

Public Participation in Bird Conservation, China

SEE Foundation FFW program GUAN Lei

2025年2月20日





北京市企业家环保基金会

SEE Foundation

Founded by **Society of Entrepreneurs and Ecology (SEE)** in 2008, SEE Foundation was established with the mission of facilitating a collective participatory platform for entrepreneurs, environmental civil society organizations and the public to engage in ecological protection and sustainable development.

At the end of 2014, SEE Foundation became a **public fundraising foundation**.

National Brand Programs



地下水保护



诺亚方舟
Noah's Ark

三江源保护



留住长江的微笑
—江豚保护—



海洋保护
MARINE CONSERVATION



创绿家



We are committed to establishing a Chinese brand for environmental protection and public welfare, and to growing into the most influential grant-making modern foundation!

Free Flying Wings



- “Free Flying Wings” (FFW) is a comprehensive ecological conservation program that aims to **safeguard migratory birds and their habitats in China**.
- The program carries out conservation work through “**Socialized Participation Model**”, which is initiated by civil organizations, invested into by enterprises, and participated in by the public.
- It builds **a civil protection network and implement bird research, citizen science, and policy advocacy** to promote the conservation of migratory birds and their habitats in China.

Learn & Tools

Knowing, Listening
and Watching Birds

Play & Interactive

Practice & Action

● Step1 Getting to know birdwatching

Educational Content Based on Understanding Birds and Birdwatching

● Step2 Discovering the Birds Around Us

Birdwatching Knowledge and Experience Sharing Focusing on Urban

● Step3 Becoming a Citizen Scientist in Bird Conservation

Continuously Enriching Bird Data in China

Cascading National Public Advocacy
for Bird Conservation

Birding Season for All



全民观鸟节 (Birding Season For All)

Birding Season for All, a citizen science birding project initiative jointly launched by **SEE Foundation and Tencent Foundation**. Held during the annual birds' migratory season, this program offers a variety of bird education activities aimed at increasing public awareness of birds, encouraging participation in birdwatching, and promoting the submission of bird observation data. This initiative aims to raise social awareness of bird conservation, supporting the development of the China Bird Data Center, and contribute to the advancement of bird conservation efforts in China.



Birdwatcher

Bird knowledge education platform and birdwatching record tool jointly developed and operated by the Tencent Foundation, Chinese National Geographic, and the SEE Foundation.

Birding Season for All



GOALS

✓ 30 YEARS

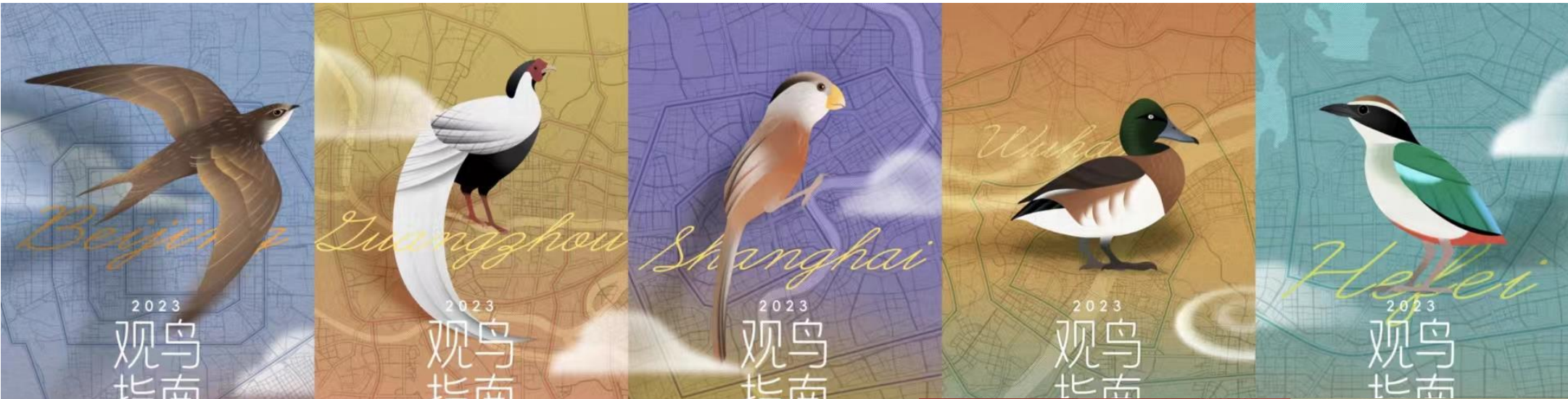
✓ 1%

✓ SCIENTIFIC BIRDING

PAST TWO YEARS

- ❑ 24 Provinces
- ❑ 60 Cities
- ❑ 400+ Bird Science Popularization Activities
- ❑ 100,000 Participants
- ❑ 1,000,000 Public Covered

