



阿拉善SEE

SOCIETY OF ENTREPRENEURS & ECOLOGY

Multi-stakeholder Collaboration in Desertification Control Projects

----Take “100 Million Suosuo” as an Example

Sun Jing

SEE Foundation

About SEE Conservation

- First NGO established by entrepreneurs in China for protecting the environment as part of their social responsibility.
- It aims to build the most influential environmental protection platform for entrepreneurs in China and pushes Chinese entrepreneurs to shoulder more ecological and social responsibilities.



Desertification Control Projects of SEE conservation

Ten years of
Exploration



A unique project
approach

Various small projects:

Grass seedlings, alternative energy,
livelihood transformation, community-based
conservation



"100 Million Suosuo"

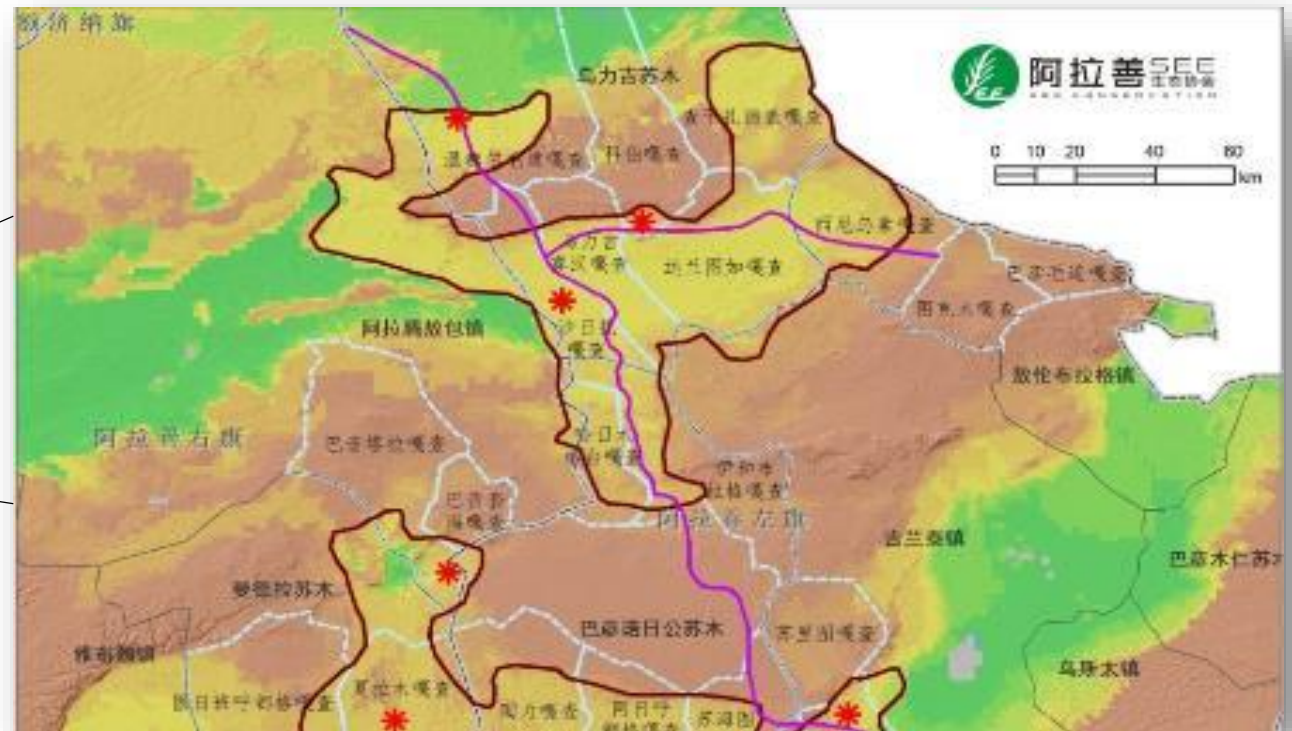
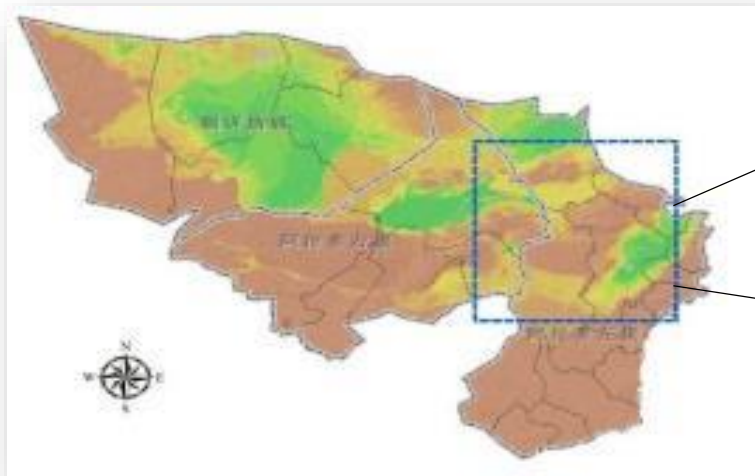
“Suosuo” (*saxaul*)

