

2020 SPECIAL ISSUE

WILDBOUND

EXPLORE THE WORLD.
EXPAND YOUR MIND.



WildBound 
WWW.WILDBOUND.EARTH



野声WildBound is an innovative sustainability education and consulting venture. Through nature-immersive learning expeditions, sustainability consulting, and nature inspired public communication projects, WildBound aims to inspire sustainability leadership from youth to business leaders and the general public. We envision a world where humans can live in harmony with nature.

With our core framework of inner and outer sustainability, WildBound cultivates a new generation of leaders for our planet. In collaboration with internationally renowned scientists, educators, activists and artists, we build a vibrant and diverse “sustainable forest”, a resilient and innovative ecosystem in the transition to a more sustainable world.

Founded in 2017, WildBound is based in Beijing, China, but our impact and our dreams are inherently and completely global. WildBound has reached Antarctica, the Arctic, the Himalayas and the Amazon Rainforest and initiated special programs such as the China Polar Conservation Network, Special Sustainability Taskforce and Changemakers for Nature. All our core practices derive from nature and we promise to always speak for nature.

EDITOR'S NOTE



In 2020, people often asked me, "What does WildBound do?" "Why are you so happy?" My answer now is "read this book".

This is not an annual report, nor is it a newsletter. It is more like a storybook about WildBound in 2020.

You will hear a story about love instead of fear, about a seed, about internal and external sustainability, about a flowing river, a bridge of communication, and a sustainable forest.

Make sure you pay attention to the hidden checkpoints.

Are you ready? Let's embark on our journey.
Be wild and happy.

Chen Liu | Chief Story-teller of WildBound

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WILDBOUND IS...

by **WildBound Team**

WildBound is the blooming North Star, expressing love with actions.

WildBound is a collective whose members support each other, and one that speaks for nature.

WildBound is a happy drizzle in the spring, listening to the soil in its depth.

WildBound is an indomitable brook, where dreams come true.

WildBound is a resilient flowing river that slows down and speeds up.

WildBound is a surprising organic being, challenging the impossible.

WildBound is a fresh, sustainable forest that embraces love and sincerity.

WildBound is nature's messenger that seizes and rides its momentum, playing an interdisciplinary symphony.

WildBound is the rich and diverse soil, supporting life and nature.

WildBound is an active tropical rainforest, embracing, exploring, trying, complimenting, sharing, creating, growing inward, and shining outward.

WildBound is the power of willingness that attracts life.

...



SPRING

PHOTOGRAPHY / EBERHARD GROSSGASTEIGER



Spring,
We sowed seeds.
All kinds of seeds.

Oh?

A group of children are playing in a grassy field. In the background, there is a large pile of wood and a person walking away. The scene is set in a rural, outdoor environment.

Feb. & Mar. 2020

**"Power of Nature" from Bhutan:
The land of Gross National Happiness**

Text / Chen Liu
Photography / WildBound

WILDBOUND'S 2020 STARTED WITH "HAPPINESS".

That's right, in this year that "crashed into the world", which began with worry, fear, doubt, anger, and emotions, WildBound set off with the seeds of "happiness". Now, I invite you to sit down with us by the campfire and travel this journey again.

This is a story that began in the world before Covid19.

In November 2019, Ivy Yan and Songqiao Yao from WildBound, took 14 students from the Affiliated High school of Peking University on a trip to Bhutan, the kingdom of happiness in the Himalayas, to explore the true meaning of happiness and sustainability. No one except them knows what happened during the 11-day adventure.

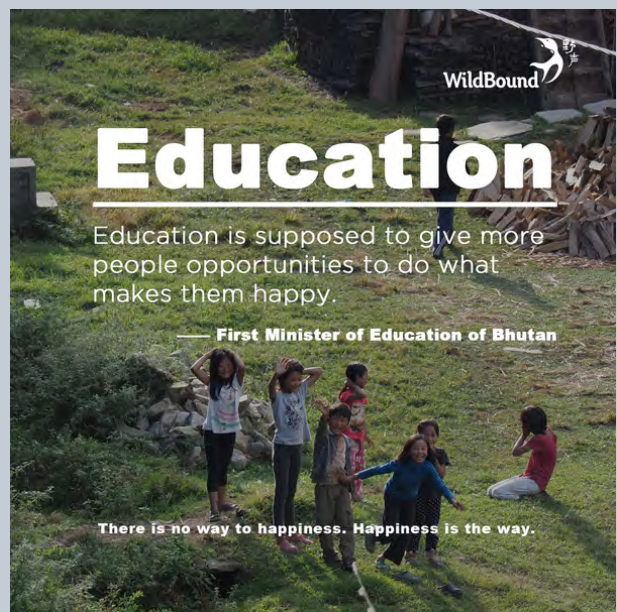
Right now, two clues can be revealed:

- Known as "the kingdom of happiness", Bhutan is unique and significant among all countries in the world. In Bhutan, development policies for the Gross National Happiness Index are written into the constitution.
- Bhutan is also the only carbon-negative country in the world, which means that, while all other countries in the world have carbon emissions, Bhutan emits less carbon than it absorbs. It means that Bhutan has healthy forests and ecosystems, as well as the a special harmonious relationship between humans and nature on earth.

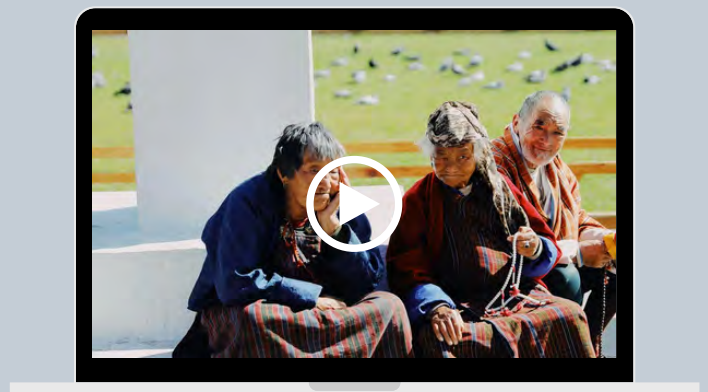


“ We know that true abiding happiness cannot exist while others suffer, and comes only from serving others, living in harmony with nature, and realizing our innate wisdom and the true and brilliant nature of our own minds. ”

-- Jigm Thinley, Former Prime Minister of Bhutan



Bhutan



Click on the laptop screen (PDF version) or scan the QR code (image version) to watch the video and learn about Bhutan from the vlog produced by our high school students who returned from Bhutan. In this vlog, you will see a rising young artist brimming with talent.

Bhutan - The land of Gross National Happiness
Photography / WildBound





At the end of December 2019, the Covid19 epidemic broke out.

We seem to have opened up another dimension in time and space that allows us to understand ourselves and the world we inhabit on a deeper level.

In February 2020, we talked about the "Power of Nature" from the happy country of Bhutan.

During the epidemic, invited by our friend, WildBound did a 4-day online sharing: "Power of Nature" in the Happy Country of Bhutan. The theme was wisdom and power brought back by our explorers from Bhutan at the end of 2019, which had not been shared publicly.

The explorers include:

- Graduate of Master's programmes at both Oxford and Cambridge who have been to the Arctic five times and Antarctica sixteen times
- Earth nomad who was also the China representative of Eurasia Learning Institute for Happiness and Wellbeing
- Daughter of the earth who collected music from the Amazon rainforest, the Andes mountains, and Indonesian indigenous tribes, vocalist and creator of the art project "Vocal Chords of the Earth"
- Former Google employee, the Chinese person that all Bhutanese people know.
- Six high school students from Dalton Academy of the Affiliated High School of Peking University connected love and wisdom from the history of the world





Illustration / Abby

Every day at 8 pm, four days in a row, we formed a happiness expedition with more than 700 people online. Using a map of love and care for ourselves, others, nature, and the world, we took an adventure into the inner and outer worlds. The "happiness" expedition does not just talk about happiness, pleasure, and joy, but we also faced our difficulties, traumas, and pains.

It was like a Decameron of sitting around a bonfire at night. Every evening, we broke away from the clamour of quotidian life, to sink into the bottom of our hearts and the world, enjoy the quiet space here, and have sincere and safe conversations with others.

"The epidemic is a normal manifestation of activities in nature. It is like, to reach Antarctica, we must cross the rough Drake Passage, or, at the Himalayas we must breathe in thin air. At this time, my friends from WildBound and I hope to bring you a little power of happiness, starting with Bhutan."

— Founder of WildBound,
Songqiao Yao



Listen and Share



Click on the QR code (PDF version) or scan the QR code (image version) to listen to excerpts from WildBound's online sharing of happiness that will fill your ears with stars.

Nature

Nature truly has a strong impact on people. It helps me relax from a highly stressful learning mode and experience my surroundings with my heart. Nature has given me the ability to feel the life around me.



— Zijing Wang

A student of the Affiliated High School of Peking University

There is no way to happiness. Happiness is the way.

Flow

Love is flowing. Only when we give love does love return to us.



— Mengqi Shi

A student of the Affiliated High School of Peking University

There is no way to happiness. Happiness is the way.

Seeds

Every time I meet someone, it's the-go Ichi-e (one chance in a lifetime). The new resonance and feeling of being touched might spread far away. Maybe the seed will germinate slowly. Even if it can't change the whole world, it has changed me in the process.



— Zhaoyi Zhang, Instructor

There is no way to happiness. Happiness is the way.



WHY

Why are we doing this?

In these four days, all of us created a community online, where we are reconnected with ourselves, with others, and with nature.

According to Theory U, we started with an open mind, which means re-understanding happiness, the Covid19 epidemic, nature, and our current lifestyle from a brand new perspective. Then open heart. You hear a lot of flowing emotions and sincere expressions in the process, so you open your heart as well. At last, open will. We will provide you with the methods.

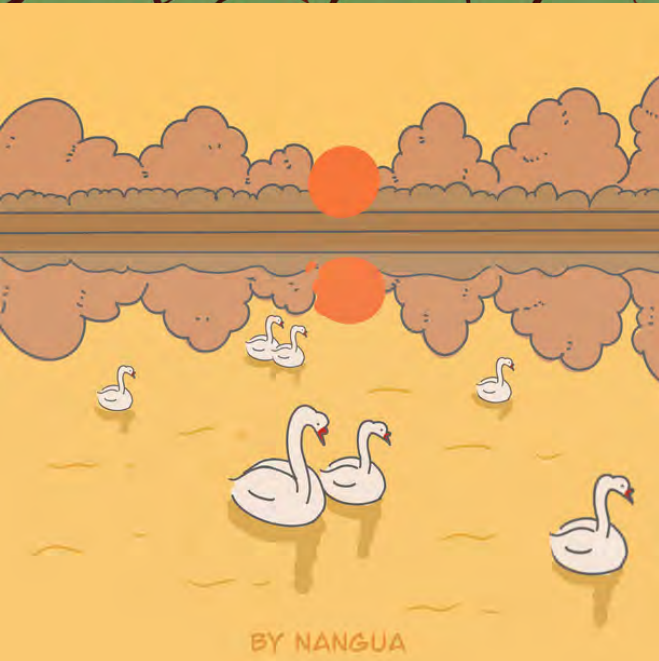
These perspectives allow you to look at the epidemic and happiness with a different heart and mind. You can bring these perspectives back into your life to engage in new actions. It happens on these three levels.

What we learned and gained from the trip to Bhutan was copious, so we are also taking this as an opportunity to reconnect with our experience, deepen and share it, and let it reach more people and have an impact greater than when it was just a dozen of us.

— Ivy, contributor to the online course on happiness

ROSE

Beautiful Moments of Blooming Roses



In a small room in Hong Kong, I suddenly felt the overwhelming beauty of Bhutan's starry sky.

Thank you for opening up this small room.

— *Online listener, Xiaolu*

My deepest impression was the peace in my heart every time I clicked to listen to the sharing. It is even quieter than meditation because during meditation I'd still think about a lot of things. Another impression was that it was so vast. One night, I was listening to it about 11 or 12, and the whole residential complex was quiet, without any car noises. I started to listen with headphones and happened to catch Tie Yann guiding us in sound meditation: from your bed to the entire city, then to the earth, and finally coming back, one step at a time. At that moment, I really felt the most extensive part of my heart opening up.

— *Online listener, Chen Liu*



Happiness

First, we were immersed. Second, we became more sensitive. In my opinion, these were the two reasons why happiness and joy came about during the trip to Bhutan.



Xinyang Xiao
A student of the Affiliated High School of Peking University

There is no way to happiness. Happiness is the way.

Listen, Voices from Young People

The epidemic provided an opportunity for us to share our stories and experiences with more people through live voice chat. This form also combined everyone's energy and allowed us to have more courage and strength to face the rapidly changing world. At the same time, the opportunity to share was in itself precious.
—— Xinyang Xiao, student of the Affiliated High School of Peking University

The happiness of being "seen"

I think I have gained the rarest and most unique experience with friends from WildBound in this. WildBound also helped me realize that "whatever the experience is, it's precious as long as you share it". Therefore I was eager to use this opportunity to share stories about me, WildBound, and the world around us. Watching everyone give us feedback after our sharing and seeing our creations from the trip at an exhibition, I felt a sense of fulfilment and the happiness of being "seen".

— *Mengqi Shi, a student at the Affiliated High School of Peking University*

Carefree chorus

My happiest memory of the trip was that, on the minibus driving in the mountains of Bhutan, we all sang together, wild, carefree. To me, nature is among what I am most grateful to. In Bhutan, I truly experienced how healing and peaceful it is to live in close proximity with nature, not to mention that people's food, clothing, housing and transportation depend on nature's generosity. So I am very grateful for everything that nature has brought to me.

— *Chuyin Lin, a student from the Affiliated High School of Peking University*

Giving

If we want to receive love, the first thing we must do is to sincerely give love to others.



— **Mengqi Shi**

A student of the Affiliated High School of Peking University

There is no way to happiness. Happiness is the way.

Smile

In Bhutan, whoever you meet, as long as you have a smile on your face, you will definitely receive a warm smile from them.



— **Mengqi Shi**

A student of the Affiliated High School of Peking University

There is no way to happiness. Happiness is the way.

Connection

When everyone is connected, it is like forming a web of life. Each of us is closely linked, and on every line of connection flows a steady stream of love between both ends.



— **Mengmeng Wang**

A student of the Affiliated High School of Peking University

There is no way to happiness. Happiness is the way.



BUD

Budding Flowers

I think it is a particularly wise decision to let students lead the sharing sessions. It is a theme that runs throughout this year that we consistently believe in the voices of young people and in different ways, we have been helping them speak out. As I continue to work with them, I feel very hopeful, and I have learned a lot from them.

— *Ivy, sharer of the happiness expedition*

River Song

河流之歌



Click on the QR code (PDF version) or scan the QR code (image version) to listen to a River Song composed of 34 people's voices. These 34 people recorded this song at different times and in different places in the world, and we integrated them together. Everyone in this song is a unique river. I hope that, from this song, you can hear the sound of these rivers meeting, gathering, and flowing together.



**The way
in is out,
the way
out is in.**

向内的路要往外，
向外的路要往内。

自然力
探险队

野声
WildBound



On March 20, 2020, also the International Day of Happiness, WildBound launched "Immersion Course on Happiness".

Following the visit to Bhutan by the group of sixteen, this seed of happiness began to expand and grow. One month after the online sharing sessions, WildBound launched "Immersion Course on Happiness" on March 20, 2020, the International Happiness Day.

Our intention of opening the Immersion Course on Happiness is to use the story of Bhutan as the adventure's starting point and have an immersive experience of happiness in life with everyone in the world. Happiness is wisdom that can be measured and practised.

In the course, we don't want to just talk the talk or explain abstract knowledge like happiness, nature, love, and power. We hope everyone can actually feel and learn with their hands, brain, and heart, and understand that happiness is a real, measurable, and practicable wisdom.



幸福体验沉浸课



• Map for an adventure of happiness •



关爱自己

1. 介绍和准备

- 1.1 课程总论
- 1.2 三个呼吸

2. 踏上不丹之旅

- 2.1 不丹王子的故事
- 2.2 国民幸福指数
- 2.3 虎穴寺与大小和尚

3. 21世纪原住民, 这样找到自己

- 3.1 星空是有魔力的
- 3.2 不丹人的幸福密码
- 3.3 Mindfulness

4. 总结和作业

- 4.1 总结
- 4.2 小练习

课程内容:
本课程将由我们和14个00后学生为您带来我们在幸福王国得到的自然力量。
报名方式:扫描右侧二维码报名
特别说明:
课程收益, 除去制作成本之外, 将会投入不丹基金, 用于支持不丹的社会创新和发展项目。





关爱他人

- 1.1 本课介绍与开篇练习
- 1.2 从关爱自己和到关爱他人
- 2.1 爱是流动的, 给予爱收获爱
- 3.1 放下戒备和顾虑, 坦然表达自己
- 4.1 向内冥想, 向外分享
- 5.1 感谢将我们连在一起的生命之网
- 6.1 今日作业 把这份爱的力量传递出去

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关爱自然

- 1.1 课程介绍与开篇练习
- 2.1 归依自然, 找到你的北极星
- 3.1 把你的耳朵当做眼睛
- 4.1 嘘, 听
- 4.2 你的生命中有没有一只雪豹
- 4.3 被听见的自然
- 5.1 今日作业 万物有灵

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关爱世界

- 1.1 课程介绍与开篇练习
- 2.1 欢迎情绪, 感受身体
- 3.1 做回一个孩子
- 3.2 The way in is out. The way out is in.
- 4.1 哪一只企鹅会赢
- 4.2 危机、反应、空间
- 4.3 人如河流, 汇聚成海
- 5.1 今日作业: 内外之间, 关爱世界

课程内容:
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• In-class exercises of happiness •

自然力量探险队 WildBound

带着爱的眼光去“探险”

放慢呼吸, 放慢脚步
在家里或者周边漫步

发现美



自然力量探险队 WildBound

传递爱的力量

发信息, 做贺卡, 留纸条
跟你爱的人表达爱

表达爱



自然力量探险队 WildBound

感受自然

想象你是大自然中的一员
蚂蚁、白菜、日落...
你感受到什么?

万物有灵



自然力量探险队 WildBound

关爱世界

选择最近让你情绪产生波动的事情
扫描身体, 觉察感受

面对情绪



• Listen to an excerpt •



Love and care for yourself



Love and care for others



Love and care for nature



Love and care for the world

Four Pillars of Gross National Happiness Index



Nine Domains of Gross National Happiness Index





• Happiness Adventure Instructor •



Songqiao Yao

Songqiao Yao is the founder of WildBound. Prior to founding Wildbound, Songqiao has gained her interdisciplinary and cross-cultural experience as a researcher, activist and entrepreneur working on global issues such as food, water and climate change. She has worked on China-EU, China-US projects on climate change and has consulted for agriculture and private sector development in Sierra Leone, Zimbabwe and Ethiopia.

Songqiao received her Mphil in Geography from Cambridge as a Gates Scholar, and her MBA from Oxford as the first Skoll Scholar from China. She graduated summa cum laude from Mount Holyoke College.



Ivy

As Chief Happiness Officer of WildBound, Ivy designs and facilitates transformative learning experience on happiness and wellbeing for students, educators and businesses. She also supports organisations moving towards a sustainable development paradigm by cultivating conditions for inner and outer sustainability.

She's participated the Right Livelihood programme at Schumacher College in collaboration with Gross National Happiness Centre Bhutan. She also holds a Masters in MA Innovation Management at Central Saint Martins, and MA Film and Television at University of Westminster.