Birding Season for All



Birding Guide

20 cities

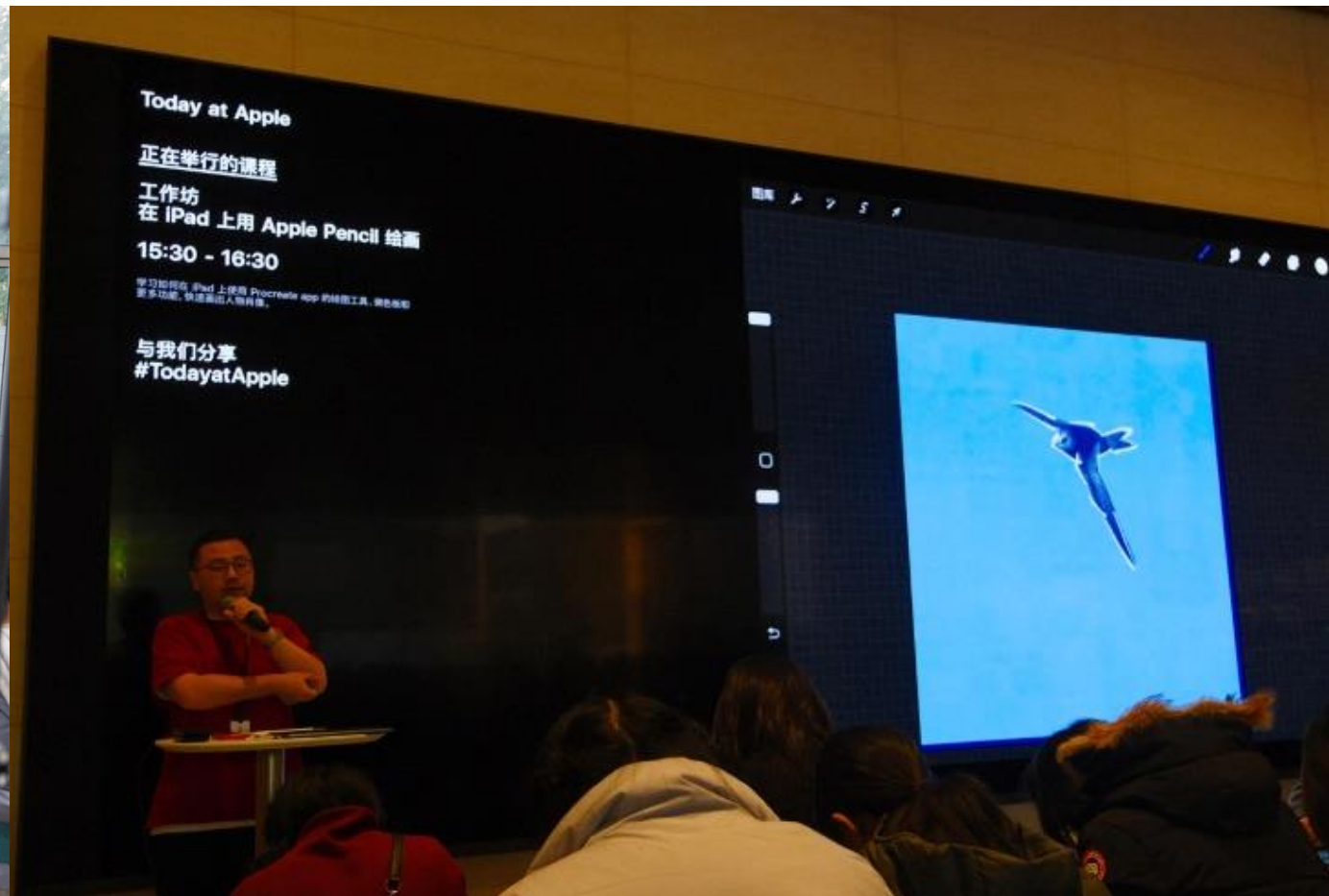


Birding Season for All

Bird Exhibition



Birding Season for All



**Bird Science
Popularization
Activities**

Birding Season for All



Birding
400+

Civil Protection Network

- **Public Participation**: Cooperated with partners to carry out civil protection network for migratory bird.
- Mainly address catastrophic risks by implementing **basic conservation actions** such as monitoring, patrols, and early warning systems, laying the foundation for further conservation.

