



CLIMATE PHILANTHROPY PARTNERSHIP ACTION PLAN 2030

October 2025

CEGA Members



China Environmental Grantmakers Alliance (CEGA)

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| Opening Remarks



Wang Xiufeng

Chairman of the 4th Council of the All-China Environment Federation (ACEF)

Climate change has become a global focal issue, and countries around the world are strengthening their responses to the climate crisis. China has been continuously building a systematic policy framework around its “Dual Carbon” goals of carbon peaking and carbon neutrality. Addressing climate change requires the collective effort of the entire society, in which the role of philanthropy and social organizations is particularly vital. Against this backdrop, the Climate Philanthropy Partnership Action Plan 2030 has emerged. This research report aims to effectively guide the development of China’s civil climate philanthropy sector, strengthen the coordination among government, enterprises, and relevant social service institutions, and contribute to the realization of the national “Dual Carbon” goals. It also seeks to help tell China’s climate story effectively within the international climate governance framework.

At the critical juncture of China’s upcoming 15th Five-Year Plan, the China Environmental Grantmakers Alliance (CEGA), under the ACEF, upholds our philosophy of “Greater China, Greater Environment, Greater Alliance.” Together with CEGA members, environmental foundations, and climate- and ecology-focused NGOs, CEGA has collaboratively envisioned shared goals and actions for the next five years. This initiative encourages social organizations to take proactive responsibility, gather collective wisdom and influence, and jointly shape China’s first locally rooted civil action framework for climate philanthropy—contributing civil society strength to the 15th Five-Year Plan.

The Climate Philanthropy Partnership Action Plan 2030 will be released internationally at COP30 and domestically at the 2025 ACEF Annual Conference on Sustainable Development of Environmental Social Organizations. We warmly invite your attention and participation!

A handwritten signature in black ink, consisting of stylized Chinese characters, likely reading '王孝峰' (Wang Xiufeng).

| Foreword



Sun Zhen

Former Deputy Director General, Department of Climate Change,
Ministry of Ecology and Environment, China

President Xi Jinping delivered a video address at the United Nations Climate Ambition Summit, announcing China's new round of Nationally Determined Contributions (NDCs). On September 22nd, the *Climate Philanthropy Partnership Action Plan 2030* has completed its first draft and entered the revision stage.

Looking back on the origin of this initiative, it emerged during the process of studying and implementing the guiding principles of the Third Plenary Session of the 20th CPC Central Committee. We recognized the new requirements of reform and opening up, witnessed the acceleration of national climate action and the growing enthusiasm of social organizations to participate. We also observed the regression in global climate governance and the reduction of foreign aid funding, and noted the domestic philanthropic sector's shift toward greater strategy and impact. In discussions with CEGA partners, the idea of conducting a "comprehensive" collaborative initiative took shape and was further defined as an action plan.

After some initial self-doubt about this innovative concept, the working team, through continued reflection and discussion, especially after receiving positive feedback from various partners, built confidence. This, perhaps, is a stage that all innovative endeavors must pass through. Fortunately, with the support of the All-China Environment Federation (ACEF) and the concerted efforts of all participants, the *Climate Philanthropy Partnership Action Plan 2030* is now ready to be presented to climate philanthropy partners and a broader audience. It will also have the opportunity to reach the world through COP30, as a significant proportion of climate philanthropy funding will benefit projects under South-South Cooperation and the Belt and Road Initiative.

We hope readers will see this work as a partner one that offers support while also growing alongside you. Please understand its goodwill, be tolerant of its imperfections, and enrich it with your own wisdom and strength. Together, let us contribute to protecting the Earth's climate and to realizing the vision of modernized national economic and social development.

孙 慎

Messages from CEGA Co-Chairs



Xie Xiaohui

Secretary General of Vanke Foundation



Yao Yao

Secretary General of Alibaba Foundation

To further promote participation of civil society in supporting China's low-carbon, green development goals and global climate governance, members and partners of the CEGA jointly launched the Climate Philanthropy Partnership Initiative (CPPI). The Initiative aims to mobilize more upstream philanthropic resources and social forces to engage in climate, ecological and environmental protection, creating a sustainable philanthropic ecosystem, which will strengthen coordination among social actors and amplify collective impact.

As an important outcome of the Initiative, and at this crucial moment when the 14th Five-Year Plan has been successfully concluded and the 15th Five-Year Plan blueprint is about to be announced, we are delighted to present the *Climate Philanthropy Partnership Action Plan 2030* (the *Action Plan 2030*).

The *Action Plan 2030* outlines the guiding strategies for CSOs to participate in the climate and environmental fields over the next five years (2026–2030). It aims to bring together the strengths of civil society to effectively align with the strategic actions of governments, enterprises, and upstream donors, contributing civil insights and capacity to both domestic and international climate and environmental governance. We adopted an approach to combine bottom-up and top-down methodologies, drawing on the collective wisdom of climate philanthropy partners, experts, and scholars to develop this report. Here, “climate philanthropy” refers broadly as philanthropic actions in the fields of climate and environmental protection, and the “climate philanthropy partners” refers to a community of partners, including CEGA members, that are committed to contributing philanthropic strength to national and global climate governance. The *Action Plan 2030* embodies our shared reflection, strength, and sense of responsibility. It is a bold yet humble attempt—imperfect, perhaps—but one that we hope will inspire readers to think about our collective future and take shared action toward realizing the vision of a beautiful China.

The *Action Plan 2030* will be officially released at the UNFCCC COP30 and the CEGA Annual Forum this year. It will also be presented to philanthropists, entrepreneurs, and relevant government departments at home and abroad for policy and strategic reference.

We sincerely thank all CEGA members and climate philanthropy partners —

Together, we make great changes!

A handwritten signature in black ink, featuring a stylized initial 'J' followed by a long horizontal line and a small dot at the end.A handwritten signature in black ink, featuring a stylized initial 'H' followed by a long horizontal line and a small dot at the end.

Messages from CPPI Co-Chair



Yang Biao

Secretary General of SEE Foundation

Co-Chair of the Steering Committee for the Climate Philanthropy Partnership Initiative (CPPI)

The Climate Philanthropy Partnership Initiative (CPPI) was jointly launched in 2024 by all members and partners of CEGA. I am deeply honored by the trust and confidence placed in me, and I am privileged to serve, together with Ms. Xie Xiaohui, Secretary General of the Vanke Foundation, as the Co-Chair of the CPPI Steering Committee.

The CPPI focuses on cultivating a philanthropic community for climate, ecology, and environmental protection. It aims to engage more philanthropists, entrepreneurs, corporations, foundations, and NGOs in understanding the urgency of addressing climate change. The initiative also seeks to strengthen funders' recognition of the strategic value and impact of giving in the field of climate and environmental protection. Through this, we hope to channel more philanthropic funding into climate and ecological conservation while enhancing the institutional capacities of related foundations and social organizations. The Climate Philanthropy Partnership Action Plan 2030 is the core outcome of the CPPI. It serves as a strategic and guiding document for the next five years, outlining how climate philanthropy partners can take coordinated action and how upstream philanthropic resources can be used more efficiently to maximize impact. We hope that, under the overarching principle of "government leadership, enterprise participation, and social engagement" in ecological and environmental governance, each organization can identify its ecological niche, develop clear project strategies and action plans, and fully play its role as part of the third sector to support China's green and low-carbon development.

I would like to express my sincere gratitude to all members of the Steering Committee for their strong support and valuable guidance for both the CPPI and the preparation of the *Climate Philanthropy Partnership Action Plan 2030*.

A handwritten signature in black ink, consisting of stylized Chinese characters, likely reading '杨彪' (Yang Biao).

Remarks



Wang Mou

Researcher, Chinese Academy of Social Sciences

Member of the Chinese Government Delegation to the UN Climate Negotiations

Climate Philanthropy Partnership Action Plan 2030 – A Five-Year Commitment: We are standing at a historical moment. Climate change is no longer a distant warning but an urgent reality we must confront together. The next five years represent a critical window that will determine success or failure. The Action Plan 2030 emerges as a roadmap and a collective commitment under these circumstances. It transcends fragmented efforts by individual organizations, aiming instead to unite the wisdom and resources of China's philanthropic community to create powerful synergy. This plan goes beyond emission reduction – it delves into resilience, just transition, and ecological protection, striving for a systematic response to complex challenges. I hope philanthropists and entrepreneurs will join us as “climate philanthropy partners,” steering with strategy and sailing with compassion, toward a climate-secure, just, and prosperous future.



An Yaqiang

Secretary General, Lao Niu Foundation

As a practitioner in the field of climate philanthropy, I see Action Plan 2030 not only as a strategic blueprint but also as a “mind map” guiding our work. The document listed five strategic goals and analyzed eight key areas to provide a clear framework and practical guidance for the sector. I particularly appreciate the concept of the positioning of “Innovation Lab for Solutions” proposed in the report, because climate philanthropy itself is an unprecedented endeavor that demands the courage and creativity of dedicated pioneers.



Hou Yuanqing

Deputy Secretary General, China Green Carbon Foundation

The report aligns with the current realities of CSOs working in China's climate and ecological sectors and strategically outlines a five-year action plan for 2026–2030. It identifies key areas for support, directions for innovation and demonstration — such as developing green and blue carbon offset mechanisms and strengthening climate adaptation. This report will play an important role in

guiding philanthropic resources, raising public awareness, and promoting innovative practices that leverage the strengths of domestic public-interest institutions.



Wang Limin

Vice Chair, Changjiang Conservation Foundation

The Action Plan 2030 will play a vital role in bringing together more partners to join CEGA in the great endeavor of addressing the climate crisis. Guided by the Action Plan, we, a community driven by mission and purpose, can better identify directions and pathways for action, efficiently matching impactful projects, expanding resources, and collaborating across sectors to co-create a beautiful environmental future.



Wang Zhengang

Deputy Secretary General, China Environmental Protection Foundation

This is an excellent plan! The Key Subjects in the document cover the entire field comprehensively. The Demonstration Project encourages member partners to take independent action, while the framework reflects deep collective thinking. The report provides not only an analysis of current trends but also problem diagnosis, foresight, and recommendations. It is professionally written and thoughtfully designed — truly impressive. Reading it in full, I feel it will elevate the importance of climate philanthropy among partners, placing it higher on shared agendas. The saying goes, “If you want to go fast, go alone; if you want to go far, go together.” Indeed, uniting more philanthropic partners to advance climate work is both essential and inspiring.



Fu Changbo

Professor, Beijing Normal University

Director General, Family Legacy and Charitable Trust Committee, China Charity Federation

I am delighted to see the release of the Climate Philanthropy Partnership Action Plan 2030. The Chinese government has set ambitious goals in carbon reduction, climate mitigation, and biodiversity conservation, building a credible international image of “delivering what it promises.” Achieving these goals relies on the active participation of businesses, social organizations, and philanthropic institutions. I encourage corporate leaders and philanthropic peers to study this Action Plan carefully to find meaningful entry points for themselves or their institutions to engage in climate philanthropy. I also hope this plan will serve as a true guide and catalyst for the philanthropic sector in advancing the green development goals of China’s 15th Five-Year Plan.

Steering Committee of the Climate Philanthropy Partnership Initiative

CEGA Committee Members

(Listed in order of surname spelling)

1. An Yaqiang, Secretary General, Lao Niu Foundation
2. Hou Yuanqing, Deputy Secretary General, China Green Carbon Foundation
3. Wang Limin, Vice Chair, Changjiang Ecological Conservation Foundation
4. Xie Yuhong, Vice Chair and Secretary General, All-China Environment Federation (ACEF)
5. Xie Xiaohui, Secretary General, Vanke Foundation; Co-Chair of the Steering Committee and CEGA Decision-making Committee
6. Yan Baohua, Secretary General, Mangrove Conservation Foundation (MCF)
7. Yao Yao, Secretary General, Alibaba Foundation, Co-Chair of CEGA Decision-making Committee
8. Yang Biao, Secretary General, SEE Foundation; Co-Chair of the Steering Committee

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1. Fu Changbo, Professor, Beijing Normal University; Director General, Family Heritage and Charity Trust Committee, China Charity Federation
2. Sun Zhen, Former Deputy Director General, Department of Climate Change, Ministry of Ecology and Environment, China; CEGA Advisor
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Alibaba Foundation

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Executive Summary

Over the past decade, China has made historical and transformative progress in tackling climate change, protecting ecological system, and controlling environmental pollution, establishing itself as an important force in the global sustainable development. As we move forward, China's commitment to ecological civilization and climate governance has reached unprecedented levels, with policy windows remaining open. Concurrently, corporate demand for green transformation and international expansion has surged significantly, while public environmental awareness is at an all-time high. This presents a rare historical opportunity for the environmental public welfare sector, yet it also places greater demands on our operational models and capabilities.

Within the realm of climate philanthropy, encompassing climate change, ecological conservation and restoration, and pollution control, how can civil society organizations (CSOs) systematically enhance their capacities and integrate resources to become an indispensable force in advancing the nation's ecological civilization? While embracing these historic opportunities, how can we effectively navigate practical challenges such as the tightening regulatory environment, economic uncertainties, and increasing difficulties in fundraising? Furthermore, how can we overcome persistent sector-wide constraints, including limited scale, insufficient professional expertise, fragmented resources, and the challenge of measuring impact?

Under this background, member organizations of CEGA have jointly launched the Climate Philanthropy Partnership Initiative¹. As a core component of this initiative, the development of the “*Climate Philanthropy Partnership Action Plan 2030*” (hereafter referred to as “*the Action Plan 2030*”) aims to outline a strategic roadmap for China's environmental nonprofit sector over the next five years (2026–2030).

The Action Plan 2030 is aimed at addressing structural hurdles and drive a strategic pivot for social forces from “project execution” toward “systemic-change facilitation”. This document is meant to act as a bridge, guiding upstream funders, including philanthropists and corporations toward priority funding areas, while providing CSOs with the necessary strategic analysis for high-impact project design and effective resource mobilization. The methodology is encapsulated in the core purpose: “accurately identifying the sector's position, clarifying the direction, formulating action plans, and preparing the supplies (funding)”.

Under the guidance of CEGA Decision-making Committee and CPPI Steering Committee, the development of the Action Plan involved several months of collaborative effort, combining both “bottom-up” (grassroots practitioner perspective) and “top-down” (policy and expert guidance) research approaches under the guidance of the Climate Philanthropy Partnership Initiative (CPPI) Steering Committee.

The information collection was done comprehensively, including structured questionnaires collected from 58 core environmental social organizations (including foundations, service

¹ In August 2024, CEGA member partners jointly launched the Climate Philanthropy Partnership Initiative. This initiative aims to mobilize more upstream philanthropic resources and social forces into climate and ecological conservation, jointly support high-impact climate action projects, and explore building a sustainable climate philanthropy ecosystem. It seeks to leverage social forces to advance the nation's dual carbon goals of peaking emissions by 2030 and achieving carbon neutrality by 2060.

agencies, and associations) to map their current strategies, identify resource bottlenecks, and gather development expectations. Furthermore, in-depth interviews with 34 experts and industry practitioners, including 20 CEGA member executives and 14 senior actors from high-level fields such as policy research, international development, corporate ESG, and advocacy. This rich consultation was supplemented by extensive desk research on domestic and international climate philanthropy policies, industry reports, and best practices.

This report is divided into three chapters: “Development Strategy and Funding Needs,” “Key Subject Outlooks,” and “Demonstration Projects of Influence.”

In the “Development Strategy and Funding Needs” chapter, the report systematically analyzes the current strategic opportunities and external challenges faced by environmental non-governmental organizations in China. It points out that, amid factors such as the rapid upgrading and iteration of China’s climate, ecological, and environmental policies, the rising demand for corporate social responsibility and ESG, the evolution of public participation methods, and the complex and changing international cooperation environment, China’s environmental public welfare sector has entered a transitional period—building on the past and ushering in the future, with both opportunities and challenges.

Looking ahead to 2030, the report proposes three strategic positionings for the sector:



Laboratory for Innovative Solutions, pioneering small-scale, multi-scenario pilot projects in frontier areas where standardized solutions are yet to be formed. Examples include Community Zero-Carbon transitions, Nature-based Solutions (NbS), Climate Just Transition, and innovative approaches to Climate Adaptation.



Public Behavior Change Accelerator, translating abstract and macro goals—such as the Dual Carbon targets, biodiversity conservation, and climate resilience—into practical, daily actions that are “easy to participate, and feedback-driven” for the public.



Cross-Issue Collaboration Facilitator, breaking down traditional environmental issue boundaries to proactively integrate environmental action with social development priorities such as Rural Revitalization, Public Health, Disaster Relief, and Youth Development, thereby building robust, cross-domain collaboration networks and leveraging diverse resources.

Based on these strategic positionings, the Action Plan defines five strategic objectives centered on five key systems: funding ecology, organizational capacity, collaboration networks, international engagement, and demonstration influence:

1.Sustainable Fundraising System to innovate funding models by expanding services to meet government and enterprise demands.

2.Organizational and Talent Capacity to establish stable, medium-to-long-term institutional cultivation mechanisms and vigorously cultivate professional, composite talent teams capable of strategic execution.

3.Cross-Sectoral Collaboration Network to increase horizontal communication across issues and organizations and to strengthen the support of collaborative platforms to maximize resource sharing and collective impacts.

