

Seeking Blue Together

Institute of Public & Environmental Affairs
2015 Annual Report

IPE

Institute of Public & Environmental Affairs

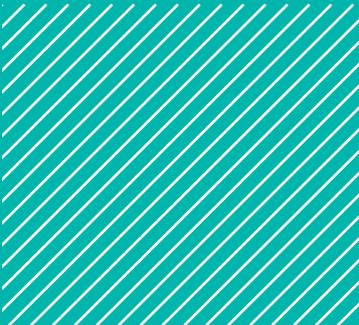


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MA JUN

Director, Institute of Public & Environmental Affairs

Since its establishment in 2006, the Institute of Public & Environmental Affairs has published over 30 research reports. However, this report is our first ever annual report to the public about our yearly work. First and foremost, I would like to convey my gratitude and appreciation to the various figures who have continuously followed and supported IPE.

Over the past 10 years, due to growing awareness of the severity and complexity of China's environmental challenges, IPE set out to establish and develop the first "Pollution Map Database," as we believe that environmental challenges can only be resolved with a fully informed, participating public.

In 2015, we continued to cooperate with our NGO partners SEE Foundation, Friends of Nature, EnviroFriends, Lvse Jiangnan, Green Hunan, Green Anhui and Green Qilu, who helped us launch the PITI index assessment, conduct research for the "Blue Sky Roadmap," participate in national and local legislative processes and submit proposals to the *lianghui*, and promote information disclosure, especially that of real-time information from key pollution sources in China. We are happy to see environmental protection bureaus (EPBs), such as those in Shandong, Beijing, Zhejiang, and Jiangsu provinces, establish platforms for disclosing real-time monitoring data from state-monitored enterprises to the public.

On the basis of real-time disclosure, IPE joined with SEE Foundation and Alibaba Foundation to release version 2.0 of the Blue Map app. With active use from our NGO partners Green Qilu, Lvse Jiangnan, Green Hunan, Green Central Plains, and Green Kunming, as well as numerous volunteers and netizens, the app has expanded direct monitoring of polluting enterprises, as well as assisted the public and governmental EPBs to improve communication and work together to drive emissions reductions from polluting enterprises.

While collecting and accumulating environmental data, we continue to explore green market mechanisms to more effectively use environmental information to bring about extensive emissions reductions. We cooperated with the Natural Resources Defense Council (NRDC) to update the Corporate Information Transparency Index (CITI), which encourages such big brands as Apple, Adidas, H&M, Levi's, Huawei, and other major international and domestic brands to pay attention to the environmental performance of their supply chains, and use green procurement to drive green production. We also collaborated with the Securities Times to publish the weekly Environmental Risk Index of Publicly-Listed Companies to help inform investors about potential investment pitfalls due to poor environmental performance.

In 2015, we also focused on internal institution building and talent cultivation. With the help of Aiyou Foundation, we were able to improve IPE's governance structures and heighten the level of management. During the course of IPE's rapid expansion and growth, maintaining the organization's working efficiency, group cohesion and energy established a firm basis for realizing new environmental public interest goals.

As a first attempt, our annual report is not necessarily perfect. We hope that upon reading the report, readers can help to provide their opinions, suggestions and guidance. We look forward to exchanging ideas for further improvement, and working together more effectively with all parties to promote environmental governance, bring back clear waters and blue skies, and ensure the survival of the environment for future generations!

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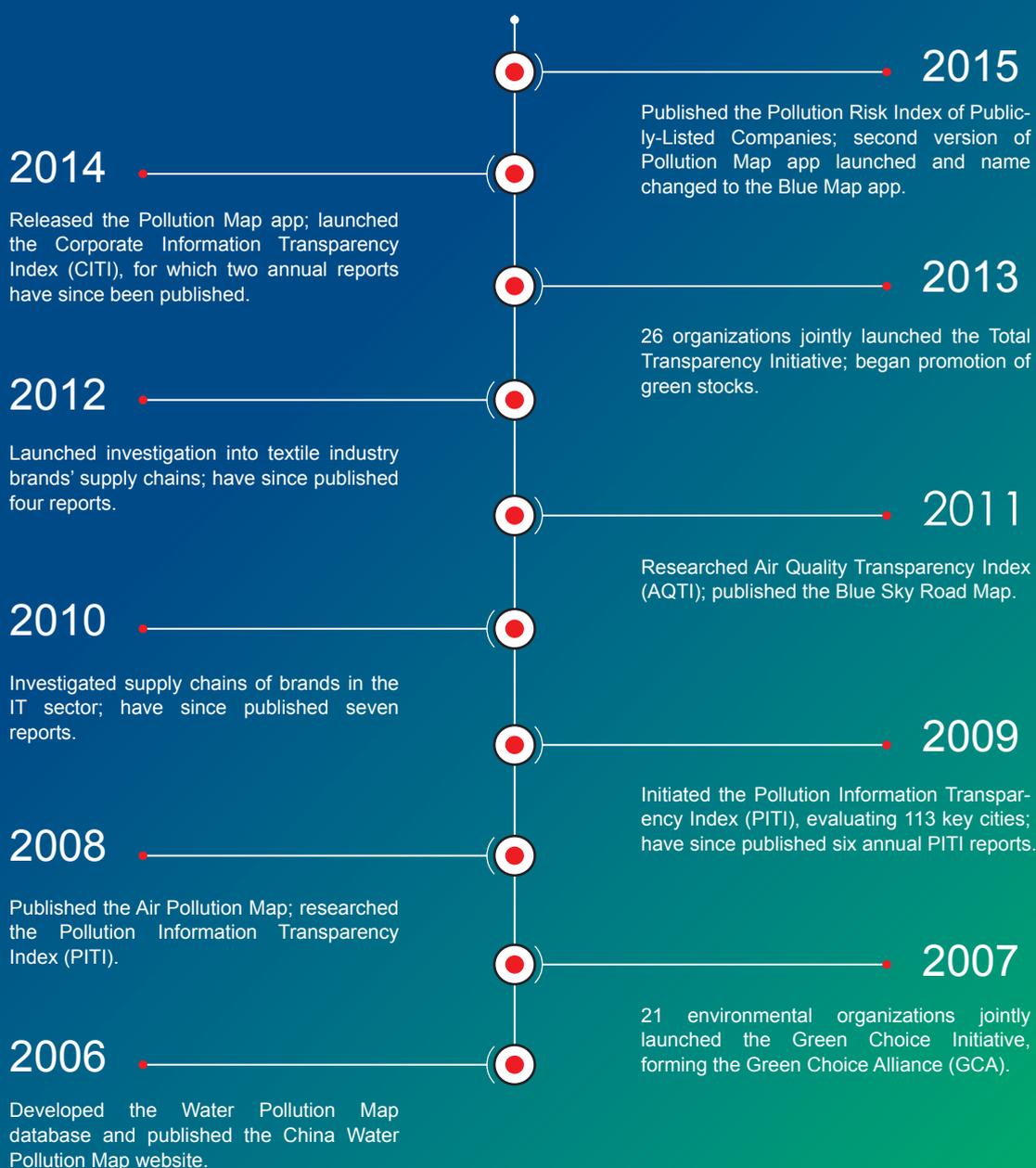


2. ABOUT IPE

2.1 Course of Development

The Institute of Public & Environmental Affairs (IPE) is a registered non-profit environmental research organization based in Beijing. Since IPE's establishment in June 2006, our work has been guided by the idea that information disclosure can serve as a tool for promoting environmental governance in China. Based on this principle, IPE has harnessed the power of the public for environmental monitoring and environmental protection and helped the government, corporations and NGOs to work together.

