by Qingshan Village and Communication University of Zhejiang)
1

Qingshan Art and Life Festival performances
4

The compost garden in Yunhua Village, the entrance community of the Giant Panda National Park

The "Waste Revival Campaign" collected 2,000-plus plastic bottles in Luhu Community in Chengdu to create 100-plus art pieces that reached over 2,000 residents.


A stage play using recycled materials


Cast and crew of "How to Kill a Whale"

Ocean

Beach
40

Beach cleaning activities
213

Public participation
7,000+ person times

In partnership with "Ant Forest | Fantastic Ocean", the project launched a beach cleanup campaign alongside six nonprofit organizations, covering 10 cities across five provinces (Hainan, Fujian, Guangdong, Zhejiang, and Shandong).

Additionally, we initiated the Zero-Waste Island project in Qingbang Island (Zhoushan City) and Dongxiang Island (Fuzhou City) to improve waste sorting and recycling infrastructure, educate residents, homestay owners, and tourists on waste sorting, and promote kitchen waste composting and upcycled handicrafts.

Volunteers collect marine debris during a beach cleanup in Hainan

Clean Nature Action Network Established

On March 30, 2024 (International Day of Zero Waste), the SEE Foundation partnered with Lush mountains project to officially establish the Clean Nature Action Network and release its founding declaration. The Network is committed to driving broad societal participation in zero-waste initiatives through public advocacy campaigns, frontline actions, and policy advocacy, to fulfill the goal of zero waste at the earliest date.

Clean Nature Action Network established and released the network declaration

Uncle Hai's Dream of a Zero-Waste Island

Uncle Hai remains determined to persevere, inspiring more people to join this ongoing zero-waste experiment

On the small 1.41-square-kilometer Qingbang Island in Dongji Township, Putuo District, Zhoushan City, a determined man named YAN Shanyue, affectionately dubbed as "Uncle Hai" (literally "Ocean Uncle"), has dedicated himself to transforming the island into an zero-waste island.

Born in a fishing village, Uncle Hai spent his youth working on fishing boats that ventured as far as Africa. During his years at sea, he witnessed firsthand the escalating issue of plastic pollution in ocean waters and along coastlines. In his view, beaches should be treated like one's own backyard and must be kept clean.

His environmental journey began in 2003 when he started organizing beach cleanups on his home island of Xiazhi. After moving to Qingbang Island in 2013 to operate a homestay, he expanded his efforts to regularly clean Hou'ao Beach near his property. While some island residents believe ocean currents naturally sweep away trash, making cleanups unnecessary, Uncle Hai and his small group of like-minded volunteers remained steadfast.

In 2016, through the efforts of Uncle Hai and fellow activists like Liang Zhu, the first beach cleanup campaign themed "Clean Up Dongji Island, Keep Our Seas Blue" was successfully launched. This annual initiative quickly gained support from islanders and beyond, with participation and impact growing each year. By December 2019, the Qingbang Environmental Volunteer Team joined the national coastline protection network, becoming part of China's marine debris solution and paving the way for future ocean conservation entrepreneurship.

In August 2020, Uncle Hai and his partners secured funding from the SEE Foundation's "Green Starters" program, which helped them formally launch the Zero-Waste Qingbang Island project. This also helped expand the beach cleanups to include island-wide recyclable waste collection. In February 2021, Qingbang Island Environmental Public Service Center was founded, marking the birth of a new dedicated nonprofit team.

After four years of tireless efforts and ongoing improvements, the concept of Zero-Waste Qingbang Island has turned into a tangible reality. In 2024, with the support of the Zero Waste Planet project, the Main Street Community Recycling Center processed 19 tons of recyclable waste. A six-month food waste composting program collected 4 tons of kitchen waste from 13 restaurants. Over 300 volunteers removed 15 tons of marine debris.

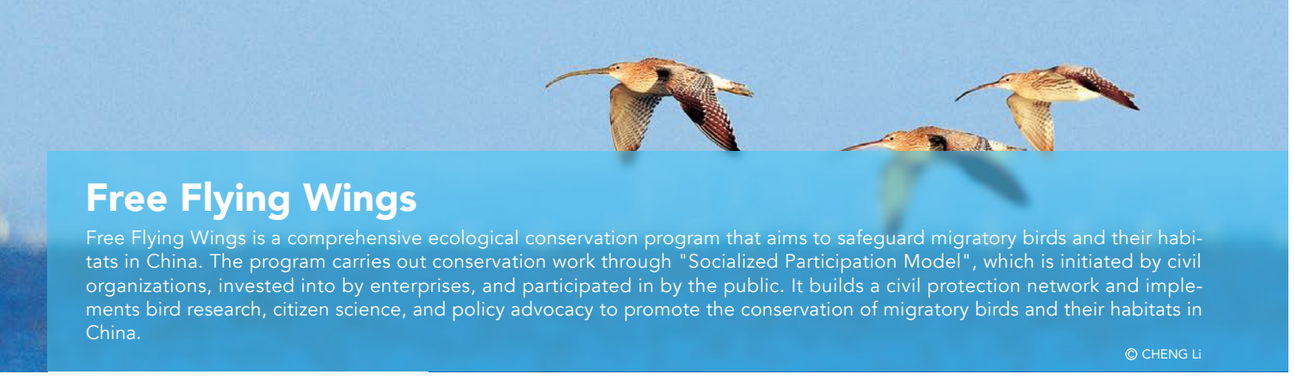
As a homestay owner, Uncle Hai deeply understands that the economy of small offshore islands like Qingbang can no longer be sustained solely by fishing. Instead, its future lies in tourism, particularly sustainable, immersive travel experiences. However, visitors only come to islands that are clean, beautiful, and livable. Therefore, Uncle Hai is determined to persevere in inspiring more people to join this zero-waste experiment and explore a replicable model for zero-waste islands.


Uncle Hai's collected recyclables on the island over the past year

07

ECOLOGICAL CONSERVATION AND NATURE EDUCATION

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 implements bird research, citizen science, and policy advocacy to promote the conservation of migratory birds and their habitats in China.

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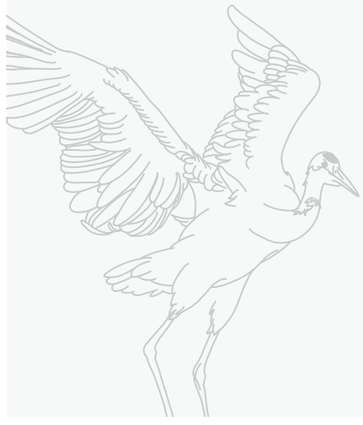
Project Outcomes in 2024

Migratory birds' habitats protected
≈2,000 km²

2024 Birding Season for All
50,000+ participants

Monitoring network of migratory raptors
14 monitoring points

NbS freshwater wetland restoration projects
5



Key Progress in 2024

Civilian protection network

Supporting partners
27

Protected sites patrolled or monitored
32

Documented birds records
26,000+

Patrol mileage
15,000+ km

In 2024, the sixth phase of Civil Protection Network, together with 27 partners, conducted over 900 days of bird surveys across critical habitats, documenting 450 bird species with total observations exceeding 2.1 million birds. The network logged more than 2,700 hours of monitoring in 2024, and reported 71 cases of threats, including poaching, invasive species, pollution events, and unauthorized development activities. They carried out six bird rescue operations during the year and organized 76 science popularization activities and nature education events. The Civil Protection Network addresses multiple threats to critical bird habitats beyond the formal protected area. Through collaborative efforts with local partners, the network has helped sustain the long-term integrity of these critical ecosystems for birds.

© Shanque

Civil Potection Network surveys in Xingzhuang

2024 Birding Season for All

Science popularization activities
200

Coverage
500,000
person times

In the spring of 2024, Birding Season for All themed "Exploring Birds Around Us" took place in 10 cities across 9 provinces, featuring online birding competition and 32 guided birding activities. In autumn, under the theme of "Gathering of Urban Birds", the event expanded to 46 cities in 23 provinces. Key highlights included the release of the *Scientific Birding Initiative*, 20 city-specific birding guides, three bird-themed photo exhibitions, 11 urban birding competitions, and 131 birding activities. Throughout the year, the event directly engaged 50,000 participants and reached 500,000 person times. Additionally, it inspired over 10,000 birdwatchers from 32 provinces to submit more than 280,000 birding records via the platform "Bird Watchers", making a significant contribution to the development of China's Bird Data Center.

Birding Season for All in Beijing

Monitoring Network of Migratory Raptor

Network partners
13

Published specifications and reports
2

In 2024, efforts continued to advance the China Monitoring Network of Migratory Raptor, expanding its coverage to 12 key monitoring sites across the country. With joint efforts, the *Monitoring Network Protocol of Migratory Raptor 1.0 and the 2023 Autumn Monitoring Network Report of Migratory Raptor* were released. This marks China's first unified technical standard for raptor monitoring and the first-ever nationwide report on migratory raptors.

Nature-based Solutions — Freshwater Wetland Restoration Project

The SEE Foundation and Beijing Jinglang Ecology Co., Ltd. have jointly implemented Nature-based Solutions (NbS) for freshwater wetland restoration across five representative demonstration sites in China, Southwest China: Puzhehei Lake and Cuihu Lake in Yunnan Province; North China: Xinfeng River, Xiaotaihou River, and Tuancheng Lake in Beijing; South China: Futian Mangrove Ecological Park in Shenzhen; East China: East Garden of the Humble Administrator's Garden in Suzhou, and Minjiang Estuary National Wetland Park in Changle District, Fuzhou, Fujian Province; Central China: Peripheral waters of the polder zone in Qujiawan Town at Honghu Lake, Hubei Province. The project adopted a comprehensive NbS approach, including the removal of invasive species, restoration of native ecosystem structures, phased ecological rehabilitation, and the reintroduction of indigenous species, aiming to reconstruct resilient and self-sustaining native ecosystems and to explore a new approach for freshwater wetland restoration.

Water ecosystem monitoring at Humble Administrator's Garden

Restored freshwater wetland sites
9

Government Cooperation

As a member of World Natural Heritage Application Committee for the Migratory Bird Sanctuaries along the Coast of the Yellow Sea — Bohai Gulf of China, we successfully facilitated the inclusion of five nominated sites from the Migratory Bird Sanctuaries along the Coast of the Yellow Sea — Bohai Gulf of China (Phase II) into the UNESCO World Heritage List.

Additionally, we participated as an observer organization in the fourth steering committee meeting of the UNDP-GEF Flyway Project: China Migratory Bird Conservation Network, led by the Academy of Forest Inventory and Planning under the National Forestry and Grassland Administration. In collaboration with the Beijing Municipal Forestry and Parks Bureau, we organized the 2024 Beijing Bird-Loving Week campaign, joining forces with 13 institutions to release a "Joint Initiative for Birding and Bird Conservation".

Screenshot of the Heritage List web page

Cross-border Bird Banding: The Remarkable Journey of a Bird and Its Scientific Significance

The collaborative banding of this bird by researchers from two countries vividly exemplifies how birds connect the world and migratory bird conservation brings people together

On May 9, 2024, researchers from the Dandong Shorebird Research Institute captured a Bar-tailed Godwit (*Limosa lapponica*) on the shores of Dandong. The bird wore a New Zealand metal band (Y-11436) on its left leg and a faded, slightly weathered white coded flag (BEA) on its right leg. This discovery — a New Zealand-banded bird found in China — is what scientists call a "recapturing" in bird banding research.

After collecting the bird's biometric data, researchers noted that its original white leg flag had severely faded and deteriorated, making both its color and code illegible. They carefully removed the worn flag and replaced it with a new one from the Yalu River Estuary banding program, marked with the code E20. This simple procedure transformed the Bar-tailed Godwit into an international traveler bearing dual identifiers, featuring a New Zealand metal band on its left leg and a Chinese color flag (E20) on its right leg. This unique green-and-orange flag combination clearly indicates that the bird was banded at China's Yalu River Estuary in Dandong. The code E20 functions as the bird's "ID card". The systematic recording of flagged birds across different locations enables researchers to map their complete migration routes. Scientific bird banding serves as a crucial tool for studying avian migration patterns.

The banded godwit (E20) was observed and documented six months after its release at South Beach in Christchurch, New Zealand, by a local observer named Ellen. This confirmed that the bird had successfully completed its annual migration, and safely returned to New Zealand. Researchers inferred that after departing Dandong, it likely flew to breeding grounds in Alaska, where it may have nested. Around September, it embarked on the trans-Pacific flight of more than 10,000 km journey across the open ocean before finally reaching New Zealand. The researchers in China and New Zealand jointly witnessed the annual migratory journey of the bird. The shared banding informations of the bird between Chinese and New Zealand researchers vividly exemplifies how birds connect the world and migratory bird conservation brings people together. In next May, the Chinese researchers will again stay at the Yalu River Estuary, quietly waiting and hoping for E20's return.

Funded by the Free Flying Wings project, two consecutive rounds of bird banding were conducted in 2024, capturing and marking a total of 222 individual waterbirds of 23 different species. Each individual was fitted with a standard metal leg band, while nearly half of these individuals were also equipped with colored leg flags. Additionally, 23 specialized tracking devices were deployed on selected species of particular research interest.

Metal leg bands are the foundation of bird banding, while color flags are added to facilitate field observation and identification. This is why some birds wear both. Thanks to bird banding, humanity's understanding of bird migration has deepened significantly over the past century. As science advances, researchers continue to develop more practical technologies for studying bird migration. Nevertheless, banding remains the fundamental method in this field.

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Conserving the Sanjiangyuan Region

The Sanjiangyuan Region, located in the hinterland of the Qinghai-Xizang Plateau, is the origin of the Yangtze River, the Yellow River, and the Lancang 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 humans and nature in the Sanjiangyuan Region, and protect China's unique plateau ecosystem and the water source of 700 million people.

Project Outcomes in 2024

Newly supported projects
8

Investment
RMB **1.17** million

Completion of projects promised
4

Key Progress in 2024

Demonstration of Waste Investigation, Recycling, and Sewage Treatment in the Yangtze River Source Region

The project team (Green River) conducted an in-depth investigation and analysis of the waste management situation in Tanggulashan Town, Qinghai Province. Based on their findings, they proposed and implemented the "Tanggulashan Town Joint Waste Collection and Management Execution Plan." By December 2024, 50 businesses had been incorporated into the joint waste collection and management system. A full cycle of joint waste collection and management is completed every three days across all participating businesses. The project established a sustainable waste management model for Tanggulashan Town and areas along the Qinghai-Xizang Highway in the Yangtze River source region.

Businesses under joint waste collection and management system
50

The Yangtze River Source Region project team is sorting wastes

Young Environmentalists Development Program

Launched in February 2024 with the support of the Conserving the Sanjiangyuan Region project, the Young Environmentalists Development program recruited young environmentalists, visited communities for exchange activities, and completed the selection and training of 15 young environmental leaders in the Sanjiangyuan Region. Through a rigorous evaluation process, three young environmentalists were selected for long-term cultivation. The program has played an active role in advancing community-based environmental protection in the Sanjiangyuan Region.

Young environmental leaders selected
15

Young environmentalists selected for long-term cultivation
3

Sanjiangyuan Public Lecture series activities

Progress of Sanjiangyuan Grassland Conservation Project

Since its initiation in 2021, the Conserving the Sanjiangyuan Region project has achieved remarkable progress in addressing grassland desertification. Between 2021 and 2024, the project team mobilized local communities to carry out ecological restoration on 63.33 hectares of degraded grassland in Zoige County. It has effectively mitigated soil erosion in Zoige of the Yellow River Basin, while enhancing critical ecosystem services including water conservation, carbon sequestration, and biodiversity maintenance. Through these collective ecological restoration activities, the project has raised local herders' environmental awareness and achieved its goal of equipping them with knowledge and skills in ecological restoration. The project's case studies have also facilitated environmental education for the public through various channels, including public sharing sessions and video dissemination. Additionally, the project team has assisted and participated in research conducted by four master's, doctoral, and postdoctoral researchers, resulting in the joint publication of four SCI-indexed papers.

In 2024, the Conserving the Sanjiangyuan Region project continued its efforts on species protection, water source conservation, grassland management, and community capacity building. In the meanwhile, the project further strengthened the "Conservation Network" in the Sanjiangyuan Region through multiple approaches. It partnered with local organizations to enhance brand communication and fundraising efforts, deepened collaboration with government agencies on conserving the Sanjiangyuan Region, and explored sustainable development models that integrate public welfare and businesses. In addition, it has established connections with government bodies, the public, businesses, and nonprofit organizations to mobilize additional resources, forming a coordinated conservation force and sustaining the positive role of public welfare initiatives in protecting the Sanjiangyuan Region.

Community-based ecological restoration
63.33 ha.