4.International Engagement to actively participate in global climate governance, supporting Chinese enterprises in their global expansion strategies, and sharing Chinese solutions.

5.Influence Demonstration to cultivate and incubate a batch of “Impact Demonstration Projects” that set benchmarks and provide replicable models for policy translation and systemic change.

In the funding needs section, this report uses the estimated total of RMB 1.5 billion in climate and ecological environmental philanthropy in 2024 as the baseline (inferred from historical data on the China Foundation Center platform). Based on this baseline, we conduct scenario analyses for funding needs from 2025 to 2030, including a baseline scenario, a moderate growth scenario (5% annual increase), and an active growth scenario (10% annual increase). Under these scenarios, the total funding needs are RMB 7.5 billion, RMB 9.137 billion, and RMB 11.081 billion, respectively. The report concludes that if philanthropic funding remains at its current level, the funding gap for future climate and ecological action will increase significantly.

At the same time, regarding the construction of the fundraising system, the report identifies five key areas for focused effort:

- 1.Continue scaling the Climate Philanthropy Partnership Initiative to establish a sustainable climate and ecological philanthropy ecosystem. Support platform organizations and improve coordination mechanisms among donors.
- 2.Strengthen internet-based fundraising platforms and further deepen online fundraising models that foster greater public engagement.
- 3.Promote policy support and incentives to encourage relevant government departments to enhance their legal and fiscal support systems.
- 4.Engage in capacity building and discourse integration to enhance the capabilities of nonprofit organizations.
- 5.Foster cross-sector collaboration and innovative financing, encouraging relevant organizations within the field to adopt social innovation tools.

In the “Key Subject Outlooks” chapter, this report categorizes the climate philanthropy sector into eight major areas: greenhouse gas (GHG) mitigation, climate change adaptation, pollution reduction and carbon reduction synergy, biodiversity and climate synergy, public advocacy and outreach, promoting green and low-carbon enterprises, industry infrastructure and capacity development, and international exchange and collaboration.

For each subject, the report analyzes the current status while outlining a clear vision and offering actionable recommendations. Furthermore, it delves into the specific challenges and pain points of each issue, proposing diverse 2030 development pathways such as “tackling big issues with focused approaches,” “integrating cross-cutting themes,” “deepening expertise in specialized fields,” and “fostering collaborative win-win outcomes.”

In the “Impact-Driven Demonstration Project Plans” section, this report has gathered and selected

flagship demonstration projects that relevant organizations plan to launch over the next five years. These projects are innovative in their operational models, financing mechanisms, and cross-sector collaborations, and have already become ongoing initiatives that these organizations intend to sustainably invest time and resources into advancing. The aim is to provide valuable insights for industry players and set a new industry benchmark.

This report does not aim to provide an exhaustive, prescriptive blueprint for the sector, but rather an open invitation for action. We sincerely hope it will be seen by our partner organizations as a practical “roadmap,” a “toolbox,” or even a source for inspiration, offering valuable guidance as you craft your own 2030 strategies, design impactful projects, and mobilize resources and build capacity.

More than that, we envision it serving as a catalyst—fostering sectoral consensus, sparking dialogue, and catalyzing collaborative efforts. Ultimately, we believe it can help break down silos within the sector, enabling us to unite forces, pool resources, share risks, and co-create innovative models that benefit us all.

We fully recognize that the preparation of this report was under tight time constraints, and given the broad scope and rich complexity of issues addressed, it would clearly take far more than a short period to thoroughly explore them. Moreover, the industry lacks a robust data foundation, with many critical indicators currently lacking reliable statistical support. As a result, our research team has struggled to deliver comprehensive quantitative analyses and accurate predictive models. At the same time, the writing team’s capabilities are somewhat limited, which may have led to occasional oversights or biases in this report.

We sincerely welcome constructive criticism and guidance from government bodies, businesses, academia, and peer organizations, and we look forward to continuously refining and improving this work through future practical applications.

Chapter 1: Development Strategy and Funding Needs

1.1 Strategic Landscape Analysis

1.1.1 Situation Analysis

During the 14th FYP period (2020-2025), China achieved systemic and historical progress in carbon mitigation, pollution control, and ecosystem protection, positioning itself as a global pillar for sustainable development. Notable achievements include a cumulative reduction of carbon intensity exceeding 35%², the construction of the world's largest and fastest-growing renewable energy system, a 57% cumulative drop in PM2.5 concentrations in key cities, and forest coverage reaching 24.02%³.

Against this backdrop, environmental social organizations have transitioned from a reactive, crisis responding role to a crucial and transformative force. Their flexibility, professional but grassroots grounding, and capacity of mass engagement have enabled them to serve grassroots communities, pilot frontier solutions, fill policy gaps, and drive innovation in public awareness, corporate greening, and international collaboration.

Four Structural Drivers of Change. Despite these advances, changes in the external environment pose significant challenges to the effective participation of social organizations, driven by four structural shifts:

- 1. Government Policy Upgrade:** The government faces increasingly complex implementation challenges across climate, biodiversity, and pollution control, requiring social organizations to provide local practice expertise, innovative pilots, public mobilization, and support for China's international initiatives, particularly South-South Cooperation.
- 2. Pragmatic Enterprise-SCOs Collaboration:** Market demands are intensifying for corporate green compliance, including supply chain carbon footprint traceability, stringent green finance standards, and international mechanisms like the EU CBAM. Corporate philanthropic engagement is therefore shifting from general charity toward measurable ESG/CSR targets and public relations (PR) performance, often favoring "short, flat, fast" deliverables.
- 3. Public Attention Adjustment:** While public environmental awareness has risen, the successful abatement of visible pollution has lowered the public's perceived urgency regarding pollution

² China's Policies and Actions on Climate Change: 2024 Annual Report

Ministry of Ecology and Environment of the People's Republic of China, November 2024

³ Xi Jinping: Speech at the National Conference on Ecological and Environmental Protection (July 17, 2023)

issues. Meanwhile, climate change remains an abstract and difficult to connect with individual daily behaviors, resulting in low behavior conversion rates and weak long-term participation.

4. International Funding Shift: Although global climate philanthropy funding is growing overall, it remains focused largely on energy and industrial sectors, creating a mismatch with the focus of many Chinese domestic grass-root organizations. Accessing international funds is increasingly complex due to heightened scrutiny related to international relations and domestic regulation, leading to narrowed channels, extended processes, and increased uncertainty.

1.1.2 Strategic Positioning

To navigate this transition period, Chinese climate philanthropy partners must operate under the guidance of party building, uphold their public welfare mission, focus on industry frontiers, excel in cross-sector alliance, dare to pioneer pilots, and actively seek meaningful engagement. The sector must actively align with the 15th FYP, focusing on “Beautiful China” construction and Dual Carbon goals, positioning itself as a crucial innovation engine for green transition.

The three strategic positionings for the 2026–2030 period are defined as follows:

Strategic Pillar	Core Role Description	Implementation Examples
Solution Innovation Laboratory	Pioneers pilot projects in frontier areas lacking standardized solutions, developing policy tools, business models, and technical pathways.	Community zero-carbon transition, Nature-based Solutions (NbS), Climate Just Transition, Climate Adaptation.
Public Behavior Change Accelerator	Translates abstract goals (Dual Carbon, resilience) into tangible, daily, and beneficial practices.	Building green behavior incentive/feedback loops (e.g., Carbon Inclusive platforms, leveraging KOLs for “cool” and “lifestyle” green experiences).
Cross-Issue Collaboration Facilitator	Breaks environment issue silos by integrating action with broader social development domains.	Establishing “issue co-existence” relationships with disaster reduction, gender equity, rural revitalization, and enterprise globalization.

1.1.3 Strategic Objectives

1. Building a Sustainable Fundraising System

The sector must move beyond relying solely on charitable donations to embrace innovative partnership with the private sector and the government, e.g. the Public-Private Philanthropic Partnerships (PPPPs). CSOs must respond actively to the demand for services from government and enterprises, promoting project development that co-creates brand value and achieves corporate carbon neutralization targets.

Implementation Examples:

- **Regional Special Funds:** Establish “Ecological Protection and Green Development Special Funds” in strategic regions, such as the Yangtze River Economic Belt and the Greater Bay Area. These funds involve local government, anchor enterprises, and public foundations, structurally linking environmental goals to regional economic development and supply chain responsibility.
- **Philanthropic Financial Innovation:** Collaborate with financial institutions (banks, insurance, securities) to develop advanced instruments like ESG-themed charitable trusts, green impact bonds, and carbon-neutral linked donation products. This ensures that philanthropic input is quantifiable, traceable, and possesses financial attributes attractive to long-term capital.
- **Deepening Micro Donations from the Public:** Utilize large digital platforms (Tencent, Alibaba) to design concrete, emotional, and gamified participation products, creating a robust closed loop of “issue education—convenient donation—results feedback—re-donation incentive” to enhance public loyalty and trust.

2. Enhancing Organizational and Talent Capacity

The sector faces persistent organizational weaknesses, including talent shortages, inadequate capacity among small and medium-sized organizations, and weak fundraising capabilities. Furthermore, philanthropic resource distribution is imbalanced, concentrating funds in a few leading institutions. Short-term, project-based grants persist with inadequate provision of “core funding” for organizational resilience and long-term planning.

The objective for the next 5 years is to establish more stable, medium-to-long-term institutional cultivation mechanisms and aggressively train specialized composite talent teams. Training must cover essential skills such as advanced project management, sophisticated communication with government and enterprises, legal compliance, and resource integration. Establishing industry alliances is also critical for self-regulation, defining ethical standards, and standardizing project quality.

Implementation Examples:

- **Organizational Growth Funds:** Create targeted funds for small and medium-sized organizations, providing 3-5 years of core funding for operational stability, combined with management consulting support. Develop standardized “basic capacity packages” covering compliance, management, and strategic planning.
- **Core Support Coalition:** Vigorously promote the benefits of core support and expand its scale. Encourage influential foundations and investors to commit a specific proportion of their annual grants to core support. Develop practice guides and efficacy evaluation tools for core funding to guide better grantmaking in climate philanthropy.

3. Establishing Cross-Domain Collaboration Networks

The industry must overcome fragmented resources and information silos by establishing platforms for continuous horizontal issue exchange, coordination, resource sharing, and collective impact creation.

Implementation Examples:

- **“Climate+” Innovation Model:** Collaborate with organizations focused on public health, rural revitalization, disaster reduction/preparedness, gender equity, and youth development. The

goal is to design cross-cutting projects that build “issue co-existence” relationships, leveraging synergistic resource mobilization.

- **Policy Think Tanks:** Jointly establish “Climate Policy Think Tanks” with academic institutions and research bodies to enhance the sector’s research and advocacy capabilities, forming highly collaborative and influential issue-based alliances.
- **Narrative Transformation:** Partner with media, Key Opinion Leader (KOL), and artists to use compelling formats (documentaries, games) to translate abstract concepts—like plastic reduction, biodiversity conservation, and climate resilience—into experiential, understandable, and socially shareable topic stories.

4. Expanding International Exchange and Cooperation

The strategic goal is to proactively contribute China’s domestic experience to global solutions, particularly supporting South-South Cooperation and the green development of the Belt and Road Initiative (BRI). This includes enhancing China’s voice and influence in global governance mechanisms related to climate, ocean, plastic, and biodiversity.

Implementation Examples:

- **Model Replication:** Replicate mature domestic ecological models (e.g., mangrove restoration, desertification control) in key BRI regions (Southeast Asia, Africa, Central Asia). Integrate service provision for Chinese enterprises “going overseas,” offering a comprehensive package of “ESG compliance + community integration + ecological restoration”.
- **Technology Export:** Leverage China’s advancements in distributed photovoltaic and energy storage technologies to develop localized, community-appropriate renewable energy solutions in energy-vulnerable regions, such as island nations.
- **Global Participation:** Support “COP Cohorts” to encourage domestic NGOs’ involvement in global climate governance; launch the “BRI Youth Climate Action Camp”; and promote the operation of international cooperation platforms led by Chinese social organizations, such as the International Mangrove Center.

5. Cultivating Impact-Driven Demonstration Projects (IDP)

The objective is to create sector benchmarks that are “replicable, scalable, measurable, and policy-translatable,” thereby fundamentally reshaping industry value, financing models, and international discourse.

Key Characteristics of IDPs:

- **Clear Value:** IDPs must overcome the challenges of long project cycles and intangible results by setting clear goals, establishing scientific assessment systems, and delivering visible, communicable outcomes that translate abstract ecological value into tangible results.
- **Policy Leverage:** Projects must be designed to provide tested templates for large-scale government promotion, with the aim of having their operational results and models written into local or ministry-level 15th FYP policy documents.

- Cross-Resource Integration: Projects must utilize the sector’s advantages (“joint co-creation, multi-party funding, professional synergy”) to establish communities of interest involving government, enterprises, research institutions, and local communities, ensuring resource aggregation and shared risk.

For detailed implementation details, see Chapter 3.

1.2 Funding Needs Analysis

1.2.1 Funding Status and Demand Forecast

At present, the climate philanthropy sector receives limited funding. Both the scale of fundraising and the number of channels remain very limited. Civil society’s climate-related capacity is still weak in terms of organizational numbers and funding, with significant development potential yet to be realized. In 2022 and 2023, a total of 126 foundations each spent no less than 300,000 RMB per year on climate and ecological environment projects.⁴ In the 2024 China Philanthropist Rankings, environmental donations accounted for only 7.5% of the total, and between 2016 and 2020, only 14% of environmental philanthropy donations were directed toward climate-related projects.

Based on historical data from the China Foundation Center, the philanthropic expenditure in China’s climate and ecological environment sector in 2024 is estimated at approximately 1.5 billion RMB, with climate and ecological environment foundations acting as the main contributors⁵. This report takes this figure as a starting point to estimate the funding needs for the climate philanthropy sector from 2025 to 2030:

Baseline Scenario (Business-as-Usual, BAU):

If economic growth and inflation are not considered, using the sector’s current average annual donations as the baseline, the sector would remain at a stable plateau. Under this scenario, total funding demand for 2026–2030 is 7.5 billion RMB.

Low-Growth Scenario (Moderate Growth):

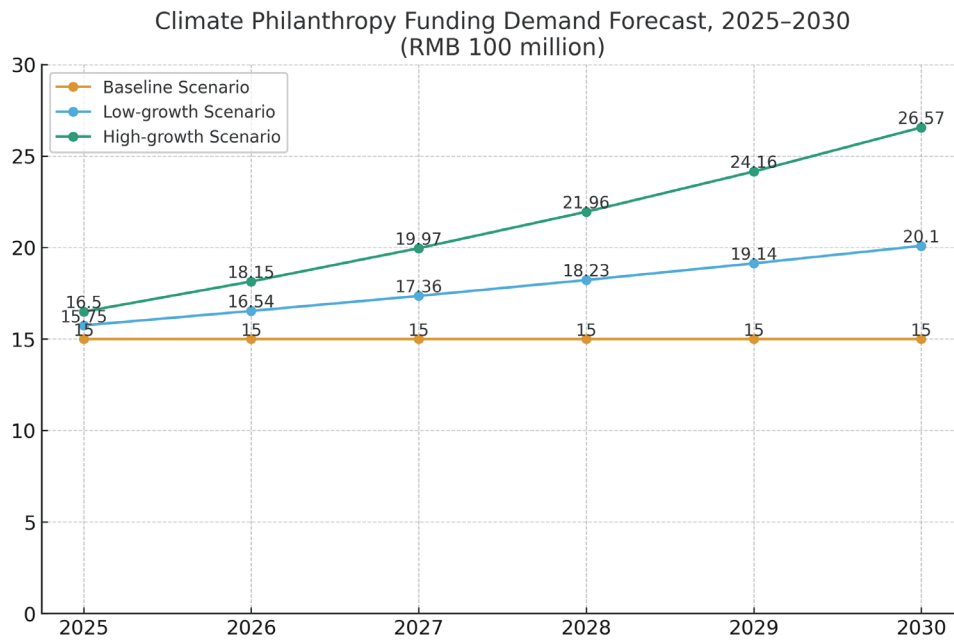
According to the National Bureau of Statistics in January 2025, China’s current economic growth is 5%. If funding demand in climate philanthropy grows in line with China’s overall economic growth, the annual funding need for 2030 would reach 2.01 billion RMB, with total demand from 2025 to 2030 at 9.137 billion RMB.

High-Growth Scenario (Rapid Growth):

Considering that climate philanthropy is an emerging field and that incremental funding in emerging economies globally generally exceeds 10% per year, if the sector’s funding demand grows at 10% annually, the annual funding need for 2030 would rise to 2.657 billion RMB, and total demand from 2026 to 2030 would reach 11.081 billion RMB.

