

2024 ANNUAL REPORT



MCF
红树林
基金会



About Us

Mangrove Conservation Foundation (MCF) is dedicated to protecting wetlands and its biodiversity through social participation with the vision of achieving "Living wetlands, sustainable future". MCF focuses on four key work areas: mangrove conservation, migratory bird flyway protection, green bay, and wetland education CEPA (communication, capacity building, education, public participation and awareness).

Established in July 2012 as a public fundraising environmental foundation in Shenzhen, China, MCF is a 5A-rated social organization and has maintained a perfect score on the Foundation Transparency Index (FTI) for six consecutive years. In 2023, MCF's application of "Shenzhen Bay Model for Social Participation in Urban Biodiversity Conservation" was awarded the annual Paulson Prize for Nature Stewardship.

MCF was co-founded by SEE Conservation (Society of Entrepreneurs & Ecology), entrepreneurs with philanthropic spirit and relevant departments of Shenzhen Municipal Government. Wang Shi and Ma Weihua served as Founding Chairpersons; Zhang Bigong, Ai Luming, Sun Lili and Chen Jinsong served as Honorary Chairpersons; Lei Guangchun, served as Chairperson; and Liu Mingda served as Executive Chairperson.

Our Vision

Living Wetlands, Sustainable Future.

02

Annual Review

- Message from the Leadership
- Annual Report from the Board of Supervisors

09

Financial Report and Achievements

- Audit Report
- 2024 Achievements
- Financial Data

14

Messages from Partners

16

Mangrove Conservation

- Mangrove Conservation Program
- International Mangrove Conservation

20

Migratory Bird Flyway Protection

- Spoon-billed Sandpipers Program
- Urban Biodiversity (Birds) Friendly

24

Green Bay

- Pioneer Action in Green Bay
- Futian Mangrove Ecological Park

29

Wetland Education (CEPA)

- China Wetland Education Model Program
- Public Participation Action Wetland Education Network
- Wetland Guardian Project

34

Fundraising and Branding

• Persevere in Action, Together Towards a Realm of "Harmonious Coexistence Between People and Wetlands" .

Safeguarding the gifts of nature means protecting our future. In 2024, we continued to advance the mangrove wetlands study and research, spoon-billed sandpipers monitoring, and migratory bird habitats protection and management, providing robust data support for wetland and biodiversity conservation.

In key regions such as Zhanjiang, Yancheng, and Fangchenggang, we carried out assessments of critical migratory bird habitats and their management practices. We developed technical frameworks and management measures for coastal wetland conservation, and contributed to action plans such as the Technical Regulations for the Conservation and Restoration of Hightide Roost Habitat for Waterbirds in Coastal Mudflats .

Building on our research achievements, we partnered with protected areas like Quanzhou Bay, Shenzhen and Zhanjiang, to establish science-backed management and monitoring evaluation systems. Key achievements also included breakthroughs in breeding technology for the endangered *Acanthus ebracteatus*, controlling invasive species such as *Spartina alterniflora* and *Derris trifoliata*, planting 47 hectares of mangroves, and protecting more than 2,000 hectares of mangrove wetlands. These efforts directly supported China's national Mangrove Protection and Restoration Action Plan (2020–2025).

To integrate global expertise and share best practices, we successively organized the Fourth National Training Course on Mangrove Conservation and Restoration, the Third Wetland Conservation and Carbon Neutrality Training Course, and co-hosted international seminars, including the International Symposium on Migratory Bird Flyways and Habitat Conservation, the Urban Biodiversity Forum, and the International Symposium for Mangrove Wetland Education (CEPA), thus deepening international exchanges and fostering cross-border cooperation.

Looking forward, we aspire to further collaborate with partners to innovate global environmental governance mechanisms, contribute to the development of the International Mangrove Center (IMC), and collectively advance toward the realm of "Harmonious Coexistence Between People and Wetlands".



Chairperson | LEI Guangchun

• In a Pivotal Year, Exploring Greater Possibilities

In 2024, both domestic and international communities paid close attention to biodiversity conservation and environmental challenges posed by climate change. MCF has not only consolidated its core conservation and restoration efforts but has also actively aligned with national strategies by engaging more deeply in dialogues surrounding international ecological governance and biodiversity conservation issues.



During the 60th anniversary of Franco-Chinese diplomatic relations, the Franco-Chinese Year of Culture and Tourism, and Franco-Chinese Environment Month, MCF organized the event "Franco-Chinese Month of Environment – Thriving by the Water" along with the 7th Futian Spoonbill Festival. Experts and representatives from China and France in the field of Mangroves were invited to engage in discussion on the protection of urban mangrove wetlands and its biodiversity. We also jointly launched the "Guangdong-Hong Kong-Macao Greater Bay Area ESG Biodiversity Pioneer Enterprise List" with KPMG China and Shenzhen One Planet Foundation to commend enterprises that have demonstrated outstanding performance in the field of biodiversity protection.

At COP16 of the UN Convention on Biological Diversity in October, MCF participated as an official observer, sharing cases of mangrove wetland restoration in the Shenzhen River estuary, and introducing the "Insights from Urban Biodiversity" initiative unveiled at the Shenzhen Urban Biodiversity Symposium. Our exhibition zone on "Biodiversity Actions of Non-state Actors in China", drew significant attention and enthusiastic discussions from many attendees.

The year culminated with the official inauguration of the IMC, marking a new milestone for Shenzhen's wetland conservation work. As an NGO, MCF will continue to serve as an important platform for resource integration and cross-sector collaboration so that we can explore even greater possibilities in the future.

Executive Chairperson | Liu Mingda

• Vision for the Future, Resolute in Action

Ecological environment restoration, protection and nature education are not achievements that can be accomplished overnight, and their impacts extend far beyond the present moment. In 2024, MCF joined hands with government agencies, philanthropic enterprises, research institutions, and other stakeholders, to establish multiple specialized funds tailored to local resource characteristics and conservation needs. These initiatives provide robust support for wetland ecosystems and biodiversity across various regions.



In addition to consolidating the financial foundation, personnel training is also a long-term and important task. Over the past year, MCF has actively carried out several training and exchange activities. In July, the "Workshop on Mangrove Conservation and Restoration" was held in Shenzhen. In December, the "National Training Course on Mangrove Conservation and Restoration" attracted professionals from across the country. At the end of the year, the "1st EAAFP Flyway Science Symposium" built a platform for global researchers and conservationists to collaborate on global migratory flyway protection.

In tandem, we actively engaged in international forums on ecological governance and developed cross-border partnerships. At COP16 of the UN Convention on Biological Diversity, we learned from global best practices while sharing China's expertise in mangrove conservation and biodiversity protection. We also signed a Memorandum of Understanding on Mangrove Conservation and Sustainable Development with Madagascar's Ministry of Environment and Sustainable Development (MEDD), setting a new benchmark for international mangrove cooperation.

In November, we witnessed a landmark moment with the official launch of the IMC. This global platform will advance the coordinated development of international mangrove conservation, exerting a profound and positive impact on the protection of mangrove wetlands in China and even globally.

Let us "look far ahead" to clarify the direction and lay a solid foundation; "Step outside" to broaden our horizons and accumulate experience.

Vice Chairperson | Sun Lili

• Only through Continuous Innovation and Exploration can We Maintain Steady and Far-Reaching Progress.

2024 marked a pivotal year for global biodiversity conservation and environmental governance. For MCF, it was a year in which we implemented strategic plans under the leadership of our governance team, consolidating core operations and actively expanding our horizons.

At the beginning of the year, we finalized our "Thematic Focus + Program Portfolio" operational model and three-year program roadmap, charting a clear course for MCF's future initiatives. Our commitment to telling compelling ecological stories and establishing Futian as a green landmark bore fruit: the Futian Mangrove Ecological Park was proudly designated as a Guangdong Provincial Science Education Base (2024–2028), which was a milestone achievement.

Against the backdrop of the International Mangrove Center (IMC) being established in Shenzhen, MCF actively promoted international cooperation and engaged as an official observer in Conferences of the Parties (COPs) on biodiversity and climate change. We strived to share China's conservation narratives and exemplary cases within international frameworks. We supported a series of activities and training programs organized by IMC and were honored to visit Madagascar, a co-sponsoring country of IMC.

Operationally, we launched a digital management platform to streamline projects and workflows, addressing institutional growth needs. We also prioritized building organizational culture and enhancing team capacity, encouraging staff to pursue personalized learning and development plans.

This year also saw breakthroughs in cross-sector philanthropy, integrating public donations into everyday scenarios. From a cup of coffee to a pendant purchase, small acts were transformed into carriers of goodwill, providing tangible support to conservation causes.

In the future, we will continue to connect with the world, synchronize with the times, and march on with creativity—moving forward undaunted and purposeful.