- Highly drought-resistant shrub planted on a large scale in the afforestation of arid areas in China
- Critical for shaping shelter belts and fixation of sand dunes
- 800km belt of Suosuo in Alashan/ Alxa League in the past
- grow under annual precipitation of 150mm



100 Million Suosuo project

- Developed in 2013 and launched in 2014 by SEE Conservation on desert ecosystem conservation and restoration
- Goal: **To restore 1,333 km² desert vegetation areas in key ecological areas in Alxa in ten years**
- Project benefits:
 - a. Improve local environment
 - b. Halt the expanding of desert
 - c. Improve the local income based on the economic value of saxaul

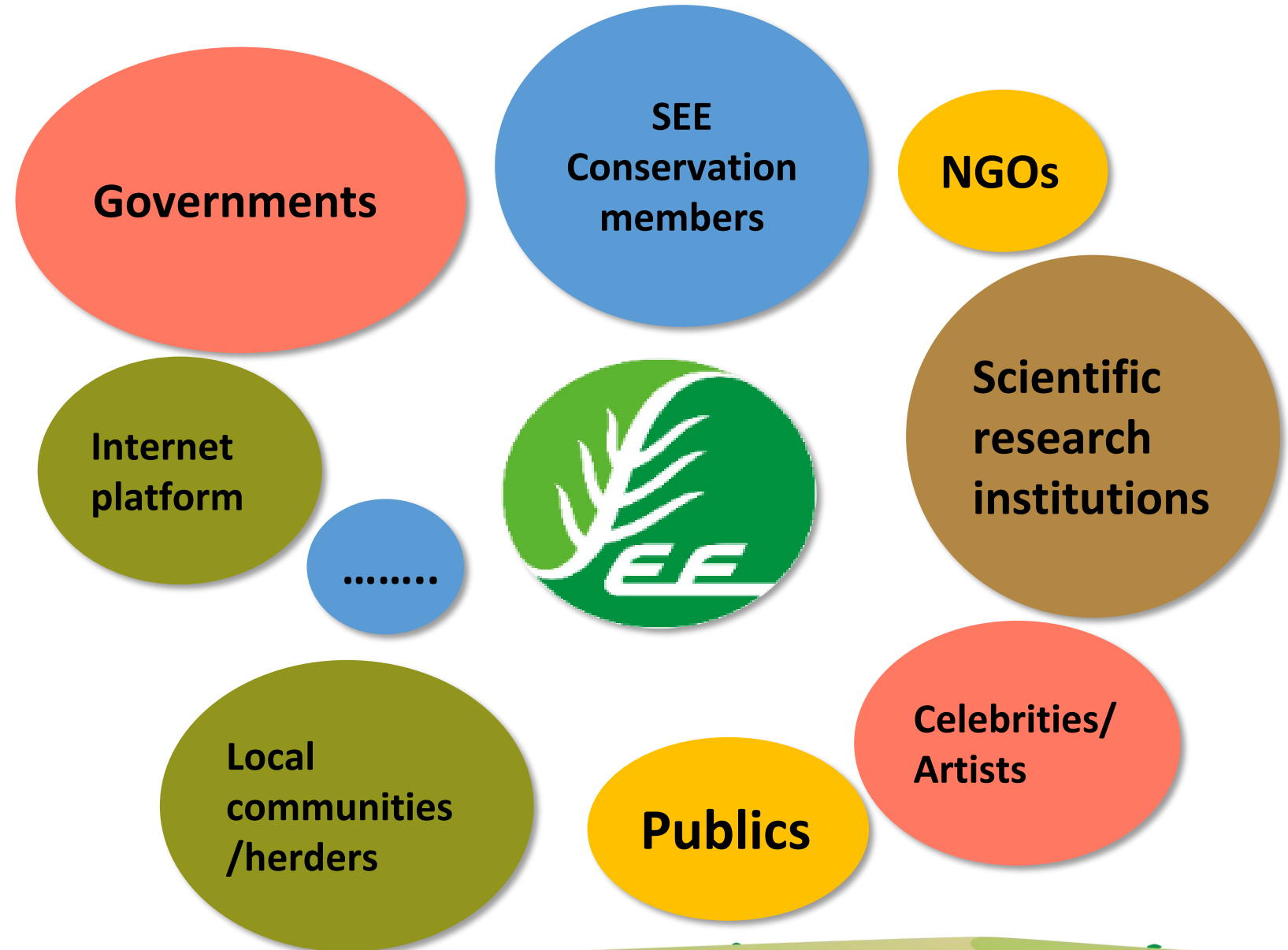


By end of 2018



- Collaboration with local government, NGO and herders
- Planted **611km²** desert plants (mainly Suosuo)
- Developed an internet-based multi-stakeholder platform for desertification control

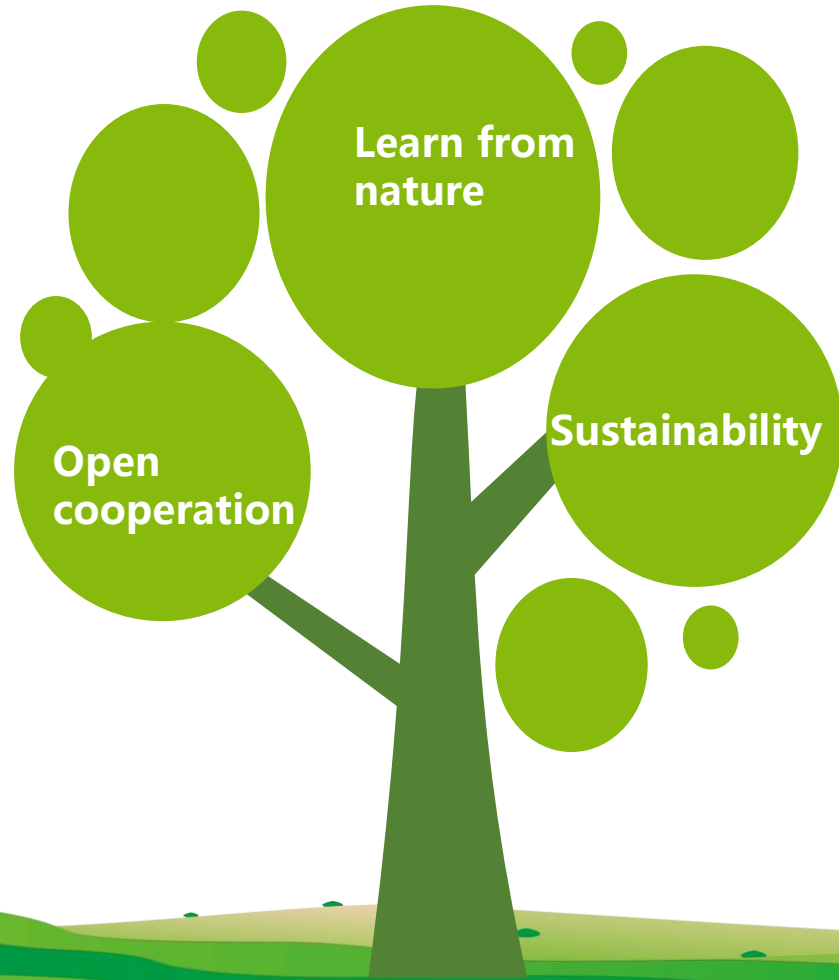
Multi-stakeholder cooperation on 100 million Suosuo