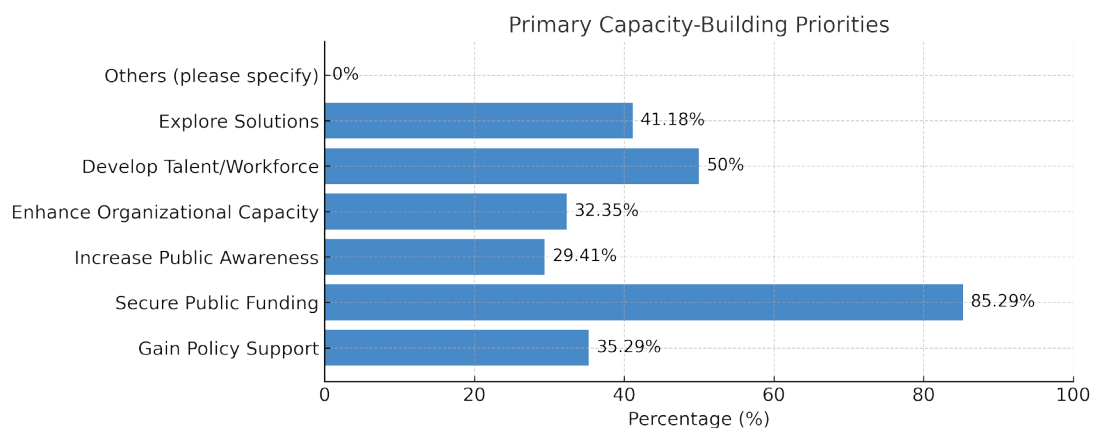
⁴ https://mp.weixin.qq.com/s/k1xL_NgZ7wK1-65HILzldg

⁵ In 2024, the China Energy Investment Corporation Foundation made a one-off environmental grant totaling RMB 5 billion, which represents a special case and is therefore excluded from the calculations used in this report.



Analysis shows that under the high-growth scenario, the total funding demand for 2026–2030 would be roughly twice that of the baseline scenario. In other words, if the current level of industry donations remains unchanged, the funding gap over the next five years will expand significantly, requiring collaborative exploration of solutions by multiple stakeholders.

Furthermore, survey responses from organizations within the sector indicate that the main challenges for the development of climate philanthropy institutions are insufficient funding (85.29%) and talent shortages (50%). Funding constraints lead to relatively low staff salaries, which in turn hampers the cultivation of professional talent and results in high staff turnover. Consequently, project design and implementation often fall short of meeting higher standards for diversity, effectiveness, and sustainability.

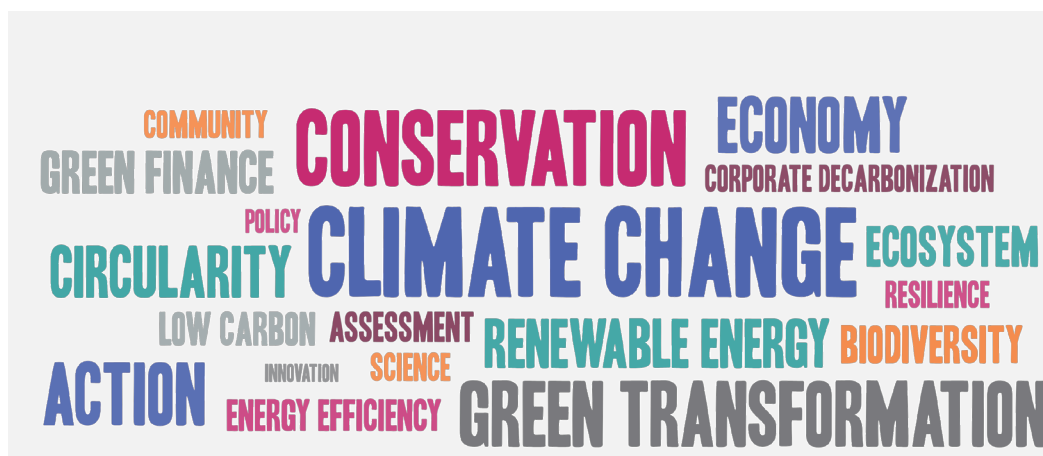


Research institutions believe that development in the climate and ecological environment sector requires strengthening in the following areas

Constrained by the aforementioned funding and talent challenges, climate-focused social organizations generally face difficulties in advancing climate work, especially at the local level, where common obstacles include slow project initiation and coordination challenges. The deeper reason lies in the lack of a top-down guiding policy document, legal framework, or support system

for climate philanthropy, which results in climate projects being fragmented and development pathways unclear. Most social organizations conduct climate work reactively, driven by funders' requirements at the project level, with limited overall planning and coordination.

The following summarizes the main areas of work currently observed among organizations in the field as collected during our research:



Word Cloud of the Most Promising Career Paths in Climate and Ecological Environment

1.2.2 Funding Sources and Fund-raising System Development

Traditionally, philanthropic funding in China comes from corporate and institutional donations, social organization fundraising, individual contributions, and international grants. According to the Blue Book of Charity: China Philanthropy Development Report, between 2012 and 2020, corporate donations accounted for over two-thirds of social donations. The climate philanthropy sector shows a similar pattern: while the funding structure is somewhat diversified, the majority comes from corporations. Statistics indicate that between 2021 and 2023, 71% of major donations received by CEGA members came from corporate contributions, 13% from internet platforms, and 10% from domestic and international foundations as secondary donations. Large donations are mainly concentrated among leading foundations, such as SEE Foundation, China Environmental Protection Foundation, Vanke Foundation, Alibaba Foundation, China Green Carbon Foundation, Lao Niu Foundation, while other operational foundations and social organizations largely rely on secondary grants from these major funders and government service procurement.

High-Growth Scenario: Focused on large-scale funding and government support. Main sources include corporate CSR funds (e.g., large SOEs and private enterprises contributing to carbon-neutral projects), domestic grant-making foundations (e.g., environmental foundations), government guidance funds (central or local green development funds), and international foundation grants. Public small-donation and online crowdfunding make up a small share. A hypothetical distribution could be: corporate CSR 30%, domestic foundations 25%, government funds 20%, international foundations 10%, public/online donations 15%. Domestic sources thus account for over 90%, with relatively limited international contributions.

Low-Growth Scenario: Balances corporate and civil donations. Funding sources are more evenly distributed: corporate CSR 20%, domestic foundations 15%, government funds 15%, green

financial instruments (e.g., green bonds, carbon finance projects) 20%, public/online donations 20%, international foundations 10%. Here, green finance and social donations play a larger role to encourage broader participation.

Baseline Scenario: Emphasizes grassroots and innovative channels. Hypothetical distribution: corporate CSR 10%, domestic foundations 10%, government funds 15%, green financial instruments 10%, public/online donations 50%, international foundations 5%. In this scenario, public donations and online crowdfunding dominate, while large-scale funding sources are reduced.

Key Funding Opportunities for Climate Philanthropy:

- Corporate and corporate charitable foundations: Attract CSR donations by promoting carbon-neutral demonstration projects or establishing dedicated climate funds.
- Civil philanthropic foundations and family philanthropy: Mobilize existing environmental and climate foundations to focus on specific climate issues.
- Government matching funds: Establish central or local green development funds to complement private donations.
- International and transnational foundations: Seek support from international organizations and foreign foundations (e.g., Green Climate Fund, Asian Development Bank climate financing).
- Public and community fundraising: Utilize online crowdfunding, social fundraising campaigns, and community mutual aid funds to mobilize small-scale contributions.

Fundraising Strategy:

Funding strategies should align with national strategic goals and social needs while innovating financing models and fundraising channels.

Expand partnerships and establish PPPs platforms: Encourage enterprises, social organizations, and government to jointly fund climate projects. Internationally, initiatives such as the GAEA Action by the World Economic Forum aim to release \$3 trillion annually through public-private-philanthropy partnerships, providing a model for China to build multi-stakeholder cooperation mechanisms.

Leverage policy incentives: Improve tax deduction and income tax policies to encourage corporate and individual donations to climate projects. From 2020 to 2022, corporate philanthropic donations in China exceeded 100 billion RMB annually, accounting for about 60% of the national total, demonstrating the effectiveness of fiscal incentives. Future policies could include climate-specific tax benefits or encourage climate trust funds.

Utilize the internet and new media: Platforms such as Alipay, WeChat Charity, and e-commerce charity programs (e.g., “Charity Baby”) can link environmental philanthropy with daily consumption. More climate-themed online fundraising campaigns and social financing channels could be developed.

Strengthen NGO fundraising capacity: Train organizations in project and fund management to better align with funder requirements, and help them effectively integrate environmental projects with climate change issues to enhance persuasiveness and secure sustainable funding.

Potential fundraising systems to consider include:

- **Climate Philanthropy Partnership Program:** Support platform-based organization and coordination mechanisms. For example, since its launch in 2018, CEGA has been committed to promoting collaboration among environmental funders. Its initiated “Climate Philanthropy Partnership Program” aims to mobilize domestic and international philanthropic resources to jointly support climate projects and industry development. Through methods like engaging high-net-worth individuals, linking climate philanthropy with business sustainability, and piloting within charity federation systems, it enhances collaboration between non-profits, enterprises, academia, and international institutions, forming a climate philanthropy cooperation network.
- **Online Fundraising Platforms:** Further develop online fundraising models. Major internet company public welfare platforms (e.g., Alipay Charity, Tencent Charity, JD.com Charity) could launch more climate-related projects and donation options, using social media and live streaming to increase public participation and visibility. E-commerce platforms have already experimented with activities combining eco-friendly products and public welfare; future innovations could include “Carbon Neutral Charity Goods” to attract younger generations to donate to environmental causes.
- **Policy Support and Incentives:** Improve the legal and fiscal support system. National and local governments should clarify the scope of charitable donations for climate and ecological protection, further specifying categories of climate projects eligible for tax incentives under the existing Charity Law and Public Welfare Donations Law. Additionally, provide support such as government-guided funds and fiscal interest subsidies to compliant climate public welfare organizations. International experience shows tax incentives can significantly boost donation willingness; thus, such policies should be precisely applied to the climate sector.
- **Capacity Building and Narrative Integration:** Enhance the internal development of non-profit organizations. Surveys indicate nearly half of organizations view “expanding stable funding channels based on climate issues” as a key need, but a deeper requirement is integrating their core work with climate issues. Therefore, training and workshops should be organized to help environmental NGOs gain knowledge of climate policies, develop skills for planning climate action projects, and improve engagement with government and businesses. These measures will enhance NGOs’ ability to effectively communicate their climate stories and secure funding, strengthening the foundation for fundraising.
- **Cross-sector Collaboration and Innovative Finance:** Encourage social innovation tools. Explore establishing climate public welfare trusts (drawing on existing cases like the “China Water Source Protection Charitable Trust” and “Carbon Neutrality Charitable Trust”), social impact investments, green bonds, and other models to attract more social capital. Establishing regional climate funds, community low-carbon development donation pools, etc., can create inclusive funding pools.

Through the comprehensive implementation of the above measures, China’s climate philanthropy fundraising system will become more robust, and societal participation in climate protection will correspondingly increase. This will not only unlock new funding sources but also build bridges for collaboration among government, businesses, and upstream funders, contributing non-governmental wisdom and strength toward achieving the 2030-2060 “Dual Carbon” goals.

Chapter 2:

Key Subject Outlooks

Adapting the methodology from the “2023 CEGA Report,” this report divides the climate philanthropy sector into eight key subjects: greenhouse gas emission reduction, climate change adaptation, synergies between pollution control and carbon reduction, biodiversity-climate co-benefits, public awareness and advocacy, support for green and low-carbon businesses, industry infrastructure development, and international collaboration and knowledge exchange. Each area is analyzed in terms of its current status, accompanied by a vision and actionable recommendations. The first four focus on environmental governance performance, while the latter four focus on philanthropic sector methodologies.

2.1 Greenhouse Gas Mitigation

2025 marks the 10th anniversary of the Paris Agreement. As the core framework of global climate governance, the Paris Agreement drives countries to continuously enhance their mitigation and adaptation efforts through the Nationally Determined Contributions (NDCs) mechanism. In the face of the severe challenge that global warming is still projected to exceed 1.5°C, the international community is accelerating action. The upcoming COP30 in Belém, Brazil, will serve as a critical turning point for global stocktaking, focusing on the enhancement of countries’ second-round NDCs, the implementation of climate finance, and concrete pathways for achieving the Global Goal on Adaptation (GGA), promoting a comprehensive acceleration from commitments to tangible results.

Against this global backdrop, China has actively responded to the Paris Agreement targets. In 2020, the country officially announced its carbon peaking and carbon neutrality goals, marking a comprehensive upgrade of its national climate strategy and establishing a carbon reduction framework led by the “1+N” policy system. During the 14th Five-Year Plan period, China has achieved significant results in energy and industrial transformation. Non-fossil energy is expected to reach 20% by 2025, energy consumption per unit of GDP and carbon emissions are projected to fall by 13.5% and 18% respectively, and emissions from sectors such as steel, transportation, and construction have declined significantly. Policy and market mechanisms have also been continuously improved, with green loans reaching 36.6 trillion RMB⁶, the national certified voluntary emission reduction (CCER) trading resuming, and multiple fiscal and tax incentives supporting new energy and green technology innovation. At the same time, government agencies have strengthened attention to the reduction of non-CO₂ greenhouse gases, such as methane and nitrous oxide, providing social organizations with opportunities for policy advocacy and collaboration. In the upcoming 15th Five-Year Plan period, China will enter a deeper stage of industrial transformation and high-quality development. This period will not only be critical for advancing the energy revolution but will also further strengthen product carbon footprint management, carbon data disclosure and accounting, while actively addressing international

6 https://www.mee.gov.cn/ywdt/hjywnews/202509/t20250912_1127354.shtml

challenges such as the EU Carbon Border Adjustment Mechanism (CBAM).

2.1.1 Current Status

Since the 2030-2060 “Dual Carbon” goals were announced, domestic environmental NGOs have significantly expanded their engagement in climate issues. Most Chinese environmental NGOs have keenly recognized the overarching trend of climate change.

In practice, NGOs have largely pursued a “grafting-style” transformation, building on their existing work and combining it with carbon reduction. Ecological protection organizations, for instance, focus on “ecosystem carbon sinks” as a core entry point. Pollution-control NGOs leverage expertise from industrial pollution management to advance emissions reduction, extending their work from pollutant data disclosure to building carbon disclosure systems. Community-based groups generally start with promoting low-carbon lifestyles and waste management in neighborhoods, while nature-education institutions emphasize climate communication and public education to raise awareness.

Among these approaches, public climate education has become the most important way NGOs engage in emission reduction. NGOs advocate low-carbon living in schools and communities, promote public participation in actions like waste sorting, and use new media platforms to disseminate climate information. These approaches fully utilize the NGOs’ professional strengths and meet broad social needs with wide coverage. However, because there are no clear guidelines or incentives for collecting and publishing carbon emissions data at the community level, it is difficult to measure how much public behavior changes and emissions are actually reduced. Consequently, these efforts may lack a systematic framework, receive limited funding, and yield mostly short-term results.

Environmental NGOs also draw on their experience in traditional pollution control and environmental supervision to innovate in driving leading companies toward green transformation. They have made notable progress in supervising corporate ESG (environmental, social, and governance) information disclosure. For example, the Beijing Entrepreneurs’ Environmental Protection Foundation and the Institute of Public & Environmental Affairs (IPE) have actively built “green supply chains” in the emission-reduction field⁷. By raising procurement standards in industries like real estate and apparel, they pressure tens of thousands of upstream suppliers to transition to lower carbon operations. Organizations such as the Shanghai Qingyue Environmental Tech Center (上海青悦) use environmental databases to help the public and government monitor the ESG performance of listed companies and key state enterprises, enhancing professional rigor. To boost corporate climate awareness, institutions like the Vanke Foundation and the C Team lead enterprises to attend UN climate conferences (UNFCCC COP), integrating Chinese companies into global climate governance. Meanwhile, by drafting industry-specific emissions reduction guidelines and providing “Dual Carbon” training for businesses, these NGOs help industry associations understand policies and chart mitigation pathways, filling knowledge gaps between policy and practice.

Some leading NGOs have begun even more forward-looking, systemic work. They conduct research on emissions-reduction policy models, promote the use of renewable energy in industrial and commercial sectors, explore “just transition” practices in coal-dependent regions, and try to

⁷ <https://gsc.see.org.cn/#/https://finance.sina.cn/hy/2021-06-05/detail-ikqciyzi7880399.d.html?from=wapinance.people.cohttp://finance.people.com.cn/n/2014/0211/c348883-24320433.html>

cultivate climate specialists for companies and civil society. For instance, the Shanxi Coshare Innovation Institute of Energy & Environment (山西科城能源环境创新研究院), Shanxi University Green Development Center (山西大学绿色发展中心), and the Jin-Qing Center for Sustainable Development (晋青可持续发展公益服务中心) jointly initiated a “Coal Just Transition Exchange and Cooperation Platform⁸.”

Regarding funding, the sources and scale of support for NGOs in emission-reduction work vary by focus area:

- **Ecosystem carbon sinks dominate scale.** Ecosystem carbon sink projects are currently one of the largest focus areas for domestic environmental NGOs. In a recent survey, 4 out of 16 projects (each with funding ≥ 1 million yuan) were ecosystem carbon-sink projects, reflecting funders’ preference⁹. Work in this area includes protecting and restoring forests, wetlands (including mangroves), grasslands, etc., as well as developing methodologies for carbon sink monitoring/accounting, participating in local carbon sink project design and policy advice, and building Nature-based Solutions (NbS).
- **Directional funding.** Projects aimed at industrial and corporate emissions reduction mainly rely on domestic and international foundation grants. These projects typically focus on policy advocacy, corporate carbon information disclosure platforms, and building green supply chains, and thus have a strong public-advocacy orientation. In contrast, ecosystem carbon-sink development projects are more likely to attract corporate funding. Funding for public awareness raising, low-carbon lifestyle promotion, and climate education primarily comes from domestic foundations and government service contracts.