Habitat information

- Boundary, ownership, habitat types, surrounding socio-economic conditions, etc.

Bird monitoring and patrols

- Bird monitoring records and species lists, etc., to accumulate data for bird conservation.

Threat Monitoring and Response

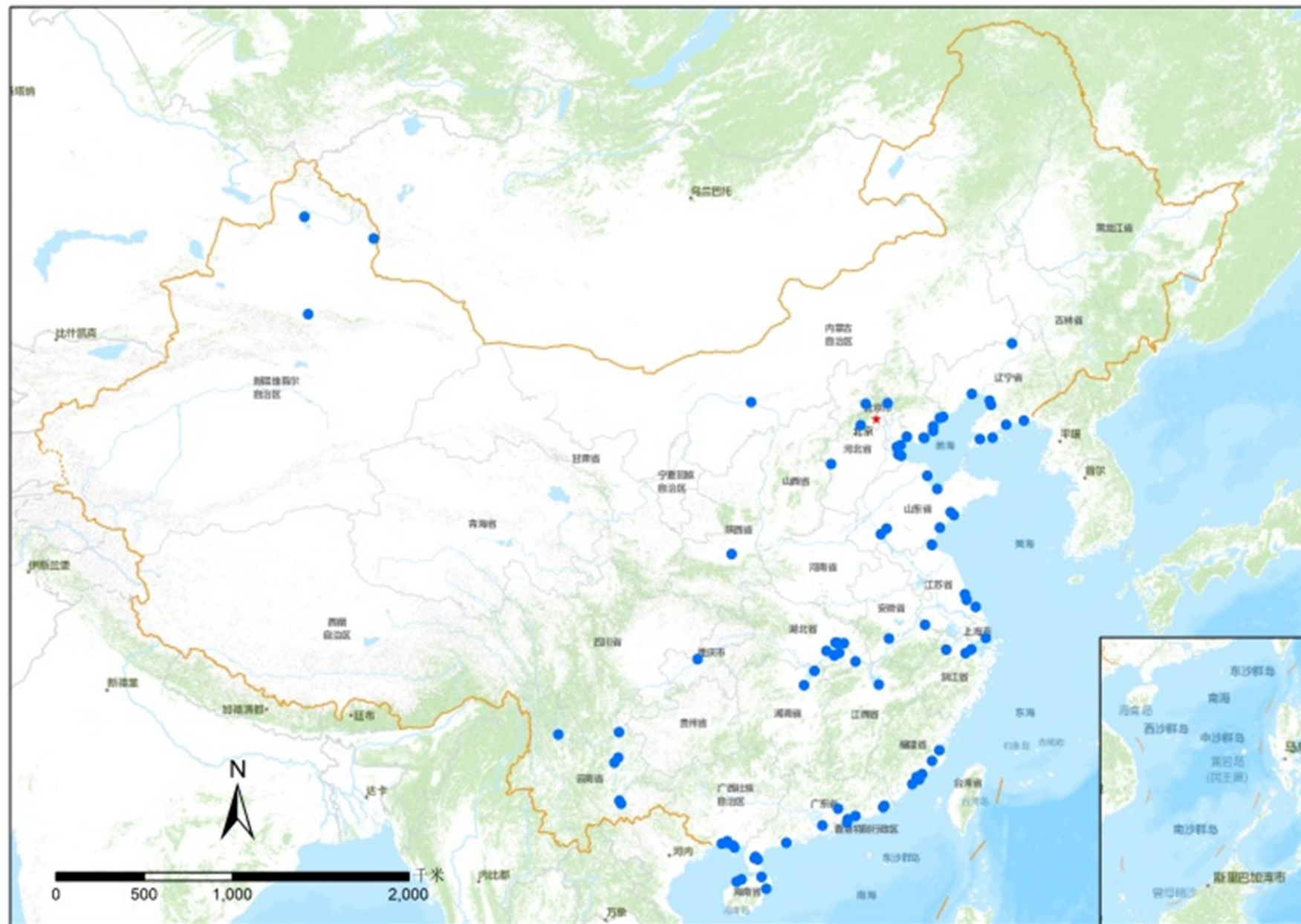
- Patrol tracks, threat monitoring data, etc., to identify threat locations, promptly preserve evidence, and quickly assess the situation to contact relevant authorities for early warning.

Public Participation and Education

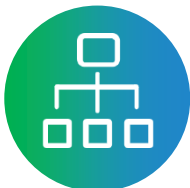
- Education in primary and secondary schools within protected areas and surrounding communities, outreach to stakeholders, and communication with government departments to promote protection efforts.

