

GREENNOVATE 2009 Annual Report



Mihela's Foreword:

Our 2009 will be remembered by everything but what falls under the 'easy' category. If I had to choose three tags for it, they would be TOUGH, CHALLENGING and CREATIVE.

TOUGH is not new to anyone in business, especially when struggling through a year of crisis. Even though China might be picking up faster, we experienced a steep downturn in projects through the first half of 2009. Through the market ups and downs we learned a great deal about ourselves, where our values complement our business prospects and how important it is to grow smart.

CHALLENGING went hand-in-hand with the first tag and balancing our mission with our financials and the growing amount of China challenges. Without the support of many great people who recognized our efforts, stepped in and offered their expertise and networking, our report would be much shorter today.

CREATIVE was the best part of 2009. We certainly learned how less could be more and launched our new Made GREEN in China (MaGiC) platform. With growing interest and support from Chinese youth, we not only managed to continue our community outreach initiatives, but we now have a clearer roadmap of how business will embrace sustainability concepts driven by a bottom-up push from Chinese consumers.

If 2009 was about discussing, justifying, networking, lecturing and showcasing green opportunities in China, we do hope the upcoming year will be about ACTION.

Greennovate with us,

Mihela
Founder and Director



Calendar of Events in 2009

<p>1</p> <ul style="list-style-type: none"> - Jackie Chan pic with Green Tee emailed to us - 4th Fedex Module in Hubei finalized 	<p>2</p> <ul style="list-style-type: none"> - First GECKO project with naked Retreats 	<p>3</p> <ul style="list-style-type: none"> - First meeting with Center for Environmental Education and Communications department in Beijing - Finalization of FedEx program in Hubei - Spark 09 	<p>4</p> <ul style="list-style-type: none"> - Earth Day event - NETI tees launch - Green talk for Citi Bank employees
<p>First corporate Train the Trainer finished with FedEx</p>			
<p>5</p> <ul style="list-style-type: none"> - CSR talk at EPWS - Presentation for CODE2009 students 	<p>6</p> <ul style="list-style-type: none"> - TEDx Shanghai - Preparation for MaGiC project start 	<p>7</p> <ul style="list-style-type: none"> - Yunnan and Qinghai program with university student volunteers 	<p>8</p> <ul style="list-style-type: none"> - Greennovate launched on Chinese social media - New Greennovate websites (Greennovate, GECKO, MaGiC)
<p>First team of volunteers in our office during the summer</p>		<p>Series of environmental movie screenings on the rooftop</p>	
<p>9</p> <ul style="list-style-type: none"> - MaGiC initiative launch - NETI accessories launch 	<p>10</p> <ul style="list-style-type: none"> - Train the Trainer program finalized - Partnership with AIESEC, BEAN and Qifang - Eco design internship team starts in our office - FedEx program launched in Guangzhou 	<p>11</p> <ul style="list-style-type: none"> - Research on Eco fashion trends finalized - CEEC Beijing acknowledgment for GECKO - GECKO in Yangshuo - Presentation at Future for Europe Summit 	<p>12</p> <ul style="list-style-type: none"> - Greennovate published in WSJ - Standard Chartered Bank project finalized - Global Giving Campaign - Christmas party for senior and junior Greennovate team

MaGiC launch and start of the initiative: MaGiC tour, MaGiC survey, MaGiC design competition
CEIBS cooperation on CSR research and green supply chains

Projects in 2009

- 1 Building Capacity with **FedEx**
- 2 Green Fashion with **eno**
- 3 **Social** media
- 4 **Earth Day** 2009

Non profit initiatives

- 5 **MaGiC, Made GREEN in China** for universities
- 6 **GECKO program** for high schools
- 7 **Train the Trainer** program
- 8 **Greennovate Foundation** financial report
- 9 Special **thanks**

Media **Coverage & Speaking** events

Feedback

THANK YOU to our **partners & contributors**

Greennovate Projects in 2009



Finalizing Hubei Program & Starting in Guangdong Province

We finalized the first Train the Trainer program with FedEx in Wuhan in March 2009 and started with another program with the FedEx team in Guangzhou in October 2009.

The program represented an exciting challenge of engaging professionals in understanding of sustainability and offering them an opportunity to actively participate in local community.