Tie Yann

As a composer, she scored for films, theater works, animation films and her own albums. The animations she scored were selected into many international film festivals like MONSTRA in Lisboa. Her art project Voice of Earth is dedicating on recording sound and music culture of different landscapes and indigenous tribes, which drove her going to Amazon rainforest, distant villages, Andes mountains... to do field recording.

Through exploring music and sound around the world, she discovered a lot of marvelous interaction between life and earth. She has been selected as musician into One Beat art residency of New York in America in 2020.



Yizhao Zhang

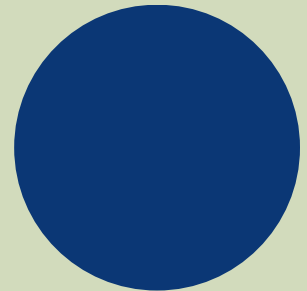
Yizhao has been managing and teaching wellness and mindfulness programs internationally since 2013. As a native from China and a citizen of the world, Yizhao has travelled to over 50 countries to learn from wisdom traditions.

Yizhao has worked in diverse environments including corporate, non-profit organization and government to spread well-being.



Students

Together with Songqiao and Ivy, six high school students from Dalton Academy of the Affiliated High School of Peking University visited Bhutan, the Kingdom of Happiness. From their perspective, you can experience the wisdom witnessed by these students who live in Beijing's bustling neighbourhoods and the changes Bhutan made on them. Every time they share their experiences, they move the audience. In them, we find love and wisdom that connects the past, the present, and the world.



You

The most important and special one: you. You are experiencing this world with your eyes, senses, and heart, and we will spend this journey of immersion in happiness with you. After each class, we will give you a small assignment. You can write down your thoughts, share with everyone in the Wechat group, and truly feel love and happiness in your own life.





**During this journey,
Our in-depth
explorations were
in two different
dimensions.**

1. Outward

Take your mind out of the room, and travel with us to Bhutan, "the land of happiness".

Every story and every sound tell you about the immensity of nature and earth.

2. Inward

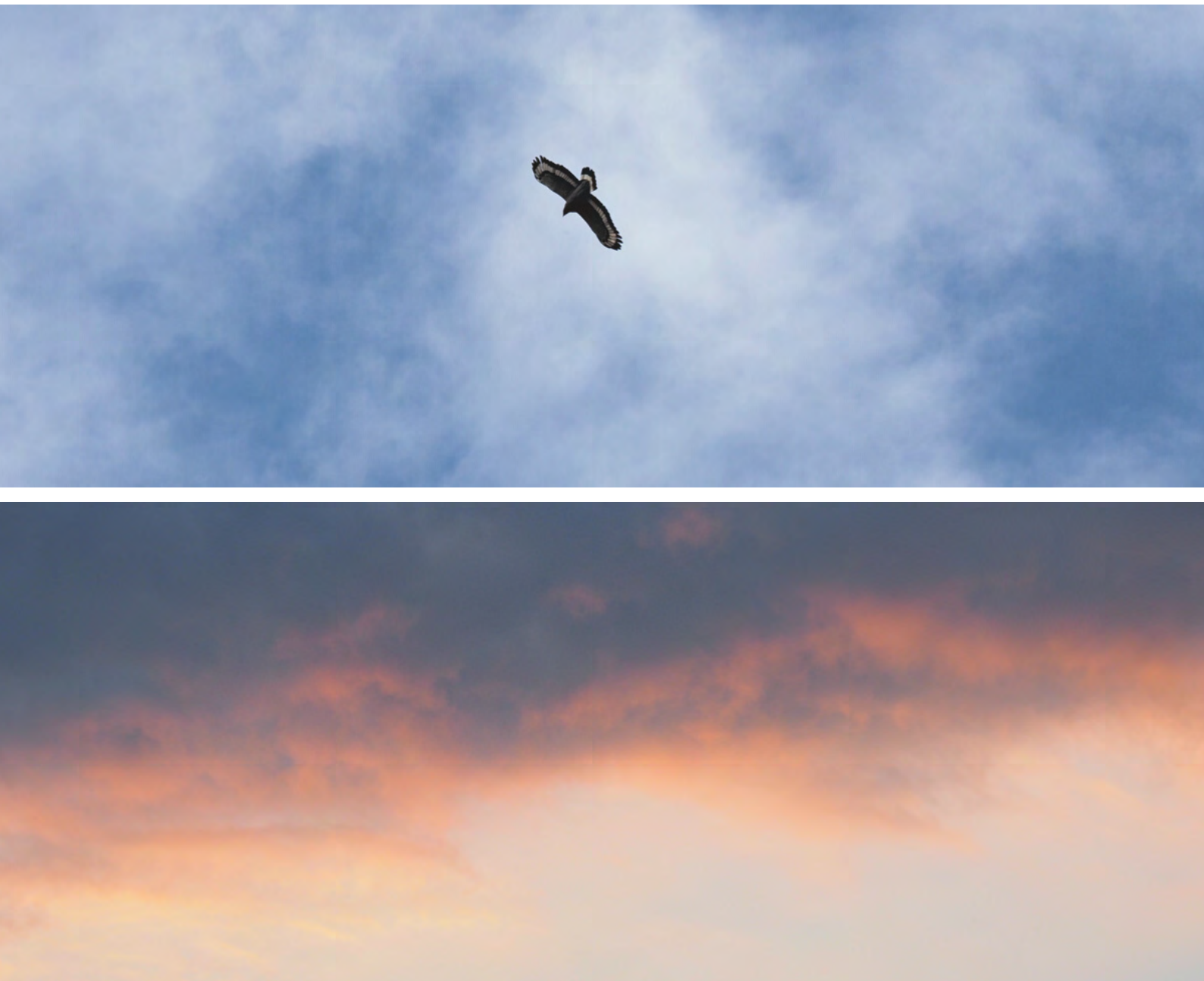
An immersive experience, a journey of the heart. During this trip of happiness, you might find that the further you travel, the closer you are to your heart. When we cast our gaze into the distance, our soul also experiences a homecoming. When you find that love around you starts to flow, then you have truly come home and returned to Mother Earth, to safety and warmth, and to your heart.

Happiness and love are in two directions, exploring outward and inspecting inward.

We are closely linked together, like a forest. Everyone is a seed of happiness, and we can also sow and nurture another seed and spread the power of happiness.

The power of nature is like a bridge that connects you to everyone in the outside world; the power of nature is also like a large, soft net, gently supporting us in the world of love and happiness; the power of nature and of happiness is in your and others' hearts, in every bird's song, every breeze, and every breath.

Look, you are breathing, right now.



Paro Taktsang (Tiger's Nest Monastery) in Bhutan
Photography / WildBound





**Thank you to all who embarked on the adventure of happiness with us.
From this journey, WildBound has learned so much.**

**In fact,
Most of the current WildBound team came from this journey of
happiness.**

**In addition, the seeds of happiness of Bhutan have continued to grow.
From them bloomed another flower in the summer of 2020.
What is it? We will keep it secret for now.**



**There is no way to happiness.
Happiness is the way.**



**没有去往幸福的道路，
幸福本身就是道路。**



May 2020

Building a Sustainability Taskforce for the Transformation of UTC From soil to Forest

Text / Songqiao Yao
Photography / WildBound



A Chinese luggage company that travelled the world and cares about Nature
An International Sustainability Taskforce that consists of experts from different industries
A "seed of sustainability", emerging from nature-nourished soil, growing in a diverse and lush "forest of sustainability"
A Common Nature for all of us to share, from the Poles to Suzhou, China, from consumers to producers



Background

Daisy Kong, the founder of UTC Bags, has been immersed in China's bag and luggage manufacturing industry for the past thirty years. While honing her craftsmanship on making the best bags, she also became an avid global traveller. She dreams to empower all Chinese travellers to explore and discover the world with the UTC's travel gear. Every year, UTC also gives back by recycling and donating suitcases to migrant workers in China.

As early as 2016, when WildBound's Founder Songqiao Yao first took part in the inaugural Homeward Bound expedition, UTC sponsored backpacks and waterbottles for all female scientists on board. Daisy and her son Ray have also participated in WildBound's first expeditions to Greenland and Antarctica. The seed of making products that are good for the earth has been planted in Daisy's mind since then.

In 2020, the world pressed the pause button due to the COVID-19 pandemic, which to Daisy became an opportunity to start the journey of sustainable transformation for the entire company. To start, UTC's management team read *Let My People Go Surfing*, which detailed Patagonia's sustainable practice. Daisy also invited WildBound's team to guide their journey.

WildBound assembled a Special Sustainability Taskforce with experts from the circular economy, brand positioning and sustainable fashion, and also mobilized the management team within UTC. The Taskforce visited UTC's Suzhou Campus three times during 2020 and have conducted three online bilingual workshops for UTC's own brand INUK. The sustainable journey started with diagnosing whether UTC had the appropriate soil for sustainability, and gradually empowered the tree of UTC to bear fruits of sustainability and introduced many partners and pioneers who are in the same "forest of sustainability".

In 2021, UTC's own brand INUK launched a new product line where 97% of materials used were sourced from recycled plastic bottles, and INUK also started to engage with consumers with a new brand positioning Common Nature to promote sustainable lifestyle and sustainable travel.

The Special Taskforce continues to drive changes within UTC, what other fruits might this tree of sustainability at UTC bear in the future?

Daisy with WildBound in Greenland, 2017
Photography / WildBound





From Soil to Forest

From the very beginning, UTC and WildBound established a long-term partnership to accompany UTC's sustainable transformation. WildBound's international experts helped UTC diagnose, prioritize and take actions. The Special Sustainability Taskforce is not satisfied with only launching a sustainable product or producing a list of company values for a sustainable company, but prefers to make sure these can be put into actual practice. Building a company culture for sustainability is key and provides vital soil for ecofriendly and sustainable practices to be nourished.

Therefore, we started with a "Soil Workshop", diagnosing whether UTC has the right soil (culture and environment) for a sustainable transformation. After identifying the potential of this soil, a two-day workshop helped solidify UTC's key values and the north star and reviewed the Hero's Journey for UTC's history. These built up the tree trunk that would grow

to bear flowers and fruits for sustainability. Four small groups were formed as branches of UTC's sustainability tree for immediate actions to take place.

In August, the Taskforce returned to give a more detailed analysis of other pioneers in the industry such as FREITAG and conducted a circular workshop that reviewed the whole life process of one bag, zooming in the sustainable practices in each stage of production. Then in a two-hour sprint, UTC's team split up and made short films and consolidated together to film a video that showcases UTC's sustainability brand. UTC-Everyone's sustainable bag became the most important brand positions. We finally used clay in a co-creation workshop to reimagine the UTC campus, outlining the ideal sustainable company in everyone's vision.



Building clay models for a sustainable UTC Campus
Photography / WildBound



Home for stray animals on UTC campus, made with old suitcases
Photography / Chen Liu

Online Bilingual Branding Workshops

From spring to summer, we conducted three online branding workshops with UTC's global team (located in the US, Europe, Canada and China), finalizing the new sustainability-themed brand position of INUK.

The original INUK inspiration came from the Arctic's nature and culture. Insights from the COVID-19 Pandemic, the diversity of UTC's team and the common passion for nature contributed to the final brand identity:

Common Nature. Regardless of culture and geography, our Common Nature home and our common humanity connect us all. The new brand identity, along with the new products made of mostly recycled materials, became the commitment of the post-COVID UTC and a gift for all nature-loving communities in the world.



Clockwise: Lynn, Hans, Chen, Ivy, Songqiao
Photography / WildBound



During the workshop
UTC Taskforce
Photography / WildBound





Clay Sustainable Forest Animation
Production / WildBound

Sustainable Forest

UTC and WildBound both matured after a year of close collaboration. WildBound has identified a new role: to empower and influence more companies to co-create and build the "Sustainable Forest" together.

Not only is it necessary for the world to transform into an ecological civilization, but it also creates the working infrastructure and soil to thrive for youth who are passionate about nature and social impact. Luckily, WildBound's educational frameworks and practices are all nature-inspired, and we find them equally beneficial for both young students and experienced corporate executives.

In July, WildBound was invited to present the case with UTC at an online forum on Creating Sustainable Value in a post-pandemic world, organized by Dentsu PR and the Economic Observer. We are proud that a Chinese company UTC, starting from the manufacturing industry, can also surf and lead the waves of a sustainable transformation in the global industry.

We look forward to helping build more resilient companies like UTC and co-creating our sustainable forest to be more diverse, creative and supportive, into a vibrant ecosystem.



EVERYSTEP

#行家的行囊#可持续发展计划

2020 世界地球日

珍爱地球，人与自然和谐共生

践行可持续发展的行动



BLUESIGN®
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RECYCLED
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环保再生Cordura



FLOUROCARBON-FREE
不含致癌物（氟碳）



RECYCLED PVB
回收再利用材料



NO MATTER WHAT
WARRANTY
无条件终身保修



LIFETIME
WARRANTY
产品终身保修

Simple
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SIMPLE AS THAT®
无条件保障



INTEGRALLY
MOLDED
一体成型



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关注原住民



SAVE THE
ARCTIC ANIMALS
关注极地动物



REACH
欧盟REACH标准



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自然环保系列产品



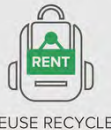
W.S. & E.P.
TECHNOLOGY
节水和环保技术



爱心箱送



RENEWAL YOUR GEAR
装备焕新计划



REUSE RECYCLE
循环租赁计划



ECO-HIKING
无痕山野计划



BEACH CLEANING
海滩清洁计划



Making the Clay Animation
Photography / Chen

如何理解可持续发展：

资料来源：Teaching and Learning for a sustainable future
— a multimedia professional development programme, UNESCO 2001.

- 01 满足人类需求
- 02 优良的生活质量
- 03 富人与穷人分享资源
- 04 考虑子孙后代
- 05 消费时考虑长远影响
- 06 削减资源使用、减少废物和污染的产生

Everything for Travel

UTC 行家



WHY

Why are we doing this?

Sustainability is not only of concern for the individual but the collective, and not only of concern of the presence of your locality but the future of the entire world
—— Leo, UTC Sustainability Taskforce

It was a reminder of how important environmental sustainability and values are to every business and organization. If UTC can become a more environmentally sustainable business, it could make a more positive contribution to the world, rather than be a drain on environmental resources.
—— Ricky, UTC Sustainability Taskforce, Founder of Eagle Creek

Starting with the online workshop in May to the actions taken by the taskforce. I can feel everyone's genuineness and professionalism. A group of committed and authentic people is rare to witness in the utilitarian business world. China is lucky to have such a team that is self-aware, altruistic, globally-minded and practical. WildBound is a partner that is genuine, professional and devoted in the area of sustainability, worthy of a long-term collaboration.
—— Yan Zheng, CEO of DPRC, WildBound Sustainability Taskforce

We tried to put happiness and wellbeing into the frameworks of sustainability. True sustainability does not only consist of sustainable products, but also work with internal transformation and drive, for people to feel nourished within the company, and naturally make sustainable products based on their connection to nature.

— Ivy, *WildBound Sustainability Taskforce*

Many young people in China are no longer satisfied with just beautiful, functional and cheap goods. We are looking at the stories behind the products, whether our purchase leaves a positive social impact. It might seem like a small demand in the market but it truly exists. The world does not need more "soul-less" products and "soul-less" jobs. If we start from the source, changing the manufacturing industry leads to better goods and services, we can end up making an impact on consumption.

— Lynn, *WildBound Sustainability Taskforce*

The World needs all companies to be responsible for the earth, young people who can unleash their potentials in companies and organizations that are responsible for the earth, and needs leaders in the manufacturing industry to eliminate negative impacts on the environment, and needs Special Sustainability Taskforce and communities to work together.

— Songqiao Yao, *WildBound Sustainability Taskforce*

Come on! The world really needs sustainable, innovative and brave organizations like WildBound and UTC to make changes and create solutions. We have talked about sustainability and protecting the earth for years, but many still hesitate to take actions, because without building a practical bridge from our ordinary lives to a future for sustainability lifestyles, we are asking people to step into the vacuum. WildBound and UTC build the bridge that connects the concept of sustainability to our ordinary lives, connects the future to the present.

— Chen Liu, *WildBound Sustainability Taskforce*





ROSE

Beautiful Moments of Blooming Roses

Working with WildBound allowed me to witness the vibrant and wise energy of young people and confirmed my hope for a better world. I have gained joy and gratification from cocreating with like-minded companions and new ways and tools for working that can improve efficiency and effectiveness of our team.

— Amy, CEO of UTC, UTC Sustainability Taskforce

I learned through my Wildbound experience that the concept of “nature” is much deeper and more profound in China and maybe throughout Asia than the term is as used in the West. That term is more often used in a superficial way in the West. Nature, as I learned it in the Wildbound project, is something that could and should be better understood and of the highest consideration in our actions and belief systems.

— Ricky, UTC Sustainability Taskforce, Founder of Eagle Creek

Everyone has a seed in their heart. I saw the genuine, passionate and pure seeds within them that are connected to nature.

— Chen Liu, WildBound Sustainability Taskforce

The open platform of the Special Sustainability Taskforce convened people from diverse background and industries, different from conventional consulting projects which only utilize internal teams. This collaborative process allowed everyone to focus on their own speciality offers UTC a comprehensive solution.

— Ivy, *WildBound Sustainability Taskforce*

The WildBound team is committed, devoted and thoughtful. It is really precious to work with this team that "really cares". One step at a time, it is very moving to see how Wildbound is influencing more people.

— Candice, *WildBound Sustainability Taskforce*

The heartfelt enthusiasm of WildBound, Daisy and Amy ignited the imagination of the UTC teams. While shaping utopia with the modelling clay or future narratives with the short videos did the teams develop a creative momentum which exceeded my expectation. Leading by example in combination with the engaging methodologies and inspiring content seemed to be a winning formula.

I aim to do the right thing, which sometimes is an uphill battle. But with WildBound it's fun and the positive impact can be felt at almost any step.

— Hans, *WildBound Sustainability Taskforce*
Ecopreneur, Founder of NEEMIC, F-riends of Freitag.



从左至右为：Daisy、Ivy、Hans、Amy
摄影 / 野声



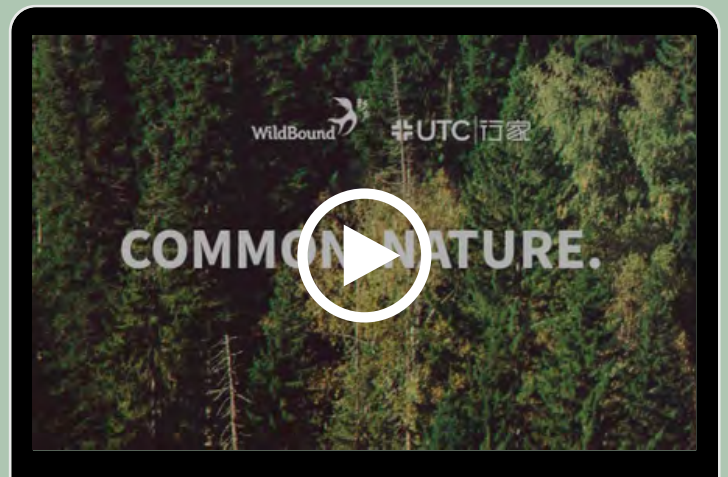
2021 INUK product
Photography / WildBound

Common Nature 我们共同的大自然



WildBound's friend Ruikai Mu, a documentary filmmaker made a short video on WildBound's work with UTC. It was shown as a case study at the Post-COVID Creating Sustainable Value Online Forum organized by Dentsu PR and The Economic Observer.

Watch the video here by clicking on the link (PDF) or scanning the QR code.





