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CHINA ENVIRONMENTAL GRANTMAKERS ALLIANCE

Impact Report: Climate Philanthropy Case Studies



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CHINA ENVIRONMENTAL GRANTMAKERS ALLIANCE

CEGA Profile

CEGA (China Environmental Grantmakers Alliance), launched in Beijing on 29th January 2018, serves as a collaborative and information exchange platform for Chinese environmental grantmakers. CEGA aims to apply strategic philanthropy in environmental grantmaking to guide the funding direction so that to realize the maximum social benefit of charitable funds in the environmental field. The shared values of CEGA members include integrating resources, making joint efforts, and sharing success for a better environmental future.

CEGA is an environmental grantmakers collaborative program instead of an independent legal entity. It was affiliated to China Foundation Center from 2018 to March 2024. From April 2024 onwards, the program is affiliated to All-China Environment Federation and operates under the guidance of the CEGA Decision-making Committee. The 2024 Decision-making Committee consists of SEE Foundation, Alibaba Foundation, Mangrove Foundation (MCF), Lao Niu Foundation, Harmony Community Foundation, Vanke Foundation, China Green Carbon Foundation, All-China Environment Federation. The Decision-making Committee works for three years term, with its Chairman elected by the Decision-making Committee. Former chairman include Lei Yongsheng (Chairman of Lao Niu Foundation), Zhang Li (former Secretary General of SEE Foundation), Chen Yimei (former Secretary General of Vanke Foundation), and An Yaqiang (Secretary General of Lao Niu Foundation). The current co-chairs are Xie Xiaohui, Secretary General of Vanke Foundation and Yao Yao, Secretary General of Alibaba Foundation. Other members and partners of CEGA include Qiaonyu Foundation, The Paradise Foundation, Friends of Nature Foundation, Beijing Afforestation Foundation, Changjiang Conservation Foundation, Beijing GreenSunshine Environmental Foundation, Huatai Foundation, Qinghai Lake Ecological Protection Foundation of Qinghai Province, Hubei Wetland Conservation Foundation, All-China Environment Federation, China Association for NGO Cooperation and strategic partner Energy Foundation.



| Opening Remarks



Wang Xiufeng

Chairman of the 4th Councils of All-China Environment Federation

The Impact Report: Climate Philanthropy Case Studies, edited and published by CEGA, compiles outstanding examples of private sector funding to address climate change, and highlights the potential and value of civil society organizations to engage the public in climate action.

ACEF adheres to the mission of “Greater China, Greater Environment, Greater Union” and has been supporting CEGA to promote synergy among environmental grantmakers. We hope that this report will inspire more funders to pay attention to climate issues and mobilize more resources in the field of environment and ecosystem conservation, building a benign ecosystem of climate philanthropy, and playing an active role of civil society organizations in the country's green and low-carbon transformation process.

A handwritten signature in black ink, consisting of three stylized Chinese characters: 王 (Wang), 秀 (Xiufeng), and 峰 (Feng).

Message from the CEGA Co-chairs



Xie Xiaohui
Secretary General of Vanke Foundation



Yao Yao
Secretary General of Alibaba Foundation

We are pleased to introduce the Case Studies on Impactful Climate Philanthropy report that will be officially released at 2024 United Nations Climate Change Conference (COP29). This report consists of 13 climate philanthropy cases selected by CEGA that have large donors (each funding over 1 million RMB) and have significant impacts, covering climate change adaptation, climate justice transition, ecosystem protection and restoration, biodiversity conservation, carbon credit, corporate carbon neutrality, industry empowerment, etc. These cases have fully mobilized public participation in climate action in a variety of areas, and reflected the contribution of CEGA members and partners to climate philanthropy, as well as our commitment and expectation for the future of climate philanthropy.

Climate change is one of the toughest challenges facing the world today, and only through the public participation and the concerted efforts of all sectors, can a scalable solution be found. As one of the bedrocks of CEGA's Climate Philanthropy Partnership Initiative, this report aims to provide more professional and systematic support for climate philanthropy, and to inspire more philanthropists, high net worth individuals (HNWI) or corporate foundations to recognize the strategic value of climate philanthropy and its intergenerational benefits. It will motivate more social enterprises to invest in climate action, an important cause for the global future, to further leverage the impact of climate philanthropy and to commit to the protection of our common planet.

We hereby thank all of our partner organizations that contributed to this report. Your support and participation enabled us to bring together these valuable cases to unite the power of climate philanthropy and highlight its impact as well. We would like to thank the case reviewers, Prof. Zhang Li from the School of Life Sciences, Beijing Normal University, and Ms. Wang Binbin, Founder of Climate Future Global Innovation Lab (C Force), Institute of Carbon Neutrality, Peking University. Special thanks to the All-China Environment Federation to which we are affiliated, for its strong support of this project!

Ambassadors of Climate Philanthropy Partnership Initiative



“The core value of CPPI is to create impactful projects together. This report demonstrates how CEGA members and partners have leveraged their strengths and mobilized the power of multiple channels to explore and build models for addressing climate change in a variety of areas, highlighting the value of philanthropy. We look forward to more philanthropists joining Climate Action, building an ecosystem to address climate change with CEGA, creating more impactful climate philanthropy programs, and making greater contributions to our generation.

—Wang Limin, Vice President of Changjiang Conservation Foundation



The CPPI is a strategic effort by our civil society organizations to actively implement the national plan to address climate change, promote the participation of a wider range of social sectors in tackling climate change, dedicate ourselves to serving the social responsibility and ESG goals of the industry and corporations, and facilitate corporations and philanthropists to pivot from the traditional philanthropy to major strategic fields such as climate action and biodiversity conservation. CEGA Partners hopes to promote cases through this Initiative, build a wider platform for Public-Private-Philanthropy-Partnership, incubate more innovative climate giving projects meanwhile demonstrating more climate solutions in China, and jointly promote the construction of a beautiful China to achieve the harmonious coexistence of human beings and nature.

—Hou Yuanqing, Vice Secretary General of China Green Carbon Foundation



In the construction of ecological civilization, civil society organizations are irreplaceable. This report summarizes the innovative practices and explorations of 9 organizations on several environmental issues, such as climate change adaptation and biodiversity conservation, in the hope that it will inspire and inform all social forces working in this field.

—An Yaqiang, Secretary General of Lao Niu Foundation



Increasingly frequent occurrence of extreme weather and serious damage to natural ecosystems have posed enormous challenges to the human economy and society and require us to take urgent action. In order to mobilize more philanthropic resources and social power, we have selected 13 case studies to demonstrate the critical role of social capital in participating in climate and nature conservation. We hope that the release of this report will inspire more enterprises and CSOs to pay attention to climate philanthropy, and provide experience for subsequent efforts, to jointly build a sustainable climate philanthropy ecosystem.

—Yang Biao, Secretary General of SEE Foundation

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Foreword

The twin crises of climate change and biodiversity loss have been destructing the natural ecosystems and disrupting the deeply intertwined socioeconomic developments. Increased frequency and severity of extreme weather and natural disasters like heatwaves, sea level rise, wildfires, floods, droughts, coastal storm surges etc., are having severe impacts on our living environment and economic activities.

China, as a developing country, have been suffering from the negative impacts of climate change, including the secondary disasters such as economic losses, public health crisis and polarization of the social wealth. Such condition is widespread and further exacerbated by the global patterns of inequality, with vulnerable groups bearing the brunt of the impacts, even though they are not the main contributors to climate change.

The 2023 China edition of The Lancet Countdown to Population Health and Climate Change report¹ notes that in the context of climate change, anyone can be vulnerable, bearing risks from heat stroke, flooding, acute exacerbations of climatically induced chronic diseases, infectious diseases, malnutrition, heat stress, mental illness, and food insecurity, among other things. In 2022, the number of heat-related deaths in China increased by 342% compared to the baseline (average of 1986-2005), with heat stress-related productivity losses reaching US\$ 313.5 billion (1.91% of GDP) in the same year.

Facing such daunting challenges, there is still a trillion-dollar global financing gap for climate action. According to the State of Finance for Nature report released by the United Nations Environment Programme², by 2050, an average of \$536 billion will need to be invested annually in nature in order to effectively address the three major environmental crises of climate, biodiversity and land degradation. China's long-term financing gap for climate investment is more than RMB 1.6 trillion per year, with public funding currently averaging RMB 470 billion per year, far short of the RMB 3.5 trillion needed, and therefore in urgent need of large amounts of social capital to supplement it.

Fortunately, we have seen significant growth in the overall scale of charitable giving in China in recent years. According to the Forbes China Philanthropy List, charitable donations from wealthy families in mainland China have grown from RMB 490 million in 2004 to RMB 17.9 billion in 2020. According to China Philanthropy Times, 226 listed philanthropists (spouses) donated about 11.3 billion yuan in total, and the listed enterprises totaled 1,370 with a combined donation of about 25 billion yuan. However, charitable funding donations in the climate and environment sector are relatively small, with large donations in the climate and environment accounting for an average of only 5% of total donations; foundations focusing on the climate and environmental sector account for only 2% of the total foundation industry in terms of program funding and the number of programs, which is a far cry from the demand.

Combating climate change is a complex, cross-cutting process that requires stakeholders to work collectively to identify the pathway of making impacts, as pointed in the report Building Back Greener by Center for Asian Philanthropy and Society. Clearly, an impactful climate philanthropy program is

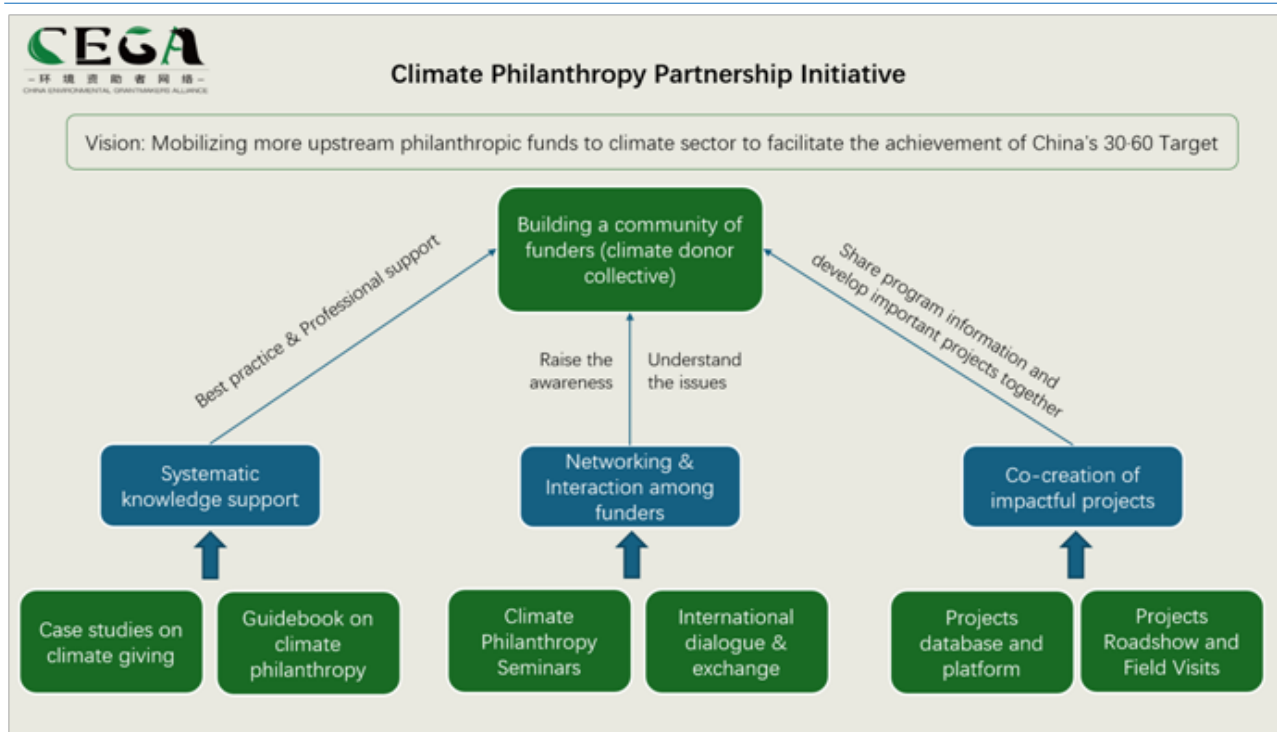
1 <https://lancetcountdown.org/cn/asia/2023-report/>

2 <https://www.unep.org/resources/state-finance-nature>

hard to achieve, and that there is a long way to go before the strategic value of climate philanthropy is recognized by all sectors of society, especially the private sector.

For a long time, China's local environmental nonprofits, including members and partners of CEGA, have made unremitting efforts and positive contributions; according to CEGA Secretariat, the climate-related expenditures of CEGA members and partners reached 475 million yuan in 2023. Consequently, in August 2024, CEGA members and partners launched the Climate Philanthropy Partnership Initiative (CPPI), which aims to mobilize more upstream philanthropic resources and civil society funds into the field of climate, ecology and environment, jointly support high-impact climate projects, and establish a sustainable climate philanthropy ecosystem to help achieve the national 3060 dual-carbon goals.

Framework of Climate Philanthropy Partnership Initiative



As one of the key foundations of the CPPI, CEGA initiated the development of this report. We have selected 13 influential climate philanthropy cases (with single donation of more than RMB 1 million), which have promoted effective climate action at different levels to realize multiple benefits, including environmental, economic and social benefits, and have highlighted the backbone status of social capital and the critical role of innovative financing and project operation modes in the field of climate philanthropy. The funding sources of these diverse cases include financial institutions, enterprises, foundations, etc., with different focuses on climate issues such as ecosystem conservation and restoration, biodiversity conservation, carbon credits, just transition and climate adaptation.

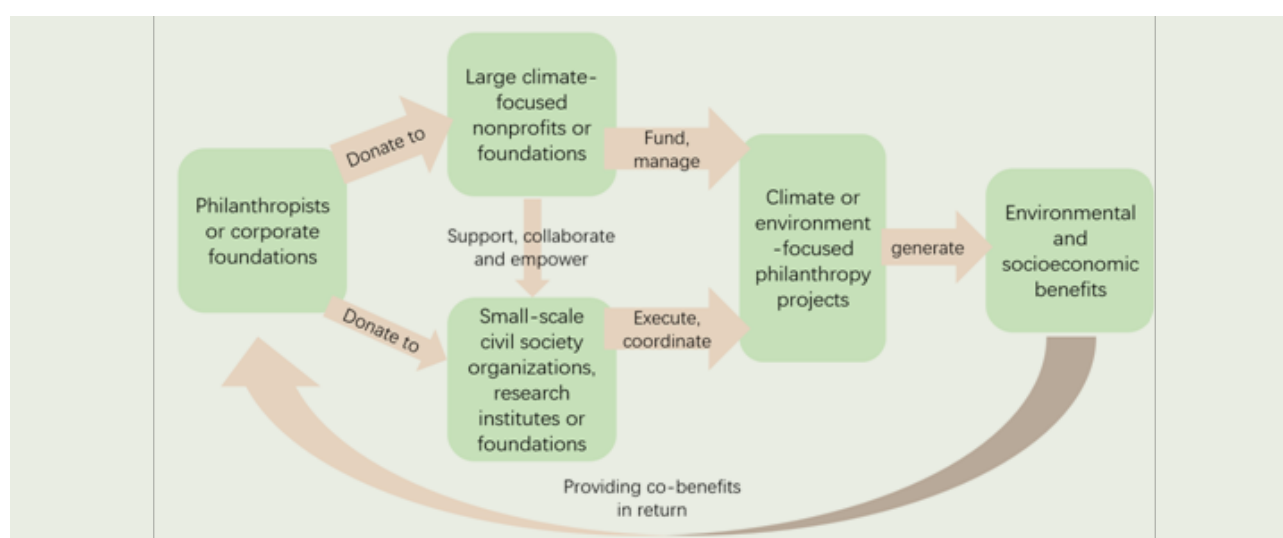
This report focuses on highlighting the influence of philanthropic power in different specific areas to mobilize different public groups to fully participate in climate action. Through the official release of the report at the COP29 conference, this report further expand the influence and promote China's climate philanthropy story to the international arena, to guide more philanthropic resources to invest in the public awareness and education of the whole society; and at the same time, guide more philanthropic resources to be invested in public education, stimulate the public's enthusiasm to participate in climate action, and help realize the national dual-carbon goal as well as assist in making China's voice heard in intergovernmental global climate governance.

By analyzing the sources of large donations from CEGA member partners in the past three years (2021-2023), we found that about 70% of them come from corporations and corporate foundations. Many corporations have taken the lead in green giving by funding environmental charitable foundations,

actively participating in combating climate change, advancing biodiversity conservation initiatives and promoting local community development through public welfare actions, which not only fulfills their corporate social responsibility and meets ESG requirements, but also opens up an effective way for corporations to achieve their carbon neutrality goals. This is a good deed that can kill two birds with one stone. We hope that through the CPPI, more companies will see the opportunities for green giving.

Generally, the flow of climate charity funds is shown in the following chart, the upstream of the capital pool of philanthropists, family or corporate foundations to support various types of environmental organizations and foundations through donations, while some large foundations at the head of the industry through the form of secondary donations or cooperation to empower the middle and lower reaches of the many environmental organizations; at the same time these environmental organizations and foundations will be used to carry out charitable funds to combat climate change, restore the ecosystems and protect biodiversity. In the end, the generated environmental, social and economic benefits will feed back into the whole society. For corporate donors in particular, high-quality climate philanthropy is not only a sign of corporate social responsibility, but also creates long-term value for the company in terms of brand image, investor relations and financial returns.

Life Cycle Assessment of typical climate philanthropic projects



We hope that the analysis and research in this Case Studies on Impactful Climate Philanthropy on philanthropists, corporations and foundations that have already invested in the field of climate and environment, can motivate more entrepreneurs and philanthropists to recognize the power of climate philanthropy; and that we will use this as a basis for further leading analysis of climate funding priority issues and projects, and for preparing a guide to climate philanthropy giving, to provide systematic, professional and scientific support and services and support for new climate philanthropy donors. We look forward to the prosperous development of climate philanthropy in China; we believe that only by setting off can we arrive at the destination; the completion and release of this report is our initial step to promote new development of climate philanthropy in China. We look forward to people and organizations with the same visions and beliefs as ours to become our partners, and to join hands so that the glory of philanthropy can shine in a green future!



SEE Foundation

Small merchants of the Taobao pet industry collectively guarding the home of Bengal Slow Loris (*Nycticebus bengalensis*) and Pygmy Slow Loris (*Nycticebus pygmaeus*)

Biodiversity Conservation in Sync with Climate Action, Bottom-up Participatory Conservation

On August 1, 2024, Alibaba's online public welfare platform, together with the Tmall pet industry and SEE Foundation, launched the “Wild Child - Guard the Home of the Bengal Slow Loris and Pygmy Slow Loris” project, which encourages small merchants and consumers to participate in the climate action and ecosystem conservation, as well as the protection of two endangered wild species – Bengal Slow Loris and Pygmy Slow Loris, kinds of monkey yet like sloth. The first phase of the project will last for one year (2024-2025) and cooperate with local partners (Guangxi Shanhehai Nature Conservation Foundation, etc.) in Longzhou County and Ningming County of Guangxi Zhuang Autonomous Region to carry out ecosystem restoration and climate adaptation activities, meanwhile raising public awareness of endangered species protection, and encouraging the whole civil society to contribute to sustainable development.

The Internet broadens the possibilities for environmental public benefit

Via this innovative model, the project allows more convenient channels for environmental public benefit projects, effectively mobilizing the participation of consumers through the internet and making every daily shopping behavior a support for wildlife conservation.

Occasionally, Alibaba Philanthropy incorporates high-quality projects in the “Goods for Good” program and builds a systematic pathway between online merchants and philanthropic projects. Merchants can voluntarily participate in this program and set up a certain donation amount or ratio when uploading their goods, which will automatically be donated to the designated project after placing an order. Consumers can also apply the “Goods for Good” filter when searching for goods.

The close cooperation between SEE Foundation and Alibaba's public benefit platform, leveraging the Tmall pet industry to reach large amounts of merchants, not only broadens the breadth of public participation in biodiversity conservation, but also deeply explores the potential of combining business and philanthropy, with the co-benefits of demonstrating the positive outcomes of undertaking corporate social responsibility, and educating the public on how to carry out scientific biodiversity conservation.