2.1.2 Main Challenges

Overall, Chinese environmental NGOs make up only a small portion of organizations working on greenhouse gas reduction, and they generally lack deep specialization. Their level of engagement and capacity falls far short of what is needed. Compared to large, long-established, highly professional international think-tank or advocacy NGOs that have significant influence in global climate governance, China’s NGOs are still in an early stage in terms of organizational capacity, policy influence, technical expertise, cross-sector coordination, and international voice, leaving much room for growth.

1. **Lack of clear goals and strategic pathways for deep engagement.** Currently most Chinese environmental NGOs have not integrated climate change response into their core mission, treating it instead as an extension of existing work. While this “overlay” approach lowers barriers to entry, it limits organizational innovation in structure and talent. In particular, in key emitting sectors like energy, construction, and transportation, and in areas where corporate engagement could yield high emissions reductions, local NGOs generally lack deep engagement goals and action plans. Few have launched projects with significant impact in these critical areas.
2. **Severe shortage of talent and knowledge reserves.** Emission reduction involves specialized knowledge—industry policies, technical standards, carbon data collection and calculation—and has high technical barriers. Many experts note that Chinese NGOs are weak in related knowledge

⁸ <https://mp.weixin.qq.com/s/IbJ9vuQPJQEhcG0uWWr7Wg>

⁹ Society of Entrepreneurs and Ecology Foundation & Mingshanda (Beijing) Management Consulting Co., Ltd. (2023). *Climate Action of Chinese Social Organizations: Research Report*.

reserves, industry networks, and channels for policy influence. For example, the green supply chain domain offers NGOs some space to engage in climate action, but to effectively break in, organizations need long-term accumulation of corporate relationships and data analytics capabilities. Such expertise and accumulated knowledge heavily depend on the NGO's talent pool and institutional memory, which many lack.

3. Funding constraints hinder long-term development. Currently, most funding for greenhouse gas mitigation work in China comes from foundations, with only limited government support and some corporate investment in carbon sink projects. Overall, the financial scale remains small. This not only restricts NGOs from exploring and experimenting with new initiatives but also weakens their ability to attract and retain professional talent. Although international foundations invest heavily in mitigation-related programs¹⁰, their funding often targets technically demanding sectors such as energy, industry, and transportation—areas that align poorly with the existing capacities and focus areas of most domestic NGOs.

2.1.3 2030 Outlook and Recommendations

GHG mitigation will enter a critical phase by 2030, demanding deepened energy revolution and accelerated industrial transition. The third sector must transition from general advocacy to systemic intervention, focusing on precision engagement.

- 1. Precision Engagement with Corporate ESG:** Social organizations must develop standardized, high-quality service products for enterprises and industry associations, focusing on GHG accounting, green supply chain management, and ESG disclosure. By providing competitive professional services, NGOs can embed their work into corporate operations, leading to systemic change and securing stable corporate fees or grants.
- 2. Policy Synergy and Justice:** Organizations should connect projects with synergistic government objectives (e.g., economic growth, employment, ecological protection). This includes integrating distributed renewable energy projects with Rural Revitalization and exploring Just Transition pilots in regions dependent on coal.
- 3. Focus on “Small & Beautiful” Pilots:** Given limited resources, organizations should concentrate on localized, replicable demonstration projects (low-carbon communities, zero-carbon campuses) that integrate technologies and clearly showcase measurable reduction achievements, building policy blueprints from the bottom up.
- 4. New Frontiers in Non-CO2 GHGs:** The sector should actively engage in methane and nitrous oxide mitigation, developing pilot solutions in agriculture and waste management, and connecting scientific research with public awareness.

2.2 Climate Change Adaptation

With accelerating climate change, China faces increasingly complex and profound impacts. These include not only more frequent extreme weather (heat waves, typhoons, heavy rains, flooding) but also threats like sea-level rise, ecosystem degradation, and pressures on agriculture and water

¹⁰ According to the international organization ClimateWorks Foundation report Funding Trends 2024: Climate Change Mitigation Philanthropy, global climate philanthropy spending in 2023 ranged from \$9.3 billion to \$15.8 billion, of which \$12.6 billion was directed specifically toward greenhouse gas mitigation.

security. Climate change is now a matter of national security, economic resilience, and public livelihood, making adaptation a core strategic task.

During the 14th Five-Year Plan, China made significant strides in adaptation. In 2022 the nation issued its “National Climate Change Adaptation Strategy 2035”, prioritizing climate monitoring and early warning, ecosystem restoration, and the construction of climate-resilient cities, forming an initial policy framework. By 2025, all 30 provinces, autonomous regions, municipalities, and the Xinjiang Production and Construction Corps had published provincial climate adaptation action plans, and 39 pilot cities for climate-adaptive development had achieved substantial progress.

Looking to the 15th Five-Year Plan, China’s overarching goal is to “basically build a climate-adaptive society.” Key targets include advancing monitoring and early warning systems to international advanced levels, expanding climate-adaptive city pilots to 100 cities, continuously increasing mangrove areas, raising the coverage of climate-resilient crop varieties to over 80%, and comprehensively enhancing the climate resilience of economic and social systems through technological empowerment, regional coordination, and international cooperation.

On the global stage, progress on the Global Goal on Adaptation (GGA) has been made. By the end of 2023 (COP28), parties agreed on an overall framework outlining broad global adaptation goals and key areas for urgent action, laying a solid foundation for the next phase of international adaptation efforts.

2.2.1 Current Status

NGOs are becoming indispensable supplemental forces in China’s climate adaptation governance. In recent years, Chinese environmental NGOs have generally begun focusing on adaptation. By virtue of being close to grassroots communities, flexible and efficient, and attentive to vulnerable groups, they have shown significant value and vitality in promoting community-level adaptation. NGOs have become a key bridge between macro policy and local practice.

One major highlight is the “community-based” approach. For example, Friends of Nature empowers grassroots climate leaders by recruiting and training local activists, strengthening community-driven motivation and resilience. Yunnan Synetics, Partnership for Civic Organization Development focuses on climate risk identification and capacity building among organizations and activists, using collaborative learning and tool development to promote cross-sector cooperation. The Guangdong Harmony Community Foundation supports residents in old city neighborhoods to self-organize for flood resilience. Hainan Zhiyu Sustainability Science and Technology Development Research Center helps coastal fishing communities adapt by promoting diversified livelihoods. The Farmers’ Seed Network enhances agriculture’s resilience to extreme climate by preserving village crop variety diversity. These practices not only improve public climate awareness and adaptive capacity, but also create sustainable community networks that further local strategies.

In community-based adaptation, NGOs pay special attention to vulnerable groups (the elderly, farmers, low-income families, women and children), embodying climate justice principles. They demonstrate unique flexibility and innovation in disaster prevention and mitigation. NGOs design interventions tailored to local realities—conducting community climate risk surveys, creating “community risk maps,” and implementing actions closely tied to residents’ lives.

However, NGOs’ adaptation work is unevenly distributed. Few organizations focus on ecosystem

protection as a form of adaptation. Compared to disaster mitigation or public health activities labeled as adaptation, actions by conservation NGOs are seldom explicitly framed as adaptation. Yet ecosystem protection is a keyway to strengthen ecological resilience against climate crises, and the two are closely linked; this synergy should not be overlooked in the long term.

Climate adaptation collaboration platforms and networks among NGOs are also emerging. For example, since 2019 the CEGA has advocated to major Chinese environmental foundations about adaptation, publishing a climate adaptation funding strategy report and a gap analysis report, and holding forums, workshops, and learning camps. This has effectively promoted NGO engagement in adaptation. Similarly, the Beijing Heyi Green Foundation leads a “Multi-Issue NGOs’ Climate Change Capacity Building Project,” bringing together advocates from different fields for co-learning on climate integration. The Guangdong Harmony Community Foundation has hosted annual climate adaptation seminars (five editions so far), reaching dozens of NGOs and raising sector awareness. A climate risk assessment workshop (“Heqi Action”) co-initiated by Yunnan Synetics, Partnership for Civic Organization Development and Harmony Community Foundation allows different communities to compare and learn from each other. The “Climate Companion” project (co-launched by SEE Foundation, China Association for NGO Cooperation, and the Amity Foundation) divides focus among emissions reduction, resilience building, and organizational development. The Vanke Foundation and Beijing Heyi Green Foundation’s “Stellar Partner Program (恒星计划)” and Friends of Nature’s “Linglong Plan (玲珑计划)” have built networks empowering practitioners with funding, information, and capacity support. Additionally, regional NGO networks have flourished—such as the Guangxi Climate Action Network, the Chengdu-Chongqing Climate NGO Network, and Shaanxi’s “Zhonglou Climate” initiative. These collaborative models have greatly enhanced the sector’s overall efficiency and impact.

NGOs also show strong cross-sector collaboration by building connections with the scientific community, policymakers, and businesses. For example, the Vanke Foundation partners with Tsinghua University’s School of Public Health to address health impacts of extreme heat on the elderly. Yunnan Xieli collaborates with researchers to develop a community climate risk assessment guideline tool. Hainan Zhiyu works with agricultural insurers to design income insurance for tilapia farmers¹¹. In these efforts, NGOs act as “connectors” and “catalysts,” breaking down silos and integrating diverse resources. They effectively link scientific knowledge, policy goals, community needs, and market mechanisms, playing a positive role in shaping a more inclusive and sustainable adaptation governance system.

Despite these advances, climate adaptation is still at a relatively early stage of awareness among many Chinese NGOs. Its importance has not been fully recognized. This situation mirrors China’s overall stage of adaptation development. Currently, very few foundations explicitly fund adaptation, and funding for exploratory pilots and capacity building remains extremely limited. Globally, adaptation tends to be viewed more as a local issue, and although the international community is eager to see China’s adaptation efforts, overseas funders still prefer mitigation projects. It is worth noting that donations for disaster relief, public health, and ecological resilience do provide some support to adaptation, and NGOs’ ecosystem conservation actions (though often not labeled as “adaptation”) do contribute to resilience. Because ecosystem protection is a way to enhance ecological resilience against climate crises, these activities should be better recognized as part of adaptation efforts and not overlooked.

11 WWF. 2022. 《中国可持续渔业金融基线调查报告》

2.2.2 Main Challenges

According to the *NGO Climate Action Needs Survey Report*¹², 54.6% of surveyed organizations reported a lack of professional capacity related to climate change, and nearly 30% found it difficult to effectively integrate climate change issues into their core operations. NGOs face several key challenges in the adaptation field:

Difficulty integrating climate topics into organizational missions. Over half of NGOs surveyed report lacking professional capacity on climate change, and nearly 30% find it hard to embed adaptation issues into their core work. Some environmental organizations began addressing climate early on but lack a clear way to incorporate it into existing operations. NGOs focused on education or community services may see that their beneficiaries are deeply impacted by climate change, but they often lack the frameworks or methods to weave adaptation theory into their programs. This results in insufficient resource commitment and fragmented actions.

Insufficient expertise. If an NGO cannot clearly understand how its core work (e.g. rural development) connects causally with climate impacts, it is difficult to design systematic, targeted solutions. It also makes it hard to communicate effectively to funders and the public about the climate value of their work. Meanwhile, funders themselves need to continually deepen their understanding of adaptation work and the structural challenges NGOs face in implementation.

Funding constraints. Funding is scarce, as adaptation projects are often viewed as intangible and long-term, deterring grantmakers who prefer quantifiable mitigation outcomes. Many NGOs face severe funding shortages for adaptation activities.

2.2.3 2030 Outlook and Recommendations

Increased frequency of extreme weather enhances public risk perception, providing fertile ground for philanthropic action. The *Adaptation Strategy 2035* offers a clear policy framework, allowing NGOs to provide localized, policy-implementing solutions. Financial integration with disaster relief, public health funds, and corporate climate resilience demands presents new funding potential.

NGOs should strengthen partnerships with local adaptation-related government departments (ecology, emergency management, urban planning, water, etc.) by taking on government service contracts and participating in climate-adaptive city pilots to tap public funding. NGOs can also integrate adaptation into existing disaster-prevention and community emergency programs (for example, by incorporating climate risk forecasts and long-term resilience into traditional relief efforts) to access more stable funding streams.

Additionally, corporate social responsibility (CSR) and companies' own resilience needs offer new opportunities: adaptation projects can be designed to align closely with business operations.

By 2030, environmental NGOs should fully align with China's 15th Five-Year Plan and the goals of the National Adaptation Strategy 2035, taking an active and strategic role in climate adaptation. To do so, they should:

1. Deepening the “Macro to Micro” Path: Organizations must conduct climate risk assessments

12 The China Development Brief, together with 26 other public welfare organizations, launched the “NGO Climate Action” needs survey and produced the report titled *NGO Climate Action Needs Survey Report*.

in specific local scenarios (urban flooding, rural livelihoods) and integrate resilience construction into existing core businesses (e.g., disaster reduction, public education).

2. Expanding Philanthropic Supply: Funders must establish dedicated or joint climate adaptation funds, strengthening collaboration with non-climate foundations (e.g., disaster relief, development funds) to systematically enlarge the capital pool for adaptation.

3. Investment in Capacity & Knowledge: Strategic investment is required for capacity building, knowledge production, and standardized toolkits, helping organizations bridge their current operations with climate adaptation frameworks. Providing long-term (3–5 year), flexible small grants is essential to stabilize and professionalize this work.

2.3 Pollution Reduction and Carbon Synergy

Over the past decade, strong national policy and strict environmental regulation have driven historic progress in air and water pollution control in China. Pollution management has decisively improved: by 2024 the national average annual PM_{2.5} concentration across 338 cities fell to 29.42 µg/m³ (a 9.72% drop from end-2020), and the proportion of surface water rated Grade I–III rose from 84.6% in 2020 to 93%¹³ in 2024. The safe utilization rate of contaminated soil remained above 92% during the 14th Plan, and wetland protection increased to over 55%.

However, China’s pollution situation remains serious and still falls short of the vision of “lucid waters and lush mountains” and a “Beautiful China.” As pollution control tightened, companies’ pollution activities have become more hidden and complex (for example, nighttime or underground discharges in industrial parks), making regulation harder. In the face of climate change, future environmental work needs to achieve synergy in reducing pollution, cutting carbon, expanding green spaces, and economic growth. In the 15th Five-Year Plan period, pollution prevention will focus on comprehensively improving ecological quality, building on the gains of the “Blue Sky, Clean Water, Safe Soil” campaigns, with greater emphasis on systematic governance, synergistic benefits, and enhancing modern governance capacity.

2.3.1 Current Status

China’s pollution-control achievements have relied heavily on deep involvement by environmental NGOs. Under a combined framework of the new Environmental Protection Law, central environmental inspections, information disclosure, and public interest litigation, NGOs have transformed from marginal “whistleblowers” into key, legally empowered participants in pollution management. They have gradually formed four main work modes—information disclosure, public participation, industry collaboration, and rule-of-law strengthening—and built several effective cooperation platforms, creating a multi-stakeholder governance system.

For example, the Institute of Public and Environmental Affairs (IPE) built the “BLUE MAP (蔚蓝地图)” platform, serving as the data infrastructure that enables public and corporate participation in pollution control. Its “Green Supply Chain (绿色供应链)” project uses international brands’ purchasing leverage to compel tens of thousands of suppliers to undertake environmental remediation and disclose data. NGOs like Shanghai’s Qingyue (上海闵行区青悦环保信息技术服务中心) quickly responded to the “New Pollutant Action Plan” by developing data services for

13 https://www.cnfin.com/hg-lb/detail/20250523/4238405_1.html

emerging pollutants. The Green Jiangnan Public Environment Protection Center (绿色江南公众环境关注中心) uses drones and infrared imaging to penetrate chemical park walls and precisely identify hidden discharges. The River Watcher (北京守望者环保基金会) created the “River Patrol (巡河宝)¹⁴” app, greatly lowering the barrier for public participation in river pollution monitoring.

Collaborative platforms have also emerged: for example, Toxics-Free Corps (无毒先锋) leads the Chemical Safety Network (CSN)¹⁵, and the SEE Foundation (with partners) launched campaigns like the “Blue Guardian (卫蓝侠)” project, both aiming to build multi-party platforms in pollution control that facilitate dialogue, break information silos, and create collective impact on specific issues. NGOs such as Friends of Nature have also successfully used civil public-interest litigation to push polluters to clean up.

2.3.2 Main Challenges

Chinese NGOs play an irreplaceable role in pollution control, but they face several structural challenges:

1.Declining public attention. As visible pollution problems have significantly improved, public concern and participation have waned. The improving environmental quality, coupled with shrinking administrative lawsuit channels, has pushed NGOs to rely more on civil public-interest litigation. In some regions, the rigor of environmental data disclosure has even weakened, further reducing transparency and public oversight.