Many thanks to
the Sustainability Taskforce at WildBound and UTC
the loquat, magnolia and pomegranate at UTC campus
The spring White Loquat from Dongshan, Suzhou

Let us co-create a
vibrant
diverse
creative and courageous
sustainable forest.





SUMMER

摄影 / EBERHARD GROSSGASTEIGER



Summer,
Take off with the wind,
Travel the world.

Young people,
Who flourish with life
Are joining in!

June
2020



Nature Poetry Month
A global adventure in the world of poetry

TEXT / CHEN LIU
ILLUSTRATION / YANAN GUO

Nature Poetry Month

A global adventure in the world of poetry



Starting in 2018, WildBound launches a special expedition every June: Nature Poetry Month. With its vitality, poetry seems to open up another sense inside us so that we can converse directly with the natural world.

In 2020, we are back with 24 poems on nature. But this time, we invite you to fly high with the wings of poetry and embark on a journey of poetry around the globe.

This time, we walk on the earth with poetry, see with eyes of poetry, listen with ears of poetry, stay silent and feel with hearts of poetry, and speak with voices of nature.

WildBound's Nature Poetry Month in June 2020 introduces one poem every day, divided into eight chapters. We will take you through Asia, Europe, Africa, Oceania, North America, South America, and Antarctica, and finally look at the earth from afar, to see this beautiful and great planet that we inhabit.

Let's go.



Asia



- Asia 01 | 《在意义丛林旅行的向导》
- Asia 02 | 《小鸟在天空中消失的日子》
- Asia 03 | 《露宿时的随想》



Click on the poster (PDF version) or scan the poster's QR code (image version) to listen.



Walking on the earth with poetry,
A poem a day,
Every continent,
Three poems.




什么是星星？
一本书，
最美的是书的封面。
- 《在意义丛林旅行的向导》

Europe



- Europe 01 | I AM THE SONG
- Europe 02 | THE HUMAN SEASONS
- Europe 03 | WIND ON THE HILL

 Click on the poster (PDF version) or scan the poster's QR code (image version) to listen.

22/6
DAY4
WILDBOUND
NATURE POETRY



「I AM THE SONG」
"I am the tide that moves the moon."

WildBound  与野声一起读诗°多元共创°



24/6
DAY5
WILDBOUND
NATURE POETRY



「The Human Seasons」
"Four Seasons fill the measure of the year, There are four seasons in the mind of man."

WildBound  与野声一起读诗°多元共创°



25/6
DAY6
WILDBOUND
NATURE POETRY



「Wind On The Hill」
"Where the wind comes from, Where the wind goes."

WildBound  与野声一起读诗°多元共创°



Walking on the earth with poetry,
A poem a day,
Every continent,
Three poems.



No one can tell me,
Nobody knows,
Where the wind comes from,
Where the wind goes.
- Wind On The Hill

Africa



- Africa 01 | ENJOY THE EARTH GENTLY
- Africa 02 | I KNOW A PLACE IN AFRICA
- Africa 03 | MOROCCAN SAHARA 2019



Click on the poster (PDF version) or scan the poster's QR code (image version) to listen.

26/6
DAY7

WILDBOUND
NATURE POETRY

自然诗系列

「Enjoy The Earth Gently」

“For if the earth is spoiled. It cannot be repaired. Enjoy the earth gently.”

WildBound 与野声一起读诗·多元共创

27/6
DAY8

WILDBOUND
NATURE POETRY

自然诗系列

「I Know A Place In Africa」

“My soul is at peace in Africa. For her streams bring lifeblood to my veins.”

WildBound 与野声一起读诗·多元共创

28/6
DAY9

WILDBOUND
NATURE POETRY

自然诗系列

「Moroccan Sahara 2019」

“I have not seen the world until I've seen nothing but color,sand,and bird.”

WildBound 与野声一起读诗·多元共创

Walking on the earth with poetry,
A poem a day,
Every continent,
Three poems.



I have not seen the world
until I've seen nothing but color, sand, and bird
Welcome to the day of my birth
Returning, into truth


Oceania



Oceania 01 | BY THE SEA

Oceania 02 | THE DEATH OF THE BIRD

Oceania 03 | THE ANT EXPLORER

 Click on the poster (PDF version) or scan the poster's QR code (image version) to listen.

29/6
DAY10

WILDBOUND
NATURE POETRY

野声自然诗系列

「By The Sea」

“Grows one with us, as all things were.”

WildBound 野声
°与野声一起读诗°多元共创°



30/6
DAY11

WILDBOUND
NATURE POETRY

野声自然诗系列

「The Death Of The Bird」

“The great earth, with neither grief nor malice, Receives the tiny burden of her death.”

WildBound 野声
°与野声一起读诗°多元共创°



01/7
DAY12

WILDBOUND
NATURE POETRY

野声自然诗系列

The Ant Explorer

“Once a little sugar ant made up his mind to roam- To far away far away, far away from home.”

WildBound 野声
°与野声一起读诗°多元共创°



Walking on the earth with poetry,
A poem a day,
Every continent,
Three poems.



The heat is on the sea, and Noon
Has hushed the sounds upon the shore;
There is a silence evermore


North America



North America 01 | SUMMER GOES

North America 02 | IF YOU FIND A LITTLE FEATHER

North America 03 | IF ONCE YOU HAVE SLPET ON AN ISLAND

 Click on the poster (PDF version) or scan the poster's QR code (image version) to listen.



Walking on the earth with poetry,
A poem a day,
Every continent,
Three poems.



Summer goes, summer goes
Like the sand between my toes
When the waves go out.
That's how summer pulls away
Leave me standing here today,
Waiting for the school bus.
- Summer Goes


South America



South America 01 | AFTERGLOW

South America 02 | EARTH'S IMAGE

South America 03 | THE SEA

 Click on the poster (PDF version) or scan the poster's QR code (image version) to listen.

05/7
DAY16

WILDBOUND
NATURE POETRY

野声自然诗系列

「AFTERGLOW」
余晖

"Sunset is always disturbing, whether theatrical or muted."

WildBound 野声 与野声一起读诗 多元共创



06/7
DAY17

WILDBOUND
NATURE POETRY

野声自然诗系列

「Earth's Image」
大地的形象

"I hadn't seen the true image of the Earth before."

WildBound 野声 与野声一起读诗 多元共创



07/7
DAY18


WILDBOUND
NATURE POETRY

野声自然诗系列

「The Sea」

"What it taught me before, I keep. It's air ceaseless wind, water and sand."

WildBound 野声 与野声一起读诗 多元共创



Walking on the earth with poetry,
A poem a day,
Every continent,
Three poems.



I hadn't seen the true image of the Earth before.
The Earth has the shape of a woman with a child in her arms.
I'm beginning to recognize the maternal feeling of things.

Antarctica



- Antarctica 01 | AT HOME IN ANTARCTICA
- Antarctica 02 | POLAR EXPLORATION
- Antarctica 03 | THE PLIGHT OF THE ADELIE PENGUIN



Click on the poster (PDF version) or scan the poster's QR code (image version) to listen.

08/7
DAY19

WILDBOUND
NATURE POETRY

自然诗系列

"In this place,
silence has a voice
wide-ranging as
the continent."

WildBound 与野声一起读诗·多元共创

09/7
DAY20

WILDBOUND
NATURE POETRY

自然诗系列

"Who are you in a
place with no name?"

「Polar
Exploration」

WildBound 与野声一起读诗·多元共创

10/7
DAY21

WILDBOUND
NATURE POETRY

自然诗系列

"Here at the polar opposite
of the Land of the Bear, native
Adélie penguins gather in
colonies like Melbourneians clad
mostly in monochrome."

「The Plight Of
The Adélie Penguin」

WildBound 与野声一起读诗·多元共创

Walking on the earth with poetry,
A poem a day,
Every continent,
Three poems.



In this place, silence has a voice
wide-ranging as the continent.
Some say it's on the cusp
of madness, the way it hums
and stutters, mutters to itself
in quietest tones.
- At Home in Antarctica

THE EARTH



THE EARTH 01 | KEEPING QUIET

THE EARTH 02 | 《剥开》

THE EARTH 03 | 《伊萨卡岛》



Click on the poster (PDF version) or scan the poster's QR code (image version) to listen.

11/7
WILDBOUND
NATURE POETRY
DAY22

「Keeping Quiet」

"Now we will count to twelve and we will all keep still for once on the face of the earth."

WildBound 与野声一起读诗°多元共创°

12/7
WILDBOUND
NATURE POETRY
DAY23

「剥开」

"太阳滚落出来，海水裹着粘稠的山脉随之洒遍四方"

WildBound 与野声一起读诗°多元共创°

13/7
WILDBOUND
NATURE POETRY
DAY24

「伊萨卡岛」

"当你启程前往伊萨卡，但愿你的道路漫长，充满奇迹，充满发现。"

WildBound 与野声一起读诗°多元共创°

Walking on the earth with poetry,
A poem a day,
Every continent,
Three poems.



Now we will count to twelve
and we will all keep still
for once on the face of the earth,
let's not speak in any language;
let's stop for a second,
and not move our arms so much.



一日一诗/一周一创

加入我们，与野声共读、共创自然诗

/Thanks to all nature poets/:

Adunis Shuntarō Tanikawa 张楚晨
Charles Causley John Keats
A.A. Milne Wayne Visser 田田
Robert Crawford A D Hope
C J Dennis Russell Hoban
Beatrice Schenk de Regniers Rachel
Field Jorge Luis Borges
Gabriela Mistral Pablo Neruda
Claire Beynon Michael J Leach
潘彦含 Constantine Cavafy

/Thanks to all readers/:

Jade 叶萌 Lynn 张楚晨
Jessy 乙真 Isabel TNGZHOU
甜甜 牙牙 田田 阿呆
高雪 思源 吕金全 Teresa.T
暖暖 EJ Christy Bo妞 小林
袁戈多 James Hirai 姚松乔
Tomas Fuentes Benitez
Sophy Wang Alan 袁小婷
Jonathan Qingli 忠爽 陈冀
佺 Steve Smart 灿烂千阳
Lesley
Cassandra Brooks & Adelle
地球本球 Candice yaxin
Weller 潘彦含 Tie Yann铁阳



WILDBOUND
NATURE POETRY



WildBound  野声

°与野声共读诗歌°与自然同心°



In the vastness of space and the immensity of time, it is my joy to share a planet and an epoch with [you]. - Carl Sagan



In 2020, the epidemic broke out. During these 24 days, we are armchair travellers who walk the earth with poetry. One poem a day, three poems for each continent, together we complete a special journey around the world.

The world can be small. It can also be vast. By reading poetry, we can "shrink infinite time and space in a fraction of the heart." And when you walk out of your home again and observe this vast world carefully, you will experience its magnificence and complexity.

In the 2020 WildBound Nature Poetry Month, we read nature poems together. I believe you must have gained some power from the poems, some thoughts, or simply some rest. In the days of staying indoors, we travel and connect with others in the world through a different path.

This is the end of this year's Nature Poetry Month. See you next year.

If you want to participate in the 2021 WildBound Nature Poetry Month

By writing, reading, sharing, and/or illustrating poems

Please email us at

nangua@wildbound.earth





July 2020

Exhibition: Regenerate Happiness A Sustainable Cycle of Happiness

Text / Chen Liu
Photography / Yemeng

This is the world's first art exhibition on Bhutan and its development concept of Gross National Happiness.

Remember we said that, following "Power of Nature" from the Happy Country of Bhutan" in Spring 2020, a seed has grown into a flower in the summer? It's time to reveal the secret.

On July 24th, 2020, the world's first art exhibition on the development concept of Bhutan's GNH opened at Liangdian Creative Park at Beijing's Dongsishitiao. This exhibition was co-curated by WildBound and our friend, Yemeng Li, curator of the first sustainable cross-border art exhibition in China, *Continuous Regeneration*. It was hosted by Liangdian

Creative Park and presented in collaboration with artist Alex Yuan and sustainable textile company Recyctex.

The title of this exhibition is "Regenerate Happiness". Combining art, design, nature education, material research and development, social enterprises and brands, and recycled products, it brings to the public an experiential exhibition that encompasses video art, installations, photography, recycled materials, and recycled products.

Originals songs inspired by the experience of listening to the earth's breaths under snow mountains, photography from a trip in search of natural forces in "happiness". We seek the connection between life and the universe and activate the power of happiness that arises from within.

Thousands of plastic bottles were recycled and recreated into an art installation, and a few hundred more were reborn as recycled fabric. We tell a story of the actions behind "plastic reduction" and provide an option for easy and sustainable lifestyle.



CONTINUOUS
Regeneration
持续新生

展期：2020年7月24日--9月22日

开幕：7月24日晚17:30

幸福再生

Regenerate
Happiness

一趟寻找「幸福」的自然力量探险摄影展

上千个废弃塑料瓶回收再制的艺术装置

上百款塑料瓶再生布料首次亮相

野声教育与可持续发展中心 +
青年艺术家袁隆 +
再生纺织品研发企业 Recyctex

主办：艺亮点美术馆 协办：亮点·东四十条 亮点文创园 策划：ART

地点：北京东城区东四十条94号 亮点文创园
Address: No.94, DongSiShiTiao, Dongcheng District, Beijing



A Happy River That Keeps Flowing

In November 2019, as soon as I returned from my trip of happiness and sustainability in Bhutan, I rushed to Shanghai to plan the opening forum of *Regenerate Happiness* with Yemeng. WildBound hosted a round table with artists, experts from environmental organizations, and youth representatives and artists from Norway and China, to discuss ways to combine science and art to raise public awareness about the Arctic, a place that belongs to us all.

Following the epidemic, topics in sustainability became more pertinent to each of us, and with the cultural wisdom we gained in Bhutan on living in harmony with nature, WildBound's students were able to develop an online sharing session which eventually turned into the Immersion Course on Happiness.

Traditional wisdom regenerates into a new way of life, bringing happiness and sustainability into our daily life. From last year's reflection on human impact on the earth through art and science to this year's artworks by students that directly express the vitality and regeneration of happiness and wisdom, WildBound continues to experiment with interdisciplinarity and innovation, while exploring the world and connecting various parties to keep the river of happiness flowing.

— Songqiao Yao, Founder of WildBound

幸福再生

Regenerate Happiness

continuous
regeneration
持续新生



亮点文创园
LIANGDIAN CREATIVE PARK

RECYCTEX



★ 此处有幸福任务，记得完成噢



听

野听

- 找一个你喜欢的地方，坐下来
- 闭上眼睛
- 听



走

野行

- 脱掉鞋子，袜子
- 放松呼吸，挺直腰背，安静
- 走



There is no way to happiness.
Happiness is the way.

WildBound



幸福是

幸福是

看着天上的云

不用解释

爱自己的不完美

吃好吃的东西

亲自做一样东西

被满天繁星惊地说不出话来

风吹过头发

在大自然里什么都不想

听到另一个生物的叫唤

看到大自然的美丽

(美丽的瞬间要说出来)

饿的时候有刚好想吃的饭

想要哭

Be present

和老朋友见面

不用解释

和动物植物在一起

安静

火车准时来到站台

听别人说他们的故事

读诗

拥抱

体会

闻到桃子的香味

听到另一个生物的叫唤

看到大自然的美丽

生活(不管愉快或痛苦)

期待明天继续醒来

把烦恼

听到自己心跳的声音

一种能力

来一场期待已久的冒险

做错了就说对不起

拥抱的时候眯起的眼睛

坐在对面的人笑了

理解

父母也很开心健康

感受和经历

新的体验

对陌生人的微笑

吃当季刚好成熟的水果

把理想浓缩进一件小事

可以学习的

动手、不动脑(偶尔)

创造一点音乐,或者声响

看到路边的海棠冲着太阳

红扑扑的

和别人之间的联系

和父母之间的联系

北极星

哇味哇味的朋友

大海路上有神明

许多美丽的颜色

看不见的

看得见的

期待明天继续醒来

把理想浓缩进一件小事

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红扑扑的

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和父母之间的联系

北极星

哇味哇味的朋友

大海路上有神明

许多美丽的颜色

看不见的

看得见的



There's no way to





WildSound

给予

当我们想要得到爱的时候，我们要做的第一件事情，就是先去诚恳地给予他人爱。

—— 北大附中高中生 石梦琦

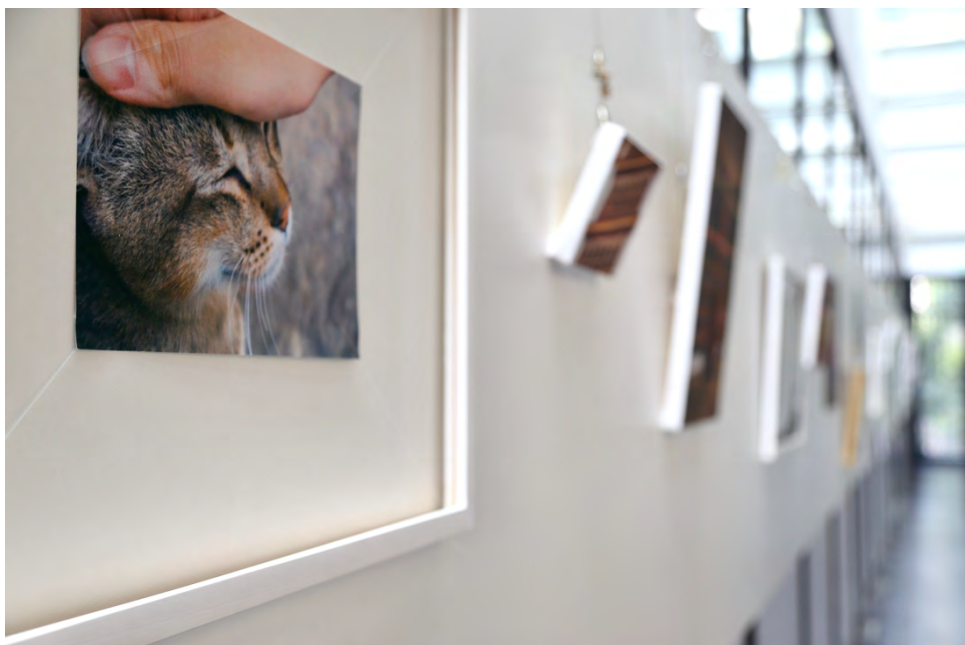
There is no way to happiness. Happiness is the way.



Exhibition hall
Music created by Tie Yann, "Daughter of the Earth"

Art is a form of communication. The more important part is what it communicates, the interactions between the artist and the observer, the person viewing the exhibition. It is actually a connection that transcends the form of art.

— Songqiao Yao
Founder of WildBound



WildBound's trip to Bhutan, the Kingdom of Happiness
Photography by students from the Affiliated High School of Peking University

Third Floor

**Flower of desire or flower of hope
It is our choice**

The third floor features artist Alex Yuan, who initiated the sustainable art project "Plastic Era", and the sustainable textile company Recyctex. From a video inspired by animals' pain caused by plastic pollution to the installation "Plastic Flower of Sisterhood", composed of nearly 10,000 plastic bottles collected by more than 8,000 adolescents in Shanghai and their families, to the display of nearly one hundred kinds of recycled fabric from Recyctex, they present artworks that derive from life, exceed life, and finally return to life.

In the Anthropocene Epoch, on the "plastic planet", will the flower of desire exhaust natural resources, or will the flower of hope bloom on sustainable development? It all depends on the decisions and actions of each of us, today.





Alex Yuan's installation, Regeneration



RECYCTEX fabric

纱线来源：
废旧衣物+边角料+纺织废料
用途：衣服、箱包

纱线来源：
废旧衣物+边角料+纺织废料
用途：箱包，衣服、裤子里料

纱线来源：塑料瓶和纺织废料
用途：箱包+鞋子



There's no way to happiness, happiness is the way.