The fundraising target for the project's first phase is 1 million CNY, which will be used for the “Wild Child - Guard the Home of the Bengal Slow Loris and Pygmy Slow Loris” project. Within one year, we plan to map out the population distribution of Bengal Slow Loris and Pygmy Slow Loris in Longzhou and Ningming counties, to form effective protection measures through multi-party collaboration. In 3-5 years, the project will foster a bottom-up social protection network for these monkeys, promote the joint efforts of enterprises, NGOs, the public, the government, and scientific research institutions to explore effective conservation actions and models, and form a protection model, so as to contribute to the overall improvement of their habitats and populations.



Achieving the Project Objectives via diverse approaches

This project cooperates with local governments, scientific research institutions, public benefit organizations, and other parties to develop and implement targeted conservation measures based on the survey data, to ensure effective protection through seminars, patrol training, database construction, and other means. A comprehensive population survey is being conducted in the main habitats of Bengal Slow Loris and Pygmy Slow Loris in Longzhou and Ningming counties in Guangxi to collect key data such as population size, distribution range, and living habits to provide a scientific basis for subsequent conservation work.

Project activities:

- 1 project workshop to be held in Ningming and Longzhou counties; 1 guidebook for night patrols; 3 trainings on skills, safety, animal ethics, and environmental protection related to surveys and monitoring for forest rangers, community rangers, and other surveyors.
- 1,518 person-times of patrols on 30 sample lines for 1 year to obtain the distribution data in the surveyed area, improvement on the database and distribution mapping; 1 technical report about their distribution and abundance as well as the relationship with other organisms, that helps protect the environment on which human beings depend for their survival.
- Form a 10-people community patrol, and investigate the level of community awareness of endangered species, community willingness to conserve or to develop, and the intensity of human-wildlife conflict within the community. On this basis, a Participatory Rural Appraisal (PRA) was conducted to guide the community to formulate a conservation-based community development plan to enhance conservation awareness and action.

Sustaining support for biodiversity conservation from the pet industry

Through the development of community co-management and participatory monitoring and conservation actions, the project aims to enhance community understanding of the species of Bengal Slow Loris and Pygmy Slow Loris, improve community conservation capacity, and increase conservation efforts so that more people can understand and actively participate in conservation actions.

Based on the “Goods for Good” program, the Tmall pet industry has continued to pay attention to and support biodiversity conservation based on the advantage of the online platform. Up to now, the project has been in active operation through close cooperation with more than 26,000 small merchants.

By with the Nature-based Solutions (NbS), a multi-party cooperation approach is adopted to carry out tailored, scientific, effective, and sustainable monitoring and ecological protection work in close cooperation with local authorities, protected areas, scientific research institutes, NGOs, and villagers of the neighboring communities.



HSBC supports the Nature-based-Solution program in China's three typical ecosystems

Ecosystem conservation and restoration, blue carbon development

Since 1999, HSBC has been actively engaged in combating climate change in Mainland China, continuously funding projects to address climate change and biodiversity conservation. Through a three-pronged effort, they are building a net-zero greenhouse gas emission bank, supporting customers in realizing a low-carbon transition, and supporting innovative climate solutions through environmental public benefit and other means.

In response to climate change and natural disasters, with the support of HSBC, SEE Foundation launched the “Nature-based-Solution program in China’s three typical ecosystems” in 2020 to support the improvement of forests, inland wetlands, and coastal wetlands ecosystems, to restore biodiversity, to maintain the sustainable provision of ecosystem services, to increase carbon sinks and enhances resilience to climate risks, and to provide ideas and experiences for ecological restoration.

Project Profile

Period: 2020 - 2025

Locations: Guangdong, Shanghai, Beijing, Yunnan, Sichuan

Executive Organization: SEE Foundation

Cooperative Organizations: Chengdu Tianfu New District Aisiyi Ecological Protection Center, Beijing Jinglang Ecological Technology Co.

Target on: ecosystem conservation and restoration



Restoration and resilience enhancement on typical ecosystems

Based on the forest ecosystem, the SEE Foundation supports Chengdu Tianfu New District Aisiyi Ecological Conservation Center in exploring and piloting site-specific restoration solutions to enhance habitat quality and biodiversity through systematic monitoring and adjustment of forest vegetation structure. By the end of 2023, this project has set up four pilot habitat restoration sub-projects in Sichuan's Giant Panda distribution areas, namely Xiaozhaizigou (Beichuan County, Mianyang), Daxiangling (Xingjing County, Ya'an), Liziping Touwu Mountain Corridor (Asbestos County, Ya'an), and Shengguozhuang (Yuexi County, Liangshan Prefecture), completed the planting of 63,600 native trees, which absorbed and fixed about 1,145 tons of carbon dioxide.

Based on the inland wetland ecosystem, SEE Foundation supports Beijing Jinglang Ecological Technology Co. to gradually start biodiversity conservation practices in North, East, South, Central, and Southwest China, and to enhance the resilience of wetlands to climate change at the level of wetland species diversity, ecosystems and landscapes in all aspects. By the end of 2023, 138 hectares of wetlands have been restored, benefiting more than 42.64 million people, and the treated wetlands (excluding rivers) can store at least 621 tons of carbon per year, which is equivalent to the emission reduction of 2,277 tons of greenhouse gases (carbon dioxide).

Coastal wetlands ecosystem restoration project, which has joined forces with the Guangdong Zhanjiang Mangrove National Nature Reserve Administration to carry out mangrove conservation in Zhanjiang, to create a scientific mangrove conservation system, to enhance the ecological service value of the mangrove ecosystem, and to strengthen the capacity of the local community to cope with climate change. By the end of 2023, the project has completed region-wide monitoring of mangrove resources, cleared over 60,000 square meters of harmful species, restored 20,000 square meters of mangrove forests, and provided science outreach to over 600 local students and 12,000 community residents.

Achieving multi-dimensional climate goals

Combined with HSBC China's climate change objectives, based on the results of the project, we initially formed a private “China Biodiversity Species Distribution Map”, which provides a basis for evaluating the impacts of corporate behaviors and large-scale projects on biodiversity, as well as carrying out restoration and conservation.

Develop and improve various ecological restoration techniques, including urban green space, Giant Panda habitat, freshwater ecosystem restoration and protection, and promote the preparation of “Giant Panda Habitat Restoration Standards” in cooperation with the Giant Panda National Park.

Actively explore the mode of cooperation between enterprises and government, community, scientific research institutions, etc. for conservation, the mode of synergistic development of conservation and development, and promote international cooperation in the field of biodiversity. 2021, SEE Foundation develops the first Blue Carbon, involving a total of 5,880 tons of carbon dioxide emission reductions, the proceeds of which will be used in the restoration of mangroves for the maintenance of the mangrove ecological restoration, such as management and care of the restored mangroves, and community participation, etc. It provides a model for realizing the ecological value of mangrove restoration projects, such as generating carbon sinks, and is of positive significance in attracting funds to invest in mangrove protection and restoration, promoting the development of marine carbon sink economy, assisting the carbon neutralization of marine carbon sinks.





Alibaba Foundation

China Water Source Protection Charitable Trust - Qiandao Lake Water Fund

Charitable Trust, Climate Resilience and Adaptation, Rural revitalization

The Birth of the Qiandao Lake Water Fund

About 93% of China's urban municipal water supply comes from surface water sources; however, about 73% of urban water sources suffered from non-point source pollution in watersheds, which impacts the drinking water safety of 860 million people. As a result, “China Water Source Protection Charitable Trust” was established on July 31, 2017, which is the first charitable trust with a scale of 15 million RMB for the restoration of China's water sources and environmental protection. The trustee of the charitable trust is Alibaba Foundation and Minsheng Tong Hui Foundation, the term is perpetual, and the beneficiaries include, but are not limited to, natural persons, legal persons, and unincorporated organizations existing in the form of charitable projects for the implementation of charitable projects for the protection of the water environment and ecological protection in China, which are determined in accordance with the trust document and its provisions.

In December 2017, the Trust completed the first funded project “Qiandao Lake Protection Project” which is the Qiandao Lake Water Fund of 10 million yuan, and in June 2022, Alibaba Foundation provided additional funding of 5 million yuan. The project serves as the promotion and application of Wanxiang Trust's “Water Fund Trust” model in a larger watershed, to effectively protect the drinking water source and the surrounding environment, explore and enhance the ecological agriculture in the watershed, meanwhile creating a sustainable project operation platform combining water source protection and rural revitalization in the Qiandao Lake watershed, by investing in diverse livelihoods of rural households.

Operational Mechanisms of Charitable Trust

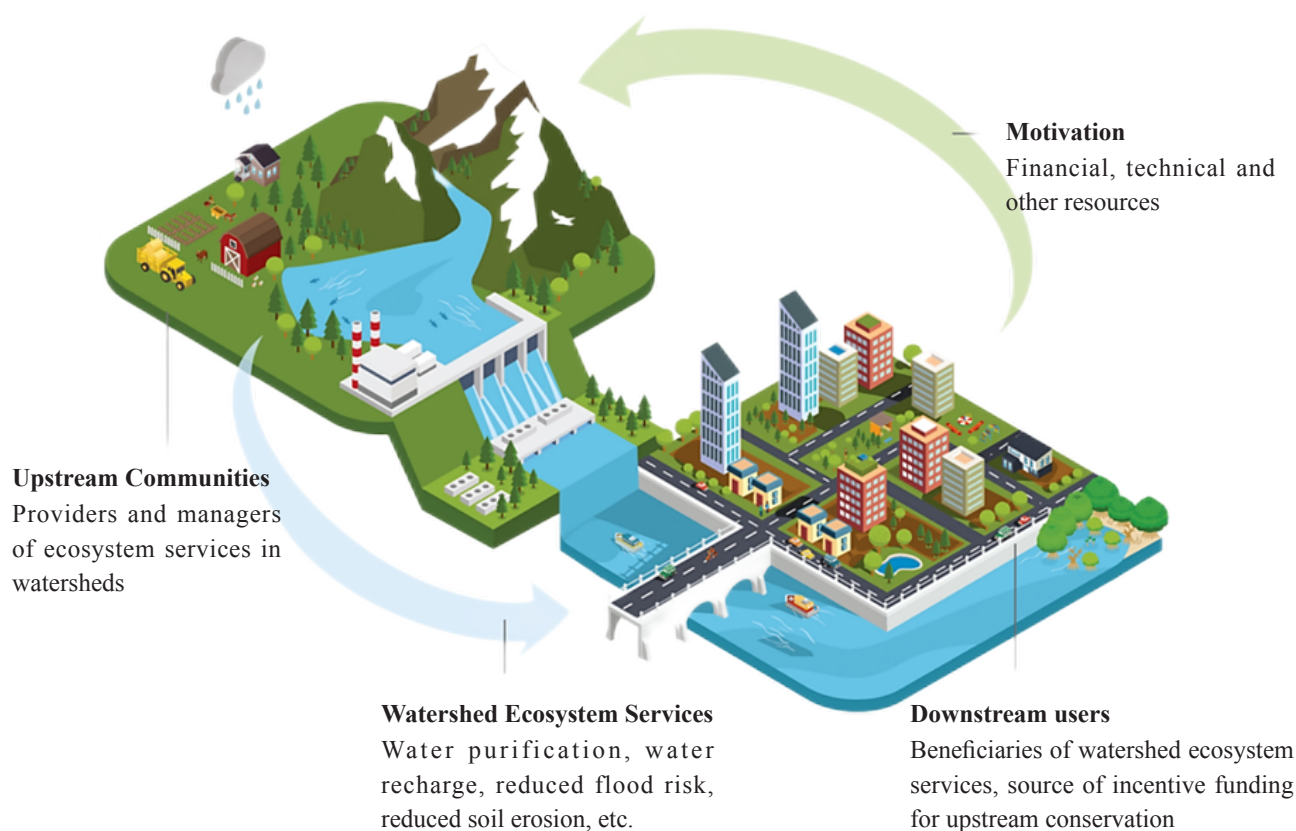
The Qiandao Lake Water Fund is an innovative way to facilitate rural development transition and enhance the watershed climate resilience, as well as supporting the net zero transition of local communities based on the integrated green finance tools of charitable trusts and blended finance.

1、Build a project operation platform to attract diversified entities to participate in environmental protection. Wanxiang Trust, the trustee of the project, integrates government, philanthropic and corporate resources to participate in the management of key land parcels for water source protection by building a systematic project operation model with a three-tier structure of charitable trusts, water fund trusts and executive agencies. In addition to accepting donations, the Water Fund Trust also introduces reputable and resourceful impact investors, and farmers/foresters can also participate in environmental protection through diversified properties such as land/forest management rights; the rights and obligations of different participants are unified under the framework of the Water Fund Trust, which can generate the synergistic effect of government capital and social capital.

2、Adhering to scientific conservation methods and practices, the Water Fund Trust has joined forces with domestic and international scientific and conservation consultants. The Water Fund Trust employs

Water Fund

A mechanism for coordinating upstream and downstream water protectors and users to realize common action in watershed water management, which is a mode of financial operation based on the concept of “Payment For Ecosystem Services (PES)”, and also an open platform for diversified participation in water source protection.



The Nature Conservancy as its scientific consultant, and cooperates with Zhejiang Agriculture and Forestry University, Ecolab China and other partners to research and explore the water ecological compensation mechanism, which distributes the “clean water” generated from conservation projects through the contribution ratio of invested enterprises, and includes the corresponding amount of water in the projects for compensation. At present, we have launched the first “water compensation” pilot project in Weiping Township of Qiandao Lake with Starbucks, Disney, Microsoft and G5 Innovation Investment. At the same time, terrain shaping and wetland restoration based on NbS principles also enhance local climate resilience.

3、To create a sustainable environmental protection mechanism to help revitalize the community and promote common prosperity. The Water Fund Trust established a local project implementation social enterprise, Hangzhou Qiandao Lake Huku Agricultural Technology Co., Ltd. to invest in ecological agricultural products, eco-tourism, nature education, eco-experience, cultural and creative projects and other environmentally friendly industries in the watershed that are beneficial to the protection of water sources, to give full play to the enabling role of the social enterprise, channeling them into the water source protection and economic development of local community. Now we have established cooperation with local governments, Alibaba Foundation, Green Zhejiang, etc. in daily operation, social activities,

public outreach and promotion. Apart from achieving the effect of water source protection, we empower farmers with agricultural technical support and skills training and education that can alternate their income structure and improve the overall income level, finally realizing the coordinated development of sustainable environmental protection and economic development, forming a “Eco+” model that effectively promotes the long-term sustainable development of environmental protection.

Significant results after project implementation

Since its operation, the Water Fund's Qiandao Lake project has carried out onsite pilots regarding agricultural non-point source pollution prevention and reduction. According to the independent monitoring and evaluation by the National Laboratory of Zhejiang Agriculture and Forestry University, the replacement of 10% chemical fertilizer by green manure in the demonstration rice field effectively reduced the risk of nitrogen and phosphorus loss by 30%-40%, and achieved an 11.8% increase in paddy yield. Mulching measures in the demonstration tea plantation effectively reduced 57.31% of total phosphorus and 44.03% of total nitrogen in runoff and improved soil fertility in the tea plantation. The ecological ditch system reduced COD content in runoff by 15%, reduced total nitrogen and phosphorus loss by 15-20%, and increased biodiversity. Ecological water protection measures also bring emission reduction benefits, optimized fertilization measures can reduce about 39kg CO₂-e per mu, green manure measures can reduce about 47kg CO₂-e per mu, contributing to climate mitigation. Review and research papers based on this demonstration project have been published in China Low Carbon Eco-City Development Report 2021, Journal of Natural Protected Areas, and Journal of Anhui Agricultural University, providing scientific basis on the integrated management of small watersheds and the long-term protection mechanism of the Qiandao Lake Water Fund Pilot Project, as well as a practical case study of how to cope with the water crisis in China.

Naturally restored area of the wetland





Hordes of egrets after wetland restoration



scalability and impacts

1) In 2021, in cooperation with Tsinghua University, Zhejiang University of Science and Technology, Chun'an County Education Bureau and other organizations, we have accomplished 1,254 days of volunteer work through summer research and social practice, volunteer service, teacher training and other means: in the “YiShan Youth Philanthropic Leadership” forum, high school students from all over the country have learned about the water protection work of Qiandao Lake through the three-month research and study of the project and promoted on the Phoenix Public Welfare Platform, reaching 690,000 people; the course “I am a curator - Speak up for the water source”, which was jointly developed with the Xiaolu Nature Education Center, has been selected as the “Municipal Study Tour Activity Curriculum in Hangzhou” recognized by Hangzhou Municipal Bureau of Education and Hangzhou Bureau of Culture, Radio, Television, and Tourism. Travel Activity Curriculum” recognized by Hangzhou Education Bureau and Hangzhou Culture, Radio and Tourism Bureau.

2) Actively guiding public participation and publicizing the concept of water source protection. Participated in CCTV's large-scale integrated media report “Youth in the Mountains”, which was awarded by the Office of Network Security and Informatization Committee of Zhejiang Provincial Committee of the Communist Party of China (CPC) as “Zhejiang Network Positive Energy Dissemination - Theme Propaganda Project of Excellence”; in Nov. and Dec. 2021, the staff of the project team was interviewed by CCTV Finance and CCTV Rural respectively. In November and December 2021, “CCTV Finance” and “CCTV Rural” interviewed the staff of the project team and participated in the special live broadcast of CCTV Finance Double 11, and promoted the water protection stories and achievements to the public. The project has been reported 26 times by provincial and above media, and exposed 11 times by national media. The total number of readings in self media such as public number and microblog is 250,000+ times, and the total number of readings in provincial and national level media reaches 575,000+ times). Received inspections from leaders at all levels of the Ministry of Finance, NDRC, National Research Institute and other provincial ministries and commissions, and was fully recognized. The water fund trust model provides a new financial and management mechanism for implementing conservation actions on a large scale, turning one-way, short-term funding into a co-constructive, long-term project operation platform, and allowing communities to profit from conservation by protecting the environment around water sources, thus solidifying the conservation effect, and leading to the construction of new rural areas and rural revitalization.



Mangrove Conservation Foundation (MCF)

Guarding estuarine wetlands in Quanzhou Bay
empowered by e-commerce platform

ecosystem restoration and conservation

Quanzhou Bay Estuarine Wetlands: Ecological Gems with concurrent Challenges

As one of the important wetlands in China, Quanzhou Bay estuarine wetland is a typical representative of subtropical estuarine mudflat wetlands in China, and was listed in the “List of Important Wetlands in China” of the China Wetland Conservation Action Plan in 2000. It is not only an area with high productivity and remarkable ecological effect, but also an important transit place for migratory birds in the East Asian-Australasian Flyway (EAAF), where tens of thousands of migratory birds thrive every year.

Mangrove forests play a crucial role in this wetland, providing significant benefits such as carbon sequestration and storage, protection against typhoons, promotion of siltation, and habitat support, all of which are vital for mitigating climate change and conserving biodiversity. However, since the 1950s, more than one-third of the world's mangrove forests have been destroyed due to the combined effects of human activities and climate change. In China, the area of mangrove forests in 2000 was only 45% of what it was in the 1950s. The wetlands in the estuary of Quanzhou Bay have not been spared, facing challenges such as the invasion of the exotic species *Spartina alterniflora*, insufficient scientific research and monitoring, and the contradiction between wetland protection and the economic development of the community.

S. alterniflora hidden in the mangrove forests



Joint and innovative conservation efforts by multi-party collaboration

Established in 2012, Mangrove Conservation Foundation (MCF) is committed to protecting biodiversity in coastal wetlands and their ecosystems represented by mangrove forests, practicing a socially participatory model of nature conservation and education, and accumulating a wealth of research, governance and education experience in mangrove wetland conservation.

In order to effectively respond to the challenges of the estuarine wetlands in Quanzhou Bay, Taobao-Tmall Home Life, Alibaba Philanthropy and “Goods for Good” sellers have joined forces with MCF to launch a three-year program (2023 - 2026). The project aims to promote social participation in the protection and restoration of mangrove wetlands in Quanzhou Bay Estuary Wetland Provincial Nature Reserve, Fujian Province, through mangrove resource monitoring, mangrove plantation and restoration, training and empowerment targeting on local community, and wetland education, to enhance the quality of wetlands.