Co-published SCI-indexed papers
4

The project team and community herders cooperated in grassland ecological restoration

His Zero-Waste Life at the Source of the Lancang River

He translates his knowledge into practice, contributing more efficiently to environmental protection in the Sanjiangyuan Region

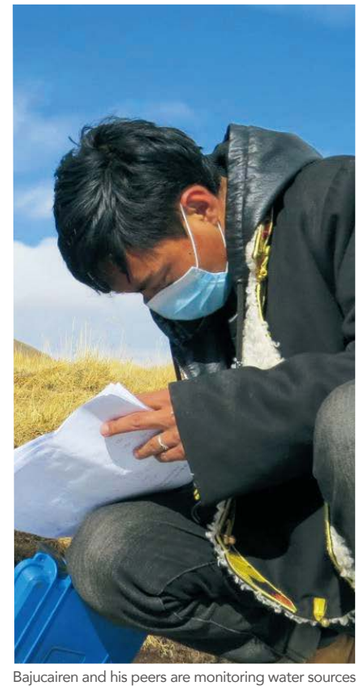
The Sanjiangyuan Young Environmental Leaders Development program aims to foster local environmental leaders, in an effort to facilitate rural revitalization in the Sanjiangyuan Region under the guidance of local government. It's hoped that these environmental leaders will grow into an important driving force for community-based conservation and rural revitalization in the region.

Bajiucairen was selected through the Young Environmentalists Development program in 2024 following the team's screening and interview processes. After nearly a year of study and training, he has gained a deeper understanding of the importance and urgency of environmental protection, and has come to realize that everyone can contribute to environmental conservation.

Bajucairen stated that local herders are key environmental protectors in the Sanjiangyuan Region. As guardians of the ecosystem, they are familiar with the local environment, enabling them to promptly identify and address environmental issues. They also serve as communicators of conservation values, sharing indigenous ecological knowledge and environmental protection concepts with others through both instruction and personal example.

For Bajucairen, the most significant gains from the training program lie in acquiring practical environmental knowledge and skills. For instance, he has learned about the latest ecological restoration technologies and scientific wildlife protection methods. It allows him to effectively apply what he has learned in practice, enabling more impactful participation in the environmental conservation efforts and contributing his wisdom and strength to protecting this beautiful land.

Additionally, he has mastered environmental protection publicity techniques, which will help him more effectively communicate conservation concepts to those around him and inspire broader participation in environmental actions. The training has also connected him with many like-minded peers, creating opportunities for experience exchange, mutual growth, and collaborative efforts in conserving the Sanjiangyuan Region.



Bajucairen and his peers are monitoring water sources

Noah's Ark

The Noah's Ark project is committed to the bioditversity 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 in the mountainous regions of Southwest China. It also seeks to facilitate 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 Outcomes in 2024

Asian elephant habitats restored
26.33 ha.

Green peafowl food source area constructed
3.33 ha.

Food plant seedbed for Yunnan snub-nosed monkeys
500 m^2

Public events participated/organized
23

Biodiversity protection documents developed
3

Wildlife Protection in Laojun Mountain, Lijiang

Second Phase Summary Report (2020-2024) on SEE Noah's Ark Project

Congratulations on Reconnecting with Nature

Key Progress in 2024

Asian Elephant Conservation

In 2024, the project completed final acceptance inspections for the Asian elephant corridor restoration in Liangshuiqing and Dalanba Villages, successfully rehabilitating 26.33 hectares of Asian elephant habitat. At the Asian elephant habitat and corridor restoration site in Mengla County, the project selected economically valuable and widely used plant species native to tropical rainforests, and built an environmentally friendly rubber plantation test and demonstration base with an area of 77.67 hectares. Through six infrared monitoring cameras deployed at various observation points, the project has recorded multiple Asian elephant activities and provided early warning alerts to local villagers.

Construction of environmentally friendly rubber plantation test and demonstration base
77.67 ha.

Infrared monitoring cameras
6

Project experts conduct on-site assessment

Green Peafowl Conservation

To protect green peafowl, the project has been establishing small food source zones between existing green peafowl habitats since 2023. These zones serve as "stepping stones" to connect corridors for green peafowl. Meanwhile, the project has explored long-term conservation mechanisms to enhance genetic exchange and support the recovery of the entire green peafowl population.

In 2024, the project completed land preparation and planted food sources across 3.33 hectares of designated zones, conducted follow-up visits to the co-management zone in the Yaocun Village green peafowl habitat, which was transferred to local forestry authorities in 2023, and continued regular conservation activities including patrols, water replenishment, and supplementary feeding. As a result, the green peafowl population has grown from 17-22 individuals in 2018 to 83-86 in 2024, representing a nearly fourfold increase.

Number of green peafowl increased by
≈4 times

The food source of green peafowl — pea seedlings

Conservation of Yunnan Snub-Nosed Monkeys

The project continues patrolling and monitoring for the central population of Yunnan snub-nosed monkeys in the Jinsichang and Dapingzi areas of Laojun Mountain, where approximately 350 individuals currently reside. At Xiangguqing in Tacheng, Baima Snow Mountain, the project has established a 500-square-meter nursery for cultivating food plants for Yunnan snub-nosed monkeys. This nursery serves as a seedling reserve for future habitat corridor restoration efforts. Additionally, the project has provided funding for the Shangri-La Weixi Yunnan Snub-Nosed Monkey Conservation Association to launch the first phase of the Xiangguqing Nature Education Training Program. The program aims to enhance the understanding and interpretation skills regarding the local natural environment and the ecological value of Yunnan snub-nosed monkeys among frontline staff of Baima Snow Mountain Nature Reserve, field patrolmen, and employees of the local Yunnan Snub-Nosed Monkey National Park.

Inauguration ceremony of the food plant nursery base

Yunnan Snub-Nosed Monkeys protected
≈350

Conserving the Xinzhu Botanical Garden of the Hengduan Mountains

In 2024, the project continued to advance the establishment of a community-involved in-depth ecological restoration and conservation model for the Xinzhu Botanical Garden. In June, the unveiling ceremony of the Xinzhu Botanical Garden of Hengduan Mountains was held in Xinzhu Village, Lijiang. The project mobilized over 950 households from 21 village groups to clean up and dredge five streams in the village. One village group was encouraged to vacate an abandoned old house to serve as an ecological restoration workstation. Additionally, efforts were made to maintain 12 seedling acclimatization plots, construct an ecological trail to a mountain waterfall, and organize two training sessions on homestay operations for villagers and one course on preserving the Dongba cultural heritage.

Continued maintenance of seedling acclimatization plot
12

Villagers in front of the monument at the Xinzhu Botanical Garden

PU Zongxin's journey to protect Asian elephants

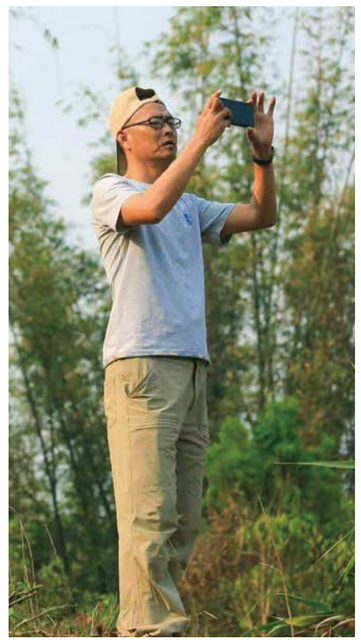
Elephants are intelligent creatures — they have emotions and long memories. Only when villagers truly understand them can we achieve true harmony between humans and elephants

Deep in the forests of Meng's Township, Menghai County, Xishuangbanna Prefecture, PU Zongxin has lived alongside Asian elephants for nearly a decade. As a practitioner of Asian elephant habitat restoration and early warning and monitoring, his story goes beyond harmony between man and nature — it is a journey of courage, perseverance, and wisdom.

In 2015, after witnessing the death of an elephant, PU Zongxin — who had worked as a forest ranger for a decade — started to dedicate himself to restoring Asian elephant habitats and establishing early warning systems to mitigate human-elephant conflicts. In partnership with the SEE Noah's Ark project, he began tracking elephant movement patterns. By 2016, following the installation of drone monitoring equipment, the Asian Elephant Monitoring Center was set up, equipped with infrared cameras and weather stations to observe elephant activities in real time.

Through the joint efforts of Pu Zongxin and the project team, 69.53 hectares of habitat have been restored to date. They planted over 806,000 elephant-friendly plants, including banana trees (*Musa basjoo*), elephant grass (*Pennisetum purpureum Schumach*), and reed bamboo (*Thysanolaena latifolia*). The deployed monitoring devices captured 19,000 wildlife photos and 843 vegetation change records, while analyzing 50 mineral lick samples. These datasets provide invaluable insights into elephant behavior, enabling the team to issue timely warnings to local villagers, which has significantly reduced human-elephant conflicts.

Pu Zongxin is deeply aware that protecting Asian elephants went beyond technical solutions — it requires community engagement and public education. He regularly visited local villages, teaching residents about elephant behavior and how to avoid direct conflicts. "Elephants are intelligent creatures," he often said. "They have emotions and long memories. Only by helping villagers truly understand them can we achieve true harmony between humans and elephants."



Saving the Smile of the Yangtze River

The Saving the Smile of the Yangtze River project aims to enhance the participation and effectiveness of actions of social organizations in rescuing the finless porpoise (*Neophocaena phocaenoides*) in the Yangtze River, 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 in the Yangtze River, and ultimately achieve the beautiful vision of restoring their population and stabilizing the healthy development of the Yangtze River ecosystem. It currently covers three major brand projects: "Assistant Patrol", "Finless Porpoise and Love: Dissemination Project", and "Finless Porpoise Jumps Out of the Water: Scientific Popularization and Research Project", all implemented by the Changjiang Conservation Foundation (CCF) in Hubei Province.

© YU Huigong

Project Outcomes in 2024

Training of leaders for Fishery Administration Assistant Patrol Teams in the Yangtze River Basin

603

Patrol assistants' participation in the synchronous population monitoring survey of the Yangtze River finless porpoise

4 surveys engaging

320 patrolmen

The most beautiful Yangtze River assistant patrolmen

102

Key Progress in 2024

Further Enhancement of Assistant Patrolmen's Professional Skills

The project conducted five training sessions for key personnel of the Fishery Administration Assistant Patrol Teams in the Yangtze River Basin, engaging 603 key personnel participating on site. Such training sessions reached over 1,000 online attendees via live-streaming, significantly expanding its impact. Additionally, each qualified assistant patrolman received a "Field Support Kit" containing binoculars, first-aid supplies, and other essentials, providing comprehensive support to strengthen the frontline aquatic conservation team along the Yangtze River.

Since 2021, the project has organized 12 such training sessions in locations including Wuhan and Yichang (Hubei), Suzhou (Jiangsu), Yibin (Sichuan), Anqing (Anhui), Yongxiu, Poyang and Nanchang (Jiangxi), Hanzhong (Shaanxi), and Yushu (Qinghai). These efforts have equipped over 1,800 assistant patrolmen with specialized skills training, accident insurance coverage, and field gear (e.g., binoculars, rescue ropes, etc.). Furthermore, the project facilitates exchanges among fishery administration assistant patrol teams from 15 provinces, in a bid to aid fishery authorities in sustaining and reinforcing the decade-long fishing ban to conserve the Yangtze River.

Training sessions for assistant patrol team leaders

5

Assistant patrolmen supported

1,800+

Training of leaders for Fishery Administration Assistant Patrol Teams in the Yangtze River Basin

Synchronized Population Monitoring of Yangtze Finless Porpoise

The successful implementation of the synchronized monitoring has provided crucial scientific support for understanding population dynamics and advancing refined and high-quality conservation efforts for the finless porpoise. Between March and November, four synchronized population monitoring surveys were conducted for the Yangtze finless porpoise. Each survey involved approximately 80 trained assistant patrolmen who conducted field observations while collecting data with the Patrol Assistance App. The surveys covered a 480-kilometer stretch or 50%-60% of the Yangtze's main stream, including key sections in Anhui and Nanjing. Through these efforts, researchers documented approximately 300 finless porpoises and accumulated substantial baseline ecological data critical for the species' protection.

Coverage of the river's main stream

50%~60%

"Finless Porpoise and Love — Dissemination Project" Honored As One of the Top 10 Cases of Public Engagement in the 2024 "Beautiful China, I'm a Participant" Campaign

During the celebrations of the World Environment Day on June 5, the Ministry of Ecology and Environment and the Social Work Department of the CPC Central Committee jointly announced the winners of exemplary cases in the 2024 "Beautiful China, I'm a Participant" Campaign. The "Finless Porpoise and Love — Dissemination Project" was honored as one of the Top 10 Cases of Public Engagement. Centered on the Yangtze River conservation and using the finless porpoise as a symbolic ambassador, the project has provided small grants to foster cultural creativity, established a new model for community involvement in conserving the Yangtze River, and contributed to the development of beautiful China. Based on institutional innovation, the project has adopted a new model featuring joint creation, collaborative development, and shared benefits. It has invested nearly RMB 10 million in public welfare funding, empowering over 80 civil society organizations throughout the Yangtze River basin to implement more than 100 programs, including finless porpoise photographic documentation programs, the development of creative cultural products, and scientific research. Additionally, the project has organized over 1,000 nature education activities, engaging more than 500,000 people.

Public engagement

500,000+

A Lifelong Dream: Guardian Angel of the Yangtze River

ZHANG Minghao still waits for that day when he might once again encounter the Baiji dolphin (*Lipotes vexillifer*) in the Yangtze River — a hope we all share

His journey began in 1986 along the Tongling section of the Yangtze River. The 17-year-old ZHANG Minghao witnessed a Baiji dolphin leap from the water for the first time in his life while working at the Baiji dolphin sanctuary. Following his parents to support the economic development in the strategic rear area of China, ZHANG spent his adolescence on fishing boats and was intimately involved in the Baiji dolphins' relocation and conservation efforts.

Three decades later in 2018, 49-year-old ZHANG Minghao and ecophotographer JIAO Shaowen captured what appeared to be Baiji dolphin footage along the riverbanks. Though the grainy, distant images made definitive identification impossible, they compelled ZHANG to travel to Wuhan to seek expert verification. The photographs eventually reached the International Whaling Commission meeting where Chinese scientists persuaded international experts to reclassify the Baiji dolphin's status from "functionally extinct" to "extinct". This scientific confirmation lent profound ecological urgency to ZHANG's quest.

That same May, with the help of the Saving the Smile of the Yangtze River project (funded by the Tencent Foundation), ZHANG founded the Finless Porpoise Conservation Association. Today, a faded group photo shot in the sanctuary hangs beside the association's blue emblem — two symbols of protection spanning thirty years, united on one wall.

Established in 2020, the Yangtze Fishing Ban Assistant Patrol Team has assisted the fishery authorities in conducting law enforcement patrols, conservation monitoring, and regulatory publicity campaigns. Their work has been instrumental in ensuring the effective enforcement of the fishing ban throughout the "last mile". At 51 years old, ZHANG Minghao joined the team as "Patrolman No. 21". Over three years of service, he participated in more than 300 patrol operations and helped confiscate over 400 illegal fishing devices. During the synchronized survey of the Yangtze finless porpoise in 2023, ZHANG worked alongside photographers to document extensive porpoise activities, capturing precious footage of these endangered creatures.

With support from foundations, the team installed high-altitude monitoring cameras along the Tongling River section, maintaining constant vigilance for any possible sighting of the Baiji dolphin. He also set up a Fishermen's Service Center to display traditional fishing gear and a nonprofit fish release station to promote sustainable restocking practices, in a bid to transform fading fishing traditions into new ecological initiatives.

To this day, after having dedicated half of his life to conserving the Yangtze River, ZHANG maintains his daily ritual of reviewing monitoring footage. "I believe the Goddess of the Yangtze will return," he says with quiet conviction. In every ripple made by the playful finless porpoises, ZHANG sees the hope for the return of the Baiji dolphin.

Endangered Species Conservation

Aligned with China's biodiversity conservation objectives through the year 2035, the project brings together government agencies, businesses, and the public to implement comprehensive conservation initiatives to protect China's 50 most critically endangered wildlife species and their habitats. We employ a dual approach combining in-situ and ex-situ conservation strategies tailored to each species' threat level, supported by monitoring and patrol, scientific research, and nature education.

