

2023 ANNUAL REPORT



MCF
红树林
基金会



Contents

About Us

Mangrove Conservation Foundation (MCF) is the first public fundraising environmental conservation foundation launched by civil society in China. It dedicates itself to protecting wetlands and their biodiversity, as well as conserving nature through public engagement. Currently, MCF is working on its three strategic programs, namely the Guardian of Shenzhen Bay, Spoon-Billed Sandpipers Program, and Mangrove Conservation and Restoration Program.

In July 2012, MCF was jointly founded by SEE (Society of Entrepreneurs and Ecology Conservation), entrepreneurs with philanthropic spirit and relevant departments of Shenzhen Municipal Government. Wang Shi and Ma Weihua served as Founding Board Chair; Zhang Bigong, Ai Luming, Sun Lili and Chen Jinsong served as Honorary Board Chairmen/Chairwoman; Lei Guangchun, served as Board Chairman; and Liu Mingda served as Deputy Board Chairman.

Our Vision

Living Wetlands, Sustainable Future.

Our Mission

For a sustainable and abundant future of human and wetlands, we are dedicated to:

- Promoting active wetland management and biodiversity in wetlands;
- Advancing the establishment of wetland education centers, in which connecting people and wetlands;
- Facilitating wetlands with high ecological values to be designated as protected areas.

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The 4th Session Board of the Mangrove Conservation Foundation (MCF)

Term of office: 2022-2027 (in alphabetical order)

Founding Board Chair :	Wang Shi	Ma Weihua				
Honorary Board Chairman/Chairwoman :	Zhang Bigong	Ai Luming	Sun Lili	Chen Jinsong		
Honorary Board Member :	Chen Jinsong	Dan Bin	Du Xin	Liu Huihui	Sun Lili	Zhou Weibiao
Board Chairman:	Lei Guangchun					
Deputy Board Chairman/Chairwoman:	Liu Mingda	Sun Lili				
Board Members:	Chen Jinsong	Chen Xiaohan	Chen Yanping	Fei Guoqiang	Huang Yunfei	
	Ji Shengzhi	Wu Qingjie	Xia Liyun	Xiao Xingping	Xue Jian	Yan Baohua
	Zhang Yuan					
Youth Observer:	Li Jiayi	Qin Yifei				
Supervision Committee Director:	Zuo Shiping					
Supervision Committee Members:	Li Peishan	Peng Fuqiang	Su Wei	Zheng Weihe		

Fund Raising Committee					
Chair:	Sun Lili				
Responsible Board Member:	Ji Shengzhi				
Members:	Chen Jinsong	Chen Xiaohan	Liu Mingda	Liu Wenjie	Peng Fuqiang
	Wu Qingjie				

Project Management Committee					
Chair:	Xiao Jin				
Responsible Board Member:	Chen Yanping				
Members:	Zhang Min	Li Chunming	Xia Liyun	Dai Xinyu	Yang Yi
	Xingping	Chen Jinsong	Fei Guoqiang	Wang Zhixin	Li Zhenfeng
	Wen Xianji	Lv Cai	Shi Tianyin	Xiang Xujia	Li Baojun

Finance Committee					
Chair:	Zhang Min				
Responsible Board Member:	Xia Liyun				
Members:	Peng Fuqiang	Wu Junliang	Xiao Xingping	Xu Zeying	Yu Hao
	Han Weiwen				

Strategic Committee		Statutes Committee	
Chair:	Wang Shi	Chair:	Hu Wei
Responsible Board Member:	Lei Guangchun	Responsible Board Member:	Fei Guoqiang
Members:	Kenneth Berlin		
	Wendy Paulson		

Together we build a future of peace, tranquility and natural sustainability



Board Chairman **LEI Guangchun**

In 2023, the Mangrove Conservation Foundation (MCF) conducted a strategic review and upgrade, reaffirming our goals and direction. We took practical actions to understand and implement the important speech delivered by President Xi Jinping at the opening ceremony of 14th Meeting of the Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP14), where he emphasized China’s commitment on mangroves and migratory bird flyways conservation to promoting international exchanges and cooperation.

In May and July 2023, the International Workshop on Mangrove Conservation and Collaboration and the High-Level Forum on Mangrove Conservation, hosted by the National Forestry and Grassland Administration (NFGA) and the Shenzhen Municipal People’s Government, and MCF as one of the organizer, were held in Shenzhen. Representatives from participating countries, international organizations and research institutions reached a preliminary consensus on global cooperation on mangrove protection. Through the launch of the International Mangrove Conservation Fund and the adoption of the *Joint Statement*, we have laid a solid foundation for the International Mangrove Center.

In September 2023, the 62nd meeting of the Standing Committee of the Ramsar Convention on Wetlands formally adopted the draft resolution on the International Mangrove Center. MCF will continue to play its role as an NPO, cooperate with scientific research institutions to foster the sharing of mangrove knowledge, strengthen technology exchanges on conservation and wise use , develop mangrove nature education systems and public services, mobilize social forces on a broader scale.

It is with the guidance and trust of governments at all levels, and the long-standing ardent support of donors and partner organizations, that MCF has developed from a beneficiary of Shenzhen-Hong Kong wetland protection cooperation into a facilitator of global environmental governance. Furthermore, we also owe our debt of gratitude to the previous board members and secretariat for their earnest and sincere collaboration. We are even more grateful to all volunteers, donors, and experts for their enduring and faithful companionship.

May all of us become environmental activists, and together we shall build a future of peace, tranquility and natural sustainability!

Gather the efforts of all parties to safeguard the same sky and sea



Deputy Board Chairman **Liu Mingda**

In 2023, everyone has been exploring new scenarios, reaching new consensus, and embarking on new journeys.

Ushering in its second decade, MCF revisits its development direction and carries out strategic upgrades. We aim at embracing current changes of the times, coordinating all sectors of society, integrating the strengths of all parties, giving full play to their respective advantages, establishing development platforms and communication bridges, and jointly implementing social participatory work on ecological protection and restoration of wetlands in the Guangdong-Hong Kong-Macao Greater Bay Area.

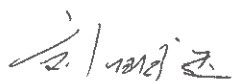
Through cross-border and transboundary joint protection actions, we facilitate the building of a Guangdong-Hong Kong-Macao carbon inclusive system and jointly promote a green and low-carbon development model. We are eager to joining hands with more companies to invest in sustainable development driven by ESG practices and innovation, and encourage more people to go into the wetland, while laying a solid bedrock for the building of an influential marine central city and the International Mangrove Center in Shenzhen.

In addition to regional cooperation, we have also extended our reaches to other parts of the country:

In Shandong, we have taken part in the hosting of the CEPA International Exchange Conference on Wetland Education in the Yellow River Estuary, and signed the MOU with the Yellow River Delta National Nature Reserve. In Jiangxi, we contributed to the successful completion of the Poyang Lake International Bird Watching Season Event for the third consecutive year and joined in organizing the "Climate Change Response and Entrepreneurial Social Responsibility Salon." On the international stage, we attended the United Nations Climate Change Conference and presented the Shenzhen experience and China's plan to delegates from various countries.

Along with future challenges, there are countless opportunities waiting for us to seize. I hereby would like to share a mutual encouragement with you all.

Harmoniously and seamlessly, we are uniting the efforts of all parties. With tolerance and resilience to overcome difficulties, in unison we safeguard the same sky and sea. With strong roots and thriving branches, together we shall flourish and last forever.



Embarking on a "new" journey and meeting challenges with actions

Founder / Deputy Board Chairwoman **Sun Lili**



In 2023, MCF continues to discover new aspects of internationalization and innovative cooperation:


During the two seminars held in Shenzhen this year, in response to the issue of further enhancing the international influence of Shenzhen, I put forward a proposal of "mobilizing volunteer service resources to facilitate the construction of the International Mangrove Center" In September, as a member of the Chinese delegation, I attended the 62nd meeting of the Standing Committee of the Ramsar Convention on Wetlands in Geneva. With great pride and dignity, I witnessed the review and adoption of the regional initiative proposal submitted by China on establishing the International Mangrove Center in Shenzhen, marking the official launch of the IMC in Shenzhen.

In October, contracts for the Ping An Biodiversity and Environmental Protection Charitable Trust, established and initiated with donations from the Ping An Foundation in Shenzhen, were officially signed. As charity project manager of the trust, MCF will jointly promote the implementation of work in biodiversity and

other aspects. This is also a local benchmark enterprise in Shenzhen actively exploring innovation in green finance and services. In December, I participated in COP28 as a representative of MCF, sharing our ten-year development experience in Shenzhen, and jointly launched the Addressing Climate Change - International Mangrove Conservation Fund with the China Green Carbon Foundation at the Shenzhen Session, advocating diversified financing and broadly mobilized social resources to help protect mangroves and respond to climate change.

This year, good news keeps coming in, with us winning the year's Paulson Prize for Sustainability—Nature Stewardship award and the Ford Conservation and Environmental Grants Annual Pioneer Award.

Looking forward, MCF will continue to uphold the philosophy of social participation, explore innovative models of wetland protection and development, and contribute our share towards enhancing international exchanges and cooperation in aspects such as environmental protection, response to climate change, etc.



Create a better future together with lasting companionship and love

Board Member / Secretary-General **Yan Baohua**



In 2023, the world has dispelled the shadow of the pandemic, socioeconomic progress continues to improve, and global environmental governance cooperation has gradually resumed.

This year, MCF has accomplished its strategic review and brand project upgrade, identified the business model of "four working areas and nine major programs", and strenuously built an integrated financial management system. Under the leadership of Board Chairman Lei Guangchun, the board of directors has exerted its influence to usher MCF into the core circle in the field of global wetland and biodiversity conservation. Members of the governance team, represented by Deputy Board Chairman Liu Mingda, Deputy Board Chairwoman Sun Lili, and Supervision Committee Member Peng Fuqiang, have donated valuable operational and project funds to ensure the sustainable operations and strategic advantages of MCF. SEE Conservation, through the SEE Foundation and various regional project centers, has extended invitation to MCF to carry out national project cooperation and tender assistance to the replication and promotion of the Shenzhen Bay model, thus laying a sound foundation for the platform and international development of MCF.

This year, Futian Mangrove Ecological Park has commenced its third operating cycle. As the origin and model site of MCF, Shenzhen Bay wetland continues to promote the mangrove wetland restoration project at the estuary of Shenzhen River and contributes to the collaboration of wetland conservation in the Greater Bay Area. MCF has also witnessed the thriving of colleagues - the current Deputy Secretary-General Zhai Liu won the "Shenzhen Youth May Fourth Medal" while the Shenzhen Bay Education Team earned the honor of "Shenzhen Women Civilization Post".

Over the past 11 years, the 32 founders of MCF, and the volunteers and expert team of MCF have been our long-lasting faithful companions that have witnessed the growth of MCF. May this love and perseverance gather more strength to create an endless and brighter future.