Secretary General | Yan Baohua

• Report of the Board of Supervisors •

In 2024, the 4th Board of Supervisors of the Mangrove Conservation Foundation (MCF) strictly followed the provisions of the *Charity Law of the People's Republic of China* and MCF's bylaws, upholding a rigorous and pragmatic approach. The Board earnestly fulfilled its duties to supervise and guide MCF's compliance operations, transparency improvements, and sustainable development efforts throughout the year. The key work is summarized as follows:

• Ensuring Operational Compliance

In 2024, regulatory scrutiny deepened, setting higher standards for MCF's work. The five supervisors—specializing in law, audit, media, finance, and corporate management—provided oversight and guidance on MCF's fundraising, project management, financial operations, and communications. This ensured full operational and management compliance with laws and regulations, including the *Charity Law of the People's Republic of China*, *Measures for the Administration of Charitable Organizations' Fundraising from the Public*, *Notice of the Ministry of Civil Affairs, Ministry of Finance, and State Tax Administration on Annual Expenditure and Administrative Expenses for Charitable Activities by Charitable Organizations (Min Fa [2016] No. 189)*, and Bylaws of MCF. Throughout the year, MCF received no penalties from regulatory authorities nor had any major litigation cases.

The audit conducted by Orient Best Certified Public Accountants confirmed that the financial statements were prepared in accordance with the *Accounting System for Civil Nonprofit Organizations* and fairly reflected MCF's financial position, operating results, and cash flows for the year. Additionally, we extend special thanks to Anli Partners and the Shanghai Branch of Global Law Office for their legal support.

• Enhancing Transparency

In 2024, MCF publicly disclosed information in accordance with regulations, maintaining a perfect score in the China Foundation Transparency Index (FTI) for the sixth consecutive year. Key transparency initiatives included an upgrade to our official website and the launch of its English counterpart to optimize institutional communications and improve international visibility, and the creation of a new digital internal management platform to streamline project and financial oversight.

MCF also diversified its communication channels by newly establishing a Rednote account to better inform the public of wetland conservation developments. This aims to convey

project goals, key achievements, and needs through digital, visual, and video content, further strengthening brand image and industry reputation.

• Supporting Sustainable Development

Compliance does not mean stagnation – sustainability is crucial for the organization's development. In 2024, the Board of Supervisors convened and attended all quarterly council meetings. The Board collaborated extensively with the Financial Budget Committee, to support budget management initiatives such as integrated revenue–expenditure tracking, and ensure the security of reserve funds. In tandem, they partnered with the Fundraising Committee to explore multi–scenario and diversified special fund models, broaden fundraising and cooperation channels, and deepen platform–based development.

Looking back on 2024, we extend our gratitude to regulatory authorities, MCF members, and all stakeholders who have guided and motivated us. The Board of Supervisors remains committed to its role, growing alongside MCF to advance wetland and biodiversity conservation.

The 4th Session Board of Directors and Supervisors

Term of office: 2022–2025 (in alphabetical order)

The Board

Board Chairperson

Lei Guangchun

Executive Chairperson

Liu Mingda

Vice Chairperson

Sun Lili

Board Members

Chen Jinsong

Chen Xiaohan

Chen Yanping

Fei Guoqiang

Huang Yunfei

Ji Shengzhi

Li Sa

Liu Wenjie

Wu Qingjie

Xia Liyun

Yan Baohua

Zhai Liu

Youth Observe

Li Jiayi

Qin Yifei

Board of Supervisors

Supervisor Chairperson

Zuo Shiping

Supervisory Board Members

Li Peishan

Peng Fuqiang

Su Wei

Zheng Weihe

Fund Raising Committee

Chairperson

Sun Lili

Responsible Board Member

Ji Shengzhi

Members

Chen Jinsong

Peng Fuqiang

Chen Xiaohan

Xia Liyun

Liu Mingda

Wu Qingjie

Liu Wenjie

Project Management Committee

Chairperson

Xiao Jin

Responsible Board Member

Chen Yanping

Members

Zhang Min

Yang Yi

Wang Zhixin

Shi Tianyin

Li Chunming

Xiao Xingping

Li Zhenfeng

Xiang Xujia

Xia Liyun

Chen Jinsong

Wen Xianji

Li Baojun

Dai Xinyu

Fei Guoqiang

Lv Cai

Finance Committee

Chairperson

Zhang Min

Responsible Board Member

Xia Liyun

Members

Peng Fuqiang

Yu Hao

Wu Junliang

Han Weiwen

Xiao Xingping

Xu Zeyang

Strategic Committee

Chairperson

Wang Shi

Responsible Board Member

Lei Guangchun

Members

Kenneth Berlin

Wendy Paulson

Statutes Committee

Chairperson

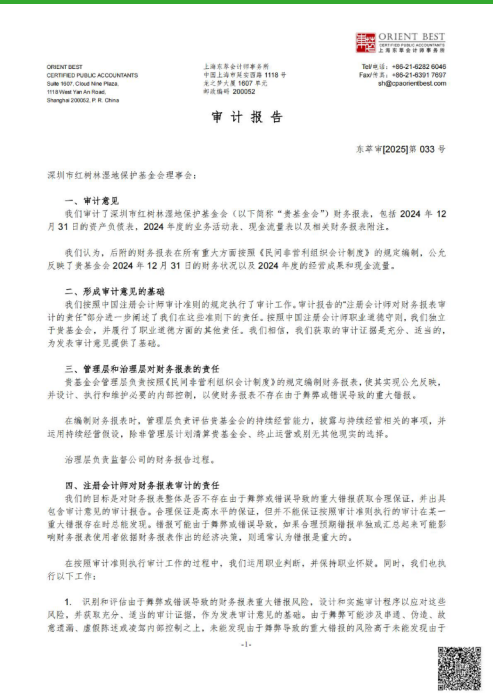
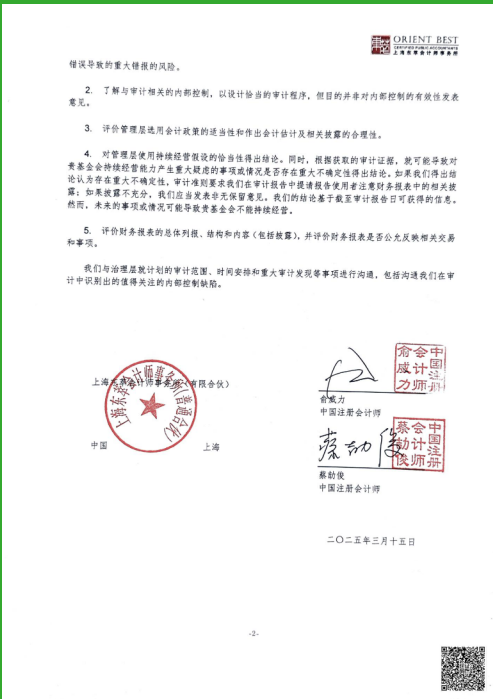
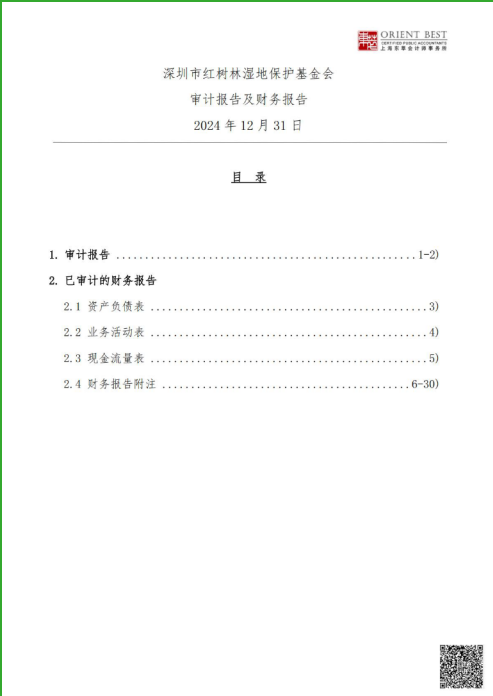
Hu Wei

Responsible Board Member

Fei Guoqiang

Audit Report

Scan the QR code
for complete audit report



Recognition and Awards

- Outstanding Unit of National Ecological and Environmental Science Popularization Base
- Guangdong Province Science Popularization Education Base (2024 – 2028)
- Second Prize in the 2024 Shenzhen Volunteer Service Project Competition
- Design Creativity Award in the First Shenzhen Natural Goodies Festival Cultural and Creative Design Competition
- Model of Nature Education Activity · Most Demonstrative Significance Award
- "Key Technologies and Applications for the Construction of Nature Education Bases Based on UPC Adaptation" won the 6th Southern Guangdong Forestry Science and Technology Award
- "Shenzhen Bay Model for Social Participation in Urban Biodiversity Conservation" won the Outstanding Case in the Biodiversity Conservation Topic of "520 Social Responsibility Day"
- "Green Home Carbon Reduction 'Red' Power Plan – Quanzhou Bay Estuary Wetland Conservation Project" won the Annual Outstanding Project Award on the Philanthropic Awards Ceremony
- "The 5th Spoonbill Festival" was rated as the Activity–category Award of the 12th Liang Xi Science Popularization Award