2.Funding shortages. The sector’s main funding sources are domestic foundations and government service contracts. In recent years, some foundations have cut support for pollution issues, increasing fundraising pressure on NGOs. Government contracts provide revenue for some, but often focus on lower-impact tasks, potentially limiting NGOs’ professionalism and independence. Overall funding for pollution-control NGOs is tightening without adequate resources, many mid- and lower-tier organizations have curtailed activities, leading to a two-tier pattern (a stable “first tier” and a shrinking “lower tier”) in the sector.

3.Rising expertise demands from emerging issues. As corporate demand for carbon reduction grows under the “Dual Carbon” goals, NGOs need to grasp new disclosure requirements and demonstrate high strategic agility. In particular, they must shift from past “problem-finding” approaches to “problem-solving” models, moving from single-issue depth to cross-sector integration. Keeping up with complex topics like coordinated pollution-carbon reduction and new pollutant treatment requires NGOs to expand beyond traditional environmental science and integrate knowledge from climate, health, economics, law, and other fields. Building such multidisciplinary expertise is a key challenge for the sector.

2.3.3 2030 Outlook and Recommendations

Looking to 2030, China’s NGO sector in pollution control will experience three major

14 River Watcher “2024 River Patrol Report”

15 CSN is a non-profit civil society collaboration network initiated by multiple public welfare organizations within China. By 2030, it aims to bring together governments, academia, businesses, and civil society stakeholders to establish a robust chemical management system. This system will ensure that ecosystems and public health are no longer severely threatened by hazardous chemicals and waste, thereby facilitating the achievement of related United Nations Sustainable Development Goals. Concurrently, it will contribute to the gradual enhancement of China’s chemical management framework.

transformations: issue integration, smart technology adoption, and greater focus on central-western and rural areas.

- 1. Integrate pollution and climate issues.** NGOs should seize new opportunities under the “Dual Carbon” policy. For example, they should actively link traditional pollution-control work with climate issues by engaging with new corporate disclosure requirements under the carbon goals. As the policy focus shifts toward coordinated pollution-and-carbon reduction, the scope of environmental issues will extend into energy, industry, finance, urban planning, and more. This expansion provides NGOs with new entry points (like carbon accounting and green finance standard setting). Organizations that can tie traditional environmental work to climate agendas will gain visibility and support.
- 2. Leverage new technology for higher efficiency.** AI and big-data analytics will be widely used in environmental monitoring and carbon accounting. Combined with satellite remote sensing, drones, and ground sensors, an all-encompassing regulatory system can be built to precisely target hidden discharges (such as underground or nighttime pollutants). Environmental NGOs must stay current: they need to upgrade their problem-detection capabilities, explore “technology + data” approaches, and continuously learn new knowledge to adapt to the field’s increasing specialization.
- 3. More focus to central-western and rural regions.** Pollution control in China still shows significant urban-rural and regional imbalances: rural sewage treatment rates are low, agricultural nonpoint pollution is severe, and these remain major gaps. As some high-pollution industries relocate from the East to central and western regions, the geographic hotspots of pollution are changing. Future environmental work must adopt a stronger social-equity perspective, shifting attention and resources to central, western, and rural areas alongside the east and urban centers.

2.4 Biodiversity and Climate Synergy

China has incorporated biodiversity conservation into its national strategy. To date, an area of over 80 million hectares have been biologically restored or protected, meeting the restoration targets. Ninety percent of terrestrial ecosystem types and 74% of nationally key protected species now have effective protected.¹⁶ Across the country, ongoing biodiversity education and outreach programs have promoted. Green and low-carbon lifestyles are widely accepted by the public.

In the 15th Five-Year Plan period, China will continue to strengthen biodiversity surveys and germplasm conservation, expand national parks and nature reserves, and emphasize the synergy between carbon sinks and climate resilience. Public science education will also continue, guiding society to adopt green, low-carbon, circular lifestyles. Internationally, the Kunming-Montreal Global Biodiversity Framework sets a “30×30” target by 2030: effectively protect and manage at least 30% of terrestrial and inland waters, and 30% of coastal and marine areas. This provides action guidance for national biodiversity policies.

2.4.1 Current Status

Environmental NGOs contribute to biodiversity and climate synergy in several ways. On one hand, through scientific research and field conservation projects, they restore habitats for endangered

¹⁶ https://www.gov.cn/yaowen/shipin/202504/content_7020437.htm

species, build ecological corridors, and other practices, providing technical support and case studies for government decision-making. On the other hand, the environmental public-interest sector raises societal awareness of biodiversity through public education, volunteer action, and community engagement. NGOs also actively advocate corporate social responsibility, guiding social capital into afforestation and other ecological protection areas, thereby promoting green finance and sustainable business models.

Today, China's ecosystem protection and restoration is governed by a multi-stakeholder model (government-led, with enterprise participation and NGO/public action), and significant breakthroughs have been achieved in biodiversity-climate synergy.

Notable achievements include:

- **Deeper policy involvement.** A growing number of professionals (with graduate degrees or overseas experience) are joining the field to fill government gaps in species monitoring and corridor planning. Many NGOs now participate in major policy consultations (e.g. National Park Law reform, COP15 biodiversity talks), playing key roles in those processes.
- **Higher capacity and specialization.** Efforts like snow leopard research, species monitoring, and climate public education have become highly specialized, helping integrate NGO conservation into national policy. Groundbreaking public-participation projects like Ant Forest have become industry benchmarks. Organizations like the Shan Shui Conservation Center and the Global Environmental Institute (GEI) have established protected areas and community governance systems, indicating overall increases in professionalism across the sector.
- **Stronger NGO-enterprise partnerships.** NGOs use their expertise to respond to corporate ESG and CSR needs, converting them into effective conservation action. For example, the Alibaba Foundation and Minsheng Tong Hui Foundation jointly launched the Qiandao Island Lake Water Fund. Backed by World Bank loans, several well-known Chinese and international companies initiated “water compensation” projects in key watersheds (Qiandao Lake, Shouchang River, Taipu River), integrating corporate resources into watershed protection.¹⁷
- **Increased inner-sector collaboration.** Faced with complex ecological problems, the NGO sector has embraced “united action.” Whether it's funders (through CEGA) or NGOs (like The Nature Conservancy, Taohuayuan Foundation (AKA Paradise International Foundation), and 23 other NGOs launching the “Society's NGOs Natural Protected Area Alliance”, or the SEE Foundation and GEI founding the “Citizens' Biodiversity Conservation Alliance,” various platforms have been established. These platforms promote connections and synergy among organizations.

2.4.2 Main Challenges

Despite these achievements, the biodiversity conservation sector faces multiple challenges:

1. **Structural funding difficulties.** International funding is hard to secure because biodiversity often involves sensitive protected areas. Domestically, there isn't yet a stable culture of long-term donations; corporate giving and public support are uncertain in economic downturns, leading to tightening funding streams.

¹⁷ <https://mp.weixin.qq.com/s/NWxKMI-IOUdZB2dTvFvh1Aq>

- 2. Shortage of specialized talents.** Compared to large international NGOs, Chinese NGOs still lag significantly in research depth and professional staffing for biodiversity. People who can both conduct on-the-ground conservation and effectively communicate with diverse stakeholders—combining expertise and practical know-how—are rare.
- 3. Insufficient integration with climate change issues.** Biodiversity and climate issues are often treated separately. Climate efforts are rarely fully integrated into biodiversity projects (or vice versa) beyond incidental co-benefits. This disconnect exists both at the project level and between organizations, due to a lack of collaboration mechanisms. For example, NGOs promoting new energy may not fully consider biodiversity impacts, missing opportunities for multiple benefits. Deeper integration in planning and implementation is needed to harness synergies between climate and biodiversity goals.

2.4.3 2030 Outlook and Recommendations

Facing these challenges, the sector should focus on the following directions:

- 1. Adopt a strategic, global perspective.** NGOs should align with global and national frameworks, proactively study the Kunming-Montreal Framework and China’s own “Biodiversity Protection Strategy and Action Plan (2023–2030),” and identify their unique contributions within those frameworks. In areas like other effective area-based conservation measures (OECMs)—fields not yet fully deployed by governments—NGOs should explore new models. This will allow their work to fit into broader narratives and give them more voice in government and international dialogues.
- 2. Expand collaboration with private sector.** NGOs need to truly understand how businesses operate and what they need, turning fundraising into “co-creation.” By deeply linking companies’ ESG goals, technological strengths, and market resources with conservation objectives, NGOs can co-design innovative projects with environmental, social, and commercial benefits. At the same time, NGOs should clarify their core strengths and business scope, avoiding mission drift by blindly chasing funds. They should integrate environmental goals into business processes to generate both social benefits and brand value.
- 3. Explore climate-biodiversity synergy.** NGOs should illustrate and demonstrate the importance and urgency of synergies, deliberately designing and launching a diverse set of pilot projects that combine climate and biodiversity outcomes. For example, transforming a city “pocket park” could simultaneously enhance biodiversity, improve community climate resilience, and provide environmental education, offering policymakers and funders tangible, visible solutions. By showcasing projects that achieve multiple targets, NGOs can build stronger cases for integrated approaches.

2.5 Public Advocacy and Outreach

Environmental issues naturally have public and communicative qualities. They can easily reach the public through education, experiences, and interaction to build social consensus. During the 14th Five-Year Plan, China’s Ministry of Ecology and Environment led the “Beautiful China, I Am an Actor (美丽中国，我是行动者)” campaign, forming an alliance of environmental NGOs and organizing public environmental education competitions. These efforts mobilized society to engage widely in environmental advocacy. At the same time, the “Internet + public welfare” model

matured, using digital tools to promote low-carbon awareness. Platforms like Alipay's Ant Forest partnered extensively with NGOs, converting everyday low-carbon actions (e.g. walking, paying bills online) into virtual energy or donation credits, effectively incentivizing public participation.

The 15th Five-Year Plan's environmental protection blueprint emphasizes building an ecological cultural system, promoting green lifestyles, and deepening digital transformation. It focuses on creating new consumption scenarios in digital, green, and health consumption, fully developing and spreading ecological civilization education and culture.

2.5.1 Current Status

Public outreach and advocacy is the most active domain of work among Chinese environmental NGOs, with the largest number of organizations involved. A 2024 sector survey found that public advocacy is the most commonly used approach by NGOs, covering a broad range of settings—from urban communities to rural counties, and from youth education to corporate partnerships.

On the one hand, this field has relatively low barriers and high flexibility, which fits medium and small organizations, especially startups and county-level volunteer groups. On the other hand, environmental issues themselves are inherently public and communicative, making them easy to reach people through educational or interactive formats and build consensus. Crucially, as China's environmental laws and policies become more robust, awakening public awareness, reshaping habits, and nurturing societal oversight are key steps for deepening environmental governance.

NGOs' public advocacy methods have become increasingly diverse. Early single-message campaigns and slogans have evolved into participatory models centered on “interest-driven,” “community self-organization,” and “accompaniment and empowerment.”

- **Interest-driven advocacy:** This approach uses “fun” and “insight” to lower participation barriers and attract stable, engaged communities, subtly raising environmental awareness.
- **Community self-organization:** Based on local trust networks, this model implements concrete, visible, and actionable projects to spread awareness from individuals to entire communities. By leveraging shared interests, it drives behavioral change within communities organically.
- **Accompaniment and empowerment:** This model focuses on long-term capacity building. For example, Friends of Nature's “Linglong Plan (玲珑计划)” and Heyi Green Academy's “Leitu Action (垒土行动)” use systematic training, mentor guidance, and project incubation to break down grand topics (like climate or biodiversity) into everyday practices for ordinary people.

In contrast, traditional one-way outreach (e.g. subway ads) has very broad reach but low interactivity and retention. Such methods have become supplementary tools rather than primary strategies.

NGOs' outreach strategies now have several notable new features:

- **Targeted outreach:** NGOs no longer chase viral “hits” with generic messaging. Instead, they design tailored content for specific groups (young parents, Gen Z, community leaders, corporate employees) and “soft-insert” messages into their life contexts and interests. For example, Friends of Nature and science platform Guokr launched an AIGC (AI-generated content) interactive quiz

on climate adaptation, converting complex knowledge into a fun format, greatly raising public engagement.¹⁸

- **Tech enhancement:** Drones and smartphone filming lower content-production barriers. Citizen science tools like “Shoot-It-When-U-Trash (垃圾随手拍)” and the River Patrol (河巡) app digitize and visualize individual actions, which not only boosts public engagement but also provides solid data support for policy advocacy.
- **Cross-sector collaboration:** NGOs increasingly partner with commercial platforms (e.g. Meituan’s “Green Mountain Plan”), tech companies (Alibaba, JD.com), media (YiXi, Bilibili), and even government agencies. These collaborations create complementary models: NGOs bring depth of issue knowledge, businesses bring traffic and tech, and government provides policy links. This greatly improves outreach efficiency and policy impact.
- **Hope-driven narratives for youth:** In line with youth preferences, messaging has shifted from “doom-and-gloom” to “hope and empowerment.” While continuing to raise crisis awareness, NGOs now emphasize the effectiveness of individual action, improved quality of life, and inclusivity of green behavior, aiming to spark intrinsic motivation rather than fear.

2.5.2 Main Challenges

1. **Professional Deficiency:** NGOs often lack the professional content creation and marketing capacity to compete with commercial media and large educational institutions, which have superior funding and design expertise.
2. **Digital Inadequacy:** A significant number of organizations lack dedicated communication talent and resources, struggling to produce consistent, high-quality content for new media channels (short video, livestreaming), leading to difficulty in breaking out of their established niche.
3. **Issue Marginalization:** As visible pollution declines, public urgency decreases, and abstract environmental issues (climate, biodiversity) struggle to compete with general entertainment and social news for attention.
4. **Funding Constraints:** Short-term, project-based funding limits investment in long-term campaign strategy, high-quality content production, and talent retention, leading to a focus on low-impact, short-term activities. Although eco-education field trips are experimenting with market approaches, their environmental impact is often low.

2.5.3 2030 Outlook and Recommendations

The strategic role of NGOs in advocacy must evolve into that of “Pioneer Explorers” and “Professional Bridges,” identifying and communicating emerging risks before they become mainstream.

1. **Enhancing Expertise and Focus:** Organizations must deepen specialization to establish indispensable professional authority, avoiding the tendency to “chase hot topics”. External cooperation should actively embed advocacy into policy processes and corporate value chains (e.g., fast-moving consumer goods, logistics).

¹⁸ <https://mp.weixin.qq.com/s/XTjugxK3K4FxtLtHTerig>

2. Integrating Communication Strategy: Funders should strategically invest in communication talent and digital tools. The goal must shift from measuring exposure to measuring action conversion rate and active supporter retention, building high-loyalty core supporter networks.

3. Increasing Synergy within the sector: Promote collaborative networks and resource sharing to avoid duplication and amplify collective influence. Actively support science popularization efforts aligned with national plans.

2.6 Promoting Green and Low-Carbon Enterprises

Enterprises are the main actors and key drivers of China's green efforts. In the global trend toward green development, government policies, market forces, and consumer demands for corporate ESG behavior—as well as international trade standards—are jointly creating powerful external pressure for corporate green transformation. China's green manufacturing capacity is rapidly expanding: the number of national “Green Factories” grew from 2,783 in 2021 to 6,430 in 2024¹⁹. During the 14th Five-Year Plan, 2,096 enterprises participated in China's carbon market, with a transaction volume of 47.41 billion yuan.

Some major companies have moved from passively meeting international buyers' requirements to actively using ESG standards to guide their own growth, leading industry trends. For example, S&P Global's “Sustainability Yearbook (China Edition) 2025” reports that in 2024, 1,662 Chinese companies participated in sustainability assessments, 164 were listed in the yearbook, and 66 received industry honors, indicating that sustainable development concepts are spreading rapidly.

By contrast, most small and medium enterprises (SMEs) have begun green transformation much later. They often lack awareness of “Dual Carbon” targets and related policies, lack green technologies and management know-how, and have limited funds, talent, and intrinsic motivation for transformation. These SMEs are often passive participants, with their green upgrades driven mainly by government regulation or supply-chain pressures. It should also be noted that fluctuating attitudes toward ESG in some developed economies can dampen Chinese companies' enthusiasm to some extent.

2.6.1 Current Status

NGOs are important forces driving corporate green development and have developed distinctive models and cases. Chinese NGOs have evolved from playing single roles (environmental watchdogs and public advocates) to acting as standard-setters, capacity enablers, and co-creators of value in corporate sustainability.

NGOs now engage across the entire corporate green transition chain: upstream, they conduct policy research and industry dialogues to help the government improve the green governance framework (for example, by promoting mandatory ESG disclosures for listed companies or participating in carbon market rule-making); midstream, they focus on building corporate capabilities by addressing pain points—such as developing green supply chains for leading firms and improving SME technology adoption—through databases, toolkits, tailored training, and one-on-one consulting; downstream, they form industry alliances (for example, China Corporate Climate Action (CCCA) initiative) and engage in international climate COP events to guide leading

¹⁹ https://www.cnfin.com/hg-lb/detail/20250523/4238405_1.html

companies in collaborative emissions reduction.