© SHEN Jianhua

Project Outcomes in 2024

Number of new species protected

5

- Bengal slow loris *(Nycticebus bengalensis)*
- White-cheeked macaque *(Macaca leucogenys)*
- Myanmar snub-nosed monkey *(Rhinopithecus strykeri)*
- Giant panda *(Ailuropoda melanoleuca)*
- Arunachal macaque *(Macaca munzala)*

Number of species continued to be protected

10

- Lesser slow loris *(Nycticebus pygmaeus)*
- Garnet minnow *(Aphyocypris lini)*
- Grey snub-nosed monkey *(Rhinopithecus brelichi)*
- Leishan moustache toad *(Xenophrys leishanensis)*
- Hainan gibbon *(Nomascus hainanus)*
- Wushan salamander *(Liua shihi)*
- Nepal gray langur *(Semnopithecus schistaceus)*
- Rhododendron *(Rhododendron L.)*
- Indochinese gray langur *(Trachypithecus crepusculus)*
- Thuja *(Thuja sutchuenensis)*

Number of newly discovered distribution sites of lesser slow loris

62

Number of laboratory-bred garnet minnow individuals

38

Number of field rangers provided with accident insurance

645 (564 male, 81 female)

Number of bilingual research report published

1

A Stocktaking Report on Other Effective Area-Based Conservation Measures in China (Chinese and English Versions)

Key Progress in 2024

Artificial Breeding of Garnet Minnow

In 2024, the project supported the groundbreaking research on the first artificial breeding of garnet minnow (*Aphyocypris lini*) in China, a species once declared extinct in the wild (EW). Through field surveys, researchers obtained 37 parent fish individuals of garnet minnow as the parent population and attempted artificial breeding experiments under two environments: indoor laboratory and outdoor breeding pond simulating habitat in the wild. The efforts bore fruits as 38 garnet minnows were successfully bred under indoor laboratory environment, while the population bred in the outdoor pond saw an increase from 21 to at least 63. This project resolved the crucial issue regarding breeding stock for future conservation and potential release of garnet minnow back to the wild.

Number of wild garnet minnow obtained as parent population

37

Number of laboratory-bred individuals

38

Increase in population bred in pond simulating habitat in the wild

42+

Outdoor breeding pond for garnet minnow simulating habitat in the wild

Endangered Species Surveys and Monitoring

In 2024, the project continued to advance protection programs for 10 of China's endangered species, such as lesser slow loris (*Nycticebus pygmaeus*) and Leishan moustache toad (*Xenophrys leishanensis*) by facilitating scientific surveys and monitoring. At Nonggang National Nature Reserve of Guangxi Province, the project enhanced the capacity of patrol teams in the nature reserve and surrounding communities and conducted loris population surveys. A total of 62 new lesser slow loris distribution sites were identified, expanding the species' known range in China from Yunnan Province to Guangxi Province. At Fanjing Mountain and Yangxi Town of Guizhou Provicne, the project carried out habitat surveys of grey snub-nosed monkeys (*Rhinopithecus brelichi*), assessing the scope of their potential habitats and dispersal corridors. At the Bawangling District of Hainan Tropical Rainforest National Park, the project supported the establishment of a scientific monitoring system for the critically endangered (CR) Hainan gibbons (*Nomascus hainanus*). At Leigong Mountain in Guizhou Province, the project completed investigations into the population distribution and home range of the endangered Leishan mustache toad, an amphibian species with an extremely limited distribution. The project provided critical scientific support for the conservation of these threatened species.

Newly discovered distribution sites of lesser slow loris

62

Capacity building on nighttime monitoring of loris at Nonggang National Nature Reserve, Guangxi Province

Field population survey of Leishan moustache toad

Primate Kingdom Conservation Initiative

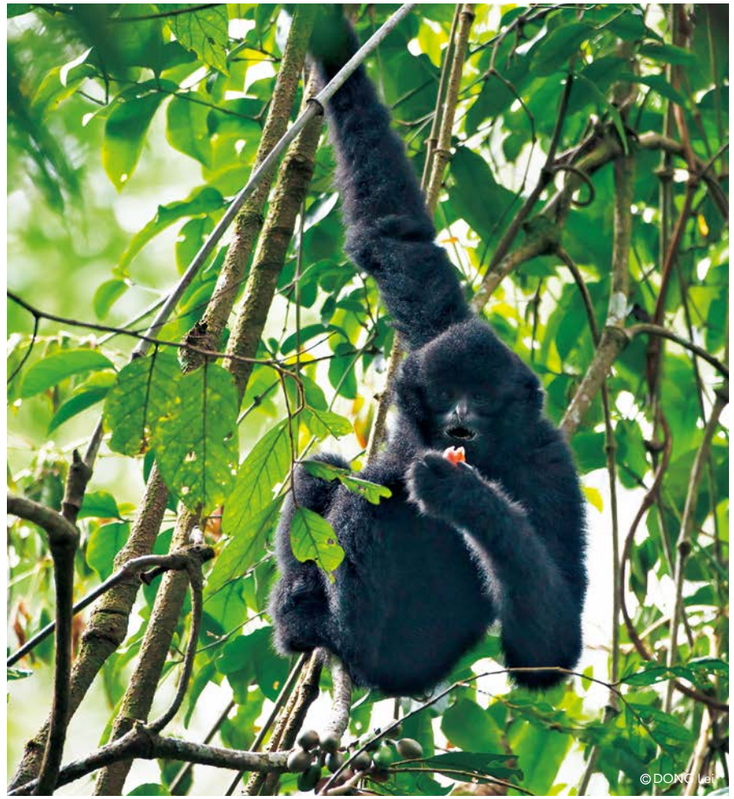
In 2024, the Endangered Species Conservation Project focused on protecting the 28 native primate species in China. The SEE Foundation participated in the annual academic conference of China Primatological Society. At the conference, we shared the project's past progresses on primate conservation and future funding plans for primate conservation projects. In August 2024, SEE Foundation launched our first call for proposals under the "Primate Kingdom Conservation Initiative", and funded the first batch of 10 selected primate conservation projects. These projects cover direct protection and field survey activities for 8 primate species, including western black crested gibbon (*Nomascus concolor*), Myanmar snub-nosed monkey (*Rhinopithecus strykeri*), Indochinese gray langur (*Trachypithecus crepusculus*), among others. The Primate Kingdom Conservation Initiative also supported public education programs on primate conservation, collection of primate species' video and images, and the development of a standardized primate monitoring protocol in China.

Number of new primate conservation projects supported

10

Number of primate species protected

8



Critically endangered species Western black-crested gibbon

Protected Area Management and Capacity Building

The project works in close collaboration with protected area management agencies and research institutions to enhance conservation capabilities across China. It has developed specialized training courses to build professional capacity among protected area staff, and established at least 10 pilot sites to pilot and demonstrate protected area management models. It also explored other methods to promote biodiversity conservation and management.

© Xinlong Protected Area

Project Outcomes in 2024

New protected areas

2

(Chenhu in Wuhan, Hubei and Zongxixi in Sichuan)

Total protected area

62,000 ha.

Protected areas patrolled:

2,888 person times

Patrol mileage:

12,842 km

Poaching equipment seized

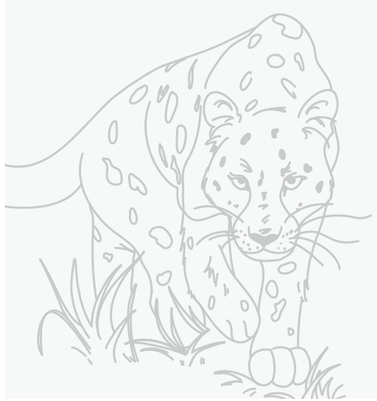
307

Infrared cameras installed

639

Valid infrared images obtained

115,648



Key Progress in 2024

Alliance of the Civil ProtectedAreas and OECMs

The Alliance of Civil Protected Areas continues its operations by maintaining its dedicated website and organizing related activities. Concurrently, the OECMs (Other Effective Area-based Conservation Measures) website has taken shape. In collaboration with project partners, it has produced the *A Stocktaking Report on Other Effective Area-Based Conservation Measures in China* (available in both Chinese and English), which was unveiled at the 8th IUCN Asia Regional Conservation Forum (RCF). Additionally, a preliminary OECMs identification and assessment toolkit for China has been finalized.

The 8th IUCN Asia Regional Conservation Forum

Furthermore, during the Forum, the SEE Foundation co-hosted a side event titled "OECMs in China and Asia — Developments, Experiences and Societal Participation" with multiple domestic and international partners. The event attracted nearly 200 participants, including representatives from China, Japan, South Korea, India, Thailand, Vietnam, and Cambodia, as well as delegates from IUCN headquarters, the Asia Regional Committee, and the Asia Regional Office.

Launch of the Lush Mountains Initiative: Urban Forests

This project is jointly launched by Meituan's Lush Mountains Initiative and the SEE Foundation, along with other nonprofit organizations. It's dedicated to promoting urban biodiversity conservation and zero-waste advocacy through habitat restoration and enhancement, installation of zero-waste guides and recreational facilities, and nature education programs. It aims to create harmonious urban spaces where humans and nature thrive together.

Modular design proposal for the Warbler House and the Nature Trail at Wenyuhe Park

In 2024, pilot collaborative projects were launched at Nanjing Hongshan Forest Zoo and Beijing Wenyuhe Park. At Nanjing Hongshan Forest Zoo, over 100 native plant species were planted in five areas, namely the biodiversity conservation zone along the eastern and southern shores of Beimen Lake (lit. *North Gate Lake*), the Animal Paradise slope, the stone statue of the Monkey Mountain, and the meerkat lawn. These efforts aim to facilitate the development of a naturally evolving ecological community that follows objective laws of nature, which will gradually form a self-sustaining ecosystem with healthy and efficient material cycling mechanisms. Additionally, the project created diversified microhabitats with narrow crevices and shelters specifically designed for the Ningbo skink (*Scincella modesta*), optimizing its ecological functions within the ecosystem.

At Wenyuhe Park, modular designs have been implemented in two areas, namely the Warbler House and the Nature Trail. The preliminary designs for the two areas have now reached multi-stakeholder consensus, with detailed design work in progress.

Ecological Restoration in Southwest China

The project is implemented in the mountainous regions of southwest China, a critical region for the nation's biodiversity protection and ecological security. Through selective thinning of secondary bamboo groves and shrublands that became too dense for forest renewal, coupled with the planting of native tree species, the project aims at rebuilding a healthy ecosystem structure in historically degraded forests and reviving habitats for wildlife species such as giant panda. Meanwhile, the project has also established a public participation platform to engage the public in ecological rehabilitation projects. We encourage active citizen involvement in ecological restoration to promote sustained environmental improvement.

Project Outcomes in 2024

Number of trees planted for forest ecological restoration

937,000

Area of restoration projects

746 ha.

Locations where new trees were planted

Yuexi County, Liangshan Yi Autonomous Prefecture, Sichuan Province; Hongya County, Meishan City, Sichuan Province; Yingjing County, Ya'an City, Sichuan Province; Kaizhou District, Chongqing City

Tree species planted

Fir (*Abies* M.), maple (*Acer* L.), birch (*Betula* L.), Armand pine (*Pinus armandii*)

Number of trees passing first-year survival rate assessment

550,000

Area of projects passing first-year survival rate assessment

506.07 ha.

Tree species planted

Fir, maple, birch, Armand pine

Survival rate

90%+

Locations where projects passed first-year survival rate assessment

Yuexi County and Jinyang County in Liangshan Yi Autonomous Prefecture, and Hongya County in Meishan City, Sichuan Province

Number of trees passing third-year preservation rate assessment

8,000

Area of project passing third-year preservation rate assessment

10 ha.

Preservation rate

90%+

Tree species planted

Maple, birch, cycad (*Quercus glauca*), lithophylla (*Lithocarpus* B.), etc.

Location where projects passed three-year preservation rate assessment

Yingjing County, Ya'an City, Sichuan Province

Number of trees planted for tea garden ecological improvement

10,000

Tree species planted

Aromatic Litsea (*Litsea pungens*), Chinese flame tree (*Koelreuteria bipinnata*), Cerasus (*Cerasus* M.)

Area of tea garden ecological improvement project

66.67 ha.

Location of tea garden ecological improvement project

Fuding City, Ningde City, Fujian Province

Key Progress in 2024

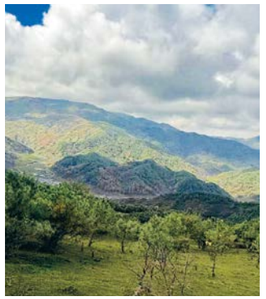
Advancement of Post-afforestation Project Management

In 2024, apart from newly initiated projects, the Ecological Restoration in Southwest China project continued its management and follow-up of established restoration projects. These ecological restoration projects combined cover an area of 655.47 hectares with 680,000 trees planted. We followed up on the projects' post-planting management measures such as replanting, nurturing, protection and patrol, and examined the ecological effectiveness of the established projects through scientific monitoring. Notably, in 2024, the 10-hectare Niba Mountain Corridor Giant Panda Habitat Restoration Project, established in Yingjing County, Ya'an City three years ago, passed the third-year preservation rate assessment implemented by third party agents, which marked the successful completion of the project.

Additionally, restoration projects in Hongya County, Meishan City and Yuexi and Jinyang Counties, Liangshan Yi Autonomous Prefecture, involving 550,000 newly planted trees, passed the first-year survival rate assessment conducted by third-party agents and successfully entered the next phase of post-planting mangement.

Area of ecological restoration projects under post-planting management

655.47 ha.



Restoration site in Liangshan Yi Autonomous Prefecture

Ethnic minority Yi villager participating in the restoration project

Vegetation monitoring of the Niba Mountain Corridor Giant Panda Habitat Restoration Project

Sampling plot for assessing the survival rate of restoration projects

08

MARINE CONSERVATION

United Nations Sustainable Development Goals

Blue Sea Elves

Protection of Marine Flagship Species

The Blue Sea Elves project helps realize the Kunming Declaration by protecting marine flagship species such as sea turtles, Chinese white dolphins and Bryde's whales. 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.

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Project Outcomes in 2024

Patrols of sea turtle spawning grounds
354

Reports/manuals released
2
Population Survival and Protection Report for Spotted Seal (Phoca Largha) in China and *Weizhou Island Bryde's Whale Watching Handbook*

Bryde's whales protected
≈70

Chinese white dolphin public education base
1

Science popularization activities
29

Key Progress in 2024

Continued Efforts to Safeguard China's Largest Sea Turtle Spawning Ground

The project continues its partnership with the Sansha Marine Protected Area Authority to protect sea turtle spawning grounds across the Xisha Islands. In 2024, 354 patrols were conducted across critical spawning islands, along with infrared camera monitoring to support their safe return to the ocean. On significant occasions like World Sea Turtle Day, the project cooperated with multiple stakeholders to organize public education programs, including beach cleanups, sea turtle rescue operations, science lectures, and sea turtle releases, in a bid to raise public awareness about conserving endangered sea turtles. The project continues to advance the research and development of China's domestic sea turtle satellite tracker, with current optimization efforts focused on data processing, waterproof performance, production process, and device installation.

Regular patrols conducted
354

Continued efforts to safeguard China's largest sea turtle spawning ground

Traces of sea turtles coming ashore to lay eggs

Guarding the Bryde's Whales and Their Habitats

In 2024, the project continued its monitoring efforts during Bryde's whales' seasonal visits to the waters around Weizhou Island, while conducting comprehensive analyses of individual whale identification, population size, distribution patterns, and influencing factors. Additionally, multi-faceted public outreach initiatives were implemented to promote responsible whale watching practices among the public. To this end, the project produced the Bryde's Whale Conservation Documentary, published the *Weizhou Island Bryde's Whale Watching Handbook* (with separate editions for tourists and boat captains) in collaboration with Weizhou Island Administration Committee and Nanjing Normal University, and partnered with CCTV's Ecological China program to raise awareness of Bryde's whale conservation by showcasing the beauty of these whales — the only large cetaceans that can be observed in China's coastal waters.

Guarding the Bryde's Whales and Their Habitats

Release of the *Population Survival and Protection Report for Spotted Seal (Phoca Largha) in China*

During the 2024 World Ocean Week in Xiamen, the SEE Foundation and the First Institute of Oceanography, Ministry of Natural Resources jointly released the *Population Survival and Protection Report for Spotted Seal (Phoca Largha) in China*. As the inaugural publication in SEE's marine species population report series, the report reveals about 70% conservation gap for spotted seals in the Bohai and the Yellow Sea regions. Globally, there exists over 90% conservation gap for spotted seal habitats under current and projected climate scenarios. The report calls for enhanced management of key habitats to protect this rare marine species.

Spotted seal

The Devoted Followers of Bryde's Whales

Both the public and the whale-watching boat captains have increasingly embraced scientific whale observation practices — a development crucial for building local conservation capacity.