We hope that, whether in terms of aesthetics, artistic creation and design, scientific research, or choices in daily life, everyone will pay more attention to "life", in its most general sense, to the entire ecological development, and to the harmony of "heaven, earth, and people", while trying their best to choose more environmentally friendly products. We also hope to bring inspiration to more designers, brands, and the public, encouraging more people to lead a life that is environmentally friendly, low-carbon, and sustainable.

Just like the message of WildBound's Course on Happiness, "There's no way to happiness, happiness is the way", we hope that through the exhibition, visitors can connect themselves with others, nature, and the world, find the force of life from nature, and regenerate in their life.



Walking meditation on the Opening Evening



On the Opening Day
WildBoud's Chief Happiness Officer Ivy guides us in Mindful Eating
Tasting happiness in food
Photography / Yemeng

WHY

Why are we doing this?

Bhutan has given us so many gems, how can we give back?

Taking this opportunity and starting from our own perspective, we integrate our own life with the imprints that Bhutan has left on us. In this way, more people got to hear about Bhutan, have a deeper understanding of Bhutan, or a little curiosity, some expectations, some yearning, even some doubts...

I think the exhibition has opened a lot of windows, and it might have reached audiences through more means than what we had previously imagined. This is also very interesting. Our exhibition is kind of like a very humble gift to Bhutan.

— Ivy, Chief Happiness Officer of WildBound

The exhibition itself is a good way or opportunity to embed something comprehensive into the urban space. A trip to Bhutan is not something people can do on a whim, but everyone who works nearby can come to an exhibition like this after work. The cost to participate is relatively low. It is a very good channel to introduce what we do to these urban residents.

Something else very meaningful to me is that the exhibition reminds people that there is this thing called happiness, and most importantly, that they see new associations and possibilities of happiness because there is a lot of vocabulary on happiness in the exhibition content that we are reconstructing. Often, when we think about happiness, our vocabulary is very limited, and when I imagine the happy life I want, it might not be as open as it can be, so this is crucial in the world.

— Lynn, WildBound's Gardener





ROSE

Beautiful Moments of Blooming Roses

I like the whole hands-on process of preparing the exhibition. I think this is also an extension of my own studies at Central Saint Martins. We truly participated in this exhibition, completing everything from the big plan to installing artworks hands-on, with everyone else. I find so much joy in it. I really like this kind of hands-on process.

I remember there was a little girl who came with her mother. From the first photo, she said it was great, with a kind of very sincere surprise and happiness. She made no bones about it. She was able to understand at once what these things wanted to convey. It brought her surprises, joy, and smiles. Her reaction was very direct. This left a deep impression on me.

— Ivy, Chief Happiness Officer of WildBound

BUD

Budding Flowers

We are to get motivation and strength from passing it down, and this river will keep flowing.

Because all our desires for the North Star, for creating value from nothing, are actually values in our nature. This is also kindness between humans and acceptance of each other. We had these capacities, but over time we forgot or lost them, but we can slowly learn them back.

Some people might do it through books or long journeys. Those who are lucky enough like us get to go to Bhutan and have such a unique experience, which opens your heart completely and pushes you to interrogate yourself: What was I doing before? Am I doing what I want to do? What kind of person am I?

In fact, in a small exhibition like ours, it might be difficult for others to fully experience it, but I think there is some very deep in the soil we have prepared. It may not be visible, but some might feel it, or maybe feel it many years later through something else.

— Ivy, Chief Happiness Officer of WildBound





FROM THE CURATOR

Everyone is in fact an artist. In life, whether it's your lifestyle or ideas, you are actually creating your life. In my opinion, how you make your own life comfortable or happy is your way of artistic expression.

While taking WildBound's course on happiness, I was really surprised to see that the whole class was not actually led by a few instructors; instead, each student joined to tell their own reflections from the journey. That's what I found to be the most valuable. And so much of what they felt and expressed far exceeds what adults of our age are capable of.

When they photograph and record the trip through their own eyes and cameras, when they share it in the form of their choice, that's the most precious thing in art, the most amazing part of it.

With all the photographs and other artworks, it is an art exhibition in the true sense, one that makes people pause to look. I think that these few seconds of pausing is the most precious part of it. And that's why I wanted to invite WildBound to create an exhibition like this. In addition to the visual components, you also have a part in the spiritual experience, and it leads to more thoughts.

— *Yemeng Li, Curator*

Yemeng Li

2020 Forbes U30

Green Women Power List 100

Founder of Shanghai Yuxuan

The first independent curator in mainland China to focus on nature, ecology, environmental protection, and sustainability



Scan the QR code to listen to a guided tour by Yemeng



SITTING ON A LONG BENCH SINGING A SONG

My teacher, Lama Irene, once used a metaphor that I thought was interesting. She said, imagine life, on its left end, is birth, and on the right, death. And we sit on a long bench in the middle, singing a song. The whole process of life is actually one of waiting. It might be nerve-wracking, boring, anxious, or uneventful. At these moments we can relax by singing a song.

Happiness education, including the work that we are doing right now, might often look trivial. A lot of times it's invisible, and it takes a lot of patience because it is like earthworms that are constantly loosening the soil. And these earthworms that work underground create an environment that can give birth to life. It's going to take a long time before you see things growing on the ground.

Come to the exhibition to see our hand-made messages. Listen to our course where everyone shared their experiences, and learn about our story in Bhutan. Also think about the North Star in your own life, about how to implement the art of pausing and of creating from zero. Enjoy the transition time, with the existence that comes from and returns to the void. Then sing a song, sing a song.

— *Ivy, Chief Happiness Officer of WildBound*



**Seeds of happiness from Bhutan
Were sowed in the world before Covid19.
Through "Power of Nature" Online Sharing
Immersion Course on Happiness, Exhibition *Regenerate Happiness*,
These seeds are constantly growing, flowing, communicating, expressing.
They will eventually turn into happy flowers and fruits.**

**The power of happiness continues to breed in the world,
Thank you to everyone we met on this happy journey.**



Aug. 2020

Changemakers for Nature: Voice out for Nature!

Text / Lynn and Chen Liu
Photography / Chen Liu



自然创变者

Changemakers for Nature

When a sustainability expert who has grown up in the Amazon meets a nature educator who has been to Antarctica 16 times, what ideas would they come up with? How would the wisdom from the equator and the lessons from the earth's poles collide and what will they create? From their years of work experience in the field, Isabel Nepstad and Songqiao Yao initiated Changemakers for Nature, a new education project that aims to raise public awareness and train youth to create an impact on environmental issues of our day.

On August 19th in Suzhou, WildBound together with partners from RSPO, Ministry of Commerce China Imports & Exports of Foodstuffs & Native Products (CFNA), China Ministry of Ecology & Environment, Embassy of Norway in Beijing, World Economic Forum, and RSPO launched Changemakers for Nature to promote sustainable consumption and biodiversity protection amongst youth between 16 and 28 years old.



- C4N Instructors -



Songqiao Yao

Songqiao Yao is the founder of WildBound. Prior to founding Wildbound, Songqiao has gained her interdisciplinary and cross-cultural experience as a researcher, activist and entrepreneur working on global issues such as food, water and climate change. She has worked on China-EU, China-US projects on climate change and has consulted for agriculture and private sector development in Sierra Leone, Zimbabwe and Ethiopia.

Songqiao received her Mphil in Geography from Cambridge as a Gates Scholar, and her MBA from Oxford as the first Skoll Scholar from China. She graduated summa cum laude from Mount Holyoke College.



Isabel Nepstad

Sustainable development expert, initiator of the Changemakers for Nature project. Born in the United States, Isabel grew up in the Amazon in Brazil. She is fluent in Chinese and has work experience in China that exceeds seven years. As an expert in the field of sustainability, she has managed projects in the business sector in a cross-cultural, multilingual environment, promoting sustainability in the soy, palm oil, and agricultural trade industries.

She is co-founder of the China-South America Sustainable Soy Trade Platform. She has led multiple groups of Chinese representatives to South America, Europe, and Indonesia to learn about sustainable production and sourcing.

- Guest Speakers -

Guest speakers joined from China's Friends of Nature, RSPO, Beijing Farmer's Market, the Amazon Yawanawa tribe, WWF, COFCO International, Mars, Indonesia's Secretariat for Sustainable District Association (LTKL), Embassy of Brazil in Beijing, Norwegian International Climate & Forests Initiative (NICFI), IFC, CDP, the China Chainstore & Franchise Association and the World Economic Forum's Tropical Forest Alliance, to share best practices and current efforts.

Full list:

Boju Zhang, Director-General, Friends of Nature

Tianle Chang, Organizer, Beijing Farmer's Market

Tashka Yawanawa, Leader of the Yawanawa Tribe in Acre State, Brazi

Karla Canavan, Vice President of Commodity Trade, Finance, & Markets at World Wildlife Fund (WWF)

Wei Peng, Head of Sustainability at COFCO International

Charline Lin, Manager of Sustainable Procurement at Mars Rigley

Lifeng Fang, Program Manager at CDP

Chong Li, Project Officer at China Chainstore & Franchise Association

Larissa Maria Lima Costa, External Relations, Embassy of Brazil in Beijing spoke on

Gita Syahrani, Head of the Secretariat of the Sustainable District Association in Indonesia

Christoffer Groenstad, Environmental Counsellor at the Embassy of Norway in Beijing

Yu Ding, Digital Economist, PhD, United Nations Capital Investment Fund & IFC

Heran Gao, zero waste/sustainability educator

Karoline, Bloomberg Green

Wanjian, RSPO Beijing

CHANGEMAKERS
FOR NATURE



CHANGEMAKERS
FOR NATURE



WildBound

自然创变者

CHANGEMAKERS
FOR NATURE

WHY

Why are we doing this?

Innovate, change.

We have seen these two forces changing up our societies. People who live in cities are witnesses of how technological innovation has brought changes to their daily life. We are aware that the innovations and changes in the past century have left a tremendous impact on the earth, sometimes good, and sometimes bad. As inhabitants of the Earth in the twenty-first century, we are no strangers to the negative impact of exploitation for energy, the rise of consumerism, and industrialization. Nonetheless, we also live in a society where abundance is engendering increasingly more individuals and organizations that are eager and able to contribute to sustainable development. How do we utilize the lessons and tools gained by our predecessors so that we can create a sustainable future? How will the well-being and abundance of human society and those of the Earth reach a point of balance? When asked these questions, WildBound believes that a force of innovation and change originated from nature, is on the rise.

The Covid-19 crisis has been an alarming reminder of the extensive human impact on nature for all sectors of society. The Changemakers for Nature program launched in 2020 has initiated education and outreach projects, empowering a community of youth to take action towards biodiversity protection and sustainable palm oil production. The participants are students, yet also teachers to one another in the cohort, exchanging experience from their studies and work. Together, all participants in the program experienced a journey of interactive learning.

WHY

we need
Change-makers
for
Nature

Nature and Biodiversity is
in danger



Young people are
future leaders, future consu-
-mers and change-makers



Education is powerful
and can inspire
everyone's po-
-tential



China
with the
world has shared
responsibilities
to protect our nature



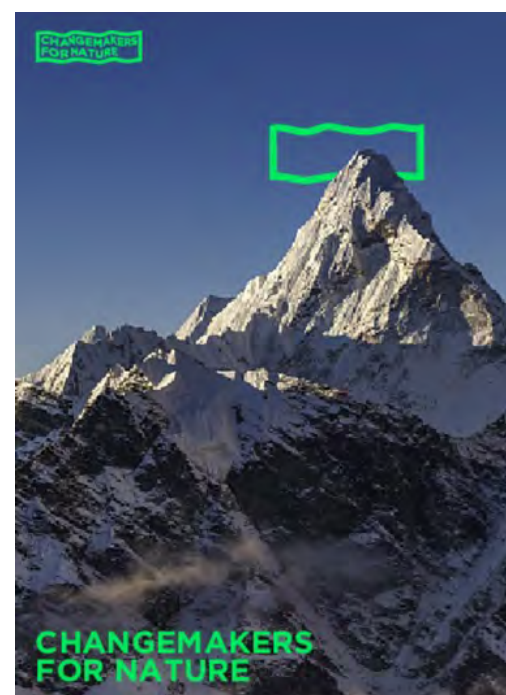
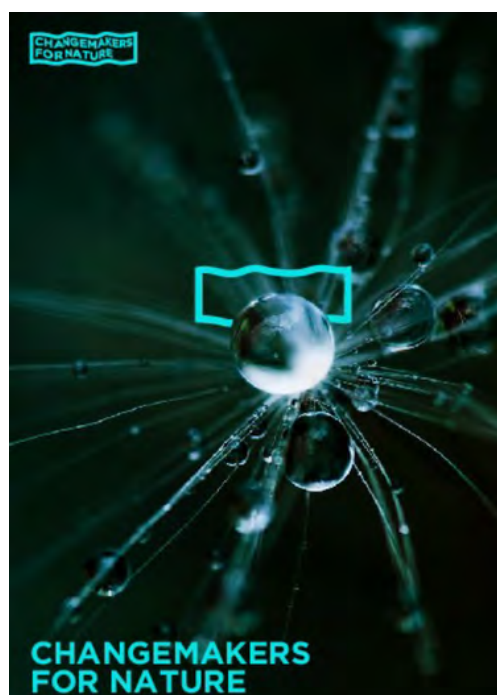
We need
cross-sector
collaboration to form
a resilient ecosystem



Change-makers for
nature can lead and
support the realization
of all **SDG** goals

**“ There can be no greater legacy than
giving young people the tools they
need to save our planet. ”**

- Sir David Attenborough





August 19, 2020 | Suzhou, China
Launching Ceremony of C4N

Now,

Let us walk into the night on Earth.

Today, we look forward to officially launching a special initiative - "Changemakers for Nature".

First, Let us walk into the night on Earth.

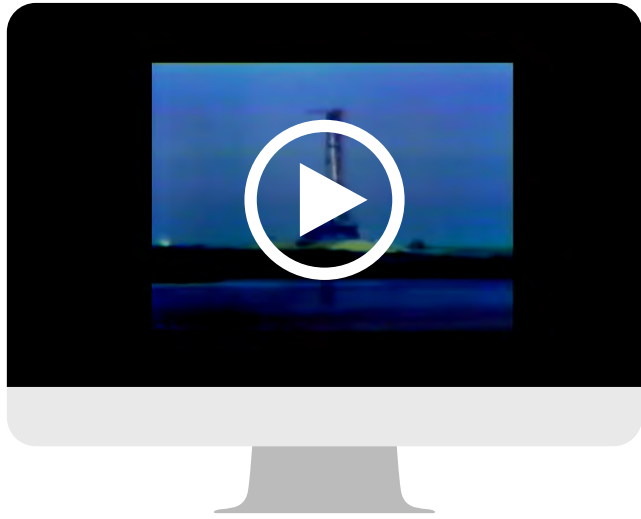
— Launch speech by Isabel

就像大自然一样，多样性让我们更有力量；

Just like nature, diversity makes us stronger.

就像森林一样，互相支持让我们更有力量。

Just like forests, supporting each other makes us stronger.



Launch Video

Click the computer icon on the right (for PDF), or scan the QR code (for image) to watch the launch video. Let us enter the night on Earth.



At the opening ceremony, the lights of the venue dimmed and the blue earth rose in the darkness. Words and thoughts in the room slowed down and eventually became still. Everyone's pupils reflected this pale blue, silent planet spinning in the universe. We seemed to have opened a theatre between the earth and the moon, where we could observe everything on this planet with new eyes.

I saw the audience raise their cameras, trying to capture the moment on the screen and their own emotions. They looked so intently at this screen, with something in their eyes that would never be there they feel indifferent.

My colleague and I were moved, and we hugged. We stood up on the stage to speak for nature, and the eyes looking at us from the audience were excited, full of support and hope. I saw people smiling and cheering us on. And there was that relaxed, determined smile on everyone's face, that seems to say, we, as a group of young people, are ready to change the world the moment we walk out of that room.

That was a moment that seemed to have connected everyone's sincerest and purest hearts, and you know that the Earth and you were given a blessing. I felt really happy, and would never forget this moment.

— *Chen Liu, Creator of the launch video for Changemakers for Nature*





Analyze, Document, Communicate

- 思考、记录、讲述 -

Inspire, Create, Act

- 启发、创造、行动 -

Persevere, Influence, Change

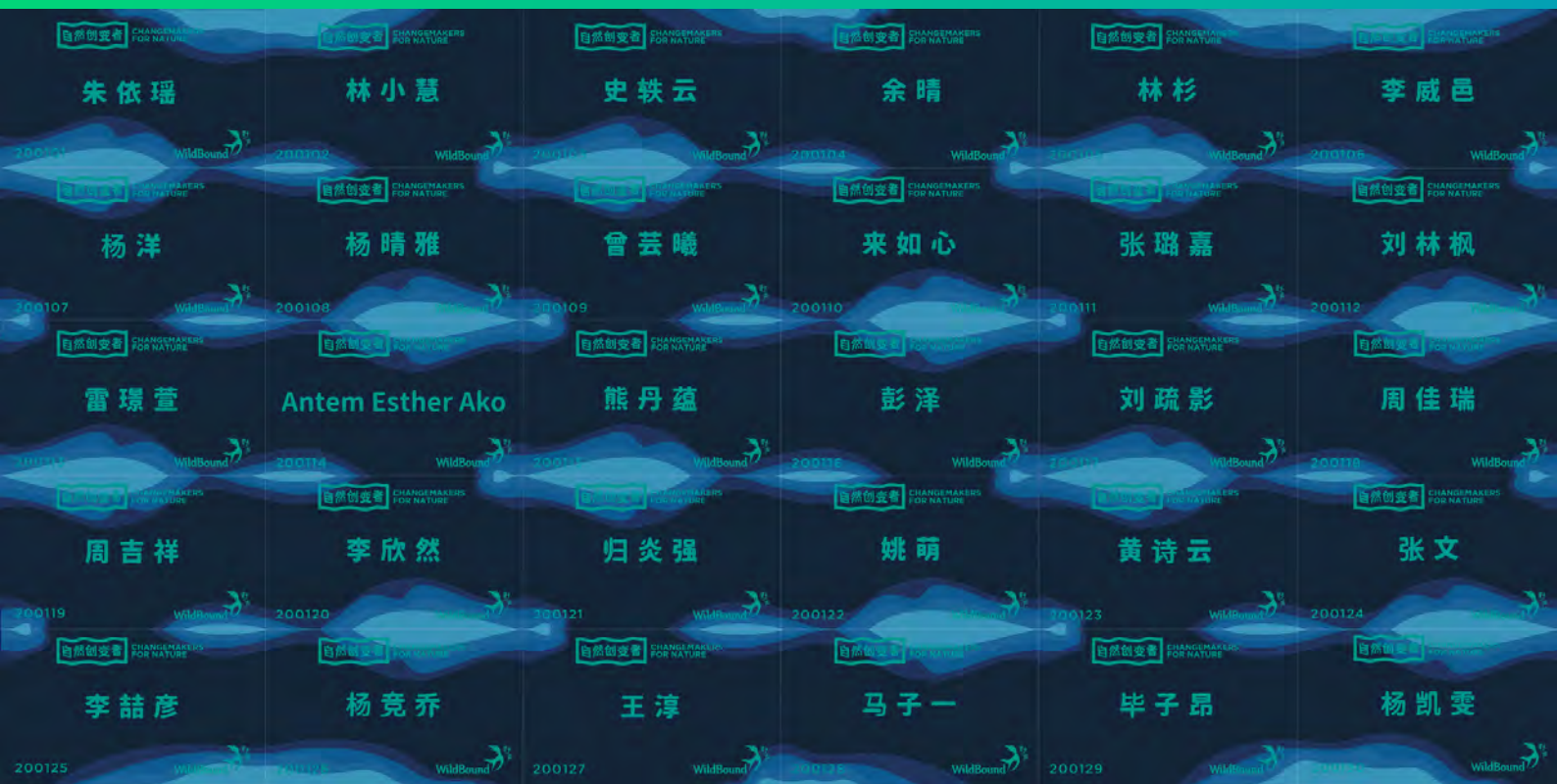
- 坚持、影响、改变 -



The first cohort of Changemakers for Nature's online course included 30 highly passionate and motivated young people between the ages of 16 and 28 including, high school students, Masters and MBA students, and young professionals. The 6-week program, which went live on October 11th, included 4 hours per week of lectures and discussions with guest speakers to talk in-depth about different topics.