Timeline of IPE's Development



2.2 Environmental Public Service

Over the past ten years, IPE has collected, collated and analyzed government and corporate environmental information, forming the "one database, two platforms" set of environmental data resources. IPE uses environmental data disclosure as means of furthering green procurement and green finance, cooperating with companies, local governments, NGOs and research organizations, and leveraging a the power of enterprises to achieve environmental change.



Promoting Comprehensive Disclosure of Environmental Information

Pollution Map Database: Since 2006, the collection of data disclosed by government bureaus has grown to include environmental quality information, emissions data and pollution source supervision records from 31 provinces and 338 prefecture-level cities. As of December 2015, the number of supervision records exceeded 220,000.



Blue Map App: The public can search and retrieve air quality information from 390 cities in China, as well as 3879 water quality stations in 364 cities, and key pollution source real-time monitoring data from 15074 enterprises. Using the app, users can supervise and contribute to environmental protection at any time and from any place.



Pollution Information Transparency Index (PITI): Since 2009, IPE has cooperated with the Natural Resources Defense Council (NRDC) to conduct six successive annual evaluations of the status of key pollution source monitoring information disclosure in cities across China.



Pushing for Extensive Reductions in Energy Use and Emissions



Green Supply Chain: Since launching IPE's green supply chain work in 2007, green procurement processes and standards have been widely adopted by key brands in the IT and textiles industries. Since the development of the Corporate Information Transparency Index (CITI) in 2014, we have been able to dynamically evaluate brands' supply chain environmental performance, with these evaluations forming the basis for an annual report. As of October 2015, more than 40 well-known international and domestic brands regularly use the Pollution Map Database to manage the environmental performance of their suppliers in China, and brands have successfully helped push over 1600 suppliers to improve their environmental performance.



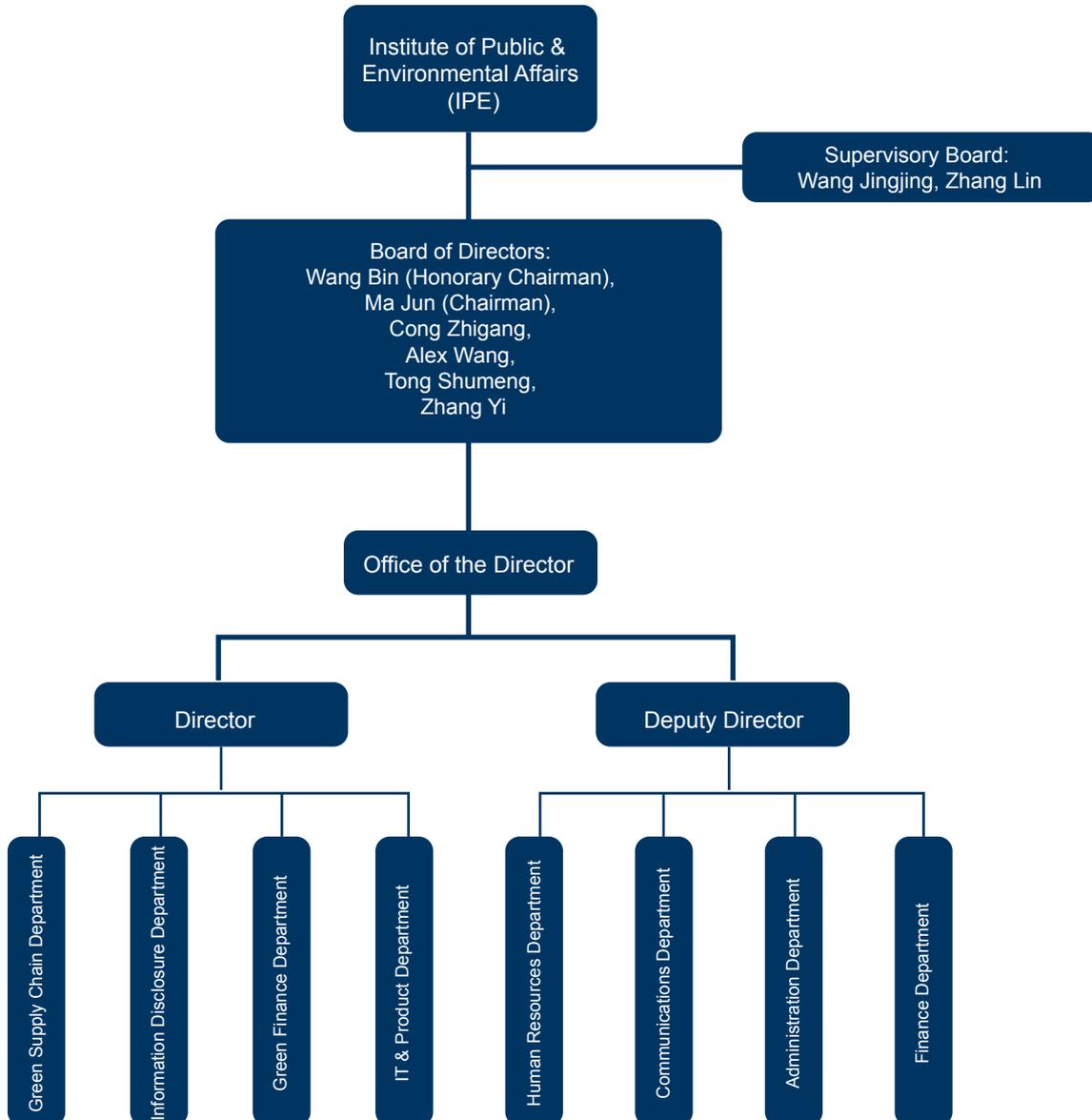
Green Stocks: In 2013, IPE established a Green Stocks Database to allow investors to quickly check if a potential investment has an environmental violation record. Starting in 2015, IPE and the Securities Times began cooperating to publish a weekly corporate pollution source online monitoring risk index to disclose the environmental performance of publicly-listed companies and their affiliates. The publication has already pushed over 20 companies to disclose environmental information and complete corrective actions.



Green Choice Alliance (GCA) Audits: Identifying enterprises' environmental problems, implementing corrective actions and verifying their effectiveness all require technical strength. In order to ensure environmental data can effectively further companies' green management, IPE and partners together established a rigorous and reliable Green Choice Alliance third-party audit process.

2.3 Organizational Structure

IPE has an honorary chairman and a chairman of the board, as well as four board members. The supervisory board⁽¹⁾ is responsible for overseeing the organization's finances, and also supervises the board chairman and board members in performing their duties to the organization.

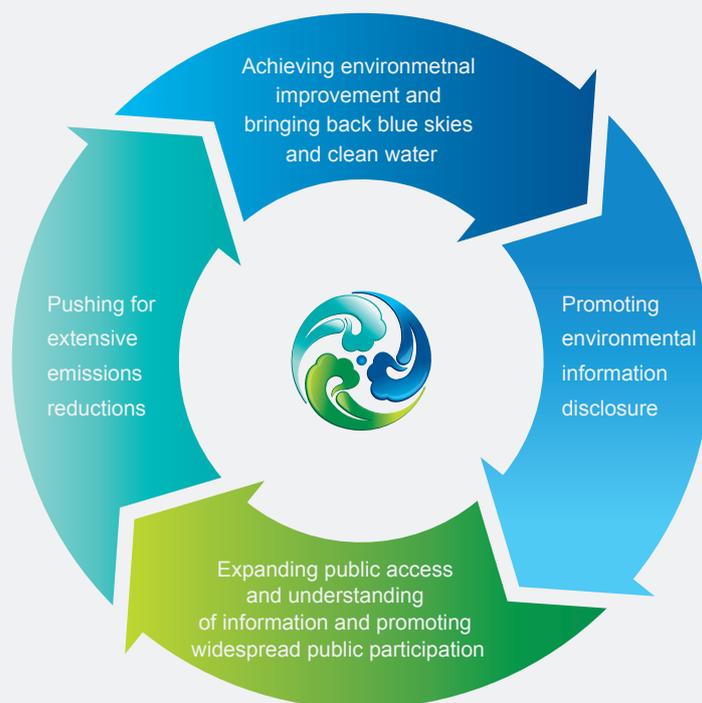


⁽¹⁾ The supervisory board is in the process of growing and by 2016 will have at least three members.