Professor CHEN Bingyao, a cetacean expert from Nanjing Normal University, has dedicated himself to the study of the ecology, toxicology, and conservation biology of marine mammals like finless porpoises and Chinese white dolphins since 2004. In 2018, Professor CHEN discovered a resident group of Bryde's whales near Weizhou Island. This represented China's first documented coastal large whale population since the 1980s, carrying immense scientific and ecological significance. These Bryde's whales reliably return to the surrounding waters of Weizhou Island every winter and spring. Therefore, Professor CHEN and his research team have faithfully followed the migratory patterns of Bryde's whales, returning to the island year after year to monitor this vulnerable population.

Based on the study into the endangered Bryde's whales and other cetaceans, Professor CHEN's team has identified fisheries and habitat alteration as the most significant threats to whale survival following the era of commercial whaling. Trawling and light-luring fishing methods have substantially depleted prey fish stocks in Weizhou Island waters, creating resource competition between fisheries and Bryde's whales. With the rapid growth of whale tourism since 2018, problems such as the excessive and disorganized tourist vessels, uncivilized behaviors of tourists and whale watchers, haphazard boat operations, and boat safety issues have posed potential threats to the security and behavior of Bryde's whales. With the combined pressures of commercial fishing and intensive whale-watching activities, the long-term survival of Bryde's whale population at Weizhou Island remains precarious.

In response to challenges including limited research data, lack of awareness among local communities, and disturbances from fisheries/unscientific whale watching, the SEE Foundation has partnered with the Weizhou Island Administration Committee and Professor CHEN's team since 2022 to jointly promote the conversation of Bryde's whale at Weizhou Island. Together, they have conducted population surveys of Bryde's whales, developed science education programs, carried out community questionnaires and interviews, produced and released a Bryde's whale conservation documentary, published the *Weizhou Island Bryde's Whale Watching Handbook* (with separate editions for tourists and boat captains), and trained whale watching operators. Additionally, they have visited local administrations to identify current protection challenges and submitted data-driven policy recommendations.

In implementation, Professor CHEN noted with satisfaction that the local community's understanding of Bryde's whales has gradually deepened. Both the public and the whale-watching boat captains have increasingly accepted scientific whale observation practices, which are vital for building local conservation capacity.

Cerulean Sea Initiative

Key Marine Ecosystem Conservation

By establishing new marine protected areas while improving the management effectiveness of existing ones, the Cerulean Sea Initiative project aims to safeguard coastal and island ecosystems, while enhancing climate resilience for coastal and small island communities. Through international cooperation, the project aims to realize the goal of protecting 30% of the global ocean area by 2030.

Project Outcomes in 2024

Restored mangrove area:
15 ha.

Restored seagrass bed area:
667 m^2

Seagrass science popularization base established:
1

Conserved coral reef:
3,550 ha.

Restored disc coral (*Turbinaria peltata*) area:
300 m^2

Seabed cable coral ecology online monitoring system:
1 set

Key Progress in 2024

Joint Mangrove Conservation by Five Cities of Three Nations

On the International Day for the Conservation of the Mangrove Ecosystem on July 26, SEE Foundation partnered with the Third Institute of Oceanography of the Ministry of Natural Resources and the Zhanjiang Mangrove National Nature Reserve Administration in Guangdong Province to organize the "Protecting Mangroves: Blue Solutions to Climate Change" serial campaigns. The campaign connected project partners in five cities across three countries (China, Cambodia, and Indonesia) through the live-streaming event on mangrove conservation, reaching over 452,000 viewers to jointly appreciate the ecological beauty of mangroves across different regions.

Public engagement
452,000 + people


Live-streaming event at the International Day for the Conservation of the Mangrove Ecosystem on July 26

Cerulean Sea Initiative Wins 2024 Paulson Prize for Sustainability

On December 19, 2024, Tsinghua University and the Paulson Institute jointly announced the winners of the 2024 Paulson Prize for Sustainability. SEE Foundation's Cerulean Sea Initiative was awarded the Paulson Prize in the Nature Stewardship Category, recognizing its innovative practices and outstanding ecological conservation achievements. Implemented under the technical guidance of the Third Institute of Oceanography of the Ministry of Natural Resources, managed by SEE Foundation and Ant Forest Foundation, and supported by multiple stakeholders, the Cerulean Sea Initiative project has successively launched 16-plus marine ecosystem restoration events focused on mangroves, seagrass beds, and coral reefs, yielding remarkable results.

Marine ecological protection and restoration projects carried out
16 +

2024 Paulson Prize for Sustainability – Recognition of Excellence in Nature Stewardship Category

Coral Reef Conservation Progress

In 2024, the project advanced coral reef ecosystem protection in Dongshan County, Fujian Province and Wenchang City, Hainan Province. Progress in Dongshan County included the compilation of the *Dongshan Reef-Building Coral Restoration Project: Baseline Survey Report* and the restoration of disc coral covering 300 square meters. In Wenchang, continued monitoring and patrols in the Ant Forest Tongguling Marine Protected Area were conducted and training programs were organized to enhance frontline staff capability. In addition, the project pioneered China's first underwater live stream of coral reefs, attracting over 890,000 online views and raising public awareness of marine conservation.

Online views

890,000 +

Coral reef conservation in progress

China's First Mangrove Blue Carbon Project Pioneered by SEE Foundation Included in National Bulletin

On November 6, 2024, China's Ministry of Natural Resources released the National Ecological Protection and Restoration Bulletin 2024 (hereinafter referred to as the "Bulletin"). It marks China's first comprehensive official bulletin documenting ecological conservation and restoration efforts. Notably, Zhanjiang Mangrove Afforestation Project, China's first Mangrove Blue Carbon Project primarily promoted by the SEE Foundation, was featured as a benchmark case in the Bulletin.

Restoration of mangroves

Guardian of the Mangroves: Thirty Years Rooted in the Tidal Flats

His eyes still shine with the vibrant green of flourishing coastal wetlands;
His footsteps remain steadfast on the path of ecological conservation.

In 1995, the young and somewhat inexperienced ZHANG Dianquan joined the Fuding Forestry Bureau, embarking on his forestry career with a heart full of passion for preserving lush mountains and lucid waters. Little did anyone expect that this initial commitment would carry him through three decades of dedicated service across the forests and shorelines in Fuding. Fully devoted to preserving forests and tidal flats, ZHANG forged an unbreakable bond with the mangroves.

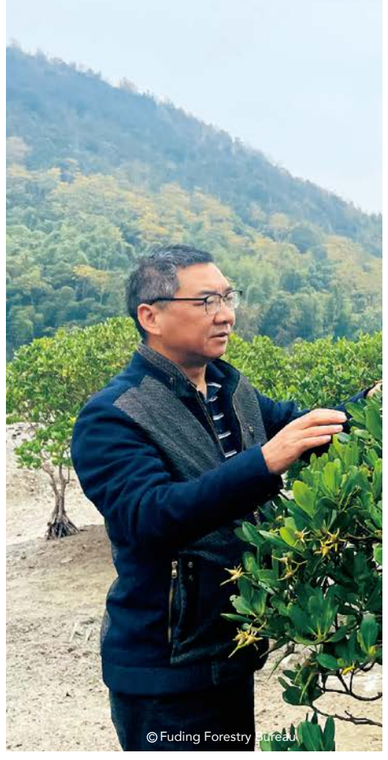
Fuding City in Fujian Province lies at the northernmost limit of natural mangrove distribution in China. Local mangrove restoration and conservation face exceptional challenges, yet ZHANG Dianquan seems to be born to embrace them.

In 2022, ZHANG proved his mettle during a rigorous selection defense chaired by China's foremost mangrove experts. Amid multiple rounds of intense technical scrutiny and competition, his profound expertise distinguished him among numerous competitors. This achievement marked the beginning of mangrove restoration in Fuding — the SEE Foundation's Mangrove Restoration Project, supported by Ant Group. The project restored 66.67 hectares of mangrove wetlands dominated by *kandelia candel* and established Fuding as the first city to participate in Ant Forest's mangrove initiative.

In July of the same year, Fujian Province launched a comprehensive campaign to eradicate smooth cordgrass (*Spartina alterniflora*), an invasive species posing severe threats to coastal wetland ecosystems. ZHANG volunteered to lead frontline efforts, organizing field surveys to map the weed's distribution and growth patterns across tidal flats. His team reviewed technical literature and successful case studies and discussed solutions with experts in the province and beyond. Thanks to their joint efforts, Fuding became the first area in Fujian to complete the eradication of smooth cordgrass, demonstrating a low recurrence rate of the invasive grass and a remarkable eradication effect. Moreover, the "Fuding Experience" has provided a valuable reference for other regions.

In addition, ZHANG has also consistently treated scientific research as equally vital to hands-on conservation work. In close partnerships with research institutions, including Fujian Academy of Forestry and Fujian Normal University, he presided over and participated in multiple significant research projects. ZHANG has authored or co-authored 20 papers in technical journals and conference proceedings and has received science and technology progress awards at provincial and municipal levels. His research lays a solid theoretical foundation for mangrove conservation in Fuding. His professional expertise has been widely recognized. In 2020, ZHANG was appointed by the CPPCC Fuding Committee as a member of the Applied Professionals of the Expert Panel.

Through three decades of dedicated service, ZHANG Dianquan has woven an inspiring forest conservation legend, ensuring the thriving growth of Fuding's mangroves. His eyes still shine with the vibrant green of flourishing coastal wetlands; His footsteps remain steadfast on the path of ecological conservation.



Inspecting the growth of *kandelia candel*

Fishing in the Blue Sea

Sustainable Fishery

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 fishing and reduces 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 conducts capacity building to enhance the sustainable livelihood development of fishers' communities, and protects over 5% of global fishery resources.

© FAN Min

Project Outcomes in 2024

Pilot program for recycling discarded fishing gear

1

Discarded fishing nets recycled

6,500 kg

Key Progress in 2024

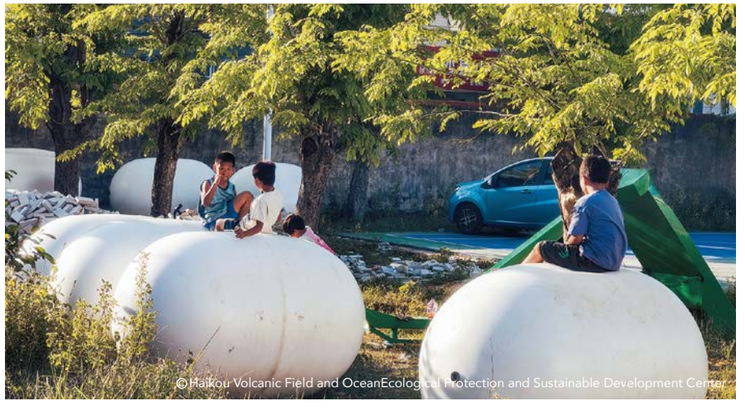
Promoting Eco-Friendly Fishing Gear to Reduce Marine Pollution

Data reveals that the world's oceans contain between 75-199 million metric tons of plastic waste, with approximately 2,000 garbage trucks worth of plastic entering aquatic ecosystems every day. Plastic pollution from fishing operations has become a significant source of such pollution.

Foam buoys

In Haikou's coastal fishing villages, traditional nearshore fishing operations frequently rely on handmade polystyrene foam buoys for fixed-net fishing. These buoys have poor resistance to wind and waves and are prone to damage. After being repeatedly used and casually discarded, they end up in the ocean, causing persistent pollution.

To tackle this problem, in 2024, the SEE Foundation partnered with Haikou Volcanic Field and Ocean Ecological Protection and Sustainable Development Center, a local environmental organization in Hainan, to implement a community-based initiative. The project conducted field visits to document current fishing buoy usage, and guided fishermen to use environment-friendly buoys, so as to reduce marine pollution caused by discarded fishing gear. By now the project has mobilized four fishermen to participate in the experiment of replacing traditional foam buoys with eco-friendly floating gear, and has conducted three follow-up visits to assess performance and refine approaches.



Prevent discarded fishing gear from entering the ocean

Oyster reefs

Explore Oyster Reef Ecological Restoration as Fish Habitats

Oyster reefs, often referred to as the "coral reefs of temperate zones," are highly valued for their ecological functions and the social benefits they deliver. They play a crucial role in purifying water, protecting coastal communities, and sustaining rich biodiversity. More importantly, restoring oyster reefs can significantly boost fishery yields within a short period.

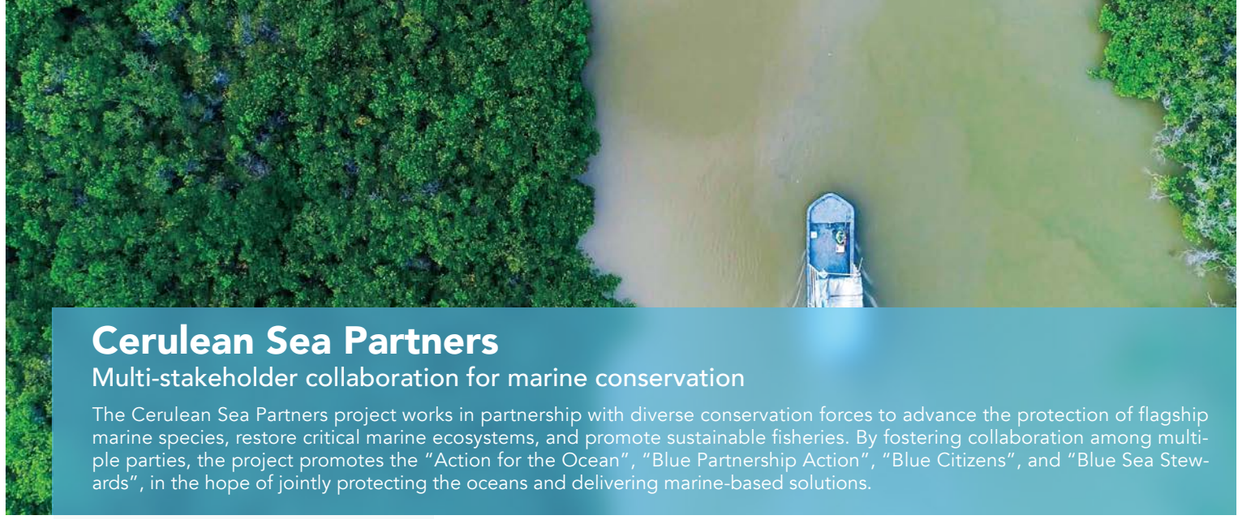
In 2024, the SEE Foundation partnered with the South China Sea Institute of Oceanology, Chinese Academy of Sciences, to explore oyster reef restoration in the Daya Bay area. Through three field expeditions, the SEE Foundation conducted germplasm resource surveys, sample collection, species identification, and distribution assessments at 10 typical oyster reef sites in Daya Bay. The study revealed that the reefs in this area are primarily composed of eight oyster species. Key biological characteristics — such as gonad development patterns and reproductive traits — were documented, laying a foundation for future ecological restoration efforts. The survey also found that oyster reefs in Daya Bay are severely degraded, with low oyster densities, highlighting an urgent need for ecological rehabilitation.

Meanwhile, to help the public better understand oyster reefs, the project organized four science outreach events, engaging over 200 primary and secondary school students and their parents. These activities sought to enhance public awareness about the ecological significance of oyster reefs and the pressing need for their conservation.

Exploration of oyster reef

Field researches
3

Science outreach activities
4



Cerulean Sea Partners

Multi-stakeholder collaboration for marine conservation

The Cerulean Sea Partners project works in partnership with diverse conservation forces to advance the protection of flagship marine species, restore critical marine ecosystems, and promote sustainable fisheries. By fostering collaboration among multiple parties, the project promotes the "Action for the Ocean", "Blue Partnership Action", "Blue Citizens", and "Blue Sea Stewards", in the hope of jointly protecting the oceans and delivering marine-based solutions.

Project Outcomes in 2024

Global partners
24

Indirectly benefit and reach residents
410,000

Key Progress in 2024

"Blue Partnership Action" Initiative Recognized in China's White Paper on *Marine Eco-environmental Protection in China*

In July 2024, the State Council Information Office released a white paper titled "Marine Eco-Environmental Protection in China". The "Blue Partnership Action" — the first civil society-led public welfare action in China to align with the "Blue Partnership" Principles — was featured in the white paper, acknowledging its achievements in advancing international cooperation for marine ecological protection.

To date, the "Blue Partnership" Initiative has brought together 13 government agencies, research institutions, and international and local environmental NGOs from 8 countries: China, Indonesia, Thailand, Cambodia, Myanmar, Malaysia, the Philippines, and Singapore. Together, they have implemented 10 "small yet impactful" marine conservation projects addressing a wide range of marine conservation topics, including the conservation and restoration of mangrove and coral reef ecosystems, research and improvement of island waste management mechanisms, marine species research and protection, and nature education.