The first phase of the project has achieved great results and lit up a new hope for wetland conservation.

First phase of restoration of **622** acres of mangroves;

Guarding about **10,000** migratory birds;

Generating **11 million +** public service orders;

Bringing **8,000+** people to participate in wetland conservation;

Supporting **10** mangrove rangers and training **40** wetland guardian volunteers;

Planting **800,000 +** mangroves;

Completion of the “Sea Forests of the Silk Road” nature education manual and “Best Practice Guidelines for Mangrove Restoration”;

Obtaining **350,000+** “Goods for Good” sellers’ support;

Organizing national training on conservation and restoration, along with visits to exemplary protected areas, empowering over **100** people;

The media coverage was read by more than **4 million** people;

Storytelling of the project by famous Musician Lo Ta-yu.

The first phase of the project has injected new strength into the protection of mangrove wetlands in Quanzhou Bay, effectively remedied the protection gaps, further enhanced the quality of mangrove wetlands in Quanzhou Bay, and created a prototype of a typical case of social participation in wetland protection in China and even globally.

Wetland protection efforts focus on the whole country while looking globally, sharing experiences to promote international exchanges.

The Quanzhou Bay Estuary Wetland Conservation Project is one of MCF's cases to explore the wetland conservation model in China. In terms of China's wetland education model, MCF has built wetland education center demonstration sites in Shenzhen Bay, Guangzhou Wanzuitou Wetland, Chongming Dongtan Nature Reserve, Poyang Lake Reserve, etc. Through site hosting operation, wetland education construction planning, personnel capacity training, curriculum development, etc., MCF has cooperated with each wetland-type reserve to explore the wetland education work model with localized characteristics. We will sort out the experience system of each place and publish professional books such as “Guidelines for the Creation of Wetland Education Centers in China”, “Into the Sea Forest - A Handbook for Nature Education Activities”, and “Wetland is Beautiful Because of You - Chinese Cases of Wetland Education”, so as to provide reference for the development of wetland education.

In 2020, MCF joined the Global Mangrove Alliance (GMA) and became the first organization member in mainland China to actively participate in wetland conservation work around the world. In 2022, MCF and the Wetland Management Department of the State Forestry and Grassland Administration (SFA) jointly initiated the Action Plan for Wetland Education Centers (CWC Network) and organized a number of exchange activities, such as the China Mangrove Wetland Education Centers In 2022, MCF and the Department of Wetland Management of the State Forestry and Grassland Administration jointly launched the Action Plan for Wetland Education Centers (CWC Network), and organized a number of exchange activities such as the China Mangrove Wetland Education Center Seminar (Futian, Shenzhen), the Global Coastal Forum (Yancheng, Jiangsu Province), and the Sustainable Management of Wetlands in the Lancang-Mekong Basin, etc. MCF has supported three CWC members in obtaining the first batch of the international star-rated Wetland Education Center Award in 2022. In 2022, MCF participated in the 14th Conference of the Parties (COP 14) of the Convention on Wetlands (CWC) and supported the Chinese delegation in the adoption of the draft resolution for establishing the world's first “International Mangrove Center”, which was officially located in Shenzhen. MCF also co-organized and hosted a number of important side meetings such as “Global Mangrove Forests for 2030/2050” and “CEPA Wetland Education and Protection Forum” under the guidance of the competent departments. A national training course on mangrove conservation and restoration was held in 2023 to strengthen the technical guidance of mangrove practitioners on the conservation and restoration of mangrove ecosystems and to improve the scientific level of mangrove ecological restoration and biodiversity conservation.

mangroves in the restored area



Dedication to serve platforms and sellers, building the cornerstone of wetland conservation cooperation

Alibaba Philanthropy is a platform and link between MCF and “Goods for Good” sellers. MCF works closely with the platform, taking into account the work planning of both sides, actively participates in the large-scale philanthropic activities initiated by the platform, 95 Public Welfare Week, and invests in advertisements and celebrities' resources, so as to expand the scope of dissemination of the activities and the public influence of the activities. MCF has always maintained active communication with the platform and proactively understands the platform's work objectives and planning, so as to promote sustainable cooperation.

At the same time, in order to maintain the “Goods for Good” sellers., MCF creates diversified participation opportunities for them, including inviting representatives of government authorities, Alibaba Philanthropy and “Goods for Good” sellers to participate in the project launching ceremony to endorse the project and enhance the sellers' sense of trust in the project; providing the sellers with large donations to show their brands on the honor wall of the Mangrove Science Pavilion and sending them customized certificates; and creating a base of sellers' philanthropic activities and organizing exclusive public outreach activities (e.g. mangrove planting, bird watching, beach cleaning, etc.) and citizen science activities for the sellers' staff, families and customers to increase the merchants' awareness of the project.

Monitored Little Egret (left) and pied avocet (right)



E-commerce platform achieves win-win for all, opens new journey of charity to goodness

1. E-commerce platform unites SMEs to provide solid backing for wetland conservation

Alibaba Philanthropy calls on caring merchants in the Tmall Home Carnival industry to set up “Goods for Good”. Every time a consumer buys a product with the “Goods for Good” logo, the “Goods for Good” sellers will donate an average of 2 cents to MCF to be used as funds for the program. The goal of the project is to raise 10 million yuan in three years. At present, 350,000 “Goods for Good” sellers

have already raised more than enough funds for the first year of the project, which has brought stable financial security for wetland protection. The participation of the sellers is not only a financial input, but also a kind of value leadership: small and medium-sized enterprises can also become an important force to promote ecological protection.

Participating sellers demonstrated their sense of social responsibility, enhanced store reputation and brand value, attracted more public-spirited consumers, and increased product sales. The Tmall Home Carnival industry also demonstrates to the society its active concern and practical actions for the environmental protection cause, builds a good image and enhances social recognition.

2. E-commerce platform links public power, painting a new picture of wetland conservation together

The public (including consumers of the platform) enjoy numerous opportunities to participate in wetland conservation, including participating in planting mangroves, cleaning up *S. alterniflora*, participating in the Bird Friendly Week Nature Note activities, and many other forms of in-depth understanding of wetland ecology. They can also become volunteers to provide wetland guiding services and pass on the concept of conservation. The unique experience makes the shopping behavior more meaningful, and there are also opportunities to learn about public welfare concepts and environmental protection knowledge; the e-commerce platform also makes it easier for the public to participate in wetland protection.

3. Alibaba Philanthropy takes charge, gathering love to promote win-win cooperation

Alibaba Philanthropy platform fully demonstrates Alibaba's social responsibility through the “Xin Yibai” “Goods for Good”, which builds a public welfare bridge between sellers, the public and nonprofit organizations, and achieves a win-win situation for all stakeholders. With its strong influence and cohesion, the e-commerce platform not only contributes its unique power to the protection of wetlands in Quanzhou Bay estuary, but also sets up a benchmark in the field of international wetland protection, opens a new journey of low-carbon environmental protection, and leads many parties to join hands to build a new win-win situation for global wetland protection.





Lao Niu Foundation

Multi-Party Synergy - Inner Mongolia Near Net-Zero Project in Diverse Scenarios

charitable trust, carbon neutral pilot, ethnic minority

① background:

Climate change is affecting every country on earth, and more than 130 countries and regions around the world have set carbon neutral goals to combat climate change. 2021, Chinese government declared a dual carbon goal of 3060, and the Inner Mongolia Autonomous Region actively responded to the national strategy by successively releasing documents such as the “Implementation Program for Carbon Peak in the Inner Mongolia Autonomous Region” and the “Pilot Work Program for the Transformation of Dual-control of Energy Consumption to Dual-control of Carbon Emission in the Inner Mongolia Autonomous Region” to cope with climate change. Pilot Work Program” and other documents to respond to climate change and accelerate green transitions in production and lifestyle.

Inner Mongolia as a heavy industrial structure, energy consumption of coal, energy efficiency is low, renewable energy equipment manufacturing capacity is strong in the development of the region, the annual coal production of more than 1 billion tons, more than a quarter of the national total, the installed capacity of thermal power generation is close to 90 million kilowatts, whether per capita installed capacity or per capita power generation for the country first. Since the “13th Five-Year Plan”, the intensity of carbon emissions in Inner Mongolia has been rising instead of falling, and the carbon lock-in effect is more difficult to break, and the marginal effect of carbon reduction through factor inputs is getting smaller and smaller. 2020, Inner Mongolia's carbon emissions will be about 630 million tons, ranking the fourth in the country, and the carbon emissions per unit of GDP and per capita carbon emissions are nearly four times the national average.

General Secretary Xi Jinping pointed out that Inner Mongolia will serve as an important ecological security barrier in the north of China, a security and stability barrier in the northern border of China, an important national energy and strategic resource base, a production base for agricultural and livestock products, and an important bridgehead for China's opening to the north. In this context, under the guidance of the Development and Reform Commission of the Inner Mongolia Autonomous Region, Lao Niu Foundation is leading the creation of the Inner Mongolia Near-Zero Emission Demonstration Project, which will be combined with the functional positioning of Inner Mongolia's ecological barriers and energy bases, and select a number of scenarios, such as mines, factories, campuses, etc., and combine the conditions of the project to create a near-zero emission demonstration project for Inner Mongolia, to orderly promote the efficient use of energy and carbon emission reduction, and to improve the Minority characteristics of environmental quality, co-construction of ethnic integration of urban and rural resilience and spatial governance, and provide an implementation model for the development of carbon peak carbon neutral in Inner Mongolia.

② Program goals:

- We will build 3-5 demonstration projects, from the development of scientific carbon reduction

program to the implementation, to create a model which will be issued a “near-zero emission demonstration base” plaque after acceptance by the project;

- provide scientific carbon reduction program consulting for over 100 enterprises/schools and other scenarios to, and organize the “dual-carbon technology exchange meetings for 3 years to introduce technologies and funds for scientific carbon reduction programs in the whole region;
- publish the “100 Carbon Neutral Scenarios Casebook” to provide reference for the national dual-carbon work;
- formulate a program for 100,000 mu of grassland restoration and sustainable grazing; and promote the participation of 5,000 secondary school students in the construction of carbon-neutral science and education bases for the atmospheric cycle, the green power cycle, and the water cycle.

③ Operating mechanism:

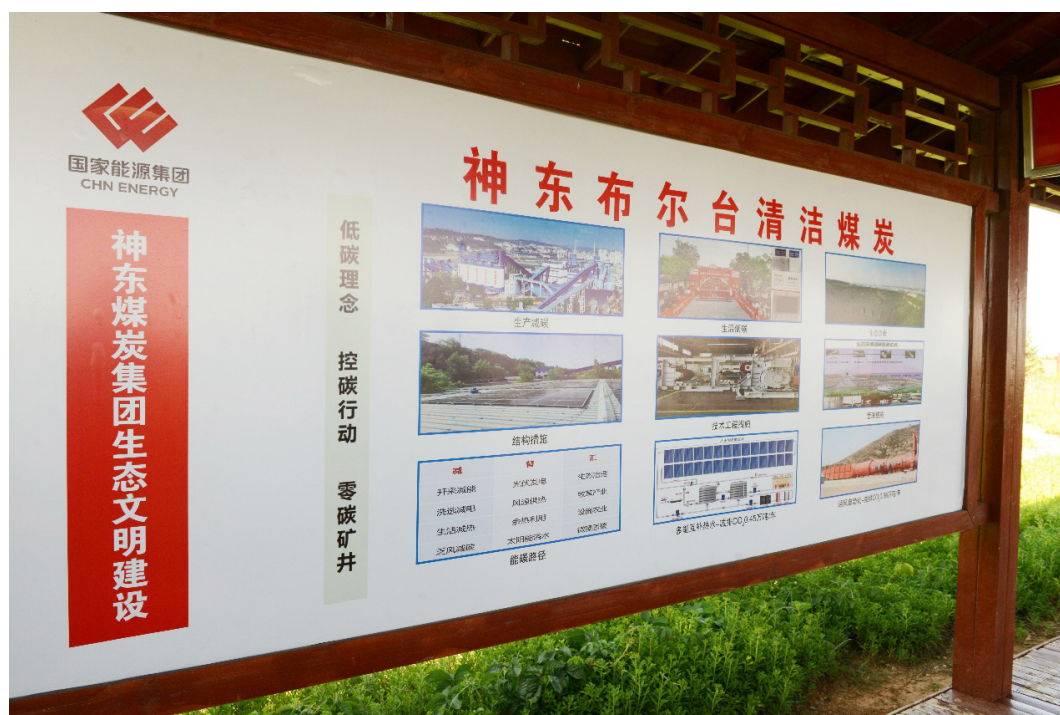
Under the guidance of the Development and Reform Commission of the Inner Mongolia Autonomous Region, Lao Niu Foundation and other charitable foundations donated the first installment of 3 million dollars to establish the “Carbon Neutral Charitable Trust”, and introduced social capital such as the Ejin Horo Banner Carbon Reduction and Ecological Revitalization Foundation and the Vanke Foundation, as well as scientific research strength from the Beijing-Tianjin-Hebei region, such as the China Environmental Protection Federation and the School of Environment at Tsinghua University. It also introduces scientific research power from Beijing, Tianjin and Hebei, such as the China Environmental Protection Federation and the Tsinghua University School of Environment, as well as dual-carbon technology power from Guangdong, Hong Kong and Macao. Explore the cooperation model in which the government sets the stage, social organizations donate funds to set up charitable trusts, scientific research institutions conduct innovative research, and enterprises fulfill their social responsibilities. Contribute to the carbon neutralization work of Inner Mongolia Autonomous Region through the route of “carbon technology + carbon finance”.



④ Project Implementation :

Inner Mongolia Near-Zero Emission Demonstration Project - Ejin Horo Banner Mine

Three mines in Ejin Horo Banner were selected for detailed investigation: Wujiata open-pit coal mine of Inner Mongolia Shendong Tianlong Group Co., Ltd. and Rongheng coal mine of Ordos Wulan Coal (Group) Co., Ltd. which are both open-pit mining; and Bultai coal mine of Shendong Coal Group, which adopts the shaft mining method. These three mines have their own characteristics in terms of ecological environment restoration, resource utilization efficiency, energy saving and emission reduction measures. The net-zero mine implementation plan aims to reduce carbon emissions during mine operations through a series of comprehensive measures to realize sustainable development of the mines. Specific implementation paths are clean energy substitution, integrated energy management platform, coal gangue resource utilization, mine water treatment and domestic sewage reuse, coal mine gas recycling, and mine ecological restoration and carbon credits generated. During the pilot process, ecological restoration and associated carbon credits developed by “mine ecological restoration of carbon credits gain guidelines” and “NbS Global Standards and Guidelines”, will be achieved through the Inner Mongolia Forestry Carbon Vote Through the Inner Mongolia Forestry Carbon Voucher Trading Mechanism, Lao Niu Foundation, together with other social organizations and carbon credit buyers, will purchase carbon credits to realize the value of ecological products from mine ecological restoration.



Inner Mongolia Near-Zero Emission Demonstration Project - Baotou 51st Middle School

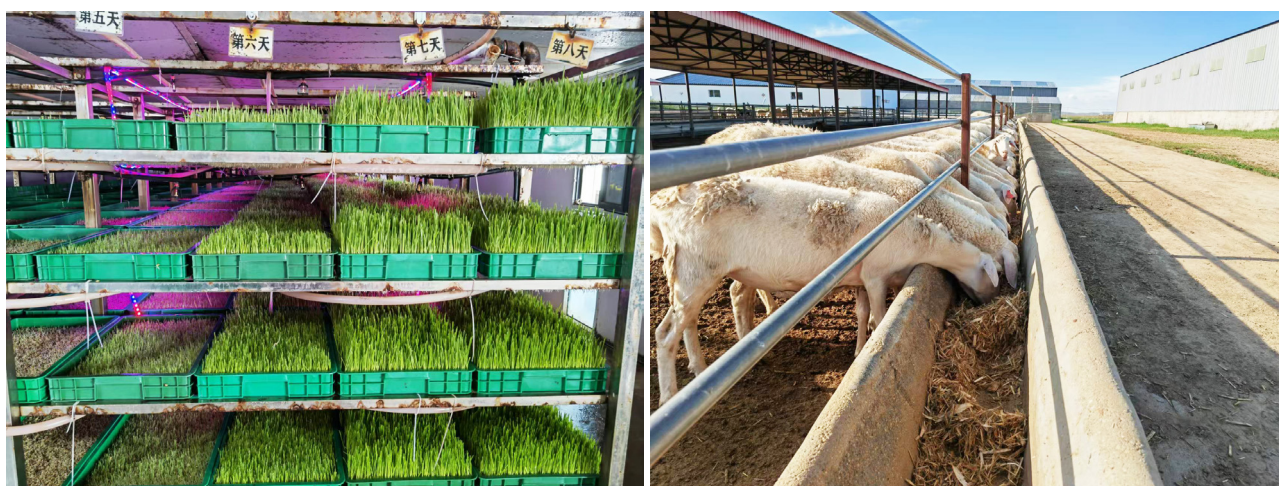
Baotou 51st Middle School is located in the western part of Inner Mongolia, the southern end of the Mongolian Plateau, south of the Yellow River, located in the Tumecheon Plain and the Hetao Plain, which is the key development area of Inner Mongolia opening up to the outside world. It has a temperate continental monsoon climate, with the city's average annual temperature ranging from 2.3 to 7.7 degrees Celsius. Combined with abundant wind energy resources, the western region of Inner Mongolia can use complementary solar photovoltaic power generation to improve the proportion of photovoltaic consumption. By photovoltaic heating, you can enjoy a green lifestyle brought by clean energy. Specific implementation paths include renewable energy use, centralized heating carbon reduction, building energy efficiency carbon reduction, water use carbon reduction, and the construction of zero-carbon colleges. Establishing two “Zero Carbon Academy” popularization classrooms, supported by a “pool of experts”, “technology pool” and “enterprise pool” in the field of carbon

neutrality and sustainable development. Supported by the “pool of experts”, “technology pool” and “enterprise pool” in the field of carbon neutrality and sustainable development, it will carry out a detailed development of the 3060 Zero Carbon Toolkit, and provide a series of outputs of technologies, carbon account operation and implementation paths in the field of dual-carbon, through a combination of online and offline methods, so as to educate students on science popularization.



Inner Mongolia Near-Zero Emission Demonstration Project - Barley Fresh Grass Plant

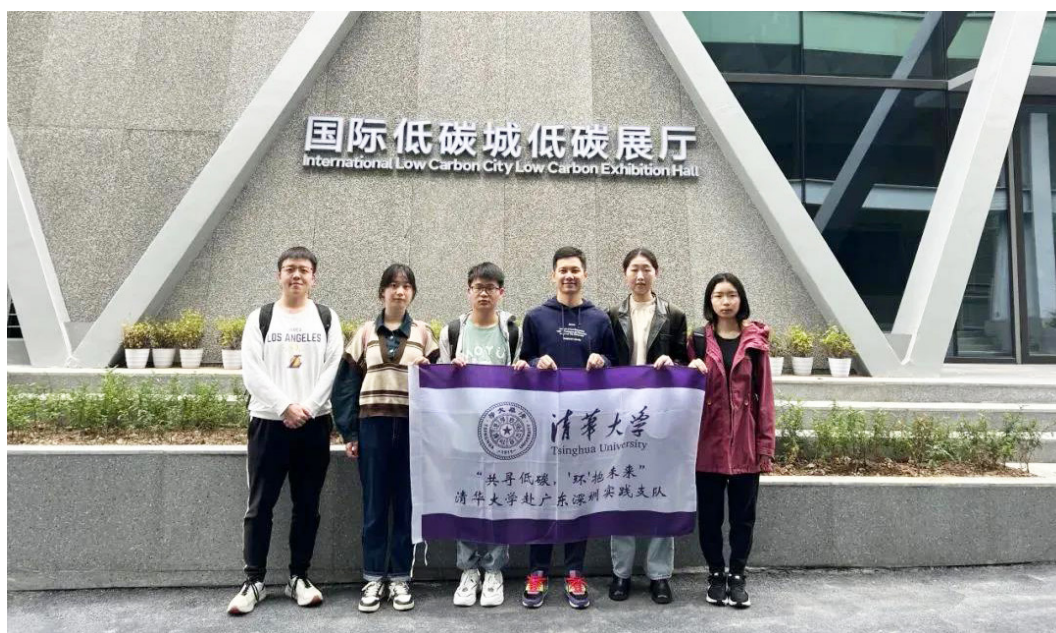
The design of Barley Fresh Grass Factory - Zero Carbon Factory is based on actual life and production, as well as the economic development of the Siziwang Banner area and the special characteristics of the local ecological environment. It utilizes modern breeding technology, energy zero-carbon equipment, intelligent management, intelligent operation and other technologies to promote the ecological protection of the Siziwang Banner area and the life of the herdsmen in an orderly manner, and to enhance the grassland environment of the ethnic minority characteristics, so as to reach the grassland animal husbandry that is intelligent, energy-saving, and carbon-reducing. The Factory effectively uses wind and solar resources in pastoral areas, photovoltaic building integration, integrated energy construction by incorporating wind and solar agriculture and animal husbandry, combined with pasture planting, sheep breeding industry, to reduce construction costs and operating costs. Specific implementation pathways include clean energy substitution, comprehensive utilization of biogas, modern breeding and water recycling.