Scientific research institutions

Project-based support and baseline data

- Project benefits from scientific planning and guidance
- Scientific research institutions benefit from empirical studies



Scientific partners of “100 million Suosuo”:

- ✓ **Project planning:** Gansu Institute of Desertification Control; Yunnan University
- ✓ **Project ecological assessment:** Chinese Academy of Sciences (Cold and Arid Regions Environmental and Engineering Research Institute)
- ✓ **Evaluation of groundwater carrying capacity in project areas:** Alxa Wuhai Hydrology and Water Resources Survey Bureau/ Inner Mongolia Agricultural University
- ✓ **Application of Satellite Remote Sensing:** Beijing GAGO Inc.

Local governments

Policy support and guidance

- Governments provide policy support and deliver on the ecological restoration targets
- Increase transparency and trust

- ✓ League government/executive agencies;
- ✓ League forestry bureau;
- ✓ Banner forestry bureau;
- ✓ Town/village forestry station;
- ✓ ...



Local herders and cooperatives

Project owners and foundation

- Participation of local communities and local herders are key to the project implementation. A total of 329 herders participated so far.
- Increased income and capacity in sustainable use of natural resources and restored degra.

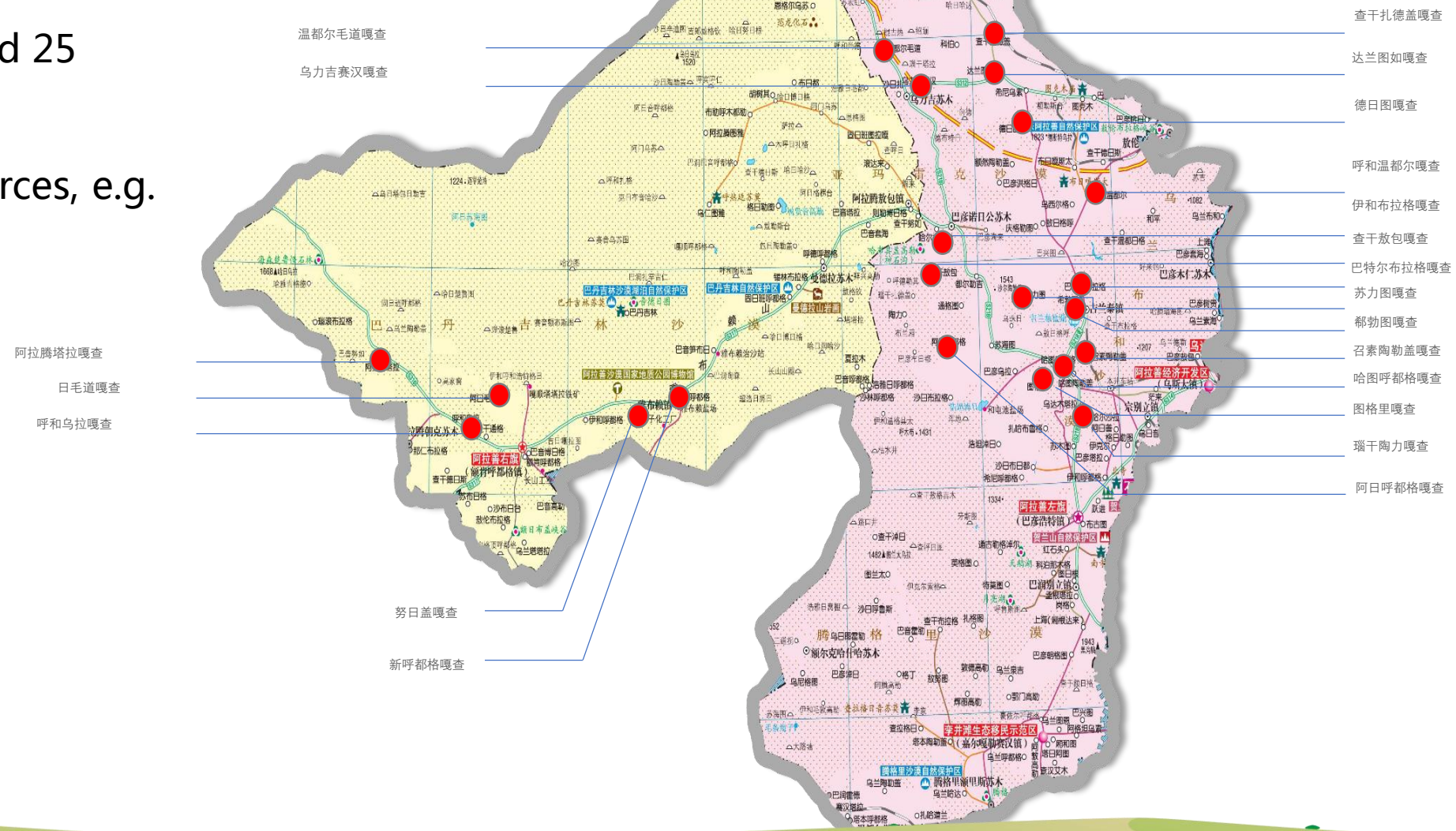


SEE Conservation members

Project sponsors and forge networks



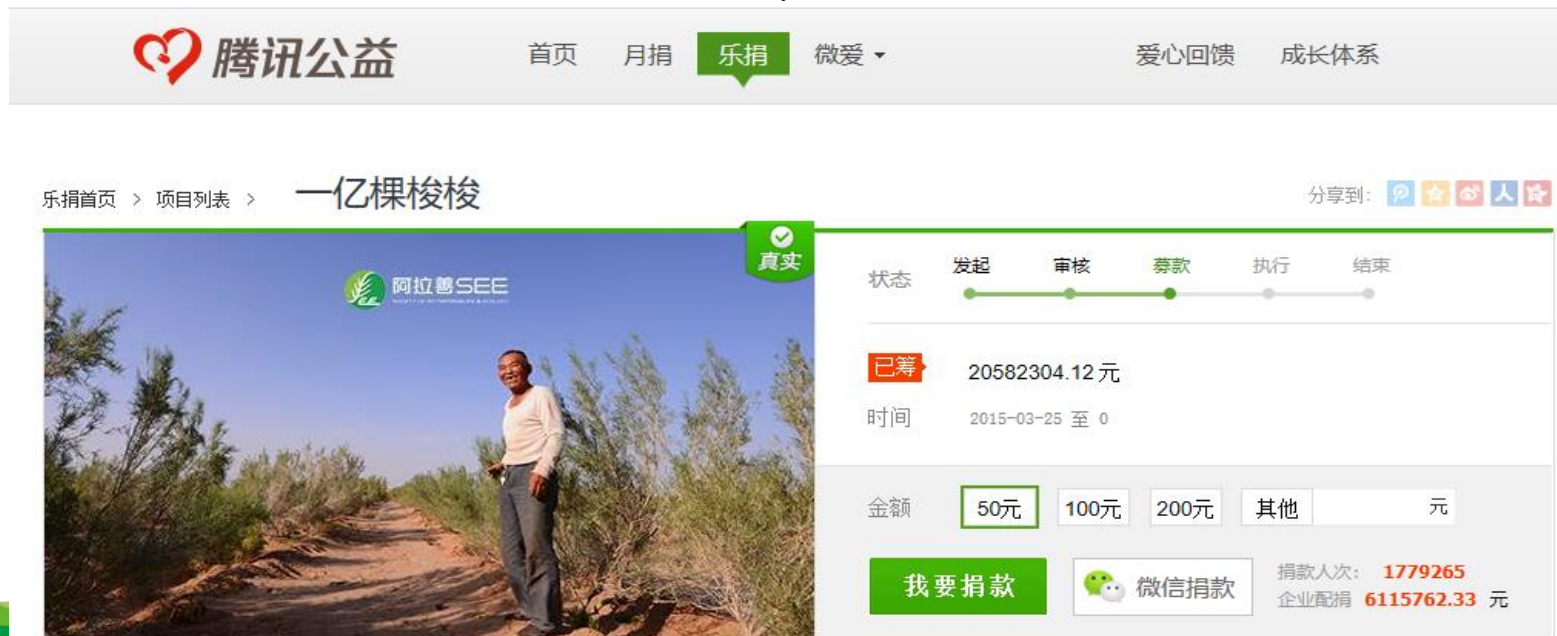
- Over 900 members and 25 project centers
- Connect various resources, e.g. media and science