Mangrove planting

Indonesian partners

Public welfare projects for marine ecological conservation
10

"Action for the Ocean" Initiative Collaborates with Social Organizations to Safeguard the Ocean

Since its launch in 2022 in partnership with the Global Environmental Institute (GEI), the "Action for the Ocean" Initiative has completed two phases of recruitment and collaborated with over 31 partner organizations to advance marine conservation efforts. The initiative focuses on key areas such as sustainable fisheries and community development, protection of critical ecosystems, and conservation of key species. Over the past two years, the program has empowered partners through capacity-building workshops, exchange meetings, and public advocacy campaigns, offering scientific guidance and exemplary practices in environmental protection. These efforts have significantly amplified the initiative's impact, directly benefiting 34,555 individuals and indirectly reaching over 33 million people.

Action for the Ocean

Akbar: The Blue Mission to Guard Indonesia

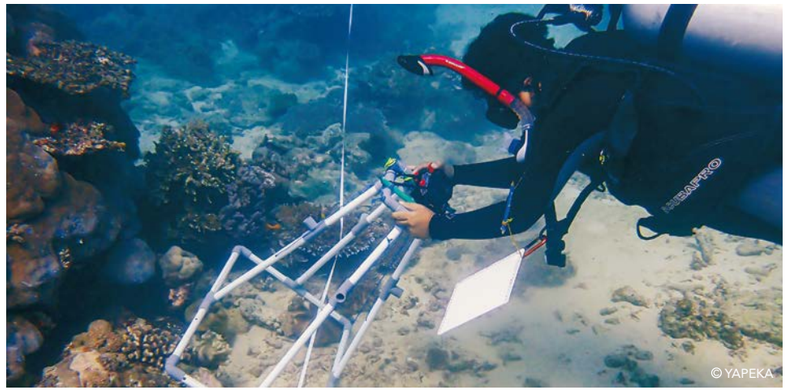
Capture the beauty of the ocean through the lens and raise public awareness for marine conservation

As a maritime nation, Indonesia has more than 50% of its population living in coastal areas, making a healthy marine environment crucial to the country's development. Akbar A. Digdo is the founder and CEO of YAPEKA, an Indonesian environmental nonprofit organization and a partner of the Phase I "Blue Partnership Action". He focuses on coastal issues such as traditional small-scale fisheries and coastal wetland ecosystems.

East Nusa Tenggara (Nusa Tenggara Timur in Indonesia) lies at the heart of the "Coral Triangle." Its waters serve as a habitat for numerous coral species and reef fish, earning it the title of the "epicenter of marine life." The village of Lifuleo, south of the provincial capital Kupang, boasts both ancient cultural heritage and abundant coral reef resources, making fishing and tourism vital sources for the local community's livelihood. In recent years, global climate change has posed a severe threat to coral reefs. In 2021, Cyclone Seroja devastated the coral reefs off the coast of Lifuleo Village in Kupang, severely affecting the fishing livelihoods of 1,200 villagers and the tourism industry, which attracts over 20,000 visitors annually.

Since 2023, with the support of the "Blue Partnership" Initiative, Akbar has led YAPEKA in collaborating with local governments and communities to conduct biodiversity baseline surveys and community discussions. These efforts aimed to assess coral reef damage and identify community needs, ultimately leading to the development of a conservation plan. Within a one-hectare marine area, they installed 80 coral reef restoration devices and successfully transplanted over 675 coral fragments. Additionally, Akbar organized community capacity-building and monitoring programs, training 40 local fishermen to participate in restoration efforts. Such efforts have strengthened the community's ability to restore and manage coral reefs while enhancing the resilience of coastal communities.

Additionally, as a passionate diver, Akbar uses underwater photography to capture the beauty of the ocean, raising public awareness about marine conservation. Through public speech, he has inspired young activists to take an interest in marine research and protection, driving more people to join conservation efforts. Thanks to Akbar's dedication, marine conservation in Indonesia is steadily moving in a positive direction.



Underwater coral monitoring

Coral reef restoration equipment installed
80

Coral fragments successfully transplanted
675 +

Local fishermen trained to participate in restoration
40

09

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

United Nations Sustainable Development Goals

Green Starters

The Green Starters funding scheme is dedicated to identifying and supporting startup teams intending to develop into environmental organizations, especially those with a strong sense of mission and focus on environmental and social issues in practicing their environmental ideals. It is hoped that the emergence of more promising environmental organizations will promote a healthier and more diverse industry ecosystem for the environmental protection sector, ultimately achieving the goal of ecological environment conservation and sustainable development.

Project Outcomes in 2024

New partners of the year

24

Investment:

RMB **1.18 million**

Review members

79

Entrepreneur members	Charity funding consultants
60	19

Judges' volunteer service time

210 hours

Key Progress in 2024

Providing Entrepreneurial Support to 67 Early-Stage Environmental Nonprofit Teams

In 2024, the Green Starters project provided unrestricted funding to 67 environmental nonprofit teams (including 43 teams selected last year and 24 newly selected teams this year). Beyond financial support, the project facilitated their growth through online community exchanges, industry updates, proposal coaching, and other customized capacity-building services. So far, 12 out of the 43 previously selected teams have successfully completed their programs.

1% for the Planet

The "1% for the Planet" Initiative, jointly established by Patagonia China and the SEE Foundation, completed two rounds of recruitment this year. An expert panel, including issue specialists from the SEE Foundation, industry development evaluators, and Patagonia representatives, reviewed and discussed the proposals, ultimately selecting nine outstanding projects. These projects span various outdoor sports, such as trail running, rock climbing, shore fishing, surfing, diving, and hiking. On September 8, 2024, the "1% for the Planet" Initiative held its first partner exchange event in Nanjing. Participants shared their project experiences, discussed challenges encountered during implementation, and explored ways to engage outdoor communities in environmental conservation efforts.

Annual recruitment

Two rounds

Projects accepted

9

Group photo of the first partner exchange event

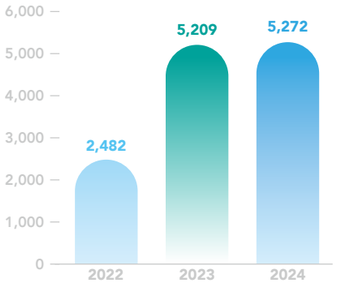
Research on the Status Quo of China's Environmental Protection Public Welfare Organizations

The research on the status quo of China's environmental protection public welfare organizations has now entered its third year. With the active support of 21 regional hub organizations, the project team has updated and compiled the 2024 Directory of China's Environmental Public Welfare Organizations, which includes 5,272 organizations. Additionally, detailed data on focus areas, income, and human resources have been collected from 415 organizations. By consolidating and comparing data from three consecutive years, the team completed the *2024 Research Report on the Status Quo of China's Environmental Public Welfare Organizations* (hereinafter referred to as the Report).

The 2024 year-end release of the research report on environmental public welfare organizations

The Report reveals that amid tightening resources in the environmental nonprofit sector, some mid- to low-income organizations have scaled back their activities due to funding constraints. Meanwhile, nearly 100 high-income organizations (with annual revenues of RMB 1 million or more) have demonstrated resilient growth, maintaining stability in operations, funding, and staffing. Most of these are specialized environmental public welfare organizations, consistently working across nine key environmental focus areas, forming a "leading cohort" that drives the sector with strong adaptability.

The Report includes a special section on plastic pollution control, marking China's first comprehensive review of environmental public welfare organizations working in this field. The findings show that these organizations adhere to the "3R principles" (Reduce, Reuse, Recycle), prioritizing waste reduction as their primary strategy. Their efforts focus on advocacy, monitoring, and stakeholder engagement, though they urgently need more support in funding, technical guidance, and training.



Source: *2024 Research Report on the Status Quo of China's Environmental Public Welfare Organizations*

Environmental protection public welfare organizations covered in the research **5,272**

Wildebeest Youth: Cleaning Up the Land

Beyond mountain cleanups, their urban environmental efforts never stop

The founder of Wildebeest Youth, a partner of the Green Starters project, goes by the "nature name" Da Dou (literally meaning soybean). In September 2019, the group officially launched the "Wildebeest Youth Mountain Cleanup Initiative", an outdoor environmental nonprofit organization dedicated to tackling trash pollution in both cities and the wilderness.

Da Dou's inspiration came from "Plogging", a Swedish eco-friendly movement combining jogging with trash pickup, in 2019. Motivated by this idea, he initiated the "No Cigarette Butts in the City" campaign in Chengdu. As the campaign grew in urban areas, so did its popularity. By 2021, their "Clean-Up Day" event had attracted over 500 participants.

As the team had long operated without charging fees, sustainability issues gradually emerged. Someone proposed organizing cleanups in the mountains and wilderness, where diverse types of trash were urgently in need of removal. For city dwellers, escaping skyscrapers to reconnect with nature could be spiritually refreshing. Although a small fee was introduced for the mountain cleanups, the initiative remained nonprofit.

The mountain cleanup efforts quietly influenced others. On Lion Mountain, a hiker caught up and asked, "Can I join your 'trash team'?" In Xiameng Township of Lixian County, a village Party Secretary drove out of the valley with a pile of freshly collected trash in the passenger seat, saying he was learning from their example. Some even added trash-picking to their "bucket lists." Beyond mountain cleanups, their urban environmental efforts never stopped.

In 2023, Wildebeest Youth was selected as a partner for the Green Starters project, with the goal of expanding its impact through a more structured organizational approach. With the support of the Green Starters project, they organized 98 mountain cleanup events that year, mobilizing over 3,600 participants to remove about 2,483 kg of trash from forests and trails. Throughout this process, they not only continued their original urban cleanup efforts but also developed new wilderness cleanup routes, making their activities more routine and enhancing the organization's sustainability. They trained over 140 part-time team leaders, partnered with multiple educational institutions, and designed additional environmental education programs.

Between the city and the wilderness, Wildebeest Youth has paved an eco-conscious path that has not only improved the environment but also awakened a sense of environmental responsibility in countless individuals. Moving forward, they will continue their journey in environmental advocacy, enhancing their efforts with diverse eco-friendly activities to create an even more beautiful world.

Growing Up Together

By tutoring and accompanying the critical talents in growing environmental NGOs, the 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.

Project Outcomes in 2024

New partners

8

New mentors

15

Public welfare mentors **4** + Entrepreneur mentors **11**

Mentors' service time

4,912 hours

GUT graduate partners

9

Average annual expenditure increased by

1.88 times

Average number of institutional employees increased by

2.06 times

Partners who broke through growth bottlenecks

77%+

(Core businesses, key dimensions of team management)

Key Progress in 2024

Green Innovation: Grow Up Together

As a key part of SEE Climate Week, the Green Innovation • Growing Up Together — Conference on Talent and Organizational Development in Environmental Philanthropy was successfully held on June 7–8. The event brought together 168 participants, including mentor volunteers from the GUT project, new and existing partners, and project supporters.

The conference featured diverse sessions designed to share insights on green innovation and foster discussions on practical experiences and future directions in environmental conservation. Through four key segments of presentations, field visits, evaluations, and discussions, eight new GUT partners were selected.

Group photo at the Green Innovation: Grow Up Together — Conference on Talent and Organizational Development in Environmental Philanthropy

Pilot Program to Support Social Enterprises

In June 2024, the project team launched a pilot program to support social enterprises. Through discussions on profit distribution limits and value provision for pilot partners, the team developed the *Trial Guidelines on Services and Value Provided by GUT Project to Pilot Partners Among Social Enterprises*. Notably, the pilot program does not impose profit distribution restrictions on participating social enterprises at this stage.

Trial Guidelines on Services and Value Provided by Grassroots Action to Pilot Partners among Social Enterprise

Jingcao Carnival Diversified Public Advocacy

On June 8-9, the "2024 Beijing Xishan Forest Carnival" took place at Beijing Xishan National Forest Park. Featuring three upgraded main sections — Forest Fair, Forest Eco-Run, and Forest Concert — the event offered a comprehensive ecological experience integrating environmental education, artistic culture, and interactive activities.

The Forest Fair featured programs such as NPC theatrical interactions, nature-inspired art installations, ecological photography exhibitions, a recycling-themed concert, and expert talks. The Forest Concert, conducted by renowned conductor TAN Lihua and the Beijing Symphony Orchestra, harmonized music with nature, allowing the public to appreciate biodiversity conservation through a multisensory experience.

Aligned with zero-waste principles, the event saw over 100 running enthusiasts participate in the mountain cleanup and zero-waste volunteers sorted waste on site. A total of 424.64 kg of waste was generated, with 48% being food waste, 25% recyclables, and 27% other waste, achieving an overall sorting rate of 73%.

Activities **13**

Volunteer participants **392**

Volunteer service time **2,658** hours

The Evolution of Go Zero Waste Lab

Join hands for a sustainable future

As a 2021 GUT partner, Go Zero Waste Lab is a social enterprise advocating for a zero-waste and sustainable lifestyle. It's dedicated to bridging the gap between public awareness and action by making eco-friendly lifestyles accessible and engaging. Leveraging robust media resources and dynamic community platforms, Go Zero Waste Lab has cultivated a vibrant space for sustainability enthusiasts to connect with each other, share ideas, and co-create solutions. It strives to nurture a culture where a sustainable lifestyle becomes a shared aspiration.

Before joining the GUT, Go Zero Waste Lab encountered numerous challenges brought about by the expanding team and multiplying programs. The team's structural setup and functional development urgently needed upgrading and optimization. In the early stages, the operations team had only limited involvement in creative aspects, and responsibilities were not clearly defined. However, during the three years of collaboration with GUT, the mentor team, with extensive experience and professional expertise, provided attentive guidance and support for the Lab. The involvement of a third-party strategic diagnostic agency provided objective and professional development advice. Systematic training courses enhanced the team members' professional skills and competencies. Additionally, the vibrant partner community provided a broad platform for collaboration and knowledge exchange.

Driven by these favorable factors, Go Zero Waste Lab established a stable core creative team and clarified the functions and roles of its key volunteers, forming project-based working groups to independently design community activities. At the same time, the Lab defined its mission and charted a clear path toward achieving it.

Today, on the C-end (individuals/public), the Lab continues to produce content and manage its community. On the B-end (businesses/schools/communities), the Lab is actively expanding partnerships and exploring new collaboration models. Meanwhile, on the C+ end (advocates/communicators), through core volunteer community engagement and open-source knowledge sharing, the Lab has empowered and nurtured a group of skilled event organizers.

In the year following its graduation from GUT, Go Zero Waste Lab has maintained a clear direction for exploration. As a pilot program for GUT — B Support Program, the Lab is currently focused on testing its community activity toolkit. By the end of 2024, it had successfully completed offline testing in Beijing. In 2025, it plans to promote the toolkit through an online mini-program and public fundraising platforms.

Go Zero Waste Lab looks forward to welcoming more people to join its community activities, working together to advance the vision of a sustainable future.

Joint Public Welfare Projects

The SEE Foundation, a pioneer in online joint fundraising models, has launched joint public welfare projects since 2015. By collaborating with multiple Internet fundraising platforms, it provides public fundraising and financial support for non-public fundraising organizations that focus on environmental protection nationwide. It has enabled non-public fundraising organizations to pursue diverse development models, pioneer innovative fundraising strategies, and amplify public advocacy and communication campaigns. These efforts aim to enhance partner organizations' abilities for public fundraising compliance, fund management, and sustainable operations, thereby contributing to sustainable ecological development.

Project Outcomes in 2024

New projects launched
29

Annual management projects
55

Platform progress and financial disclosure completion rate
100%

Fund raised
RMB **6.53 million**

Cumulative public donors
630,000 +

Key Progress in 2024

Co-Governance Rotation: "Goods For Good"

In 2024, the SEE Foundation became one of the rotating co-governing public fundraising foundations under Alibaba Philanthropy's "Goods For Good" project, leveraging its professional expertise in environmental conservation to support project funding and management. Aligned with the "Goods For Good" project's evaluation principles and standards, the SEE Foundation is fully responsible for the preliminary screening and relevant review of environmental projects, in a bid to promote high-quality, sustainable development of environmental philanthropy programs.

Alibaba Philanthropy "Goods For Good" Project Reviewing Sessions

Public Advocacy

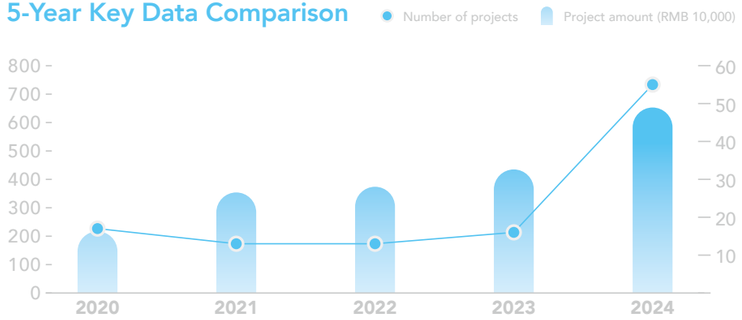
In 2024, we supported 11 partner organizations in content dissemination. During Tencent's 99 Giving Day, we assisted seven partner organizations in conducting joint offline fundraising campaigns to enhance public engagement, covering nine cities and reaching over 113,000 people.

