

Ecological Poverty Alleviation: “Happy Homeland e-Tree Planting”

I. Title

Ecological poverty alleviation project: Happy Homeland e-Tree Planting

II. Background

Land degradation/desertification in western China and regional poverty caused by this has become the most serious issue in alleviating poverty and realizing sustainable development. The best solution is to integrate government resources with social resources. The China Green Foundation (CGF) has been working on ecological construction and charity afforestation program for many years. Given the fact of undeveloped economy, harsh ecological environment, and poor livelihood in western part of China, and after several rounds of investigation and survey, an ecological poverty alleviation program: Happy Homeland e-Tree Planting was launched in 2007. Along with the time trend, this program is formed with the basis of previous practice experience and takes into consideration of CGF’s advantage, attracting supports from all parties in the society to participate in ecological environment protection and poverty alleviation to assist local poor people to plant economic trees, promoting poverty alleviation and ecological environment protection, and realizing the sustainable development with a harmonious relationship between man and nature.

III. Timeline and Stage

2007-2011, Sea buckthorn planted by poverty-stricken households in Tongwei County, Dingxi Area, Gansu

2012-2014, *Adinandra nitida* Merr. ex Li planted by poverty-stricken households in Yao Autonomous County, Jinxiu, Guangxi

2015-2017, Wolfberry planted by poverty-stricken households in Xihaigu Area, Ningxia

2018-now, Wolfberry planted by poverty-stricken households in Hongsipu Area, Ningxia

IV. Relevant Parties

China Green Foundation, forest supervisory departments in Gansu Province, Guangxi Zhuang Autonomous Region, and Ningxia Hui Autonomous Region

V. Beneficiary

Poverty-stricken households in Gansu Province, Guangxi Zhuang Autonomous Region, and Ningxia Hui Autonomous Region.

VI. Investment

In the past decade, this program has attracted over 55 million Yuan of social donation from more than 35 million people.

VII. Program Level

National and local level.

VIII. Mitigation and Adaptation to Climate Change

At the beginning of research and design process of this program, a lot of factors have been taken into consideration, such as environmental restoration and protection in ecological fragile area, population and economic development in poor area, alternative livelihood in rural communities for sustainable development, forestry carbon sink and sequestration, as well as adaptation to global climate change. Through this program, local vegetation coverage and ecological environment will be greatly enhanced, and capability to adapt to climate change will be strengthened. By cultivating economic trees like sea buckthorn, a total of 1.5 million tons of carbon dioxide would be sank and sequestered through this program in the next 3 decades, approximately 50 thousand tons per year. Meanwhile, by planting Adinandra

nitida Merr. ex Li, passion for afforestation will be aroused and forest area will be increased as well. According to Jinxiu Forestry Administration, an increase of 0.36% of forest coverage rate has been reached from 83.58% in 2011 to 83.94% in 2015, indicating that the forest area has increased by 133.2 thousand mu (8880 ha) over the past 4 years. With the implementation of the program for more than 10 years, over 1.5 million trees were planted in poverty-stricken area in western China (Sea buckthorn in Gansu, *Adinandra nitida* Merr.ex H.L.Li in Guangxi, and Chinese wolfberry in Ningxia), with more than 110 thousand mu (7333 ha) of barren mountains and wasteland afforested.

IX. Social, Economic and Environmental Effect

The ecological poverty alleviation program of “Happy Homeland and e-Tree Planting” has funded poverty-stricken households in remote and poverty-stricken areas of western China to plant eco-economic trees through joint construction, co-governance and participatory development model of “public interest institutions + donors + government + farmers + enterprises”(five-sphere integrated strategy). Over the past decade, the project has attracted more than 35 million donations with the social donation funds accumulating more than 55 million yuan. Over 15 million eco-economic trees has been planted (*Sea buckthorn* in Gansu, *Adinandra nitida* Merr.ex H.L.Li in Guangxi, and Chinese wolfberry in Ningxia) and greening area has increased by 110 thousand mu (7333 hectares) or more, with 15,000 households benefited from the project. As a result, the ecological environment has been well protected in the arid regions of the Western China, meanwhile, the farmers' income has been raised, and regional economy developed. Above all, the sustainable development between human beings and nature has been realized.

X. Related Photos of the Program



Fig.1 Happy Homeland –Western China Greening Action supported by Tencent Public Interest and millions of netizens.



Fig.2 Launching ceremony of planting Sea buckthorn



Fig. 3 Visiting event in Ningxia program



Fig.4 Sea buckthorn with fruits



Fig.5 Fruitful and branchy red wolfberry



Fig.6 Wolfberry with hope