March 11 "Planting" for our Future – Arbor Day themed Activities Series

Hosted by the related government department of Shenzhen and organized by MCF, a series of activities were arranged under the theme of national voluntary tree planting. Aiming to foster protection of local mangroves in Shenzhen, these activities included a diverse range of scientific knowledge popularization delivered in fun and interactive manner; a natural market organized in conjunction with NPOs and caring enterprises; planting mangroves; and collaborating with Tencent Charity Foundation to launch online walk-for-charity program. More than ten media reported about the activities, and the topic keyword reached the top spot on the Sina Weibo hot search list in Shenzhen.



March 25 – 26 The Green Greater Bay Area Forum was held in Futian Mangrove Ecological Park



Hosted by the Guangdong Wetland Conservation Association and MCF, with KPMG China attending as a strategic support unit, the forum gathered the strength of government, enterprises and all sectors of society to discuss the protection and sustainable development of wetlands and biodiversity in the Greater Bay Area. KPMG China and MCF launched a simultaneous signing of the *Green Greater Bay Area Project*, and released the *Green Greater Bay Area Wetland Conservation Network Initiative*.

March 25 – 26 China Wetland Centers (CWC) annual meeting hosted

With guidance and support from various parties, and co-hosted by the Guangdong Wetland Conservation Association, Shenzhen Wildlife Conservation Association and MCF, the meeting identified the working mechanism and annual plan of CWC, and launched the 2023 "Bird-loving Week" National Nature Notes Competition. Annual empowerment training for members and partner units were conducted, and discussions focusing on the theme "Exploring CEPA Education Model" were held.



July 6 – 7 1st China Mangrove CEPA International Symposium held in Shenzhen



Hosted by the People's Government of Futian District, organized by Futian District Water Authority, Futian District Education Bureau, Futian District Mangrove Affairs Center, and MCF, the symposium focused on the development of wetland education, inviting experts and scholars from wetland protected areas and professional institutions at home and abroad to discuss the development path of wetland conservation and public publicity. The main forum centered on the case study of wetland education centers in cities, while four additional sub-forums conducted in-depth discussions to address the issues of CEPA and school education, public communication capabilities for spoon-billed sandpiper protection, citizen science and social participation in wetland protection.



July 10 –11 "Green Home Carbon Reduction 'Red' Power Plan" launched in Quanzhou, Fujian

Jointly launched by MCF in collaboration with Alibaba Foundation and Tmall Home Carnival, the project involved 358,000 caring merchants and tens of millions of consumers participating together. The goal of raising RMB 10 million in three years will be achieved by way of targeted donations through "Goods for Good," and all donations will contribute to protecting 700 hectares of mangrove wetlands in Quanzhou Bay and the migratory birds overwintering there every year.

July 25 Futian District International Day for the Conservation of the Mangrove Ecosystem series of themed publicity activities

Under the guidance of the NFGA and the Shenzhen Municipal Planning and Natural Resources Bureau, hosted by the People's Government of Futian District, organized by MCF, the series of activities have been jointly launched by representatives from all parties. During the event, the "Mangrove Communication Ambassador" were presented, the Shenzhen Bay Wetlands of International Importance Joint Communication Initiative was advocated, and numerous experts and scholars were invited to share their practical experiences in mangrove conservation and research findings on sustainable development with the public.

July 26 – 27 High-level Forum on Mangrove Conservation opened in Shenzhen Dr. Musonda Mumba, Secretary-General of the Ramsar Convention on Wetlands, visited Futian Mangrove Ecological Park

On the 26th, the 1st High-level Forum on Mangrove Conservation opened in Shenzhen, with MCF as one of the organizer. At the forum, MCF jointly launched the International Mangrove Conservation Fund. On the 27th, Dr. Musonda Mumba and her delegation visited the Futian Mangrove Ecological Park to gain firsthand understanding of the park's crucial role as an ecological corridor between Shenzhen and Hong Kong, sharing information and exchanging views on aspects like ecological conservation, invasive alien species control, and public education.

September 26 MCF received 2023 Paulson Prize for Sustainability

On 26th, the MCF's application of "Shenzhen Bay Model for Social Participation in Urban Biodiversity Conservation" was awarded the annual 2023 Paulson Prize for Nature Stewardship. The award aims to inspire all sectors of society to adopt innovative methods and mechanisms to protect biodiversity, restore degradation of ecological environments, and achieve harmonious coexistence between human and nature.



October 14 Ping An Foundation and MCF establish the "Ping An Biodiversity and Environmental Protection Charitable Trust"

This charitable trust has been initiated and established by the Ping An Foundation with a donation of RMB 10 million. The trust is committed to protecting biodiversity, promoting ecological protection and sustainable development, and providing damage relief for emergencies such as accidents, disasters, and public health incidents.

November 22 The National Medium- and Long-term Development Plan for Nature Education (2023-2035) passed expert review



Funded by the SEE Foundation, Changjiang Conservation Foundation (CCF) and MCF, the Plan was compiled by more than 30 experts led by the Chinese Society of Forestry. It defines the guiding ideology, primary objectives and work priorities for the development of nature education in the future, and will further standardize and guide the behavior of participants in the field of nature education, gather a wider range of forces in nature education, cultivate more high-quality nature education professionals, provide rich and inclusive nature education products, and furnish valuable support for advancing high-quality development of nature education in China.

November 24 MCF won the Ford Conservation and Environmental Grants Annual Pioneer Award

MCF actively builds a wetland protection platform with social participation to create an array of programs focusing on "The Guardian of Shenzhen Bay", "Spoon-billed Sandpipers Program" and "Mangrove Conservation & Restoration Program". MCF stresses on partners collaboration, participates in international cooperation, and effectively facilitates the enhancement of the value of wetland ecological services in the Asia-Pacific region. For these efforts, MCF has been honored as the recipient of the Ford Conservation and Environmental Grants Annual Pioneer Award.



November 30 MCF participated in the 28th Conference of the Parties (COP28) to the United Nations Framework Convention on Climate Change

This is the first time for MCF to participate in the climate change conference. Sun Lili, Founder and Deputy Board Chairwoman of MCF, was invited to take part in multiple themed side events and presented to the international community the ecological story of Shenzhen. MCF also jointly launched the Addressing Climate Change - International Mangrove Conservation Fund with the China Green Carbon Foundation at the Shenzhen Session, providing strong support to achieving the long-term goals set by the Paris Agreement.



2023 in Review



The Guardian of Shenzhen Bay



Annual Review

In 2023, regarding conservation work, we continued emphasizing our effort on Shenzhen Bay, carried out urban wetland protection and restoration endeavors based on nature and science, laid a solid foundation for biodiversity monitoring and research, actively employed scientific and technological means to empower adaptive management of habitat, and fostered cooperation and exchanges of protected areas in the Guangdong-Hong Kong-Macao Greater Bay Area, while accomplishing the identification and protection of key species habitats.

In terms of wetland education, we conduct wetland education practices and demonstrations with the great power of volunteers. Thanks to simultaneous upgrading of the volunteer service team as basis, conducting wetland education activities as focus, guiding students into mangrove wetlands to explore as the core, using popular science education as support, and stressing on cultural and creative products and curriculum design as highlight, the three wetland education centers attained tremendous popularity.

Futian Mangrove Ecological Park is an important part of Shenzhen Bay. We started with constructed wetland restoration of urban park ecosystem, and improved the biodiversity and ecological level of the urban park, thereby meeting the needs of both natural organisms and people in the urban park.

Major Achievements

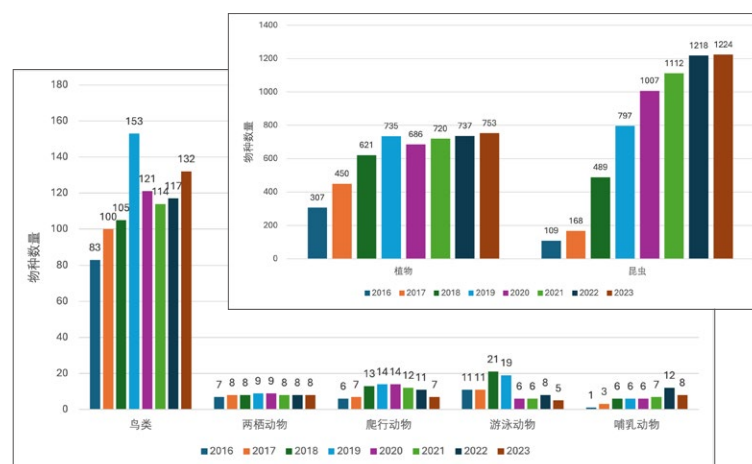
Conservation Work

① Strengthen scientific research and monitoring, and promote collaborative conservation in the Greater Bay Area

Taking the ecological park as the basis, we continued to closely monitor biodiversity and environmental factors around Shenzhen Bay, completed a survey on the otters in the coastal area of the Guangdong-Hong Kong-Macao Greater Bay Area through a Shenzhen-Hong Kong collaboration, and released the *Survey Report on Otters in the Coastal Areas of the Guangdong-Hong Kong-Macao Greater Bay Area*, promoting the identification and protection of other habitats. We organized the first otter survey and protection training in the Guangdong-Hong Kong-Macao Greater Bay Area, fostered exchanges and cooperation in otter protection in the Greater Bay Area, explored methods to boost the use of otters as flagship species in river basins and wetlands, and further strengthened habitat protection.

Completion of the comprehensive restoration and management project of mangrove wetlands in the estuary of Shenzhen River covering

13.08 hectares



Futian Mangrove Ecological Park focused monitoring of change of species from 2016 to 2023

② Adaptive management of habitat empowered by technology

In March 2023, the first bird banding training in Shenzhen was held to great success, and 27 trainees from different conservation units participated in the training, assembling human resources and accumulating work experience beneficial to the protection of migratory birds in the East Asian-Australasian Flyway (EAAF). Subsequently, the bird banding work in Shenzhen has been officially launched, systematic actions were taken to implement bird banding in the autumn of 2023, with a total of 201 forest birds of 18 species and 57 waterfowls of 12 species banded. Tracking bands have been attached to 10 migratory birds to track and understand the routes of representative migratory birds in Shenzhen Bay and EAAF.

In addition, we summarized experiences learned from the past 3 years behavioral observation and environmental analysis of great tits that used lampposts for breeding in the Futian Mangrove Ecological Park. The first batch of integrated nest box-lamppost biodiversity-friendly streetlights have been designed, piloted and installed in the ecological park, taking into account the utilization demands of people while fully considering the survival needs of birds, insects and other creatures.



Successful hosting of the first bird banding training in Shenzhen



Installation of the first batch of biodiversity-friendly streetlights

③ Continuous performance of protection and restoration management practices

The comprehensive restoration and management project of 13.08 hectares of mangrove wetlands in the estuary of Shenzhen River has been basically completed, and Shenzhen and Hong Kong have jointly implemented the restoration of 1.08 hectares of planted native mangroves. MCF for establishing typical cases of estuarine wetland restoration and relevant restoration guidelines has been laid, including cooperation with the Shenzhen Wildlife Conservation and Management Division and universities that have carried out continuous tracking, monitoring and evaluation of the restoration effectiveness. Preliminary monitoring results have shown that the number of waterfowls as represented by geese and ducks have seen a significant rise in the project area, and the density of macrobenthos has also increased.