NGOs also explore deep partnerships that align with core business operations. Instead of only traditional CSR donations or awareness campaigns, they focus on company value chains—product design, logistics optimization, packaging reduction, employee behavior change, etc.—to co-design projects that combine communicative appeal with real impact. Corporate leaders we interviewed say that companies increasingly prefer CSR activities that apply their core technology to social value, and favor NGO projects that can tell a story and integrate closely with business. Embedding environmental goals into corporate processes creates both social benefit and brand value.

Notably, on the international stage, NGOs like the Vanke Foundation and C Team have led efforts to involve Chinese companies in UN climate conferences. They set up a “China Pavilion” at these conferences, fostering dialogue among NGOs, businesses, and subnational governments. During COP29, the C Team released a “Chinese Corporate Climate Action Casebook” and promoted the “China Corporate Climate Action Network (CCCA),” effectively raising the visibility and voice of Chinese enterprises in global climate negotiations.

Overall, however, there are still very few domestic NGOs that can effectively engage in and drive corporate green transformation by offering professional solutions. Aside from a handful of organizations with mature models, most environmental NGOs lack the specialized expertise and service capabilities that enterprises need.

2.6.2 Main Challenges

- 1. Capacity Gap:** NGOs lack the complex, specialized knowledge demanded by global enterprises (e.g., carbon footprint accounting, CBAM compliance, TCFD application). Although in theory NGOs could help with risk assessment, community relations, and local partnerships when companies “go abroad”, in reality they cannot compete with consulting firms, severely limiting their relevance.
- 2. Lack of innovative mechanisms:** Chinese NGOs have not yet led or deeply participated in creating internationally recognized corporate-climate engagement mechanisms. For example, global initiatives like the Science-Based Targets initiative (SBTi20) are led by large international NGOs, with Chinese organizations largely in follower or local implementer roles. Domestic NGOs currently lack original institutional design capabilities and international decision-making presence.
- 3. Funding Constraints:** Short-term, small grants prevent the recruitment and retention of high-caliber talent specializing in carbon finance and green supply chain management, which is essential for this sector.

2.6.3 2030 Outlook and Recommendations

Green transition is now an existential “must-have” for enterprises, driven by supply chain risk and investment demands. International standards (CSRD, CSDDD, EUDR) require mandatory environmental and social risk management. NGOs must transform into strategic “Service Providers” with integrated “policy-savvy, industry-specific, technical-skilled, and collaborative”

20 The SBTi is a global collaborative project involving the Carbon Disclosure Project (CDP), the United Nations Global Compact (UNGC), the World Resources Institute (WRI), and the World Wide Fund for Nature (WWF)

composite teams and develop models combining “NGO + business + technology.” Specifically:

- 1. Strategic Alignment with Business Logic:** NGOs must deeply understand industry pain points, offering services like “standard translation” (converting international ESG frameworks into localized indicators) and providing pre-emptive ESG compliance consulting for enterprises operating abroad.
- 2. Focus on Capacity Building:** Strategic investment is needed to close the professional gap, recruiting cross-sector talent (ESG, carbon asset management) and establishing expert alliances to offer robust service products and advice.
- 3. Infrastructure and Institutional Innovation:** Funders must increase strategic, long-term funding for this sector, supporting the development of proprietary assessment tools, databases, and methodologies. Investment is also crucial for building Chinese influence within international standards organizations (SBTi, CDP).

2.7 Sectoral Infrastructure and Building

Over the past decade, China’s environmental public-interest sector has shifted from “grassroots spontaneity” to “sectoral self-awareness,” serving as a bridge between government, industry, and the public. Plans like “Beautiful China, I Am An Actor” explicitly call for guiding and supporting the healthy, orderly development of environmental NGOs, positioning them as an important part of the national action system. As the public-interest litigation system matures, NGOs can even serve as plaintiffs to sue polluters. During the 14th Five-Year Plan, environmental public-interest lawsuits saw significant results: prosecutors handled 348,000 cases in this domain.²¹

With the 15th Five-Year Plan and 2030-2060 “Dual Carbon” goals, the NGO sector faces new opportunities: wider carbon-sharing mechanisms, implementation of new ESG rules, deeper ecological culture promotion, and accelerated digital transformation. Mandatory ESG disclosures²² in 2024 open market opportunities for services like corporate carbon accounting, environmental information disclosure consulting, and supply-chain audits.

At the same time, global challenges such as COVID and geopolitical conflicts, have made the economic environment more complex and uncertain, directly impacting corporate and public willingness and ability to donate. With shrinking international funds and tighter regulation, the sector must shift from broad growth to high-quality development.

2.7.1 Current Status

The sector still faces a lack of issue specialization. Many grassroots environmental NGOs focus on general public campaigns and events, and lack sufficient scientific knowledge, technical tools, and policy connections for topics like coordinated pollution-carbon control, climate change,

²¹ https://m.thepaper.cn/newsDetail_forward_31600430

²² On April 12, under the guidance of the China Securities Regulatory Commission (CSRC), the Shanghai, Shenzhen, and Beijing stock exchanges officially released the Guidelines for Sustainable Development Reports of Listed Companies (Trial) (hereinafter referred to as the Guidelines). The Guidelines officially came into effect on May 1. The Guidelines mandate disclosure of sustainability information for companies included in key market indices such as the SSE 180 Index, STAR 50 Index, SZSE 100 Index, GEM Index, and companies listed both domestically and overseas. These companies are required to publish their 2025 annual Sustainability Report or Environmental, Social, and Governance (ESG) Report of Listed Companies prepared in accordance with the Guidelines by April 30, 2026.

marine protection, and biodiversity. On the management side, there are acute shortages in project management, financial management, and branding/communications talent. Even among more mature organizations, there is often overreliance on founders: strategic decisions and external outreach may depend too heavily on a few individuals. In terms of collaboration, the sector has ample communication but insufficient joint action. Cross-agency and cross-issue networks are only beginning to form and have limited influence; with most NGOs being small, it's hard to achieve broad social impact without collective effort.

To support NGO growth, influential support programs and platforms have emerged. For example, the SEE Foundation (北京市企业家环保基金会) launched programs like “Green Pioneer (创绿家)” and “Jincao Tongxing (劲草同行).” The Ginkgo Foundation (银杏基金会) runs the “Ginkgo Partners (银杏伙伴)” program. These initiatives provide training and funding but focus primarily on capacity building: they cultivate core professionals through systematic knowledge sharing and network-building.

Digital empowerment has also been a highlight. The River Watcher (河流守望者)’s “River Patrol (巡河宝)” app combines public river patrols with crowdsourced data; by 2024 it covered all provinces and major cities, with 9,298 rivers patrolled²³, setting a benchmark for how technology lowers barriers to participation. Influential toolkits and databases have emerged: for example, “Jincao Action” offers standardized training modules to address NGOs’ organizational bottlenecks; IPE’s BLUE MAP and Shanghai Qingyue (上海青悦)’s environmental databases accumulate real-time data nationwide, providing powerful support for collective action.

Issue-specific platforms are thriving as well. Alliances like the “Zero Waste Public Welfare Alliance (零废弃公益联盟)” and the “Society’s NGOs Natural Protected Areas Alliance²⁴ (社会公益自然保护地联盟)” integrate resources and coordinate actions to boost expertise and influence in their fields. These form an efficient “small NGO, big network” model of cooperation.

2.7.2 Main Challenges

- 1. Talent Deficit & Retention:** Low compensation and lack of clear career paths prevent the attraction and retention of necessary specialist talent. Many grassroots organizations lack fundamental scientific and analytical capabilities.
- 2. Financial Sustainability:** The prevalence of short-term, project-based funding and the low proportion of strategic “core funding” create the “heavy project, light institution” paradox. Organizations are perpetually strained, limiting their ability to invest in organizational capacity and long-term strategy.
- 3. Collaboration Deficiency:** Coordination mechanisms are insufficient, and competition for limited resources reduces the incentive and energy for joint action, hindering the formation of collective influence necessary for tackling complex, large-scale issues.

2.7.3 2030 Outlook and Recommendations

²³ <https://mp.weixin.qq.com/s/ibH3tMejVK07l33SNjH9fw>

²⁴ In 2017, to encourage greater participation of social forces in the establishment of protected areas, 23 public welfare organizations jointly initiated the formation of the “Society’s NGOs Natural Protected Areas Alliance,” aiming to promote and support civil society efforts to help the state manage 1% of the national land area as public welfare protected areas by 2030.

<https://mp.weixin.qq.com/s/VyHMHWDiREExRFzfrAAeWQ>

Under the guidance of the national green development strategy, public environmental awareness has significantly increased across the board, providing a robust social foundation for the growth of environmental organizations. This includes enhancing public fundraising efforts, mobilizing volunteers, and engaging in broader public advocacy initiatives. Meanwhile, technological advancements (AI, digitization) offer a pathway to increase efficiency and lower costs. By leveraging smart technologies effectively, environmental NGOs can greatly improve the scientific rigor and precision of their public-interest work—while simultaneously cutting operational expenses. This report recommends:

- 1. Robust, Diversified Fundraising:** Organizations must enhance their professional fundraising capacity, actively pursuing deep strategic cooperation with enterprises (ESG), government (purchased services), and exploring earned revenue models (social enterprises) to reduce reliance on single-source, short-term grants. Funders must be encouraged to provide core support for long-term value creation.
- 2. Systemic Talent Pipeline:** Develop career-spanning talent development programs and actively recruit cross-sector professionals (business, law, technology). Investing in the growth of youth groups and environmental student organizations is crucial for long-term sector health.
- 3. Fostering Collaborative Platforms:** Strategically fund platform organizations to develop and provide shared digital tools (AI, data analysis training) and public good consulting services. Establish permanent mechanisms for communication and collaboration to maximize complementary advantages and overall impact.

2.8 International Exchange and Cooperation

During the 14th Five-Year Plan period, China has stepped up efforts to deepen South-South cooperation on climate change. As of August 2024, China has signed 52 MOUs on South-South Climate Cooperation with 42 developing countries, focusing on key areas such as tackling climate change and accelerating the energy transition²⁵, protecting biodiversity, enhancing global value chains and promoting green trade, fostering green industries and technological innovation, and advancing green finance.²⁶

Meanwhile, as China's Green Belt and Road initiative continues to deepen and the demand for Chinese enterprises to expand overseas grows stronger, the climate and environmental nonprofit sector is increasingly finding opportunities to engage in international dialogue, foster local organizational partnerships, and participate in multilateral mechanism consultations.

2.8.1 Current Status

Chinese environmental NGOs' "going overseas" for international climate and sustainable development cooperation is evolving from an initial stage of passive participation (project implementation, attending events) to a strategic stage of active involvement and leadership. NGOs have moved from early visits and listening sessions to multi-level cooperation models (hosting events abroad, implementing joint projects, building networks), with some beginning to establish a presence overseas.

25 <https://www.ccchina.org.cn/Detail.aspx?newsId=74692&TId=93>

26 http://www.fecomee.org.cn/zcyj/202506/t20250625_1121904.html

More Chinese NGOs are participating in international climate conferences (UNFCCC COP), biodiversity conferences (CBD COP), plastics treaties, ocean conferences, etc., in larger numbers and with deeper engagement. At UN climate COP conferences, Chinese civil society has become quite active: beyond attending and observing, Chinese groups have even stepped outside the China Pavilion to host side events, press conferences, and exhibitions. For example, since 2013 the Vanke Foundation has partnered with relevant ministries to support the China Pavilion at UNFCCC COP meetings. Notably, during the 2021 pandemic COP26, China hosted its first “China Enterprise Pavilion” in the blue zone—marking the first time Chinese environmental NGOs organized a pavilion at a UN climate conference. The China Association for NGO Cooperation (CANGO), along with Vanke and the SEE Foundation, also helped Chinese small NGOs attend climate COP meetings through the “COP Fellows” program. Increasingly, Chinese organizations are joining global environmental governance by obtaining UNFCCC observer status or UN ECOSOC consultative status.

In other international activities, institutions like the All-China Environment Federation, CANGO, SEE Foundation, C Team and CYCAN have led delegations to UNFCCC COP, CBD COP, and other multilateral forums. They also host China–Europe NGO dialogues and similar events, providing platforms for Chinese civil voices and raising the profile of key issues. Think-tank NGOs (such as the Beijing Greenovation Hub and Shanxi Coshare Innovation Institute of Energy & Environment) are gradually moving from being participants in international discussions to becoming significant providers of knowledge and experience—publishing reports and participating in policy forums to present China-specific climate policy solutions.

On network-building, Chinese NGOs are taking the lead in regional alliances. For example, the Mangrove Conservation Foundation participates in the East Asian–Australasian Flyway Partnership, building a cross-border alliance that enhances Chinese NGOs’ voice and agenda-setting in international governance. The Global Environmental Institute (GEI) and NGOs from East and Southeast Asia formed the East Asia–Southeast Asia Community Conservation Network (EASEACCN)²⁷, integrating regional resources for experience sharing. This has become one of the largest international NGO networks initiated by Chinese organizations. Hainan Zhiyu’s Blue Climate Partners platform, in collaboration with NGOs from Southeast Asia, has launched programs like the China–ASEAN Ocean Protection Young Talent Training, fostering capacity exchange among youth.

There are also early examples of Chinese NGOs directly funding or implementing projects abroad. GEI, for instance, is one of the first Chinese NGOs active overseas (in Southeast Asia, Africa, etc.), promoting clean energy and sharing technology in rural cookstoves and biogas projects in countries like Myanmar and Cambodia. The SEE Foundation, together with the Ant Foundation, launched the “Blue Partnership Action,” conducting 10 marine protection projects across 8 Southeast Asian countries, benefiting over 370,000 coastal fishermen, tourism workers, and local residents.²⁸

These efforts share common features: they focus on issues of global public interest (climate, oceans, plastics, biodiversity), concentrate in developing countries along the Belt and Road (especially Southeast Asia, South Asia, Africa), and emphasize knowledge exchange that is adapted to local social and cultural contexts.

However, overall, few Chinese NGOs have the capacity and willingness to make international

27 http://www.geichina.org/easaccn_launching/

28 https://mp.weixin.qq.com/s/CaKl_LzywjlxNwXp4tXy3A

cooperation a strategic part of their work. Those that do focus on global issues (climate change, biodiversity, sustainable fisheries, plastic pollution). Most overseas engagement takes the form of organizing exchanges or supporting local NGO projects; very few Chinese NGOs have established overseas branches or permanent offices.

2.8.2 Main Challenges

- 1. Systemic Talent Gap:** Most Chinese environmental NGOs lack the composite talent required for international work: language proficiency, cross-cultural competence, and expertise in international law/compliance .
- 2. Policy and Regulatory Ambiguity:** Despite macro-level encouragement, operational ambiguities exist at local levels regarding the approval, cross-border funding transfer, and long-term stationing of personnel for overseas projects .
- 3. Lagging Corporate Needs:** NGOs are largely unable to meet the urgent and specialized ESG compliance, community relations management, and risk control needs of Chinese enterprises undergoing rapid global expansion, particularly in BRI nations .
- 4. Fragile Funding:** Overseas activities primarily rely on limited international foundation support, with domestic public and corporate funding for international work remaining significantly below that of Western counterparts, hindering sustainable growth .

2.8.3 2030 Outlook and Recommendations

Global governance is expected to prioritize balancing mitigation and adaptation, creating opportunities for exporting Chinese technical and management expertise (e.g., resilient agriculture, city planning) to the Global South. As Chinese enterprises accelerate global expansion, NGO services related to ESG compliance and community integration will become strategic necessities.

- 1. Strategic Integration:** Organizations must move from “event-driven” to “strategy-driven” international engagement, establishing dedicated departments and integrating “going overseas” into their long-term institutional planning.
- 2. Knowledge Export and Network Building:** Prioritize knowledge production, establishing case study databases of successful BRI ecological projects. Build permanent domestic cooperation networks to share experience, leverage resources, and compensate for weak individual international networks.
- 3. Dedicated International Funding:** Funders must shift the “heavy domestic, light international” mindset, establishing specialized overseas development funds. Crucially, they must provide long-term, flexible funding to support capacity building in areas like talent, risk response, and network establishment, allowing organizations the necessary operational flexibility and space for trial-and-error abroad.

Chapter 3:

Impact-Driven Demonstration Project Plans

The following flagship projects serve as tangible examples of innovative action, financing models, and cross-sector coordination, designed to implement the strategic vision of the Action Plan between 2026 and 2030.

3.1 GHG Mitigation

- **Inner Mongolia Multi-Scenario Near-Zero Carbon Implementation Project**

Background:

Inner Mongolia is a large region with heavy industry, high coal energy use, low efficiency, but strong renewable manufacturing. It produces over 1 billion tons of coal annually (over a quarter of China's total) and has nearly 90 GW of coal-fired capacity. Under guidance from the regional Development and Reform Commission, the Lao Niu Foundation is leading missions Demonstration Project.” It will leverage Inner Mongolia’s role as an ecological barrier and energy base to create near-zero-emission demo sites in multiple settings (mines, factories, campuses).