Other Action

- Encourage partners to carry out specialized bird conservation actions based on the unique characteristics of the site, such as protection during the breeding season, bird banding, bird rescue, and other related activities.



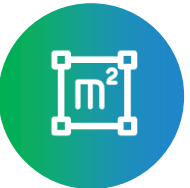
Civil Protection Network



Number of
partners
84



Number of Protected sites
120



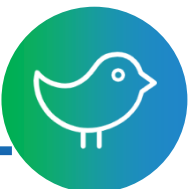
Protected area
4,000+
km²



Frequency of patrol
and monitoring
100,000+



Number of bird
records
500,000+



Number of bird species
700+



Number of
threat records
4,000+



Number of members of
the public reached
1,000,000+



Civil Protection Network



- Taking 2 sites in the Yellow-Bohai Sea region as an example
- Partners who implemented 5 phases of the program
- Yingkou - Bohai Sea, **Yingkou Nature Watch Association**, Daliao River estuary, Yingkou
- Qingdao - Yellow Sea, **Qingdao Birding Association**, Jiaozhou Bay



V.S.

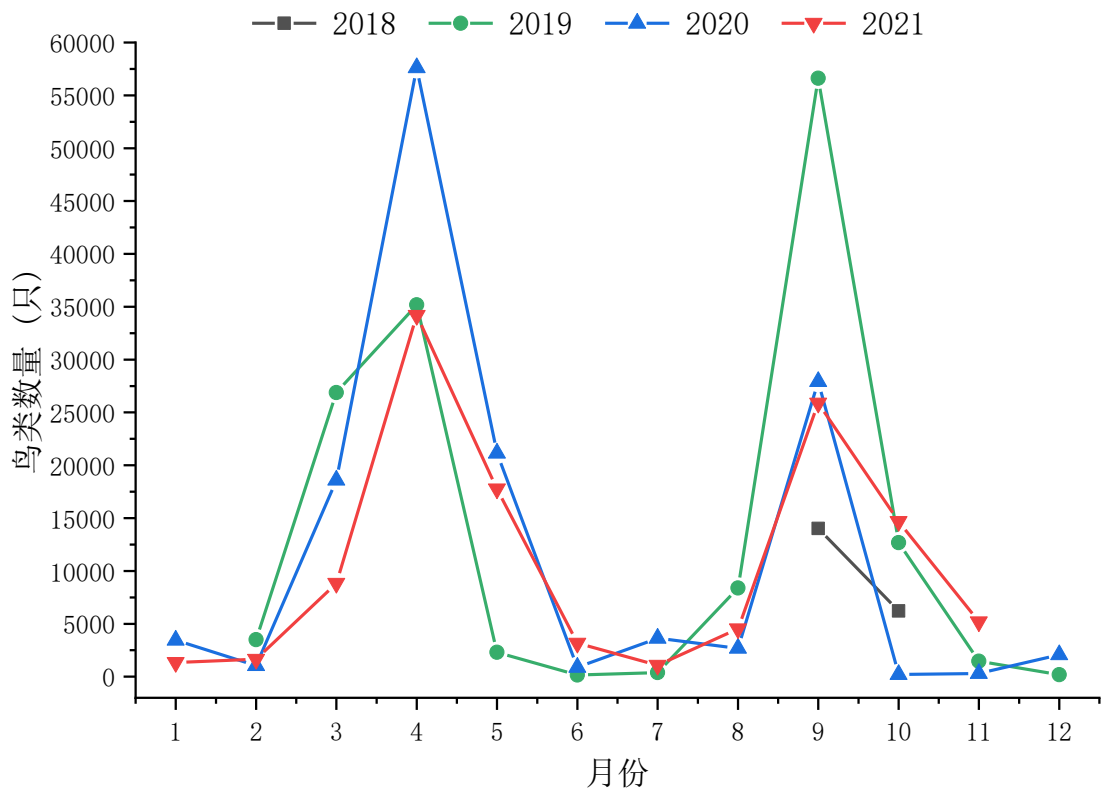


Civil Protection Network

Daliao River estuary, Yingkou, Liaoning



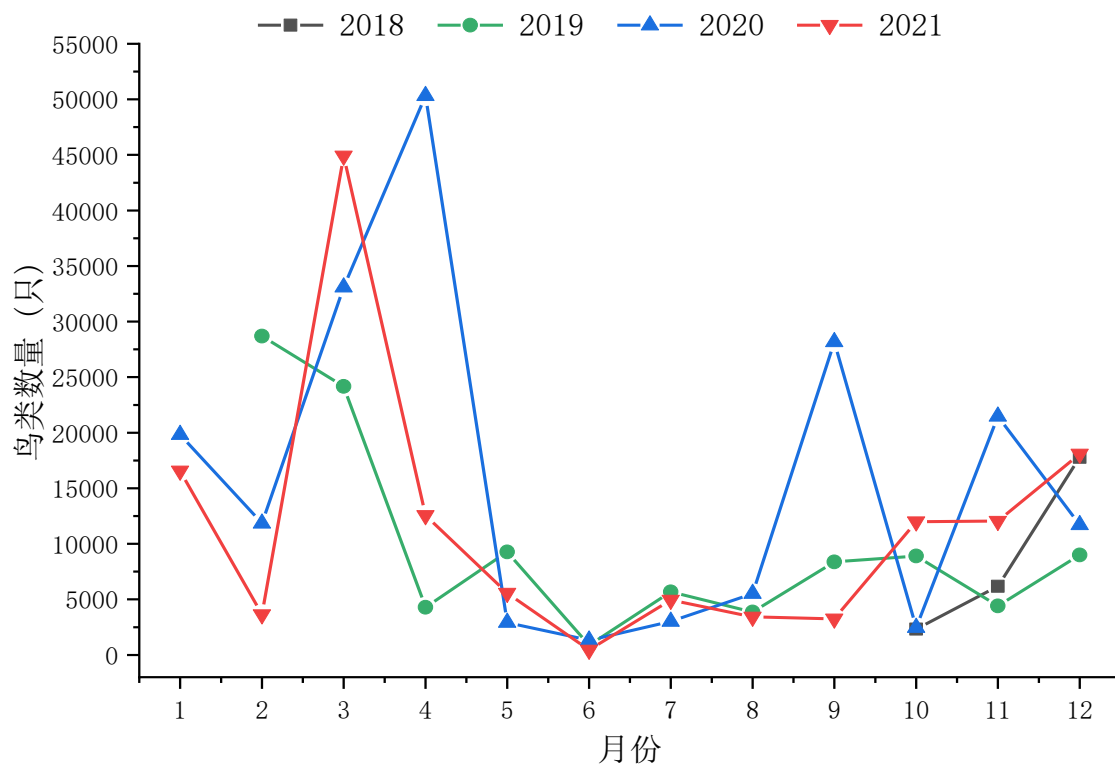
- The migration of waterfowls to the Daliao River Estuary is concentrated in the spring and autumn.
- Spring migration begins in March and continues until May each year, with northbound waterfowls gradually arriving here to rest and feed. Autumn migration is mainly concentrated from August to October.