Public engagement

Web-based network

- Enable ordinary citizen to participate in creating social welfare
- Mobilize social support and resources to restoration projects (over RMB 200 million/ US\$ 31 million donation)
- 500 million “likes” on fintech platforms and social media (Ant Forest, Taobao and Tencent)



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状态: 发起 审核 筹款 执行 结束

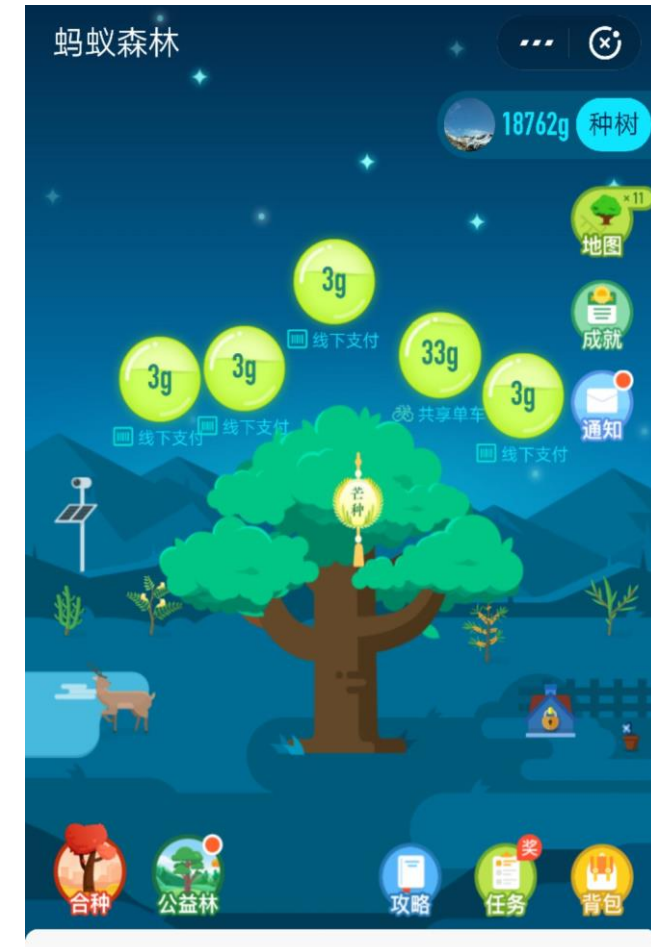
已筹 20582304.12 元

时间 2015-03-25 至 0

金额: 50元 100元 200元 其他 元

我要捐款 微信捐款

捐款人次: 1779265
企业配捐 6115762.33 元



Support other NGOs and restoration companies

- Enhance project delivery capacity
- Strong partnership and created shared values (value chain) for restoration projects





Thanks for Listening !

一起看见更美好的未来

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