3. Public Service Achievements

Over the past 30 years, China has experienced tremendous economic development. Meanwhile, however, China's environment has suffered from serious destruction, and much of the public has been subject to the hazards of a polluted environment. The amelioration of environmental issues requires the awareness and ample participation of the public, and the depth of public participation in turn depends on information disclosure. Therefore, since IPE's

inception in 2006, we have established the Pollution Map Database and promoted environmental information disclosure, using the internet and mobile technology as means for assisting the public in obtaining and utilizing environmental information, understanding their right to know, forming an effective force to control and reduce emissions, and promoting multifaceted uses of databases to ultimately improve the environment.



3.1 Supporting Public Participation and Environmental Information Disclosure

Environmental information disclosure is an integral component of societal environmental governance, and is also one of the most fundamental pillars underlying public participation. Focusing on the key mission of promoting China's environmental information disclosure, IPE has dedicated nearly ten years to continuously collecting, collating and analyzing government and enterprise environmental information, forming an extensive and operational public pollution map database.

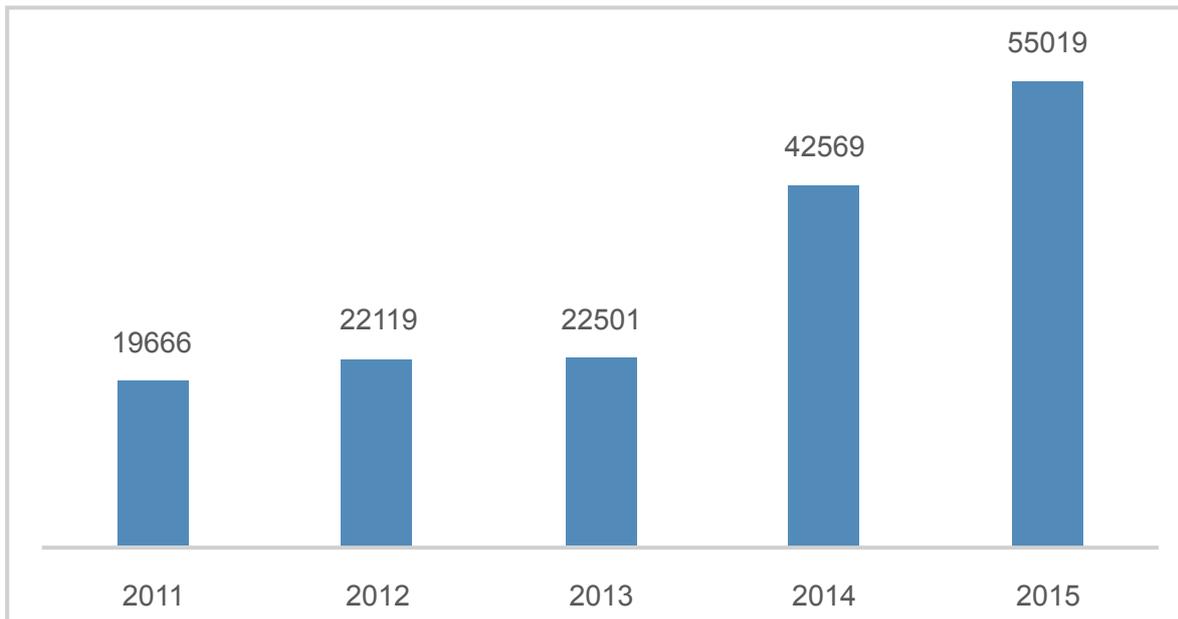
On the basis of the environmental database and the application of information technology, IPE has helped the public exercise their environmental right to know, as well as their right to participate in and oversee environmental protection, has aided enterprises in using information disclosure and extensive emissions reductions to improve

their brand image and business competitiveness, and has helped the government and cooperative partners further information disclosure and extensive emissions reduction. For six consecutive years, IPE has evaluated the status of pollution information disclosure in 113 key cities for environmental protection across China, forming the Pollution Information Transparency Index (PITI). IPE has launched the "Blue Map" mobile app to provide the public with the means to check information about air quality, water quality, and pollution sources, as well as developed the Corporate Information Transparency Index (CITI), a system for a Pollutant Release and Transfer Register (PRTR), and a green stocks database to promote enterprises' establishment of green supply chains.

China Pollution Map Database

For nearly a decade, the Pollution Map Database has collected and recorded information about air and water quality published since 2004 by 31 provinces and administrative regions and 338 prefecture-level cities and counties,

as well as information about emissions and pollution sources. In 2015, 55,019 pollution supervision records were added to the database, steadily contributing to the database's value as an information source.



※ Number of supervision records updated annually to the Pollution Map Database (past five years)

Pollution Information Transparency Index (PITI)

In order to evaluate the overall status of pollution information disclosure in China, and identify and share best practices, since 2009, IPE and the Natural Resources Defense Council (NRDC) have for six successive years jointly assessed the performance of 120 of China's key cities in disclosing information on pollutants and pollution sources.⁽²⁾

In 2015, IPE and NRDC published the 6th edition of the PITI report. On the basis of substantial upgrades made to the PITI evaluation criteria in 2014, this round's assessment has essentially been aligned with international standards.

The evaluation results illustrate that pollution information disclosure has achieved notable progress, with the average score in this round of the PITI assessment increasing 55.44% over that of last year's assessment.

However, there is still significant room for improvement in information disclosure. Out of a 100-point evaluation standard, the average score for the 120 cities evaluated in this round's assessment was only 44.3. Moreover, most areas have not yet been able to develop effective interaction with the public on the basis of information disclosure.

⁽²⁾ From 2009 to 2013, the evaluation included 113 cities.



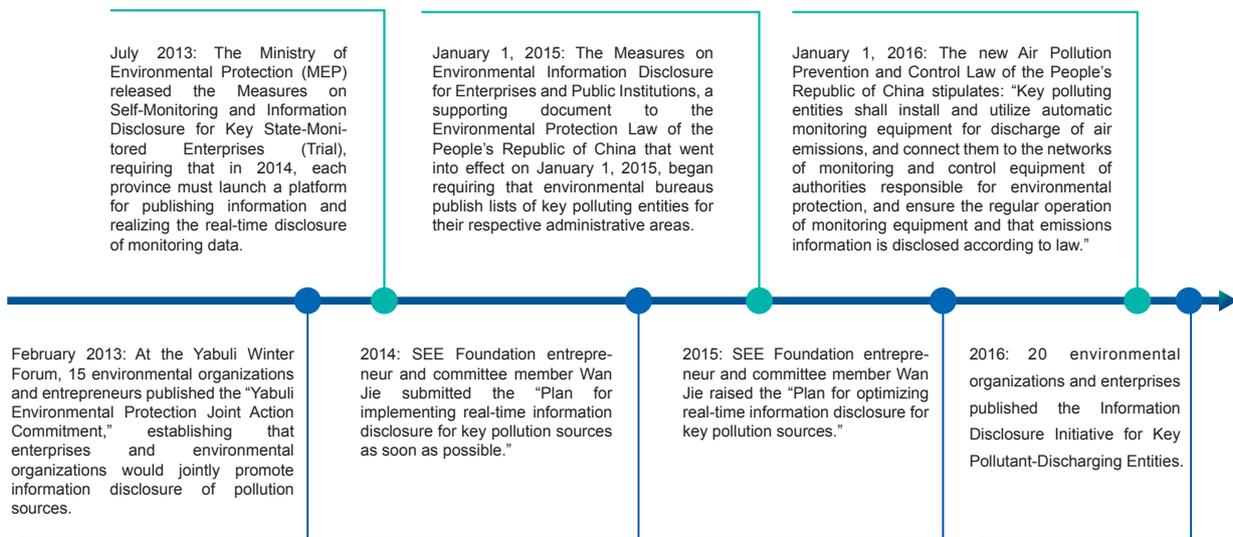
In this round's evaluation, six NGOs – Green Hunan, Green Qilu, Green Anhui, Green Home of Fujian, Nanjing Green Stone, and Green Jiangxi -- used the PITI evaluation standards to assess the cities in their respective provinces. Nanjing University selected an additional 25 cities across China for analysis using PITI methodology. For this reason, the total number of cities covered in the 2015 assessment reached a historical high of 191.

