

# BACKGROUND

Reforestation is central to habitat building

Reforestation is central to habitat building, the safeguard for ecological security, and a strategy to address climate change. It is a fundamental policy that CHINA has to pursue in its modernization.

The benefits of reforestation are manifold: to restore decertified arable land, to control soil erosion, to break wind and stabilize sand, to improve soil water holding capacity, to regulate climate, and to maintain ecological balance. Trees are not only sources of many useful products for humans, bringing economic benefits, they also sequester carbon emission and are oxygen generators, natural dust collectors, sanitizers, sound mufflers, etc. with endless advantages.

China does not have enough forest and tress coverage. To create an ecologically sustainable environment for the future generations, we have to make every effort in the reforestation.



Plant 500,000 trees

## DEVELOPMENT PROCESS

- 2003 -

Madam Yi Jiefang visited Taminchagan Desert in Kulunqi, Inner Mongolia and set herself a mission by signing an agreement with the local authorities: to plant 1.1 million trees on 667 hectares of the Desert area in ten years.

- 2004 -

Madam Yi Jiefang planted the first tree in the Taminchagan Desert, Kulunqi, with the assistance of local farmers and students. Holding Madam Yi's hands, an old farmer told her that it was his happiest day ever.

- 2007 -

The number of tree planting volunteers have been growing since 2007. Besides local volunteers, there are volunteers from Japan, the United States, Canada, Singapore and other places.

- 2010 -

The organization completed planting 1.1 million trees on 667 hectares of land in the Taminchagan Desert, Kulunqi, three years ahead of schedule.

- 2011 -

NPO Greenlife reached an agreement with Dengkou County in western Inner Mongolia to plant 667 hectares of sassaoul trees in the Ulan Buh Desert. Volunteers were planting trees amid sands and wind.

- 2018 -

The meeting: construction of spiritual civilization was held on the morning of May 16. Li Qiang, the former Secretary of CPC Municipal Committee and Ying Yong, the mayor together met with the outstanding representative of Shanghai in 2016 and 2017. Yi Jiefang was also interviewed.

- 2019 -

Plant 500,000 trees. Attend Global Compact Network and have a speech at the meeting. Contributing to educate young people with their own practical actions.

- 2020 -

A tree planting trip to Dunhuang is about to begin

# PERSONAL INFORMATION



Madam Yi Jiefang  
President of Green Life

**“ BILLIONS OF PEOPLE, BILLIONS OF TREES;  
SPARE NO TIME IN COMBATING THE ENCROACHING SAND SEA. ”**

**-- Madam Yi Jiefang**

Madam Yi Jiefang, an overseas Chinese, founded the Non-Profitable Organization Greenlife (NPO Green-life in short) to fulfill the cherished will of her beloved only son Yang Ruizhe, who died in a traffic accident while studying abroad in Japan. At the age of 53, she resigned from her well-paid job, sold their clinic and returned to China with her husband, Dr. Yang Antai. In 2003, having established a primary school under Project Hope in the hometown of the legendary Lei Feng, they travelled to Kunlunqi in Tongliao city, Inner Mongolia Autonomous Region, to reforest in the infamous 'Arid Sea stretching Eight hundred Miles' - the Horqin Desert.

Funded by her son's life insurance compensations, her own property and savings as well as donations, Madam Yi planted 1.1 million trees, in 8 years, on 667 hectares of drylands in Kunlunqi, and turned them over to the local people. Without stopping, she continued the mission in western Inner Mongolia, planting sacsaoul trees (*Holoxylon ammondendron*) in the ulan Buh Desert in Dengkou County. A total of 133 hectares were reforested from 2011 to 2012. Then in 2013, she initiated a project of planting 667 hectares of Scotch pine (*Pinus sylvestris*) as sand breaks in Duolun County, Inner Mongolia.

## EXPERIENCE

Returned to China in 2002.

Donated in 2003 to help build a Hope Primary School in Wangcheng County, Hunan Province. Now, the school has developed into a prestigious primary school with about 600 students in the local area.

Since 2003, she has donated more than 30 million JPY which is from her son's life compensation and the couple's savings of 20 years of hard work in Japan.

It took eight years (2004-2010) to plant 1.1 million trees in the Horqin Sandy Land, Kulun Banner, Inner Mongolia, and greened about 667 hectares (10,000 mu) of desert.

From 2010 to 2019, there were 5.1 million Sacsoul in Wulanbu and deserts in Dengkou County, Inner Mongolia, and the green desert was about 667 hectares (10,000 mu).

From 2013 to 2019, 800,000 *Pinus sylvestris* var. *Mongolica* plants were planted in Hunshandake Sandy Land, Duolun County, Inner Mongolia, and 667 hectares (10,000 Acres) of green desert was planted.

So far, about 7 million trees have been planted, about 2,000 hectares (30,000 mu) of green desert areas, and about 60,000 volunteers have participated in planting trees; a total of about 20 million Yuan has been raised. Jiefang Yi couple sold 2 sets of real estate in Shanghai and other places for planting trees, donating about 5 million yuan.

# APPLICATION FOR THE UN SDG GOAL



We have applied to the 12.2: By 2030, achieve the sustainable management and efficient use of natural resources.

We have applied to the 17.1: Strengthen domestic resource mobilization, including through international support to developing countries, to improve domestic capacity for tax and other revenue collection

We have applied to the 1.A Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programs and policies to end poverty in all its dimensions

## Responsible Consumption

## Partnerships for the goals

## No Poverty

In the collaboration with Wyeth, it promoted a plan which main context is 'Organic empty cans recycling program', consumers who brought back 2 used cans would get paid by Wyeth. Donations of the phase 1 is around \$100,000 RMB. Such behavior has highly motivated consumers to conduct responsible consumption. In the post-phase of the plan, natural resources will be used more efficiently which work in concert with 12.2.

In 2019, Madam Yi attended the 11th China-Japan-Korea Roundtable Conference of which attendees is mainly accounted by Chinese, Japanese and Korean juveniles. At this conference, Madam Yi gave a moved speech about the growing process of Green Life and called for people starting to conduct behaviors to work together to plant trees.

Madam Yi also accompanied with this conference that the ticket money of this conference will be donated to a special fund of Green Life for tree planting.

Apart from it, Madam Yi also had stable relationships with some companies including Yunkai Education, KOSÉ, Wyeth and etc.. Green life has various types of cooperations with these companies. For example, KOSÉ company both donated money for Green Life and organized volunteers to build trees.

Yunkai Education have supported Green Life for about 5-6 years. By using their competitive advantage in education and the coverage audience with the NPO, Yunkai Education have built online studying platforms for the students who are lack of education resources.

Such accompanying behaviors have applied to the first aim: No Poverty in the Sustainable Development Goals. Since it is a serious problem for children in the poor area to get high-quality education, such kind of partnerships has boosted to educate children firstly and then motivate themselves to solve poverty intentionally and initiatively.

Secondly, in the agreement between Green Life and local government, the trees called Haloxylon ammodendron planted by Green Life have been used freely by some local factories leading to the boost of the local economy.