The mangrove tidal flat in the estuary of the Shenzhen River after the clearing of alien mangroves has attracted a large number of black-faced spoonbills - Photo by Zhou Haichao's team from Shenzhen University

④ Awarded the 2023 "Paulson Prize for Sustainability—Nature Stewardship"

Through nearly eight years of social participation in the management of Futian Mangrove Ecological Park, MCF has sought an urban park management model that aligns with the realization of our nation's current urban biodiversity conservation goals. We also used the ecological park as a pilot to influence and promote wetland protection work in other areas of Shenzhen Bay. Thanks to scientific planning, we have successively accomplished wetland restoration and protection endeavors such as the implementation of comprehensive restoration of mangrove wetlands in the estuary of Shenzhen River, creation of high-tide habitats for shorebirds in the Futian Mangrove National Nature Reserve, and management of invasive alien plants. Relying on the internet to carry out natural science education, we can achieve long-term protection of regional biodiversity from point to point, and regional biodiversity has been significantly improved. On September 26th, 2023, the "Shenzhen Bay Model of Social Participation in Urban Biodiversity Conservation" won the 2023 "Paulson Prize for Sustainability—Nature Stewardship".

Outlook for 2024

2023 is a year of exploration and consolidation. Over the years we have been underscoring the protection and restoration of coastal urban wetlands in the Greater Bay Area, and accumulating experience in urban wetland biodiversity protection. At present, the loss of biological diversity has become one of the biggest threats currently facing humankind. In view of this, in 2024, we will enhance the exploration and practice of urban biodiversity protection, promote the strengthening of exchanges and diversified cooperation in biodiversity protection among cities, and facilitate the mainstreaming of urban biodiversity and the construction of biodiversity-friendly cities by means of ecological monitoring research, habitat protection and restoration, citizen science activities, and policy advocacy, among other means.



Xie Kaiqi | Senior Conservation Manager of Coastal Conservation

Educational Work

1 Anchoring in Shenzhen Bay and carrying out wetland education practice and demonstration work with the support of volunteers

In 2023, a total of 1,615 visits, educational and conservation public activities of various types were conducted in the three nature education centers located in Futian Mangrove Ecological Park, Futian Mangrove National Nature Reserve, Shenzhen Bay Park and other venues in Shenzhen, with participation tally totaling 82,961 individuals.

In 2023, 47 volunteer training sessions were held, and volunteers provided a total of 14,049 hours of volunteer service. The volunteer service team won the silver medal at the "6th China Youth Volunteer Service Public Welfare Entrepreneurship Competition," as well as the "International Mangrove Volunteer Service Team" flag and the "International Mangrove Volunteer Academy" plaque awarded by the Futian District Volunteer Federation.

In 2023, 61 sessions of mangrove popular science education for primary and secondary school students were conducted, with a total of 2,791 teachers and students entering the mangrove wetland. The Futian Mangrove Ecological Park and Futian Mangrove National Nature Reserve have obtained the Futian District Field Trip and Practice Education Base (Mangrove) License issued by the Futian District Education Bureau.

In 2023, building upon educational experiences, we compiled the *Nature Courses Around Us: Handbook of Excellent Nature Education Curriculum in Guangdong Province* and composed the *Nature Courses Around Us: Handbook of General Nature Education Curriculum in Guangdong Province*. In addition, we launched the cultural creative product series "Tata and its Friends of Nature."

1,615 public activities
82,961 participants
14,049 hours of volunteer service



Group photo at the 2023 MCF Shenzhen Volunteer Annual Meeting

2 Performance of educational and entertaining on-site brand activities through wetland star species IP

On World Otter Day in May 2023, the 2nd Otter Festival (Dance with Otters) was successfully held in Futian Mangrove Ecological Park, where citizens learned about a variety of otters' characteristics including appearance, brooding, courtship, hunting, and habitat through otter games and otter handicrafts, and participants were prompted to contemplate ways to protect otters and their environment. Families including parents and children totaling 1,875 individuals participated in the activities, and 146 volunteers provided on-site services.

In November 2023, the 3rd "Mountains and Seas Connecting the City · Natural Shenzhen" Life Festival and the 6th Futian Spoonbill Festival sub-venue were successfully hosted in the Futian Mangrove Ecological Park. Revolving around the central theme "Around the World with Peter," the event guided citizens to explore the growing-up story of baby spoonbills, as well as the itinerary of their journey through the cities along the migration route. There were a total of more than 1,000 participants, and 144 volunteers provided on-site services.

The event attracted the whole society's attention towards mangrove wetlands and biodiversity through the lovely images of wetland star species, rich and multifarious activities, and interesting vibrant event venues. The project also encouraged the public to participate in the construction of ecological civilization, so as to enable an excellent ecological environment to become the most embracing livelihood and welfare of people, the shiniest and most beautiful city image, and the most crucial core competitiveness of Futian.



Group photo at the 3rd "Mountains and Seas Connecting the City · Natural Shenzhen" Life Festival and the 6th Futian Spoonbill Festival



"Dancing with Otters" event launching ceremony

Comments from Experts



Liao Qimei
Director of Shenzhen Park Management Center

As important components of the joint stewardship of Shenzhen Bay, we firmly believe that the Shenzhen Park Management Center, Shenzhen Bay Park and MCF are key players in the mission of jointly protecting Shenzhen Bay. We are committed to promoting such important work as wetland protection, ecological restoration and environmental education. Our close cooperation will help maintain ecological balance, and equally importantly this partnership will mutually stimulate public enthusiasm and participation in nature and wetland protection in a natural public space like the park, contributing to the sustainable development and ecological prosperity of Shenzhen Bay. Together we will endeavor to make Shenzhen Bay a beautiful habitat where people and wetlands can coexist and flourish.

Outlook for 2024

Shenzhen Bay has always been an important territory where MCF can carry out educational work. Starting from Futian Mangrove National Nature Reserve, Shenzhen Bay Park and Futian Mangrove Ecological Park, influence extends to primary and secondary schools, enterprises and so on and so forth. The launch of educational and numerous conservation work can't do without the support of outstanding volunteer partners. After years of accumulation, 2023 is the year in which our volunteer service work has garnered the spotlight, and our volunteer service team has won national and provincial volunteer service awards and recognitions. We look forward to continuing to sum up experience in Shenzhen Bay's education in the future, and working hand in hand with all partners to achieve greater success!



Yan Moshu | Senior Education Manager of Shenzhen Bay Wetland Education

Futian Mangrove Ecological Park

① Optimization of basic operation management experience

The overall operation of Futian Mangrove Ecological Park remained stable and orderly throughout the year, and visitor count amounted to approximately 1,069,910. There were continuous work system standards refinement, and combining with management practices, we formulated and compiled *Guidelines for Stray Animal Management*, *Manual for Composting Area Management*, *Guidelines for Volunteer Visit Process* and *Management System for Community Volunteers*. We also adopted an innovative approach in strengthening the management of stray animals in the park and further empowered community volunteer management.



Volunteers giving the public a guided tour of the education center



Tour guide introduces mangrove ecological restoration to the public

② Construction of biodiversity-friendly park

Themed around zero waste, the construction of more than 400 square meters of zero-waste habitat landscape has been completed, creating a small habitat with diverse segments and wild areas with rustic charm that offer sources of nectar and fruit, as well as habitats for animals. Standardized management of composting work has been achieved, where the compost produced is applied as vegetation fertilizer and soil improvement materials in the park, resulting 1,500 square meters soil improvement. The testing of finished compost products of the park complies with *Organic Fertilizer NY1525-2021* standards.



Mangrove storytelling - how much do you know about the leaves?



Natural market - tourists amazed by plant reliefs

③ Joint establishment of the Shenzhen Bay ecological civilization "living room"

Taking the opportunity of building the International Mangrove Center in Shenzhen, we have connected Chinese and foreign resources, opened up window for international and domestic communication, created a multi-faceted communication platform between the government and the private sector, and strove to transform the park into an ecological civilization "living room" for mangrove restoration and protection, and environmental education. In 2023, a total of 1,155 on-site education and science activities of various types were conducted in the park, and 42,675 visitors directly participated in such activities, indicating a doubling of both the number of activities and participants compared to that of 2022.



Dr. Musonda Mumba, Secretary-General of the Ramsar Convention, and a delegation visiting Futian Mangrove Ecological Park



Group photo of Southern Metropolis Daily "Trendiest Views of China, Futian Youth Tour" Summer Camp activities

④ Successful hosting of the 1st China Mangrove CEPA International Symposium

From July 6th to 7th, the 1st China Mangrove CEPA International Symposium and the 2023 China Nature Education Conference Wetland Education Sub-Forum were successfully held in Shenzhen. Under the guidance of the Wetlands Management Department of the NFGA, Chinese Society of Forestry, Forestry Administration of Guangdong Province, and Shenzhen Municipal Planning and Natural Resources Bureau, the seminar was hosted by the People's Government of Futian District and organized by Futian District Water Authority, Futian District Education Bureau, Futian District Mangrove Affairs Center and MCF.



Group photo of the 1st China Mangrove CEPA International Symposium

This symposium was convened to further expand China's influence as a party to the Ramsar Convention and the Chairman of the COP14 conference, support the construction of the International Mangrove Center, and highlight China's leading role in international wetland education. The conference focused on the development of wetland education, featuring one main forum and four sub-forums. 24 experts from wetland protected areas and professional institutions both at home and abroad shared their knowledge and views on such contents as wetland education CEPA, school education, spoon-billed sandpiper protection and communication, citizen science, and social participation. Participants also jointly explored the development path of wetland protection and publicity. In addition, the conference defined the China Mangrove CEPA International Symposium as a permanent sub-forum of the China Nature Education Conference to be held in Futian District every year, and steps will be taken to transform the forum into a brand for professional exchanges and cooperation in China's wetland education.



The symposium guests visit the Futian Mangrove Ecological Park



1,069,910 park visitors
1,155 on-site education & science activities
42,675 activity participants

Outlook for 2024

Outlook for 2024: In the *Book of Songs*, our ancestors depicted a myriad of luscious and picturesque wetland landscapes using verses like "the reeds by the river are lush and the white dew turns to frost," and "the water plants are growing in uneven length, picking it from the left and right with the flow of water." On this occasion of the 9th anniversary of the establishment of the Ecological Park, how should we plan so that the beautiful "water plants" can be secured? Our efforts such as standardization of operations and telling every ecological story in an adequate manner, conducting scientific planning to enhance the resilience of wetland ecosystems, fostering multi-party partnerships for joint construction and wetland management practices that allow involvement of the public have become model practices. We also sought to establish a sustainable and scalable social participation mechanism and become a demonstration site with global influence, explore the management model of biodiversity-friendly parks, and promote the continuous iteration and upgrading of mangrove education courses. I look forward to seeing the future of the ecological park, where the water and grass are exuberantly plentiful and exude endless life force!