Promoting Full Information Disclosure from Key Pollution Sources

Real-time disclosure of key pollution sources' emissions data holds strategic importance for strengthening monitoring and public oversight. Since 2013, IPE and cooperative partners such as SEE Foundation have jointly made a series of efforts to promote real-time disclosure, including submitting multiple proposals to the CPPCC and raising policy recommendations to the Ministry of Environmental Protection and local environmental protection bureaus.

Since 2013, IPE has worked together with SEE Foundation's entrepreneurs to raise three proposals:

Positive Government Responses



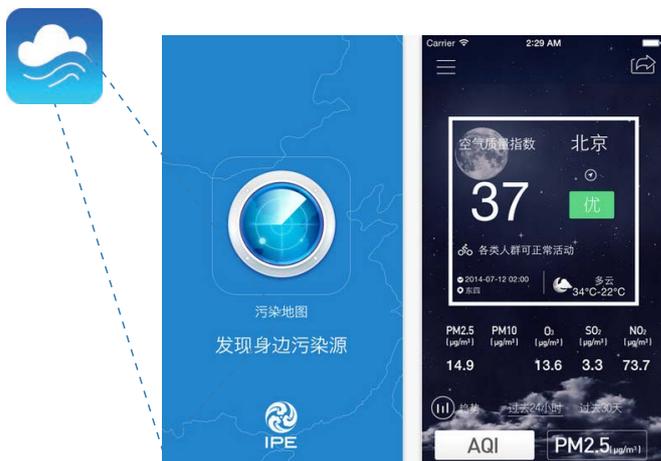
Active Public Interaction

According to statistics from the IPE database, through the end of 2015, all 31 provinces and autonomous administrative regions apart from Tibet had begun disclosing real-time data for key state-monitored enterprises, and online systems for automatic monitoring data disclosure included 9000 enterprises nationwide. Of these, Shandong province's system disclosed timely and complete automatic monitoring data and self-monitoring data for 1453 state- and provincial-level monitored enterprises in the province. At the end of 2015, Beijing launched the "Beijing Enterprise and Public Institution Environmental Information Disclosure Platform" for trial use, urging key polluting entities to publish their enterprise self-monitoring information on the platform, especially real-time online monitoring data. At present, the online platform has already realized environmental informa-

tion disclosure from all key state-monitored enterprises and some municipal-level key monitored pollution sources. For enterprises that do not yet disclose their self-monitoring information to the public, Beijing encourages environmental NGOs to use channels such as application for disclosure to demand that enterprises fulfill their obligations for information disclosure.

Some platforms still exhibit shortcomings: coverage of key pollution sources has not yet been expanded to include enterprises monitored at the provincial and municipal level; data disclosure is not timely enough, and data is not updated frequently enough; and some platforms' publication of enterprise emissions data is not comprehensive.

Blue Map 2.0



In order to help the public more easily use mobile phones to access and understand air quality, water quality and enterprise pollutant emissions information at any time and any place, IPE developed the Blue Map app, collecting governmental departments' public environmental information and disseminating it through this platform.

With support from SEE Foundation and Alibaba Foundation, IPE launched the 1.0 version of the app in June 2014 – the "Pollution Map" – to provide the public with air quality data and data related to enterprise emissions. The 2.0 version of the Blue Map went live in March 2015, having been revised to include four major components: air quality forecasts and warnings, an air quality map, a water quality map and a map of pollution sources.



※ Press conference for the release of the Blue Map app and the Blue Sky Roadmap Phase III report



※ Speech of IPE honorary chairman at the press conference for the release of the Blue Map app and the Blue Sky Roadmap Phase III report

Together, air monitoring stations cover 2540 stations in as many as 390 cities, while 3879 water quality monitoring stations also provide nationwide coverage. Pollution source data encompasses 15074 enterprises in 364 cities, providing real-time updates of emissions data. At present, the Blue Map app has been downloaded nearly 3 million times.



3.2 Promoting Extensive Emissions Reductions and Advancing Green Development

As one of the manufacturing powerhouses of the world, China has seen its large number of industrial enterprises cause serious pollution to air, water and soil in the region's environment. To encourage enterprises to undertake environmental responsibility in production processes, take independent initiative to save energy and reduce emissions, and ultimately solve environmental problems, IPE developed the Corporate Information Transparency Index (CITI), urging suppliers to reduce emissions through pressure from brands and driving the establishment of green supply chains. In addition, IPE established green stocks and green credit projects, using the leverage of investments and finance to urge polluting enterprises to improve their environmental performance.

How the Public Participates in Environmental Governance

In recent years, following a rise in the level of environmental information disclosure and the dawn of the internet age, the channels for raising environmental complaints have become more diversified. The public is both the subject of IPE's services and the direct beneficiary of IPE's projects. Individuals can conveniently and quickly use the Blue Map to check the status of enterprises' emissions, and the click of a "micro-report" can directly contact with local environmental departments. The public can also use the information published by IPE on brands with superior environmental performance to choose companies and products of those companies with superior environmental performance, and forsake highly polluting industries, promoting industry transformation. To create a better tomorrow for their families and children, investors can choose environmentally-friendly enterprises when making financial decisions or investments.

Blue Map Facilitates Public Supervision of Enterprises' Emissions Reductions

Since the 2.0 version of the Blue Map app officially went live in March of 2015, apart from being able to check air quality, water quality and key pollution source emissions data information for hundreds of cities across China, the public can also share map information through Sina Weibo, We Chat, We Chat moment feeds and other means. These channels can be used to interact by making "micro-reports" about polluting enterprises exceeding pollutant standards and tagging ("@" local environmental protection bureaus. The large number of users that have made "micro-reports" has formed masses that are eager to report, governments that actively check and verify reports, and enterprises that have implemented substantial corrective actions.



Under pressure from the public and local environmental protection departments, at present, 527 companies have issued public statements responding to issues of their real-time monitoring data exceeding standards, and over 100 companies have adopted corrective measures to improve their emissions situation.

Blue Map version 3.0 is currently under development and is expected to officially go live in February 2016. Version 3.0 will feature a stronger emphasis on weather and life services information to better meet the needs of users' daily lives. It will also see the addition of a sharing wall, as well as modules for green choice and public participation to increase the means for users to interact with the platform.

Micro-Reports Push Enterprises to Reduce Emissions

Over the course of the 6th Pollution Information Transparency Index (PITI) assessment of 120 key cities for environmental protection published in 2015, IPE found that a total of 70 cities had established government Weibo accounts. They use these Weibo accounts to receive public complaints and reports, publish suitable results and suggestions for handling the information in the complaints, interact with the public, and jointly push enterprises to reduce emissions. These cities are mainly located in Shandong province, Zhejiang province, the Yinchuan area of Ningxia, and the Qujing area of Yunnan province.