Trust and Support

2024 New Mangrove Family Monthly Donor

1,186 people

The Total Number of Monthly Donors

10,928 people

5A-Rated Foundation

AAAAAA

Full Marks

in Foundation Transparency Index

Annual Fundraising

¥ 34.41 million

Annual Donation Participation

72.28 million

person–times



Professional Outcomes

As of December 31, 2024

Mangrove Planting

950,000 seedlings

Mangrove Wetland Protection

8,200 hectares

Published Three Books in 2024

Wetland Power: Collection of CEPA Cases on Wetland Education in China

Nature Lessons Around Us

More Nature, More Fun



Joint Action



As of December 31, 2024

Registered Volunteers

2,490

Cumulative Service Duration

100,000+ hours

During 2024

90+ corporates donated and interacted with MCF

310 thousand

online sellers on Tmall supported MCF through Goods for Good



Social Impact

Annual Total Dissemination Exceeds

200 million

person–times

Cause-related Marketing Products

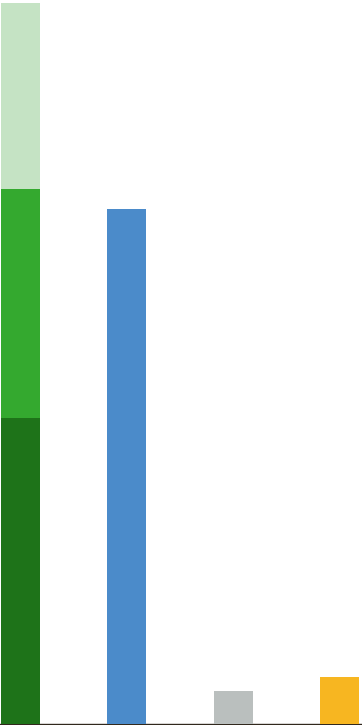
reached over

400 thousand consumers

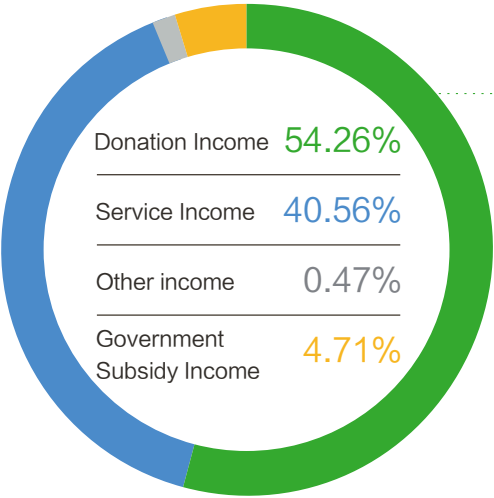
Annual Futian Mangrove Ecological Park visitors and science popularization activities participants near

2 million

Income (unit: CNY) ¥ 34,417,266.30



Donation Income	¥ 18,675,461.51
Individual Donation	¥ 4,017,639.68
Foundation Donation	¥ 7,517,683.51
Enterprise Donation	¥ 7,140,138.32
Service Income	¥ 13,959,086.06
Other Income	¥ 163,068.73
Government Subsidy Income	¥ 1,619,650.00



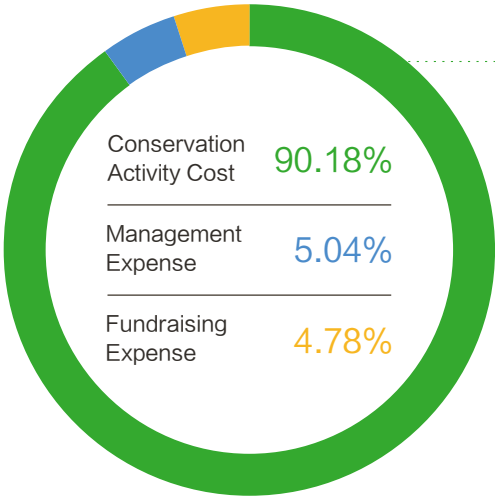
Donation Sources

Individual	21.51%
Foundation	40.25%
Enterprise	38.24%

Total Expenditure (unit: CNY) ¥ 30,026,196.61



Conservation Activity Cost	¥ 27,076,806.38
Mangrove Conservation	¥ 4,852,016.54
Mangrove Restoration	¥ 4,720,237.21
International Mangrove Conservation	¥ 131,779.33
Migratory Bird Flyway Protection	¥ 1,918,868.92
Spoon-billed Sandpipers Program	¥ 1,689,127.89
Urban Biodiversity (Birds) Friendly	¥ 229,741.03
Operational Cost	¥ 1,782,295.77
Green Bay	¥ 14,913,331.42
Pioneer Action in Green Bay	¥ 3,408,752.14
Futian Mangrove Ecological Park	¥ 11,504,579.28
Wetland Education (CEPA)	¥ 3,610,293.73
China Wetland Center (CWC)	¥ 2,175,071.61
Public Participation Action	¥ 959,669.05
Wetland Education Network	
Wetland Guardian Project	¥ 475,553.07
Management Expense	¥ 1,514,246.57
Fundraising Expense	¥ 1,435,143.66



Conservation Activity Cost

Mangrove Conservation	17.9%
Green Bay	55.1%
Migratory Bird Flyway Protection	7.1%
Wetland Education (CEPA)	13.3%
Operational Cost	6.6%

Messages from Partners

Guided by the vision of "Bluer Skies, Warmer Hearts", we launched the "Green Home Carbon Reduction 'Red' Power Plan Project" in collaboration with Tmall Home Carnival and MCF. Over the past two years, the initiative has successfully restored 41.5 hectare of mangrove forests and planted 800,000 mangrove saplings. Committed to scaling up the "Quanzhou Model" through innovative "Business + Philanthropy" integration, the project continues to safeguard these "marine forests" while contributing China's ecological restoration solutions to global environmental efforts.

Alibaba Philanthropy

In the past ten years, the Shenzhen–Hong Kong Project Center and MCF have been working together to gather the power of the civil society through "social participation". From the biodiversity conservation to the intelligent management of wetlands, every step has proved the possibility of ecological protection for all. We look forward to using the Shenzhen experience as a sail to carry the dream of global coastal governance to the blue distant land where human beings coexist harmoniously with nature.

SEE Foundation

As a sustainability practitioner in the global shipping and logistics industry, CMA CGM constantly envisions better ways to serve a thriving world, with particular focus on restoring and sustainably managing coastal wetlands and mangrove ecosystems. Our collaborative project with MCF for mangrove wetland conservation in the Greater Bay Area is approaching its third year. Over the past two years of partnership, MCF has set industry benchmarks in mangrove preservation through its scientific expertise, proven community engagement capabilities, and innovative ecological restoration solutions. This cooperation has not only advanced CMA CGM's commitment to "Acting for the Planet", but also infused enduring value into the biodiversity of the Greater Bay Area's wetlands through science-based restoration, public education, and policy advocacy.

CMA CGM

In 2024, we are honored to cooperate with MCF to further extend our "One Commonweal Heart of Huatai One Yangtze River" ecological environment protection campaign to the estuary of the Yangtze River, and to build a model for coastal wetland protection in the Yancheng Tiaozini Wetland, a World Natural Heritage site. This is a key "gas station" on the EAAF and we look forward to working with MCF to explore a sustainable conservation path that involves the participation of management departments, conservation organizations, enterprises and communities.

Huatai Foundation

MCF has demonstrated exceptional expertise and exploratory capabilities in its field. In 2024, with support from the "Nature Guardian Initiative," MCF's mangrove wetland restoration project in Zhanjiang, Guangdong achieved remarkable outcomes, setting an innovative model for enhancing the stability of mangrove ecosystems and biodiversity. Concurrently, we have embarked on new explorations in urban biodiversity conservation, deeply integrating urban biodiversity with zero-waste practices. Looking ahead, we look forward to continuing our collaboration to jointly explore sustainable development pathways that foster harmonious coexistence between humans and nature.

Meituan Lush Mountain Project

In 2024, we work hand in hand to put down the brushstrokes of the integration of science and technology and humanities on the scroll of urban biodiversity conservation. In the "Egret Citizen Science Project", nearly 100 teams became cloud-based ecological recorders, weaving a guardian network of migratory birds with digital coordinates; the "Bloom Citizen Science Stations" turned the corners of the city into a living classroom for nature education; the "Collaborative Garden Program" allows the public to see beautiful scenery everywhere around them.

These practices have demonstrated that the warmth of technology lies in connection. It allows the public to engage with ecosystems at their fingertips, and converges data streams into a consensus on conservation. Tencent Foundation remains committed to leveraging "citizen science" as a bridge, collaborating with MCF to explore innovative models for urban-nature coexistence.

