

# CHALLENGES AND OPPORTUNITIES – CHINESE ENTERPRISES ENGAGEMENT IN WILDLIFE CONSERVATION IN AFRICA



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March 21, 2017



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## AFRICA BIODIVERSITY COLLABORATIVE GROUP

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CAPTION: *Attendees participating in the workshop.*

This report was made possible by the support of the American people through the United States Agency for International Development (USAID) under the terms of Cooperative Agreement No. AID-OAA-A-15-00060 - WCS. The contents of this report are the sole responsibility of the Africa Biodiversity Collaborative Group (ABCG) and do not necessarily reflect the views of USAID or the United States Government. This publication was produced by Wildlife Conservation Society on behalf of ABCG.

March 21, 2017

# Africa Biodiversity Collaborative Group CHALLENGES AND OPPORTUNITIES – CHINESE ENTERPRISES ENGAGEMENT IN WILDLIFE CONSERVATION IN AFRICA

## A Workshop Summary Report

Program Title:	Africa Biodiversity Collaborative Group (ABCG II)
USAID Technical Office:	Bureau for Africa /Office of Sustainable Development
Cooperative Agreement No.:	AID-OAA-A-15-00060
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# I. TABLE OF CONTENTS

I.	TABLE OF CONTENTS .....	i
II.	ACRONYMS .....	ii
1.	INTRODUCTION .....	1
1.1	PARTICIPANTS SUMMARY .....	1
2.	OBJECTIVES.....	2
3.	OVERVIEW.....	2
4.	OUTPUTS AND IMPACTS.....	3
5.	MEDIA COVERAGE .....	6
6.	CONCLUSION .....	6
7.	APPENDICES .....	8
I.	Conference Agenda.....	8
II.	Participants List .....	11

# II. ACRONYMS

ABCG	Africa Biodiversity Collaborative Group
CCCC	China Communications Construction Company
CCTV	China Central Television
CFHEC	China First Highway Engineering Company
CGTN	China Global Television Network
CIIC	China International Intellectech Corporation
CNPC	China National Petroleum Corporation
CRI	China Radio International
CSR	Corporate social responsibility
IFAW	International Fund for Animal Welfare
IUCN	International Union for Conservation of Nature
IWT	Illegal wildlife trafficking
NGO	Non-governmental organization
NRDC	Natural Resources Defense Council
PRC	People's Republic of China
SOE	State owned enterprise
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
USAID	United States Agency for International Development
WCS	Wildlife Conservation Society
WWF	World Wildlife Fund

# I. INTRODUCTION

The Africa Biodiversity Collaborative Group (ABCG) is a coalition of seven US-based international conservation non-governmental organizations (NGOs) with extensive field programs in Africa: African Wildlife Foundation, Conservation International, the Jane Goodall Institute, The Nature Conservancy, World Resources Institute, Wildlife Conservation Society, and World Wildlife Fund. ABCG is supported by the U.S. Agency for International Development (USAID) to advance understanding of critical biodiversity conservation challenges and their solutions in sub-Saharan Africa.

The Emerging Issues Small Grants program builds on ABCG's position as a partnership of seven international conservation NGOs with a strong field presence in priority areas across the continent by creating teams to analyze emerging threats or opportunities, and convening stakeholders in the U.S. and Africa to present data and catalyze discussion. Through its small grants program, ABCG identifies and develops strategies to respond to emerging issues that are likely to shape conservation priorities in the coming years, and influencing the effectiveness of biodiversity conservation efforts in Africa.

## I.1 PARTICIPANTS SUMMARY

<b>Number of Participants:</b>	80
<b>Target Audience:</b>	Chinese state-owned enterprises (SOE), private-owned enterprises (POE) and Chinese government officials
<b>Notable guests:</b>	5 Chinese government officials from the Endangered Species Import & Export Management Office, Ministry of Foreign Affairs, and Ministry of Commerce and Customs General Administration; 4 foreign government officials including the Ambassador/Deputy of Mission from the Uganda Embassy; 19 enterprise representatives from major SOEs such as CNPC, Poly International, and CIIC; 8 top media outlets with strong government backgrounds including CCTV, CRI, Xinhua News Agency and China Daily; and 29 Chinese and international NGO representatives.

## 2. OBJECTIVES

### **Overall objective**

The meeting aimed at serving as a vehicle and a launch of the Wildlife Conservation Society's (WCS) strategic engagement of SOEs, POEs and the Chinese government in addressing wildlife conservation (including eliminating illegal wildlife poaching, illegal wildlife trafficking and promoting wildlife, biodiversity and environmental conservation activities) in Africa.