In Shandong province, the environmental protection departments of governments in 17 prefecture-level cities have fully opened Weibo accounts, creating a three-level

“province-city-county” system for the Weibo accounts of governments’ environmental protection departments, forming a linking mechanism for the system of environmental protection Weibo accounts throughout the entire province, and realizing “online exchange and interaction, offline enforcement and joint movement.” From 2014 through March of 2015, in terms of environmental information disclosure and controlling emissions from enterprises exceeding pollution standards, Shandong province achieved outstanding progress, seeing significant decreases in the average values of key enterprises whose emissions exceeded standards for sulfur dioxide and nitrogen oxide.

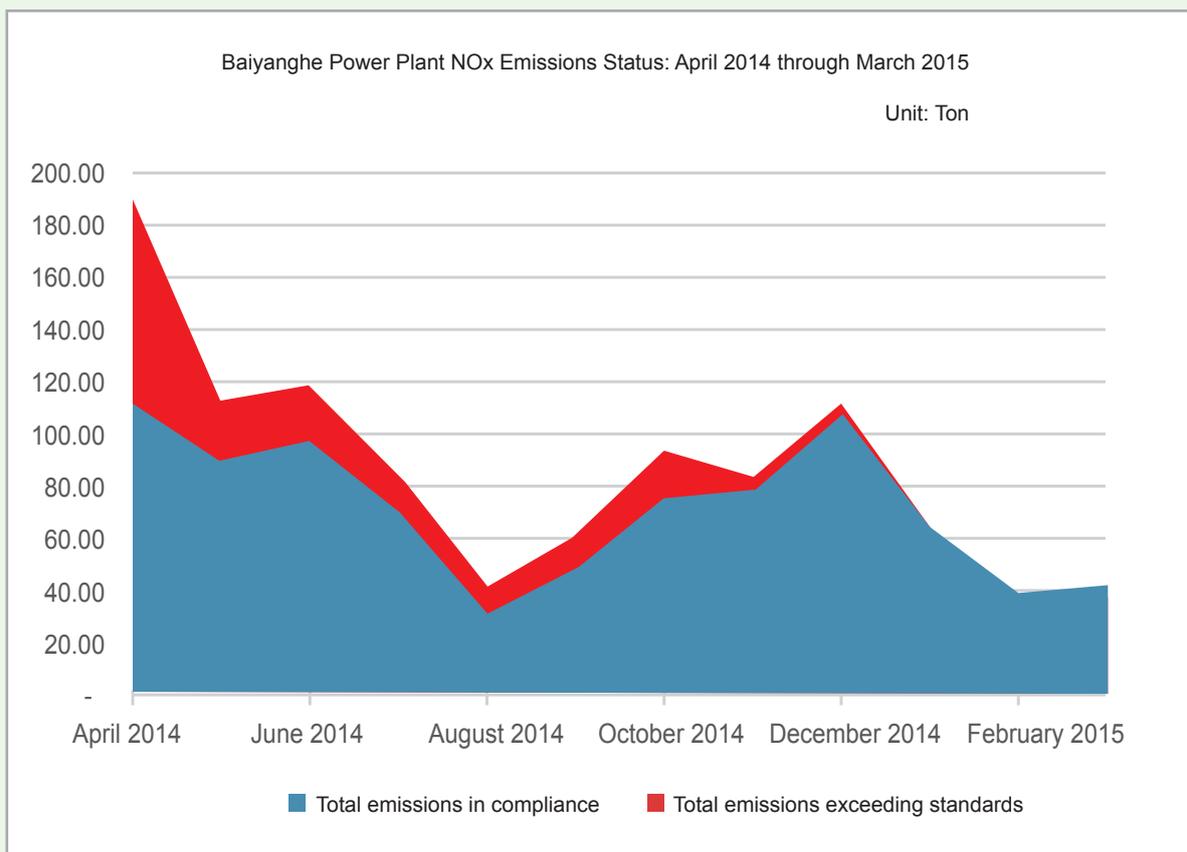


Case of Emissions Reductions from a Key Monitored Enterprise in Shandong:

Huaneng Zibo Baiyanghe Power Generation Co., Ltd. (Baiyanghe Power Plant)

Baiyanghe Power Plant has four set of generators, of which two sets were the subject of complaints from netizens in 2014 since their NOx emissions could not meet new requirements for the thermal power sector. On November 7, 2014, @Ziboenvironmentalprotection (@Zibohuanbao) published a long microblog that gave a description of the situation of the NOx pollutant treatment at unit 5, and explained that Baiyanghe Power Plant had already invested more than RMB 10 million on SNCR denitrification upgrade projects for units 4 and 5, which began in October. By December, the power plant expected to complete all the denitrification upgrade projects.

In addition, the denitrification management facilities would be put into operation in mid-December, and the power plant's NOx discharge would reach the standard. In April 2014, the power plant had exceeded the standard 1220 times, and NOx emissions were more than 189 tons. In March 2015, they only exceeded the standard once, and NOx emissions had declined to 41.98 tons.⁽³⁾



⁽³⁾ Statistics are derived from compilation and analysis by IPE of monitoring information disclosed on Shandong province's key pollution source self-monitoring data disclosure platform.

Green Supply Chain

In 2015, a focus on green supply chain was incorporated into the APEC agenda and become an important policy of the Chinese government. Moreover, green consumption was also chosen by the United Nations Environment Programme (UNEP) as the theme for World Environment Day in 2015. Since China is a workshop of the world, the concern of Chinese consumers should not only be ultimately limited to whether or not products are healthy and safe; rather, environmental protection also requires considering whether or not production processes are green.

Corporate Information Transparency Index (CITI) Reveals the Status of Supply Chain Pollution

In order to help confront environmental challenges brought about by globalization of trade, in 2007, IPE and 20 environmental groups jointly launched the “green choice” initiative, which on one side urges consumers to use their purchasing power to influence corporations’ environmental performance, and on the other side advocates for large-scale buyers to manage their suppliers. In 2014, IPE and the Natural Resources Defense Council (NRDC) jointly developed the world’s first quantitative evaluation system to measure brands’ environmental supply chain performance in China -- the Corporate Information Transparency Index (CITI) -- and have for the past two years in a row published an evaluation report.

排名	Logo	品牌	行业	CITI得分
1		Apple	IT	72
2		Adidas	Textiles	66
3		H&M	Textiles	59.5
4		Levi's	Textiles	59
5		Samsung	IT	53.5
6		Marks & Spencer	Textiles	52.5
7		Panasonic	IT	52
8		Wal-Mart	Textiles	51.5
8		Esquel	Textiles	51.5
10		Microsoft	IT	50.5
11		Hitachi	IT	49.5
11		Nike	Textiles	49.5
13		Foxconn	IT	49
14		HP	IT	48
15		Kao	Personal Care	45.5
16		Uniqlo	Textiles	44
17		Huawei	IT	43.5
17		Puma	Textiles	43.5
19		Target	Textiles	42.5
20		Dell	IT	41.5

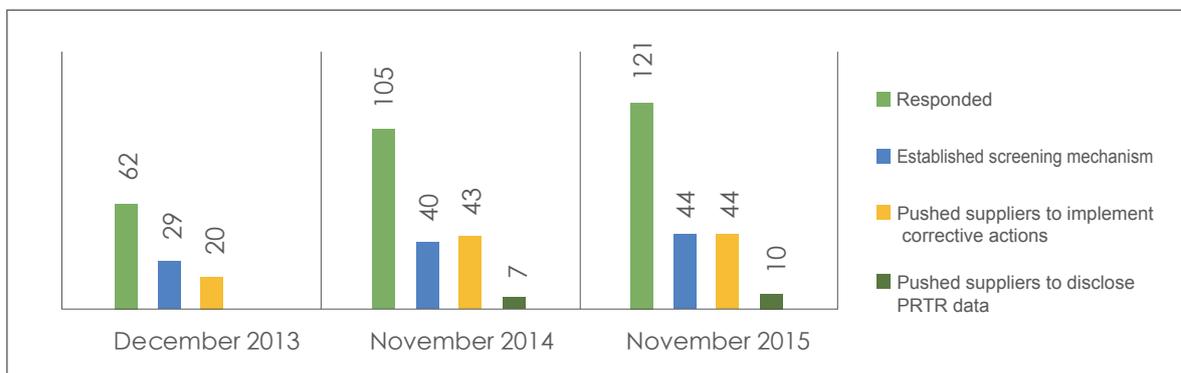
※ 2015 Corporate Information Transparency Index (CITI) Evaluation Results