During the Hubei program we developed sessions and workshops for FedEx employees covering:

- The status of our planet
- Sustainability basics
- Environmental footprint: Individual and office solutions
- The Power of One
- Train the Trainer for community outreach program with high schools

We also developed training materials for employee volunteers to be used in the local schools. During our program we worked in two local schools, reaching out to 500 students over the period of time in Hubei.

The program in Guangdong was launched in October 2009 and will be finished in April 2010.

"We cannot only receive while not giving. I joined the program to gain knowledge of green and deliver this to others. I hope it will be helpful to the world and our next generation,"

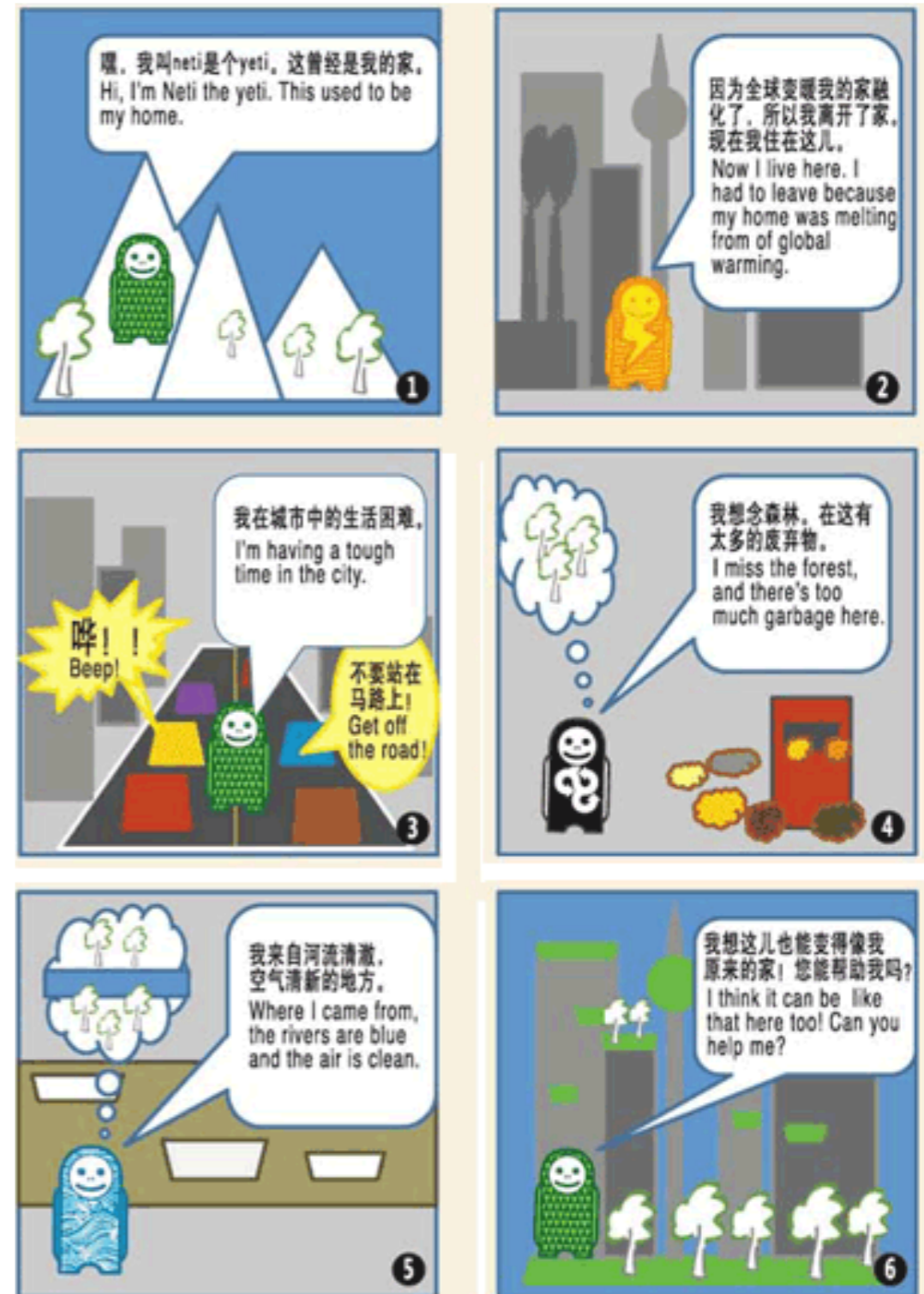
— Chris Li

NETI series

The NETI series was designed to raise environmental awareness among Chinese youth using fashion as the main communication channel.