Tencent Foundation

Our collaboration with MCF has transformed the way we introduce and understand Shenzhen. I remember inviting Dong and his wife, a coffee-farming couple from Yunnan, to see what happens to coffee after it leaves its hometown. First, we took them to the Image Café in Tencent Binhai Headquarters Building, and then to the Futian Mangrove Ecological Park to visit the coffee grounds composting area. The skyscrapers of Shenzhen showcase the city's technological prosperity, while the mangroves represent its gentlest soul. What connects them all is our attitude toward the world: technology for good, humanity for good.

Coffee Grounds Alliance

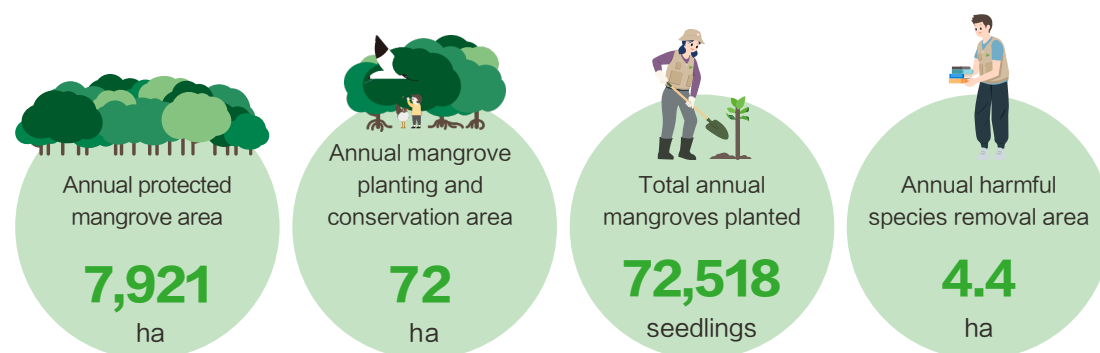
Mangroves are the richest area of biodiversity in the marine ecosystem and the most important component of the marine blue carbon system, thus protecting mangrove wetland is essential to combating climate change. Over the past year, MCF has promoted mangrove ecological restoration in a scientific and pragmatic spirit, carried out nature education in an innovative manner, and made remarkable achievements in marine ecology, biodiversity conservation and response to climate change. We look forward to deepening our cooperation in the future, empowering ecological governance with science and technology, exploring new modes of social participation, and promoting the deep integration of wetland protection and sustainable development. May we continue to practice the concept of ecological civilization side by side and contribute more to building a beautiful China where everything is in harmony!

China Environmental Protection Foundation

Mangrove Conservation

The core focus is on the conservation and restoration of mangrove wetland ecosystems. This is achieved through "nature-based solutions for conservation", "active policy advocacy", and "effective capacity building and international cooperation". The goal is to drive both domestic and international efforts to conserve and restore mangroves in response to the global challenges posed by climate change.

Mangrove Conservation Program



Major Achievements

1 Conducting Scientific Research on Mangrove Wetlands

MCF has systematically advanced scientific research in the conservation and restoration of mangrove wetland ecosystems. MCF collaborated with Lingnan Normal University to protect endangered mangrove species through propagation studies of the rare species *Acanthus ebracteatus*, including cutting propagation and training, and successfully carried out field acclimatization experiments.

In the area of pest and disease control, the foundation partnered with Xiamen University and the Fujian Academy of Forestry to systematically monitor outbreaks in mangrove plantations, providing a scientific basis for effective management and ensuring the success of ecological restoration efforts.

To support conservation actions across China, MCF translated the Best Practice Guidelines for Mangrove Restoration (Chinese edition), promoting scientific concepts and methods for mangrove restoration.



Best Practice Guidelines for Mangrove Restoration (Chinese version)



Research on the propagation of endangered mangrove species *Acanthus ebracteatus*



Mangrove pest and disease monitoring and control

2 Developing Demonstration Projects for Mangrove Restoration and Management

MCF has implemented several mangrove conservation and restoration initiatives in Guangdong, Guangxi, and Fujian provinces. In partnership with Alibaba Philanthropy and Tmall Home Carnival caring merchants, the foundation launched the "Green Home Carbon Reduction 'Red' Power Plan" in the Quanzhou Bay Estuary Wetland Nature Reserve. In 2024, 45 mu (approximately 3 hectares) of new mangroves were planted in Quanzhou Bay, bringing the cumulative restoration area to 622 mu (approximately 42 hectares), totaling about 800,000 mangrove trees.

This initiative was selected for inclusion in the Impact Report: Climate Philanthropy Case Studies and was officially presented at the 29th United Nations Climate Change Conference (COP 29). It also received the 2024 "Outstanding Project of the Year" award at the China Charity Gala.

In Zhanjiang Mangrove National Nature Reserve in Guangdong, MCF partnered with China Environmental Protection Foundation and Meituan's Qingshan Initiative to implement the Mangrove Wetland Protection and Habitat Enhancement Project. Across nearly three hectares, MCF carried out mangrove planting and pest control of *Derris trifoliata* (a harmful native species), developing a promising demonstration case for ecological restoration. Its success attracted further government funding to treat an additional 500 mu (33.33 hectares) of *Derris trifoliata*. This project was further recognized as an excellent case of mangrove protection and restoration by the Guangdong Wetland Conservation Association.



Green Home Carbon Reduction "Red" Power Plan project site



Mangrove restoration in Quanzhou Bay

In response to national policy directives, the team has also carried out removal of the invasive species *Spartina alterniflora* and conducted coastal wetland restoration in locations such as Shankou, Guangxi and Putian, Fujian.



Treatment of harmful plants *Derris trifoliata* in Zhanjiang



Mangrove restoration in Zhanjiang

3 Supporting Development and Empowering Industry Professionals

MCF has actively contributed to capacity building within the mangrove conservation sector. It organized a series of professional training programs, including the 2024 National Workshop on Mangrove Conservation and Restoration and a training course on *Spartina alterniflora* Monitoring in Hainan, providing multi-level technical and general knowledge development opportunities for over 100 frontline mangrove practitioners nationwide.

Additionally, the foundation supported the Quanzhou Bay Estuary Wetland Nature Reserve in upgrading its technical equipment and facilities. It also organized field visits and training programs for more than 20 protected area professionals from Quanzhou and Zhanjiang, facilitating knowledge sharing and strengthening the capacity of local conservation teams.



Hainan *Spartina alterniflora* monitoring workshop



2024 National Mangrove Conservation and Restoration Workshop

International Mangrove Conservation

Major Achievements

1 Conducting International Exchanges and Training

In July and November, MCF supported the International Mangrove Center (IMC) to hold two



terms of Workshop on Mangrove Conservation and Restoration, with over 40 participants from more than 20 countries. In November, MCF supported the "Training Course on Sustainable Utilization Technology of Special Plants in African Countries", held by the Ministry of Commerce. 28 representatives from African countries visited the Futian Mangrove Ecological Park and listened to case studies shared by MCF.



Delegation Visits for the Workshop on Mangrove Conservation and Restoration



Visit and Case Study Session for the Training Course on Sustainable Utilization Technology of Special Plants in African Countries

2 Expanding International Project Cooperation

In October, MCF conducted a field survey on mangrove conservation sites and local communities of Madagascar. Under the witness of the IMC government delegation and Chinese Ambassador to Madagascar Ji Ping, a Memorandum of Understanding (MoU) on Mangrove Conservation and Sustainable Development was signed between MCF and Madagascar's Ministry of Environment and Sustainable Development (MEDD).



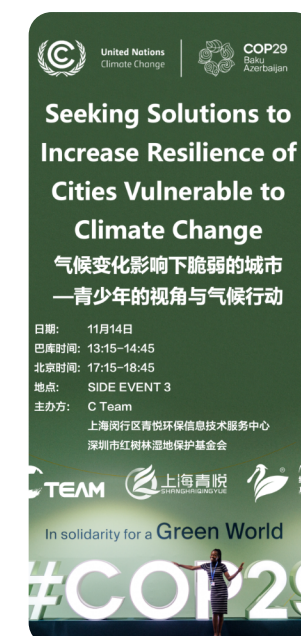
Signing Ceremony of the MoU between Sun Lili, Founder and Deputy Board Chairwoman of MCF, and Fontaine Max Andonirina, Minister of MEDD, Madagascar



Visit to the Wildfowl and Wetlands Trust (WWT) Madagascar Office

3 Participating in International Convention Processes

In November, at the 29th United Nations Framework Climate Change Conference (UNFCCC) held in Azerbaijan, MCF co-organized a side event themed "Seeking Solutions to Increase Resilience of Cities Vulnerable to Climate Change: Perspectives and Climate Actions of Youth" with the C-Team, promoting broader global climate action and educational practices.