• List of C4N selected for the class of 2020 •

Each changemaker has an exclusive identity card. On the back of each card is a part of a puzzle. All the cards combined will form a picture of human and the Earth embracing each other.



C4N CURRICULUM 2020

The curriculum is spread across 5 modules, each focusing on a specific key aspect of rainforest protection and the palm oil supply chain:

- Week one, the topic is how rainforests and issues on biodiversity connect to us and our well-being.
- Week two, students learn about the benefits and importance of rainforests and biodiversity.
- Week three, major threats and problems leading to biodiversity loss and deforestation are presented in a systematic manner.
- Week four, existing solutions and best practices provide hope and direction for practical actions.
- Week five, students are guided through tools and resources that are available to them as they embark on their personal impact project.

Every week, the curriculum consists of three parts: real-time lectures with guest speakers that introduce the content and background of the particular theme, interactive skill sessions with activities and discussions, and finally assignments that students have to complete on their own after class.

After completing 24 hours of online curriculum, students designed and developed their own impact projects to research, analyze and design actions to drive change. In the final three weeks of the course, students developed their own impact projects.

The Changemakers for Nature shared their impact projects with a panel of judges on December 20th. Participants had a wide range of impact project topics including developing a documentary on the palm oil supply chain, an interactive online platform for protecting ocean biodiversity, cost-benefit analysis of reforestation, researching retailers' supply chain impacts, and writing letters to ask companies to take further action on their deforestation policies. These are just a few examples of impact projects that demonstrate the creativity and innovation of the participants who are ready to take actions for change.



自然创变者

CHANGEMAKERS
FOR NATURE



曾芸曦 北京

线上课程
2020 自然创变者合影

Graphic recordings from the online classes

Graphic recording by Xue Gao



自然创变者 Lesson 3

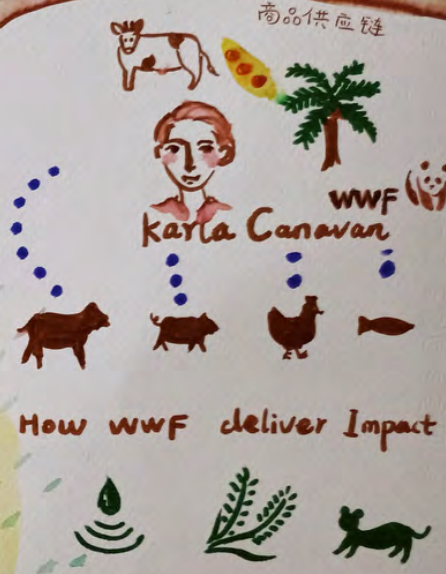


自然创变者 3

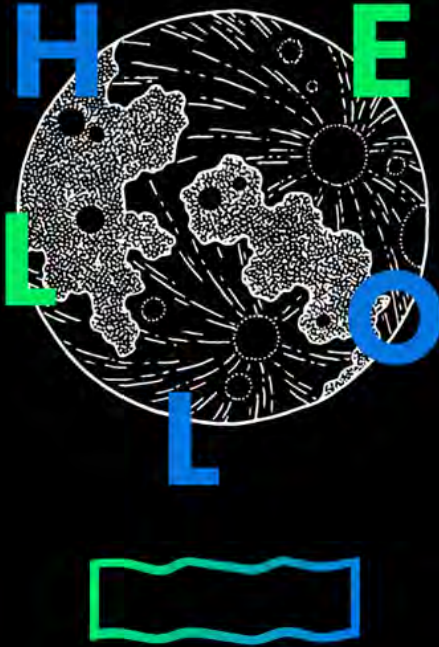
Facts & Figures causing Biodiversity Loss & Deforestation



Commodities and impact



- Homework: Write a letter to the Earth -



WRITE A LETTER TO THE EARTH

给地球写一封信

从太空回望这颗美丽的行星——地球，彻底改变了我们看待地球的方式。

切换视角，像宇航员一样从地外感受地球，你看到了什么？有什么感受？想对地球以及身处这颗瑰丽行星之上的人类和自己说些什么？

给地球写一封信，邮箱地址：

earthletter@wildbound.earth

(完成这个任务后，你会获得本次旅程的下一个神秘装备。)

How contradictory, vast, beautiful, and rusty. Earth, I really hope to do something for you. It's not for you in essence. We are all selfish. But I respect you as much as I respect all human beings. Under the prerequisite that they can appreciate the value of such respect. I will go first.

—— Shiyun Huang, C4N Cohort01

Let's dress our mother in her green gown and crown.
Let's make our mother a happy queen, by protecting all its children.
Please let's all sacrifice something today for the generation to come.
Whose word of thanks cannot be heard but felt
Oh, Mother Earth you will forever remain the foundation of all creatures.

—— Antem Esther, C4N Cohort01

FOR US TO SURVIVE, both as individuals and as a species, we need a revolution in consciousness. It can start with our collective awakening. Looking deeply, with mindfulness and concentration, we can see that we are the Earth and, with this insight, love and understanding will be born.

—— Ziyi Ma, C4N Cohort01

I thought the beauty of you lies in the hot magma, in the weathering and sedimentation, in the metamorphosis, in the age of deterioration, in the seas and oceans. But today, I learned something different. I learned that the purpose of human civilization is to explore the world, that we are like a small mirror created by the universe, that we belong to the universe, and that the universe understands itself through us. Thus, the beauty of you lies in every single one of us.

—— Zoe Zhou, C4N Cohort01

· Homework: Video ·



MAKE A VIDEO

创建一个视频

根据今天课程的内容，制作一个关于你的饮食习惯或者日常消费所形成的环境影响的视频，一分钟以内，上传到b站/抖音/youtube平台上。

可借鉴“tour of my kitchen”“tour of my makeup bag”等视频内容，但是采用一个自然创变者的角度。

According to the content of today' s class, make an 1-minute video related to your consumption behavior and lifestyle and the associated environmental impact. Upload to bilibili/tiktok/youtube.

You can reference the content of “tour of my kitchen” “tour of my makeup bag”, but please take a change makers for nature lens.

- The hiding spot for plastics
- Three things I recommend! Join me in a plastic-free life
- Meals of a contemporary high school student
- Water bottle and a bag for it
- The production relations in a bowl of tofu curd
- The environmental impact of plastic waste and the changes we can make
- Where does single-use plastic go on land?
- An exploration of how beauty products I use daily impact the environment
- Knowing the environmental impact of fashion consumption
- Sustainable fashion brands I recommend
- Changing my diet for environmental causes
- How do take-aways and dining-outs burden the Earth
- A discussion on how grocery shopping can leave an environmental impact
- My daily consumption of plastics
- what I eat/use in a day
- My consumption and how it impacts my environment
- Learn about my favourite drink
- One day with my coffee
- Takeaway Garbage Elimination Plan
- The Magic of Second-hand Things
- My Grocery Store Shipping with Low Carbon Emission



Click on the QR code (PDF version) or scan the code (Image version) on the left to watch all the videos made by 2020 Changemakers for Nature.

Video

· IMPACT PROJECTS ·

自然创变者影响力项目

主题1：垃圾分类与零废弃 Topic 1: Waste management and zero waste	朱依瑶 Yiyao Zhu	零塑料！ Plastic free！
	張璐嘉 Jialu Zhang	零廢棄村落項目 Zero-waste village Project
	艾柯 Antem Esther Ako	喀麦隆固废管理 Waste mangement in Cameroon
	大熊 Danyu Xiong	减少塑料的使用，进行垃圾分类，把塑料垃圾变废为宝 Plastic use reduction, waste sorting, and upcycling
	彭泽 Ze Peng	垃圾分类科学化 The scientific way of waste sorting
主题2：物种与栖息地保护 Topic 2: Species and habitat protection	林小慧 Xiaohui Lin	海洋精灵摄影分享 Photo campaign: The spirits of the oceans
	杨晴雅 Qingya Angela Yang	学校动植物数据库 Indian Springs School Species Database
	来如心 Ruxin Lai	丛林生物保护计划 Plan to protect animals of the jungles
主题3:产业链溯源 Topic 3: Supply chain evaluation	杨洋 Yang Yang	棕榈油产业链溯源短纪录片《货架的背后》 Behind the Shelves Palm Oil Supply Chain Explained - A Short Documentary
	林杉 Shell Lin	美国最受爱戴的超市正如何拯救全球森林 How America's Favorite Supermarkets Can Help Save Global Forests
	杨竞乔 Sherry	极简与急需 Minimalism and Need
	马子一 Ziyi Ma	棕榈油企业评价 Palm oil company evaluation

· IMPACT PROJECTS ·

自然创变者影响力项目

主题4:绿色经济与科技向善 Topic 4: Green economy and tech for social good	李威邑 Tony Li	如何降低Suzano可持续发展团队项目成本 To lower the establishment cost of reforestation for the Suzano Sustainability team
	曾芸曦 Aimee	雨林生态系统生物多样性的经济价值和可持续性 The biodiversity of rainforest ecosystems and its economic value and sustainability
	黄诗云 Harry Huang	绿色服装和箱包行业：基于消费者行为的可持续转型 The sustainable transformation of clothing and luggage industry based on the consumer behavior
	张文 Wen Zhang	关于中国包装问题的闭环方案 LOOP Program for Packaging Solutions in China
主题5: 社交媒体与社区影响力 Topic 5: Social media and community impact	毕子昂 Chris Bi	过度包装对环境和消费习惯的影响 Over-packaging and its impact on the environment and consumer habits
	雷璟萱 Jingxuan Lei	自然创变者的社交媒体策略 Social media strategy for Changemakers for Nature
	刘疏影 Shuying Liu	鱼素日常饮食生活分享 Diet of a pescetarian
	李欣然 Xiran Li	可持续农业及可持续生活方式推广组织 Baigu: an organization that promotes sustainable agriculture and lifestyles
	周吉祥 Jixiang Zhou	海洋公益学院 Ocean charity school



CHANGEMAKERS FOR NATURE

ROSE

Beautiful Moments of Blooming Roses

I have many happy moments working with WildBound, especially the launching ceremony of Changemakers for Nature. The WildBound team worked hard to prepare for it. As the host, I saw the faces of the audience. The launching video deeply moved them. Another moment was after each online lecture, I would talk to individual students and listen to their nature stories and their thoughts on what they've learned. They have many ideas and capabilities to create change in our society and protect nature, which is really moving.

— *Isabel Nepstad, Instructor, Changemakers for Nature*

Throughout the 3-month Changemaker for Nature program, around 30 changemakers have started something that matters to their local communities, business ecosystems, or the planet. I am so proud that I am part of this program, and have learned so much about biodiversity from different perspectives, and discussed and observed how my classmates learn and grow.

— *Taylor Wen Zhang, C4N Cohort 01*

The night before the official launch of Changemakers for Nature in Suzhou, I watched them play the video for rehearsal. Three seconds in, tears started rolling down out of happiness. Thank goodness the lights were off.

— *Wanjian, Special Guest, RSPO Beijing*

Joining the Changemaker for Nature program is one of my greatest experiences in 2020. In addition to learning knowledge about biodiversity and sustainability, I have tried many things for the first time, such as making video and infographics. This program is well-structured, which, in my humble opinion, could reach the level of a college course. Each assignment is challenging and meaningful. I could see a lot of efforts are paid to the design and implementation of this project.

— *Danyun Xiong, Special Guest, RSPO Beijing*

CHANGEMAKERS
FOR NATURE

BUD

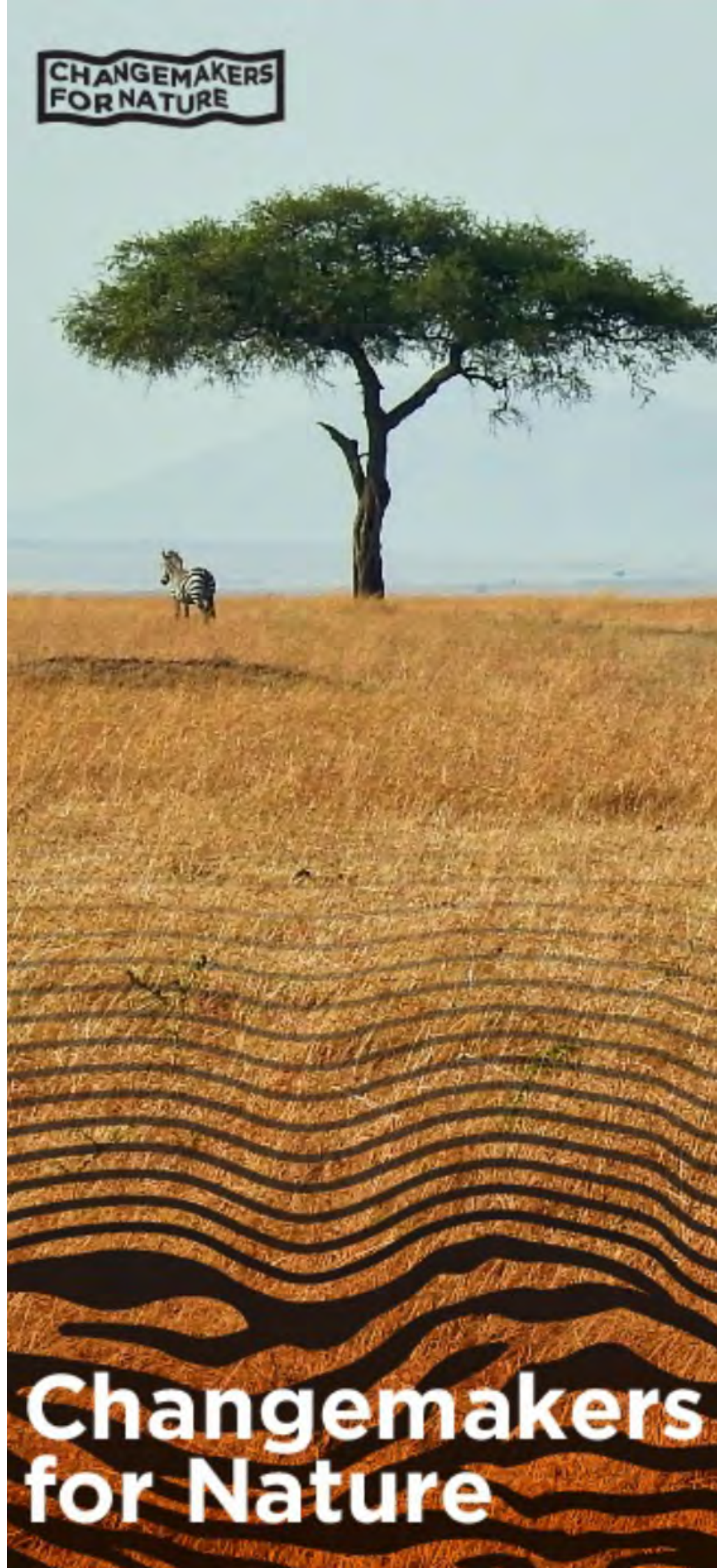
Budding Flowers

With a desire to integrate into the global conservation storytelling community, this project will be a great opportunity for me to focus on food trade for the first time and to take a small but significant step contributing to the most relevant topic that I care deeply about.

— Yang Yang, C4N Cohort01

As a Changemaker for Nature, I want to say to the world: Don't be afraid to act, because every little effort matters. Transforming our economy into a sustainable or even regenerative system is a thousand-mile journey, but it begins with the single steps taken by people like you and me.

— Shell Lin, C4N Cohort01



Changemakers
for Nature



CHANGEMAKERS
FOR NATURE

Just as each award symbolizes some of the world's precious ecosystems, the first cohort descend as an alum, like a unique, strong, and powerful tree in one of these ecosystems to encourage others, inspire others, and help others to survive and thrive on our precious planet.

After their graduation from the program, the Changemakers for Nature can continue to pursue their impact projects. Two participants have received the Impact Project Initiation Fund to bring their projects to more people and create a bigger impact. WildBound is also planning to invite some of the students to speak during a webinar series as part of a campaign for the UN Biodiversity Conference COP 15 in Kunming. Many of the participants from the first cohort have expressed a passion for joining future programs and campaigns. Tony Li, an MBA student from China Europe International Business School, has written in his essay that he would love to come back as a mentor for future Changemakers for Nature courses.

自然创变者 CHANGEMAKERS
FOR NATURE

Changemakers
for Nature

马子一
Ziyi Ma

在2020第一届自然创变者线上课程及影响力项目中获得
This is to award your outstanding achievement in the 2020 Changemaker for Nature program.

塞拉多热带草原奖
Cerrado Tropical Savannah Award

Through the Changemakers for Nature program, you have demonstrated a passion and interest in environmental protection, but just like the Cerrado, you need to get your voice heard for others to see all of your potential and sometimes hidden values, and protect this special upside down forest. You are a unique, precious and strong ecosystem!



林杉
Shell Lin

在2020第一届自然创变者线上课程及影响力项目中获得
This is to award your outstanding achievement in the 2020 Changemaker for Nature program.

亚马逊雨林奖
Amazon Rainforest Award

Just like the Amazon rainforest trees, through your impact project you have made an impression on many and demonstrated that you are strong, unique and have infinite value. As you move forward in your nature journey, stand your ground and continue to utilize your knowledge and resources to protect your irreplaceable value.



毕子昂
Chris Bi

在2020第一届自然创变者线上课程及影响力项目中获得
This is to award your outstanding achievement in the 2020 Changemaker for Nature program.

婆罗洲雨林奖
Borneo Rainforest Award

Through your impact project, you have demonstrated your potential, dedication and skill. As you move forward in your nature journey, utilize the knowledge and skills you have gained to join the efforts to save the tropical forests of Southeast Asia.



曾芸曦
Aimee Zeng

在2020第一届自然创变者线上课程及影响力项目中获得
This is to award your participation in the 2020 Changemaker for Nature program.

西双版纳热带雨林奖
Xishuangbanna Award

By participating in the Changemakers for Nature program, you have demonstrated your commitment and willingness to protect nature and be a positive agent for change. We hope you continue to be a voice for nature and we join hands together for collective action, for every effort counts!





Before you go, let's end this journey with a song recommended by Danyun Xiong, a Changemaker for Nature.

Will you be the **next** changemaker?

《山雀》- 万能青年旅店
自然赠予你
树冠 微风 肩头的暴雨
片刻后生成
平衡 忠诚 不息的身体
捕食饮水
清早眉间白云生
跳跃漫游
晚来拂面渤海风
朝霞化精灵
轻快 明亮 恒温的伴侣
她与你共存
违背 对抗 相同的命运

Click the computer icon below (PDF version) or scan the code (image version) to watch the video. Will you be the next changemaker?