Wang Haibo
Executive Director of the Futian Mangrove Ecological Park

Spoon-Billed Sandpipers Program



Annual Review

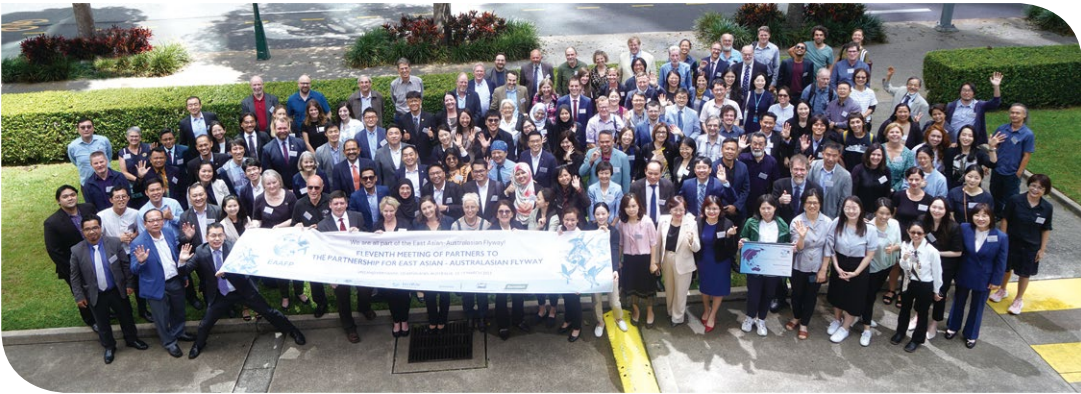
In 2023, the Spoon-Billed Sandpiper Program focused on EAAF, accelerated the formulation of the *Global Action Plan for Spoon-Billed Sandpiper 2023-2028*, actively participated in the coordination of international networks, promoted the application of MCF's EAAF migration route protection model in safeguarding the four migration flyways, while consolidating the achievements of the Spoon-Billed Sandpiper Program. In addition, the program also actively conducted bird banding and surveys, monitored and evaluated important migratory waterbirds and populations, strengthened key technology research, promotion and support, expanded the effect of the Spoon-Billed Sandpiper brand, and increased public participation by holding the Tiaozini 720 Bird Watching Competition.

Major Achievements

1 Strengthen international coordination on the protection of migratory waterbirds

As a core member of the Spoon-Billed Sandpiper Task Force (SBS TF), MCF accelerated the formulation of the *Global Action Plan for Spoon-billed Sandpiper 2023-2028*, updated knowledge on the distribution of spoon-billed sandpiper conservation around the world and fostered global collaboration and communication.

MCF actively joined in the coordination of international networks, participated in the 11th Meeting of Partners of the East Asian-Australasian Flyway Partnership (EAAFP MOP11), and comprehensively carried out technical exchanges and information sharing. MCF has been elected as a member of the EAAFP Management Committee and became a core member of the EAAFP Shorebird Working Group (SWG), providing services and assistance to countries in the four migratory bird migration zones, especially those in developing nations.



Group photo at the EAAFP MOP11 Conference (Source: EAAFP)

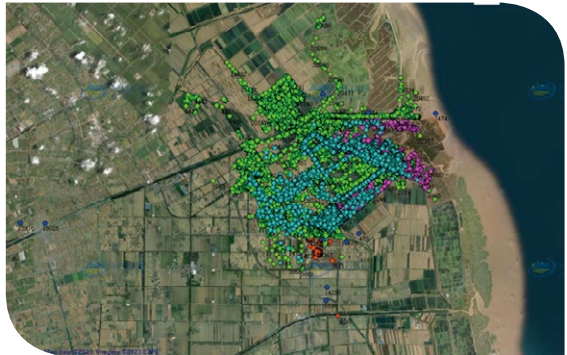
2 Create a paragon of social participation

In accordance with the directions of the *National Bird Migration Corridor Protection Action Plan (2021-2035)*, we actively conducted bird banding and surveys, monitoring and evaluation of important migratory waterbirds and population, and strengthened the research, promotion and support of key technologies:

Firstly, we expanded the protective technical approaches of key migratory bird distribution areas in Tiaozini, gained scientific understanding about the human-bird-animal interrelationship, and explored the feasibility of green financial methods such as ecological insurance in dealing with conflicts between human and animal protection. We also continued to develop new model to manage high-tide habitats for birds, applied automated equipment for constant monitoring, and enhanced the application of new technologies in scientific conservation.

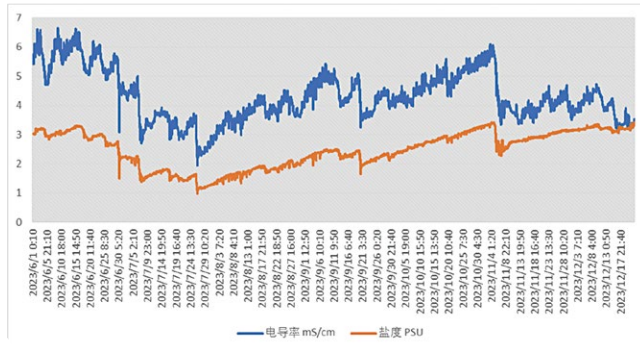


Experts from the 2023 Tiaozini Bird Protection Forum share the migration and protection of the streaked shearwater



Investigation on the current status of elk-migratory waterbirds conflicts in southern Jiangsu wetlands, diagram of elk activity locations

Secondly, we sought to deepen cooperation with the Yellow River Delta National Nature Reserve, which is an important habitat for the migration flyway. We also enhanced the habitat suitability for rare birds through microcirculation construction and water quality safety, provided ideas and paradigms for improving the terminal cycle of ecological water replenishment in the entire Yellow River Delta, and actively promoted the establishment of an ecological compensation mechanism in conjunction with ecological water replenishment.



Salinity change diagram obtained by hydrological, water quality and meteorological equipment



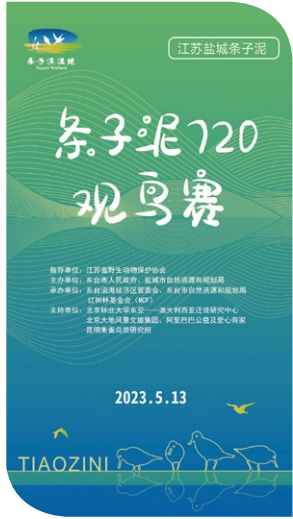
Completed the installation and commissioning of 720 mu of automated water quality, hydrological and meteorological equipment in Tiaozini

3 Enhance public participation

The Tiaozini 720 Bird Watching Competition has been successfully held to enhance the effect of the Spoon-Billed Sandpiper brand, augment regional coordination, improve publicity efforts, further implement effective ways for enterprises and the public to participate in protection, and cover a wider range of people.

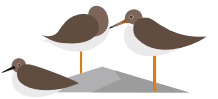


Award ceremony of the Tiaozini 720 Bird Watching Competition closing ceremony



Tiaozini 720 Bird Watching Competition poster

Comments from Experts



David Li
Chair of the Shorebird Working Group of the EAAFP

MCF has made considerable achievements in the protection of migratory waterbirds in recent years, actively participating in domestic and international actions for the protection of such rare species as spoon-billed sandpipers and Nordmann's greenshanks, supporting the investigation and research of the wintering site of spoon-billed sandpipers during various periods, and joining the EAAFP in 2023. Since 2023, MCF has furnished the Shorebird Working Group of the EAAFP with steadfast support and is a core team member of the Shorebird Working Group and the Nordmann's Greenshank Sub-Group. My colleagues at MCF and I plan to work even more tightly together in 2024 to continue to promote the protection of shorebirds in the region. As the habitats in the migratory area continue to shrink, the quality of the habitat continues to decline, and poaching activities remain a problem, the conservation of shorebirds still has a long way to go. I look forward to working with friends who care about MCF and the Shorebird Working Group and contributing my humble effort.

Outlook for 2024

In 2024, we will continue to advance the formulation of the *Global Action Plan for Spoon-Billed Sandpipers 2023-2028*, endeavor to conduct more in-depth research and exploration on the basis of existing bird banding, population surveys, monitoring and evaluation, and actively promote international communication and cooperation, while striving to enhance public participation and expand the influence of the program.



Chen Qing
Senior Program Manager of Coastal Conservation

Mangrove Conservation & Restoration Program



Annual Review

In 2023, the Mangrove Conservation & Restoration Program emphasized the restoration of mangrove wetlands, bringing forth a case of mangrove wetland conservation and restoration in Quanzhou Bay, Fujian Province, where about 380,000 m² of mangroves have been planted. The prevention and control of organisms harmful to the mangroves such as *Spartina alterniflora* (smooth cordgrass) and *Derris trifoliata* have been implemented in Zhanjiang of Guangdong Province, Beihai of Guangxi Zhuang Autonomous Region, and other areas to improve the quality of mangrove wetlands. At the same time, attention has also been paid to industry communication, capacity enhancement, and training courses implementation, so as to integrate all parties to conserve mangrove wetlands with concerted efforts.

Major Achievements

① Bring forth a case of mangrove wetland conservation and restoration in Quanzhou Bay

In cooperation with Alibaba Foundation and Tmall Home Carnival caring merchants, our program launched the Green Home Carbon Reduction "Red" Power Plan Project in the Quanzhou Bay Estuary Wetland Nature Reserve in Fujian Province, with the aim of facilitating the conservation and restoration of Quanzhou Bay mangrove wetlands by such means as resource monitoring, mangrove plantation, training empowerment, community co-management and science education. So far, works accomplished include the dynamic monitoring of the Quanzhou Bay mangrove wetlands, prevention and control of *Spartina alterniflora*, and planting of about 380,000 m² of mangroves, as well as mobilizing the scientific research forces of Xiamen University Tan Kah Kee College, Jimei University, Quanzhou Medical College and other higher education institutions to participate in the work of aspects like restoration effectiveness monitoring, pest and disease control, and community survey, protecting about 6,666,667 m² of mangrove wetlands in Quanzhou Bay with concerted efforts.



Green Home Carbon Reduction "Red" Power Plan Forest Monument



Mangroves planted in Quanzhou Bay

② Promote industry communications and enhance professional capabilities

To strengthen the capacity for mangrove conservation and restoration in China, our program collaborated with the Wetland Department of NFGA and the China Wetlands Association to host the "2023 National Mangrove Conservation and Restoration Workshop" in the Fujian Zhangjiangkou Mangrove National Nature Reserve. The workshop received widespread attention and extensive participation in the industry, with the attendance by a total of over 90 institutions and 100 industry insiders from protected areas, forestry departments, universities and NGOs, effectively promoting nature-based restoration concepts, augmenting

professional practical experiences, and gathering forces conducive to mangrove conservation. The program also cooperated with the Mangrove Ecology Professional Committee of the Ecological Society of China to renew the *Mangrove Wetland Ecological Research and Conservation Cooperation Agreement*, support the 11th China Mangrove Academic Symposium held in Wenzhou, Zhejiang Province, and facilitate academic sharing and industry communications.