Inner Mongolia Near-Zero Emission Demonstration Project - “Global 100+ Near-Zero Emission Scenario Cases”.

The General Branch of Tsinghua University's School of Environmental Studies has organized the “Searching for Low-Carbon, Embracing the Future” practice team to carry out practical activities

such as research, case analysis, on-site investigation, technology seminars and employment guidance on a national and international scale. Under the guidance of professional tutors, the team will conduct in-depth analysis of low-carbon technologies and write case reports; combine the research background of their own topics, conduct in-depth exchanges with enterprise technology leaders on the frontiers of the relevant technologies, and brainstorm and make suggestions for cracking the key bottlenecks in the ecological environment that constrain the sustainable development of mega-cities; and carry out seminars and exchanges with relevant leaders and experts of the enterprises to further clarify their future study and career plans in their researches and exchanges. The research and exchanges further clarified the future study and career planning.



⑤ Project values and contributions:

In terms of ecological benefits, the project will promote the sustainable grazing of 100,000 mu of grassland in Inner Mongolia Autonomous Region, and continue to promote carbon emission reduction in the grassland area; in terms of social benefits, the project will promote the participation of 5,000 secondary school students in carbon neutral science education, and the participation of 100+ enterprises/schools in the consulting of scientific carbon emission reduction programs; the project will publish carbon neutral case studies for the purpose of providing reference for the national dual-carbon work. This project promotes the exchange and integration of government departments, scientific research institutions, civil society organizations, etc., and contributes to the implementation of the regional carbon peak program and the modernization of the autonomous region based on high-quality development. Regarding the economic benefits, this project builds an investment platform for the autonomous region towards the Greater Bay Area, Beijing, Tianjin and Hebei; drives the autonomous region to invest billions of yuan in low-carbon projects, and nearly one hundred billion yuan in the development of related industries.

⑥ Project Innovations

This is the first charitable trust to support net-zero project, with the advantage of reducing project's management costs, simplifying the management process, increasing the flexibility of the project, which reserves a path for the enterprise to feed back the project using revenues generated, therefore enhancing the sustainability. This project is the first of its kind in which civil society organizations participate in carbon reduction in autonomous regions, and the project implementation plan is of demonstrative significance in the country. The local government plays a critical role in promoting dual-carbon work in provinces and municipalities across the country, and the project reflects the innovative mode in which multiple stakeholders work together to implement net-zero transition.



Vanke Foundation

Demonstration of Green Development of Global Cultural Heritage Sites - “Zero Waste in the Forbidden City”

waste management/public outreach

Project profile

From January 2020 to now, the Palace Museum and Vanke Foundation have launched the “Zero Waste in the Forbidden City” program. The two sides signed the “Memorandum of Cooperation between the Palace Museum and Vanke Foundation on ‘Zero Waste Garbage Sorting in the Forbidden City’ Project (2019-2021)” in the first period, and then signed a new round of strategic cooperation memorandum in March 2022 to extend the project time to December 2026, the two sides agreed to jointly fund the project. Both parties agreed to co-finance the project, of which during the period from January 2020 to August 2024, Vanke Foundation has donated a total of 7.953 million yuan as philanthropic funds.

During the project period, the two sides jointly set up the “Zero Waste Executive Committee of the Palace Museum” and formulated the “Zero Waste Project Implementation Plan of the Palace Museum”, which was incorporated into the “14th Five-Year Plan” Development Plan of the Palace Museum. Zero Waste Program was formulated and incorporated into the ‘14th Five-Year Plan’ of the Palace Museum. Based on the principles of minimization, resourcefulness and harmlessness, and focusing on the two major initiatives of “Zero Waste Office” and “Zero Waste Tour”, the Palace Museum will carry out scientific and fine waste management to optimize the ecological landscape of the Palace; adhere to the concept of harmonious coexistence between human beings and nature, with a vision to making the Palace Museum a world-class museum. The Forbidden City Museum will become an international leading zero-waste museum, building new solutions and wisdom for the protection



and sustainable development of the world's cultural heritage; take into full consideration the impact of climate change, explore new ideas for cultural heritage protection, and call on the audience and the public to pay attention to and respond to climate change actions, so as to promote the fusion of heritage protection and the construction of ecological civilization.

Project outcomes and impacts

1. Building a Scientific Waste Resource Management System:

Under the joint collaboration of more than 40 departments in the Palace Museum, the project has developed a set of scientific standards and implementation procedures for waste management covering separate placement, separate collection, separate transportation and separate treatment.

1.1 Through environmental behavioral research, analysis and data presentation of different spatial and temporal dimensions of the audience's dynamic visit pathways, the Palace Museum rearranged the number and location of trash cans in the open areas from 310 to 110 groups, not only the protection of the heritage site's landscape, but also to promote the audience to reduce the production of garbage habits.

1.2 The newly added garbage cans are divided into four major categories and seven minor categories, and are connected to professional garbage collection channels through the Resource Recycling Center category by category, which improves the efficiency of garbage classification and the aesthetics of the courtyard.

1.3 For organic wastes, the Palace Museum actively explore in-situ resource treatment mode, set up 40 composting bins, carry out garden waste composting. By the end of September 2024, there have been 83.5 tons of cumulative elimination of garden waste, 32.7 tons of the output of composting soil conditioner which can be used for soil optimization of the yard's gardens and greenery to achieve self-cycling of resources, and 64.8 tons of cumulative carbon emissions reduction.

1.4 Combining the various types of garbage resource treatment paths in the hospital, constructing 2 resource recycling centers, docking professional recycling channels for each type of garbage; adding intelligent weighing equipment, accurately counting the weight of the hospital's food waste and recyclables after sorting, which improves the science of the whole process of garbage recycling management.

1.5 Links to university research resources. The project cooperated with Tsinghua University to implement the Forbidden City zero-waste project for the refinement of garbage classification management, standardization, standardization of technical needs, in-depth analysis of the spatial and temporal distribution of garbage generated by the Forbidden City, high-quality recyclables recovery and



traceability tracking system construction, exhibitions and events of the solid waste source reduction and utilization, organic waste recycling feasible way to explore, and to explore the long-term mechanism of classification and reduction of garbage in the cultural and museum industry.

2. Energy saving and emission reduction to reduce the consumption of operational resources at source:

In the energy management system supervision and audit, paperless office, water and electricity saving, intelligent heating visualization platform to improve the efficiency of heating (after the trial operation in the heating season of 2023-2024, the heat station in the south of the courtyard is about 8% hotter than that of the previous heating season), constructing the scientific protection and management mechanism of the ancient buildings to reduce the consumption of maintenance, etc., which has effectively improved the standardized management level of its own energy use and waste generation. In February 2024, the Palace Museum was awarded the Energy Management System Certification issued by the China Quality Certification Center.

3. Fusion of traditional culture and environmental protection concept: “Zero-waste” eco-composting flower beds

Combined with the collection of paintings and calligraphy, an ecological composting flower bed landscape “Flower and Bird Scroll” was created in the Arrow Pavilion Square of the Forbidden City, following the laws of natural circulation and realizing the function of garden waste reuse, so that the micro-ecosystem, which has the functions of both Chinese aesthetics and biodiversity preservation, can become a “green spot” in the courtyard. “This is an innovation in exhibition display while inheriting the ancient ecological philosophy.



4. Integration of traditional culture and environmental protection concepts - green cultural and creative products

Based on the concept of circular economy, the Vanke Foundation, together with the Palace Museum, has designed and developed 33 environmentally friendly cultural products that integrate traditional culture and aesthetics, such as bracelets knitted with fallen leaves from the Palace as fermentation raw materials, silk scarves made from recycled and discarded plastic bottles, and eye masks made from apple peels, etc. From June 2021 to January 2024, 60,322 plastic bottles were transformed into environmentally friendly cultural and creative products, which is equivalent to a reduction of 1.72 tons of CO2 emissions. This is equivalent to a reduction of 1.72 tons of CO2 emissions.



5. Building a multi-level public participation system:

The program includes a wide range of groups, including staff, professional tour guides, visitors and youth, to promote awareness and practice of the concept of “zero waste” . “During the four years of the program, about 3,000 Palace staff, 40,000 tour guides, 21 million visitors, and 158 million members of the public have been directly involved in the project.

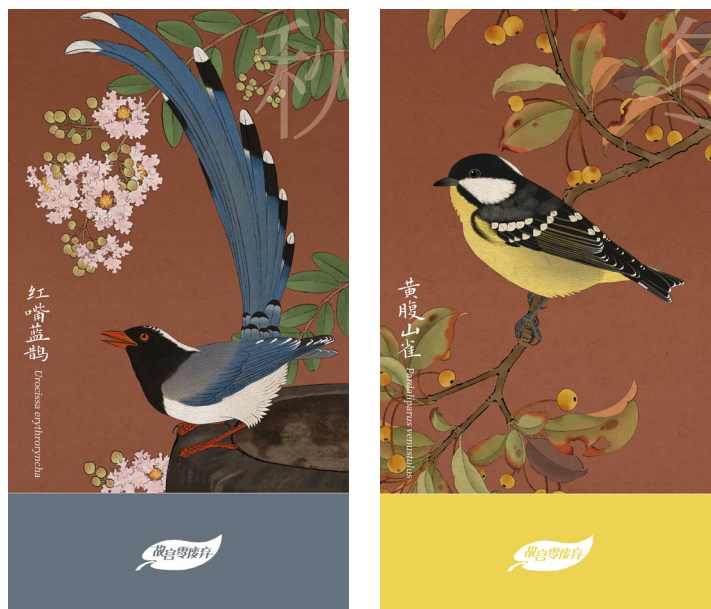
5.1 For the staff of the institution, the Palace Museum focuses on the implementation of “Zero Waste Office” and “Zero Waste Catering” , and continues to motivate the staff to participate in the zero-waste construction of the Palace through the knowledge competition on garbage classification, the construction of eco-gardens, and the reduction of food waste. Zero-waste construction. In the staff cafeteria, disposable plastic bags are canceled, and small portions of vegetables and half portions of rice are promoted.

5.2 Zero-waste dining culture advocacy, exploring effective practices for food waste reduction. Since 2021, for three consecutive years during World Food Day, the “Forbidden City Zero Waste Dining Culture Week” has been held. In the open area of the Forbidden City restaurant, the store set up a phased customer guidance, according to the audience dining process, combined with the dining restaurant customer dining line, set up publicity and advocacy, decorative tips, action guidelines, etc., to encourage the audience to take the initiative to reduce waste, automatically complete the “zero-waste” dining.

5.3 For tour guides and audiences, two public participation routes were designed for in-depth exploration, with a total of 10 key science popularization points set up along the way, and six types of science popularization and education facilities constructed; zero-waste publicity and education content training was provided for Forbidden City volunteers, tour guides and interpreters, with the development of the “Forbidden City Zero Waste” Tour Guide Guide, and audiences were equipped with a zero-waste guidebook, and garbage classification publicity was organized. The guidebook was equipped with a zero-waste guidebook for visitors, and a total of 60 publicity, education and experiential services on garbage classification were organized, affecting about 10,000 groups of visitors' families.

5.4 For young people, six zero-waste themed courses were developed on the theme of open source and conservation in the Forbidden City, and were broadcast live to about 6,000 students in 89 schools in Beijing, with art creation activities held in the schools.

5.5 For the public, the Palace Museum opened a multilingual “Zero Waste” project area on its official website and a full-matrix media platform to continuously update the progress and achievements of the “Zero Waste” work, and organized a series of rich public activities to expand the effectiveness of the publicity through online and offline linkage. We also organized a series of public activities to expand the effectiveness of publicity through online and offline linkage. More than 5,000 articles were reported on various media on the whole Internet, and the microblog topic was read more than 180 million times, with a cumulative exposure of more than 750 million times.



6. Promoting international exchange:

More than 260 guests from home and abroad have visited the Forbidden City to discuss and exchange their experiences in cultural heritage protection and practice. The “Forbidden City Zero Waste” project has been featured in international conferences such as the China Corner Side Event of the Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC COP), as well as in world-renowned media platforms. The project has also been submitted as a special diplomatic space in Beijing, contributing to bilateral and multilateral international cooperation and exchanges in the fields of environmental protection, climate change and green development, and has become an exemplary case of promoting the protection and sustainable development of the world's cultural heritage and contributing to solutions with Chinese characteristics.

Benefits of donors

The Forbidden City Zero Waste Project, as a joint project that Vanke Foundation has been focusing on for many consecutive years, explores a feasible path for waste management in the cultural tourism and cultural and entertainment scenarios, and is an innovative attempt by the Foundation to respond to climate change, which demonstrates Vanke Foundation's leadership in the field of environmental protection and community development, as well as its pioneering and innovative spirit.

Combining the cultural value of the Forbidden City with the Foundation's focus on exploring the concept of sustainable communities, the Foundation has positioned the Forbidden City as the largest growing cloud community in China, helping to create autonomy, innovation and continuity of the project, and to create a unique value and brand influence in the culture, tourism and cultural heritage industry.

Since its establishment in 2008, Vanke Foundation has been following the pathway of “Research - Pilot - Empowerment - Advocacy”, and has been committed to promoting the development of sustainable business from the perspectives of policy, legislation, market and international platform. In the new five-year strategic plan, we focus on three key modules: net-zero community demonstration and promotion, community waste management, and China's climate storytelling that highlights biodiversity, to practice and spread the concept of sustainable community; meanwhile, through the support of innovative projects in environmental protection, community building, and education, we will realize the harmonious coexistence between human beings and nature. The “Forbidden City Zero Waste” project, as a profound practice of the Vanke Foundation's waste management in the cultural, museum and tourism scenarios, allows more international audiences to understand and recognize the combination of traditional Chinese culture and modern environmental protection concepts, and further demonstrates the contribution we have made in promoting net-zero museums around the world.

Pilot Carbon-Neutral Community in Meisha

net zero community, green building, waste management

To address global climate change, all sectors of Chinese society are actively exploring low-carbon, environmentally friendly and sustainable development paths. Among them, the Meisha Carbon-Neutral Community Project initiated by Vanke Foundation has become a highlight in the field of climate philanthropy due to its innovative mode and remarkable influence.

In 2021, under the guidance of the relevant government, Vanke Foundation has joined hands with more than ten partners to explore a more low-carbon and environmentally friendly, participatory and action-oriented community carbon-neutral living paradigm in the Meisha community, which is located on the golden coast of the eastern part of Shenzhen and is a well-known tourist attraction and a pleasant place to live. Combining low carbon technologies such as food waste treatment by black soldier flies with community biodiversity protection and low carbon lifestyle promotion, Meisha is gradually taking shape as a carbon-neutral community. 2021, Meisha community officially became the first batch of near net-zero carbon emission community pilot projects in Shenzhen City. In 2022, as a major project for Shenzhen to combat climate change, it was included in the “14th Five-Year Plan of Shenzhen to Address Climate Change” as a carbon neutral demonstration project. The related construction experience was shared on international platforms such as the United Nations Climate Conference and the Biodiversity Conference. On April 15, 2024, the first episode of the significant documentary “Beautiful China on the Move”, “The Road to Green”, aired by the Central Government, showed in detail the practical experience of green building, food waste treatment, urban biodiversity protection, community low-carbon governance and other aspects of the construction of the carbon-neutral community in Meisha.

Project outcomes and impacts

1. Technology Innovation and Application

Covering an area of about 62,000 square meters, the Meisha Vanke Center was designed more than ten years ago with a deeply rooted concept of low-carbon and environmental-friendly. From the six aspects of external sunshade system, natural ventilation and lighting, roof photovoltaic system, rainwater harvesting system, the use of environmentally friendly materials in the whole scene, and ecological greening of open space, the integration of architecture with technology and nature has been constructed in an all-round way, forming the innovative and ultimate concept of “floating horizon, lying skyscraper”. The “hybrid frame + cable structure system” design of the suspended building accommodates the free passage of the sea breeze and the land breeze, minimizes the impact on the local microclimate, and at the same time returns the ground to the nature to the greatest extent possible, providing people with an open public open space. 2010, the Meisha Vanke Center was awarded the highest level of certification by the U.S. Green Building Council. In 2010, Meisha Vanke Center received the highest level of certification from the U.S. Green Building Council: LEED Platinum, and was the first commercial building in China to receive this certification at that time. 2024, Meisha Vanke Center received the double platinum certification of WELL Community and WELL Core, making it the first existing community in China to receive WELL Platinum, and one of the few buildings to receive the double platinum certification of LEED and WELL.



In 2022, the low-carbon facilities in the park advanced technological upgrades, with the overall replacement of building-body air conditioners and the enabling of more efficient server room systems, realizing energy savings of 55%; and the replacement of rooftop solar panels, increasing clean energy generation to three times. Through the deep coupling of the three major technologies of renewable energy, green building materials, and digital energy, combined with a wide range of rooftop photovoltaic systems, the park's comprehensive energy-saving rate of buildings has been increased to 85%, and during operation, it has realized 100% green power use, with a 60% drop in the building's energy consumption, and the park's photovoltaic power generation is 780,000 kWh per year at the present stage, and the park's green power ratio has reached to 85%. Zero-waste recycling mechanism realizes 100% of food waste and 40% of green waste on-site resource utilization, reduces waste of resources, promotes the development of circular economy, and reduces carbon dioxide emission by more than 800 tons per year in the park. The annual carbon emissions of the park are reduced by 93%, and the overall greening rate of roof and ground exceeds 100%.

2. Black soldier flies helps community organic waste to be resourced on-site

Community waste management is an important part of achieving the dual-carbon goal. Some community waste, especially organic waste (food waste), if properly utilized, can be recycled as renewable resources. Food waste, for example, has a high carbon content, and if the organic matter is recycled, it can increase carbon sequestration and reduce carbon emissions. Vanke Foundation has innovatively introduced the “black soldier flies food waste treatment technology” - the use of black soldier flies to biologically treat food waste in the community (the tiny black soldier fly larvae are able to eat food waste 200,000 times heavier than themselves within 8 days). Combined with the community composting technology, the flies’ excreta and garden wastes are successfully transformed into organic humus that improves the quality of the soil under the dual support of science and technology and time, thus we have successfully constructed the “black soldier fly-community composting-community garden” material flow cycle model in the Carbon-Neutral Experimental Park of Vanke Center in Dameisha. By the end of 2023, the amount of chemical fertilizer used in the park will be reduced by nearly 1/2, and 100% of the food waste and 40% of the green waste in the park will be utilized as on-site resources.。



Based on the on-site resource utilization model of organic waste in the park, the “Near Net-Zero Carbon Cycle Science Museum”, jointly built by Vanke Foundation, Yantian Administration of Ecology and Environment Bureau of Shenzhen and Yantian Urban Management and Comprehensive Law Enforcement Bureau of Shenzhen City, was officially opened in May 2023. The Science Museum is divided into three sections: Science Room, Science Corridor and Blackfly Treatment Demonstration. The treatment demonstration area shows the soldier fly breeding technology: it adopts the “closed full-automatic three-dimensional breeding” method, through “pre-treatment - feeding and breeding - unloading and sieving - drying” and “pre-treatment - feeding and sieving - drying”. Through the four-step method of “pre-treatment - feeding and breeding - unloading and sieving - drying/ composting”, it realizes the carbon emission reduction of food waste in the whole life cycle of transporting, treating and composting to the land. In this way, the outputs of the black soldier flies after digesting food waste can be quickly applied as feed and fertilizer, nourishing the soil of the surrounding greenway and other green spaces, enriching biodiversity and realizing a new model of ecological recycling of organic waste. Adopting such a mode, the black soldier flies can handle 3 tons of food waste per day, transforming carbon and nitrogen in organic waste into stable and high value-added biomass, with an estimated annual emission reduction of 970.5tCO₂eq, equivalent to planting more than 7,000 trees. The Science Museum handles about 3 tons of community food waste per day, with a cumulative total of 445 tons of food waste handled by the end of 2023, yielding 9 tons of dried worms and 11 tons of worm droppings, which effectively reduces the impact of waste on the environment, and realizes the on-site resourcing of organic waste in the large community unit of the street and facilitates carbon neutrality and biodiversity enhancement.