### **Specific Objectives**

1. Raise awareness among Chinese SOEs on the strategic importance of wildlife conservation in Sino-Africa relations and the long-term sustainable development of African nations;
2. Identify issues and risk exposures for Chinese SOEs, POEs and the Chinese stakeholders' consensus of harmful practices relating to wildlife conservation affecting a positive and responsible image of China;
3. Share best practices for addressing wildlife conservation issues through Chinese investments in Africa that can promote the long-term strategic interests of Chinese enterprises as well as the Chinese government;
4. Network with influential Chinese SOEs and local and international stakeholders for further collaboration;
5. Share WCS's accumulated knowledge and expertise and latest research outcomes to establish thought leadership among Chinese government agencies, the investor community and SOEs for further collaboration.

## 3. OVERVIEW

WCS, together with the China Wildlife Conservation Association and SynTao, hosted the conference titled *Challenges and Opportunities- Chinese Enterprises Engagement in Wildlife Conservation in Africa* on March 21, 2017 in Beijing, China at the Jianguo Garden Hotel.

This conference was a launch event for WCS based on the illegal wildlife trade's (IWT) changing theory. With almost 80 participants, the conference aimed to involve a broad representation of Chinese and international stakeholders to raise awareness and convene a dialogue around the impact and role of Chinese enterprise engagement in wildlife conservation in Africa. These stakeholders, who are all connected to this topic and represent certain thought leadership in their area, exchanged views and results of initial engagement efforts.



The conference had two separate sessions: the morning session was an open conference with media attending to build authority and endorsement by all stakeholders; the afternoon session was a closed-door workshop where different stakeholders, especially companies could freely discuss this topic. The focus group discussion notes of the afternoon session could be used as baseline for further research of Chinese SOEs in Batten and the IWT project.



*Uganda Embassy Deputy of Mission Mr. Henry Mayega is interviewed by CGTN. Photo Credit: WCS*

Participants agreed that the event was significant and timely in discussing the engagement with Chinese enterprises in Africa. This conference strategically addressed wildlife conservation issues and started to establish a communication platform and cooperative mechanism to harness positive action and facilitate ongoing collaboration among different stakeholders.

## 4. OUTPUTS AND IMPACTS

### *Open Morning Session*

1. High Level endorsement from Chinese and African government officials re-affirming the important role Chinese SOEs play in wildlife conservation issues in Africa: **10** Chinese and foreign government officials attended the conference including **5** Speakers.
  - The Endangered Species Import & Export Management Office of PRC; (Speaker: Executive Deputy Director Mr. Meng Xianlin)
  - Uganda Embassy (Speaker: Deputy of Mission Mr. Henry Mayega)
  - U.S. Embassy
  - UK Embassy
  - Ministry of Foreign Affairs (Speaker: Research Fellow Ms. Gong Ting)
  - Ministry of Commerce (Speaker: Research Fellow Mr. Zhou Mi)
  - Customs General Administration of PRC (Speaker: Anti-smuggling Bureau Mr. Liu Zhaotai)
2. Networking among stakeholders and international organizations committed towards advancing this work in Africa and China: **15** companies attending the conference including **11** Chinese SOEs.

#### Attending SOE List:

- Centraline Group
- CFHEC Overseas Company
- CCCC First Highway Engineering CO., Ltd
- China Shipbuilding Industry Corporation

- Aluminum Corporation of China Limited
- China Poly Group Corporation
- China National Paper Industry Investment Corp
- China National Petroleum Corporation
- Zhongjin Finance Holding Group
- China International Intelligence Corporation
- China TOPRS Technology Co., Ltd

Among them, speakers from Poly International and China National Petroleum Corporation shared their best practices on wildlife conservation in Africa.

3. 4 Foundations including SEE Foundation and China Foundation for Poverty Alleviation
4. 14 Chinese and International NGOs including UNDP, UNEP, WWF/TRAFFIC, NRDC, IUCN, IFAW, WildAid
5. Greater awareness of WCS expertise, experience, and approaches in developing science-based solutions to challenges in wildlife conservation.

### **Afternoon Closed-Door Workshop**

The afternoon was as a closed-door workshop not open to the media. All participants were divided into 3 groups and had 3 discussions with a facilitator for each group guiding the session. The discussion topic goes in order of “challenges” “reasons” “solutions and opportunities”. And after each session end, each group selected a representative to report discussion notes in his/her group to the conference.

The afternoon workshop was the first-ever gathering of stakeholders from all backgrounds in one room to strategically re-evaluate the issue of wildlife conservation of Chinese enterprises in Africa in a private yet open environment. SOEs, government, academies, NGOs and even media discussed practical challenges SOEs are facing in Africa in terms of wildlife conservation, and what reasons caused such challenges or conflicts, and lastly these



*A group instructor records discussion notes. Photo*

*Credit: WCS*

members come up with possible solutions or how to use these challenges as opportunities to improve their local development. All participants of the workshop, especially the SOE attendees, highly appreciated the chance to talk with all stakeholders, and they would like more similar workshops to be held regularly in the future. In short, the workshop provided a useful model for NGOs and related stakeholders to figure out issues and solve problems together.