"2023 National Mangrove Conservation and Restoration Workshop" in the Fujian Zhangjiangkou Mangrove National Nature Reserve

Planting about **400,000** m² of mangroves and protecting **8,000** hectares of mangrove wetlands

The workshop attended by **100+** industry insiders from **95** institutions

③ Remarkable results achieved in funded projects

Our program provides support to the Zhanjiang Mangrove National Nature Reserve in Guangdong Province to execute conservation and restoration actions, strengthen patrol forces, restore about 20,000 m² of mangrove wetlands, build a bird science and education center, conduct science and education activities, explore the popularization and dissemination of *Phascolosoma esculenta* breeding technology, promote community relations, and carry out sustainable development and utilization of mangrove wetland resources. The Ant Forest of Wuyuan River Wetland Public Protection Area Project in Haikou, Hainan Province, is distinguished for advantages such as comprehensive investigation of natural resources, close cooperation with key stakeholders, accurate identification of policy and economic background, and outstanding social and cultural achievements. The goals set for the establishment period of the project have been reached in an effective manner, the current status of the wetland has been thoroughly acknowledged through background surveys, a conservation team and a commendable co-management mechanism has been founded, team building has been strengthened, monitoring and patrol system has been improved, and natural education system has been optimized, with the project site steadily emerging as an urban protected area that embodies both ecological and social service functions.

Comments from Experts

Zhong Cairong

Director of Wetland Research Institute, Hainan Academy of Forestry

MCF has realized remarkable achievements in the conservation and restoration of mangrove wetlands, filling voids and making up for shortcomings in the field. I am looking forward to continuous and persistent efforts in the coming year, as well as further industry exchanges and cooperation, so as to contribute to the construction of the International Mangrove Center!

Outlook for 2024

In 2024, we will continue to focus on mangrove conservation and restoration, combine international experience with local practices to create more mangrove conservation and restoration demonstrative cases featuring the idea of Nature-Based Solutions (NbS). Steps will also be taken to organize national mangrove training and exchange activities to promote global communications and cooperation on mangrove conservation.



Ye Mouxin | Senior Program Manager of Coastal Conservation

Wetland Education

Annual Review

Based on the vision of developing fans for every wetland, Wetland Education continued the construction of the "China Wetland Centers initiative" platform during 2023, with Chongming Dongtan Nature Reserve and Wanzuitou Wetland serving as the main sites to foster the development of wetland education in multiple wetland protected areas across the country. Wetland education exchanges and empowerment activities have been pursued, such as the launching of the Wetland Stewardship Project to develop wetland fans nationwide, and organizing the 2023 Bird-loving Week's "National Nature Notes Competition" and Little Red Flower Bird Watching Corner activities. Through summarizing experiences, publishing professional papers, etc., the level of wetland education has been enhanced from various dimensions.

Major Achievements

① Promote the development of the China Wetland Centers initiative (CWC Network)

The China Wetland Centers initiative (CWC Network) already consists of 90 members, including 45 protected area members and 45 partner institutions. Member units have been actively encouraged to participate in exchange activities based on different themes, including such events as Bird-loving Week "National Nature Notes Competition", Wetland Stewardship Project, wetland education demos, and joint fundraising. In 2023, the first annual meeting was held in March, and the First China Mangrove CEPA International Symposium was organized in partnership with Futian District Water Authority in July. The plan is to hold such a symposium annually in the Futian District and transform it into a signature event for wetland education and exchanges in China. Meanwhile, an MOU has been signed with the Yellow River Delta National Nature Reserve to jointly carry out wetland education and other endeavors; wetland education planning and capacity training have been advanced for Poyang Lake Nature Reserve, Duchang Nature Reserve, and Nanji Wetlands, and works including wetland education planning have been conducted for Zhuhai Qi'ao-Dangan Island to further enhance wetland education abilities of member units.



1st China Mangrove CEPA International Symposium

② Facilitate wetland protected areas to carry out wetland education demonstration work

We collaborated with wetland-protected areas in various locations to conduct wetland education and demonstrations that match local models. In Shanghai, we worked with Dongtan Nature Reserve and East China Project Center of SEE Conservation to operate a science education base, and have preliminarily succeeded in our exploration of a Dongtan wetland education system through personnel training, curriculum development, community participation, practice, etc. By applying field operation, we explored pathways and methods for social participation in the management of



Wanzuitou Wetland - College Student Volunteer Guide Training

public welfare-protected areas. In Guangzhou, we partnered with the Guangzhou Municipal Forestry and Landscaping Bureau and the Guangdong Nature Conservation Foundation to train college student volunteers to play roles such as wetland guide and ecology patrols in the Wanzuitou Wetland and designed and completed explanatory and demonstration equipment for wetland education trails.

③ Encourage social participation in wetland education practices

Over 2,500 nature notes were submitted to the 2023 Bird-loving Week Nature Notes campaign from more than 200 schools in 21 provinces and cities across the country. More than 70 protected areas, natural education institutions, and education system units actively participated, with 420 works, 275 instructors, 98 outstanding organizational units, and six special partners ultimately winning awards. After four years of development, the Bird-loving Week Nature Notes campaign has developed into a national signature event. Upon the basis of the success of the Bird-loving Week Nature Notes campaign, we joined hands with Tencent Foundation to unveil the "Little Red Flower Bird Watching Corner" encouragement plan. 50 such Little Red Flower Bird Watching Corners will be established in schools that actively participated in the Bird-loving Week Nature Notes campaign, and in the future "Little Red Flower Bird Watching Corner" will take root in campuses as a means to explore models of school-involved customized wetland activities.

Bird-loving Week Nature Note Campaign:

Covering **21** provinces and cities
70 protected areas
200+ schools participated
2,500 pieces of work submitted



National Bird-loving Week Nature Notes Event Awards

④ Wetland Stewardship Project

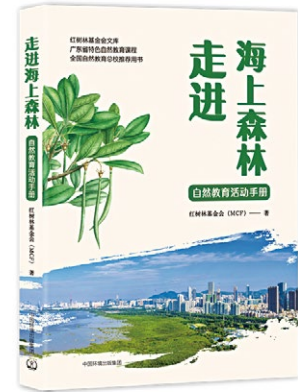
The Wetland Stewardship Program launched on Tencent's online fundraising platform in June 2023 and plans to develop 10,000 wetland stewards for 100 wetland-protected areas within three years. In 2023, Wetland Stewardship Project has already commenced work in places including Kunming, Yunnan, and Quanzhou, Fujian, while more places are going to initiate the project in Wuhan, Nanchang and other areas in 2024. As the first platform project of MCF, the Wetland Stewardship Project leverages the advantageous professional capabilities of MCF in wetland education, cooperative development, and fundraising, and employs a platform-based mode of operation to unite wetland protection areas and nature education institutions across the country, nurturing fans for every piece of wetland.



Yunnan Wetland Stewardship Project Training, January 16-18, 2024

5 Wetland Education R&D and Evaluation

The *Into the Sea Forest Nature Education Activity Manual*, a complete record of school curriculum research and development in Shenzhen, including contents based on the execution of school curricula in the Shenzhen area in the past few years, was officially released. Derived from the course evaluation report of *Into the Sea Forest Nature Education Activity Manual*, an article titled "Not just having fun: Experiential-learning-based school field trips improved local children's mental models of the mangrove nature reserve in Shenzhen, China" was composed and published in the journal *People and Nature*.



officially release of *Into the Sea Forest Nature Education Activity Manual*

Comments from Experts

Wang Andong

Senior Engineer, Head of Scientific Research Center of Shandong Yellow River Delta National Nature Reserve

Through wetland education, MCF guides the public to understand the importance of wetland protection, heightens awareness of ecological protection, and plays a vital role in promoting effective domestic wetland management and ecological restoration. I wish you further contribute to the global action of wetland protection, continue the exploration of wetland education models and programs with Chinese characteristics, make greater achievements in wetland protection and restoration across the globe, and play an even greater role on the international stage.

Outlook for 2024

In 2023, wetland education has become an even more important mission of the MCF. We will

- 1) Promote the establishment of more wetland education center demonstration sites nationwide, build a wetland education network in China, empower the industry, and enable the value of wetland protection to be reflected and recognized;
- 2) Actively implement international cooperation and concerted actions, demonstrate China's excellent practices in wetland protection and education via various international networks and platforms such as the Ramsar Convention, migration flyways, and International Mangrove Center;
- 3) Unite with more wetland protection partners, mobilize greater social resources, and jointly foster the development of wetland education to root the concept of wetland protection in the public.



Hu Huizhe Chief Education Researcher

Partner Collaboration & International Cooperation

Annual Review

In 2023, MCF actively participated in international ecological governance, played a positive role in global wetland and biodiversity protection, and provided support to the NFGA and the Shenzhen Municipal Government in fostering preparations for the International Mangrove Center. MCF also facilitated the submission, review and approval of China's regional initiative of the International Mangrove Center at the 62nd meeting of the Standing Committee of the *Ramsar Convention on Wetlands*, and invited Ping An Group to jointly sponsor the establishment of the International Mangrove Conservation Fund. MCF was also elected as a representative member of international non-governmental organizations on the EAAFP Management Committee, participated in the governance of the EAAFP, and contributed to regional collaboration in migratory bird protection and wetland education. In addition, MCF took part in the 28th Conference of the Parties (COP28) to the United Nations Framework Convention on Climate Change to exchange mangrove protection experiences with global experts and foster synergy between climate change response and biodiversity protection.

We initiated the Green Greater Bay Area Project and hosted the Green Greater Bay Area Forum to propel the project endeavor into a major agenda, and continued to promote a diverse range of social cooperation models through research on blue carbon sink assessment and trading mechanisms, and conducting training courses on wetland protection and carbon neutrality. MCF also orchestrated the revision of the Procurement Management Measures and published the *Project Fundraising Management Work Guide* to promote the standardization of the full-cycle management process of conservation projects.

Major Achievements

1 Support the implementation of the Ramsar Convention and the establishment of the International Mangrove Center

We rendered support to the NFGA and the Shenzhen Municipal People's Government in the hosting of the International Workshop on Mangrove Conservation and Collaboration between May 16th and 17th, and the High-level Forum on Mangrove Conservation between July 26th and 27th. At the forum on July 26th, we jointly launched the International Mangrove Conservation Fund and facilitated the regional initiative of the International Mangrove Center to be reviewed, which was adopted by the 62nd meeting of the Standing Committee of the *Ramsar Convention*.

Representatives of MCF presented China's achievements in mangrove protection and CEPA projects, and also shared the message of launching the International Mangrove Conservation Fund in a special report delivered at the sixth International Mangrove, Macrobenothos and Management Meeting (MMM6) held in Colombia from July 24th to 28th, establishing a closer partnership with the IUCN SSC Mangrove Specialist Group and the Global Mangrove Alliance (GMA).



Launching ceremony of the International Mangrove Conservation Fund

② Green Greater Bay Area Project

We cooperate with UNDP-GEF, Guangdong Wetland Protection Association, KPMG China and other partners to jointly launch the "Green Greater Bay Area Wetland Protection Network Initiative" at the "Green Greater Bay Area" Forum that took place in March. MCF actively implemented the Wanzuitou Wetland Conservation Project and identified more than 20 new species of birds through scientific and technological equipment. We also collaborated with conservationists from Guangzhou, Shenzhen and Shanghai to jointly conduct the 6.5 World Environment Day and Wetland Conservation Law Publicity Event, expanding the "Meet the Wetland Spokesperson" brand activity.