Goals

Create 3–5 demonstration sites by developing and implementing scientific carbon-reduction plans. Designate and certify each completed site as a “Near-Zero Emission Demonstration Base.” Provide over 100 enterprises/schools with consulting on carbon reduction plans. Organize a three-year series of “Carbon Neutrality Technology Exchange” conferences to bring in technology and funding. Publish a “Global 100 Carbon Neutrality Scenarios Case Collection” to inform national carbon efforts. Restore 100,000 mu of grassland with sustainable grazing plans. Engage 5,000 middle school students in building carbon-neutral education bases (atmospheric, green power, water cycles, etc.).

Budget

With support from the regional Development and Reform Commission, Inner Mongolia Laoniu Foundation and others contributed an initial 3 million RMB to establish a “Carbon Neutrality Charity Trust.” They have attracted social capital (e.g., Yijinhuoluo Carbon Reduction Fund, Vanke Foundation) and academic partners (China Environmental Protection Union, Tsinghua University, Shenzhen Institute of Sustainable Development). This government-led, NGO-funded model involves research innovation and corporate social responsibility. Emphasizing a “carbon technology + carbon finance” approach, it aims to advance Inner Mongolia’s carbon peaking and neutrality goals.

• Yangtze River Basin Renewable Energy Application – Zero-Carbon Shipping and Just Transition Plan

Background

Aims to build a synergistic zero-carbon demonstration zone in the middle Yangtze River, focusing on clean shipping, enterprise employee involvement, and just transition (renewable energy benefitting local communities). Integrates mature low-carbon technology systems with digital management tools. Use philanthropy finance to drive traditional industry transition, and design modular, standardized tools that combine ecology, energy, and rural revitalization for mainstream uptake.

Goals

Achieve over 40% clean energy replacement in inland vessels, reducing carbon intensity by 35% compared to 2025. Establish an intelligent, replicable low-carbon energy network in the Yangtze region, reducing 100,000 tons of carbon per year. Install core low-carbon equipment with smart management in 100 villages/old communities, directly benefiting 100,000 residents and building local operational capacity. Encourage at least 50 Yangtze companies to join a corporate nature-based carbon alliance, engaging at least 30% of their employees in low-carbon initiatives.

Budget

5-year project, budget RMB 15-20 Million. Initiated by Changjiang Conservation Foundation. Funds sought from corporate donations and domestic/international grantmaking foundations.

3.2 Climate Adaptation and Just Transition

• China–ASEAN Mangrove Conservation and Restoration Cooperation Project

Background

Over 3–5 years, this project will undertake mangrove restoration in China and Southeast Asia, establishing 3–5 community-based mangrove protection cases. Through capacity-building training, international exchanges, mutual visits, and the use of technologies like drones, it will enhance mangrove conservation management, restore mangroves, protect community ecosystems, and improve coastal climate resilience.

Goals

Restore 50 hectares of mangroves and protect over 10,000 hectares of mangrove wetlands. Organize at least 5 international training and exchange activities. Engage with 3 communities to establish co-management models for mangroves. Through mangrove carbon sequestration, achieve an estimated reduction of 2,000–2,500 tons of CO₂ per year.

Budget

Planned by the Mangrove Conservation Foundation (MCF), a 5-year project with a budget of 5-10 million RMB. Funding sources include corporate donations and grant applications.

• Three-North Shelterbelt Ecological Restoration Project

Background:

Building on Laoni Foundation's experience in ecosystem governance and afforestation and aligned with key phases of the Three-North Shelterbelt campaign, this project will establish tens of thousands of mu of ecological public forests in Inner Mongolia. It integrates reforestation, sand stabilization, community management, and livelihood links to combat desertification and achieve restoration goals in the project area.

Goals

Carry out Three-North ecological restoration in Inner Mongolia, planting tens of thousands of mu of public forests, and in 3 years significantly advance the final campaign of the Three-North initiative.

Budget

Planned by Laoni Foundation together with the Inner Mongolia Soil and Water Conservation Foundation and Ant Forest Foundation. 3-year cycle with a 40 million RMB budget.

• Urban Resilient Home Project

Background

Based on Vanke Foundation's experience with climate-resilient demonstration communities and Vanke's "V-Star Program" for empowering grassroots NGOs, this urban-community adaptation project aims to build ecosystem-based resilience in urban communities. It will do so through demonstration community construction, tiered capacity training, developing knowledge products and financing platforms, and exploring innovative financing.

Goals:

- (1) Develop 3–5 demonstration climate-resilient communities where enhanced biodiversity reduces the impact of extreme events on residents, creating a replicable community adaptation model.
- (2) Cultivate grassroots climate action leaders and empower community NGOs, integrating climate adaptation into existing initiatives like waste sorting and composting to build sustainable local climate networks.
- (3) Produce case studies and research reports to systematically summarize experience and offer policy recommendations for national community climate governance.
- (4) Pilot a "community–NGO–enterprise–government" collaborative financing mechanism, establishing a multi-stakeholder climate finance platform to implement climate adaptation at the urban grassroots level.
- (5) Expected outputs include 3–5 demonstration communities, training over 10 community organizations, affecting 30+ residential areas, publishing one case collection and one research report, and establishing a city climate resilience fund, a financing platform, and an innovative financial mechanism for climate resilience.

Budget

Led by Vanke Foundation, 3-year project with a total budget of 1 million RMB. Financing structure: 30% foundation grant, 40% community co-construction funds, 30% innovative financial mechanisms.

3.3 Biodiversity and Climate Synergy

• Public Advocacy for Synergies in the National Park System and Climate Response

Background:

The goals of climate change response and biodiversity conservation are aligned and strategic (Paris Agreement, Kunming–Montreal Framework). Healthy ecosystems not only achieve biodiversity targets but also support climate mitigation and adaptation.

Yet, integrating protected ecosystems into climate adaptation is just beginning globally. There is a need for ecosystem-based solutions to enhance stability, continuity, and diversity — thereby strengthening ecosystem and climate resilience. Through research and public education, stakeholders (academia, government, public) need to recognize the crucial role of ecosystems and protected areas in climate adaptation strategy, and to promote climate adaptation actions.

Goals:

- Promote better strategies for ecosystems and nature reserves in the context of climate change. Help academic, governmental, and public sectors understand ecosystem-based adaptation.
- Conduct research seminars on cross-sector climate adaptation.
- Launch public advocacy activities on climate–biodiversity co-benefits.
- Identify climate-vulnerable regions and implement nature-based adaptation pilots (e.g., Qinghai Lake, Sanjiangyuan).
- Combine with national park development to explore protection strategies and climate adaptation pilot actions under changing climate conditions.

Budget

Initiated by the China Green Carbon Foundation, 3–5 year project with ~5 million RMB total budget (raised non-publicly). Classified under Protected Areas and Natural Heritage projects.

• Innovation in Blue Carbon & Ecosystem Carbon Sink Mechanisms, Standardization, and Demonstration

Background

Blue carbon ecosystems (mangroves, seagrass beds, tidal marshes) have large carbon sequestration potential. However, there is no unified global measurement or standards. Meanwhile, terrestrial carbon sinks like forests are the “keystones” for national/enterprise carbon neutrality, yet current

carbon markets don't fully support temperature goals. This project strategically links “green carbon to blue carbon,” creating a standard system spanning land and ocean sinks. It focuses on financing difficulties in nature-based solutions, blending climate finance with ecosystem protection. Through demonstration projects, it seeks to establish scalable offset mechanisms, leveraging China's advantage in carbon sink development.

Goals:

- Summarize international experience in ecosystem carbon offset mechanisms and explore pathways suitable for China.
- Advance standardization and pilot projects in both terrestrial and marine carbon sinks to innovate offset mechanisms.
- Strengthen international cooperation to bring these innovations to the global stage.

Budget

Initiated by the China Green Carbon Foundation, 3–5 year project with ~15 million RMB budget (non-public fundraising). Core focus on “blue carbon standardization” and “ecosystem carbon offset innovation” to drive innovation in monitoring, standards, and offsets for China's carbon sinks.

3.4 Pollution and Carbon Synergy

• The Palace Museum Zero Waste Project

Background

The “Palace Museum Zero Waste” project, a collaboration between the Palace Museum and the Vanke Foundation, was launched in January 2020 to promote “zero-waste operations” and “zero-waste visits” at the Palace Museum. Following the first phase of cooperation, a new round of strategic cooperation memorandum was signed in March 2022 to continue optimizing the infrastructure for solid waste management at the Palace Museum and establish a long-term mechanism for targeted advocacy among diverse groups. The project adopts multiple approaches, including people-centered refined management, culturally integrated facility renovations, upgraded waste management models, turning waste into “art” through recycling, and creating micro-landscapes that blend ecology with art. By September 2025, the project had reached over 40,000 tour guides and 3,000 Palace Museum staff, which attracted 360 million online public interactions and successfully broadening the reach of the “zero-waste” agenda. In the two museum campuses, 96.2 tons of garden and landscaping waste were processed, producing 37.6 tons of compost soil improver, equivalent to reducing 73.2 tons of CO₂ emissions.

Goals:

- Focus on “zero-waste office” and “zero-waste visitation.” Implement scientific, refined waste management at the Palace Museum to optimize its ecological environment.
- Uphold the principle of harmony with nature, making the Palace Museum an international leader in zero-waste museums. Contribute new solutions to heritage protection and sustainability.

- Fully consider climate impacts: explore innovative approaches to cultural heritage protection that engage visitors and the public in climate action, integrating heritage preservation with ecological civilization building.

Budget

Annual budget: 1 million RMB.

• **National Coastal Cleanup Campaign**

Background

Aiming to realize an ecological vision of “harmonious seas and clean coastlines,” this annual campaign (since 2017) mobilizes volunteers in coastal cities to clean beach litter. It includes marine-themed educational and cultural activities to spread awareness of marine conservation and biodiversity. It has grown to cover 54 coastal cities, engaging thousands of volunteers and over 70 local organizations.

Goals

With public participation and broad outreach at its core, the campaign drives coastal cleanliness and marine education. It fosters behavior change and environmental awareness among the public, and promotes the development of local organizations for sustained marine conservation involvement. Over 5 years, it will reach ~50 coastal cities each year, involve ~10,000 volunteers annually, clean ~2,000 km of shoreline, and remove over 100 tons of beach debris.

Budget

Annual budget around 2 million RMB, primarily self-funded by the China Oceanic Development Foundation.

3.5 Public Advocacy

• **Friends of Nature – “Linglong Plan” (Citizen Climate Action)**

Background

Launched in 2021 to bridge the gap between “public climate concern and lack of action support” by providing small grants and systemic training to citizen climate actors.

Goals

- Short-term: Each year select and support 25–30 “Linglong Partners” (individuals or small teams) to develop climate-action prototypes (e.g., cycling carbon reduction, trash art, community composting, heat-protective gear design).
- Mid-term: Build a “Citizen Climate Action Case Library” and cross-sector network to influence more people.
- Long-term: Establish a Chinese “climate action ecosystem,” driving grassroots mitigation and adaptation solutions to complement government and corporate efforts.

Budget

Annual sustained investment of RMB 1 million for 5 years (sourced from Friends of Nature's monthly donations and the Energy Foundation). Expected to mentor 100 seed partners and influence 20 sectors.

• **Green Space User Plan**

Background

Promotes various public and corporate spaces (factories, schools, parks) as “living green museums” to integrate ecological education into daily life using a “Space as Classroom” concept.

Goals

(1) Kickoff & Partnerships: Engage government, research, and leading space operators. Initial partners include MEE Education Center and Tsinghua's Institute for Climate Change, and companies like Walmart. Plans to expand into industry sectors. Host a launch event (e.g., at Shanghai Climate Week) to raise the project's profile.

(2) Case Collection: Using MEE's Education Center and the Road to Climate Change Center as bases, invite various space operators to submit green practice case studies (covering residential and industrial spaces). Conduct two rounds of collection (Sept 2025 and Nov 2026), then select, analyze, and promote outstanding cases. Publish a bilingual “Green Space User Yearbook”, to be released at international events (COP30, COP31).

(3) Standards Development: Form a working group with standardization and outreach bodies to create the “Green Space Management Evaluation Standard.” By April 2026, establish standards teams for residential and industrial spaces; by October, complete a standard framework and partnerships. Use these standards to evaluate operators and recognize outstanding green spaces, promoting standardized development.

(4) Educational Outreach: Select and support 20 green-education organizers or communicators through funding or empowerment, enabling them to use green spaces for public education. In the latter half of 2026, host at least 100 public events (focus on youth) on topics like green consumption, circular economy, and low-carbon living.

(5) Promotion & Influence: Collaborate with media and platforms (e.g., MEE Education Center, Phoenix TV, Zero Carbon Mission Summit, UN climate conferences) to amplify project messaging, spread green living and production concepts, and raise public green awareness.

(6) Collect 100+ green space cases; publish the bilingual Green Space User Yearbook at COP30 and COP 31; develop the Green Space Management Action Evaluation Standard; support 20 education organizations to host 100+ public education events.

Budget

2-year cycle, budget RMB 3 million. Initiated by Beijing Green Sunshine Environmental Foundation, co-promoted with C Team, Vanke Service, and Veolia (proposed).

• **Personal Carbon Account to Promote Public GHG Mitigation Action**

Background

According to the IPCC Emissions Gap Report 2020, household consumption accounts for about two-thirds of global greenhouse gas emissions. Large-scale behavioral and cultural changes could achieve 40–70% of total emission reductions. Transforming public lifestyles has therefore become an inevitable pathway to mitigate climate change.

Data from China’s National Development and Reform Commission show that 26% of national energy consumption comes directly from residential use, generating over 30% of total carbon emissions. Promoting emission reduction on the consumption side is thus crucial to achieving the “dual-carbon” goals.

The Carbon Inclusion Mechanism, an innovative framework targeting individuals, families, and communities, provides positive incentives for low-carbon living and has been incorporated into multiple national policies. Together with the China Certified Emission Reduction (CCER) scheme and the China Emissions Allowance (CEA) trading system, it forms a comprehensive national mitigation policy framework. However, carbon inclusion initiatives still face challenges such as data fragmentation, lack of unified standards, and limited sustainability

This project builds a digital platform centered on the “Green Inclusion Cloud – Carbon Reduction Digital Ledger” (hereafter referred to as Green Inclusion Cloud or Personal Carbon Account). The initiative aims to establish a sustainable ecosystem driven by government leadership, enterprise participation, and broad social engagement, operating through market-oriented mechanisms. It places the individual at the center, enabling everyone’s low-carbon actions to be recorded, measured, rewarded, and socially recognized—ultimately making green lifestyles a voluntary public choice.

Using internet technologies, big data, and privacy-preserving computation, the platform aggregates diverse green behaviors without compromising personal privacy. A big-data calculation engine models behavioral data, applies standardized algorithms, and performs de-duplication to quantify emission reductions generated through daily activities such as clothing, food, housing, transportation, and consumption.

By leveraging its data service capacity, the platform attracts enterprises to participate in encouraging individual emission reductions—connecting with ESG programs, green marketing, green finance, and carbon-neutral activities—thus establishing a new reduction pathway at the lifestyle and consumption level.

Goals:

With the mission of using technology to drive nationwide emission reductions, and the vision that “by 2060, green and low-carbon living will become a way of life for everyone”, the project aims to develop a national standard system for emission reduction, building digital carbon ledgers for individuals, enterprises, and governments.

It will provide enterprises with measurable tools to quantify consumers’ emission reductions, open new green business models, and equip governments with digital tools to monitor and promote community-wide emission cuts, supporting regional carbon neutrality.

Key indicators include:

- Providing scene-based enterprises with user behavior registration and quantification services to form personal carbon accounts; one new enterprise client expected annually.
- Assisting 1-2 local climate authorities in establishing carbon inclusion platforms.
- Supporting 1-2 public campaigns promoting carbon inclusion each year.
- Recording emission reduction behaviors from over 130 million users, totaling more than 5 billion actions and 2.5 million tons of reduced emissions.

Since its launch in July 2022, the project has achieved remarkable results: covering 116 million users, recording over 4.3 billion low-carbon actions, and generating 2.12 million tons of emission reductions. It serves over 40 business partners including Ele.me, Baidu Maps, Meituan Bike, Didi, Didi Qingju, Harbin Urban Transit, Hefei Metro, Yitongxing, Amway, BAIC Arcfox, and Metro China.

Budget

Annual sustained investment of RMB 10 million for the next three years. Initiated by the Carbon Inclusive Professional Committee of All-China Environment Federation. Funding derived from government and corporate service purchases, and industry grants.

3.6 Green Enterprise Promotion

• Industry Transformation Accelerator Program

Background:

This program focuses on key industries vital to China's economy and carbon-neutral targets (e.g., aluminum, automotive, cement, steel). It tackles common transformation challenges in these sectors (technical standards, policy, capacity, funding gaps) through philanthropic support. The project supports developing standards and guidelines, empowering enterprises and talent, facilitating industry collaboration, piloting projects, and advocating policy. In the current phase, it emphasizes regional decarbonization cooperation in the cement and concrete sectors across China, Southeast Asia, and South Asia, aiming to co-create an "Asian solution" via technology exchange, market development, and policy alignment. Simultaneously, it dives into the aluminum value chain to solve issues like limited high-value applications of recycled aluminum, unclear price premiums for low-carbon aluminum, and the lack of standards, especially by innovating collaboration models in downstream industries like automotive.

