

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 community-based 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!