We co-organized the "8th Guangdong-Hong Kong-Macao Nature Conservation Symposium" with Zhuhai Qi'ao Island Nature Reserve on December 8th, and signed a five-party cooperation memorandum to concertedly explore cooperation in such areas as building Qi'ao Island Blue Carbon Town and performing mangrove wetland restoration, community development, scientific knowledge popularization and education, blue carbon economy, and eco-tourism.



Signing of memorandum of cooperation between Qi'ao-Danggan Island Provincial Nature Reserve and MCF



Several hosts from Hunan TV became wetland spokespersons and ambassadors at the opening ceremony of the Dongting Lake International Bird-watching Festival

③ Protected Area Innovation and Capacity Improvement Project

Through in-depth cooperation with CWC, we provided assistance to the accomplishing of activities such as Dongting Lake International Bird-watching Festival, Poyang Lake International Bird Watching Season, enhancing the capacity of conservationists. Cooperation agreements with Yellow River Delta National Nature Reserve and Dongtai Coastal Economic Zone have also been achieved.

④ Contributed to develop diverse range of social cooperation models

We contributed to developing and implementing the *Mangrove Protection and Restoration Carbon Inclusive Mechanism Construction Plan* and *Pearl River Estuary Blue Carbon Demonstration Island & Guangdong Province Zhuhai Qi'ao Carbon Peak Carbon Neutral Pilot Construction Plan* in order to explore possibilities in terms of blue carbon. We also completed the *Green Development Fund Research Plan for the Liaohokou Estuary National Park Candidate Area* to facilitate the sustainable development of the area. Furthermore, we collaborated with the Huatai Foundation to jointly organize two Wetland Protection and Carbon Neutrality Training Courses, and in 2024 we plan to continue our explorations in cooperation model between green finance and sustainable development of the industry.

⑤ Participated in the governance and protection of the flyway partnership

In the field of migratory bird flyway protection, MCF participated in the 11th Meeting of Partners of the EAAFP, and was elected as a member of the international non-governmental organizations of the EAAFP Management Committee to comprehensively carry out technical exchanges and information sharing. At the same time, MCF also became a core member of the EAAFP Shorebird Working Group (SWG), actively leading the work of the spoon-billed sandpiper protection, supporting special tasks such as those undertaken by the SWG, CEPA Working Group and Black-faced Spoonbill Working Group.



Secretary-General Yan Baohua speaks at the EAAFP MOP11 conference (Source: EAAFP)

⑥ Participated in the Convention on Climate Change to promote experiences of Shenzhen's mangrove protection and climate change response

In 2023, MCF made its official debut at the UN Climate Change Conference. Sun Lili, Founder and Deputy Board Chairwoman of MCF, was invited to attend and speak at multiple side events to present the Shenzhen experience. MCF and China Green Carbon Foundation (CGCF) jointly launched the Addressing Climate Change - International Mangrove Conservation Fund to promote global mangrove protection and foster synergies to address climate change issues and bolster biodiversity protection.



MCF and CGCF jointly launched the Addressing Climate Change - International Mangrove Conservation Fund at the COP28 Shenzhen Session

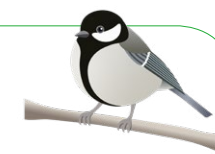
Served **2,000+** domestic and foreign guests
Hosted/co-organized **20+** professional events

Comments from Experts

Lv Cai

Associate Professor, School of Ecology and Nature Conservation, Beijing Forestry University

2023 marks a new milestone for MCF. Following its successful accession into the group of observers to the Conference of the Parties to the Ramsar Convention in 2022, and the hosting of various global events, MCF has become deeply involved in global ecological governance, strengthened support for multilateral cooperation tasks among nations, and soundly advanced industry expertise, further laying a solid basis for MCF to develop into a global non-governmental organization. These are feats resulting from the concerted efforts of all partners of MCF, and also a badge of collective progress achieved by everyone. MCF has established a "Green Greater Bay Area" base, and carries on building a network of protected areas and innovative social cooperation models, consolidating resources for MCF to initiate global activities. Without a doubt, MCF will continue to address the needs of global and national ecological governance and international cooperation, rely on its expertise while broadening its global vision and enhancing its international influence, and make greater contributions to the conservation of wetlands around the globe.



Outlook for 2024

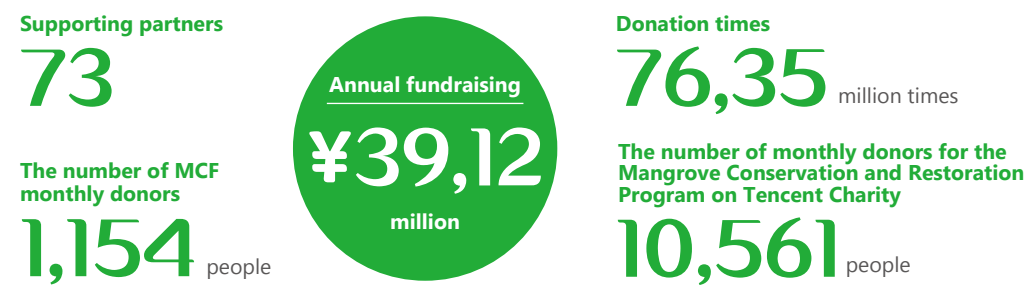
In 2024, MCF is determined to stay committed to promoting the realization of the United Nations Sustainable Development Goals (SDGs) and enhance global resilience to address climate change and effectively protect biological diversity. Guided by the current objectives of the Ramsar Convention, International Mangrove Center and EAAFP, MCF remains resolved in our quests to further serve as a link of cooperation between governments, enterprises and society, play an active role as a bridge connecting international and domestic sectors, create innovative cooperation models and funding mechanisms, and implement a number of international cooperation demonstration projects in an expeditious and efficient manner.



Jiang Yong
Executive Deputy
Secretary-General

Cooperation & Development

Fundraising data*



*Data from January 1 to December 31, 2023
Supporting partners include internet public fundraising platforms, enterprises, industry foundations, government and etc.

Annual Review

In 2023, the main sources of revenue were public fundraising, corporate donations, peer funding and government purchases. Efforts were made to expand strategic project cooperation in public fundraising, resulting in significant breakthroughs. Regarding corporate donations, we adapted to the changes in the post-pandemic era and focused on strategic cooperation in fundraising products and development strategies. We also strengthened our collaboration with the government and industry foundations through professional influence, laying a strong foundation for institutional development. Additionally, we took advantage of the opportunities presented by the International Mangrove Center and began exploring the operation of special funds. As a result, the overall fundraising volume in 2023 increased by 31% compared to the previous year, ensuring the steady growth of the foundation.

Major Achievements

① Expanding fundraising channels and breaking through strategic partnerships for fundraising

-MCF promoted long-term strategic cooperation with enterprises, and launched a series of cooperation projects as follows, including Green Greater Bay Area Project with CMA CGM, migration flyway for Spoon-billed Sandpiper Protection Project with Huatai Foundation and China Wit Media Co., Ltd., Green Home Carbon Reduction “Red” Power Plan Project with Tmall Home Carnival and Alibaba Foundation, and cooperation with Ping An Foundation for Biodiversity and Environmental Protection Charitable Trust Project. In addition, MCF also seized on the historical opportunity of the International Mangrove Center to initiate the establishment of the International Mangrove Conservation Fund. The total amount of signed donations during the overall strategic cooperation cycle reached nearly 20 million.



Green Home Carbon Reduction “Red” Power Plan Project



Green Greater Bay Area Project with CMA CGM



Cooperation with Ping An Foundation on Biodiversity and Environmental Protection Charitable Trust Project

② Integrating resources and broadening multi-channel fundraising

-MCF continued to focus on internet public fundraising platforms. MCF carried out diverse range of fundraising in conjunction with strategies on Alibaba Foundation. MCF collaborated with the ByteDance Charity Platform and some caring merchants to conduct Good for Love charity live streaming, opening up new ideas for online public fundraising. We joined forces with project professional colleagues to advance project design, completed design of Wetland Stewardship Project, an platform fundraising project, and implemented joint fundraising through the internet public fundraising platforms. Furthermore, MCF also finished the bird protection project in collaboration with Tencent Charity. Meanwhile, MCF actively engaged in expanding new fundraising channels such as cooperation with Xianyu goods for good, etc.

-We developed new partners among the industry and government department, applied for recognitions and awards, and leveraged professional capabilities to obtain funding support from such organizations as UNDP, Academy of Inventory and Planning of National Forestry and Grassland Administration, Convergence Media and Network Security Information Center of Futian District, Jiangxi Poyang Lake National Nature Reserve Administration , Society of Entrepreneurs & Ecology, China Environmental Protection Foundation, WWF, China Green Foundation, Paulson Institute, Ford Foundation, etc.



Message from Our Partners



CMA CGM

In 2023, MCF partnered closely with CMA CGM to launch a three-year Green Greater Bay Area Project on coastal wetland and marine ecosystem protection, as well as a series of wetland protection publicity, Spoonbill Festival and exotic species cleanup activities. Giving play to its rich experience in wetland and biodiversity conservation, MCF organized a multitude of activities that disseminate knowledge while generating fun and interactivity. Through these activities, CMA CGM employees also experienced the importance of protecting biodiversity through personal experience.

In the future, CMA CGM aspires to uphold our leading role in global shipping, and continue to work hand in hand with MCF to further the sustainable development of nature-based conservation issues, and making contribution to the creation of a sound wetland ecological environment and the conservation of mangroves.

Outlook for 2024

In 2024, we face both challenges and opportunities. Technology is constantly innovating, artificial intelligence is transforming the world, and green economy and sustainable development are still hot topics. For public welfare organizations, seizing opportunities to gain support through donations, achieving mutual success, and generating greater social and environmental well-being are the cooperation and innovation challenges we face. Nevertheless, we remain steadfast and grounded in our original vision and mission. We will continue to promote the sustained development of our organization and enhance the well-being of wetland communities.

