GREEN INITIATIVES

We are an environmental nonprofit organization based in Shanghai since 2009, promoting awareness, facilitating actions, and implementing projects towards more sustainable models of growth and consumption.

our initiatives

- **AWARENESS EVENTS**
- **ACTION CAMPAIGNS**
- **IMPACT PROJECTS**

our highlights

- 220 sustainability-focused events & workshops organized to date
- 10,000 participants have attended our events and activities
- 5,000 active social media followers and mailing list subscribers
- 557,600L of water saved through the Treat Without Meat Campaign

press coverage

Over the last six years, Green Initiatives has been covered in nearly 35 articles by Chinese and International newspapers and media.
ongoing projects

THE [WE] PROJECT

The [WE] Project offers a systematic, transparent, and environmental-friendly way to dispose of old electronics. This way we prevent e-waste from ending up in landfills or being recycled through unsafe informal processes, thus preventing toxins to be released into the air, water and soil.

‘BETTER PLANET, BETTER LIFE’ MONTHLY FORUM SERIES

After over 220 events in the past 7 years, mostly in English, this new event series aims to raise awareness about environmental issues and empower Shanghai’s rapidly growing environmentally conscious Chinese community.

#TREATWITHOUTMEAT

This campaign raises awareness on the water footprint of meat consumption through the simple act of enjoying a vegetarian meal with your friends and family and asking them to return the favour to their friends and family. The aim was to save 500,000 liters of water and we overcome this goal saving 557,600L of water by substituting 697 meat-based meals for vegetarian meals!

our partners

Our collaborations with leading Chinese and international companies, professional bodies, and nonprofits puts us in a unique position to turn our powerful ideas into impactful activities and actions.

for all inquiries

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