Side Event Poster at UNFCCC COP29

Migratory Bird Flyway Protection

The focus is on habitat and biodiversity protection along migratory bird flyways, especially for flagship species. The initiative involves identifying and analyzing the threats to bird species along migratory flyways. It aims to enhance the conservation of rare migratory birds and bird diversity in China, creating bird-friendly urban environments and safer, healthier migratory corridors.

Spoon-billed Sandpipers Program

Major Achievements

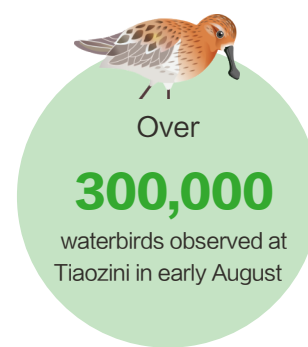
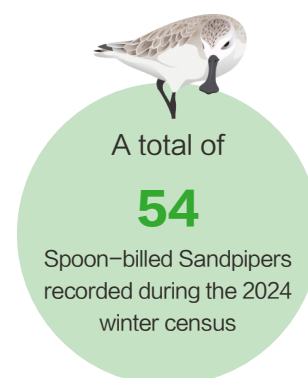
1 Enhancing scientific conservation of Spoon-billed Sandpipers through research and policy advocacy

In January 2024, a synchronized winter census of Spoon-billed Sandpipers was conducted across four provinces (Fujian, Guangdong, Guangxi, and Hainan), with 54 individuals recorded at 38 survey sites. Results shows Zhanjiang, Guangdong as the most concentrated wintering area for Spoon-billed Sandpipers in China.

*The China Spoon-billed Sandpiper winter census is part of the global Spoon-billed Sandpiper winter census organized by the Spoon-billed Sandpiper Task Force (SBS TF). It has been implemented by the Spoon-billed Sandpiper Conservation Network since 2019.



2024 winter census of SBS in Zhanjiang, Guangdong



2 Establishing a Chinese model for effective habitat management in the East Asian-Australasian Flyway (EAAF)

Through the "One Yangtze River" project supported by the Huatai Foundation, conservation efforts at Tiaozini Wetland were intensified. Throughout the year in Tiaozini, 19 systematic surveys documented 22 species of nationally protected birds. Notably, over 300,000 waterbirds were recorded at five monitoring sites during the early August survey.

Collaborative research on 720-mu and 10,000-mu high-tide roosting habitats revealed the spatiotemporal patterns of waterbird utilization. This led to the "Guideline for High-Tide Habitat

Selection in Coastal Wetlands" and management recommendations. The documentary "Tiaozini: The Remarkable Migratory of Spoon-billed Sandpiper" was produced to further showcase the conservation work and achievements.



Daily monitoring at Tiaozini Wetland



Documentary filming at Tiaozini



Scan QR code to watch the documentary

3 Enhancing international collaboration on the migratory flyway

As a core member of the Spoon-billed Sandpiper Task Force (SBS TF), MCF actively participates in EAAF governance and hosted knowledge-sharing events.

Shenzhen, January, Workshop on Migratory Waterbird Flyways and Habitats Conservation; July, The China Migratory Bird Flyway Conservation Webinar; Beijing, October, 1st EAAF Flyway Science Symposium. These events facilitated knowledge exchange of best practices in flyway conservation.



Shenzhen Workshop on Migratory Waterbird Flyways and Habitats Conservation



Beijing 1st EAAF Flyway Science Symposium

4 Launching the special fund for coastal wetland protection

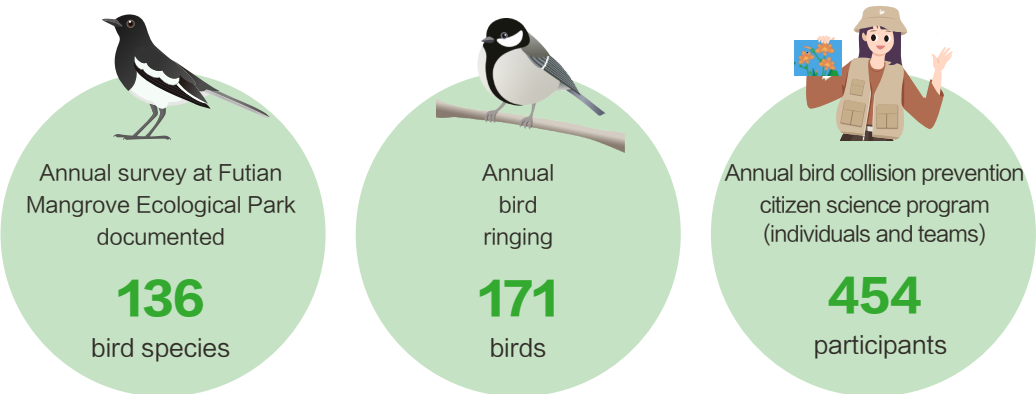
The "By the Water" Special Fund, launched with the Beijing Changping Multiple Intelligences Environmental Institute, focuses on ecological restoration in critical areas like Tangshan Coastal Wetlands. Projects include micro-wetland habitats restoration, waterbird monitoring and impact assessments, and infrastructure for eco-friendly industries. Through scientific planning and partnerships, the initiative aims to create a global model for wetland landscapes and waterbird conservation, positioning Tangshan at the forefront of international wetland protection.



Field visit to Caofeidian, Tangshan, Hebei.



Urban Biodiversity (Birds) Friendly



Major Achievements

1 Developing biodiversity-friendly streetlights and exploring bird-adapted urban renovation

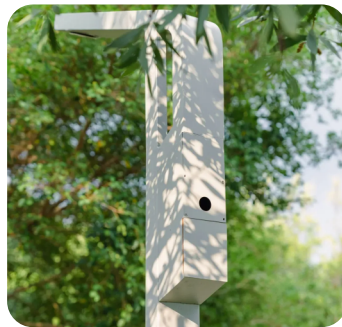
Piloted in Shenzhen, we explored gradient-based bird-friendly urban design. The 2024 bird survey at Futian Mangrove Ecological Park documented 136 species (14 orders, 43 families). Through citizen science projects in Shenzhen Bay Park and Futian Mangrove Ecological Park, we promoted habitat-friendly infrastructure and monitored cavity-nesting birds. Twenty nest boxes were installed, resulting in 7 pairs of Oriental Magpie Robins successfully fledging 25 chicks (breeding success: 75%; occupancy rate: 35%). The innovative streetlight design received dual patents for its aesthetic design and functional utility.



Oriental Magpie Robin nesting under biodiversity-friendly streetlight



Two newly granted patents



Biodiversity-friendly streetlight

2 Engaging citizens in scientific surveys

In May 2024, we partnered with the Shenzhen Fairy Lake Botanical Garden and Shenzhen Park Management Center to launch the year-long "Nectar Plants and Where to Find Them?" citizen science initiative across the Greater Bay Area. Five regions—Hong Kong, Guangzhou, Shenzhen, Hengqin Deep Cooperation Zone (Macao), and Shanghai—collaborated to generate actionable biodiversity data.

3 Public engagement in bird collision prevention

Partnering with Futian Bureau of Ecology and Environment, we conducted Shenzhen's first government-led multi-stakeholder bird collision survey, engaging 454 individuals/teams surveyed 432 buildings, documenting 39 collision incidents. In early 2024, Futian Ecological Park implemented its second anti-collision renovation based on historical data; zero collisions occurred in retrofitted areas this year.



Participants of "Nectar Plants and Where to Find Them"



Event poster for "Nectar Plants and Where to Find Them"

4 Advancing urban biodiversity through multilateral dialogues

To mainstream biodiversity conservation and promote public awareness, MCF co-hosted the "Urban Biodiversity Symposium: Cities Contributing to the Kunming-Montreal Framework" (September 2024, Shenzhen) with the Paulson Institute and Duke Kunshan University. The event convened government delegates (Beijing, Shanghai, Greater Bay Area), scholars, NGOs, and businesses to align urban actions with global biodiversity goals. The symposium launched the "Urban Biodiversity Insights", distilling key conservation messages for cities.



2024 National Bird Collision Prevention Network Annual Meeting



Urban Biodiversity Symposium

5 Second bird ringing training workshop successfully held

In April 2024, MCF partnered with multiple institutions to host the "Shenzhen Bird Ringing Training Workshop (Session 2)" at Futian Ecological Park, supported by the National Bird Ringing Center. Participants from Sun Yat-sen University, Shenzhen Bird Society, and others banded 171 birds (5 orders, 17 families, 27 species) throughout the year.



Bird Ringing Training Workshop

Green Bay

Focusing on urban sustainable development and urban biodiversity conservation, the Green Bay initiative centers around the Guangdong–Hong Kong–Macao Greater Bay Area (GBA).

This initiative promotes the creation of eco–friendly demonstration projects, encouraging social participation and platform networking. It aims to support the realization of ecological and carbon–neutral goals for the Bay Area, facilitating the development of a world–class urban area and exploring practical solutions for "harmony between humanity and nature".

