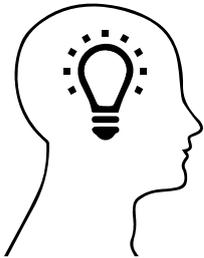




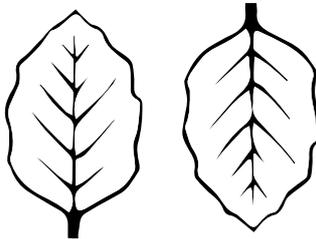
GREEN INITIATIVES

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

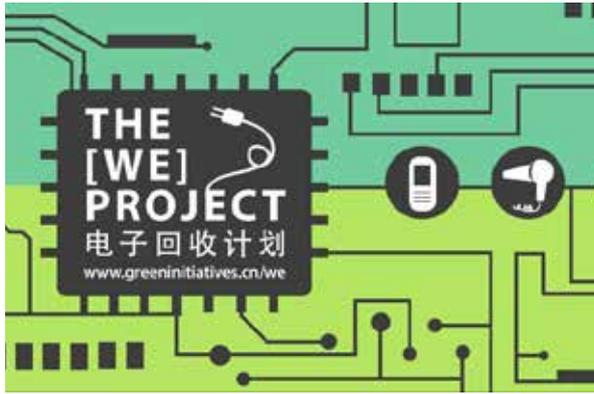
of water saved
through the Treat
Without Meat
Campaign

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

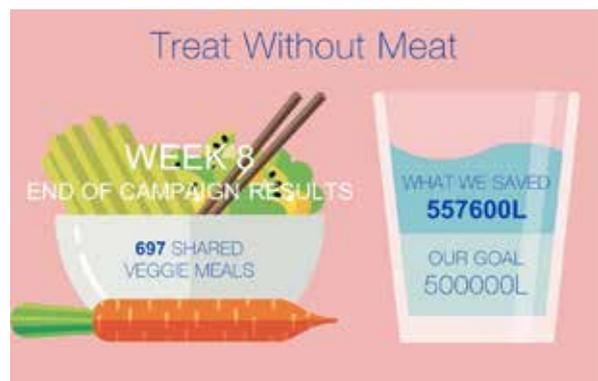


THE [WE] PROJECT

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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