The NETI series was launched on April 22nd, 2009 (Earth Day) in Shanghai. It represents a new line of tees and accessories, communicating environmental challenges and humorously offering individuals ways to participate in solving them.

NETI has four colorful personalities to express his thoughts about planet Earth: Orange – NETI feels the Earth is too hot, Blue – NETI thinks that clean water is important, Green – NETI understands how trees are essential to life, Black – NETI feels everyone should recycle and and change their ideas about waste.





Chinese networking sites launch



During the hot summer of 2009, we started with more intensive green campaigns on Chinese blogs and networking sites with the help of our interns. Our first goal was to raise awareness on environmental challenges and encourage young people to actively participate in solving them. We also started with our green blog, combining our news, events, and posts on green innovations and developments from around the world.

Our website visits have tripled since June 2009. We are now running all three of our websites in English and Chinese: www.greennovate.net, www.greennovate.org, and www.joinmagic.org.

It was a learning process for all of us to position ourselves on main sites with customized content and learn what is viral and what is not for Chinese youth. We have ambitious plans for 2010, and we are just about to launch a new website, which will help us to more clearly position Greenovate and our initiatives.



“Greennovate with Us”

For the second year in a row, we held an event to celebrate Earth Day. The theme of the event was an invitation to ‘Greennovate with us,’ showcasing green living, green offices, music, and fashion.

The day’s events included:

- Partnership with DesignLi3 to build a green rooftop sample
- “Make your own NETI” workshop by eno
- Green resort concept insight by naked Retreats, held on our rooftop
- Green studio in our office for people to share their green ideas on camera
- Showcasing of the environmental posters developed by SIVA students
- Lions of Puxi concert in the Creative Space area (with an original song just for the event!)

We welcomed 300 guests to celebrate with us and we were especially excited to see many Chinese students and young professionals.



Greennovate Non-profit Initiatives in China



MaGiC, Made GREEN in China Initiative

MaGiC, Made GREEN in China, is an open initiative designed to challenge the traditional mindsets locked into the label, "Made in China." Its mission is to inspire youth in developing a China that is green and healthy for themselves and future generations.

Greennovate developed the idea for MaGiC in response to the following needs:

- a shared vision of a greener China among consumers and businesses
- a deeper understanding of the environment
- the spread of sustainable business practices in China

MaGiC offers a unique opportunity for business to explore evolving responsible consumerism, contribute their expertise, and show their commitment to sustainability. For youth, MaGiC provides an opportunity to learn about sustainability through hands-on experiences.

The initiative was launched on September 27th in Shanghai at the flagship store of eno, one of MaGiC's partners.

In 2009, with the help of MaGiC partners, we finalized 3 major projects:

- MaGiC Tour – touring universities in China and delivering lectures on sustainability
- MaGiC Survey – online survey 'Do you believe in new greenism?'
- MaGiC Design Competition – a competition focused on design concepts creating new products from waste



Where Our Ambassadors Are:

5,300
students

27
schools

10
provinces



Our 2010 Goal

50,000
students

200
schools

20
provinces

GECKO, Greenovate Environmental Challenge for Kids Outreach

We have come a long way since our first program in Guizhou in February, 2008. What began with just a few Powerpoint slides has evolved into a full curriculum today. The program includes videos and hands-on activities that foster proactive thinking and challenge students to encourage their friends, family, and future employers to develop a more sustainable lifestyle.

Our curriculum continues to grow, currently encompassing the story of Easter Island, our environmental footprint, clean energy, green career opportunities, and Chinese green heroes.

In November, the momentum continued to build when we were invited by the central Chinese government to present GECKO at a Beijing high school in front of the Center for Environmental Education & Communications. This was a huge step in the right direction for GECKO and we were humbled as the lecture was praised by a central government official (see 11.Feedback section).