Very seldom is there a workshop where all stakeholders gather. In all the three rounds of discussion, NGO participants, including WCS, felt that capacity building around key issues

and case studies for Chinese SOEs/POEs were important take away points that should also be reported and shared with their respective headquarters/internal stakeholders; also, this workshop could be used as a need assessment: there is need to know the companies' real concerns and difficulties to operate in wildlife conservation in Africa. With these lessons and needs learned, WCS and other conservation groups could design activities that are more related to the needs of SOEs/POEs and better help them carry out wildlife conservation in Africa as well as rally more to join.

General consensus was reached on increased willingness to engage in addressing wildlife conservation challenges in Africa among participating Chinese SOE/POE participants and also greater awareness of WCS expertise, experience, and approaches in developing science-based solutions to challenges in wildlife conservation.

In terms of wildlife conservation challenges for Chinese SOEs/POEs in Africa, all 3 groups agree that Chinese SOEs/POEs themselves have relatively low wildlife conservation awareness, sometimes companies lack a Corporate Social Responsibility (CSR) department or the CSR department is placed at a lower position in the company's strategic planning; the consciousness of wildlife protection among employees is also weak. The cultural difference between China and Africa could also be a drawback for wildlife conservation, especially since the Chinese have a tradition of consuming wildlife products. In addition, the law enforcement system and a lack of effective supervision both in China and Africa lead to companies failing to pay attention to wildlife conservation work.

All these challenges are a result of a lack of motivation internally and externally. External factors include the lack of a democracy, government corruption in most African countries, relatively weak law enforcement and the limited binding power of international conventions. Internal factors include the unwillingness of Chinese SOEs to connect and work with local wildlife conservation NGOs, the incentive offered to companies for undertaking wildlife protection is far from enough and a lack of capacity building etc.

For solutions to cope with the challenges above, the three groups came to the conclusion that firstly, Chinese SOEs should work closely with local and international NGOs. Secondly, internal training for employees is essential with SOEs emphasizing the importance of wildlife protection in a staff manual and regulation guidelines. Moreover a clear and well-recognized international standard for wildlife protection that is easy for companies to follow and execute in Africa should be designed. Lastly, Chinese companies should learn professional "media language" to better express what Chinese companies have been doing to protect Africa's biodiversity.



*A SOE representative shares the group discussion results with the conference. Photo Credit: WCS*

## 5. MEDIA COVERAGE

Media participation and reports turned out to be productive and fruitful: Six media reports (25+ reposts) with different media camps such as central government media, video & TV, magazines and newspapers all paid attention to this topic. Also the issue has drawn attention



*Ms. Ye Wenhua from Poly International is interviewed by CGTN. Photo Credit: WCS*

within SOEs internally. One of the attending SOEs—CCCC First Highway Engineering Co. Ltd, China's major road and bridge constructor—announced the company's participation in this conference on its official website, and also committed to further engagement in Uganda through ABCG's work. So far conservative estimate of media reach is that the news has reached approximately five hundred thousand readers/listeners/viewers by paper, video and radio platforms.

## 6. CONCLUSION

The 21<sup>st</sup> century has witnessed a strengthening of Sino-African relations in almost all aspects of societal economic bilateral developments between China and African countries. China's investments and business operations in Africa grew exponentially. At the Johannesburg Summit of the Forum on China-Africa Cooperation, the Chinese government and all participating African countries vowed that both sides would seek to actively reduce negative environmental and ecological impacts in China's investment and business activities in Africa. Moreover, both have also demonstrated strong determination in leading biodiversity and wildlife conservation efforts through extensive international cooperation. This event fairly responds to Chinese and African governments' policy directives in wildlife conservation through ethical and sustainable investment and business operations, and meets with stakeholders to address the issues SOEs are facing and potential solutions. With the endorsement of Chinese and African governments, as well as best practice cases, it's easier to build and educate awareness among Chinese SOEs on the strategic importance of wildlife conservation.

The round-table discussion held in the afternoon session allowed multiple stakeholders to openly discuss the issue and exchange views from different backgrounds. These discussions will help to crystalize what the real concerns are for the stakeholder and how to solve the problem together. WCS can use this event and the round-table workshop as a starting point to leverage the Batten and IWT program by establishing relations, credibility and thought leadership among Chinese SOEs.



*Attendees participating in the afternoon round-table discussion. Photo credit: WCS*

As a follow-up of the event, WCS will work with SynTao, to co-organize the event and launch an honor board/black list to motivate more best practice cases in wildlife conservation in future. In addition, WCS is planning to host similar events regularly in Beijing and in Africa to network with more stakeholders and for capacity building. Experiences and lessons learned from this campaign will definitely help the organizers of the event to do a better job.