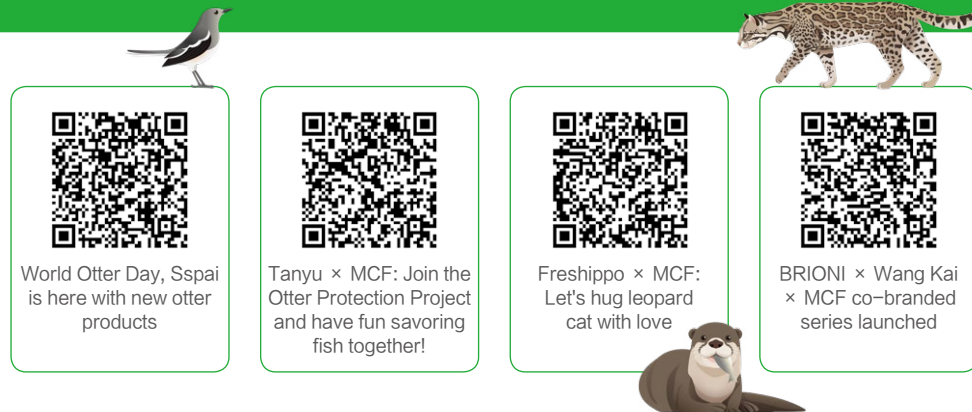


Wu Yan
Director of Cooperation & Development Department

Branding & Communication

Annual Review

In 2023, brand & communication continues with explorative and innovative attempts centering on endeavors such as node operations, deepened cooperation with media and brands crossovers, and with new breakthroughs achieved in the level of communication empowerment and fundraising. We have dedicated efforts in creating talk-of-the-town events through new media channels focusing on themes, strengthening cooperation with mainstream media, establishing deeper agenda-based partnerships with key media at multiple core nodes, exploiting live streaming to realize interactive cooperation with relevant brands, expanding multi-brand cooperation resources, conducting multi-channel category marketing for multiple noble causes, and enabling charity to exist in a more diverse range of settings in real life.



Major Achievements

① Systematize node operations to promote the spread of major events

- Arbor Day in March: MCF collaborated with Shenzhen Special Zone Daily for the Arbor Day series of activities, engaging seven media in the process. The topic keywords ranked No. 1 on the Sina Weibo local trending list, No. 6 on the national trending list, and the topic reached 4.5 million views/reads.
- World Otter Day in May: MCF collaborated with Shenzhen Evening News for the, engaging 15 media in the process. The topic keywords ranked No. 10 on the Sina Weibo local trending list, and the topic reached 5 million view/reads.
- International Day for the Conservation of the Mangrove Ecosystem in July: MCF and the Futian District Publicity Department jointly planned and organized the "There is Mangrove Outside the Window" themed

133 videos released

cumulative views over 14 million

subscribers on all media platform increased by nearly 20,000



Keywords for the Arbor Day topic in March reached the trending search list of the city



Keywords for the World Otter Day in May reached the trending search list of the city



"There is Mangrove Outside the Window" July event poster

publicity event, engaging more than 20 local official media, and releasing more than 30 graphic and video reports.

- In September, MCF delegation attended the 62nd meeting of the Standing Committee of the Ramsar Convention on Wetlands in Geneva, witnessed the formal adoption of the regional initiative of the "International Mangrove Center," and conveyed the message efficiently to the local media in a timely manner.

- In December, MCF delegation participated in the COP28, maintained effective coordination with domestic media during the entire period of the conference, and promptly delivered on-site information for report coverage. Under the guidance of the CPC Futian District Committee Publicity Department, Futian District Public Culture and Sports Development Center and Futian District Water Authority, MCF co-hosted the month-long New Year celebration public event "Deep Love for Mangroves National Enjoyment Festival."

② Continuous deepening of the content of the communication matrix to empower fundraising

A total of 133 videos have been released throughout the year on mainstream platforms such as Sina Weibo, WeChat Channel and Tiktok, cumulatively reaching over 14 million views. Through fundraising anchor links and other methods MCF has enhanced diversified fundraising communication. The total number of subscribers on all media platforms increased by nearly 20,000 throughout the year.

Concurrently, MCF worked with third party to cooperate with 10 branded merchants to launch 51 e-commerce charity live streaming, raising about RMB100,000 in charitable funds and driving joint exploration on the sustainable operation of brand e-commerce live streaming donations.

From May to November, MCF worked with the CPC Futian District Committee Publicity Department to periodically conduct slow live streaming of the Futian Mangrove Ecological Park for a total of 56 days on such platforms as WeChat Channel and Tiktok, accumulating 620,000 views.

③ Deepen cooperation with media to enhance influence and initiative

In 2023, MCF actively communicated and interacted with media at all levels around spotlight activities



Group photo at the 62nd meeting of the Standing Committee of the Ramsar Convention in Geneva in September



On-site at the opening of the Deep Love for Mangroves National Enjoyment Festival



Good for Love charity live streaming



Shenzhen Futian Mangrove Slow Live Streaming poster



Beijing Review reporting on mangrove volunteer story



Shenzhen Daily reporting Arbor Day activities

such as Wetland Day, the National People's Congress and the Chinese People's Political Consultative Conference, Dongting Lake Bird Watching Competition, Arbor Day, Green Greater Bay Area Forum, World Otter Day, and International Day for the Conservation of the Mangrove Ecosystem. MCF also worked closely with media at all levels, focusing on issues such as Shenzhen-Hong Kong cooperation, official launch of the "International Mangrove Center" in Shenzhen, and MCF's participation in COP28, providing a wealth of on-site event materials for media coverage while ensuring the timeliness of news. Throughout the year, various media outlets have published over 200 articles related to MCF.

4 Join hands with numerous brands to achieve cross-border win-win situation

MCF explored cooperation with numerous brands, created cause-related marketing products and node activities, and introduced more diverse cooperative resources to support the work of the organization.



MCF & Tanyu



MCF & M&G Stationery



MCF & Brioni



MCF & Freshippo



MCF & OTTERdun



MCF & Sspai



MCF & Swire Guangdong Coca-Cola Limited & Vanguard



MCF & Mandarin Oriental, Shenzhen

Message from Our Partners

M&G Stationery

M&G Stationery partnered with the MCF to launch the "Endangered Animals · Wetland" series of stationery, a concrete action taken to reduce plastic pollution and protect endangered animals. Made with PLA biodegradable and recycled materials, the pens of the series are designed with the images of five endangered animals. This cooperation earned widespread public interest and support. Through topic-based interaction, in-store scientific knowledge education, H5 interactive pages, VR experience and on-site bird watching tours, we appealed to consumers for heightening their attention on biodiversity, and practice sustainability starting from little things in daily life. We look forward to further working together, protecting the wetland ecology together, safeguarding our green planet together.

Outlook for 2024

2023 marks the beginning of MCF's journey towards the next decade. Amidst the economic downturn, we experienced even more fully the enthusiasm from the sparks generated between brands, as well as the many cooperation cases full of vibrancy and vitality forged through unceasing exploration. Whether it's a meal set, a carton of milk, a piece of clothing, a pen, or a cultural creation, these are all vehicles for the transmission of brand stories, reaching countless households and fostering greater enlightenment and environmental protection.

Looking ahead, branding & communication department will continue to adhere to long-term commitment, face the ever-changing information age with a positive attitude, and unite more social forces while embracing them with open arms. Let the brands head back inward, and grow persistently, because one day fragrance will exude and be noted. Our team will spare no efforts, forge ahead to make progress despite knowing the shortcomings, and look far ahead at the distant mountains as we stride forward with relentless determination.



Zhai Liu

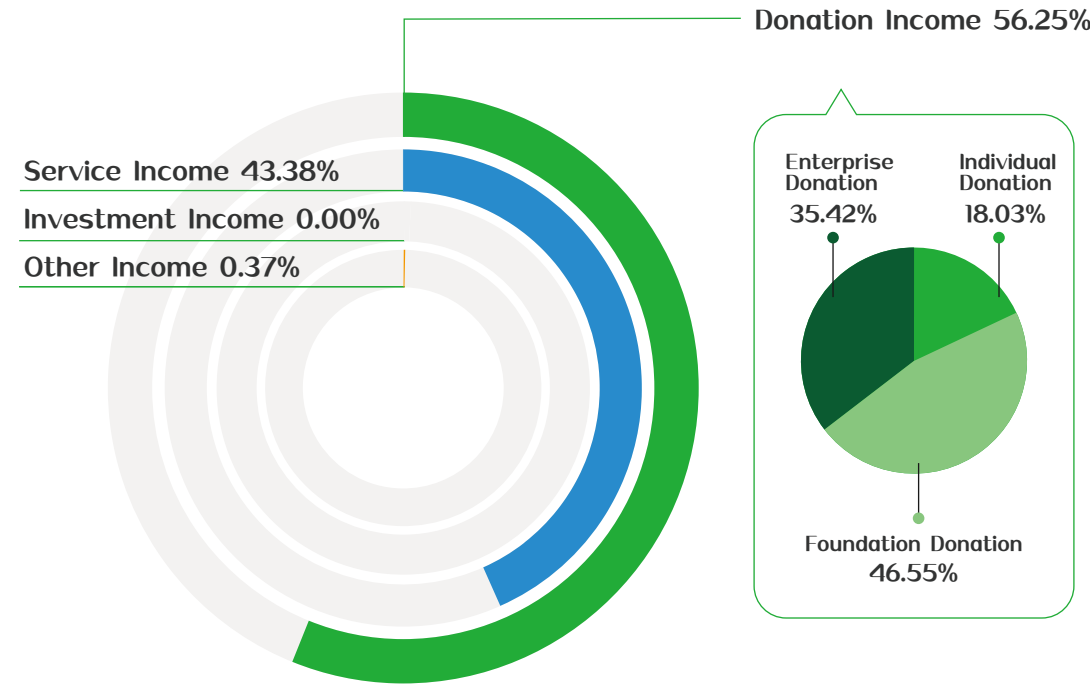
Deputy Secretary General & Director of Brand and Communication Department

Financial Report

The following statistics are from the 2023 annual audit report of Shenzhen Mangrove Wetlands Conservation Foundation.

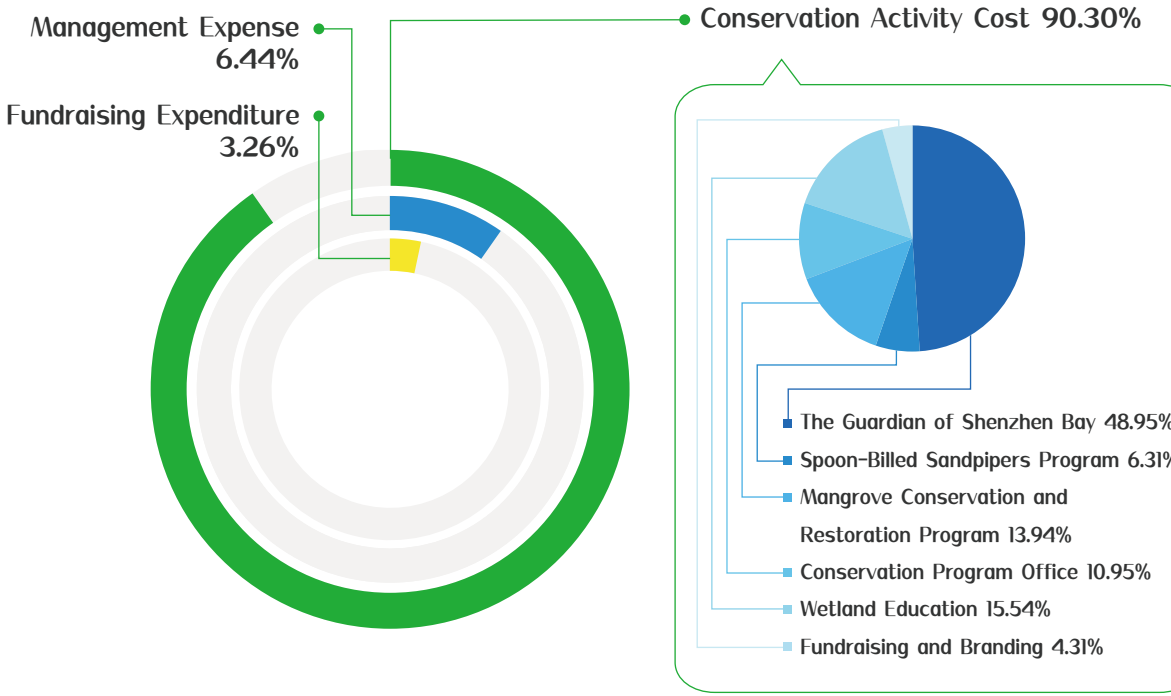
Income and Expenditure

Income (unit: CNY)	
Donation Income	¥22,007,330.36
Individual Donation	¥3,967,978.31
Foundation Donation	¥10,244,464.83
Enterprise Donation	¥7,794,887.22
Service Income	¥16,968,404.43
Investment Income	¥239.32
Other Income	¥143,699.75
Total Gains	¥39,119,673.86