※ “Figure 16 “Sustainable Development and Business Practices – 2015 Green Supply Chain Forum” participants and media

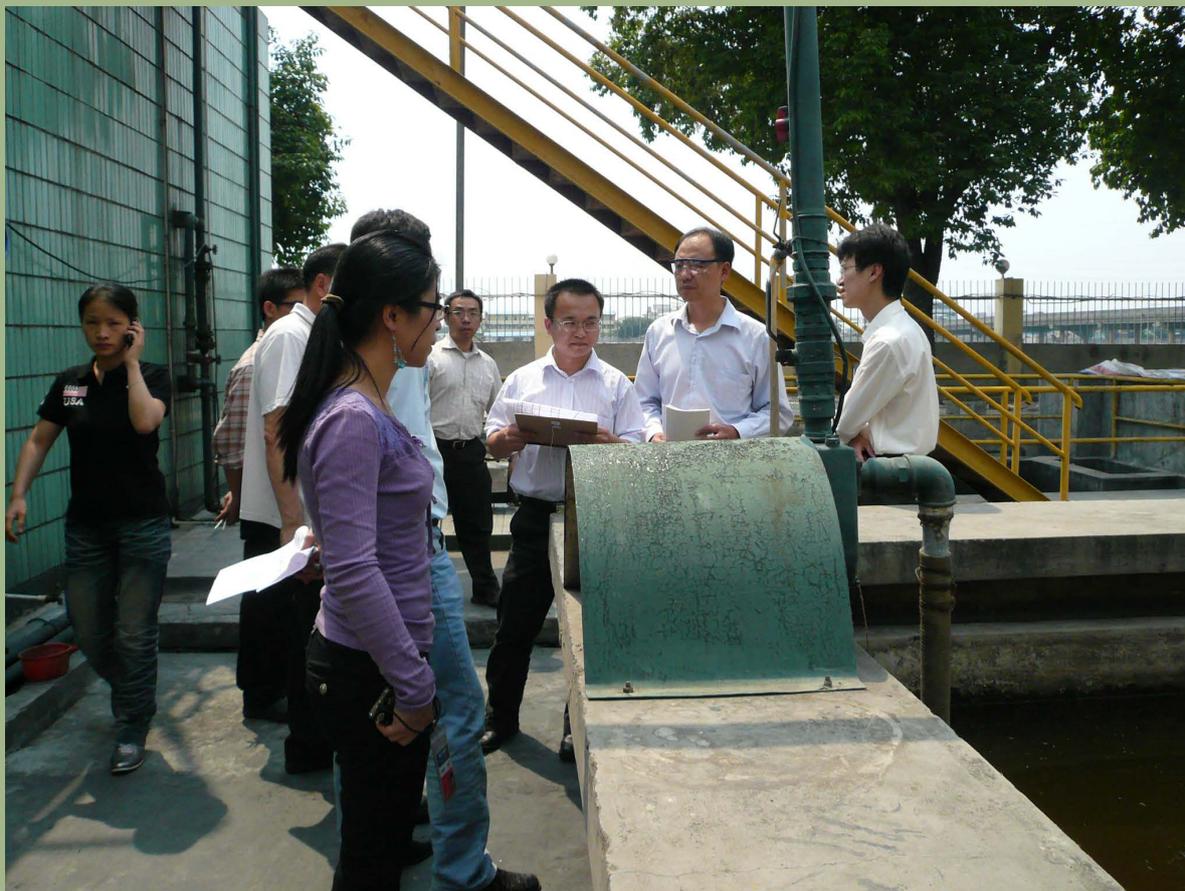
The 2015 CITI evaluation looked at nine industries, with the results illustrating that Apple, Adidas, Levi’s and other leading brands have made substantial progress in establishing a mechanism for green procurement, and that competing brands within the IT and textiles industries are working together to create green supply chains. However, at the same time, out of 167 brands, there are still 100 brands with scores of 10 or lower. Furthermore, 95% of brands have yet to begin addressing problems relating to centralized wastewater treatment, and consumers’ environmental awareness has, on the whole, not yet transformed into actual action.

In 2015, the scope of the CITI evaluation expanded from 147 brands to 167 brands. Many brands and their suppliers have established contact with IPE, illustrating the potential for suppliers to reduce emissions under pressure from brands and enterprises.



※ Status of brands’ pushing of suppliers

Supply Chain Verification



※ Supply chain on-site audits

Installation of water recycling equipment at an IT company's facility (original electro dialysis equipment transformed into reverse osmosis (RO) purification equipment)



Before corrective actions:
Electrodialysis equipment



After corrections:
Reverse osmosis (RO) purification equipment

Before-and-after photos from a textile company:



Before corrective actions



After corrective actions



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Establishing a Pollutant Release and Transfer Register (PRTR) System for Suppliers of Brands and Enterprises

In order to promote enterprise information disclosure and extensive reduction of pollutant emissions, eliminate risks to citizens' health, and curb China's current situation of severe pollution, in 2013, IPE developed and fine-tuned a Pollutant Release and Transfer Registry (PRTR) system suitable for China's national conditions, proposing a priority pollutants list for China. In August of the same year, IPE developed and began operating a database for enterprise disclosure of PRTR data, thus realizing enterprises' online completion of PRTR data, and continuously carried out upgrades and optimizations to the platform.

Over the course of more than a years' worth of efforts, ten brands have pushed their suppliers to take the initiative to disclose their emissions data, including Adidas, H&M, Apple, Samsung, M&S, Target, Burberry, Levi's, Puma and Kao. 614 suppliers have begun to fill out and report their PRTR data, with 391 completing and publishing their PRTR data. As such, a non-governmental PRTR system has begun to be piloted in China.

IPE Cooperates with Enterprises to Establish Environmentally-Friendly Brands

In order to push for further energy savings and emissions reduction, and help enterprises build consumers' trust in them as green brands, a number of enterprises have been cooperating with IPE to implement screenings of their suppliers and manage environmental risks. Enterprises can establish regular communication with IPE and use the environmental supervision records in the Pollution Map Database to raise feedback about corrective actions and conduct information disclosure, express their commitments to make environmental improvements, and collaborate to investigate a path for solving environmental problems. In 2015, there were a total of 553 enterprises that contacted IPE concerning their environmental supervision records, with 145 enterprises carrying out active measures for improvement, thus realizing pollution control, energy savings and emissions reduction.

Industry Roundtable Conferences

In order to help companies in the same industry work together to strengthen the level of their supply chain management and combine the force of many brands, in 2015, IPE convened respective industry conferences for the IT industry and the textiles industry, inviting Apple, Microsoft, Ericsson, Toshiba, Canon, Hitachi, Samsung, Huawei, Panasonic and other IT brands, as well as Target, Marks & Spencer, Adidas,

H&M, GAP, Jack & Jones, Nike Puma, ZARA, Levi's, Walmart, G-Star and other textile brands to attend. Both conferences saw lively discussions of how brands could improve their supply chain management mechanisms, and helped many of the brands present at the roundtable conferences to advance their level of supply chain management.

Saintyear's Control and Management of Textiles Wastewater

As a large-scale textile printing and dyeing enterprise, Saintyear Holding Group Co. Ltd (hereafter referred to as Saintyear) supplies to many well-known domestic and international brands. After Uniqlo discovered a pollution violation record for Saintyear during Uniqlo's regular supplier screenings, Saintyear was required for the first time to issue a public explanation for its discharge exceeding standards. However, at that time, the company emphasized that its wastewater was discharged indirectly, so responsibility for treatment should be borne solely by the wastewater treatment plant.