AUTUMN

摄影 / EBERHARD GROSSGASTEIGER



Autumn

The harvest season of orange
and ginkgo fruit

The time when seed turns
into fruit,
and fruit turns back into
seed again

A collection of autumn leaves and berries is scattered on a light-colored, textured surface. The leaves are in various shades of yellow, orange, and brown, with some showing signs of decay. The berries are small, round, and dark brown, some still attached to thin, brown stems. The overall composition is a still life of natural elements, suggesting the theme of autumn and celebration.

**Sep.
2020**

**Celebration,
in the name of happiness**

Text / Ivy
Photography / Yemeng, Kiwi, Ivy

Seed | Intention

After Covid-19, we need to rethink our connection with self as well as with nature. They are interrelated. Taking care of oneself and future generations is also a way of taking care of the earth. "
--Jie Cao, Founder of Ji Si Fang

And this is what they do and believe:

- Good fabric and clothes are made to be loved, not to be wasted.
- Buy less, use more.
- Treat time with patience, respect natural cycles, befriend with nature and lead a sustainable life.





Ji Si Fang is a young local designer brand founded in Shanghai, with extensive experiences in natural fabric for over a decade, designs and offers products for sustainable and quality living.

2020 has been a challenging year for many businesses, retail being one of them. Meanwhile, the topic of happiness and wellbeing has never been so relevant and crucial in the time of adversary and uncertainty.

So on their 2nd anniversary, Ji Si Fang invited us to lead two workshops for their colleagues and customers respectively. In a more accurate way, their family and friends. To show gratitude for their love and support, and in return, help them to learn ways of self-care and care for our precious planet.



Planting the seed

The two workshops took place in Ji Si Fang's office and shop in Shanghai, probably the most beautiful workshops we have ever done. We were surrounded by beautiful items created by Ji Si Fang. And beauty from nature, flowers and autumn leaves collected nearby.





A special gift was prepared for the event, a collection of linen happiness coasters with happiness activities printed on them.

Happiness coaster designed and made by Ji Si Fang & WildBound photography / Michelle



From there, three aspects of happiness were introduced

- Self-care
- Care for others
- Care for nature

Going through the coasters one by one, happiness skills such as mindfulness, deep listening and reconnecting with nature were introduced and experienced with a range of games and activities.

Happiness and mindful eating



A participant said that he has been to many great restaurants and never thought that simply savouring a slice of orange would bring such fulfilment and gratitude.

With the help of speaking with open sentences, people who met for the first time were surprised to find themselves sharing from the heart in a deep and genuine way, such as their longings and aspirations.

For those who have worked together everyday for years, it was an opportunity to reconnect and see each other in a new lens, which brings the team closer.



Whether in a concrete jungle or the countryside, nature is everywhere. As our home, it is supposed to be familiar yet often feels strange to us. As all of us are children of nature, why not become a child again who likes playing in nature?

The journey is complete, but it never ends...

"We rarely think about how we relate to things around us. Working with WildBound, I can feel the gratitude they have towards nature and the world. I can see it in every one of them, that deep and genuine gratitude which generates kindness and greater care. The world needs to be treated kindly by us."

--Kiwi, Ji Si Fang





Big thanks and hugs to:
Kiwi
Jie Cao
Meng Ye
Everyone from Ji Si Fang
All the workshop participants
Beautiful autumn in Shanghai

感谢你们美好的存在 ☺

子悦



Sep. 2020



THSI Impact Week When I grow up

Text / Lynn
Photography / Yanan Guo

Changemakers for Nature come to campus!

From September 21 to September 25th, WildBound organized the Changemakers for Nature for Tsinghua International School (THSI) Impact Week. Guided by the Design Thinking model, WildBound called upon 13 facilitators to develop curriculums for each grade: Biodiversity in Beijing for 9th grade, the Amazon Rainforest for 10th grade, and Circular Economy for 11th grade. While the facilitators taught key knowledge points on the environmental issues of our times (outer sustainability), they also integrated self-care and personal wellness practices (inner sustainability) into their classrooms, including meditation, freewriting, and Gratitude Shower.

For deliverables at the end of the program, all students developed their own impact projects in small groups to demonstrate ways that they can help protect nature and the environment.





I learned about how Amazon rainforest relates to our life.
I learned about the supply chain of products and how they are related to deforestation.
I learned about big dreams could be changed from doing small things first.
I learned about how to share ideas bravely.
I learned about how to get over the conflict together.
I learned about nature.
I learned about myself.

—— A THSI 10th grader

Tracing supply chain through clay
photography / Yanan Guo



A nature treasure hunt
photography / Yanan Guo







• Changemakers for Nature Facilitators •



Songqiao Yao

Songqiao Yao is the founder of WildBound. Prior to founding Wildbound, Songqiao has gained her interdisciplinary and cross-cultural experience as a researcher, activist and entrepreneur working on global issues such as food, water and climate change. She has worked on China-EU, China-US projects on climate change and has consulted for agriculture and private sector development in Sierra Leone, Zimbabwe and Ethiopia.

Songqiao received her Mphil in Geography from Cambridge as a Gates Scholar, and her MBA from Oxford as the first Skoll Scholar from China. She graduated summa cum laude from Mount Holyoke College.



Ivy

As Chief Happiness Officer of WildBound, Ivy designs and facilitates transformative learning experience on happiness and wellbeing for students, educators and businesses. She also supports organisations moving towards a sustainable development paradigm by cultivating conditions for inner and outer sustainability.

She's participated the Right Livelihood programme at Schumacher College in collaboration with Gross National Happiness Centre Bhutan. She also holds a Masters in MA Innovation Management at Central Saint Martins, and MA Film and Television at University of Westminster.



Celyn Bricker

Celyn Bricker is an artist exploring technology, our relationship to nature, and also complex systems, as they exist both in the natural world and in human society. He explores these themes using both new technology and more traditional media. He is also co-founder of CELU studio, which aims to use art and design to both communicate and address environmental issues.

Celyn's artwork has been collected by the Royal Scottish Academy in the UK, and his collaborative piece AIMADE recently was accepted into the National Collection of Mexico.



Ying Liang

Co-founder of Shumi. After college, Ying stepped upon a volunteer opportunity at the Camphill community in India and had her first soulful experience with community work. When studying for her master's degree in peace studies at the Notre Dame University, she slowly mapped out what a peaceful world would look like, and acted on her excitement for Transformative Community, deepening her studies at Schumacher College as a student in economic restructuring.



Isabel Nepstad

Sustainable development expert, initiator of the Changemakers for Nature project. Born in the United States, Isabel grew up in the Amazon in Brazil. She is fluent in Chinese and has work experience in China that exceeds seven years. As an expert in the field of sustainability, she has managed projects in the business sector in a cross-cultural, multilingual environment, promoting sustainability in the soy, palm oil, and agricultural trade industries.

She is co-founder of the China-South America Sustainable Soy Trade Platform. She has led multiple groups of Chinese representatives to South America, Europe, and Indonesia to learn about sustainable production and sourcing. She graduated in 2012 from Mount Holyoke College in the US with BA in politics and Chinese.



Maria Souza

Maria Souza is a Social Ecologist and Educator. Maria holds a postgraduate in ecology and spirituality from Schumacher College and Trinity Saint David. Maria is the founder of the holistic learning organization Gaia Learning which designs and delivers environmental learning experiences worldwide. Originally from Brazil and now based in Shanghai, Maria has worked for 7 years in the Brazilian Amazon with the indigenous peoples and Conservation Units. Maria spoke at the 13th United Nations Permanent Forum for Indigenous Issues and participated together with Vice President Al Gore at the Climate Reality Leadership Corps Training. Maria has over 10 years of professional experience within the social-environmental industry and has worked across South America, Southern Africa, Europe, and South-East Asia.



Melanie Coerver

Melanie Coerver has over a decade of experience in writing environmental impact assessments, coordinating mitigation plans, and leading programs and policy reviews to make organizations more sustainable. She specializes in large infrastructure projects and making the urban environment more sustainable and resilient.

Prior to moving to Beijing, she served as the Climate and Sustainable Policy Lead for the Seattle Department of Transportation as well as a consultant for the remediation of major superfund sites throughout the Pacific Northwest. She has helped found two non-profit organizations and served as a board member for six. She is certified in the United States Green Building Council as a Leader in Energy and Environmental Design Accredited Professional (LEED-AP), and has state certifications for pollution control and cultural resource protection.



Alan

Alan graduated from Stanford and worked at a Y-Combinator-backed start-up and as a venture capital investor before he discovered his real passion in education. He has started Renaissance Education and Pure Play Club, trying to incorporate play-based learning in teaching students programming and 21-century skills. Alan is also trained in coaching, parent education, and has taught at international schools. He is excited to bring out technology's potential to serve human well-being and the resilience of the natural environment.





• Facilitators •



Chuan Fan

Chuan Fan is now working at Ellen MacArthur Foundation, promoting the theory and practice of circular economy in the education and design fields in China. Chuan loves to build relationships between humans and nature. She worked to plan environmental education, cultural adaptation, and charitable communication projects. Chuan is concerned about the impact daily consumption has on the environment and society, and through supporting local eco-friendly farms and stores to vote for a better community.



Dian Song

Dian would rather call himself an engineer with artistic pursuit, having worked for 7 years exploring technological innovation and human-computer interaction. From the "Self-creator" movement in 2012 to the "Everyone is entrepreneur, anyone can innovate" in 2015, Dian has witnessed its rise and fall. He also took a leap to become part of the movement in 2016 and founded the first Fablab in Beijing. From 2017 to 2019, he was a designer and project development manager at K1ND, the Technology & Innovation department under Ogilvy & Mather.



Jessy

After graduating from the Chinese University of Hong Kong, Jessy got to know WildBound during the pandemic, and the encounter prompted her to rethink the relationship between humans and nature. She participated in an online ecological wisdom course on immersive happiness. Together with the "WildBound Happiness Squad", she learned about happiness using hands, body, and heart; she supported the execution and communication of the "2020 WildBound Nature Poetry Month", traveling around the globe through poetry.



Lynn

Lynn is the Gardener of WildBound, supporting the design and maintenance of the education content. Lynn has participated in designing and facilitating the Changemakers for Nature online course, the experiential learning program for BDFZ, and the sustainability consulting project for UTC. She graduated from Mount Holyoke College as an environmental studies major, with communication and studio art minors. During her college years, she volunteered off-campus at an adult learning program at Valley Opportunity Center, Chicopee.



Chen Liu

Chief Story-teller of WildBound

• Special Guests •



Daniel Nepstad

Dr. Nepstad, President and Founder of Earth Innovation Institute, has worked in the Brazilian Amazon for more than 30 years, publishing more than 160 papers and books on the ecological processes, frontier dynamics, and public policies that are shaping the region. In 2010, he extended his work to Peru, Colombia, and Indonesia. A world authority on REDD and low-emission rural development (LED-R), he was previously Senior Scientist at Woods Hole Research Center, Chief Program Officer of Environmental Conservation at the Gordon and Betty Moore Foundation, and a Lecturer at Yale University. Dan co-founded the Amazon Environmental Research Institute (IPAM) in 1995, Aliança da Terra in 2004, and was a founding board member of the Round Table for Responsible Soy (RTRS) in 2005 and INOBU (Indonesia) in 2015.



Terry Townshend

With a background in environmental law and wildlife conservation, Terry has held leadership positions at Globe International as well as the UK government (Defra). He was lead author of the inaugural, now annual, Globe Climate Legislation Study, examining climate-related legislation in 100 countries. Since 2010, he has been based in Beijing, initially as an advisor to the Chinese government on the drafting of a General Law on Climate Change. In recent years, Terry has focused on his passion, wildlife conservation creating the "Birding Beijing" website and an innovative community-based program which tracks many of Beijing's iconic birds. He has worked on projects to help save some of China's most endangered birds from extinction, as well as wildlife conservation projects focusing on the Snow Leopard.



Jian Wan

Wanjian has 12 years of experience in the sustainable management of agricultural and forestry products and global green value chain management. She joined RSPO in 2019 and is now mainly responsible for stakeholder communication and cooperation, working with governments, non-profit organizations, associations, and leading corporations to promote multi-lateral development of sustainable palm oil in China.





Impact Festival

At the end of the week, all three grades came together to display their impact projects at the Impact Festival. The 11th class designed their own swap market to promote the concept of circular economy and recycling. Another group from 9th grade re-designed the school campus to include mechanisms that would attract more biodiversity such as bird species to the school campus. Students used multi-media channels, from creating murals in their schools to developing videos, to raise awareness of the issues on social media.







Impact Project



Nature for Youth Rap

The song that you are about to listen to is called *Plastic Tuesday*, written by THSI 9th-grader Rafa, beat from NF.

Plastic Tuesday - Rafa, 9th Grade THSI

now a lot of things I been through
我见证也经历了许多事
People changing up the world but it ain't you
有些人实际改变了世界
Hope is never gonna come, gotta work with the goals
而你还在毫无意义的希望
Spend a lot time on it know it's so true
希望只是希望而行动才能达成目标
So now it's time that we bout to take action
让我们一起采取行动来做出影响

Now we gonna focus on these little plastic
减少塑料使用则是我们的期望
You know it damaging hard, nature's breaking apart
塑料的存在足以摧毁大自然
Time to stop it, we bout to save our planet(Woo!)
是时候行动来拯救我们共同的家

Ocean, why is plastic always floating on the ocean
塑料垃圾在海洋上是那么普遍
Everybody contribute a little proportion
承载着每个人都逃不掉的责任
Dead bodies always hurting my emotions
物种被迫害而我的心在滴血
Payin money like we're purchasing indulgence
金钱真的能解决问题吗
Aw really? I don't know
我想不是这样的

But we're definitely rude and we're damaging the planet
地球无时无刻在容忍着我们的粗鲁
All the plastic pollutions caused by human beings
随处可见被抛弃的塑料垃圾
Are the same like we were breaking our home
人类是在破坏自己的家园
Have you ever thought about why it was claimed as a tragedy
可曾想过塑料为何被称为悲剧
How does it connect to myself independently
可我却只能看着我们的家园被破坏
Nobody listening
可是又有谁在在乎呢

My happiest memory from Impact Week is when my group was presenting on stage and my song was playing to the entire audience.
——Rafa, 9th Grade THSI

People on their phone watching Tik Tok happily
人们希望自己的家园会好起来
Talking about SUV, how about some SDG
可他们只是在希望
Nobody ever show me their tendency
又有谁会正真的做出这一步
Global issues we beat 'em like our enemies
保护我们的家园是我们的职责
Always together no things we can never beat
我们需要所有人一起努力

When I grow up, I just wanna end plasticity
当我长大, 我希望人们真正努力
Mother land, be what it should of be
让本该无污染的地球露出真面目
When I grow up, I just wanna fill it with beauty
当我长大, 我希望家园变得美丽
Nature, no more recovery
大自然无需继续对抗污染

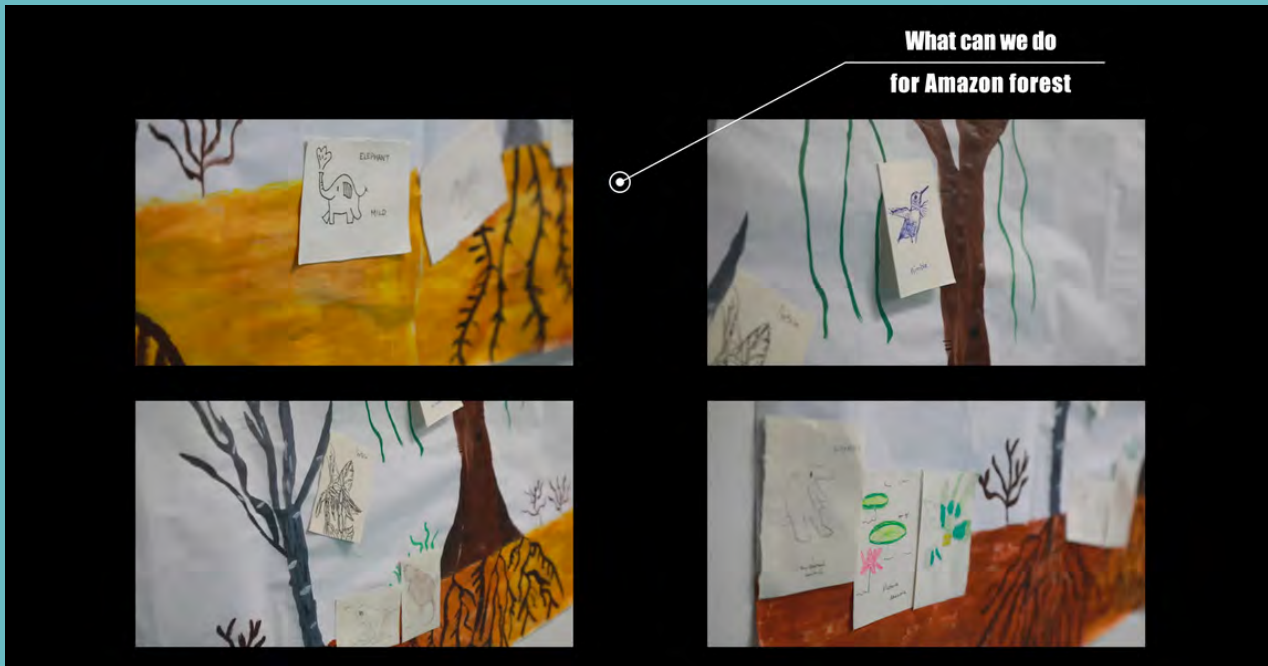
When I grow up, I don't wanna waste plastic
当我长大, 我希望塑料不是危机
Credit card, please get out of me
人们健康不再受到危害
When I grow up, Not gonna waste all the 70
当我长大, 物种们不再受到迫害
Fully, Use it entirely
塑料不再是任何问题
When I grow up
当我长大, 让我们一起行动



We filmed the week at THSI and made a video. Please plug in your headphones, click the computer screen on the right (PDF version), or scan the QR code (Image version), and listen to the talented Rafa rapping Plastic Tuesday.



Impact Project



Impact Project

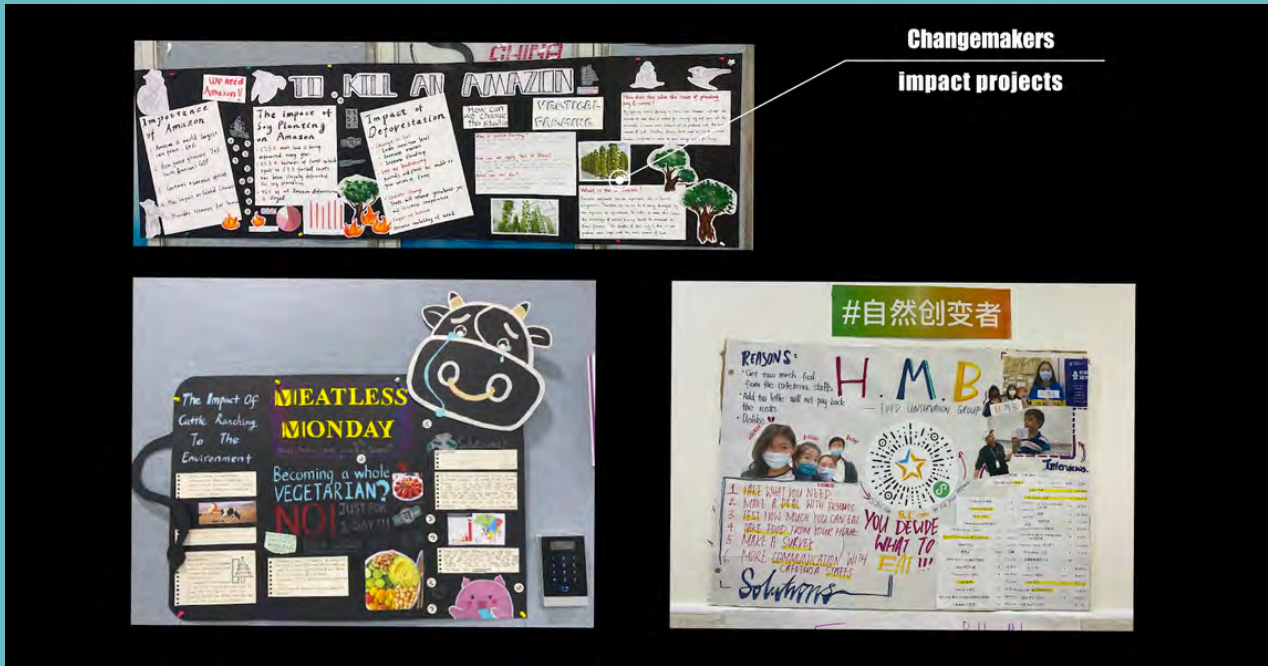
How to build
an ecological campus for birds



Changemakers
impact projects



Impact Project





WHY

Why are we doing this?