The science popularization room demonstrates the whole process of food waste treatment by black soldier flies, biodiversity and climate change through multimedia area and interactive devices. There are various kinds of science specimens, illustrated books, picture books and interactive devices related to flies, so that both adults and children can recognize the new mode of garbage treatment including the biological treatment of food waste by flies, and understand the importance of climate change, garbage classification, energy saving and emission reduction through watching, playing and learning together.

The science corridor connects the various exhibition areas, forming a smooth touring line; the black soldier flies allow the public to visually perceive the charm of waste resource utilization.

Since the opening of Vanke Center Carbon Neutral Experimental Park and Near Net-Zero Carbon Science Museum, it has become an important place for the public to understand climate change and learn low-carbon knowledge. Through the vivid and interesting display content and interactive experience, it has inspired the public to pay attention to climate change and aspire to a low-carbon life. Especially for the youth group, the Science Museum provides rich educational resources and hands-on activities to help them build up environmental awareness and acquire skills for low-carbon living at an early age. From 2021 to August 2024, the museum has accommodated more than 80,000 visitors.

3. Ecological construction and protection

The Meisha Carbon-Neutral Community Project not only focuses on the application of low-carbon technologies, but also attaches great importance to ecological construction and protection. The Foundation, together with a number of research institutions and social organizations, including the South China Botanical Garden, Sun Yat-sen University, and Blue Web Eco, has conducted research on the community's plant diversity, marine biodiversity, and cultural diversity, as well as a series of people's education activities aimed at raising the public's awareness of environmental protection in the community. Through activities such as wetland ecological restoration, building community gardens and organizing biodiversity exhibitions, the environment of more than 40,000 square meters of land and water in the community of Meisha has been significantly improved, and the series of activities have attracted the participation of more than 10,000 residents for urban biodiversity conservation education.

Public Participation in Black Soldier Fly Mobile Canteen Training Activities



4. Various public engagement activities to create a carbon-neutral community atmosphere

The Foundation fully recognizes that in addition to hardware upgrades, the “software” component - public awareness and lifestyle changes - is also important in the promotion of carbon-neutral communities. We have explored various forms of citizen science and community participation to activate the local community and continue to cultivate “low-carbon awareness soil” in the community. 2023, Vanke Center Carbon Neutral Experimental Park has been awarded the “Nature Education Base in Guangdong Province”, the “National Nature Education School (National Nature Education Base)” by China Forestry Society, and the “National Nature Education School (National

Nature Education Base)” by China Forestry Society. The Vanke Center Carbon Neutral Experimental Park has been awarded as “Guangdong Nature Education Base” , “National Nature Education School (Base)” by China Forestry Society, “Shenzhen Young Pioneers Out-of-School Practice Base (Camp)” and “Shenzhen Dandelion Out-of-School Practice Base for Classification of Domestic Waste” , etc.; of which, “Carbon Searching for the World of the Black Soldier Flies” was awarded the “Quality Activity Course of Nature Education of China Forestry Society in 2023.

Over the past three years, the Carbon-Neutral Community in Meisha has organized hundreds of public outreach activities with various themes, including forums, second-hand goods exchange bazaars, and youth low-carbon practices, etc., which have attracted the attention of social organizations, researchers and scholars, student representatives, and government departments to the issue of sustainable development. At present, the Park hosts a number of free exhibitions related to low-carbon and sustainable issues, such as the special exhibition of excerpts from “Ice and Coal” , “The River of Ice: The Passing of the Great Himalayan Glaciers” , the “Nature Empowers the Future” exhibition on climate change issues, and sustainable fashion. The exhibition promotes cross-disciplinary attention to the issues of climate change and carbon neutrality.

5. scalability and promotion

Expanding from the low-carbon practice of the Vanke Center Carbon Neutral Experimental Park to the carbon neutral construction of the entire community of Meisha, the project has not only brought a paradigm of a better life with the feeling of carbon neutrality to the permanent residents of the community, but also brought a different experience to the more than 20 million tourists visiting Meisha every year. The successful practice of the carbon-neutral community project in Meisha has not only provided Shenzhen and the whole country with valuable experience in the construction of a near-zero carbon emission community, but has also had a wide impact internationally. The project's construction experience has been shared and exchanged on international platforms such as the United Nations Climate Conference and the Biodiversity Conference, demonstrating China's determination and the results of its actions in addressing climate change.

The Foundation is working with the Shenzhen Standards Institute to promote the preparation of the Near Net-Zero Carbon Community Construction Guidelines, hoping that Meisha’ s experience will serve as a reference for more carbon-neutral communities in China.

Benefits realized by the donor and future prospectives

The successful implementation of the Carbon-Neutral Community Project in Meisha has brought about gains in various aspects. First, the project has achieved remarkable results in the application of low-carbon technologies and ecological construction, providing a more livable and environmentally friendly living environment for community residents. Secondly, the demonstration effect of the project have been widely recognized, providing experiences and models that can be drawn upon for the construction of carbon-neutral communities in other regions. Finally, the successful implementation of the project has also promoted the community's concern and participation in climate change, and facilitated more low-carbon and sustainable actions and initiatives.

Looking ahead, the Carbon-Neutral Community Project in Meisha will continue to deepen the application of low-carbon technologies and the promotion of ecological construction. On the one hand, the project will continue to explore new low-carbon technologies and innovative models to improve energy efficiency and reduce carbon emissions; on the other hand, the project will further strengthen cooperation and interaction with community residents and various forces to jointly promote the sustainable development and optimization of the carbon-neutral community.

At the same time, Vanke Foundation will also actively participate in international climate cooperation and exchange, share China's experience and achievements in carbon-neutral community construction, and contribute Chinese wisdom and strength to the global response to climate change. They will continue to uphold the development concept of “green, low-carbon and sustainable” , and promote more low-carbon, environmentally friendly and sustainable actions and initiatives, so as to contribute to the realization of the global climate goals and the building of a community with a shared future for mankind.



China Green Carbon Foundation

SF Foundation & CGCF: Dual Guardians of Climate and Habitat - Ecological Carbon-Neutral Forests and White-Lipped Deer Conservation

ecosystem conservation and restoration, Carbon-Neutral, climate mitigation, biodiversity conservation, community development

I. From Achieving Carbon Neutrality at SF Group's Annual Meeting via the Afforestation Project to Formulating a Corporate Net Zero Strategy and Taking Actions

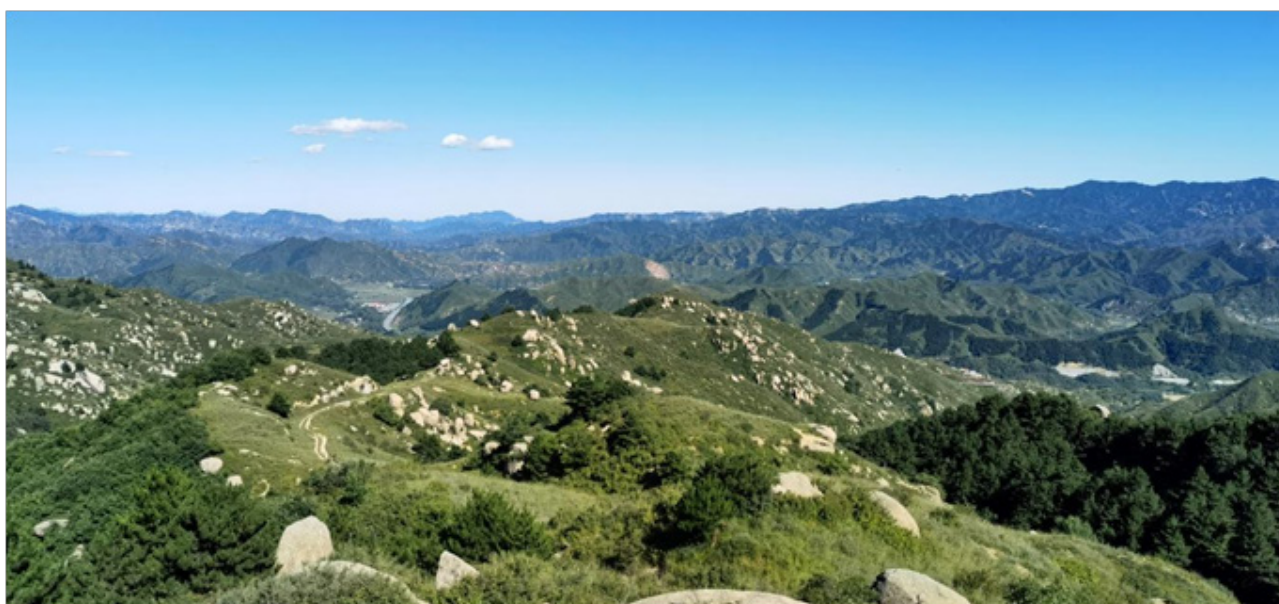
As the largest comprehensive logistics service provider in China and Asia, and the fourth largest in the world, SF Group is deeply aware of its responsibility and mission in promoting social sustainability. In 2019, SF experimentally donated 100,000 RMB to the China Green Carbon Foundation (CGCF) to carry out a Carbon-Neutral project for its annual meeting. By planting 36 mu (a traditional Chinese unit of area, approximately equal to 2.4 hectares) of forests and 3,960 platycladus orientalis saplings in She County, Hebei Province, SF successfully offset more than 384 tons of carbon dioxide generated during the meeting, marking the successful achievement of the “Net Zero Meeting” for SF Group's 2019 Annual Meeting. In May 2019, SF Group organized a volunteer team of young and middle-aged employees to plant Platycladus orientalis saplings in She County, Hebei Province, where they could personally participate in the restoration of the forest ecosystem in the restoration of forest vegetation and ecosystem in the eastern foothills of the Taihang Mountains. Based on the first successful cooperation in realizing the carbon-neutral goal for SF Group's corporate annual meeting, CGCF has planned a project in Jingxing County, Hebei Province specifically for SF Group since 2022, and formally launched the “SF Forest - Employee Carbon-Neutral Project”, which aims to encourage employees to offset their work and life carbon emissions by participating in afforestation activities, realizing a new mode of employee participation in public welfare.

Corporate participation and contributions are crucial in addressing the global crisis of biodiversity loss and climate change. Through continuous cooperation and joint exploration with CGCF, SF Group has increasingly focused on global climate and environmental issues, and solemnly published a white paper on corporate carbon target in 2021. SF Group's dual carbon target is to achieve a carbon reduction of 252,480 tons by 2030, clearly declaring the Group's commitment to an environmentally friendly, green, and low-carbon integrated supply chain service system for sustainable development. Therefore, with the support of China Green Carbon Foundation, SF Group has not only achieved remarkable results in staff carbon-neutral forest, but also set its sights on the broader field of ecosystem conservation and restoration, and immediately launched the Laiyuan (Hebei province) and Seda (Sichuan province) SF Public Welfare Ecological Carbon-Neutral Afforestation Projects, which are important parts of the SF Group's Carbon-Neutral Forests. It marks SF Group's strategic shift and deep involvement in ecosystem conservation and restoration, as well as its efforts in corporate Carbon-Neutral forests.

Ecological Carbon-Neutral Forests aims to improve local forest ecosystems and enhance resilience to climate change. The SF Sichuan Seda Ecological Carbon-Neutral Forest Project has been implemented in two phases,

the project is located in Dema Village, Ranchong Township, Seda County, of which the first phase of the project artificially created 4,500 mu (approximately equal to 300 hectares) of Qinghai spruce forests, the second phase of the new afforestation of 2,300 mu (approximately equal to 153.4 hectares); meanwhile in 2022 in Laiyuan, Hebei Province, SF Group carried out forest afforestation of 3,703 mu (approximately equal to 247 hectares) of *platycladus orientalis* and *pinus tabulaeformis*. The SF Ecological Carbon-Neutral forest projects are not only a concrete action of the Group's green development, but also vivid demonstration of its corporate social responsibility and the concept of global sustainable development. These projects directly promote local ecosystem conservation and restoration, enhances the ecosystem functions of forests, mitigates and adapts to climate change, and are of great significance to the maintenance of the ecological security of the key ecological function areas in the upper reaches of the Yangtze River Basin and the Taihang Mountain System.

SF Group's Ecological Carbon-Neutral Forest in Laiyuan, Hebei province



Ecological Carbon-Neutral Forest in Seda, Sichuan province



As Seda is located in a Xizang-inhabited area of Sichuan Province with high altitude, features a relatively harsh natural environment and inconvenient transportation. The living conditions of local residents are tough, educational resources are scarce, and community development faces challenges. Through the Seda Ecological Carbon-Neutral Project, SF has not only gained an in-depth understanding of the local ecological environment, but also the current living conditions of local community. At present, SF Foundation has implemented two phases of community care initiatives in Seda, addressing the needs of forest rangers, children, the elderly and other groups through the distribution of materials, talent training and other diversified approaches to support the future development of the local community. Meanwhile, SF Foundation plans to continue to pay attention to children's education in Seda, and create a better learning environment for children by education donation, building school facilities and providing learning materials. CGCF's cooperation with Seda Carbon-Neutral Forest Project has radiated to many levels of society and the environment, indicating that SF Group has fulfilled its commitment to social responsibility through practical actions. These efforts not only effectively enhance the local people's sense of participation and identity, but also establish a good social image for SF Group.

SF Group held Sichuan Seda Community Care Initiative



Since 2019, SF has implemented four Carbon-Neutral Forest Projects in Laiyuan, She County and Jingxing County in Hebei Province and Seda County in Sichuan Province through the cooperation with CGCF, with a philanthropic giving of over RMB 40 million and a reforestation area of more than 10,000 mu (about 667 hectares). The growth of every single tree signifies a solid step taken by SF Group in combating climate change and promoting the Group's Carbon-Neutral action. Starting from the small Carbon-Neutral project at the annual meeting, to the launch of the staff carbon-neutral forest, and further to large-scale investments in Carbon-Neutral Forest Projects in 2023 and 2024, SF Group in cooperation with the CGCF, not only realizes its own green development, but also advocates the concept of “Net Zero” with practical actions, and drives the participation of the employees, enterprises, and customers to establish an industry and social scope. SF Group is now committed to becoming a practitioner and promoter in the field of carbon-neutral and green development, actively practicing the national strategy to address climate change.

II. From single climate action to synergistic deployment of climate and biodiversity conservation

As biodiversity conservation is becoming a global consensus, to actively implement the Kunming-Montreal Global Biodiversity Framework and take action to address the challenges of biodiversity, CGCF and SF Foundation have been strategically laying out biodiversity conservation actions since 2023, screening and deploying potential biodiversity conservation projects in Sichuan and Xizang. After more than a year's preparation, in July 2024, SF Foundation and CGCF jointly deployed the first SF Forest Reserve project in Nianlong Provincial Nature Reserve in Ganzi Prefecture, Sichuan Province, and jointly initiated the “White-lipped Deer Biodiversity Conservation Project”, which aims to map the local biodiversity resource base data and to provide a comprehensive study of the local biodiversity resources, as well as to identify the local biodiversity resources. Through comprehensive scientific research, the project aims to identify the local biodiversity resources to provide reliable scientific support for future effective conservation actions in the habitats of the white-lipped deer and other first-class nationally protected wildlife.

Researchers from the School of Life Sciences, Sichuan University, carrying out fieldwork at an altitude of 4,000 meters above sea level



Sichuan Nianlong Provincial Nature Reserve is located in the northeast of Seda County in the northeastern of Ganzi Xizang Autonomous Prefecture of Sichuan Province, on the southern slope of the Ba Yan Ka La Mountain, within the territory of Nianlong Township, Seke Township and Luoruo Township of Seda County. On November 5, 2000, it was applied to be established by the former Forestry Bureau of Seda County and approved to be set up by the People's Government of Seda County with the document of “Approval Reply from the People's Government of Seda County to the project of ‘Nianlong Wild Animals Nature Reserve’ ”. Nianlong is covered with rare alpine coniferous forests in Seda County, featuring forests, wetlands, and alpine meadows as its main ecosystem types. It is adjacent to Qinghai Province in the northeast and Rangtang County in Aba Xizang an and Qiang Autonomous Prefecture in the east, and the territory of Nianlong Township of the County in the west, and the territory of Seke Township and Luoruo Township of the County in the south. The altitude of the protected area is between 3650-4830 meters, with a relative height difference of 1180 meters, and

the catchment water belongs to Dadu River system. The primary conservation objects are white-lipped deer, white rumped deer, *Crossoptilon auritum*, as well as other rare wildlife and plants and the forest ecosystem in the upper basin of the Dadu River.

White-lipped deer (*Cervus nippon*)



White-lipped deer, a typical alpine animal exclusively distributed in China, are classified as National first-level key protected animals which are endemic to China, mainly distributed in Qinghai, Xizang, northwestern Sichuan, southern Gansu and Qilian Mountains, and etc. They are species of deer that evolved under the unique conditions of the plateau, earning them the title of the highest-altitude alpine animal within the Cervidae family.. The current research on white-lipped deer is significantly inadequate, particularly concerning the population distributed within the Nianlong Nature Reserve, where understanding is limited to literature-based studies. The “White-lipped Deer Biodiversity Conservation Project” is not only to directly protect the white-lipped deer, but also to effectively promote the high level development of local biodiversity conservation efforts through the cooperation of CGCF, SF Foundation, the local government, and scientific research institutions.

III. Enterprise-driven participation to realize multiple benefits

In the past cooperation, CGCF has not only provided scientific guidance and technical support to SF Group and its partners on the synergistic mechanism for addressing climate change and biodiversity conservation, but also helped SF to achieve the goals of Carbon-Neutrality and biodiversity conservation through a variety of ways, such as project planning, project management, and public outreach and promotion, ultimately achieving multiple benefits, which are mainly reflected in the following aspects:

1. Corporate ESG (Environmental, Social and Governance) Rating Improvement:

Through the philanthropic inputs, SF Group has significantly improved its ecological and environmental performance, including the response to climate change, ecological conservation and restoration, biodiversity conservation, etc., demonstrating the company's commitment to and contribution to ecological environmental protection and sustainable development. By the end of 2024, SF Group, together with its enterprises and employees, had planted over 10,000 mu (approximately equal to 667

hectares) of carbon-neutral forests, with a total of more than 1 million trees, which are anticipated to sequester over 200,000 tons of carbon dioxide in the atmosphere during their entire growth cycle, and make a positive contribution to climate mitigation. In 2023, the SF Carbon-Neutral Forest Projects were honored in the “China Public Welfare Brand Project Ranking” by Southern Weekend. Based on the global corporate ESG rating results released by CDP, SF Group has been awarded “B Grade” for two consecutive years (2022-2023), which is a leading level in the global express and logistics industry, and is higher than the average rating of the global and Asian regions (C Grade).

2. Build a personal public welfare platform for employees:

The cooperation with CGCF provides a professional and efficient platform for SF Group's employees to achieve Carbon-Neutrality, enabling a more scientific and systematic implementation of its carbon reduction goals. SF Group advocates the concept of environmental protection, encourages its volunteers to engage in low-carbon actions, and offers diverse opportunities for philanthropic participation. By closely integrating the green concept with Internet technology, SF Group has launched the “SF Forest” online application, providing users with a brand-new interactive experience. Through the online "Cloud Tree Planting" feature, users can effortlessly monitor the planting, growth, and environmental conservation outcomes of the forests. The app also features various interactive functions, such as carbon emissions measurement, sapling adoption, and nurturing, and so forth, and leverages a task reward mechanism to ignite user engagement and enthusiasm. So far, more than 120,000 users have participated, adopted more than 11,000 saplings, and the total amount of donation has exceed more than RMB 800,000.