Afterwards, Gap, H&M, M&S and Nike successively joined in the efforts to push Saintyear. In August 2014, Saintyear and IPE engaged in a face-to-face meeting to seek solutions, and in September the company invited IPE and local environmental NGO

Lyse Jiangnan to conduct an on-site investigation. In October 2015, Saintyear subsidiary Hangzhou Jimay Printing and Dyeing Co. Ltd underwent a GCA third-party audit.

Under the continuous pushing of brands for green procurement, Saintyear Holding Group underwent a major transformation from shirking responsibility to actively taking responsibility, and from ignoring the pressure from one brand to cooperating with several brands to directly confront environmental problems and voluntarily accept to undergo an environmental audit. Within industries, it is very common for brands to share the same suppliers, so cooperation among brands will no doubt push more enterprises to change their attitudes and open up a greater space for reduction in environmental emissions.

Green Stocks

The green stocks project focuses on listed companies from energy-intensive and heavily polluting industries and the investors backing them. The project strives to use the power of environmental information disclosure, the concern and action of multi-stakeholder cooperation, and the transformative power of investment decisions as leverage to continuously push and follow up with listed companies from coal, cement, iron, steel, chemicals, non-ferrous metals and other industries to implement corrective actions and disclose information.

Since the green stocks database was established in 2013 up through December of 2015, the number of listed companies recorded reached 2679 (it was estimated that number of these companies would exceed 3000 by the end of 2015).

Update Status of Green Stocks Database Back-end Server (through December 2015)

Number of listed companies recorded	2679
Number of listed companies affiliated with environmental supervision records	1113
Number of supervision records	6835

Since the beginning of January 2015, IPE has cooperated with the Securities Times to jointly publish the "Online Pollution Risk Index of Publicly-Listed Companies" on a weekly basis. In 2015, 49 editions were issued, which included names of 141 publicly-listed companies and affiliated companies. Of these, 28 listed companies have provided corporate feedback, including Aluminum Corporation of China, G-Crystal, and Shenergy Group. The majority of enterprises providing feedback explained their reasons for exceeding emissions standards, and the majority of these enterprises' emissions had already achieved compliance. Many public companies included in the listing carried out public explanations for being included in the listing in their companies' announcements.

企业名称	超标项目	超标倍数	超标次数	超标天数	超标时段
1. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
2. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
3. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
4. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
5. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
6. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
7. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
8. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
9. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15
10. 山东钢铁集团日照有限公司	氨氮	1.5	1	1	2015.1.15

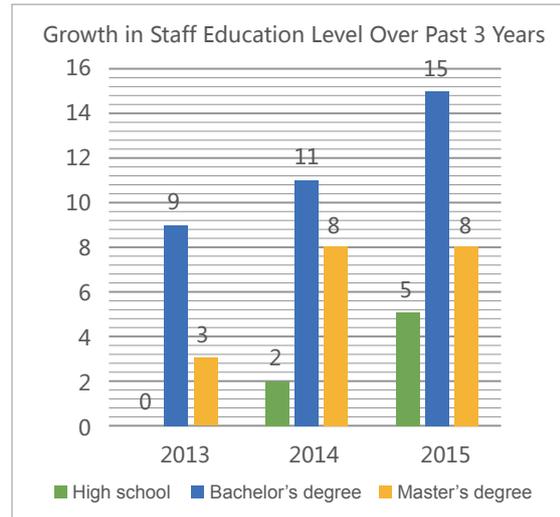
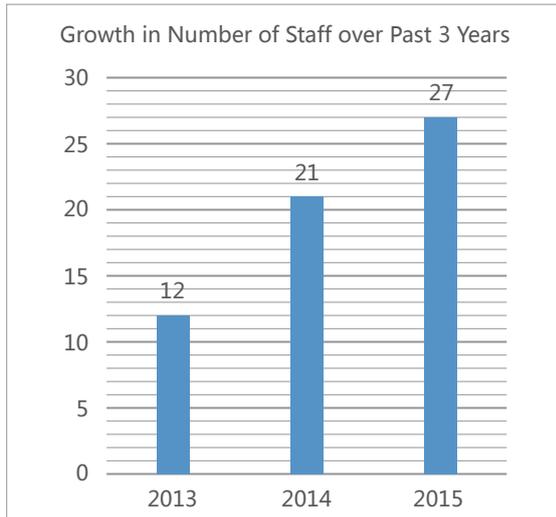


Green Credit

IPE has been developing our green credit work since 2014. At present, 16 banks have been contacted, of which seven (ICBC, HSBC, China Everbright Bank, China Industrial Bank, China Construction Bank, Pudong Development Bank, and Bank of Nanjing) have responded. Three banks and credit agencies have been urged to launch green credit work, thus promoting credit agencies' utilization of the IPE environmental database.

4. Growth of Environmental Public Interest Talent

IPE emphasizes and values the cultivation of environmental public interest talent. It is precisely because of team members' pursuit of the same goals and dreams and gradual expansion of teamwork that in recent years, IPE has achieved comprehensive development in many different areas, and also gained even more recognition.



4.1 Selection and Cultivation of Talent

In order to meet the organization's urgent demand for talent during its rapid development in 2015, we continued to strengthen and consolidate the educational background of employees to focus on those with undergraduate and master's degrees. We also opened up channels to attract more talent from abroad.

To help public interest talent achieve stable development at IPE, in 2015, we continued to improve various welfare policies, provide advice and support to employees about

health and safety, and maintain concern and attention to individuals and their lives. We also conducted internal and external trainings as important means of cultivating staff capacity, and consciously and frequently created opportunities for employees to participate in and present at press conferences and academic seminars. In 2015, IPE hosted a total of five in-house trainings and 12 orientations for new employees, and employees participated in external trainings on 26 occasions.



4.2 Innovative Thinking

In 2015, we continued to adapt staff positions to individuals' professional backgrounds and their knowledge and accomplishments. These efforts helped to provide those in finance, accounting, supply chain management, IT, communications, human resources, and other areas with dreams, perseverance, and ideas about environmental protection ample room to bring their talents into play.

Scenes from the
knowledge contest



Staff spotlight: IPE staff also have inspirational stories

IPE's professional team has developed and improved several innovative products: the first national pollution map database, the country's first Pollution Information Transparency Index evaluation system (PITI), the world's first brand-focused quantitative evaluation system to measure supply chain environmental management performance in China (CITI), and the country's first software platform for mobile phones to offer air quality, water quality, and pollution emissions information and facilitate public participation in environmental protection wherever and whenever users please.

Qingyuan Ruan

Qingyuan is Manager of the Information Disclosure Department. She graduated with a Bachelor's degree from the Chinese University of Forestry with a major in Environmental Science. In 2006, she began volunteering for IPE's projects, and in July 2007 she became a project officer and began participating in IPE's PITI project, green choice project, blue sky roadmap report writing and other work to help IPE contribute a number of innovations to the field of environmental protection in China.

Motto: Life is two things: Doing what you ought to do, and doing what you want to do.



Yali Huang

Yali is currently Communications Department Manager at IPE. She holds a Master's degree from the University of Edinburgh in Environment and Development. Since entering IPE as a communications officer in January 2015, she has participated in the operation of IPE's We Chat public account, as well as IPE's branding and project communications work.

Motto: Grab life and shake it hard to get all the best of it.

Plan for Creating a “Pool” of Environmental Public Interest Talent

In order to build a strong institutional team and form a unified group that is realistic and effective, in 2016, we will strive to bring into play and tap into the potential talent of each individual, planning for a special “pool” of talent, and making this the institution’s core means for selecting and storing up a wealth of resources.