- We want to introduce the Changemakers for Nature toolbox and spirit to more schools, educators, and youth;
- We want to introduce the methodology and practices of "zero to one" to more young people;
- We want to build a "sustainable forest", connecting experts, social workers, educators, artists, and practitioners who share resources and search for solutions together;
- We want to gather collective effort and wisdom in coming up with an open-source Changemakers for Nature Educator's Guide;
- This world needs a fun and interactive curriculum that raises students' awareness in terms of social and environmental issues;
- This world needs schools to integrate inner and outer sustainability into their education to cultivate future citizens who are holistically well-educated;
- This world needs a special task force of educators who are committed to collaborating with students who are full of dreams and ambitions to create and change in this world.

ROSE

Beautiful Moments of Blooming Roses

I led a sharing exercise called Rose, Bud, and Thorn, during which I practised deep listening. After that experience, many students also started to listen more carefully while others were speaking. I am grateful for their genuine sharing of true feelings, and I also made sure they understand that different viewpoints are welcomed in my classroom. After meditation every day, I would lead Rose, Bud, and Thorn, and gradually there were fewer and fewer thorns.

— *Ivy, Changemakers for Nature Facilitator*

Sustainable development and the Amazon Rainforest are both of great importance, but what's more important is discovering and digging everyone's potential, personality and dreams. I know for students from 10th Grade White Class, deep down in their hearts, some want to become a toy designer, some want to become a mental health counsellor, some want to design games, some want to make money, some want to live a good life with their partner, some want freedom, and some wrote down "utopia". I listened to everyone's imagination, experience, understanding, and wisdom of this world, how they understand nature, what nature means to them, their nature stories, things that they are proud of, and how they want to be remembered. I am proud of you.

— *Chen Liu, Changemakers for Nature Facilitator*

I remember everyone was very happy on the last day when we were making posters and preparing for the presentations on stage. I saw everyone was working towards one goal, and that scene moved me greatly and will always stay with me.

— *Jerry, 10th Grade THSI*



10th Grade White Class's Dragon Dreams
Photography by Chen Liu



MMVW promotes vegetarian meals for lunch
Photography / Tiger Lee, 10th-Grader, THSI

BUD

Budding Flowers

Launching Meatless Monday Veggie Wednesday to promote vegetarian meals at school

Jerry, a 10th-grader who participated in the Meatless Monday Veggie Wednesday (MMVW) campaign commented on how Impact Week had brought a shift of perspective to THSI, "On the school level, I believe almost all my classmates now are aware of the environmental issues of our day, and how they connect to us personally. That's the reason why, after WildBound's work at our school, the self-organized MMVW initiative to promote vegetarian lunch has received sweeping support from faculties and students alike. On the personal level, WildBound has planted a seed of nature in my heart which has an impact on my actions.

Asia Youth Sustainable Palm Oil Summit

Changemakers for Nature participated in the Asia Youth Sustainable Palm Oil Summit that was held online on October 24th together with over 400 participants from across Asia to share ideas and best practices. Karl from THSI's 10th-grade class shared the topics covered during THSI impact week including palm oil supply chains, deforestation, and sustainable consumption, as well as the impact projects and solutions the students came up with to address these issues.

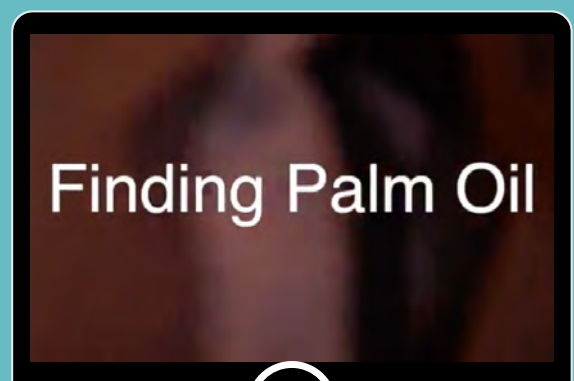
Tiger from the 10th-grade white class made a video to raise awareness on biodiversity and forest protection for forest-friendly supply chains including palm oil. Considering palm oil is in over 50% of all supermarket products, it is a hidden commodity. Tiger investigated the use of palm oil in his daily life and in the supermarket to give others more understanding of how people consume palm oil in different everyday products.

RSPO

Asian Youth for Sustainable Palm Oil Summit



Click the computer icon on the right (PDF version), or scan the QR code (Image version) to watch the video about the widespread usage of palm oil in China, created by THSI 10th-grader Tiger Lee for the summit.





Thank you to all the students for experiencing and creating during this journey of change-making for nature with us.

Thank you to all the facilitators and teaching assistants who wholeheartedly passed on knowledge, support, and love.

Thank you to THSI for your support from start to end.

Together we planted into everyone's heart a seed of a world that is more sustainable inside and out.

Every one of our students is a beautiful and genuine life, and we are so proud of you.





United Nations
Educational, Scientific and
Cultural Organization

Oct.
2020



南京和平论坛
NANJING PEACE FORUM

你上一次的深

When was the last



The 2020 Nanjing Peace Forum

Building a connection with nature and sowing the seeds of peace

Text / Songqiao Yao
Photography / Nanjing Peace Forum

Sowing the seeds of peace

Jointly hosted by UNESCO and the Nanjing Municipal Government, the 2020 Nanjing Peace Forum opened with the theme of "building a comprehensive, diversified and lasting vision of peace" on October 24, 2020, the 75th "United Nations Day". WildBound's founder Songqiao Yao was invited to speak at the forum.

At the opening ceremony, the hosts launched the forum by "sowing the seeds of peace", which represents the concept, "let the seeds of peace take root in the hearts of the people around the world and let the planet where we live together grow one peaceful forest after another".





United Nations
Educational, Scientific and
Cultural Organization



南京和平论坛
NANJING PEACE FORUM

资源保护与 可持续发展

RESOURCE CONSERVATION AND SUSTAINABLE DEVELOPMENT

资源约束趋紧、环境污染危害、生态系统退化将带来世界性灾难。应对气候变化，守护生物多样性，提高能源利用效率……世界青年的责任担当！

创造生态和平，不仅仅是保障人类赖以生存的物质基础，也是社会和谐与个体心灵和谐的必要条件。唯有在可持续发展的生态环境中，和平森林才能生根发芽，葱郁繁茂。

自然创变者 CHANGEMAKERS FOR NATURE RAISE PUBLIC AWARENESS PROTECTING GLOBAL BIODIVERSITY

全球生物多样性危机 GLOBAL BIODIVERSITY CRISIS

- 过去50年中，野生动植物的种群数量下降了40%，目前全球物种灭绝速度是自然灭绝速度的1000倍。
- 中国是世界上生物多样性丧失最严重的国家之一，也是世界上生物多样性保护投入最多的国家。



自然创变者 CHANGEMAKERS FOR NATURE

- 创新性可持续发展教育机构——自然创变者，通过发起“自然创变者”项目，通过为青少年提供知识、技能和领导力，帮助他们成为生物多样性保护的倡导者。
- 项目旨在：通过线上课程和线下工作坊，提高青少年的生物多样性保护意识，培养他们的领导力，并鼓励他们成为生物多样性保护的倡导者。



项目概述

项目旨在通过线上课程和线下工作坊，提高青少年的生物多样性保护意识，培养他们的领导力，并鼓励他们成为生物多样性保护的倡导者。

成果

项目取得了显著成果，包括：

- 举办了100多场线下工作坊
- 培养了1000多名青少年领导者
- 发起了1000多个生物多样性保护项目

中南屏野生动物保护 CHINA WILDLIFE CONSERVATION CASE

项目概述

项目旨在通过线上课程和线下工作坊，提高青少年的生物多样性保护意识，培养他们的领导力，并鼓励他们成为生物多样性保护的倡导者。

解决方案

项目通过线上课程和线下工作坊，提高青少年的生物多样性保护意识，培养他们的领导力，并鼓励他们成为生物多样性保护的倡导者。

教育资讯

项目取得了显著成果，包括：

- 举办了100多场线下工作坊
- 培养了1000多名青少年领导者
- 发起了1000多个生物多样性保护项目

Connect with nature and let peace sprout

The title of Songqiao's speech at the conference was "Connect with Nature, Let Peace Sprout", and she started with the connection between the natural environment and peace:

Antarctica is the only place in the world that does not belong to any country, and all activities in Antarctica must be for the purpose of peace and science, which is guaranteed by the Antarctic Treaty System; regions in the upper and lower reaches of rivers share the same roots, but often come into disputes over their own interests. Conflicts caused by the natural environment, as well as the destruction of peace due to severed ties between us and nature, have frequently occurred in the world.

WildBound's mission is to rebuild humans' connection with themselves, others, and nature, so as to better support the seeds of peace to germinate and grow.

Both nature education and peace education are dedicated to watering the seeds in people's hearts, so that peace can affect those around them like ripples. WildBound advocates three major kinds of care and love (for ourselves, for others, and for nature), and only when we truly understand the meaning of peace can we resolve the current conflicts between humanity and nature.



你上一次的深度自然体验是什么时候？

When was the last time you had a deep nature experience?



2020.10.25



互动讨论 Discussion

汪星宇

Wang Xingyu

陈一梅

Chen Yimei

姚松乔

Yao Songqiao

黄泓翔

Huang Hongxiang

邹笑梅

Zou Xiaomei



Nanjing
Peace Forum 2020
南京和平论坛

2020.10.25

Two video clips by WildBound were played at the opening ceremony of the Peace Forum, one on Changemakers for Nature's opening ceremony in August 2020 and the other on Changemaking for Nature - Impact Week at Tsinghua International High School, which was simultaneously displayed at the Asian Youth for Sustainable Palm Oil Summit. Together these two clips convey the power and voice of young people.



Click on the laptop screen (PDF version) or scan the QR code (image version) to watch the clips.



Building a sustainable forest together

This year's Nanjing Peace Forum invited many young activists and creators to share their stories and practices. At the same time, the forum's design and communication both use the metaphor of "forest of peace", bringing nature into the forum venue. As WildBound always mentions, diversity makes us more powerful, just as it does with nature; like trees in a forest, mutual support makes us more powerful.

WildBound and our scientists, artists, activists, and youth partners are also building a "sustainable" forest. Peace is not the same as plain and homogeneous. Peace can be prosperous and diverse. In the future years of the Nanjing Peace Forum, we look forward to meeting more practitioners from different disciplines who can learn from and support each other and who will protect the forest of peace together!



ROSE

Beautiful Moments of Blooming Roses

Nanjing has really charmed me. Sharing Changemakers for Nature at the Nanjing Peace Forum jointly hosted by the city of Nanjing and UNESCO, supporting and being supported by friends, and re-establishing humans' connection with themselves, others, and nature; celebrating the United Nations' birthday, climbing heights on Double Ninth Festival, and climbing a tree late at night.

I was really amazed by the creativity and vision of the Peace Forum. I look forward to Nanjing becoming the world's capital of peace and hope that WildBound can make its own share of contribution!

— *Songqiao Yao, Founder of WildBound*

The exploration this time was about people. What the speakers brought was the power of creating with their heart, hands, and feet. In these sincere, enthusiastic, and intelligent people, I have discovered that, beyond its literal and practical definition, peace means something deeper. This is not an understanding brought by presentations on grand topics or any discussion of a specific case, but directly enlightened and inspired by the speakers' own actions.

After the discussions on peace, everyone was digging deep into and reflecting on their work, and tried to understand each other through in-depth exchanges and connections. No matter what work or project they are doing, in their heart there is a world that is vast, free, tolerant and accepting, reflective and creative, willing to share and discuss, and, therefore, more peaceful. That's what's most valuable and precious.

What we seek is also an organic and sustainable ecosystem like nature, something like a big net that can connect the world while holding us steady.

— *Chen Liu, Chief Story-teller of WildBound*





**A big thank-you to the hosts for their meticulous organization,
To everyone who share their stories with sincerity,
To WildBound and its friends.**

**We look forward to creating more connections with Nanjing,
And sowing more seeds of peace
As we connect with nature.**



WINTER

摄影 / EBERHARD GROSSGASTEIGER





Winter,
Still on adventures in the city

Like migratory birds,
Flying to the south.
Wrapping ourselves with
mindfulness,
We melt,
Open,
and Flow.

A group of people, including a man in a white shirt and a woman in a light-colored jacket, are walking through a forest. The trees have sparse green and yellow leaves, suggesting an autumn setting. The ground is covered with fallen leaves. The overall atmosphere is serene and natural.

Nov. 2020

The Affiliated High School of Peking University

So we walked home chatting,
and happened to catch a splendid sunset glow

Text / Yanan Guo
Photography / Yanan Guo

Adventure of Beijing's Nature in Winter

Last year, we went to Bhutan to learn the secret of happiness with students from the Affiliated High School of Peking University. This year, we took them to the outskirts of Beijing for an 8-day adventure of the city's nature.

Using hand-brain-heart experiential learning design, we started with the farmers' market and low-carbon exhibitions in Beijing, where students learned about food and the place we inhabit through a scavenger hunt. The first-hand experiential learning opened up the connection between the city and nature in their minds.





• Instructors •



Songqiao Yao

Songqiao Yao is the founder of WildBound. Prior to founding Wildbound, Songqiao has gained her interdisciplinary and cross-cultural experience as a researcher, activist and entrepreneur working on global issues such as food, water and climate change. She has worked on China-EU, China-US projects on climate change and has consulted for agriculture and private sector development in Sierra Leone, Zimbabwe and Ethiopia.

Songqiao received her Mphil in Geography from Cambridge as a Gates Scholar, and her MBA from Oxford as the first Skoll Scholar from China. She graduated summa cum laude from Mount Holyoke College.



Ivy

As Chief Happiness Officer of WildBound, Ivy designs and facilitates transformative learning experience on happiness and wellbeing for students, educators and businesses. She also supports organisations moving towards a sustainable development paradigm by cultivating conditions for inner and outer sustainability.

She's participated the Right Livelihood programme at Schumacher College in collaboration with Gross National Happiness Centre Bhutan. She also holds a Masters in MA Innovation Management at Central Saint Martins, and MA Film and Television at University of Westminster.



Liping Jia

One of the first Seeded Educators and Master Educators of Leave No Trace (LNT) in Mainland China, Liping is a member of Friends of Nature's LNT Team and has trained more than 900 Seeded Educators. He has been promoting LNT since 2011 and has shared it with more than ten thousand people. His other roles include AHA-HS instructor, trainer of nature experience facilitators, outdoor leader, educator of Joysteper Nature Education Institute, instructor of Lvye Rescue Union, and permanent member of Friends of Nature. Liping wanders the wilderness and promotes LNT and nature experience education in collaboration with nature education institutions, schools, nature reservation parks, tourist attractions, communities, outdoor clubs, and rescue teams.



Gao Heran

Graduated from Beijing Foreign Studies University majored in Finnish Language, Gao took a M.A degree of Finnish Language and Culture from Helsinki University in Finland. Gao's been working in various environmental fields from NGO campaign for river conservation, environmental policy research, green investment in private sectors and after becoming a mother, she's been focusing in nature education. Settled in the mountainous Beijing in a rural zero-waste community, Gao is the founder of Earth Village Nature School, a rural-based environmental education program. Partnering with domestic and international education organization.







Hiking, birding, and working in the fields at Phoenix Hills Commune helped us open up to nature and explore ourselves as well as others.

Nature Solo

When trekking in Phoenix Hills, we each walked a small portion of the trail in solitary. On this short adventure, our only companions were the plants around us, and we could hear our own breaths, footsteps on fallen leaves, and crows of the forest. So quiet that between heaven and earth there were only ourselves and nature.

Picking up trash

When we were bird watching, some students took the initiative to pick up trash, and this quickly spread to the group. We picked up all the plastic bottles and styrofoam that we saw on the road.



EXPLORE SELF
EXPLORE OTHERS

凤头鸕鷀



普通鸕鷀



棕头鸦雀



赤麻鸭



苍鹭



观鸟手记

WildBound



Tips：观鸟地点：北京沙河。凤头鸕鷀(pì)鸕鷀(tī)：夏候鸟，游禽，鸕鷀里最大最漂亮的。

普通鸕鷀(lú)鸕鷀(cí)：留鸟，食鱼，南方常见，被驯养来捕鱼，后因捕捉和环境破坏，野生种群已变稀少。



Finally, we came to the hands-on part. Students built a playground for small animals from scratch, realizing their ecological vision with their hands.





Zero Waste Village - Xinzhuang

After the hand-brain-heart experience, the last destination on our adventure was Xinzhuang, a zero-waste village in Beijing. Here we saw a variety of lifestyles and were able to have an in-depth exchange with students of Nanshan Waldorf School, who guided us to reflect on sustainability practices that we could be doing in daily life. This was the perfect ending to the expedition.

ZERO WASTE







© Pamphlet of ELP Changemakers for Nature of the Affiliated High School of Peking University

Bonfire and paper notes

Our project culminated in a celebration of our learning. What could be more fitting than bonfire and camping?

Before sunset, led by Shanlang, students set up their tents and got their sleeping pads, sleeping bags, and other necessities for the night.

With experience from Phoenix Hills Commune, it didn't take us long to start the bonfire. One after another, students from Nanshan Waldorf School and artists from the village also joined us. Some chorus and freestyle singing really pumped life into the party.

On the last morning of the camp, we took a moment to sit down and write a small note for every student and instructor who spent this week making changes for nature with us. Before we left, we also drew a long scroll together. Guided by some of the instructors, we drew on top of each other's creation and finally ended up with a visual summary of what we learned this week.





WHY

Why are we doing this?

The world needs people who speak for nature, and it needs us to guide young people with love and companionship. Happiness and sustainable education for the next generation is one of the most important tasks of our time. Urbanization has gradually separated children from nature. But humans have always been part of the natural world. If we slowly lose the close connection with it, we won't be whole, nor will the next generation have a healthy and sound upbringing, which will have a profound impact on both the development of society and the sustainable development of the earth and the environment.

If we want to live better and longer on earth, we need to bring more children back into to the embrace of nature.





ROSE

Beautiful Moments of Blooming Roses

In the afternoon discussions of selected topics, our ideas really collided and sparked, giving us so much inspiration. Everyone had their own ideas, and we all actively, seriously participated in the discussions. The most exciting thing for me was home visits with friends from Nanshan Waldorf School. I stayed with Ruoshui's family. She shared many photos and anecdotes with us, and told us about her experience of going to school when she was a child, about topics she was studying, projects she had designed, and all her performances and trips... Ruohui's mother was so kind to prepare hot water for us so that we could have a foot bath, which made me feel super warm and happy in my body and heart throughout the night.

