



Diao Sitong (SEE)

Ecological Entrepreneurs: Chinese Business and Society's Role in Environmental Protection

China's increasingly well-off citizens no longer care only for material comfort, but also about quality of life, with mounting concerns about clean air, water and soil. While government policies mandate action, implementation requires the participation of all sectors of society. Established in 2004 by Chinese entrepreneurs dedicated to climate change mitigation and other environmental protection goals, the Society of Entrepreneurs and Ecology (SEE) now supports environmental preservation projects throughout China, ranging from reforestation to wilderness protection to clean water initiatives.

DIAO Sitong will discuss how her organization brings business expertise to bear on specific environmental challenges and engages entrepreneurs, NGOs and the general public to develop innovative approaches to sustainable development.

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