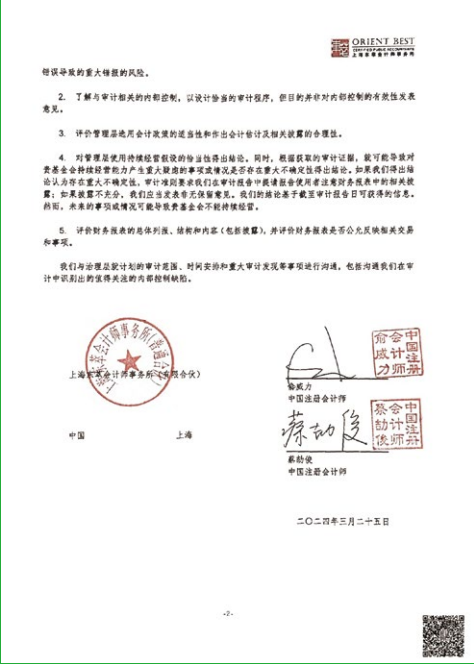
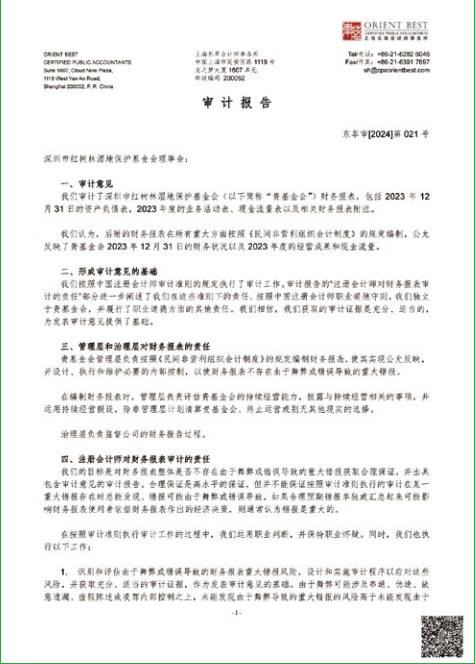
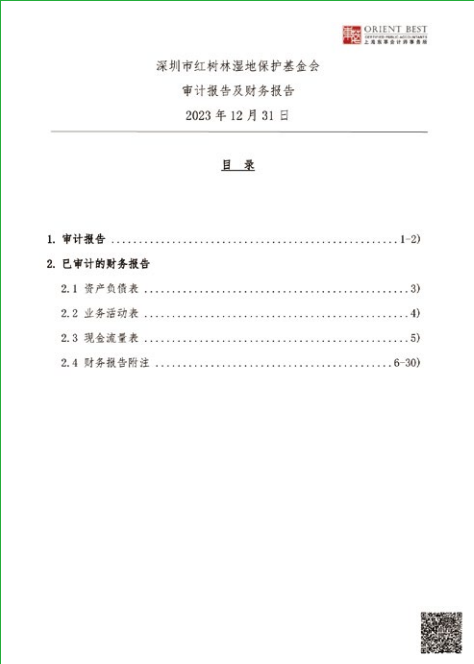


Total Expenditure (unit: CNY)

Conservation Activity Cost	¥34,115,378.94
The Guardian of Shenzhen Bay	¥16,696,937.47
Spoon-billed Sandpipers Program	¥2,153,846.03
Mangrove Conservation and Restoration Program	¥4,756,811.33
Conservation Program Office	¥3,734,858.32
Wetland Education	¥5,301,967.84
Fundraising and Branding	¥1,470,957.95
Management Expense	¥2,432,149.77
Fundraising Expense	¥1,231,273.55
Total Expense	¥37,778,802.26



Audit Report



Scan the following QR code for complete audit report.

Tata and its friends are living in mangrove forest. They together with intertidal zones, estuaries, and other environments constitute the mangrove wetland ecosystem. Let's see who they are and where they live!

Tata is a Eurasian otter living near the Shenzhen River and enjoys a clean water environment.

Tiaotiao is a mudfish living on the mudflat of Shenzhen Bay. It can crawl, jump and even climb trees on the mudflat.

Erdaogang is a wild leopard cat that often resides in the southern area of Futian Mangrove Ecological Park and likes hilly areas and shrubs.

Pipi is a black-faced spoonbill who comes to Shenzhen Bay for winter every year. It lives in mangroves and eats on mudflat.

Reduce the use of disposable water bottles

Your good assistant for daily life

Your nice partner for video-watching

We have two options!

Keep company with you during your study and work

Welcome to our online charity store and choose what you like~

Open Taobao App and scan the QR code. You can reach MCF charity online store to shop!

Letters from family

Let's endeavor to make the world better!



Dear Friends,

Greetings! I am Xia Zheng, an ordinary courier in Shenzhen. My daily routine is shuttling back and forth around different neighborhoods and office buildings in the area I am in charge of, collecting and delivering express mail packages. Every day I get to encounter new customers who engage me in small talks on domestic trivia while dropping off parcels for me to take care of, and from time to time, I meet old customers too where we greet each other almost like friends. While working in Shenzhen, I get to feel the personable and the human touch of this metropolis, and increasingly I have become acquainted with a wide range of people and industries. By chance, I've come to have the same identity as you- a member of the Mangrove Family, that's exactly the reason why you're hearing from me.

MCF is located in the neighborhood I serve. After several years of "accompanying" each other, I have witnessed their development and growth. I go in and out of their office like every day, and I hear them talking about different kinds of birds and trees. I started to notice how they differ from my other customers. For instance, most customers in general request us to wrap the packages as tightly as possible, frequently asking us for extra layers of wrapping or to box it, preferably with some fillers too, even though the parcels are already fully bundled from the courier perspective. On the other hand, the usual response of folks at MCF is: "Take it easy, no need for all these plastics," or "no boxes please, it's simply a waste." They also often save up used boxes, express envelopes and packaging in the office for reuse later.

After some periods of interaction and some occasions of chatting, I've learned that they are a non-profit organization engaged in wetland protection. I was curious and somewhat interested in environmental protection and charity, but it is easier said than done in everyday practice. Until one day, when I was picking up items in their office, I chanced upon knowledge about a special way to show my support—monthly giving.

I still remember vividly that was a weekend when a few MCF staff were still busily at work in the office. Packed parcels were piling up on the conference room table waiting for my collection. They worked skillfully together, with one person handling the small gift packages, taking them out of the boxes and calling out loudly the quantity to be packed and the corresponding recipient information, while the other person verified the information, packed the parcel and put on the express delivery label. They appeared no less proficient than us professional courier.

I asked them inquisitively if some big events were coming up and then was told that these were annual appreciation gifts for monthly donors. We were chatting while packing, and I got to know that they would consider whether a gift would have impacts on the environment, whether it would be easily damaged during shipping, etc. It was exactly this chance that allowed me to understand how they genuinely treat every and thank the monthly donors for their support and trust. I asked, "does that mean I can be your monthly donor if I smoke one less pack of cigarettes a month?" The staff answered with a smile, "exactly, but smoking is harmful to your health anyway, so you ought to smoke less no matter what."

Consequently, without any hesitation, I scanned the QR code to join the monthly giving, hoping to support the work of MCF with my modest contribution. After becoming a monthly donor, I always receive the activity messages or project progress from MCF. Also, as a Mangrove Family member, environmental protection concepts have always had a subtle impact on me, and thus in my daily routine of collecting and delivering packages, I practice reasonable recycling of carton boxes as much as possible. At the same time, I try to improve my packing skills so that I can reduce the loss and waste of one-time packing materials under the premise of ensuring items to be sent are not damaged during transportation.

Why do I persist in making monthly giving? Well, my idea is very simple. I am very certain of the role and significance of my donation, and I am willing to persevere so long as I can render my support to the staff and their work. This makes me a part of MCF, and I endeavor together with everyone for a worthy cause.

I am truly rejoiced at being a part of the Mangrove Family, and I am also more than willing to introduce to others around me the work undertaken by MCF, so that more people can pay attention to environmental protection and wetlands conservation.



Xia Zheng
January 2024

Making monthly giving a habit!

Donating monthly, become more connected with nature.

With your generous recurring donations,
you will receive our member benefits, including:

Your
membership
benefits!



✓ Be honored as a member of the Mangrove Family.



Join our Mangrove Family, the community of donors, join our wetland conservation projects.

✓ Get your Welcome Pack.



The pack contains your monthly donor certificate, a Thank You Letter, and an exclusive badge for Mangrove Family member.

✓ Receive our Bimonthly Briefing.



6 issues per year to keep abreast of latest progress and information about wetland conservation projects.

✓ Receive our Annual Report.



The annual report keeps you informed about our conservation work, fundraising statistics and expenses in a year. The annual report will be issued once a year and sent by email.

✓ Receive monthly donation receipts.



Upon application, a donation receipt for the amount of the monthly donation can be issued, and can be used to claim deduction for individual income tax.

✓ Participate Monthly Donor Activities.



Monthly donors will be invited to participate in exclusive activities organized for the Mangrove Family, such as conservation experience, public research or visit project sites.



Monthly Giving FAQ

Q: How does the monthly auto-pay work?

A: Monthly auto-pay is a safe, reliable and consistent donation. Our monthly giving deduction program is an official partnership with WeChat Pay. You can stop donating as needed.

Q: Where does the monthly giving go?

A: Monthly giving is an unrestricted gift, the fund collected will be used to support conservation projects running by MCF, including:

- coastal wetlands conservation and endangered migratory bird protection;
- wetland conservation research;
- public nature education.

Bank account: Shenzhen Mangrove Wetlands Conservation Foundation



Bank account number: 755919086410701

Opening bank: Shenzhen Branch, China Merchants Bank



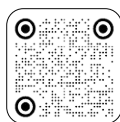
Wechat Official
Account



Wetchat Channel



Tiktok



Xiaohongshu

Level 10 Room 1001, Women and Children
Building, 78 Jingtian Road, Futian District,
Shenzhen, Guangdong, China

Email: mcf@mcf.org.cn

Website: www.mcf.org.cn