7. Train the Trainer Program

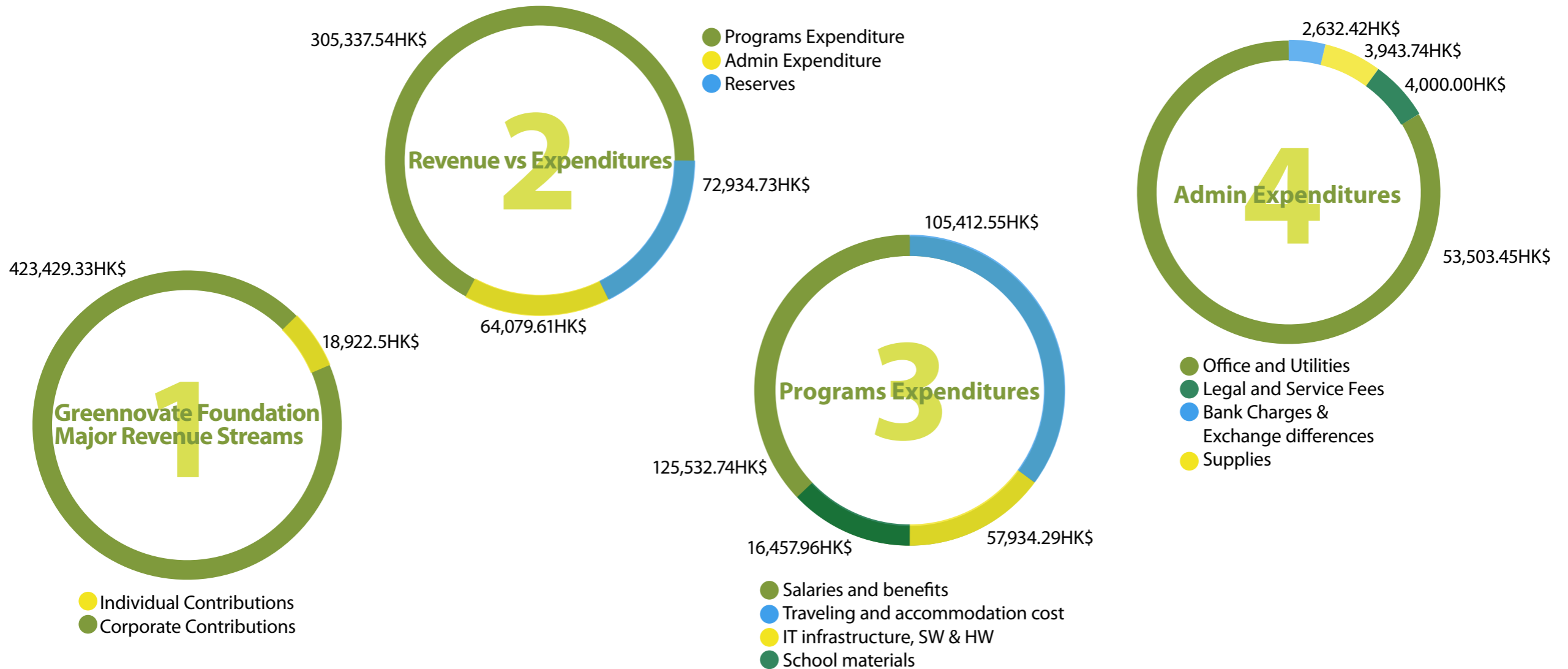
The GECKO program was taken to a new level in July 2009. University students whom we had met at SISU (Shanghai International Studies University) in late 2008 came to us and asked us to give them the tools they needed to spread the program. Two teams of **Chinese university student** volunteers traveled to **Qinghai** and **Yunnan** in the summer of 2009, engaging the community and bringing GECKO to the local schools. These programs served as a pilot for our official Greenovate **Train the Trainer Program**, which launched in late November.



We have begun partnering with **both local and international organizations** to increase our number of GECKO trainers. We are partnering with AIESEC and BEAN organizations to spread the program and recruit trainers.

8. Greennovate Foundation Financial Report

At Greennovate, we strive towards transparency and accountability. We manage our non-profit programs, GECKO for high schools and MaGiC for universities, with support from individual and corporate contributions, as a separate legal entity, Greennovate Foundation. Below is the financial report for 2009.