SF Forest Online Application



3. Encouraging value chain partners and suppliers to become “partners of ESG”:

Through its practical actions, SF Group not only fosters the sustainable development within its own business, but also spearheads the upstream and downstream enterprises in the supply chain on the path of Carbon-Neutrality and biodiversity protection, thereby contributing to the achievement of global sustainable development goals as an industry leader. SF recognizes the significant impact of its actions on the green transformation of the whole industry. Therefore, in addition to prioritizing carbon emission management within its own operations, SF also aims to extend the green value proposition to the supply chain and advocates for collaborating with upstream and downstream partners and customers to facilitate the green transformation and upgrading of the industry through science and technology empowerment, and to jointly shoulder the responsibility of safeguarding the planet. SF actively cooperates with its key corporate clients to jointly promote the construction of Carbon-Neutral forests, thereby broadening the social influence of the projects. This collaborative model not only raises public awareness of environmental protection, but also fosters interaction and trust between enterprises and consumers.



CICC Charity Foundation & CGCF: Climate in Sync With Biodiversity Synergize to Build the Cornerstone of Social Responsibility

ecosystem conservation and restoration, carbon neutral, climate mitigation, biodiversity conservation, community development

I. Journey and overview of Cooperation

China International Capital Corporation Limited (CICC), as a state-controlled financial enterprise, has always been adhering to the mission of “People-oriented and country-oriented”, and is committed to actively fulfilling its social responsibility and contributing to high-quality national development through the mode of “investment banking + investment + research + public welfare”. In 2012, CICC exclusively initiated the establishment of CICC Foundation, which focuses on the five areas of education equality in underdeveloped areas, ecological and environmental protection, rural revitalization, disaster relief and post-disaster reconstruction, as well as philanthropic culture and volunteer service for more than a decade, actively playing its role and making continuous efforts in these areas.

In 2019, China Green Carbon Foundation, together with CICC and CICC Charity Foundation, has initiated a strategic philanthropic cooperation in the fields of ecosystem conservation and restoration, climate mitigation and biodiversity conservation. Starting from an ecosystem conservation and restoration program in Fengning, Hebei in 2019, CICC Charity Foundation has already laid out 2 Ant Forest afforestation programs in Hebei and Gansu, respectively, and 4 CICC Ecological Carbon Neutrality Afforestation programs in Fengning Hebei, Lanping Yunnan, and Yanchuan Shaanxi, Seda Sichuan; it also launched the Motuo County Yarlung Tsangbo Grand Canyon Biodiversity Conservation and Community Development Program in Motuo County, Xizang. Additionally, CICC has continued to carry out corporate public welfare activities and summer camps by in-depth participation of CICC employees in Beijing, Shanghai, Yan'an Shaanxi, Yanji Jilin, Nujiang and Diqing Yunnan, and has mobilized the contribution of CICC's financial research team and other resources to engage in a series of philanthropic programs closely related to the natural ecosystems, such as social capital entering the mountains and forests and the green finance research of carbon sink methodologies of forest sustainable management in Sichuan.

Up to now, CICC Charity Foundation has donated more than 22 million RMB to CGCF, and jointly mobilized internal and external resources to serve the major national strategic ecological deployment, and gradually formed CICC Public Welfare Eco+, focusing on climate change, ecosystem conservation and restoration, biodiversity conservation and rural revitalization, and actively exploring a new model of high-level conservation leading to high-quality development.

II. From Public Forestation for Ecosystem Conservation and Restoration to Strategic Layout of Ecological Carbon Neutrality Forests

● Origin of cooperation

In 2019, CICC Charity Foundation and CGCF first cooperated on “CICC Hebei Fengning Ecosystem Conservation and Restoration Program”. With a total donation of 1.1 million RMB, the program planted 36,000 Mongolian Scots pine trees and restored 333 mu of local vegetation. Fengning County,

as an important node of the ecological barrier around Beijing, is also a key ecosystem conservation and restoration area of the Three North Protective Forests Construction Program, Beijing-Tianjin Wind and Sand Source Control Program, and Returning Farmland to Forestry Program deployed by the state. Through the implementation of this program, the forest vegetation of the degraded land of the ecological barrier of the Yanshan Mountain, which is the northern gateway of Beijing, will be effectively restored to further curb the tendency of the southward invasion of northern sands and practically enhance the climatic resilience of the fragile ecosystems in this area and the ability to retain water. At the same time, the program will help the local community to increase labor income and provide employment opportunities, which practically benefit the people.

2020 CICC Hebei Fengning Ecosystem Conservation and Restoration Program



2020 CICC Hebei Fengning Ecosystem Conservation and Restoration Program Launching Ceremony



After the first program, CGCF assisted CICC Charity Foundation to start a comprehensive layout of CICC Philanthropic Eco-Carbon Neutrality Forests, accounting for the national strategy for climate change and the dual-carbon goals, as well as CICC's own need of combating climate change. The primary principle of this cooperation is to carry out a series of high-quality corporate carbon neutrality programs that incorporate climate change mitigation, biodiversity conservation, local community development and rural revitalization in the context of the National Key Ecological Functional Areas and the National Biodiversity Conservation Strategy Action Plan. After five years of implementation, a series of ecological carbon neutrality forest programs have been implemented from Fengning in Hebei Province to Lanping in Yunnan Province, and from Yanchuan in Shaanxi Province to Seda in Sichuan Province.

Schematic layout of the CICC Ecological Carbon Neutrality Forest and Biodiversity Program



In 2021, CICC Charity Foundation and CGCF continued to work collectively to deploy the first CICC Eco-Carbon- Neutrality Forest Program in Fengning County, Hebei Province, and continue to expand the scale of the ecological barrier program in the capital city of Beijing. Prior to the 2021 UNCBD COP15 meeting in Kunming, CGCF, CICC Charity Foundation and Yunnan Green Environment Development Foundation (YGEDF) jointly planned the CICC Eco-Carbon- Neutrality Forest Program in Lanping, Yunnan Province, which is located in the Three Parallel Rivers World Natural Heritage Site, but also the habitat of the Yunnan golden monkey in the Hengduan Mountain South - a Biodiversity Conservation Priority Area, and is also in Nujiang Prefecture, a key area for rural revitalization in the “Three Districts and Three States” . The program continues to explore the best practices of ecosystem conservation and restoration in synergy with biodiversity conservation, especially in restoring the local forest cover, mainly spruce and fir forests, to provide more habitats for rare species such as the Yunnan Snub-nosed Monkey and to build effective ecological corridors, which demonstrates the unlimited potential of Nature-Based Solutions (NbS) in the field of climate change and biodiversity conservation.

In 2023, the CICC Public Welfare Ecological Carbon Neutrality Forest Program was launched in Yanchuan, Shaanxi Province, which is the third CICC’ s Public Welfare Carbon Neutrality Forest, in priority area of the Three-North Shelterbelt Forest Program along the Yellow River's several bends. The program is dedicated to restoring forest ecosystem vegetation in the Loess Plateau area of northern Shaanxi, and actively implementing scientific afforestation demonstrations in arid and semi-arid areas. In 2024, we deployed another program in Seda, Sichuan, which is, a key ecological zone in the upper reaches of the Yangtze River in the western Sichuan plateau, to explore spruce afforestation in high-altitude areas.



● **Program Goals: New Mode of “Climate Mitigation + Biodiversity Conservation + New Mode of Rural Revitalization”**

In terms of addressing climate change, CICC's “Carbon Neutrality Forests” programs across the country not only increase the carbon sinks as forest ecosystems to mitigate climate change, but also enhance the climate resilience of ecosystems and improve the ability to adapt to climate change by planting large trees such as cypress and spruce. Through the implementation of the field program, CICC has made a strategic reserve for CICC to use ecosystem carbon sinks to offset corporate GHGs in the future, and at the same time, influenced and led the financial industry to participate in ecosystem conservation and construction effectively.

Secondly, CGCF also emphasizes the synergies promoting biodiversity conservation and climate change synergies for the purpose of forming Nature-based Solutions. For example, the CICC Yunnan Lanping Program is committed to restoring local forest vegetation dominated by spruce and fir forests, and the pine roses parasitized on these trees are one of the main food sources for the Yunnan snub-nosed monkeys. These monkeys, classified as a National first-level protected wild animals, are endemic and endangered species in China. They are distributed in about 7,000 square kilometers of high-altitude primitive forest between the Lancang and Jinsha Rivers at the border of Xizang and Yunnan. These monkeys are regarded as the flagship species for biodiversity conservation and are reputable for one of the most representative species in northwest Yunnan. This program will help the recovery and growth of the Yunnan snub-nosed monkey population, increase its food source, rebuild its migratory exchange corridors, and promote the development of biodiversity conservation. Moreover, through public outreach via multiple influential media, this program will enhance the public's understanding and their active mobilization participation of the Yunnan snub-nosed monkey.

In the end, conservation will drive the economic development of the surrounding communities and raise the income level of the residents, realizing a win-win situation between ecosystem conservation and economic development. For example, CGCF, CICC Charity Foundation and Tsinghua University's School of Economics and Management cooperate to carry out social practice in the program sites, coordinating professional tutors from various fields including finance, economics, sociology and ecology and CICC employee volunteers to guide students to understand and explore ways to effectively realize the harmonious coexistence between humans and nature in a specific ecological and economic environment. Through comprehensive research and evaluation of the social, economic and ecological benefits of the communities around the program sites, the students will explore the modes of philanthropic support and financial assistance for green development, and provide feasible solutions for resolving the conflicts between local forestry, animal husbandry and economic development.

Tsinghua University Yunnan Lanping Practical Activities



III. Expanding the Layout of “Biodiversity conservation + Green Development”

● Background of Demonstration Project on Biodiversity Protection and Community Development (Motuo, Xizang)

In 2021, president Xi delivered an important remark at the Leaders' Climate Summit, stating, “Since the beginning of industrial civilization, mankind has created massive material wealth. Yet it has come at a cost of intensified exploitation of natural resources, which disrupted the balance in the Earth's ecosystem, with the deep-rooted conflicts between human and nature becoming more evident. In recent years, climate change, loss of biodiversity, worsening desertification and frequent occurrence of extreme weather events have posed serious challenges to human survival and development.” In 2022, the 15th Conference of the Parties (COP15) to the Convention on Biological Diversity (CBD), chaired by China, adopted the Kunming-Montreal Global Biodiversity Framework (KMGBF), which sets out a framework for biodiversity conservation and sustainable development. KMGBF sets four long-term goals for global biodiversity conservation and 23 action-oriented global targets to be achieved by 2030. However, compared with the huge demand, it also admitted that the world still needs to make more efforts to mobilize corporation and public participate in biodiversity conservation in China, the finance of private sector is insufficient. CGCF, as China's first national charitable foundation with the core strategy of increasing carbon sink and offsetting emissions to tackle climate change and biodiversity conservation, has been proactively striving to guide Chinese enterprises and the public to move toward on a board range of conservation efforts.

Therefore, in order to thoroughly execute the spirit of Xi Jinping's thought on Eco-civilization, promote baseline biodiversity surveys, identify important germplasm resources, study and explore the conservation and rational use of community germplasm resources, formulate eco-industry development plans, and explore the path of high-quality development driven by high-level conservation, CGCF and CICC Charity Foundation jointly initiated and carried out a biodiversity survey and a community conservation demonstration program for Motuo County in 2022.

● Program Overview

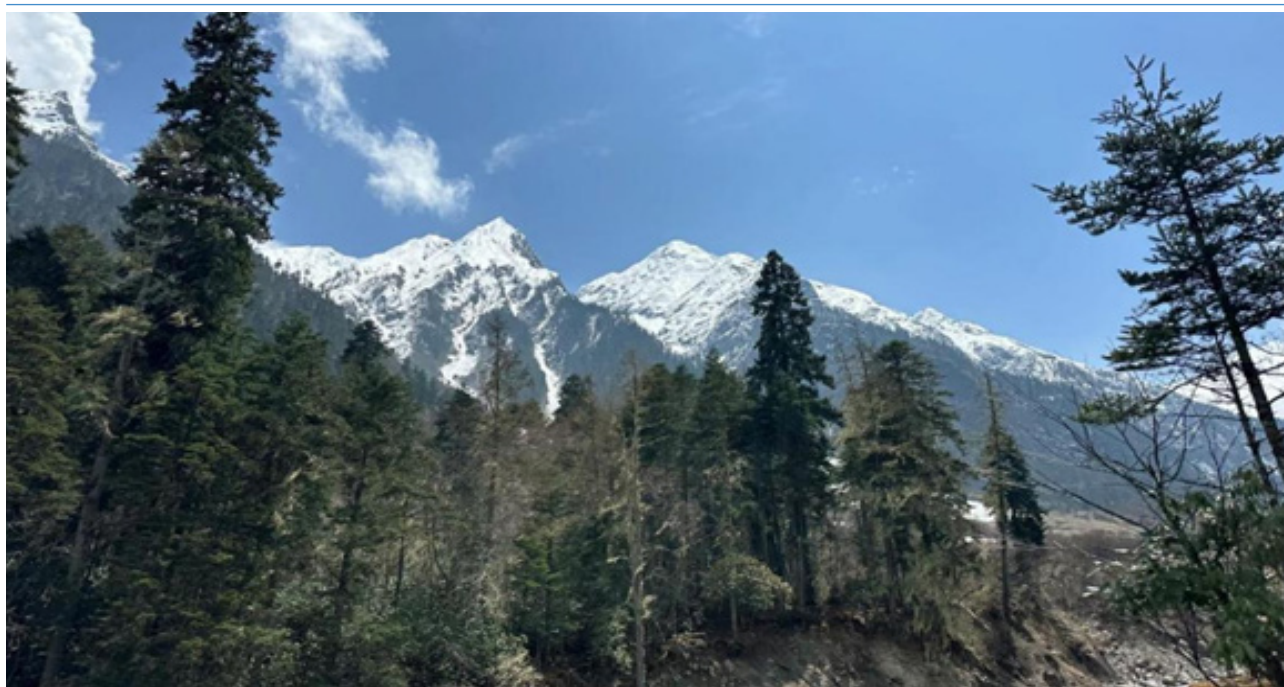
CGCF in cooperation with Shan Shui Conservation Center, together with the Forestry and Grassland Bureau of Motuo County, the Center for Nature Conservation and Social Development of Peking University, and the Xizijiang Ecological Conservation Center, jointly implement the “Biodiversity Surveys and Community Protection Demonstration Program in Motuo County, Yarlung Tsangpo Grand Canyon” in the global biodiversity hotspot of Motuo, Xizang. The program actively conducts baseline biodiversity surveys, identifies important germplasm resources, and provides a scientific basis for the moving forward on green development in the area.

Yarlung Tsangpo Grand Canyon area is characterized by the world's richest mountain ecosystem types, vegetation types, and biomes, with a total length of 504.6 kilometers. It is China's important gene pool of biological species resources in the mountains, nurtured almost all the types of terrestrial vegetation from the tropical to the frigid zone, with the distribution of 65% of the known species of higher plants and 50% of mammals in the Qinghai-Xizang Plateau. In this magical land, Namcha Barwa Peak towers over us, and the altitude difference of 7,000 meters has given birth to a complete spectrum of mountain vertical zones from tropical monsoon rainforests to alpine ice and snow belts with complex and diversified ecosystems, which is rare in the world. However, there is still a gap in the biodiversity assessment of the region in China, and the future of the Yarlung Tsangpo River Grand Canyon ecosystem is uncertain due to human activities, climate change and potential large-scale infrastructure construction.

Motuo County is located in the southeastern part of the Xizang, the middle and lower reaches of the Yarlung Tsangpo River and has the following unique advantages: the most favorable climatic conditions, the richest forestry resources, the most primitive and beautiful tourism resources, the most plentiful water resources, the most abundant and varied biological resources, and the mysterious and unique

cultural resources of Menluo. Therefore, a unique climate zone was formed here with coexistence of tropical, subtropical, temperate and frigid zones, Given that the Qinghai-Xizang Plateau currently functioning as the oxygen bar and featuring an idiom of “four seasons during a day, different weathers every ten miles” . The wildlife resources in Motuo County are extremely rich, and is renowned as the “World Museum of Animals and Plants” and “World Biological Gene Bank” . According to incomplete data, there are 147 kinds of wild animals and 144 kinds of wild plants under national key protection, and 509 kinds of wild orchids and 4553 species of vascular plants. In recent years, as the deepening research on the Yarlung Tsangpo continues to deepen, research institutions and conservation organizations have discovered that the Bengal tiger's return to the mountain forests, and the tallest tree in Asia, the Xizang cypress, and other important information. The local conservation work has received more attention as well. Conducting biodiversity background information survey lays foundation and prerequisite for scientific conservation. Through conducting biodiversity background survey in the Yarlung Tsangpo Grand Canyon area, the program established biodiversity conservation monitoring workstation and long-term monitoring system, assessed the current status of conservation, identifying potential threats, and on this basis, carried out capacity building in the protected area, promoted science education ,restored orchid field restoration, and assists the local community in designing experience-based natural pilots and exploring pilot programs of green development.

Yarlung Tsangpo River Grand Canyon View



During the biodiversity monitoring activities in Motuo, infrared cameras recorded 14 species of wildlife under national first-level key protection and 27 species of wildlife under national second-level key protection (10 species of mammals and 17 species of birds). Through in-depth analysis of the monitoring data, it is possible to effectively understand the activity rhythms and distribution patterns of the species, and assess the impact of human activities and environmental factors on them. Meanwhile, the program has also carried out a special population assessment of clouded leopards and their co-existing species, and 19 clouded leopard individuals have been identified through the clouded leopard individual identification technique. In addition, the local biodiversity survey activities have also achieved remarkable results, by finding and photographing images of many rare and endangered or endemic species in Motuo, such as cuon alpinus, Scelater's Monal, brown-tailed rainbow pheasant, Budorcas Taxicolor, Moschus fuscus, Motuo lily, Cypripedium Subtropicum and Cross-barred Treefrog, etc., which have provided important supplementary information for the study of Motuo's biodiversity conservation and species composition and systematic research.

A collection of infrared images of Motuo's wildlifes (Photo credit: Infrared Camera/Shan Shui Conservation Center)



In order to enhance public awareness of biodiversity conservation, the program also plans to carry out science education activities for local community residents and tourists through a series of science public outreach and capacity building activities; as well as cooperating with professional organizations such as China National Geographic Integrated Media Center, assisting in the shooting of documentaries to promote Yarlung Tsangpo biodiversity and its conservation, to further expand the influence of the program. At the same time, the program has provided training on infrared camera monitoring and biodiversity knowledge for professional rangers, helping them to participate more deeply in local biodiversity conservation work.

To develop and conserve the local community, the program actively carries out nature experience and guesthouse management training to enhance the service capacity and awareness of local residents; builds and improves the nature experience products and interpretation system of Gelin Village to add more abundant and vivid nature experience for tourists; and carries out the protection of orchid plants, Gelin Village municipal waste management, and community development, etc., so as to ultimately realize the harmonious coexistence of ecological conservation and community development.



● Program Impacts

The program adopted the “Model of Sustainable Utilization of Forest Resources and Biodiversity Conservation”. The program firstly mapped out a forest resources information and supported sustainable utilization and conservation models based on the background survey, and then established a demonstration site in a geographic or administrative unit (Gelin Village, Motuo County), and in this way, realizes the goals of sustainable utilization of forest resources and biodiversity conservation. This model can achieve the goals of sustainable forest management and biodiversity conservation by continuously exploring various models and updating the existing models, mobilizing financing and industry to truly facilitate the green transition. During practice, the program actively seeks alternative livelihoods for local residents. The nature education program developed by the program has attracted the participation of 2,500 nature enthusiasts since 2023, bringing a total of 150,000 RMB to the community; moreover, the program has carried out the development and operation of special ecological products such as forest medicines, alpine teas, monkey mushrooms, dendrobiums, red rice, etc., these initiatives have increased the income of the local community by contributing more than 1 million RMB and effectively boosted the local economy.

