



The practice of social participation in desertification prevention and control——
Taking 100 Million Suosuo Initiative as an example

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### About SEE (Society of Entrepreneurs and Ecology) Foundation



- Desertification Prevention and Control
- Ecological Conservation & Nature Education
- Climate Change & Business Sustainability
- Marine Conservation
- Supporting the Development of China's
   Civil Society on Environmental Protection

Total Donation Income of **256 million USD** 

Total Expenditures of the Foundation's environmental protection and public welfare projects is **199 million USD** 

The year 2023 Donation income of nearly 35.65 million USD

#### Desertification Prevention and Control

Since 2014, the 100 Million Suosuo Initiative has raised more than

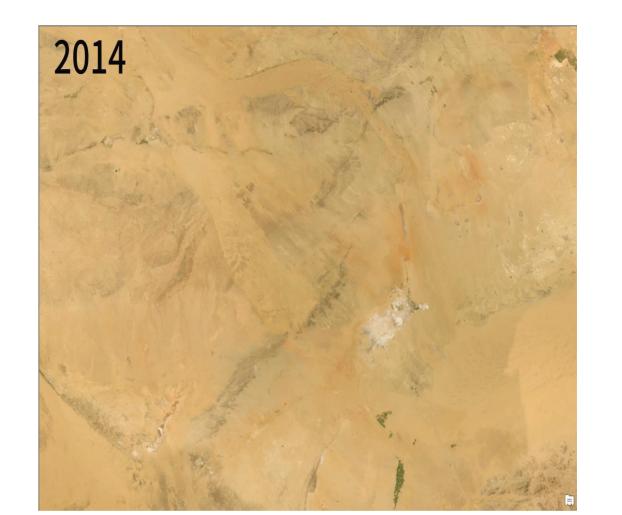
#### 57 million USD

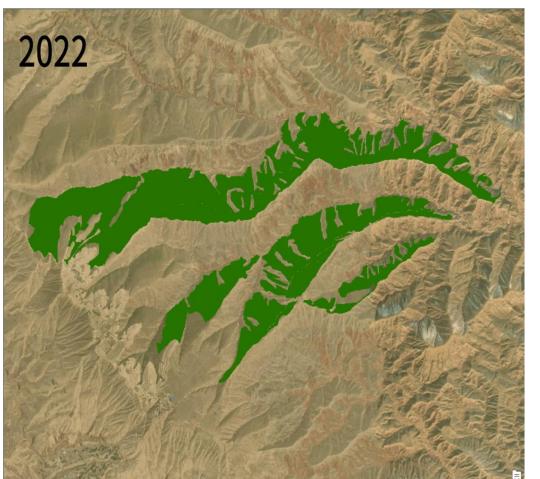


Cumulative planting of 88.31 million desert plants 122,220 ha of

desert vegetation for the restoration















### Real view of the project site







### Project demonstration base







## From 2008-2013, Desertification prevention and control 1.0



Solar energy, wind energy, biogas, and other energy

alternatives for lifestyles

Practice water-saving production methods for farmland













## From 2014-2023, Desertification prevention and control 2.0

●100 Million Suosuo Initiative







Explore the path of desertification control with the community as the main part







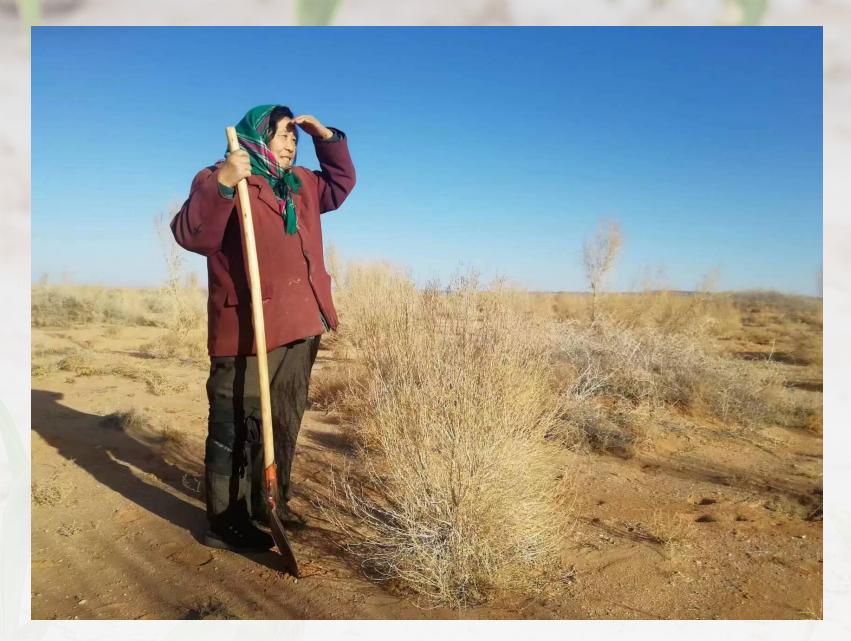








## Herders participation











 Community Development and Ecological Protection are equally important







#### **Sustainable Development**





The multi-party participation platform established is an important channel to mobilize resources for carrying out the project

Adhering to the communitybased development model is the fundamental guarantee of the project



From 2024, based on the extensive knowledge and experience gained from the past ten years the Suosuo Plantation will be extended to desertification-prone areas in its new decade.





# Thank you!