Cities covered
9

Public engagement
113,000 +

Horseshoe crab (*Tachypleus tridentatus*) conservation awareness campaign in universities

5-Year Key Data Comparison



10

SPECIAL FUND

United Nations Sustainable Development Goals

Caring for Chinese Rangers

The most common approach to global biodiversity conservation is the establishment of nature reserves for in-situ conservation, with rangers serving as the most crucial guardians of these protected areas. Rangers are a relatively little-known group. With simple gear and modest income, they trek through remote wilderness year-round against harsh conditions. The severe natural environment is one of the biggest challenges they face daily. In response, on September 1, 2024, the Society of Entrepreneurs and Ecology initiated the establishment of the SEE Foundation Special Fund for "Caring for Chinese Rangers".

Key Progress in 2024

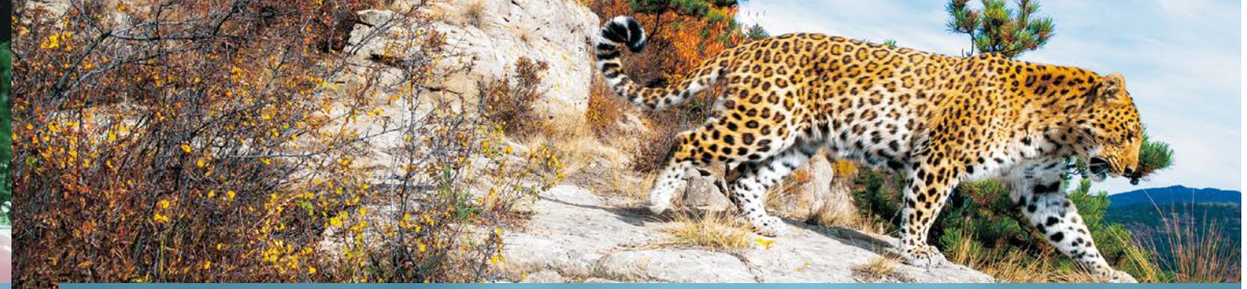
Clarifying the Functions of the Special Fund

1. Highlight model rangers as benchmarks for the profession; establish learning and networking platforms for rangers; develop an evaluation framework and system to assess ranger performance; and provide professional training, skill development, and essential equipment support.
2. Collaborate with multiple platforms and organizations to broaden communication channels; increase public awareness of rangers and amplify the project's societal influence.
3. Support scientific research, policy advocacy, and knowledge sharing related to the ranger profession.

Establishment of the Special Fund Committee for "Caring for Chinese Rangers"

In 2024, the Special Fund Committee for "Caring for Chinese Rangers" was jointly established. It held its first meeting, during which the Chairperson was elected, and the *Guideline for the Management of SEE Foundation Special Fund for "Caring for Chinese Rangers"* was adopted by collective vote. This established relevant systems and regulations for the special fund.

Rangers are checking the infrared cameras



Bringing Leopards Home

The project aims to protect 45,000 square kilometers of North China's mountain ranges by conducting in-situ conservation efforts for the North China leopard (*Panthera pardus japonensis*) population, assessing biodiversity and habitat quality in mountainous areas of North China, and developing and implementing ecological restoration strategies and technical standards to support the leopard population's recovery. At the same time, the project actively builds a socially engaged "Bringing Leopards Home" platform and establishes an efficient operational network. Through strengthened branding and broad resource mobilization, it encourages diverse stakeholders to contribute to ecological conservation efforts.

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Project Outcomes in 2024

Establishment and Standardized Management of the Special Fund

In January, the Bringing Leopards Home Special Fund was established with an initial capital of RMB 1 million, dedicated to the conservation of North China leopards and ecological restoration. The fund aims to protect 45,000 square kilometers of the North China mountain ecosystem.

In March, the fund signed its first grant agreement with the Chinese Felid Conservation Alliance (CFCA) for RMB 2.22 million, with the full amount disbursed by June. All project management and information disclosure strictly comply with *The Charity Law of the People's Republic of China and Regulations on the Management of Foundations.*

Progress in Ecological Conservation and Public Engagement

The project team has completed evaluations of North China leopard habitats and ecological corridors in key areas such as Heshun County in Shanxi, and submitted two research reports to provide scientific evidence for government decision-making.

The project team has established regular patrol systems in critical zones, including the Heshun-Yuci corridor and Yangqu County in Taiyuan. In collaboration with law enforcement agencies to combat illegal hunting, the project team has facilitated multiple criminal case investigations while promoting human-leopard coexistence through ecological compensation mechanisms.

The project has built a multi-platform outreach network and organized project exhibitions and science education events, in an effort to consistently raise public awareness of wildlife conservation and enhance societal understanding of North China leopard habitat protection.

Patrolled area (Heshun-Yuci, Yangqu County in Taiyuan)

2,200 + km²

Reported and filed poaching clues

11

Ecological compensation

8 cases

Reports on North China leopard

2

2023 Work Report of Chinese Felid Conservation Alliance on the North China Leopard Protection in Heshun County, Shanxi

2023 Brief of the Key Priority Areas for the Protection of North China Leopards in Heshun County

Protection of the Pingshan-Fuping Protected Areas in Hebei Province — Installation of infrared cameras in northern Huairou District of Beijing and Hebei Province

Forestry staff installing infrared cameras and clearing weeds

11

GLOBAL COOPERATION

International Platforms Joined by SEE Foundation

Observer for the United Nations Convention to Combat Desertification
Member of UN Science-Policy-Business Forum on the Environment (UN-SPBF)
Observer for the United Nations Framework Convention on Climate Change
Observer for the United Nations Environment Assembly (UNEA) and its Subsidiary Bodies
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
Partner of Eco-Forum Global Guiyang
Observer for the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)

— As of the end of 2024

04.15 — 04.17 The 9th Our Ocean Conference

Facilitating the implementation of the Blue Partnership Action

From April 15 to 17, the 9th Our Ocean Conference was held in Athens under the theme "An Ocean of Potential". The event brought together 12 heads of state, 50 government ministers, and delegations from over 90 international organizations, NGOs, businesses, and coastal communities — totaling more than 300 ocean conservation advocates from 113 countries. Participants engaged in critical discussions on pressing global marine issues, including climate change, marine protected areas (MPAs), sustainable fisheries, blue economies, maritime security, and marine plastic pollution.

The side event "Foster Blue Citizen, Promote Blue Partnership, Take Action for a Healthy Ocean"

As a representative of China's public welfare organization, the SEE Foundation joined the Chinese delegation led by SUN Shuxian, Vice Minister of the Ministry of Natural Resources and Administrator of the State Oceanic Administration, to attend the conference. Together with the Third Institute of Oceanography under the Ministry of Natural Resources, the SEE Foundation co-hosted a side event "Foster Blue Citizen, Promote Blue Partnership, Take Action for a Healthy Ocean". This side event proposal received support from the World Economic Forum — Friends of Ocean Action, the Ant Forest Foundation, the Hongkong and Shanghai Banking Corporation (HSBC), the International Union for Conservation of Nature (IUCN), and the David and Lucile Packard Foundation. Standing out among over 200 global side event applications, it was selected as one of the conference's 40 official side events.

Exhibition booth at the conference

The side event introduced the efforts made by the SEE Foundation over the past two years in advancing the "Blue Partnership Action". This included 10 conservation projects carried out in seven ASEAN countries in collaboration with 13 public welfare partners, covering areas of coastal wetland conservation, marine debris management, marine biodiversity monitoring, and science education for coastal communities.

09.03 — 09.05 The 8th IUCN Asia Regional Conservation Forum

Advancing the development and local implementation of OECMs

From September 3 to 5, the 8th IUCN Asia Regional Conservation Forum was held in Bangkok, Thailand, under the theme of "Re-imagining Conservation in Asia: A Nature Positive Future". The forum aimed to assess Asia's progress in nature conservation, redefine conservation priorities, and address key transformative directions and actions for achieving a nature-positive future for Asia and the world.

Opening Ceremony of the 8th IUCN Asia Regional Conservation Forum

During the event, the SEE Foundation co-organized the side event "Nature-based Solutions in Asia: Practices, Perspectives and Roadmap" in collaboration with the NbS Asia Hub, the Land Consolidation and Rehabilitation Center of the Ministry of Natural Resources, and the IUCN China. In addition, it co-organized the side event "Other Effective Area-based Conservation Measures in China and Asia — Developments, Experiences and Societal Participation" together with the IUCN China. The event brought together nearly 200 participants, including representatives from China, Japan, South Korea, India, Thailand, Vietnam, and Cambodia, as well as delegates from IUCN Headquarters, the Asia Regional Members Committee, and the IUCN Asia Regional Office.

James Hardcastle, Head of the IUCN project

Since 2023, the SEE Foundation has collaborated with IUCN China and other institutions to conduct research on OECMs in China. Together, they established the China OECMs Expert Working Group. The Group comprehensively analyzed OECMs from the perspectives of background, concept, development, typology, and relevant policies in China. The study also examined 23 typical cases across different categories and concluded with discussions on the prospects of OECMs in China. During this conference, IUCN China and the SEE Foundation officially released *A Stocktaking Report on Other Effective Area-Based Conservation Measures in China* (in English). They also launched the OECMs website (www.oecm.org.cn), marking a continued effort to advance OECMs framework development and on-the-ground implementation in partnership with government agencies and stakeholders.

Meeting of the China OECMs expert working group

09.30 — 10.02 High-Level Meeting on National Drought Policy (HMNDP) +10

Scaling up and accelerating drought actions on the ground

From September 30 to October 2, the High-Level Meeting on National Drought Policy (HMNDP) +10 was held at the WMO Headquarters in Geneva, Switzerland. This gathering marked a decade since the first HMNDP in 2013, bringing together partners of the Integrated Drought Management Programme (IDMP) once again. This conference aimed to scale up and accelerate drought actions on the ground by "integrating knowledge and practices for drought resilience".

During the conference, the SEE Foundation co-hosted a side event on "Best Practices for Private Sector and Civil Society Participation". In his opening remarks, YANG Wenbin, Secretary General of the China National Sand Control and Desert Industry Society, highlighted China's achievements in combating desertification. He commended the SEE Foundation as a leading Chinese environmental NGO for its significant contributions to desertification prevention, ecological restoration, and sustainable development efforts. YANG Biao, Secretary General of the SEE Foundation, presented the strategic framework and key outcomes of the Foundation's desertification control initiatives centering on the event's theme. The session also featured case studies on corporate and public participation in desertification prevention in the digital era. Additionally, the English version of the documentary "Time Flies, 100 Million Suosuo Delivering Benefits" was launched at the event.

Side Event on "Best Practices for Private Sector and Civil Society Participation"

10.14 Enhanced Cooperation with the UNEP

MoU on the environmental early warning project signed

On October 14, ZHOU Zhou, Executive Chairman of the SEE Foundation, and Dr. LIU Jian, Director of the Early Warning and Assessment Division at the United Nations Environment Programme (UNEP), signed a Memorandum of Understanding in Beijing. Building upon the previous cooperation in the Global Environment Outlook, this collaboration marks a key step for Chinese social organizations in actively participating in global environmental governance. Over the next five years, the partnership aims to share China's successful experience in biodiversity conservation and pollution control with the global community through UNEP's platform.

Representatives (front row, left: ZHOU Zhou; right: Dr. LIU Jian, Director of the Early Warning and Assessment Division) signing the MoU

10.21 — 11.01 UN Convention on Biological Diversity COP16

Advancing global biodiversity conservation and the UN Sustainable Development Goals

From October 21 to November 1, the 16th meeting of the Conference of the Parties (COP16) to the UN Convention on Biological Diversity was held in Colombia. Under the theme "Peace with Nature", the conference brought together over 10,000 participants, including heads of state, senior officials, experts, scholars, and representatives from social organizations across 196 countries. More than 300 side events were held in various formats to seek solutions for promoting global biodiversity conservation and the Sustainable Development Goals.

On October 22, the Chinese Academy of Environmental Planning under the Ministry of Ecology and Environment hosted the parallel side event "Mainstreaming Biodiversity to Support Building a Beautiful China". At the event, YANG Biao, Secretary General of the SEE Foundation, shared insights on three key aspects: the role of Chinese NGOs, their contributions to achieving the Kunming-Montreal Global Biodiversity Framework targets, and practical case studies of the SEE Foundation's biodiversity conservation efforts. His presentation highlighted the pathways and achievements of NGO participation in biodiversity conservation.

The side event "Mainstreaming Biodiversity to Support Building a Beautiful China"

Additionally, at the side event "China's Protected Area Reforms Contributing to the Kunming-Montreal Global Biodiversity Framework," SEE Foundation's Marine Program Director WANG Jing delivered a presentation on identifying key marine biodiversity areas in China. The presentation showcased Chinese environmental NGOs' contributions to the Kunming-Montreal Global Biodiversity Framework to attendees from various national government agencies, research institutions, international organizations, NGOs, and businesses.

The side event "China's Protected Area Reforms Contributing to the Kunming-Montreal Global Biodiversity Framework"

11.11 — 11.22 United Nations Framework Convention on Climate Change (UNFCCC) COP 29

Providing Chinese solutions to address the climate crisis

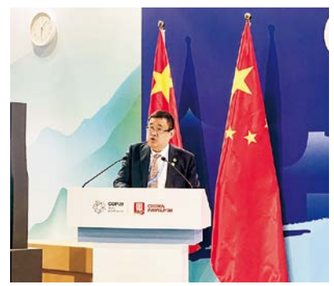
From November 11 to 22, the 29th session of the Conference of the Parties (COP29) to the UN Framework Convention on Climate Change was held in Baku, the capital of Azerbaijan. This conference served as a crucial opportunity for global climate action, bringing together leaders from governments, businesses, and civil society organizations to develop concrete solutions to the climate crisis. As an accredited observer organization, the SEE Foundation hosted multiple side events and exhibitions in the China Pavilion and UN official venues. Leading a delegation of entrepreneurs from the SEE, the foundation engaged in dialogues and exchanges with international environmental organizations and business partners, sharing China's grassroots climate action experience and best practices, while jointly discussing effective climate solutions.

Press Conference

On November 19, the SEE Foundation held a press conference at COP29 to share the progress and innovative strategies of Chinese environmental NGOs in addressing climate change. YANG Biao, Secretary General of the SEE Foundation, presented the foundation's climate strategy and project advancements, outlining key milestones in driving climate action in China. LU Zhiyao, Director of the Climate Change and Business Sustainability project at the SEE Foundation, shared the latest progress of the Climate Companions program and demonstrated the collaborative achievements of the SEE Foundation, the China Association for NGO Cooperation (CANGO), and the Amity Foundation in empowering and mobilizing civil society organizations for climate action. ZHU Xiaoyu, Council Member of the SEE Conservation and the SEE Foundation, contributed insights on the foundation's role in global environmental governance, offering perspectives on civil society engagement in international affairs.

On November 20, the SEE Foundation, the CANGO, and China Environmental Protection Foundation (CEPF) co-hosted a side event titled "Responding to the Climate Change: Chinese Civil Society Organizations in Action" at the China Pavilion of COP29. The session explored strategies to unite environmental NGOs, foster multi-stakeholder cooperation and innovation, and strengthen grassroots climate action in China.

Beyond formal meetings and events, SEE delegation members engaged in exchanges during the conference with key figures including WANG Shi, the second President of SEE, and LIU Zhenmin, China's Special Envoy for Climate Change. These discussions reinforced SEE's commitment and proactive role in supporting China's climate governance efforts.



Opening remarks by Executive Chairman ZHOU Zhou at the side event titled "Responding to the Climate Change: Chinese Civil Society Organizations in Action"

11.24
—
11.26

Fifth Session of the Intergovernmental Negotiating Committee on Plastic Pollution (INC-5)

Injecting new momentum into global plastic pollution governance

From November 24 to 26, the fifth session of the Intergovernmental Negotiating Committee on Plastic Pollution (INC-5) was held in Busan, South Korea. This is the fifth intergovernmental negotiation under the United Nations framework to advance global plastic pollution governance. The SEE Foundation, in collaboration with partner organizations at home and abroad, contributed innovative solutions to global plastic pollution governance to facilitate substantive progress in international treaty negotiations.