The program has identified common industry "pain points" (expensive new tech, limited pilots, unclear carbon-premium distribution, missing standards for recycled materials) and designs specific research and actions around these issues. It will build replicable models (e.g., premium assessment tools, standards databases, collaborative research frameworks). The aim is to distill successful practices into a transferable "Accelerator" methodology for other enterprises, providing visible, tangible case studies that have a "point-to-multiplying" demonstration effect.

Goals:

- (1) Explore a pricing and allocation mechanism for recycled aluminum's premium, set standards for low-carbon aluminum products, and develop collaborative models for the recycled aluminum

supply chain (both regional and full industry chain, including automotive use).

(2) Develop net-zero transition pathways for cement enterprises, produce case studies of CCUS (Carbon Capture, Utilization & Storage) applications in cement, and convene an Asian cement industry cooperation forum and an international conference on low-carbon development in the cement sector.

Budget

Initiated by SEE Foundation, with an annual budget of 6 million RMB funded by HSBC (China).

3.7 Industry Infrastructure Development

• Environmental Philanthropy’s “New Force” – Smart Ecology Co-Construction Plan

Background

China’s environmental NGOs have grown from ~2,700 (2006) to over 8,000, but key infrastructure (funding, personnel, technology) is still underdeveloped. In particular, digital capacity is weak: NGOs largely lack advanced IT and AI tools, limiting efficiency, knowledge sharing, and collaboration. To address this, Alibaba Foundation, CEGA, and China Environmental Protection Union — drawing from two years of “New Forces in Environmental Philanthropy” work — plan the “Smart Ecology Co-Construction Plan.” This industry digitalization initiative will partner with regional hubs and emerging NGOs to explore sector-wide digitalization possibilities, enhance digital skills and efficiency, and inject “new power” into the field’s growth.

Goals

Future plans to support 1-3 hubs each year in digital pilots, help 20+ grassroots NGOs explore digital tech integration, and bring at least 100 organizations annually into a cross-institution digital collaboration network. Other interested foundations and stakeholders are invited to join.

(3) Build a digital community infrastructure and coordination mechanism, incorporating AI to share key domain information.

Budget

Funded by Alibaba Foundation, implemented by All-China Environment Federation and CEGA. Annual budget of 1.5 million RMB.

3.8 International Cooperation Flagship Projects

• Climate Governance Talent Program

Background:

This program aims to cultivate a pool of NGO leaders who can participate in international climate governance with strong communication and policy-translation skills. It supports climate-focused NGOs to amplify their voice and influence in forums like the UNFCCC, producing representative

cases and outcomes, and gradually strengthening Chinese civil society's global climate role. Emphasis is on developing international talent in the climate field and supporting NGOs with potential to engage globally, creating a sustainable talent pipeline that links institutional growth with individual capacity development.

It addresses current gaps in Chinese NGOs' international involvement: participation at global climate meetings has been sporadic, with no long-term strategy or consensus building; grassroots and underrepresented groups (women, youth) face barriers (cost, language, agenda restrictions) that limit their inclusion in UNFCCC negotiations (e.g., on adaptation goals, just transition); local project successes lack unified metrics and bilingual translation, hindering their entry into policy discussions; and there is insufficient exchange of adaptation experience with other developing countries, with a need for more flexible cross-border funding support.

Goals:

(1) Through capacity-building support (seed funding + expert mentoring), annually support 3-5 NGOs to design and implement small climate action projects, totaling 15–25 organizations in 5 years. Focus areas include climate adaptation and mitigation (water management, climate-health risks, livelihoods, heritage protection), loss and damage (community case studies, non-economic loss documentation), just transition (community and worker support during energy transition), and climate empowerment (negotiation training for youth and women). Each NGO's project should produce one bilingual case study (15-25 total) illustrating capacity building and empowerment, to be used in UNFCCC policy dialogue.

(2) Organize 2 capacity-building training camps per year (10 in 5 years) to empower at least 15 NGOs' core staff. Beyond focused workshops, provide selected partners with customized learning (e.g., visits to top institutions, slots at major climate conferences). Cover topics like strategic leadership, climate science, policy analysis and translation, and cross-sector collaboration, helping NGO personnel gain comprehensive knowledge, global perspective, and practical experience.

(3) Knowledge Products and Outreach: Publish annual bilingual policy briefs (5 total), translating and promoting representative case studies from China and abroad. Issue a comprehensive report at project end, titled "Civil Society Impact in Global Climate Governance."

(4) International Events: Organize or co-host at least 5 side events or press conferences at COPs and other global meetings over 5 years, showcasing NGO achievements. The trained NGO representatives will gain speaking opportunities internationally, creating model case outcomes.

Budget

Implemented by China Association for NGO Cooperation (CANGO) and Climate Action Network China (CCAN) from 2026-2030, with an annual budget of 3 million RMB. Funding comes from Alibaba Foundation and other CEGA members, with contributions from philanthropists or CSR/ESG initiatives.

| Conclusion

The Climate Philanthropy Partnership Action Plan 2030 stands as not only the first collective declaration and action framework for climate philanthropy efforts in China but also a firm commitment from CEGA and its climate philanthropy partners to deepen their focus on the climate sector and drive innovation within the field.

This Action Plan serves as a rallying call for non-governmental climate initiatives in response to the nation's "Dual Carbon" goals. It aims to more effectively align the diverse strengths of government and business, and to collaboratively build a more efficient and strategic climate philanthropy ecosystem. At this critical juncture, as China formulates its 15th Five-Year Plan, we hope this blueprint will contribute substantial nongovernmental force toward achieving the country's sustainable development targets, while also sharing China's dynamic story of active participation in global climate governance with the international community.

The journey ahead is long, and only through dedication can we progress. We encourage all climate philanthropy partners to use this plan as a guide, fully leverage their professional expertise and collective influence, transform consensus into action, and turn vision into reality.

We firmly believe that through the strategic guidance of philanthropy and the sincere collaboration of partners, we can converge into a powerful, warm current of green momentum – accelerating China's ecological civilization construction and green, low-carbon transition. Together, let us open a new chapter for climate philanthropy by 2030, and stride forward toward a future where humanity and nature thrive in harmony!*

* For additional resources, please refer to the following:

(1) Climate Philanthropy Guidebook: http://cega.org.cn/data/file/2025/10/27/44026_xdpz_2714.pdf

(2) Impact Report: Climate Philanthropy Case Studies: http://cega.org.cn/data/file/2024/11/20/22191_zi6d_1446.pdf

Appendix I: Review Experts

Review Experts for the Meeting on September 22, 2025

1. Sun Zhen, Former Deputy Director General, Department of Climate Change, Ministry of Ecology and Environment, China; CEGA Advisor
2. Fu Changbo, Professor, Beijing Normal University
3. Xie Yuhong, Vice Chair and Secretary General, All-China Environment Federation
4. Liu Jiashun, Vice-Chairman and Secretary General, China Green Carbon Foundation
5. Yao Yao, Secretary General, Alibaba Foundation
6. Yang Biao, Secretary General, SEE Foundation
7. Wang Limin, Vice Chair, Changjiang Conservation Foundation
8. Wang Xiangyi, Vice Chair and Secretary General, China Association for NGO Cooperation (CANGO)
9. Jia Ruying, Secretary General, Beijing Green Sunshine Environmental Foundation
10. Zhang Zhiming, Director, Policy Research Office, China Green Carbon Foundation
11. Cheng Jingyi, Project Manager, China Green Carbon Foundation
12. Zheng Jingru, Senior Project Manager, Lao Niu Foundation
13. Liu Xi, Senior Manager for Climate Change and Biodiversity Conservation, Vanke Foundation
14. Guo Song, Cooperation Manager, SEE Foundation
15. Xu Xiaofang, Project Manager, Alibaba Foundation
16. Wu Yan, Director, Cooperation and Development, Mangrove Conservation Foundation (MCF)
17. Ye Mouxin, Project Manager, Mangrove Conservation Foundation (MCF)
18. Liu Yifeng, Deputy Secretary-General, Beijing Green Sunshine Environmental Foundation
19. Li Dajun, Director of Industry Support Projects, Beijing HeYi Green Foundation
20. Liu Chunlei, Director, Shanghai Qingyue Environmental Information Service Center
21. Mao Da, Chair and Strategic Director, Shenzhen Zero Waste Environmental Public Welfare Undertakings Development Center
22. Fang Yingjun, Executive Director, Green Jiangnan Public Environment Protection Center
23. Bai Yunwen, Vice President, Institute of Finance and Sustainability (IFS)
24. Ma Jun, Director, Institute of Public and Environmental Affairs (IPE) and Founder of BLUE MAP
25. Ruan Qingyuan, Technical Director, BLUE MAP, Institute of Public and Environmental Affairs (IPE)

26. Wang Zizhuo, Sustainability Expert, LONGi Green Energy Technology Co., Ltd.
27. Zhai Yubo, ESG Expert, NewLink Group
28. Peng Kui, Science Director, The Nature Conservancy, Beijing Office
29. Ye Fei, Communications and Strategic Cooperation Manager, Children's Investment Fund Foundation

Written Review Experts

1. Wang Mou, Researcher, Chinese Academy of Social Sciences, Member of the Chinese Government's Delegation to the UN Climate Negotiations
2. Wang Zhengang, Deputy Secretary-General, China Environmental Protection Foundation
3. Wang Yong, Deputy Editor-in-Chief, China Philanthropy Times
4. Zhang Li, Professor of Ecology, Beijing Normal University

Appendix II: Interviewed Experts

(sorted by alphabetical order, no ranking implied)

1. An Yaqiang, Secretary-General, Lao Niu Foundation
2. Bai Yunwen, Vice President, Institute of Finance and Sustainability (IFS)
3. Chen Zhiqiang, Director, Guangdong-Hong Kong-Macao Greater Bay Area Nature Education Development Center
4. Cheng Mingyuan, Senior Project Manager, China Oceanic Development Foundation
5. Fang Yingjun, Executive Director, Green Jiangnan Public Environment Protection Center
6. He Fang, Secretary General, Qinghai Lake Ecological Protection Foundation
7. He Miao, Brand Communications Director, Friends of Nature
8. Hou Yuanqing, Deputy Secretary General, China Green Carbon Foundation
9. Huang Yingxin, Former Project Officer, Harmony Community Foundation
10. Jia Ruying, Secretary-General, Beijing Green Sunshine Environmental Foundation
11. Li Dajun, Director of Industry Development Projects, Beijing HeYi Green Foundation
12. Liu Chunlei, Director, Shanghai Minhang Qingyue Environmental Information Service Center
13. Liu Xi, Senior Manager, Climate Change and Biodiversity, Vanke Foundation
14. Ma Jun, Director, Institute of Public & Environmental Affairs (IPE), Founder of BLUE MAP
15. Mao Da, Chair, Chair and Strategic Director, Shenzhen Zero Waste Environmental Public Welfare Undertakings Development Center and Founder of Toxics-Free Corps
16. Ni Yao, Director of the Strategic Cooperation Department, ACEF
17. Peng Kui, Science Director, The Nature Conservancy (U.S.), Beijing Office
18. Ruan Qingyuan, Technical Director, BLUE MAP, IPE
19. Wang Mou, Researcher, Research Institute for Eco-civilization; Member, Chinese Government Delegation to the UN Climate Negotiations
20. Wang Limin, Secretary General, Changjiang Conservation Foundation
21. Wang Wenhua, Deputy Secretary General, China Chain Store & Franchise Association
22. Wang Xiangyi, Secretary General, China Association for NGO Cooperation (CANGO)
23. Wang Yiqing, Director of Environmental NGOs Development, SEE Foundation
24. Wang Zifu, Sustainability Expert, LONGi Green Energy Technology Co., Ltd.
25. Wu Jingfeng, Senior Project Officer, Green Supply Chain, SEE Foundation

26. Xie Da, Project Manager, Changjiang Conservation Foundation
27. Xie Xiaohui, Secretary General, Vanke Foundation
28. Yang Biao, Secretary General, SEE Foundation
29. Yang Peidan, Director, C Team
30. Yao Yao, Secretary General, Alibaba Foundation
31. Yan Baohua, Secretary General, Mangrove Conservation Foundation
32. Yan Luhui, Founder and CEO, Carbonstop (Beijing) Technology Co., Ltd.
33. Zhang Li, Professor of Ecology, Beijing Normal University
34. Zhai Yubo, ESG Expert, NewLink Group

Appendix III: Institutions Participating in Climate Philanthropy Partner Recruitment and Research

(sorted by alphabetical order, no ranking implied)

1. Beijing Chuangfu Charity Foundation
2. Beijing HeYi Green Foundation
3. Beijing Green Sunshine Environmental Foundation
4. Beijing Normal University Education Foundation
5. Beijing Normal University, School of Social Development and Public Policy
6. SEE Foundation
7. Beijing Social Work Development Center for Facilitators
8. Beijing Cifu Philanthropy Foundation
9. Chongqing Jiangjin District Sunshine Volunteer Association
10. Danyang Yunyang Street Zhicheng Public Welfare Service Center
11. Zhenro Foundation
12. Shunde Charity Organization Alliance
13. Gansu Xifeng Agrometeorological Station
14. Guangdong Low Carbon Enterprise Association
15. Harmony Community Foundation
16. Blueribbon Ocean Conversation Association
17. Huzhou New Energy Cloud Carbon Neutrality Research Institute
18. Hubei Changjiang Conservation Foundation
19. Hubei Wetland Protect Foundation
20. Creative Environmental Communication
21. Kunming Environmental Protection Science Popularization Association
22. Longnan Green Source Environmental Protection Volunteer Association
23. Ma Datao Volunteer Team
24. Ant Forest Foundation
25. Lao Niu Foundation
26. Plant Technology Alliance
27. Qinghai Lake Ecological Protection Foundation

28. Qingdao West Coast New Area Binhai Street Community Social Organization Federation
29. Qingyuan Pumpkin Field Nature Education Development Center
30. Sanming Shaxian Mountains and Waters Environmental Protection Service Center
31. Syntao Consulting
32. Shanghai Jinsinan Institute of Finance
33. Shanghai Yangtze River Delta Human Ecology Technology Development Center
34. Leverage Limited
35. Shanghai Minhang Qingyue Environmental Information Service Center
36. C Team
37. Mangrove Conservation Foundation (MCF)
38. Lakestone Marine Science and Technology Research Institute of Shenzhen
39. Duck Gaga
40. Red Cross Society of China Sichuan Branch
41. Shaanxi Volunteer Mothers Association for Environmental Protection
42. Suzhou High-tech New District Carbon Neutrality International Research Institute
43. Paradise Foundation
44. Tianjin Binhai New Area Economic Development Zone Dragon Cat Community
Entrepreneurship and Innovation Service Center
45. Polar Hub
46. Vanke Foundation
47. Wuxi Taihu Carbon-inclusive Green Development Center
48. Air Man
49. Xi'an Xincheng Spring Silkworm Social Work Service Center
50. NIP group
51. Yan'an City Youth Public Welfare Association of 95
52. Yunnan Synetics, Partnership for Civic Organization Development
53. All-China Environment Federation
54. China Association for NGO Cooperation (CANGO)
55. China Association of Building Energy Efficiency
56. China Meteorological Service Association
57. China Green Carbon Foundation
58. China Weather Carbon Neutrality Research Center

Appendix IV: Organization Profiles

All-China Environment Federation (ACEF)

Founded in 2005 with the approval of the State Council of the People's Republic of China, All-China Environment Federation (ACEF) is a nationwide non-profit civil society organization (CSO) registered with the Ministry of Civil Affairs, and administered by the Ministry of Ecology and Environment. It is composed of individuals, enterprises and public institutions that are enthusiastic about environmental protection. ACEF has more than 1,600 institutional members and over 15,000 individual members, with 25 specialized committees and 13 local offices. Its business covers all environmental issues.

Upholding the principle of “Great China, Great environment, Great Unity”, ACEF is committed to promoting the building of a beautiful China and a clean and beautiful world, while focusing its work on the strategy of green, high-quality and sustainable development, fulfilling the country's ecological conservation and carbon peaking and carbon neutrality goals, and safeguarding the environmental rights of the general public and the society.

China Environmental Grantmakers Alliance (CEGA)

China Environmental Grantmakers Alliance (CEGA) 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 current Decision-making Committee consists of SEE Foundation, Alibaba Foundation, Mangrove Conservation 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, The Paradise Foundation, Friends of Nature, Beijing Afforestation Foundation, Changjiang Conservation Foundation, Beijing GreenSunshine Environmental Foundation, Qinghai Lake Ecological Protection Foundation of Qinghai Province, Hubei Wetland Conservation Foundation, China Ocean Development Foundation, All- China Environment Federation, China Association for NGO Cooperation and strategic partner Energy Foundation.

SEE Foundation

SEE Foundation, a 5A Level public fundraising foundation, was established in 2008. Based on promoting industrial development, SEE Foundation works on four main areas, namely

desertification control, climate change and business sustainability, ecosystem conservation and nature education, and marine conservation. SEE has joined hands with more than 1,200 Chinese civil society organizations and individuals to carry out environmental protection work. SEE has received accumulatively nearly 1.1 billion times of support from the public. SEE expects to maximize the value of its social platform and inspires more and more people to participate in environmental protection, while securing the continued growth and optimization of resources from entrepreneurs and society for a better environment.





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