In order to thoroughly implement the rural revitalization strategy, the Motuo program promotes the integrated development of urban and rural areas through industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization. For example, it promotes ecological revitalization through the development of community-run nature experiences and germplasm resource nursery industries such as orchids; it also drives scientific and technological revitalization through the establishment of open scientific research stations; educational revitalization is

achieved through school support and the establishment of nature education bases; cultural revitalization is realized through the production of traditional cultural handicrafts and cultural and creative products; and social revitalization through medical support and women's protection. Gelin Village has set up as a green development example village for rural ecological revitalization, led by the government, with enterprises as the key actors and active participation of civil society organizations and the public.

In 2024, in order to continue to expand the program's influence and enhance social and public attention to the protected areas and conservation work, CGCF, in cooperation with CICC Charity Foundation and Shan Shui Conservation Center, jointly organized the “Yarlung Tsangbo, the Last Secret Land—Motuo Biodiversity and Culture Public Welfare Exhibition”. The first exhibition kicked off in Beijing Zoo, attracting many visitors. At the same time, the opening ceremony also invited a number of conservation experts from the workstation in Motuo to give wonderful speeches, sharing their research and practice results and insights in the field of biodiversity conservation in Motuo. Moreover, storyteller of the villagers of Gelin Village were also invited to the stage to tell, in their simple and plain language to tell the natural scenery, cultural heritage and life stories of their hometown that are closely linked to biodiversity. Many authoritative media outlets, including Guangming Daily, Workers' Daily, Green China, China Environment News, Huaxia Times, China Public Welfare Times, Financial Times, Caixin Media, and so on, reported positively on the exhibition. In the following, the public welfare exhibition will continue to tour Shanghai, Shenzhen and other places in the hope that through the way of touring exhibition, the biodiversity and cultural beauty of Motuo will be convey to a wilder audience, further expanding the offline influence, and stimulating the community's concern and support for biodiversity conservation.

The main visualization of the Motuo Exhibition



Beijing Kerry Center Motuo Exhibition



IV. Charting a green future: multi-stakeholder efforts to promote sustainable development and harmony between human beings and nature

Civil society organizations has been able to pilot and fill in the gaps have played a positive and unreplaceable role to play in promoting the “multi-stakeholder promotion of harmonious coexistence between human beings and nature” . In the long-term strategic collaboration between CGCF and CICC Charity Foundation, both parties continue to scale up the program and lead the industry based on green development and ESG principles, and CICC Charity Foundation has been strived actively involved in combating climate change and biodiversity conservation, and is committed to becoming a key force in promoting multi-stakeholder participation and harmonious coexistence between human beings and nature.

Menba women in Motuo (Photo credit: Qiu Bi/Shan Shui Conservation Center)



The implementation of afforestation programs by CGCF and CICC Charity Foundation has not only effectively increased forest carbon sinks, but also guided the direction of cooperation between responsible organizations and individuals toward direct participation in carbon-neutral actions, and jointly help achieve the national dual-carbon goal. The carbon emission reductions resulting from these programs can be converted into carbon assets (credits), which lay a solid foundation for carbon neutral and green financial activities, and stimulates the enthusiasm among all sectors of the society for participating in voluntary carbon market, forming a positive situation of multi-party governance and sharing of ecological dividends.

Through multi-party cooperation, the CICC Philanthropic Ecology program not only serves CICC's sustainable development strategy, but also serves as a model for enterprises to take into account ecological and social benefits while realizing economic benefits. Through these programs, CICC has accumulated rich experience in green development, supporting future sustainable projects and demonstrating its responsibility and commitment, setting a benchmark for the industry. During program implementation, CICC, CICC Charity Foundation, and CGCF deepened cooperation with local governments, NGOs, and research institutions, expanding business areas, enriching partner networks, and providing valuable references for future environmental programs through the successful experience and models. This cross-field and cross-industry cooperation model promotes resource optimization, strengthens multi-party participation, and contributes to the construction of a harmonious coexistence between human beings and nature.

Through this series of programs, CICC has demonstrated its responsibility as a state-controlled financial enterprise, setting a model for green development and ESG strategies, and inspiring more institutions and individuals to join the construction of an ecological civilization.



China Green Carbon Foundation: Innovative Demonstration Project for Sustainable Forest Management in Sichuan, China and Urban Ecosystem Carbon Sink

climate mitigation, sustainable forest management carbon credits, urban ecosystem carbon credits

Background/Opportunities

Climate change has frequently evolved into climate crises and even disasters in the context of global warming, and more countries are realizing that addressing climate change is crucial for the future of human development. It is estimated that by 2060, national carbon emissions will be around 2.5 billion tons, while the carbon sink capacity of forests and grasslands will be approximately 1.5 to 1.8 billion tons, with 80% coming from forests. Compared to other forest-rich countries, China's forest area and volume rank fifth and sixth in the world, respectively however, the annual carbon sink capacity of China's forests and grasslands ranks first globally, contributing more than 60% to national carbon neutrality. Ecosystem carbon sinks have become not only a cornerstone of the national carbon neutrality strategy but also essential for regions, cities, and enterprises in achieving their carbon neutrality goals.

First, in promoting the carbon sink capacity of forests and grasslands, China continues to advance the "Three Norths" and other key ecological construction projects, focusing on enhancing the climate adaptation capacity of ecologically fragile areas and expanding forest areas to increase carbon stock. Second, the growth of China's forest cover will gradually enter a bottleneck period, making it unsustainable to rely solely on the quantitative growth of afforestation to achieve carbon sequestration. Therefore, comprehensive forest management, improving the "carbon stock increment" and enhancing the quality of forests have become top priorities. Furthermore, it is essential to strictly protect forest resources to stabilize carbon pools and reduce carbon emissions caused by irrational land use, land destruction, and other anthropogenic activities.

Spectacular Forest landscape



In September 2020, China first proposed the "30-60" goal of carbon peaking and carbon neutrality. Under national coordination, practical actions at the provincial, municipal, and county levels will be critical for achieving carbon neutrality in the future. Currently, cities have begun to implement emission

reduction measures and explore alternative applications of non-fossil energy. However, the extent to which urban ecosystems can contribute to carbon removal remains an unanswered question that requires systematic innovation and on-the-ground practice.

Data on the spatial distribution of carbon emissions indicate that cities and their surrounding areas are highly concentrated sources of carbon emissions. Therefore, effectively reducing these emissions while maximizing the carbon sequestration potential of urban ecosystems is an urgent challenge for urban planners. This issue is closely linked to achieving cities' goals of green, low-carbon, and sustainable development, as well as the effective implementation of dual-carbon strategies. Compared to other terrestrial ecosystems, urban ecosystems face complex and variable influences on their carbon sequestration capacity due to concentrated and frequent anthropogenic activities.

In response to this challenge, breaking away from traditional notions of artificial creation and exploring innovative management approaches for woodlands, grasslands, and wetlands in urban settings is crucial for enhancing carbon sink construction. Identifying the potential capacity for carbon sinks at the provincial, municipal, and county levels requires scientific and effective measurement of the carbon sinks that each ecosystem type can contribute to the future carbon offsetting process. Given China's vastness and diversity in natural endowments, climates, hydrological conditions, societies, economies, and levels of development, it is essential to use scientific methods and a robust indicator system when formulating regional (city) carbon neutrality targets and strategies to ensure the relevance and effectiveness of policies.

To address this, China Green Carbon Foundation(CGCF) initiated the Sichuan Forest Management and Urban Ecosystem Carbon Sinks Innovation Demonstration Project at the end of 2023, with a vision for innovative demonstration and long-term exploration. Using Sichuan Province and Chengdu City as pilots, the project innovatively plans priority areas for carbon sinks in sustainable forest management and urban ecosystems, laying the groundwork for improving the carbon sink capacity of forest ecosystems. This project aims to support the realization of regional and corporate carbon neutrality goals.

Project Goals

CGCF plans to conduct an innovative demonstration project on carbon sinks in forest management and urban ecosystems in Sichuan. On one hand, it will develop a map of forest management carbon sink development planning at the provincial level, identify priority areas, and create standardized guidelines that can be referenced and replicated in other regions of China. On the other hand, the project will develop and validate a carbon sink methodology for urban green space ecosystems to accurately quantify the carbon removed from urban ecosystems and its positive impacts on biodiversity. Ultimately, this will facilitate the participation of various stakeholders, including government, think tanks, and enterprises, to advocate for relevant policy development, promote the establishment of effective participatory mechanisms, and empower more enterprises to engage with carbon neutrality issues through learning and practical exchanges.

Project Significance and Outputs

Pilot Planning of Provincial Forest Management Carbon Sink Potential Priority Areas in Sichuan Province

In October 2023, the Ministry of Ecology and Environmental Protection (MEP) officially released the "Greenhouse Gas Voluntary Emission Reduction Project Methodology Forestation Carbon Credits (CCER-14-001-V01)" marking the availability of a relatively mature methodology for forest carbon credit development in China. Although carbon credits from afforestation play a significant role in sequestering and storing carbon dioxide, sustainable forest management is seen as essential for future carbon sequestration due to its long-term and comprehensive advantages.

CGCF has launched the first provincial-level demonstration project for carbon sink priority area planning in Sichuan. Utilizing multidimensional basic data, the project first assessed priority areas for

carbon sinks at the provincial level and then refined the assessment to the county level, developing a complete methodology and assessment system.

Through this system, the project assessed the potential for future carbon sinks at all levels, from provincial to district, with a particular focus on analyzing the development potential and priority of forest management-type carbon credit projects. Based on the provincial-level priority area planning, the project further developed the “Guidelines for Priority Area Planning of Forest Management Carbon Credits Potential,” intended to provide scientific guidance for future planning or assessment of forest management priority areas for carbon credits at regional, provincial, municipal, and even national scales.

Hongya State Forestry Farm is situated in a high-priority area for carbon sink assessment in Sichuan Province, China



Specifically, the plan identifies areas in Sichuan Province that align with climate change, biodiversity, and local socioeconomic development potentials from the perspective of forest management carbon credits. It selects three benchmark layers: carbon sequestration and sink enhancement potentials, carbon sink capacity, and coordinated efficiency. The project refines indicators based on raw data, determines the weights of these indicators, and categorizes the identified areas into five tiers of priority grades based on the benchmark layers.

Currently, the project team has completed the "Sichuan Forest Management Carbon Sink Development Priority Areas Evaluation Report" and the “Forest Management Carbon Sink Development Priority Areas Delineation Guidelines.” The latter can provide guidance for other provinces, cities, and counties to implement similar practices at different scales.

Building on this foundation, the project team has selected three high-priority areas in Sichuan Province and developed corresponding project proposals for forest management carbon sinks. They have also expanded the pool of alternative projects that can be prioritized by philanthropic capital. The team found that more highly developed urban built-up areas tend to rank lower in the identification of priority areas for carbon sinks. However, these developed urban areas, as cores of capital, wealth, industry,

and production, face greater challenges in achieving urban carbon neutrality due to their high energy consumption.

Development of Methodological and Measurement System Standards for Carbon Removal in Urban Ecosystems

In the face of rapid urbanization, China's major cities urgently need to find ways to better balance the environmental, social, and economic benefits of ecosystems within urban areas. To explore how urban green spaces can contribute to carbon neutrality, and in conjunction with the layout of Chengdu's national park city, the project has organized a group of leading domestic experts to form an expert working group. Beijing Forestry University is the lead organization, collaborating with various departments and research institutes to prepare the “Methodology for Carbon Removal in Urban Ecosystems Project.” This initiative aims to scientifically measure and effectively monitor the carbon removal capacity of urban green spaces.

Project Seminar Meeting in Chengdu, August 2023



Version 1.0 of the Methodology for Carbon Removal Projects in Urban Ecosystems has been reviewed and finalized by the expert group and is scheduled for official release in the near future. It features the following elements:

- 1. Scientific Delineation:** Breakthrough progress in delineating the complex carbon layers of urban ecology using high-resolution remote sensing images and park construction planning.
- 2. Systematic Integration:** A systematic approach that integrates and optimizes carbon sink measurement methods for urban forests, wetlands, grasslands, and other ecosystems, ensuring scientific validity, practicality, feasibility, and reliability.
- 3. High-Precision Measurement:** Efforts to measure the carbon sink of urban ecosystems with maximum precision.
- 4. Comprehensive Accounting:** Consideration of carbon emission accounting and leakage in the planning and construction of urban green space systems, resulting in clearer and more accurate outcomes.
- 5. Iterative Development:** An open and iterative methodology development process that has been validated in regional centers like Beijing, Shanghai, Chongqing, Shenzhen, and Changchun, with results applied to refine the methodology.

6. Wide Applicability: The methodology is applicable not only for actuarial calculations of overall urban ecosystem carbon sinks but also for specific carbon sinks in urban parks and green spaces, providing valuable references for planning carbon-neutral and climate-resilient cities.

7. Synergy for Climate Goals: Consideration of the synergy among urban ecosystems for climate change mitigation and adaptation, promoting the integration of climate change response and biodiversity protection in urban ecosystem planning.

Investigators conduct monitoring in Tianfu Forest Park



In conjunction with the Tianfu New District, a key component of Chengdu National Park City, CGCF completed the first field validation of the methodology at Chengdu Tianfu Forest Park. Given that Chengdu Tianfu New District has designated 70% of its blue-green space as part of its park city initiative, the project selected Tianfu Forest Park to develop the carbon sink design document. This document focuses on enhancing carbon sink benefits through the rational allocation of vegetation and the selection of adaptable plant species and forms.

According to the predictions outlined in the carbon sink design document, the project is estimated to achieve a cumulative emission reduction of 6,452 tCO₂-e over a 20-year period. The project team is now actively researching and deploying the validation and promotion of the methodology and guidelines in key central cities across China, including Beijing, Shanghai, Shenzhen, and Changchun. Based on validation efforts in these locations, the team will revise and refine the methodology's content to establish and declare relevant group standards, landmarks, and national standards.

Furthermore, the methodology will be updated based on validation results from different regions, leading to the establishment of related local and national standards. The project aims to collaboratively explore comprehensive solutions for carbon-neutral urban ecosystem carbon sink services.

Shenzhen Julongshan Wetland Park



Beijing Wanghe Park - South Garden





In the next steps, CGCF will actively promote the accounting, measurement, and monitoring of carbon sinks in urban green spaces. The organization aims to provide more scientific and practical guidance on vegetation configurations for urban ecosystem planning, advocating for the construction and maintenance of urban green spaces in a nature-based manner. This approach will help reduce carbon emissions associated with ongoing management processes, effectively supporting the city's carbon neutrality goals.

Additionally, these efforts will enhance the resilience and adaptive capacity of urban ecosystems, laying a solid foundation for building climate-resilient cities.

Driving synergistic innovation for carbon neutrality and biodiversity

Based on the strategic results mentioned above, from 2024, CGCF will utilize the developed planning guidelines for forest management carbon credit priority zones to encourage more regions to undertake priority zone planning. The organization will also assess synergistic projects that address climate change and biodiversity conservation in major cities.

Style Positioning of Tianfu Forest Carbon Sink Science Popularization Base

天府森林碳汇生物绿廊科普教育基地（一期）
Carbon Sink Biodiversity Greenway Science Education Base

风格定位——核心功能导向
融入自然、体验自然、学习自然是基地承载的核心功能

关键词：融合、传递、交互



生态游览
森林——>骑行——>探索
发现森林生态系统



科普教育
森林——>徒步——>互动
走进森林生态系统



活动体验
森林——>游憩——>学习
保护森林生态系统

CGCF plans to deepen cooperation with enterprises and key cities to jointly implement initiatives related to carbon neutrality, biodiversity conservation, nature education, and experiential learning. It will promote strategic partnerships with leading enterprises in the field of forest management carbon credits, encouraging more companies to explore new models for offset mechanisms that enhance urban ecosystem carbon sink capacities while achieving corporate carbon neutrality. Existing urban green

spaces and park systems will be transformed into corporate carbon-neutral green spaces or parks.

The initiative will explore organic synergies among green low-carbon technologies, urban and rural planning, urban green space construction, and public education bases to establish a dual-carbon demonstration and exhibition center. By transforming urban forests and green space systems, the resilience and adaptive capacity of urban ecosystems will be strengthened, leading to systematic upgrades in urban biodiversity. Additionally, influential science popularization centers focused on urban climate change and biodiversity conservation will be developed. These centers aim to mainstream climate change and biodiversity conservation through the collaborative participation of government, enterprises, civil society organizations, and the public, thereby facilitating further synergies between climate change and biodiversity conservation.



Changjiang Conservation Foundation

Exploring Just Transition Paths for Fishermen, Blended Financing to Facilitate Yangtze River Patrols

climate justice, just transition, biodiversity conservation, blended finance

Fishermen under the 10-year Yangtze River Conservation

The Yangtze River, which has been flowing in China for millions of years, has driven the economic development along its banks and given birth to countless cultural treasures. However, as one of the world's richest rivers in aquatic organisms, the Yangtze River has been affected by global climate change and human activities in recent decades, with a serious decline in aquatic biodiversity, frequent droughts and floods, degradation and shrinkage of wetlands, and serious damage to the integrity, stability, continuity and species diversity of the natural ecosystem.

The Yangtze shad, Yangtze white sturgeon, baiji dolphin; these species which had been living in the Yangtze River for thousands of years became extinct, revealing the urgent need of repairing the Yangtze River ecosystem that is in rapid decline and collapse. 2016 January, General Secretary Xi Jinping put forward the “common grasp of the great protection, do not engage in great development”. Starting from January 1, 2021, a ten-year fishing ban was implemented in the key waterways of the Yangtze River Basin, which is a key initiative to reverse the deterioration of the Yangtze River's ecosystem.

With a ten-year ban on fishing, tens of thousands of fishermen along the Yangtze River have found it challenging to find alternative livelihoods. Recognizing the importance of the Yangtze River's protection and the difficulty of fishermen's transition in the protection program, Contemporary Group, as a socially responsible enterprise, has actively participated in and initiated the “Retaining the Smile of the Yangtze River” project since 2017 to support and promote the exploration and establishment of the assisted patrol system, as well as the promotion of the entire Yangtze River Basin. Under the guidance of the Yangtze River Basin Fisheries Supervision and Management Office of the Ministry of Agriculture and Rural Development, the project is supported by the Aquatic Wildlife Conservation Branch of the China Wildlife Conservation Association (CWCA), fisheries administrative departments along the river and relevant scientific research units, while the Hubei Yangtze River Ecological Conservation Foundation and the SEE Foundation have jointly initiated the Yangtze River Conservation Practices Initiative.

The project aims to help fishermen to switch to other occupations, transform “fishers” into “fish and dolphin protectors” through training and guidance, and give full play to the advantages of retired fishermen who are familiar with water and fish conditions, so that they can become an important force in the front line of Yangtze River protection; at the same time, the establishment of the assistance patrol team relieved the burden of the Yangtze River fishery administration, who complained “fewer people, more work, and more areas”. They assist the fisheries department in combating illegal fishing, aquatic organism protection and Yangtze River protection publicity, which effectively improves the public's

understanding of and participation in the protection of flagship species such as Yangtze finless porpoise, Chinese sturgeon and Yangtze sturgeon, etc. In addition, the project also explores the system of “fisheries assisted patrols”, and builds up a “group management” and “specialized management” system. In addition, the project also explores the system of “Fishery Administration Assistance Patrol”, which combines “group management” and “specialized management” to assist the fishery administration in law enforcement at the grass-roots level, which effectively solves the problem of the “last kilometer” in the first-line law enforcement of the Yangtze River protection.

By employing retired fishermen as patrolmen, the project not only solves their livelihood problems, but also promotes environmental protection and social justice, reflecting the core concept of just transition. First, it provides fishermen with stable jobs and incomes, helps retired fishermen make a smooth transition, and reduces the pressure on their livelihoods due to the fishing ban policy. Secondly, it can effectively assist fisheries law enforcement and promote the restoration and improvement of the ecological environment. More importantly, this transition route pays attention to the interests of vulnerable groups, ensures a more equitable distribution of benefits during the transition process.