Pioneer Action in Green Bay



Major Achievements

1 Educational & entertaining offline brand events

From June 1st to 2nd, the "3rd Otter Festival – Otter Board Game Carnival" was held at Shenzhen Bay Park. A series of original and fun educational board games themed around otter conservation, jointly developed and upgraded by MCF staff, volunteers, and college students, engaged over 1,000 participants. The immersive games enhanced public awareness of Eurasian otter conservation.

On October 26th, the "7th Futian Spoonbill Festival" together with the "Franco–Chinese Month of Environment – Thriving by the Water" event opened at Futian Mangrove Ecological Park. Themed "Neighboring Mangroves", the event featured a variety of activities, including Science Coffee Corner, Children's Game Workshop, and Mangrove Exploration. It also provided an interactive fair called "Spoonbill's Time Travel", attracting around 2,000 participants.



The 3rd Otter Festival – Otter Board Game Carnival



The "4th Mountain–Sea Vistas & Natural Shenzhen Life Festival & the 7th Futian Spoonbill Festival" were jointly held on October 27th. The event allowed the public to create bird collision prevention stickers and join in birdwatching, attracting about 1,600 participants.



Neighboring Mangroves "Franco–Chinese Month of Environment – Thriving by the Water" and the 7th Futian Spoonbill Festival



The 4th Mountain–Sea Vistas & Natural Shenzhen Life Festival & the 7th Futian Spoonbill Festival

2 Volunteers' support for conservation and education work at Shenzhen Bay

Across three nature education centers (Futian Mangrove Ecological Park, Futian Mangrove Nature Reserve, and Shenzhen Bay Park) and other venues in GBA, 1,634 educational and conservation activities reached 86,467 participants in 2024.

Throughout the year, 68 volunteer training sessions were held. Volunteers provided a total of 38,068.43 hours of service and actively participated in citizen science activities such as the national bird collision survey. 68 course sessions were conducted in the volunteer–supported mangrove science education program for primary and secondary school students, with a total of 3,152 teacher and student participants.



Group photo of Futian District primary and secondary school students' mangrove science education activities

In collaboration with the Guangdong Provincial Forestry Affairs Center, based on our daily educational practices, two Guangdong Province Nature Education Practice books were published, several science education leaflets were designed and produced.

The Mangrove Volunteer Service Team won the second prize and the special competition award at the "Shenzhen Volunteer Service Project Competition," the "Outstanding Volunteer Service Organization" award from the Guangdong Provincial Volunteer Federation, and the "Best Volunteer Service Organization" at the "Shenzhen Volunteer Service Advanced Models Campaign".



Books and science education leaflets



Group photo of volunteers at Futian Mangrove Ecological Park

3 Nature-based Solutions (NbS) practices and capacity building

In 2024, NbS practices and demonstration work were actively and continuously carried out in the GBA. The conservation work at the Guangzhou Wanzuitou Wetland met the global standards for NbS and achieved significant results in biodiversity benefits and economic feasibility, which provided a good example for the application of NbS in urban wetland management. In 2024, the report "Case of Nature-Based Solutions – Community Participation in the Conservation Practices of Guangzhou Wanzuitou Wetland Park" was completed.

On August 3rd, with the support of the Dongtai Coastal Economic Zone Management Committee, the "Third Wetland Conservation and Carbon Neutrality Training Class" (hosted with Huatai Foundation and the He Yi Green Foundation) was successfully held in Dongtai Tiaozini, Yancheng, Jiangsu Province. Participants systematically learned about macro policies and global practices in wetland and biodiversity conservation, as well as cutting-edge knowledge on wetland carbon sink functions and climate change response.



The 3rd Wetland Conservation and Carbon Neutrality Training Class

Futian Mangrove Ecological Park



Major Achievements

1 Building the "Futian Ecological Civilization Reception Hall", with steady progress in park operation and management

Throughout the year, efforts were focused on enhancing the internationalization of Futian Mangrove Ecological Park, by adding an English reservation portal for Education Center, launching foreign language training for frontline park staff, hosting 44 guided tours for Hong Kong, Macau, Taiwan, and international visitors, and increasingly highlighting the park's role as a biodiversity conservation exchange platform. In 2024, a total of 268 visits from various sectors were received, effectively linking multiple resources to promote exchanges. Science popularization and educational activities were diverse and abundant, with 1,036 events held and 43,831 visitors attracted. The Forest Chief Green Park initiative was implemented with a new species signage.



International delegation visit



Education Center guided tour

During the year, we adhered to safety as the lifeline of park operations, improved various management systems, explored refined park appearance management, laid equal stress on environmental and visitor friendliness, and actively maintained good neighborly relations. Besides, we kept managing regular staff activities in boundary alert areas, strictly complying with all coastal defense regulations and promoting biodiversity conservation knowledge to community residents.



Science and Technology Week activity



Fixed-point birdwatching activity

2 Advancing Biodiversity-Friendly Park Construction

Creating a wildlife-friendly environment:

- Planting mangroves and semi-mangroves along the northern loop of Hongyu Lake to build a mangrove habitat in the northern ecological park area.
- Introducing caring enterprises to carry out coffee grounds recycling activities in the composting area, collecting more than 4,500 kilograms of coffee grounds throughout the year.
- Monitoring a total of 28 fish species and 20 benthic animal species at the pilot project area for water ecological restoration based on Nature-based Solutions (NbS), which witnessed an increase of 18 species and 19 species respectively.
- Expanding the capacity of the Hongyu Lake ecological floating island, maintaining and repairing the insect house and the Benjeshecken, which could create favorable and suitable habitats for birds and insects.
- Planting rice paddies to provide food for insects and birds.
- Connecting and cultivating community volunteers to promote park plant surveys; by the end of 2024, vascular plant survey recorded 138 families, 522 genera, and 777 species.



Volunteers participated in planting experimental rice paddies



Birds foraging after rice planting (Photo: Sanye Mei)



Mangrove landscape in the northern area of the Ecological Park



Conducting water ecology monitoring work at Futian Mangrove Ecological Park

CEPA is the Convention on Wetlands' action plans for wetland awareness and education, the initiative focuses on Communication, Capacity Building, Education, Public participation and Awareness (CEPA). It aims to engage the public in wetland conservation, promote advocacy, and support wetland protection goals.

China Wetland Education Model Program

Major Achievements

1 Publication of *Wetland Power: Collection of CEPA Cases on Wetland Education in China*

Through a nationwide call for submissions from governments, wetland nature reserves, NGOs, schools, and enterprises, we curated and published *Wetland Power: Collection of CEPA Cases on Wetland Education in China*. The book features 26 diverse and vibrant cases representing various wetland types and education actors across the country. It showcases China's innovative approaches to wetland conservation, education, and public engagement, and provides an overview of national CEPA efforts. The publication supports China's presence on the international stage of wetland CEPA education.



Wetland Power: Collection of CEPA Cases on Wetland Education in China



Multi-Perspective
International Symposium
Engaged Nearly

400
Participants

2 Cross-border collaboration mechanism for wetland management in the Lancang-Mekong River Basin

In June, MCF co-hosted a wetland management exchange under the "Sustainable Wetland Management Cooperation Project in the Lancang-Mekong Region", bringing together 29 representatives from basin countries. A regional expert network was established to promote best practices in wise wetland use. Participants received training and improved national wetland management plans with support from Chinese and international experts. The event outputs include 10 cross-country case studies in areas such as community co-management, education, and ecotourism.



Group photo of participants during the Lancang-Mekong River Basin wetland management exchange in Shenzhen Bay Nature Education Center



CEPA Capacity Building Workshop for Migratory Bird Wetlands in Dongying

3 Fostering global dialogue on cutting-edge CEPA approaches

In March, the "CEPA Capacity Building Workshop for Migratory Bird Wetlands" was successfully held in Dongying, Shandong Province. The event was jointly organized by NFGA Planning Institute, the Yellow River Delta National Nature Reserve, and MCF, with support from national and international partners.

In May, the "2024 China Nature Education Conference: CEPA International Forum on Migratory Bird Wetlands" took place in Dongtan, Chongming, attracting nearly 100 professionals. A MoU was signed between the Dongtan Reserve and MCF to promote collaborative and innovative biodiversity conservation and sustainable use.

In June, the "2nd China Mangrove Wetland CEPA International Symposium & Wetland Education Sub-forum of the 2024 China Nature Education Conference" convened over 120 guests. Experts from Thailand, Myanmar, Korea, the Greater Bay Area, and across China shared localized experiences in a dedicated international workshop, fostering rich cross-cultural dialogue on CEPA practices.