Through the four channels of direct recruitment, internal selection mechanisms, preparing for the departure of outstanding staff in advance, and keeping track of promising external resources, we seek to identify and find talent who satisfy two conditions: those who possess strong, active aspirations for upward development in line with the organization’s strategic development direction; as well as those who possess competent and relatively high potential for quality work and excellent work ability.





Institute of Public & Environmental Affairs

Our “Blue”

IPE upholds the philosophy that “information disclosure and public participation are the keys to solving environmental problems in China.” In our next phase of work, we will continue to promote full disclosure of information and improve the quality of environmental data; progressively expand the disclosure scope of online monitoring data from key pollution sources; and improve the Blue Map publication platform. At the same time, we will continuously promote environmental enforcement through the Blue Map, and expand from green supply chain work to green consumption, green credit and responsible investment.

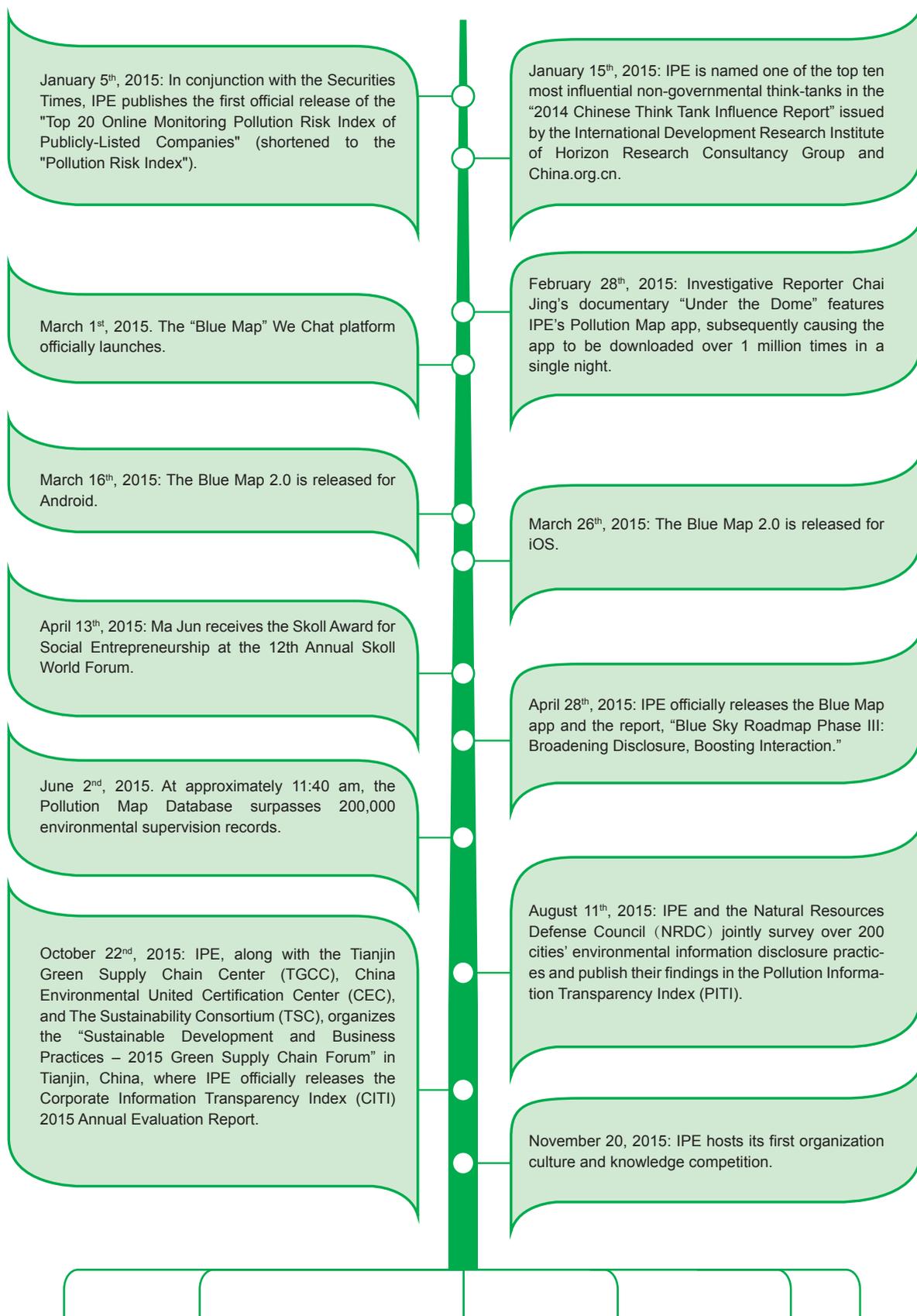
We will persist in helping the public cooperate with the government, enterprises and NGOs, and in promoting China’s environmental health and development, until every member of the public and every family can sufficiently share a slice of clean water and blue skies.

Acknowledgements:

We gratefully acknowledge the following organizations' support of IPE (in no particular order):

Government Bureaus and Relevant Departments	Public Interest Organizations	
Ministry of Environmental Protection (MEP) Department of Policies, Laws and Regulations	Beijing Entrepreneurs' Environmental Protection Foundation (SEE Foundation)	Green Kunming
MEP General Office	Alibaba Foundation	Friends of Green in Tianjin
MEP Department of Education and Communications	Rockefeller Brothers Fund	Nature University
Policy Research Center for Environment and the Economy	Oak Foundation	Hubei Green Hanjiang
China Environmental Education and Communications Center	Natural Resources Defense Council	Lvse Jiangnan
Beijing City Bureau of Environmental Protection (EPB)	Skoll Foundation	Global Village
Shandong Province Environmental Protection Department	Energy Foundation	Global Environmental Institute
Beijing City Environmental Education and Communication Center	LGT Foundation	Huaihe River Guardians
Shandong Province Environmental Information and Monitoring Center	Ai You Foundation	Green Camel Bell
Shandong Province Environmental Education and Communications Center	World Resources Institute	Friends of Green China Tianjin
Liaoning Province Environmental Education and Communications Center	Clearpath Foundation	Beijing Association of Sustainable Development
Zhejiang Province Environmental Education and Communications Center	The Nature Conservancy (TNC)	Center for Legal Assistance to Pollution Victims (CLAPV)
Shenyang City EPB	National Geographic Society Air and Water Protection Fund	Chongqing Green Volunteer Federation
Ningbo City EPB	Tianjin Green Supply Chain Service Center (TGCC)	Green Stone Environmental Action Network
Wenzhou City EPB	China Environmental United Certification Center Co., Ltd. (CEC)	Xinxiang City Environmental Protection Volunteer Network
Wuhan City EPB	The Sustainability Consortium (TSC)	Hebei Green Sound
Jinan City EPB	Kangai Charity Organization	Green Watershed
Linyi City EPB	China Water Risk	Wenzhou Green Eyes
Yantai City EPB	Friends of Nature	Wild China
Tianjin TEDA EPB	EnviroFriends	Research and Other Organizations
Hefei City EPB	Green Earth Volunteers	Securities Times CSR Research Center
Civil Affairs Bureau of Chaoyang District of Beijing City	Green Hunan	Peking University New Media Research Institute
Science and Technology Commission of Chaoyang District of Beijing	Green Qilu	Renmin University Environmental Policy and Planning Research Institute
Center for International Economic and Technological Cooperation	Green Anhui	SynTao
	Fujian Green Home	Yee Media
	Nanjing Green Stone	EcoVadis

Appendix: Major Events in 2015



Institute of Public & Environmental Affairs



Blue Map App



We Chat Public Account



 TEL: +8610-67189470/ 67136387
85326606

 E-MAIL: ipe@ipe.org.cn

 www.ipe.org.cn