

- The demonstration effect is excellent, with its model, practices, and themes widely replicated and promoted.

■ Project Implementation

- Innovatively Establishing a Strategic Partnership with the China Green Foundation**
CNPC signed a cooperation agreement with the China Green Foundation, establishing a long-term, stable, and efficient mutual cooperation and exchange mechanism. The focus of this partnership is on national land greening, ecological protection and restoration, and biodiversity conservation. By leveraging the resource advantages of both parties, they promote the project and its concepts. After the signing of the cooperation agreement, the “CNPC Green Carbon Neutrality Action” project was launched. The first specific project under the agreement, the “I Plant a Tree for Carbon Neutrality” public welfare campaign, was launched in March 2022, creating a model project for collaboration between a central state-owned enterprise and the China Green Foundation to support the “dual carbon” goals.

- Actively Planning the “I Plant a Tree for Carbon Neutrality” Public Welfare Campaign**

Every year, CNPC headquarters issues a notice to organize and advocate for the campaign, with the company’s Youth League Committee encouraging active participation. Large-scale voluntary tree planting activities are organized, and the media matrix, including newspapers, websites, social media, and videos, quickly follows up to create a strong promotional atmosphere, embedding the “dual carbon” and green planting concepts in the public mind. To date, the campaign has raised more than 46.97 million yuan, with over 1.553 million participants. In 2022 and 2023, the funds raised and the number of participants accounted for over 40% of the total raised by the China Green Foundation’s social network fundraising efforts, making the campaign a benchmark and model for corporate participation in the “Internet + National Voluntary Tree Planting” initiative.

- Comprehensive Layout for Carbon Sink Forests and Carbon Neutral Forests**

CNPC has developed a greening plan for the 14th Five-Year Plan period, combining voluntary tree planting with public green welfare activities, developing both existing and new forest land, and integrating large-scale afforestation of available land with small-scale greening efforts at oil and gas production sites. The company also promotes afforestation in partnership with local communities. These efforts have led to the comprehensive layout of carbon sink and carbon-neutral forests. Relevant projects started at representative production bases at the end of 2022, with 4,050 acres of carbon sink and carbon-neutral forests already established.

- Actively Supporting the “World Economic Forum Trillion Trees Initiative”**

CNPC, fulfilling its responsibility as a central state-owned enterprise, was one of the first domestic companies to respond to and implement the “World Economic Forum Trillion Trees Initiative.” Using funds raised through the “I Plant a Tree for Carbon Neutrality” campaign, the company launched the “Ten Thousand Well Sites Afforestation Action” to carry out afforestation at well sites. This initiative promotes ecological protection, soil and water conservation, slope stabilization,

and greening efforts, creating a “Ten Thousand Well Sites, Millions of Participants” social demonstration effect.

- Exploring and Researching Self-Contributing Biodiversity Conservation**

CNPC actively promotes synergies between climate change response and biodiversity conservation, enhancing in-situ biodiversity conservation levels in alignment with its business operations. The company has established self-contributing biodiversity conservation areas, pushing biodiversity conservation to the forefront of its corporate agenda. In collaboration with top universities, CNPC conducts continuous surveys of flora and fauna at select company sites, analyzes key threats, and formulates conservation plans and policies. Ten Other Effective Area-based Conservation Measures (OECMs) have been officially designated, making CNPC the first domestic enterprise to implement OECMs. Additionally, at the headquarters level, the company has initiated comprehensive biodiversity monitoring and developed a scientific monitoring plan, constructing an intelligent monitoring network.

■ Project Impact & Sustainability

In the new context, oil and gas companies can promote the sustainable development of the fossil fuel industry by engaging in carbon sink projects. Increasing forestry carbon sinks can help reduce the global carbon footprint to some extent. Under the carbon neutrality framework, forestry carbon sinks may become a new path for the sustainable development of oil companies. Going forward, CNPC will continue to deeply implement Xi Jinping’s thought on ecological civilization, stay committed to the goals of carbon peaking and carbon neutrality, and closely align with CNPC’s green and low-carbon ecological development strategy. The company will continue to enhance publicity and leadership efforts, contributing to the construction of a Beautiful China Petroleum and strengthening the green foundation for becoming a world-class, comprehensive international energy company with lasting success. By fully leveraging its role as a central state-owned enterprise, CNPC will inspire broader efforts in national land greening and make greater contributions to global environmental and climate governance, advancing the goal of building a modern civilization where humanity and nature coexist harmoniously.

■ Expert Comments

China National Petroleum Corporation (CNPC) has exemplified its role as a leading central enterprise by launching the innovative “Plant a Tree for Carbon Neutrality” public welfare event. Hosted on a nationwide tree-planting network platform, the event raises funds from CNPC employees, partners, and the general public to establish carbon sink or carbon-neutral forests and to plant trees at well sites, covering 4,050 mu (or 270 hectares) on CNPC-owned land. To date, the event has attracted over 1.553 million participants and raised more than CNY46.97 million. By engaging the public in this endeavor, the event has significantly raised public awareness and participation in the dual carbon goals, serving as a successful case of innovative modes and mechanisms for public engagement in China’s national dual carbon strategy.