CEPA International Forum on Migratory Bird Wetlands in Dongtan, Shanghai



International Workshop at the 2nd China Mangrove Wetland CEPA International Symposium

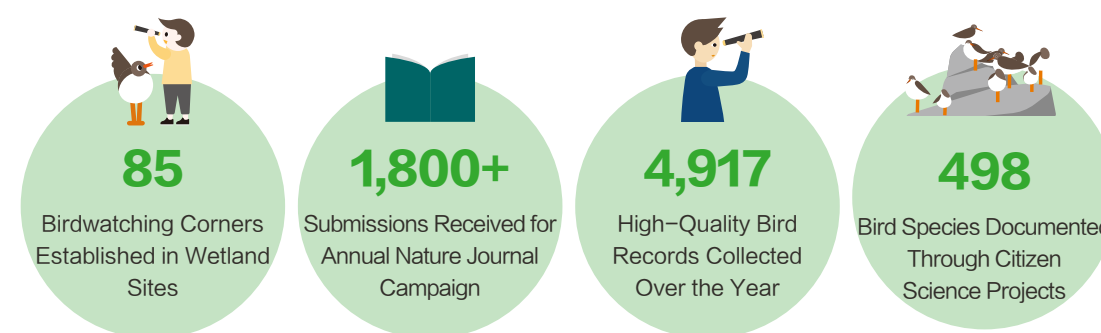
4 Establishing "Siberian Crane Guardianship Stations" to improve wetland education capability

Based on completed wetland education plans for Poyang Lake, Nanji Wetland, and Duchang protected areas, MCF launched three "Siberian Crane Guardianship Stations" through multi-stakeholder collaboration. These modular stations will significantly enhance the region's wetland education capacity, serve as outreach hubs, and attract local support through community events, volunteer programs, and ESG partnerships.



Launching and donation ceremony of the "Siberian Crane Guardianship Station" public engagement program

Public Participation Action Wetland Education Network



Major Achievements

1 300+ schools joining national "Bird-Loving Week Nature Journal campaign"

The national "Bird-Loving Week Nature Journal Campaign" is a long-term flagship initiative encompassing teacher training and student engagement. In 2024, over 300 primary and secondary schools from 21 provinces, municipalities, and regions participated, submitting more than 1,800 nature journals.

An annual review and sharing conference was held in Quanzhou in October, where participating schools, outstanding teachers, and student representatives shared how the campaign positively influenced them in awareness improving, daily teaching, and self-learning capacities. The campaign also helped identify capable nature education institutions, conservation areas interested in joint programming, and a network of

passionate frontline educators. Together, these contributors lay a solid foundation of human and knowledge resources for broader wetland education initiatives.

2 Expanding Wetland Birdwatching Corners nationwide

In 2024, the program evaluated the first 50 "Birdwatching Corners" based on frequency of activities, audience reach, media coverage, teacher engagement, and parent participation. Ten outstanding sites were selected and will be upgraded to "Citizen Science Stations" in 2025.

The additional 35 Birdwatching Corners were established this year, extending beyond schools into community hubs like bookstores, urban parks, and neighborhood centers—broadening public access and engagement.

*Each "Wetland Birdwatching Corner" is equipped with essential materials such as nature books, binoculars, and field guides, along with foundational training in bird and nature observation. Applicants are required to develop an annual activity plan aligned with program goals, using birdwatching as an entry point to conduct long-term wetland education for schools, communities, and protected area neighbors.



Main visual of the 2024 Bird-Loving Week Nature Journal Campaign



BLOOM Birdwatching Corner at Taiyu Primary School, Yuhua District, Changsha



Birdwatching class at BLOOM Birdwatching Corner, Zhanjiang No.1 Middle School



BLOOM Birdwatching Corner at Yuxiu Garden, Lianhuashan Park

3 Scaling up the "Egret Citizen Science" Project

Launched in April 2024, the "Egret Citizen Science Project" has covered 16 provinces and 26 cities. By December, 119 teams with 722 participants had registered and submitted observation data.

Two key surveys were conducted: a breeding season survey in June – July and a migration season survey in October. Together, they yielded 4,917 high-quality bird records, covering 498 species. The project has successfully inspired public engagement in avian monitoring.

With data collection for the first phase now complete, the project is entering an initial evaluation phase to assess how citizen science can enhance scientific literacy.



Team 35-Nanshan District Red Scarf Bird Guardians (Talent Park branch), Shenzhen



Team 64-Green River Egret Explorers, Chengdu



Team 15-Tongmeng Feiyu Birding Team, Jinan

Wetland Guardian Project

Major Achievements

The project aims to build a platform that connects protected areas, management authorities, and education partners, creating a sustainable collaboration model for wetland education. From 2024 to 2027, the project plans to train 1,000 Wetland Guardians for 100 wetland sites across China. These individuals will support local wetland education through outreach, training, lectures, and interpretation activities—enhancing public understanding and support for wetland conservation.



Hubei Wetland Guardians conducting activities in Wuhan's Jiefang Park

Progress to Date:

★ Highland Wetland Guardians ★

Focused on Yunnan's plateau wetlands, 10 guardians have been trained to deliver year-round programming in these areas.

★ Quanzhou Guardians ★

40 guardians have been trained, actively conducting activities in Quanzhou Bay Estuary Wetland Reserve, Luoyang Bridge, and Blue Bay project sites.

★ Hubei Guardians ★

20 guardians, primarily school teachers, have been trained to serve Wuhan and surrounding wetlands.

★ Poyang Lake Guardians ★

20 guardians support daily education activities in the Poyang Lake region.

Fundraising and Social Impact

Annual Picks



Let's Collect Coffee Grounds!
The Story Behind Coffee
Grounds Alliance



2024 International Day of Biodiversity
Spotlighting "Obscure" Species



She Planted 800,000
Mangroves in Quanzhou Bay
and Won Luo Dayou's Praise!



One Yangtze: Tiaozini
The Migration Miracle of the
Spoon-billed Sandpiper



Few Know China Has a
Fourth Coast Type!



Horseshoe Crab Spotted
in Shenzhen Bay



The first "Guangdong-Hong Kong-Macao
Greater Bay Area ESG Biodiversity
Corporate Recognition Award"
was launched



Growing Together for Charity:
Protecting Spoon-billed
Sandpipers with Moonlight Blade
Mobile Game



Annual Key Data



Donation Participation
72.28 million
person-times

Total Monthly Donors
10,928
individuals

Cumulative Weibo Reach
230 million
person-times



Media Coverage
150
pieces



Official Xiaohongshu
Account
3,000+
followers

Futian Mangrove
Ecological Park Slow
Live Stream
100,000+
views



Cause-Related
Merchandise Sales
400,000+
units



Cumulative Reads
170,000+
rednote

Major Achievements

1 Establishing special funds and expanding diversified fundraising methods

Based on expertise and social influence, MCF actively developed cooperation in the special funds. Together with the government, enterprises and industry as the initiator, set up the "Special Fund for the Protection of Migratory Bird Flight Corridors", "Special Fund for the Wetland Protection of the Chishui River", "Green and Beautiful Futian Special Fund" and "Park Nature Education Special Fund".

2 In-depth cooperation with public fundraising platforms to build synergies

MCF collaborating with Alibaba Philanthropy and Tmall Home Carnival, have jointly launched the second phase of "Green Home Carbon Reduction 'Red' Power Plan" project. This project won the CEGA Outstanding Case and the 2024 China Philanthropist Charity Gala Annual Outstanding Project Award.

Through deepened collaboration with Tencent Foundation, expanded partnerships with Tencent's flagship gaming brands, including Tianya Mingyue Dao (Moonlight Blade) and Honor of Kings, to advance wetland conservation efforts.

Additionally, our project "Spoon-billed Sandpiper Program" successfully passed the WeChat Micro Donations assessment and launched fundraising activities. With the support of the Tencent Charity platform, the number of monthly donors has also achieved a new breakthrough.

Successfully applied for Meituan Lush Mountain Project Special Fund under the China Environmental Protection Foundation, the "Urban Nature Guardian" project has been launched, creating the first official "Lush Eco-Forest" at Shenzhen Bay Park's tidal wetland ecological enhancement site. Supported by the initiative, the "Zhanjiang Mangrove Wetland Conservation and Habitat Enhancement Project" has catalyzed public awareness of wetland protection while establishing critical protocols for biological control of mangrove pests. On November 7, volunteers consisting of



2024 China Philanthropist Charity Gala Annual Outstanding Project Award



WeChat Micro Donations



Volunteers replant native mangrove saplings after clearing fish vines at the preserve (Photo: Feipeng)

business representatives engaged in ecological restoration work and monitored conservation outcomes at the Zhanjiang Mangrove National Nature Reserve. The project secured coverage from 39+ media outlets featuring 230+ reports, generating over 84 million online exposures on various platforms.

3 Joining forces with government and businesses to build a Green Bay

In promoting the Environmental, Social and Governance (ESG) cooperation of "Government+Finance+Enterprise+Public Welfare", MCF launched "Guangdong-Hong Kong-Macao Greater Bay Area ESG Biodiversity Corporate Recognition Award" with KPMG and One Planet Foundation. 10 "Pioneer" and "Rising Star" were selected based on the extent of their contribution to the field of biodiversity conservation, which will have a positive impact on influencing and mobilizing the enterprises to drive regional sustainability in the Bay Area.