Group photo at the side event "CSOs in China Against Global Plastic Pollution"

During the session, the SEE Foundation co-hosted two side events together with the Green Recycling Plastic Supply Chain Group (GRPG), Shenzhen Zero Waste Environmental Public Welfare Undertakings Development Center ("Shenzhen Zero Waste" in short), the World Wide Fund for Nature (WWF), and the All-China Environment Federation (ACEF). Representatives from Chinese industries, academia, and civil society organizations joined international peers for in-depth discussions on plastic pollution control practices. These events showcased China's innovative approaches to tackling plastic pollution and jointly released a Plastic Pollution Governance Initiative, calling on global stakeholders to endorse and support it. By mobilizing non-governmental efforts to facilitate the adoption of an international treaty, it aims to contribute to global plastic pollution governance.

Roundtable dialogue

12.02
—
12.14

United Nations Convention to Combat Desertification (UNCCD) COP16

Advancing global desertification control and drought resilience

From December 2 to 14, the 16th Session of the Conference of the Parties (COP16) to the United Nations Convention to Combat Desertification (UNCCD) was held in Riyadh, Saudi Arabia. Representatives from 197 member states, international organizations, and other stakeholders gathered to address pressing challenges and future pathways in global desertification control and drought management.

As an observer organization of the UNCCD, the SEE Foundation participated in the conference with the decade-long achievements of its flagship "100 Million Suosuo" project. Together with multiple stakeholders, the foundation shared China's experience in scientific planning, systematic governance, industrial integration, demonstration-driven approaches, and the synergy between ecological and economic benefits in desertification control. At the conference, the SEE Foundation also presented case studies of Chinese civil society's efforts in combating desertification. During the side event "Industrialized Desert Control Technologies Supporting Land Restoration in the New Era" hosted by China National Sand Control and Desert Industry Society (CNSC) at the China Pavilion, the foundation officially released the *Dynamic Monitoring and Ecological Service Evaluation Report of the 100 Million Suosuo Project*.

SUN Jing, Director of the Desertification Prevention and Control project at SEE Foundation, shares project insights during the side event

At the side event "Technological Innovation in Desertification Control for Green Sustainable Development" hosted by the CNSC, SUN Jing, Director of the Desertification Prevention and Control project at SEE Foundation, shared the "100 Million Suosuo" project as a case study, highlighting how digital management tools enhance desertification control efforts. SUN also engaged in discussions with representatives from global environmental organizations and enterprises on integrating technological innovation with desertification prevention for sustainable solutions.

Additionally, at the high-level side event "Cross-Century Green Great Wall, China's Restoration in Action" organized by China's National Forestry and Grassland Administration and hosted by the Chinese Academy of Forestry, DOU Rui, Deputy Secretary General of the Ant Forest Foundation, presented a joint report by SEE Foundation and Ant Forest titled "Public Engagement in Building the Green Great Wall: Leveraging Internet Philanthropy to Mobilize Societal Engagement in Desertification Control."

Group photo of attendees with Saudi Princess after the session

12

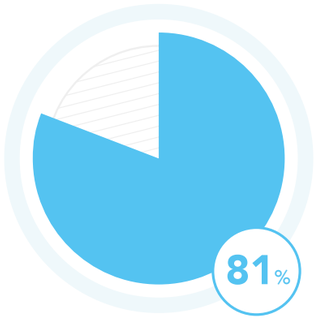
COOPERATION AND DEVELOPMENT

Donation Incomes

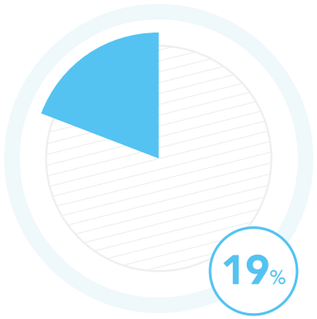
Donation incomes in 2024
RMB 293,922,600

Bank transfers and in-kind donations RMB 238,815,900

Individual donations RMB 55,106,700

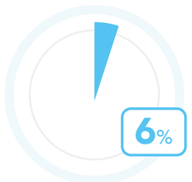


RMB 238,815,900
Bank transfers and in-kind donations



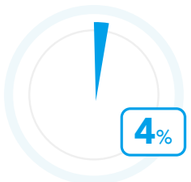
RMB 55,106,700
Public donations

Donations Via Major Internet Public Fundraising Platforms



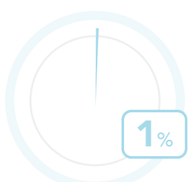
RMB 17,385,125
Alipay Philanthropy

RMB 16,015,751
Tencent Foundation



RMB 11,149,200
Meituan Lush Mountains Initiative

RMB 4,837,400
Alibaba Foundation



RMB 3,000,300
BangBang Public Welfare

Fundraising Activities

Tencent Foundation

Together for Good

The year 2024 marks the tenth year of SEE Foundation's partnership with Tencent Foundation. Over the past decade, the SEE Foundation has witnessed the significant evolution of Tencent Foundation's "99 Giving Day" to the "Giving for Good" initiative. Together, we've worked to create a sustainable philanthropic ecosystem where every act of kindness generates lasting reverberations.

During this year's "Giving for Good" event (September 5-9), 17 Jingcao mentors provided continuous guidance and support to environmental activists on the front line; 18 compassionate partners shared their personal stories to spread the warmth of philanthropy; 26 partner organizations marched alongside us in our environmental mission; and 139 enthusiastic volunteers offered support to strengthen our conservation initiatives. Furthermore, over 220 caring enterprises, organizations and individuals supported SEE Foundation's environmental public welfare projects through various means.

Funds raised
RMB
16.02 million

Donor participation
5.83 million
participants

Alipay Philanthropy

In 2024, the SEE Foundation continued to advance high-quality projects, including 100 Million Suosuo, Free Flying Wings, Blue Defenders, and Guard Green Nature. High-quality projects refer to public welfare projects carried out by outstanding charitable organizations that align with national policies, address critical social needs, feature scientific design, efficient execution, and effective outcomes, and provide donors with high-quality services. The foundation enhanced project implementation, increased financial disclosure frequency, improved donor services, and continued to strengthen project transparency.

Funds raised
RMB
17.39 million

Donor participation
6.69 million
participants

Meituan Lush Mountains Initiative

Clean Nature Actions

The Clean Nature Actions was jointly launched by the SEE Foundation's Zero Waste Planet project and the Meituan Lush Mountains Initiative. Focusing on urban areas, wilderness, and coastal regions, it promotes community waste reduction, recycling, and clean-up activities to minimize waste generation, enhance resource circulation, and achieve measurable community waste reduction goals.

As of the end of December 2024, it has funded 12 projects, expanded its implementation in five provinces (Qinghai, Sichuan, Shandong, Zhejiang and Fujian), established the Clean Nature Actions Network, and produced five waste management manuals and reports. Additionally, it had organized 2,850 public advocacy campaigns, engaging over 20,000 participants.

Funds raised
RMB
11.15 million

Donor participation
1.04 million+
participants

Alibaba Foundation

Jointly promoting the sustainable development of urban and natural ecosystems

In 2024, the SEE Foundation and Alibaba Foundation jointly launched a series of high-impact special programs. Through innovative philanthropic models, they not only expanded public participation but also set an industry benchmark for the deep integration of business and philanthropy. Among these programs are the ecological conservation program "Wild Kids: Habitat Conservation for the Slow Loris", the environmental protection campaign "Green Printing for Zero-Waste Cities", and the sustainable consumption advocacy program "Xianyu Loves Ocean". These programs formed a multidimensional, systematic framework for creating lasting social values.

Funds raised
RMB
4.84 million

Donor participation
46.50 million+
participants

Taobao Charity Stores

In 2024, the SEE Foundation introduced a diverse range of physical merchandise on Taobao, such as meticulously crafted plush dolls, artistic hand-painted postcards, commemorative fauna and flora fridge magnets, and rare Suosuo specimens. These items serve as meaningful keepsakes for donors and help the public understand its public benefits projects in an accessible and engaging way.

Bilibili Charity Platform

In April, as part of its collaboration with Bilibili's campaigns "Chasing the Spring Train", and "Star Initiative on Agriculture, Rural Areas and Farmers", alongside platform documentaries, the SEE Foundation invited popular Bilibili uploaders, including Lahongsang, Captain Xiaoguan, Er Er Suan Suan, Wu Mulian, and Zhiliao Jieya Mengwu (meaning Zhiliao's Cute Stress Relievers), to visit project sites for firsthand exploration. Additionally, the documentary "Dare for Truth" and uploader Dongqing Dongwuzhi (Dongqing's Animal Chronicles) delivered environmental advocacy through engaging video content to users. These documentaries and uploaders' videos had garnered over 5 million views on Bilibili.

Bilibili uploader "Zhiliao Jieya Mengwu" on the way to a project site

Funds raised
RMB
398,509

Video views
5 million+

ByteDance Foundation

In 2024, the SEE Foundation continued to explore innovative ways to enhance outreach and public engagement in environmental protection initiatives, achieving significant progress in short video content creation and dissemination. By consistently releasing public service videos on environmental protection and live streaming the day-to-day operations of conservation projects, the foundation vividly showcased project progress and on-the-ground implementation. It also encouraged public participation in content creation, fostering diverse communication channels on Douyin (TikTok).

Notable activities included the release of the "LI Xian × Ocean Protector" trailer and the "Everyone Together" series of themed live streams - such as "Planting Seagrass Together on Dongchu Island" (held in early July during a field visit) and "Treasure Hunting Together in the Hometown of Giant Panda" (streamed on July 31 for World Ranger Day). These videos on environmental conservation projects garnered impressive view counts and engagement metrics. Additionally, the SEE Foundation provided caring services for contributors to monthly giving programs like "100 Million Suosuo" and "Endangered Species Conservation". These efforts not only helped more people understand the tangible impact of the environmental conservation projects, but also raised public awareness and support for environmental causes, thereby further amplifying the impact of these projects.

LI Xian × Ocean Protector

The SEE Foundation further boosted public engagement and support for environmental initiatives through ByteDance's philanthropic platform "Charity Goods". In 2024, two projects - SEE Foundation's "Join Hands to Protect the Ocean" and the partner organization WildXJ's "Protecting Xinjiang's Alpine Species" - received generous contributions from compassionate merchants and buyers via the platform. It not only increased public awareness and involvement in environmental causes, but also inspired greater participation and a stronger sense of social responsibility among supportive businesses.

Charity goods

Funds raised
RMB
210,000

Donor participation
410,000+
participants

Sina Charity

In 2024, the SEE Foundation operated multiple environmental conservation projects on the Sina Charity platform, including "Join Hands to Protect the Ocean," "100 Million Suosuo," and "Saving the Smile of the Yangtze River", launching trending hashtags such as #ActionBeyondSight# and #HarmonyInNature# that remained highly active in public discourse. By collaborating with celebrities and key opinion leaders (KOLs) to promote environmental advocacy, the foundation leveraged diverse formats, such as documentaries, music, and "Fingertip Giving", to inspire public attention and engagement in environmental conservation projects. These efforts not only heightened public enthusiasm for environmental participation but also translated public passion into tangible support. The results were evident in the significant number of users joining topic discussions and making donations to ecological projects on the Sina Charity platform.

Funds raised
RMB
160,000

Donor participation
18,000+
participants

Environmental Actions of Participating Enterprises/Organizations

01 Ant Forest

Innovating philanthropy for a greener future

As the first public welfare partner of Ant Forest, the SEE Foundation has collaborated with Alipay Ant Forest since its launch in August 2016. Through the Alipay platform, users earn "green energy" by engaging in low-carbon activities such as eco-friendly commuting, reducing paper and plastic use, handling affairs online, recycling, and conserving energy. With enough "green energy" accumulated, users can apply to plant a real tree or choose to support other ecological conservation projects available on the Ant Forest platform. Ant Group then funds these initiatives to be implemented by environmental organizations.

Terrestrial Ecological Restoration

In 2024, vegetation restoration projects were carried out across multiple provinces/municipalities including Inner Mongolia, Gansu, Shaanxi, Sichuan, and Chongqing, leading to the planting of over 19.65 million trees that cover an area exceeding 15,300 hectares. These efforts contributed to the Three-North Shelterbelt Forest Program, desertification prevention and control, wildlife habitat restoration, and carbon sequestration, thereby fostering ecological improvement. Through research, application, and coordination, the critically endangered Sichuan thuja (*Thuja sutchuenensis*), a first-class nationally protected wild plant, was covered by Ant Forest in August 2024. Users can now accumulate green energy to support the planting of thuja to help its wild reintroduction and conservation.

Newly planted trees
19.65 million+

Newly restored areas
15,300+ ha.

Suosuo forests: a barrier against desertification

Biodiversity Conservation

In 2021, the SEE Foundation launched its first civil protected area on the Alipay Ant Forest platform. By December 2024, the foundation had established ten civil protected areas directly managed respectively in Wuqinzhang, Xinlong, Anzihe, Medog Gedang, Qiuqianjia, Hunchun, Tongguling, Chenhu, Zongzixi, and Yangxian. These protected areas span diverse ecosystems including forests, urban zones, wetlands, and coastal regions. Through enhancing capacity building of local teams, conducting regular patrols and monitoring, and addressing threats, the initiative fosters harmony between protected areas and surrounding communities while advancing regional biodiversity conservation.

Ant Forest adoption page

Marine Ecological Restoration

In 2022, the SEE Foundation and Ant Forest broadened their conservation scope from land to include marine ecosystems. Through Ant Forest's digital platform, users now engage in virtual marine restoration activities such as "growing marine plants" and "clearing ocean waste." Participants receive verified e-certificates and gain more knowledge about marine ecology. With Ant Group's financial support, SEE Foundation has implemented the mangrove reforestation project in Ningde, Fujian Province and the seagrass bed rehabilitation project in Rongcheng, Shandong Province. As of 2024, these projects have restored over 3.1 million mangrove across 152.33 hectares and more than 66 million seagrass across 66.67 hectares, which played a significant part in coastal wetland restoration.

Mangrove restored
3.1 million+

Areas restored
152.33 ha.

Seagrass restored
66 million+

Areas restored
66.67 ha.

The seahorse captured in the seagrass bed restored by Ant Forest

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 Actions. 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, Qingdao, Fuzhou, and Xiamen, aiming to reduce beach litter and call for a zero-waste lifestyle. As of 2024, 295 cleanup activities had been carried out, engaging about 9,000 people.

Public Participation
≈9,000 people

Recruited volunteers engaging in the Ant Forest Clean Beach Actions

02 HSBC China

Profoundly supporting energy transition and continuously 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 the energy transition, as well as enhancing mitigation and adaptation to climate change. As of the end of 2024, their cooperation has expanded across multiple sectors, encompassing green supply chains, corporate low-carbon transitions, industrial energy transformation, green technology innovation, and nature-based solutions. Their collaboration aims to support the realization of China's "dual carbon" goals.

Ecological Restoration and Resilience Enhancement of Three Typical Ecosystems in China

With the support of HSBC China, 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. As of the end of 2024, the project effectively improved over 800,000 square meters of Giant Panda habitat, protected more than 150 hectares of mangrove, and restored a total of 3,627 hectares of freshwater wetlands in Beijing, Yunnan, and Guangdong.

Giant panda habitat improved
800,000+ m^2

Mangrove protected
150+ ha.

Freshwater wetlands restored
3,627 ha.

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

At the end of 2022, HSBC China partnered with the SEE Foundation to support Dingli and the Rocky Mountain Institute (RMI) in jointly launching the three-year "HSBC Climate Solutions Partnership - Low-Carbon Transition Support for High-Emitting Industries." This initiative focuses on enhancing climate information transparency and driving deep decarbonization in key industrial chains. It explores pathways and handles challenges facing industrial enterprises in their low-carbon transition, while promoting practical tool development and research on supply chain collaboration models to accelerate the low-carbon transition of industrial enterprises in China.

Real Estate Green Supply Chain Action

The project conducted baseline research and expert discussions to establish evaluation criteria and select outstanding suppliers that meet the "Green List" standards. In 2024, the project expanded the "Green List" to include seven new product categories and developed a carbon footprint calculation standard for natural stone products. Fifty-eight companies were added to the "Green List," and experts were invited to provide capacity-building support for five of these enterprises. During the 2024 CURA joint purchasing, all winning suppliers in the coatings, waterproofing materials, and lighting categories were "Green List" companies. Additionally, the project continued to assess the carbon reduction performance of the "Green List" enterprises, with preliminary estimates indicating that these companies reduced carbon emissions by 4.7 million tons in 2023.