Notes:

- Individual donations include revenue from the Reuse.bag initiative and Green Tees
- Reserves are made for corporate contributions approved from sponsors for 2009/2010
- Greennovate Ltd donated 79,480 HKD over 2009 in cash (under corporate contributions) and 800 consulting hours as an in-kind donation including trainings, developing teaching materials, fundraising, and creating new programs.
- Global Giving contributions will be included in the 2010 report as we received the funds on January 31st, 2010.

9. Special Thanks to our Volunteers and Interns



James & Hana

Emma



Vivi



Kaya



Tea



Francesca



Francesco



Antonella



Louis & Winnie



Valerie



Ryan & Sweety



Flora



Karen



Judy



Amy

Special Thanks
to our Volunteers and Interns

English Media:

- Wall Street Journal
- City Weekend
- Shanghai Daily
- That's Shanghai
- Shanghai Talk
- ECO Asia
- Euro Biz

Chinese Media: GiC

- Urban Magazine
- Z Vita
- China Environmental Daily
- Ihome
- OPEN Magazine
- Yangtze Daily
- TVB8
- Hubei Daily

Blogs:

- Aimeebarnes.com
- NeochaEDGE.com
- enoVate.cn
- Chinatravelnet.com

Speakings:

- Spark09, Shanghai
- Frog Design Green Ideas, Shanghai
- Green Drinks, Shanghai
- TEDxShanghai, Shanghai
- CEIBS MBA, Shanghai
- EPWS, Shanghai
- Future of Europe Summit, Andorra

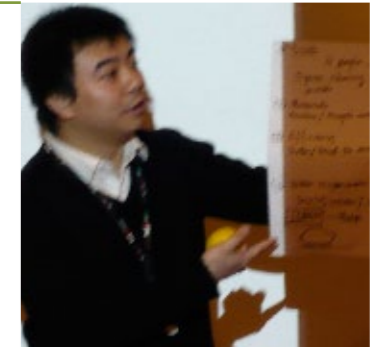


from Chinese government on our program

"I'm happy that companies like Greenovate are doing great things for the environment. Our Center for Environmental Education and Communication is willing to open a communication platform between your organization and environmental schools and communities. And I am sincerely hoping to work with you as partners."
—— Madam Jiao, CEEC

from FedEx employees

"I want to use the knowledge I learned from this session to influence my child and other kids."
—— Grace Quan, senior HR executive



from student volunteers

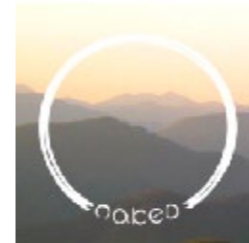
"Being a volunteer, not only can I learn more about the environment, but also share it with all my friends. The intern life in Greenovate is amazing and I wish to stay here as long as I can."
—— Winnie Rui

from readers of our blogs

As global warming is becoming more and more serious, I don't know what will really happen in 2012. Whether the earth will die remains to be seen. If more people take part in protecting the world, it will become much better, I'm sure.
—— Jie Cao



THANK YOU to our Partners & Contributors



BEAN

CEIBS team

ECOLS

Jooi Design

Sherpas

CBI

Kaiba

Kuluska

QiFang

Holaba

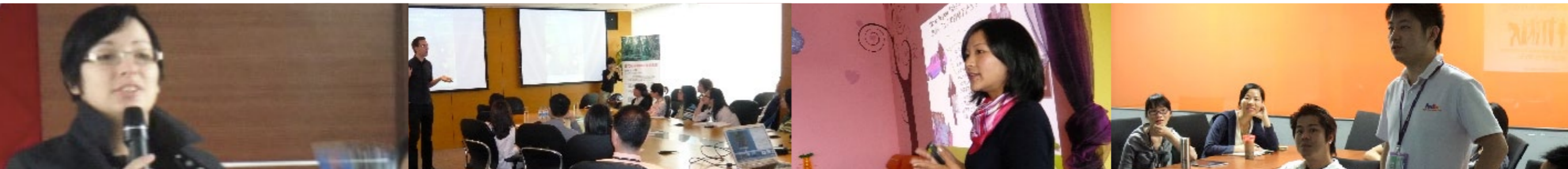
One Wellness

21 Communications

A sincere thank you to everyone who offered their expertise, networking and much needed moral and financial support:

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...and all the Global Giving contributors.



Greennovate with us in 2010!



www.greennovate.net