Jiaozhou Bay, Qingdao, Shandong



- Spring migration: from March to June,
Autumn migration: from August to October.
- Here, the number of waterfowls during spring is much higher than that in autumn (2-3 times).
May be due to their circular migration route.



Program Outcomes

Promoting 9 Sites into the Protected Area System

- ◆ FFW has promoted Henan Minquan Yellow River Gudao Wetlands, Hubei Wang Lake、 Tianjin Beidagang Wetlands to be included in *The List of Wetlands of International Importance (the Ramsar List)*.
- ◆ Promoted the establishment of Fujian Fuqing Xinghua Bay Provincial Waterfowl **Nature Reserve**.
- ◆ Promoted the establishment of **Protection Area**, including Hubei Wuhan Fuhe Baer's Pochard Protected Area, Guangxi Fangchenggang Shanxinsha Island, Sichuan Zigong Tuojiang Wetland.
- ◆ Promoted the establishment of Hebei Luannan Nanbaozui East Provincial **Wetland Park** and Xinjiang Urumqi Bainiao Lake Municipal **Wetland Park**.



CBD-COP15 100+ Global Outstanding Practices

Future



**Migratory Raptor
Monitoring**



**Birds Community
Construction**

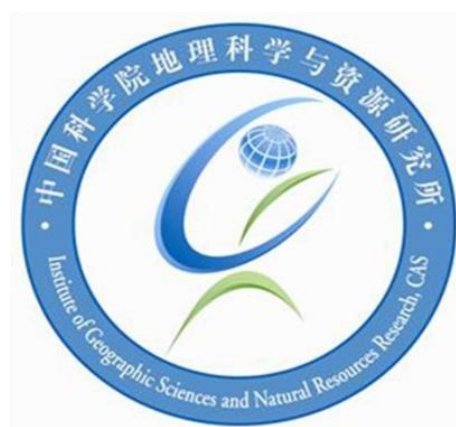


Birds Bond



Birds Rescue

Acknowledgments



在一起，
把有意思变得有意义



睢鸠生态





Thank you for your attention!



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