Urban-rural Environmental Solutions & Green Talent Programme for Textile Industry

The program enhances the awareness of energy conservation and emission reduction among factory managers and core engineers through systematic, professional qualification training. More attention will be paid to energy and environmental efficiency in management practices, thereby driving long-term and widespread energy-saving and emission-reduction efforts across the industry. In 2024, the program continued to provide climate change response technology and knowledge training in the textile sector. It conducted five specialized training sessions for supply chain companies, engaging 277 enterprises and 327 professionals. Experts were convened to provide on-site technical guidance at 25 companies, training 159 employees. Additionally, the program developed four climate action toolkits and collaborated with multiple international brands to incorporate this training into their supply chain management requirements.

Mangrove Conservation and Community Development Synergy Project

In December 2024, the HSBC Foundation and the SEE Foundation jointly launched the Mangrove Conservation and Community Development Synergy Project. By exploring diverse blue finance investment mechanisms, the project establishes a "Blue Carbon Ecological Bank" that integrates community development with the conservation and restoration of blue carbon ecosystems. It fully leverages the "four functions" of mangroves as "food bank," "carbon bank," "water bank," and "wealth bank" to advance the coordinated development of rural revitalization and mangrove conservation. Additionally, through the "Blue Partnership Action" the project replicates and scales its successful models across China and ASEAN regions, enhancing community climate resilience and the sustainable development capacity of communities.

03 GAC Honda

Implementing mangrove conservation actions and amplifying its message

In March 2024, under the guidance of the Forestry Administration of Guangdong Province, the "Guard the Blue Sky, Jointly Create a New Ecosystem" Mangrove Ecological Experience Camp was held in Zhanjiang. The event was jointly organized by the Guangdong Zhanjiang Mangrove National Nature Reserve, GAC Honda, and the SEE Foundation. Media representatives and public delegates from across the country visited the mangroves to enjoy their ecological beauty. Notably, all carbon emissions generated by the event were offset using SEE Foundation's certified voluntary emission reductions from the "Guangdong Zhanjiang Mangrove Afforestation Project". In this way, Zhanjiang Mangroves achieved carbon neutrality for the science popularization event on mangrove.

As of 2024, the Mangrove Ecosystem Conservation project, a collaboration between GAC Honda and the SEE Foundation, has protected 26.67 hectares of mangroves in Zhanjiang of Guangdong and Wenchang of Hainan through mangrove planting and the removal of the *Derris trifoliata*.

Mangrove protected
26.67 ha.

Mangroves planted by the Mangrove Ecosystem Conservation project in Zhanjiang, Guangdong

Mangrove Ecological Experience Camp at Jinniu Island, Zhanjiang, Guangdong

04 3TREES

A steadfast partner in environmental philanthropy

As a 10-year lifetime member enterprise of the SEE Foundation, 3TREES has remained a committed ally in SEE's environmental initiatives. In 2024, 3TREES continued supporting multiple SEE Foundation projects. In April, partnering with its beauty brand Illombo, 3TREES contributed to the ecological restoration of Fuding tea plantations. By prioritizing natural recovery supplemented by managed intervention, the project enhanced ecological balance and biodiversity and advanced the ecological development of Fuding tea garden. By November, maple and birch trees donated by 3TREES were featured on Ant Forest, supporting reforestation in the Meishan sector of the Giant Panda National Park. This "Internet + Philanthropy" model inspired broader public engagement in environmental actions, thereby uniting efforts to protect our planet.

3Trees' maple trees on Ant Forest

05 Aleshan Foundation

Supporting the growth of environmental philanthropy

In 2024, the Aleshan Foundation supported the establishment of 20 new environmental public welfare organizations with a fund totaling RMB 1.04 million. These groups operate across 15 provinces in China, working on key issues such as ecological conservation, pollution control, environmental education, and waste reduction. The same year, with support from 21 national hub organizations, the foundation updated and compiled the 2024 Directory of China's Environmental Public Welfare Organizations, covering 5,272 organizations. Additionally, detailed data on work fields, income, and human resources was collected from 415 organizations. By consolidating and comparing data from three consecutive years, it completed the *2024 Research Report on the Status of China's Environmental Public Welfare Organizations*, offering fresh insights into the sector's development trends.

The "Green Starters" project review session in Shanghai & Jiangsu

06 Patagonia

A journey of blending outdoor sports with environmental actions

In 2024, the second round of recruitment for the "1% for the Planet" special project jointly initiated by Patagonia China and the SEE Foundation concluded successfully. Following a rigorous review by SEE Foundation's experts, industry development specialists, and Patagonia representatives, nine outstanding projects were selected. These initiatives span a variety of outdoor sports, including trail running, rock climbing, shore fishing, surfing, diving, and hiking, showcasing the deep integration of outdoor sports and environmental conservation. In September 2024, the "1% for the Planet" project held its first partner exchange meeting in Nanjing. Representatives from each project shared their experiences and insights, while collectively exploring how to leverage the power of outdoor communities to further advance environmental initiatives and inject new energy into conservation efforts.

Newborn public benefits organizations supported
20

Amount of funding
RMB **1.04 million**

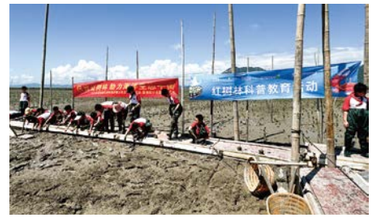
The "1% for the Planet" project partner exchange meeting

07 Aramco Asia

Promoting mangrove ecological conservation and public nature education

In 2024, Aramco Asia partnered with the SEE Foundation to support mangrove ecosystem conservation in Xiapu, Fujian Province. The project aims to restore and plant 2 hectares of mangroves over three years, while conducting biodiversity baseline surveys and monitoring the effectiveness of mangrove afforestation and maintenance efforts. Alongside conservation work, the SEE Foundation organizes public engagement and nature education activities, in a bid to raise public awareness and foster the growth of local environmental public welfare organizations.

Mangroves restored and planted
2 ha.



Mangrove science education activities

08 Infineon Technologies

Continuous efforts to drive sustainable development

In June 2024, the inauguration ceremony for the second "Infineon Eco-Forest" took place at the Ulan Buh Ecological Education Demonstration Base. This initiative marks an extension of Infineon Technologies' partnership with the SEE Foundation under the "100 Million Suosuo" public welfare project. The new initiative was expanded to combat severe desertification along the edges of the Ulan Buh Desert by planting desert plants such as sweetvetch (*Hedysarum scoparium*), *Caragana korshinskii*, and *Calligonum mongolicum*. To date, the "Infineon Eco-Forest" initiative has planted 58,880 desert-adapted trees across 82.07 hectares in the Alagxa region, making tangible contributions to local desertification control and ecological restoration. Since 2022, the SEE Foundation and Infineon Technologies have collaborated on biodiversity conservation and climate change response. Their joint efforts include the "Shenguozhuang Infineon Giant Panda Habitat Restoration and Afforestation Project" in Sichuan Province, which sets a positive example for biodiversity protection, carbon sequestration, and emissions reduction.

Psammophytes planted
58,880

Planted areas
≈82.07 ha.

Infineon Technologies employees are planting trees

09 Volvo Group

Turning carbon into forests: building a sustainable future

In December 2020, Volvo Group partnered with the SEE Foundation to design and launch the first phase of the "Turning Carbon into Forests: Building a Sustainable Future" project - the Giant Panda Habitat Restoration and Afforestation Project. To expand and enhance the achievements of the first phase, in May 2024, Volvo Group joined hands with the SEE Foundation and the Yingjing County Management Station of Giant Panda National Park to initiate the second phase of the project. This new phase, the "Yingjing District Nature Education Community Pilot Program", is located in Jinshan Village Group, Fazhan Village, Longcanggou Town, within the Daxiangling Reserve of Ya'an City, Sichuan Province. Spanning two years from May 2024 to April 2026, the program will focus on the R&D and implementation of the nature education programs to promote science and nature education, renovation of classrooms, design of field practice routes, and volunteer training, with a view to advancing ecological conservation.

Inauguration Ceremony of "Turning Carbon into Forests - Jinshan Nature Classroom"

10 WeBank

Fulfilling corporate social responsibility to support giant panda conservation

WeBank and the SEE Foundation jointly launched a Giant Panda habitat restoration project in the Giant Panda National Park of Sichuan Province. A total of 16,000 coniferous and deciduous broad-leaved trees were planted, restoring approximately 16.67 hectares of the Giant Panda habitat. To expand public participation, WeBank invited users to join the project through its "WeBank Corporate Finance App" and "WeBank Wealth +" platforms, providing convenient channels for small businesses and individual clients to contribute to environmental causes.

Trees planted
16,000

Giant Panda habitat restored
≈16.67 ha.

11 ChaPanda

Every cup counts into trees

In 2024, ChaPanda launched a limited number of "DIY Tree-Shaped Cup Handles". Each handle can be cut out and assembled into a 3D miniature tree. This creative approach aims to raise awareness about Giant Panda habitat. In addition, ChaPanda partnered with the SEE Foundation to initiate the "Giant Panda Habitat Restoration Program." Over the next three years, the program will restore 16.67 hectares of forest and plant 16,000 native fir and broad-leaved trees adapted to the local climate. It aims to restore ecological balance and enhance biodiversity to improve living conditions for Giant Pandas and other wildlife alike.

Planned forest restoration areas
16.67 ha.

Trees planted
16, 000

12 Slim Club

Planting 50,000 psammophytes in Alagxa

Dedicated to environmental improvement, Slim Club donates and plants psammophytes like Suosuo and Mongolian almond (*Prunus mongolica*) in northwest China's desert regions to combat desertification every year. In 2024, via Sino Food Anhong Foundation, Slim Club supported the SEE Foundation's "100 Million Suosuo" project and established the "Sino Food Anhong's Forest" in Alagxa region, Inner Mongolia, planting 50,000 Suosuo-dominated psammophytes. Additionally, Slim Club launched the "Plant a Tree in the Desert in Your Name" campaign to inspire public participation in green philanthropy through "cloud tree-planting" and live-streamed planting events.

Trees planted
50,000

Sino Food Anhong's Forest

13 Midea Group

Pooling efforts to jointly protect lucid waters and lush mountains

In December 2024, Midea Group partnered with the SEE Foundation and 100 designers to launch the "Midea AC Designer Friends' Ecological Forest" project. The project planted 35,000 Suosuo in the Alagxa region of Inner Mongolia to support local ecological improvement. Once fully grown, this forest is expected to stabilize 350,000 square meters of sandy land. Midea Group and the designer community will jointly safeguard this ecological forest, pooling their efforts to contribute to environmental improvement and conservation.

Trees planted
35,000

Launch Ceremony of the Midea AC Designer Friends' Ecological Forest

14 Rongsheng Group

Protecting our home through the green actions

Rongsheng Group has actively participated in the "100 Million Suosuo" project. In collaboration with the SEE Foundation, the brand pledges to plant one Suosuo tree in the Alagxa region of Inner Mongolia in the consumer's name for every Rongsheng Will Space series product sold, contributing to desertification control. Since the launch of the "Energy-Saving Forest Plan" in January 2022, Rongsheng has planted over 60,000 psammophytes, primarily Suosuo, in the Alagxa region. The Plan highlights Rongsheng's commitment to corporate social responsibility as an industry leader who gives back to society through low-carbon innovation and facilitates sustainable industrial development.

Trees planted
60,000+


Rongsheng's Suosuo Forest planting experience activity

15 Yili Gemice

Protecting the home of giant panda

In May 2024, the Ant Forest Zongzixi Protected Area program, funded by Yili Gemice, managed by the SEE Foundation, and implemented by Chengdu Aisiyi Ecology Conservation Center, was launched on the Alipay platform. The program aims to protect 58.66 square kilometers of forest in Lushan County, Ya'an City, Sichuan Province. As a critical habitat for Giant Panda, Lushan County is home to numerous rare and unique species, along with a relatively intact natural ecosystem. Its rich plant diversity and varied habitats support thriving wildlife biodiversity. The program implements more scientific and effective conservation measures for the Zongzixi area, conducting comprehensive monitoring of local wildlife, primarily Giant Pandas, and their ecological dynamics.

Areas protected
58.66 km^2


Forest musk deer captured by infrared cameras in Zongzixi Protected Area

13

FINANCIAL DATA

The following data are from the 2024 annual audit report of SEE Foundation (Registered Name: Society of Entrepreneurs and Ecology Foundation). This audit was completed by Deloitte China Beijing Branch (a special general partnership). The full report can be found on the official website of SEE Foundation: http://www.see.org.cn

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 includes: 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 a 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 2024

RMB 270,362,700

Income in 2024

Figure 1

RMB 302,922,600

Donation Income (Monetary)	RMB 293,882,600
Donation Income (In-Kind)	RMB 40,000
Income from Service Provision	—
Investment Income	RMB 7,375,300
Other Income	RMB 1,624,700

RMB 293,882,600
Donation Income (Monetary)

RMB 40,000
Donation Income (In-Kind)

RMB 7,375,300
Investment Income

RMB 1,624,700
Other Income

Figure 1: Composition of Income in 2024

Expenditure in 2024

RMB 252,120,600

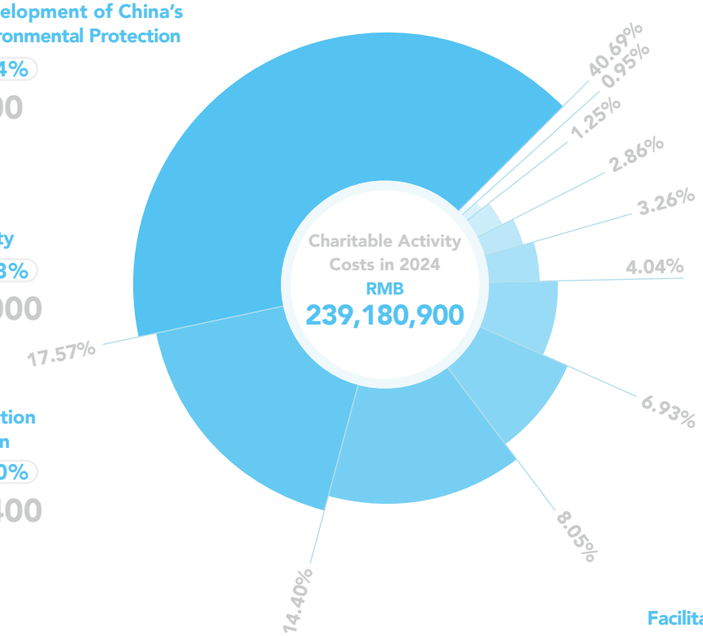
Charitable Activity Costs Figure 2	RMB 239,180,900
Costs for Service Provision	—
Management expenses (including salaries, welfare, and administrative expenses)	RMB 10,840,000
Fundraising costs	RMB 2,099,700
Other costs	—

Desertification Prevention and Control
40.69%
RMB 97,328,400

Environmental Protection Projects with Local Participation
8.05%
RMB 19,258,100

Supporting the Development of China's Civil Society on Environmental Protection
4.04%
RMB 9,655,600

Joint Public Welfare Projects
1.25%
RMB 2,984,800



Climate Change and Business Sustainability
6.93%
RMB 16,581,000

Brand Communication and Others
2.86%
RMB 6,841,100

Ecological Conservation and Nature Education
14.40%
RMB 34,439,400

Special Funds
0.95%
RMB 2,272,900

Marine Conservation
17.57%
RMB 42,019,600

Facilitation of Local Environment Protection Activities
3.26%
RMB 7,800,000

Figure 2: Composition of Charitable Activity Costs in 2024

Closing Balance of Net Assets for 2024

RMB 321,164,700

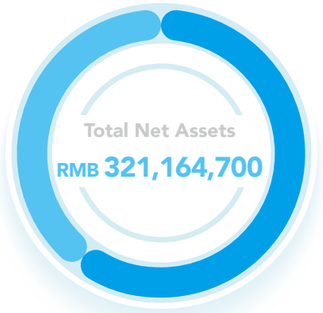
Ratio of Charitable Activity Costs to the Previous Year's Income	96.99%
Proportion of Management Expenses to Total Expenditure this Year	4.30%

Assets and Liabilities

SEE Foundation's Asset Status in 2024

Fixed Assets	RMB 3,058,800
Current Assets	RMB 312,848,700
Intangible Assets	RMB 5,036,800
Long-term Prepaid Expenses	RMB 753,600

SEE Foundation's Net Asset Status in 2024



Restricted Net Assets	RMB 194,437,600
Unrestricted Net Assets	RMB 126,727,100

SEE Foundation's Liability Status in 2024

Current Liabilities	RMB 533,200
Long-term Liabilities	—

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SEE CONSERVATION
成员单位
Member

SEE基金会
SOCIETY OF ENTREPRENEURS & ECOLOGY FOUNDATION

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