### **Action Plan**

1. Follow-up network and survey of ABCG program (by Zhu Li)
2. Follow-up to gain more baseline information of participating SOEs, such as their scale of investment in Africa, number of employees in Africa etc.
3. Regular multi-stakeholder roundtable workshop to involve more SOEs and to generate more in-depth discussions about this topic
4. With deepening understanding and connection between WCS and Chinese SOEs, WCS will promote some SOEs to issue joint declaration/guideline to further regulate employees behavior in terms of wildlife conservation and anti-trafficking in Africa
5. Partner with Syntao to launch an honor board/black list to motivate more best-practice cases in wildlife conservation in the future.
6. Participants network and management through Webchat group

## 7. APPENDICES

### I. Conference Agenda

Date: 9:00am-17:00pm, March 21, 2017

Venue: Jianguo Garden Hotel, Beijing. 17<sup>th</sup> Jianguomen Inner St, DongDan, Beijing

Time	Description	Speaker/Host
8:40-9:30	Registration	/
9:30-9:40	Introduction	Ms. Li Lishu
Opening	The Endangered Species Import & Export Management Office of PRC, Executive Deputy Director	Dr. Meng Xianlin
	Wildlife Conservation Society, Asia Program Executive Director	Director, Dr. Kang Aili
	SynTao, General Manager	General Manager, Dr. Guo Peiyuan
10:00-10:10	Uganda Embassy, Deputy of Mission	Deputy of Mission, Mr. Henry Mayega
10:10-10:30	<b>WCS and Poly's Elephant Conservation CSR Practice in Tanzania</b> , by Poly International	Ms. Ye Wenhua
	<b>Best practice sharing: Conserve Wildlife in Kenya during Pipeline Construction</b> , by China National Petroleum Corporation, Research Institute of Economics and Technology	Mr. Shi Jing
10:30-10:40	<b>Ecological Effect of China-Africa Investment and response Solution</b> , by Chinese Academy of International Trade and Economic Cooperation, Ministry of Commerce	Dr. Zhou Mi
10:40-11:10	<b>How Enterprises Participate in Wildlife Conservation in Africa</b> , by Wildlife Conservation Society	Ms. Li Lishu



	<b>Chinese Enterprises Participating Wildlife Conservation Key Findings</b> , by Wildlife Conservation Society	Ms. Zhu Li
11:10-11:30	On-site Discussion and Q&A on theme: <b>“Challenges and Opportunities Chinese Enterprises Engagement in Wildlife Conservation in Africa”</b>	Ms. Li Lishu
11:30-13:30	Lunch	/
13:30-14:00	Registration	/
14:00-14:05	Opening Introduction	Ms. He Qijing
14:05-14:25	<b><i>Wildlife Conservation Value and Biodiversity Participating Opportunities as enterprises Investment Overseas</i></b> , by United Nations Environment Protection	Dr. Jiang Nanqing
	<b><i>How to promote biodiversity and ecological protection under “the Belt and Road” Strategy from Sustainable Development Goals</i></b> , by China Institute of International Studies, Ministry of Foreign Affairs	Ms. Gong Ting
14:25-14:35	Discussion Session Prepare	Ms. He Qijing
14:35-15:05	Session 1: Identify Challenges for Chinese Enterprises Engagement in Wildlife Conservation in Africa	Topic Host: IUCN/NRDC/SnyTao
15:05-15:15	Group Representatives Report Discussion Results	Group Leader
15:15-15:45	Session 2: Analysis for Challenges of Chinese Enterprises Engagement in Wildlife Conservation in Africa	Topic Host: IUCN/NRDC/SnyTao
15:45-15:55	Group Representatives Report Discussion Results	Group Leader
15:55-16:10	Tea Break	/
16:10-16:40	Session 3: Possible Resolutions, Opportunities and Advices for Chinese Enterprises Engagement in Wildlife Conservation in Africa	Topic Host: IUCN/NRDC/SnyTao
16:40-16:50	Group Representatives Report Discussion Results	Group Leader
16:50-17:00	Final Report and Closing	Mr. Zhang Hongfu

**Attending Media:**

1	CCTV
2	Xinhua News Agency
3	CRI
4	China Daily
5	China Business News
6	Beijing Review<ChinAfrica>
7	The Paper
8	China Dialogue
9	China Economic Times
10	China Enterprise News



## II. Participants List

	Name	Institute	Position	Email	Tel
1	Meng Xianlin	The Endangered Species Import & Export Management Office of PRC			
2	Zhang Shanning	The Endangered Species Import & Export Management Office of PRC			
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