Comprehensively promote the assisted patrol system

Rangers have a long history in the international arena, but they mainly carry out their work in forest ecosystems, resulting in a lack of human resources in freshwater ecosystems due to the special nature of work on the water, and China's assisted rangers, whose main job is to protect aquatic organisms, have filled this international gap.

After the patrol work, the populations of some aquatic organisms in the Yangtze River have gradually recovered. According to monitoring data from the Agriculture and Rural Affairs Department in 2023, a total of 193 species of fish were monitored in the key waters of the Yangtze River Basin, an increase of 25 species over the 168 species in 2020. The number of finless porpoises in 2017 was 1,012, while the results of the finless porpoise scientific survey in 2022 showed that the number of finless porpoise populations had stopped declining for the first time, and had risen to 1,249.

(photographed at baiji dolphin museum @Ju Tao)



The assisted patrol model explored by the project not only builds a law enforcement and regulatory system in the new period, but is also upgraded to national policy. The scope of assistance patrol basically covers the Yangtze River Basin's main streams, important lakes, tributaries and other important waters, and has become an important part of the fishery law enforcement system under the

10-year ban on fishing on the Yangtze River. On November 24, 2020, the Ministry of Agriculture and Rural Development, the General Office of the Ministry of Human Resources and Social Security, the Ministry of Finance and other ministries jointly issued the “Opinions on the Promotion of Establishing a Fisheries Assistance Patrol Team for the Yangtze River Basin”. The “pilot demonstration of assistance patrol” has been upgraded to a national “fishery government assistance patrol system”, which will be fully promoted in the entire Yangtze River Basin. The wages and fuel costs of the assisted patrols have been included in the financial expenditures. Since the launch of the project, the Yangtze River Basin Fisheries Assistance Patrol team has been growing, from the initial nine demonstration sites and 106 assistance patrollers to more than 800 assistance patrol teams in 2024, with more than 25,000 assistance patrols. These teams are distributed on the front line of the Yangtze River's no-take waters, forming a patrol network for the aquatic life of the Yangtze River, while solving the employment problem of thousands of fishermen.

Blended finance brings together the power of social philanthropy

While assisting the implementation of the Assisted Patrol Program, a number of enterprises gave full play to their own advantages, actively provided all kinds of required resources, and were deeply involved in the specific implementation of the program.

For example, the Contemporary Group, as the initiator of the project and the funding sponsor for seven consecutive years, not only provided significant financial support, but also deeply participated in the publicity and promotion of the project. Through a variety of channels and forms, the concept of the Yangtze River protection and the achievements of the Assisted Patrol Program have been widely disseminated, attracting the attention and participation of many social forces and the public.

By the end of 2023, the project has successfully raised about 35 million RMB, with a wide range of fund-raising efforts from enterprises, the public, the government, and industry associations. Contemporary Group, as the main sponsor, has raised a total of more than 13 million yuan, and joined hands with many supporters to help the project's publicity and promotion, attracting the participation of 263 caring enterprises and social organizations, and driving 3.67 million people to participate in small-scale direct donations through Tencent, Taobao, Sina and other platforms, and at the same time, with the help of the “Goods for Good” project, the project has gained the support of the public. Meanwhile, through the “Baby” program, more than 163 million consumer donations were received from caring merchants and buyers.

The results of Contemporary Group's participation in this project were released to society as an important content of CSR, and the Contemporary Foundation was rated as a 5A grade social organization in Hubei Province with the results of this project. 2021, Contemporary Group won the 11th “China Charity Award” for its outstanding deeds and wide influence. During the years of participation in philanthropy, Contemporary Group has integrated the porpoise, Yangtze River protection and fishermen's just transition into its corporate culture, which has not only gained social recognition and industry recognition, but also brought the enterprise itself opportunities for brand image enhancement, market expansion, exploration of sustainable development models, talent training and team building, and integration of social resources.

The founder of Contemporary Group, Luming Ai, not only integrates corporate social responsibility into the company's long-term development strategy, but also physically participates in philanthropy activities, which has gained an excellent reputation and extensive influence in the industry, and has received a number of accolades and recognitions, including Forbes China Charity List and Hurun Hundred List of the Richest People in China's charity list, which highlights his outstanding contribution to the philanthropic field.

The active participation of private enterprises and philanthropists has injected new impetus and vitality into climate philanthropy; and the blended financing model has brought together a large amount of social philanthropic capital, contributing significantly to the cause of ecological protection of the Yangtze River.

Qinghai Lake Ecological Protection Foundation of Qinghai Province

Green Finance facilitate the Ecological Civilization -
China Minsheng Bank (Xining Branch) Donates to
Establish Qinghai Lake Ecological Protection Foundation
indigenous people, public-private-philanthropy partnership



Since its establishment, China Minsheng Bank (Xining Branch) has been actively practicing and exploring the ESG concept and corporate social responsibility in Qinghai. 2023, Xining Branch actively contributed to the ecological protection of the Qinghai Lake and the construction of the national park with a high sense of political responsibility, and proactively declared the “Support for Qinghai Lake Ecological Environmental Protection” project to the headquarter for 2 million yuan of philanthropic funding support. In June 2023, with the strong support from the headquarter, Xining Branch donated 2 million yuan to help establish the Qinghai Lake Ecological Protection Foundation.



Xining Branch timely coordinated with Qinghai Civil Affairs Department through the Ministry of Civil Affairs of the People's Republic of China to understand the conditions and relevant regulations for the registration and establishment of the Foundation, and invited Qinghai Lake Scenic Area Protection and Utilization Management Bureau, as the supervisory organization of the Foundation, to jointly participate in the preparatory work of the Foundation. Xining Branch has provided the Foundation with free office space, daily logistics support, etc., to support the development of the Foundation in all aspects.

In December of 2023, the Foundation was registered in the Qinghai Provincial Department of Civil Affairs, and at the same time, it was recognized as a charitable organization, which is a local nonpublic fund-raising foundation. The Foundation is recognized as a charitable organization and a local non-public fund-raising foundation. It supports the Foundation's vision of “originating from Qinghai and influencing the future”, with the mission of “promoting ecological governance through collaborative innovation and exploring a green future of sustainable development”. We have explored a development pattern of “1+4+N”, i.e., “one core concept” centered on “social innovation”, “four areas” centered on “Biodiversity, ecological civilization, rural revitalization and philanthropy leadership”, with “N” umerous brand philanthropic projects, such as “Guardian of the Przewalski's gazelle” and “Carp in the Lake”.

Fueling ecological conservation with social innovation

The foundation will be jointly committed to the systematic protection of the Przewalski's gazelle, the flagship species of Qinghai Lake, an endangered species and a national-level protected animal, with the “Guardian of the Przewalski's gazelle” project uploaded on the online platform of Tencent Foundation. The project will carry out the protection of the Przewalski's gazelle in their six distribution zones around the Qinghai Lake, focusing on the monitoring of the Przewalski's gazelle's population and daily patrols, perfecting the configuration of the relevant monitoring equipments, and perfecting the monitoring system and the monitoring system. The project will continuously improve the level of daily monitoring and protection and rescue, carry out capacity building for ecological caretakers, improve the professional patrolling ability of patrol personnel, carry out nature education and popular science publicity activities, raise the public's awareness of ecological protection, cultivate on-site protection forces in pastoral areas, and mobilize more local people to participate in the protection of the Przewalski's gazelle.

The foundation also reached a strategic cooperation agreement with the government of Gangcha County, to establish science education base in the operation of the Qinghai Lake Shengquan Bay ecological experience area, Huangshui home ecological experience area, Hargai Przewalski's gazelle special protection area where Gangcha County is responsible for, promoting the knowledge of Qinghai Lake ecological protection, facilitating the public participation in ecological protection practice, and further making positive contributions to the rural revitalization and ecological civilization construction of Gangcha County.



It has gone to various parts of Qinghai to organize public outreach activities on the ecological protection of Qinghai Lake and the concept of national parks, introducing the flagship species of Qinghai Lake and the ecological value of Qinghai Lake to the herdsmen through lectures and distribution of leaflets, so that members of the public can have a more intuitive understanding of the important role played by Qinghai Lake in the maintenance of Qinghai-Tibetan Plateau's biodiversity and as an important part of the national ecological security barrier, and so on.

Organize three “Understanding Qinghai” Study Lecture Halls, inviting experts and scholars from the Party School of the Provincial Party Committee, Qinghai University, Qinghai Normal University, etc., to carry out special lectures on the positioning of Qinghai, national unity, ecological protection, etc., so as to tell a good story about Qinghai and inspire more people to settle down in Qinghai, and to work and start businesses with passion and enthusiasm, through studying the history and conditions of Qinghai. The program will be organized by the Ministry of Culture of the People's Republic of China.

Establishment of two philanthropy platforms inside and outside the province

It has established extensive cooperation with famous domestic foundations such as SEE Foundation, Vanke Foundation, Alibaba Foundation, Lao Niu Foundation, China Green Carbon Foundation, China Environmental Protection Federation, Tencent Foundation, etc., and jointly carried out activities such as resource mobilization, seminars/salons, case collection, etc. In July, 2024, the Foundation held the CEGA's Mid-Year Working Meeting in Qinghai. As the organizer of the event, the Foundation will mobilize national and charity forces to participate in the construction of Qinghai's ecological civilization by holding forums and eco-walks, channeling more philanthropy resources into Qinghai.

The Foundation has established extensive contacts with the Qinghai Lake Management Bureau, the Provincial Civil Affairs Bureau, the Provincial Department of Ecology and Environment, the Provincial Forestry and Grassland Bureau, the Provincial Department of Agriculture and Rural Affairs and other units, and has held activities such as the Dream Qinghai Lake Photography Exhibition in enterprises and the business circle, which have continued to promote the province's ecological civilization construction. It has established cooperative relationships with the Provincial Association for the Development of Social Organizations, the Provincial Children's Welfare Association, the Provincial Association for Nature Education and other civil society organizations, to enable more people to enter and understand Qinghai Lake through joint activities, service linkages and resource sharing, and to assist in the construction of the Qinghai Lake National Park.



The foundation has held a series of ecological experience activities, arranging nearly 100 public influencers to understand the significance of Qinghai Lake conservation, so that participants can in person experience the magnificent scenery, and at the same time to convey the concept of philanthropy and charity to a broader public. The foundation also held the “relocated children - Qinghai Lake ecological protection study activities”, where 25 relocated children in Huangzhong District, Xining City, to visit the Qinghai Lake Erlangjian, Qinghai Lake Wildlife Herbarium and the China Torpedo Launch base exhibition hall.

The Foundation has been actively assisting the rural revitalization work in Gangcha County, and has been helping to build a harmonious and beautiful countryside in terms of grass-roots governance innovation, green development project planning and design, and “one elderly and one youth” caring and helping, based on a demand-oriented approach. For instance, the Foundation has docked 30 early childhood education storytellers worth about 10,000 RMB for the kindergarten of Niannai Soma Village; signed a donation agreement with Guangzhou Yueer Foundation to receive 50 smart phones, 300 sets of toothbrushes, 50 water cups, 100 sets of cotton swabs, and 50 lip balms for the care and support of the elderly and children in Niannai Soma Village and Golok Zangangma Village in Gangcha County; donated 100 thermos cups for the left-behind children and women in Goncha County, Goluo Zangangma Village, to help the vulnerable groups in rural areas to drink healthy water.

Be a good bridge of issues and resources

The Foundation has positioned itself as “the discoverer of issues, the organizer of donations, and the influencer of the future”. First, it is a good discoverer of Qinghai issues. The Foundation has formulated the “Qinghai Lake Our National Park: A Handbook for the Promotion of Philanthropic Projects in the Qinghai Lake Region”, and jointly issued the “1+6+N Rural Revitalization Assistance Program” with the government of Gangcha County, to actively find out the most urgent needs of the local community, and to help protect the ecology and improve people's livelihoods with charitable power. Secondly, we are a good organizer of all kinds of donations. We have reached a cooperation intention with Vanke Foundation, SEE Foundation, Shanghai United Foundation and Tencent Foundation, and will mobilize social forces to participate in ecological protection through joint philanthropy, technical power to help ecological protection, and monthly sub-donations. Third, we will be a good influencer of the future of philanthropy. With a number of enterprises to reach a strategic cooperation, the launch of co-branded gift items, the two sides from the enterprise directed donations, the establishment of a special fund, the implementation of ecological protection projects, the development of cultural and creative products of the Qinghai Lake, and other aspects of cooperation, to jointly carry out the ecological protection of the Qinghai Lake, the launch of the “Great Lake Gift” cultural and creative products. We hosted the first Qinghai Lake Ecological Protection and Environmental Charity Symposium, with the theme of “High-level Protection and High-quality Development”, attracting a total of 50 participants from government departments, business representatives, experts and scholars, civil society organizations, and members of CEGA to discuss the institutional mechanism for the construction of the Qinghai Lake National Park, which is the new mode of “Public-Private-Philanthropy-Partnership”.

In the future, the Foundation will continue to be rooted in Qinghai, adhere to the principle of “Understanding Qinghai, Loving Qinghai, Developing Qinghai”, and be deeply devoted to the issues of biodiversity, ecological civilization, rural revitalization, and philanthropic leadership, and continue to give full play to the role of the Foundation's professional platform, and strive to improve the Foundation's ability of policy promotion, issue discovery, coordination and organization, as well as its ability to tell the story of Qinghai ecological civilization, and contribute philanthropic power to realize the Beautiful China in Qinghai.



China Environmental Protection Foundation

Focus on Climate Change and Effectively Enhance the Legal Work Capacity of Environmental Social Organizations - Environmental Civil Society Organizations Capacity Building Fund

capacity building, climate nomocracy

Project Profile

As the international community's attention to climate change grows, and against the backdrop of China's 2020 commitment to a dual-carbon target, environmental social organizations are facing unprecedented challenges. Most environmental social organizations face the dilemma of not being able to respond to climate change issues, but a series of major policy changes have forced the environmental social organization community to quickly adapt to the new situation, enhance their capacity on climate change issues, and lay the foundation for the actual work of the organization and the need for transformation.

In 2022, in the face of the contradiction between the insufficient capacity of environmental social organizations' personnel to respond to climate change but the urgent need to do so in carrying out their work, the fifth phase of the Capacity Building Fund for Environmental Civil Organizations (CBFECOs) funding program focuses on climate change-related issues, providing funding to Chinese environmental social organizations that are interested in using legal and policy tools to effectively participate in environmental and climate governance, and that have been legally registered. Funded organizations can use the funds for, but not limited to, supporting the organization's institutional capacity building, staff and office expenses for team capacity building, and supporting the organization's environmental and climate law and policy related projects according to the needs of their institutional development and capacity to address climate change related issues.

The Capacity Building Fund for Environmental Civil Society Organizations was established in 2018 by the China Environmental Protection Foundation and the Beijing Representative Office of ClientEarth (UK) Beijing Representative Office with the aim of funding the capacity building of legally registered environmental civil society organizations in China, with activities including but not limited to hiring professional staff, conducting necessary training, and carrying out relevant ecological and environmental rule of law public welfare projects. The fund is an open fundraising fund, and during the fundraising process, domestic enterprises and public funds have continuously joined the fund, which means that the concept of the fund's funding for environmental social organizations has gradually been accepted in China. By 2024, the fund has raised 16.65 million yuan.

Project results and impacts

Under the theme of “Focusing on Climate Change and Effectively Enhancing the Legal Capacity of Environmental Protection NGOs”, the fifth funding scheme will be implemented at three levels for

environmental protection NGOs. Two leading Chinese environmental NGOs will be provided with RMB 1 million each; four medium-sized Chinese environmental NGOs will be provided with RMB 600,000 each; and nine small or start-up Chinese environmental NGOs will be provided with RMB 300,000 or more each.

The activities carried out by the funded units in the fifth phase of the program include independent learning activities on laws and regulations related to climate change, training and exchange activities on the theme of addressing climate change, seminars for stakeholders related to climate governance, writing reports, related research, guidelines on addressing climate change, organizing a forum on carbon neutral iron and steel industry, and conducting basic research on topics such as environmental laws, dual-carbon strategy, and synergies between climate change and biodiversity; and holding a symposium on the judicial protection of ecological environment in the Yangtze River basin.

According to the feedback from the staff of funded social organizations, the fifth phase of the funding scheme provides social organizations with learning and exchange opportunities and a platform for capacity building. For the staff who are still inexperienced to improve the theoretical level in the field of climate change and the opportunity to dialogue with professionals, and to have a deeper understanding. For the management staff of the social organizations, the opportunity to make new explorations in the environmental legal activities in response to climate change, and they can improve their professional capacity in legal practice, lead more people to pay attention to and participate in legal activities in the field of carbon emissions, give full play to the advantages of the resources of legal experts, and enhance the research capacity of the institution's environmental law through planning and carrying out thematic seminars to promote the improvement of the relevant legal system. For the whole organization, it also enhances the social influence of environmental protection social organizations in the promotion of actions to address climate change, and guides the society to actively participate in emission reduction, substitution and neutralization actions from the bottom up.

Selected cases:

Grantee: Suzhou Industrial Park (SIP) Green Jiangnan Public Environment Concerned Centre(PECC)

In a period of further tightening of social grants, PECC has received support from the China Environmental Protection Foundation (CEPF) in the form of two phases of capacity building funds. The support is in the form of non-restricted and capacity building, whether it is exploring the field of climate issues, information disclosure, policy recommendations, or further improvement of internal systems. This is undoubtedly an extremely important support for an organization. Green River has been able to move from the field of pollution prevention to the promotion of carbon reduction in the industrial sector. PECC has also been awarded the “Pollution Reduction and Carbon Reduction, Service for Development” banner by an ecological environment bureau for its contribution in promoting pollution reduction and carbon reduction in the industrial sector.

Grantee: All-China Environment Federation (ACEF)

We are honored to receive funding from the China Environmental Protection Foundation (CEPF)'s “Environmental Civil Society Organizations Capacity Building Fund Phase V” to carry out an environmental legal capacity building project from July 2022 to December 2023, with the main objective of making a positive legal contribution to the implementation of the two-carbon target. The main objective of the project is to make a positive and sustainable legal contribution to the implementation of the dual-carbon goal. The project team has carried out distinctive and effective work in exploring carbon emission practices, promoting carbon neutral legislation and publicizing carbon neutral actions, leading more social organizations, enterprises and the public to pay attention to and participate in legal activities related to carbon emission.

Benefits realized by the donors

1. Enhancement of influence and credibility: ClientEarth (UK) Beijing Representative Office has continued to expand and deepen its environmental charity business in China, promoting sustainable

development and enhancing the association's influence and credibility.

2. Promoting international cooperation and exchange: Strengthening the cooperation and connection between ClientEarth (UK) Beijing Representative Office and the China Environmental Protection Foundation and Chinese environmental social organizations. It brings richer resources and experience to the cause of environmental protection, and builds a stable and effective empowerment platform for domestic environmental social organizations together with domestic resources.

3. Promoting progress in environmental laws and policies: Funding the capacity building of environmental civil society organizations in the areas of environmental information disclosure, public participation, legislative proposals, law popularization, policy advocacy and response to climate change has contributed to the improvement of China's environmental legal system and the implementation of environmental protection policies on the ground, promoting the progress of the rule of law in the environment, and contributing to the realization of the dual-carbon goal.

4. Promoting the sustainable development of social organizations: By providing funding to support the capacity building of environmental civil society organizations, the project has helped them to improve their self-development capacity and enhance the stability and sustainability of their long-term participation in environmental protection work. This support is not only conducive to the growth of the recipient organizations, but also lays a solid foundation for ClientEarth (UK) Beijing Representative Office to seek more partners and carry out deeper cooperation in the future.

5. Formation of a healthy and powerful cooperation and action mechanism: Through funding environmental social organizations to carry out joint actions, common advocacy and other activities, the project promotes information sharing, resource sharing and experience exchange among domestic environmental social organizations, and has gradually formed a healthy and powerful cooperation and action mechanism.

Hunan Provincial Federation of Ecological Protection Volunteer Service held a seminar on addressing climate change and public interest litigation





Friends of Nature organizes the Nanjing Offline Co-Creation Workshop on Pollution and Carbon Reduction in the Chemical Industry Park.



The Seminar on Public Participation in Responding to Climate Change and Protecting Biodiversity, Fujian Green Home Environmentally Friendly Center (FGHEC)



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