The Guangdong-Hong Kong-Macao Greater Bay Area ESG Biodiversity Corporate Recognition Award

4 Empowering fundraising with communication activities, deepening cause-related marketing cooperation

On the International Day for the Protection of Mangrove Ecosystems, MCF mobilized mangrove family members (monthly donors) to participate in the online "Hello, Mangrove" monthly donation campaign, and created exclusive companion posters for participants to share their personalized stories on social platforms.

During the China Charity Day, MCF cooperated with philanthropy platforms like Tencent Charity and Alibaba Philanthropy, and collaborated with the Moonlight Blade, Chow Tai Fook, and the Platinum Towers to jointly disseminate the ideas of wetland and its biodiversity protection. During this period, MCF received strong support from Mingda Capital Management, Wit Media, Tian Wang, and Qiwo Automobile, as well as active participation and promotion from the Board of Directors, Board of Supervisors and volunteers.



Monthly Donor Poster



Science exhibition on "The Return of the Black-faced Spoonbill" in the Platinum Towers



MCF & Tencent Charity & Moonlight Blade

Throughout the year, MCF maintained cross-sector charitable cooperation with famous brands like Bantian Vanke Plaza, BBC Earth, Four Seasons Hotels and long-term partners such as M&G, OTTERdun and Freshippo. And the collaborations had effectively reached out a wider range of user groups, expanded the channels of communication through customized campaign and the content of the communication in accordance with the brand's characteristics.

In 2024, MCF had collected over 7t coffee grounds with the support of Four Seasons Hotels and HOHIILIFE. Together with Tencent ESG and Willflying Coffee, we launched the "Coffee Grounds Alliance", which is committed to linking all sectors of society to recycle and rationally utilize coffee grounds, promoting a circular economy and biodiversity conservation.



MCF & OTTERdun



MCF & HOHIILIFE



MCF & Freshippo



MCF & Four Seasons Hotels

MCF & KOITAKE



Coffee Grounds Alliance



MCF & M&G

5 Year-round coverage of communication nodes and double breakthroughs in social-media channels and contents

In 2024, MCF's communication work realized year-round coverage of environmental and public welfare nodes, such as Wetland Day, Arbor Day and Earth Day; carried out coordinated media campaign and brand cooperation with governmental departments, media outlets, caring enterprises, public welfare platforms, celebrities and famous self-media.

Among them, collaborated with partners like M&G, Guangming Daily and Meituan Public Welfare, MCF's Sina Weibo account launched a series of hot topics related to endangered species protection and wetland conservation, which has cumulated dissemination volume of 230 million, more than 510,000 person-time discussion and 2,243,000 person-time comments. The video of the visit to the estuary of Shenzhen Bay broadcasted by Guangming Daily was ranked No. 6 on the Shenzhen City Hot Search List, and ranked the top 60 on the Hot Search Rising List of the whole station.

In March, MCF's official rednote was registered and started to operate, and as of mid-November, the account gained 3K



Sina Weibo online communication event on International Day for the Conservation of the Mangrove Ecosystem



Most popular content on MCF rednote account

followers with 170K reads.

In 2024, Futian Mangrove Ecological Park slow live broadcast on the Wechat Channel of MCF and CPC Futian District Committee Publicity Department reached about 100,000 views.



Interact with M&G on Sina Weibo



Slow live broadcast in Futian Mangrove Ecological Park



Joint communication activity of "Wetland Inn"

6 Actively cooperating with official media to disseminate good content and receiving numerous accolades

Focusing on environmental protection nodes such as the International Day for the Conservation of the Mangrove Ecosystem and World Migratory Bird Day, as well as important events such as COP16, and the official launch of the IMC, MCF worked closely with mainstream media like People's Daily, Xinhua News Agency and local media, to publish and broadcast over 150 reports throughout the year.

Based on the continuous cultivation in the field of wetland conservation and restoration, MCF actively cooperated with the Shenzhen Municipal Bureau of Civil Affairs, the Shenzhen Futian District Government, the Guangdong Provincial Channel, BBC Record Channel, Tencent Video, and other thematic filming work. The video "There is a Mangrove Outside the Window" shot by the Futian District Publicity Department of Shenzhen won the Excellent Award for Outstanding Micro-video of Guangdong Province in 2024. MCF also provided professional support to Tencent News in the filming of the first episode of the season 2 of "The Trees of a Great Nation". The program was awarded as the outstanding domestic documentary by SARFT (The State Administration of Radio and Television).



Chinese report



English report



TV report

Letter from mangrove family member

Dear Mangrove Family,

My name is Jia Yifei, a researcher at Beijing Forestry University (BFU). BFU and MCF are close partners, and I am proud to also be a monthly donor to MCF. My work in nature conservation has deepened my understanding of the significance of monthly donations and strengthened my commitment to this role.

In 2019, BFU and MCF jointly launched the Spoon-billed Sandpipers Program, using the Tiaozini wetland of the Yellow (Bohai) Sea Migratory Bird Habitat of China (Phase I), a World Natural Heritage Site, as our field research base. Here, we conduct monitoring and research on migratory birds along the flyway, with Spoon-billed Sandpiper as our flagship species.

Fieldwork is grueling yet awe-inspiring: starting at 4–5 AM on open mudflats, enduring scorching sun, salty winds, and blinding reflections. We collect, identify and weigh food sources for migratory birds while counting tens of thousands of waterbirds. Spotting the sparrow-sized Spoon-billed Sandpiper amid such vastness tests both endurance and vision.

Though arduous and monotonous, this work is indispensable. Solutions to the survival challenges faced by migratory birds and wetland ecosystems must be rooted in on-the-ground research. Our team often struggles with limited manpower, and MCF has been an invaluable partner.

Having collaborated with partners worldwide, MCF is one of the most dynamic, willing to think, and progressive philanthropic organizations I've seen. As a conservation organization, MCF excels in setting science-based goals for wetland restoration, designing impactful projects, and ensuring donations translate into tangible outcomes. This resonates deeply with my scientific work: identifying meaningful questions and crafting rigorous methodologies are the bedrock of both research and conservation. It's why MCF and I have built such enduring synergy.

Over five years as a monthly donor, I have witnessed the growth of MCF. The Spoon-billed Sandpipers Program exemplifies the ecological benefits of collaboration among governments, academia, NGOs, and businesses. For instance, the restoration of the 720-mu high-tide roosting habitat at Tiaozini was selected as a "Top 100+ Biodiversity Solutions" case at COP15 in 2021. Bird diversity and populations here continue to increase. MCF is also expanding its global impact—becoming the first Chinese Mainland partner in the EAAFP and aiding in establishing the IMC.

When working in the field, especially in the endless wetlands and mudflats, I am often struck by how small mankind seems in the face of nature – and how daunting the task of ecological restoration and conservation really is. But when I think that there are many other groups of people like the MCF who support and participate in the work, and many monthly donors like you and me, I am filled with strength and hope again.

Sincerely,



Associate Professor, Beijing Forestry University
January 8, 2025

Volunteer Service

Join us





We have an outstanding volunteer team with the volunteerism of "dedication, friendship, mutual assistance and progress".

In 2022, we were awarded the title of "Top Ten Volunteer Service Organizations in Shenzhen".

In 2023, our volunteer service won the silver medal in the "6th China Youth Volunteer Service Public Welfare Entrepreneurship Competition".

In 2024, we received the honor of the "Best Volunteer Service Organization" at the "Shenzhen Volunteer Service Advanced Models Campaign".

As of December 31 2024

-  a total of **2,490** registered volunteers
-  **280** volunteer service projects
-  **33,624** person-times service
-  A cumulative service duration of **103,560** hours

Scope of work

- Operation and maintenance
- Wetland education courses and activities
- Ecological conservation and habitat management
- Site operation and maintenance work in three education centers along Shenzhen Bay



Scan to be
a volunteer

Monthly Giving

We invite you to join our Mangrove Family and pledge a meaningful commitment to protect nature!

By becoming a monthly donor you will receive:.

-  Welcome Package
-  Monthly Report
-  Annual Financial Report
-  Donation Receipts
-  Exclusive Activities

What is Monthly Giving?

Monthly donation is a long-term participation in public welfare through WeChat Payment deduction. This safe and reliable way of giving provides MCF with sustainable financial support to carry out environmental protection work.

Where your support goes?

The fund collected will be used to support related projects running by MCF, including but not limited to:

1. Wetland restoration and reforestation
2. Biodiversity conservation
3. Wetland management and alien species management
4. Nature education activities and courses
5. Operational costs



Scan to be our
monthly donor



www.mcf.org.cn



mcf@mcf.org.cn



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

Scan to follow us



Wechat Official
Account



Taobao
online store