— *Runyi Wang, student at the Affiliated High School of Peking University*

Although I have participated in several "Youth Conferences" before, I feel that my experience was completely different this time. Although this event might be the shortest in terms of time, it was full of meaningful content. It's probably also because it was organized by the WildBound team. If the conferences in previous years were a kind of exchanges between different people, this time it was a real intellectual collision with other people that produced a lot of sparks.

Our group's topic was "light pollution and dark sky preservation." I'm not exaggerating when I say that, the moment the WildBound team showed that PowerPoint slide, they were the first thing that struck my mind. During the epidemic at the beginning of this year, I felt the severe scarcity of dark sky in cities today and the difficulty of finding a clear sky. Although the issues of light pollution and dark sky preservation have not received much attention, I believe that anyone who witnesses a starry night with their own eyes will be shocked by the power of nature.

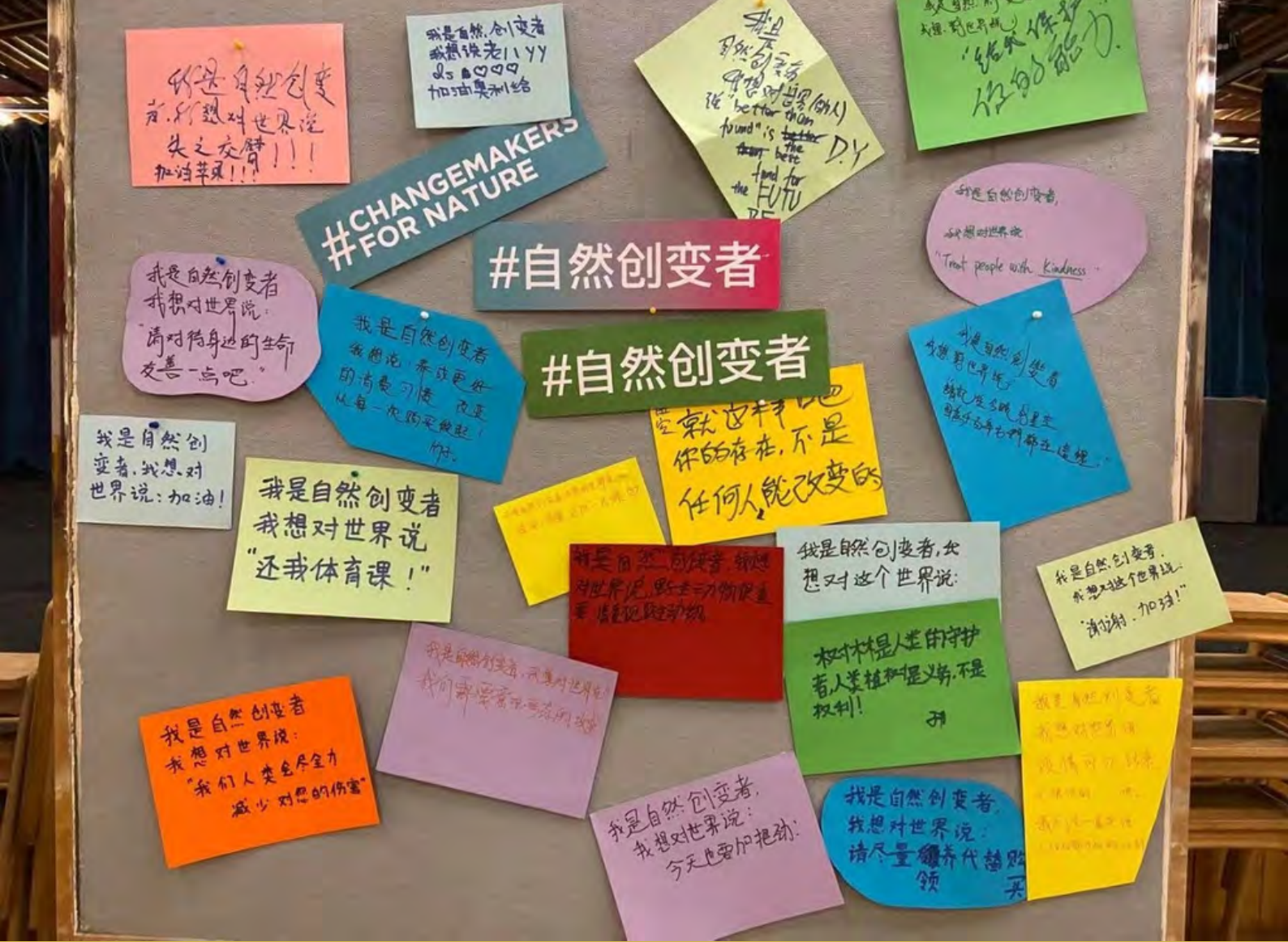
— *Fuheng Nan, student at Nanshan Waldorf School*

I was most happy to welcome the students from the Affiliated High School of Peking University here at Xinzhuang! Happy experience, happy communication, happy adoption! The whole village was so happy!

— *Heran Gao*







BUD

Budding Flowers

I think WildBound has brought me a lot of energy and makes me full of motivation and hope, to explore the world and do what I like (even if it is rarely recognized in this society). It gives me the motivation to move forward. What was most impressive to me was the changes in my views on nature. I was not someone who would think of natural and human as equals, reflect on it, feel nature with my heart, lightly step on the ground and the leaves under my feet, and feel grateful to nature.

My biggest surprise was the band performance and the bonfire party. I saw students from Nanshan shining and blooming with their true selves. They brought us wonderful songs and dances in a very relaxed manner. Everyone was super awesome, radiating their own light. Through all this experience, I felt the special education philosophy and methods of Nanshan School, and I also sensed their openness and cheerfulness during our exchanges. Every Nanshan student that I met has their unique qualities, and every one of them has their own personality and strength, always shining! I hope I will have more opportunities to get to know students in Nanshan in the future~

— Runyi Wang, student at the Affiliated High School of Peking University

I really like "Changemakers for Nature". A few years ago, when I was in junior high school, Songqiao and Yifan came to speak our school. One of my biggest impressions from their speech was the fact that, because of global warming, glaciers that have been there for billions of years are now melting and polar bears will soon have no home. Perhaps this sowed a seed in me, and I began to unconsciously pay attention to the changes on earth every day and the role humans play in them.

I saw so many similar people gathering together for different goals, out of their love for the world, to protect and change. We have all been looking for each other. This summer, a friend of mine passed away. I want to protect those who are still living in the world.

— Zixuan Peng, student at Nanshan Waldorf School

My story with nature

The first thing that came to mind is the stories of encountering nature while I was traveling. Once I went to Inner Mongolia with my mother and a friend. I remember that in a huge wetland park, we walked into a small grove. The air inside the grove was moist, as if we had entered the forest of a fairy tale, with wooden cabins and dewy grass.

I felt this dreamy atmosphere with my heart. I heard the chirping of birds and insects with my ears. As I walked, I saw a lot of fresh mushrooms under the trees. This was the first time I ever saw little mushrooms growing free in the wilderness. I think that was a precious moment. It makes me so extraordinarily happy to explore new things in nature.

— Zixuan Peng, student at Nanshan Waldorf School







**During our eight days together,
Not only did we explore outwards in the nature,
But we also explored inwards and examined our inner world.**

**When we regained our connection with nature, we also
rediscovered ourselves through reflections, practices, and
experiences. We created a unique experience with knowledge,
warm hearts, and the power of nature.**

Thank you to everyone who participated in the journey.



WILDBOUND
SPACESHIP
GUOZIJIAN 18

ARRIVE@7
DINNER@7:30

11.26

EARTH'S
GIVING
DINNER



Nov. 2020

Earthgiving Dinner

Text / Yanan Guo
Photography / Yanan Guo

This is a gathering planned in 24 hours. To continue our Christmas dinner tradition, inaugurated last year, we decided to gather on Thanksgiving Day and celebrate an early Christmas. Everything was planned within 24 hours. We named this dinner "Earthgiving Dinner", taking it as an opportunity to say thank-you to Earth, the place we inhabit. Earth appreciation was the purpose of this ceremony of celebration and connection.

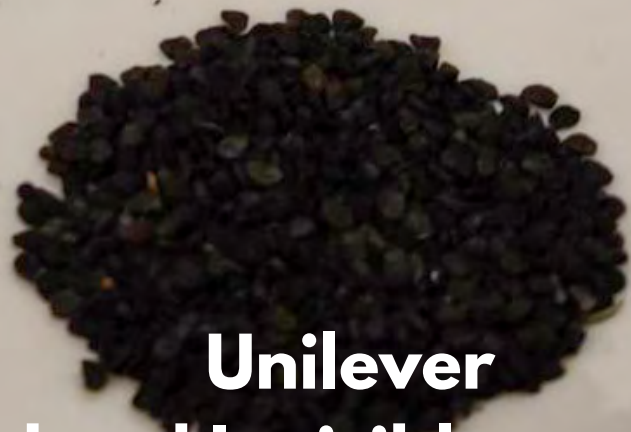
Then we invited Changemakers for Nature from Tsinghua International School High School and the Affiliated High School of Peking University. Everyone quickly responded and agreed to come. On this winter night, with roasted vegetables, sweet soup, and vegetarian pizzas, we gathered at Guozijian. We made a circle for ice-breaking and expressed our gratitude, just like a meeting of the Order of the Phoenix. In a small, warm, crowded living room, we spoke loudly about our dreams and felt so happy.





Gathering in the living room and speaking about our dreams, we crossed the age differences: at that time, we were not people in their teens, 20s, or 30s; we were just souls that gleam when we dream.

Dec.
2020



Unilever
- An Orchard Invisible

Text / Ivy
Photography / Unilever

Seed | Intention

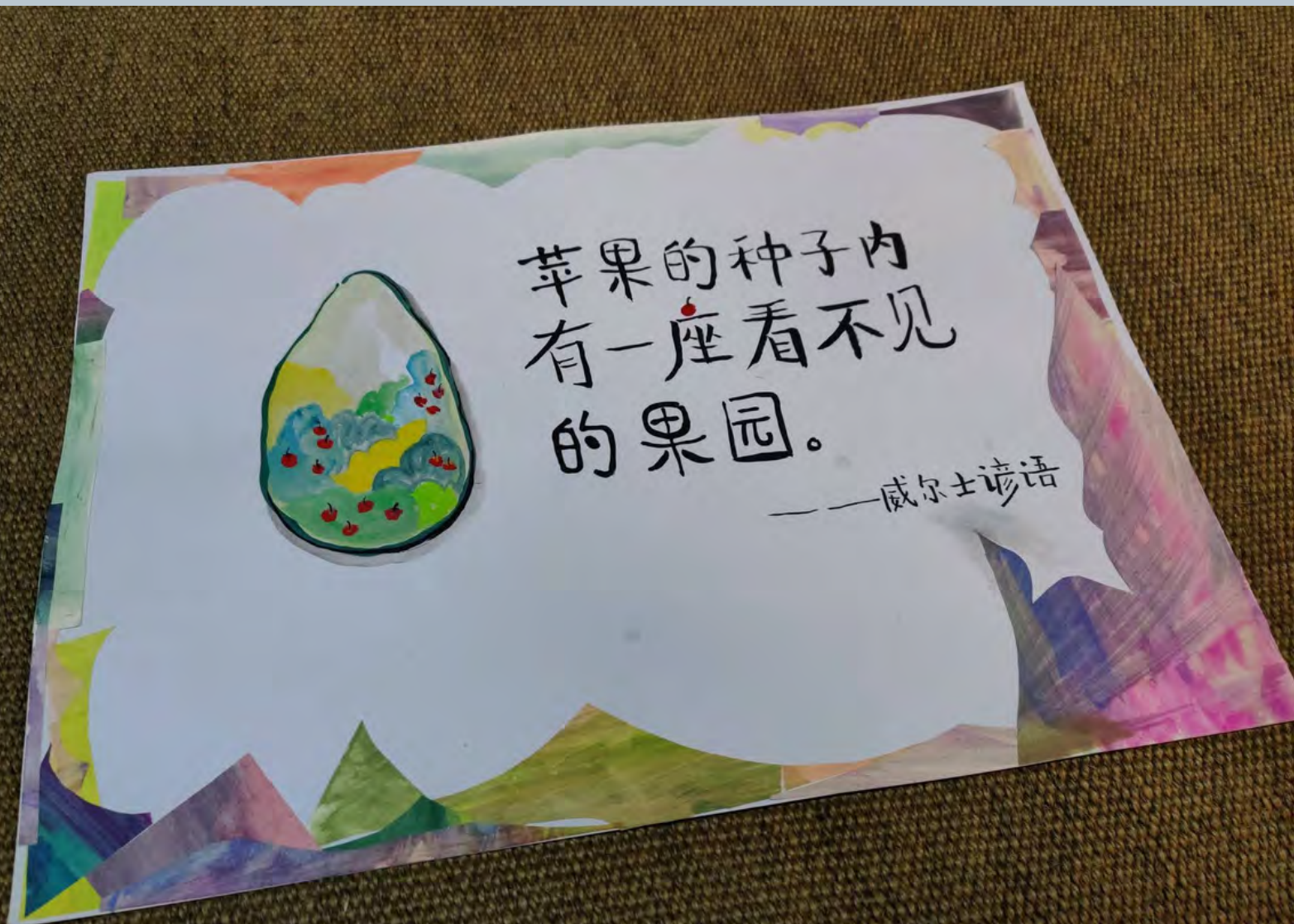
How to find one's inner strength and mission?

How to learn and grow in a better way?

How to realise our greater potential?

These are the big questions asked by Unilever since the beginning of the project. And behind these questions lies a bigger mission of making sustainable living commonplace that Unilever is committed to.

Like an orchard is hidden in the tiny seed in the heart of an apple, we ask ourselves, what kind of seed would grow into a new norm called sustainability?



We pick three seeds to start with.

The seed of mindfulness that is key to self-care;

The seed of deep listening that is key to cultivating a meaningful connection with people;

The seed of gratitude that is key to reconnecting us with nature.

These are three fundamental skills that one can learn and practice to make a huge difference in happiness and wellbeing on both individual and organisational levels. And these people will be motivated to create a more sustainable life, culture, product and business.

This is the approach that we believe will create a truly sustainable now and future.

A seed hidden in the heart of an apple is an orchard invisible.
— Welsh proverb





Planting the seed

One step at a time. We start small with a 4-hour introductory workshop.

We bring real seeds to the workshop for participants to observe, smell, touch and feel.

When each seed/happiness skill is presented, the participants hold a particular seed in their hands and practice the following steps

- Understanding what it is, the theory and research behind each happiness skill
- Trying games and various exercises as a way to plant the seed and learning how to cultivate that specific skill
- Learning about the impact of each skill by seeing seed growing into a tree given the time and effort needed

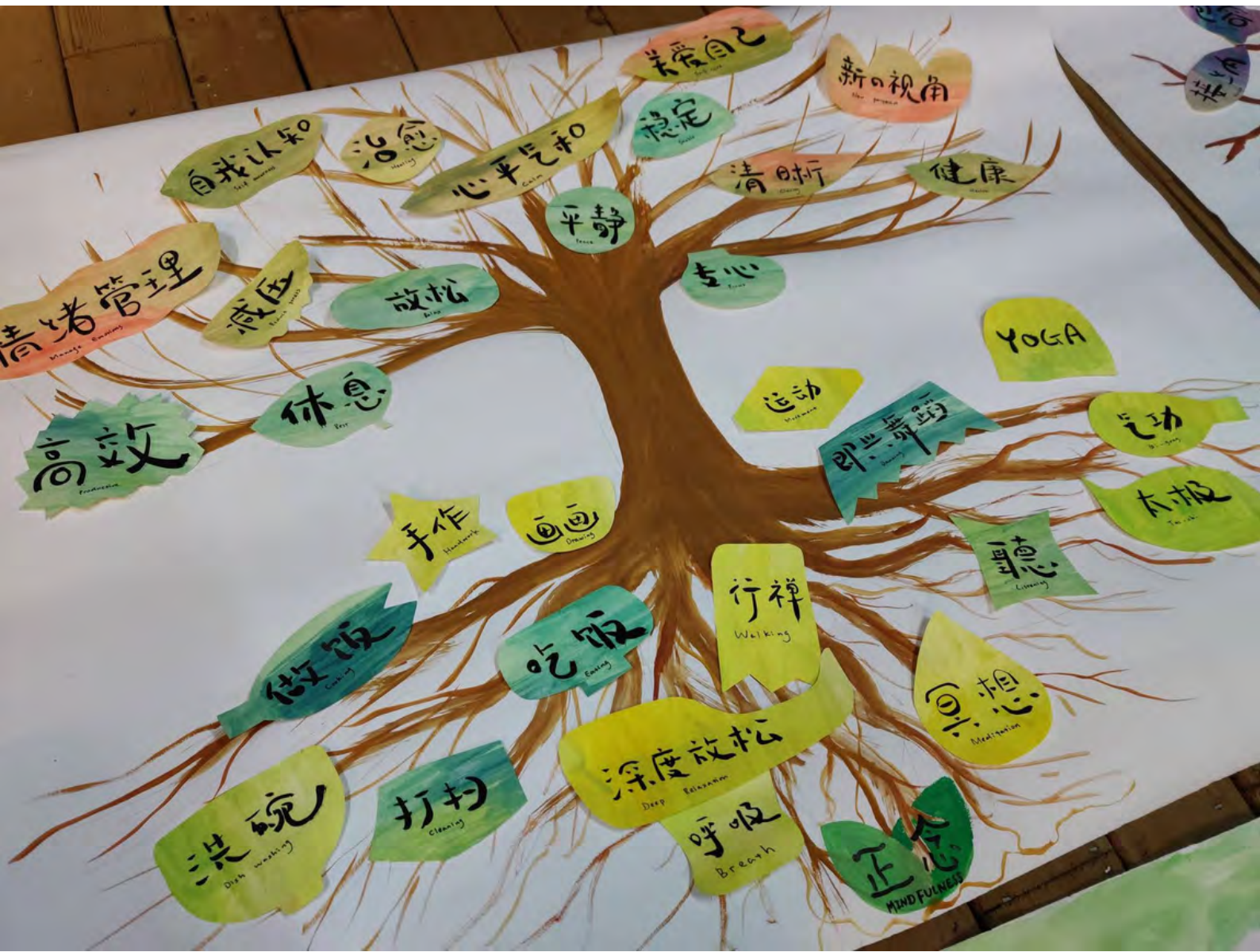


Mindful eating - enjoying food with every bite





Let's rain! Watering the 'seeds' we just planted



Mindfulness Tree



The journey is complete, but it never ends...

"The workshop gives me a new perspective on our work of sustainability. Living in harmony with nature is such a big topic, but now I think I can start small like taking care of myself and the people around me, supporting the young generation and children to be happier and more positive. And bigger actions too, such as making system change for sustainable development in business."

--Robin Zhang, Procurement Director, North Asia, Unilever

Yes, it's only the beginning. With the new season coming, we look forward to revisiting the orchard and contributing more to the emergence of a sustainable future.





Big thanks and hugs to:

Robin

Neil

Annie

Iris

Feng Jiang

All Unilever participants

Run

Isabel



A photograph of a traditional Chinese courtyard with tiled roofs and mountains in the background. The courtyard is paved with dark stone tiles and features several buildings with white walls and dark wooden accents. In the foreground, there are some outdoor seating arrangements with red cushions. The background shows large, green mountains under a clear blue sky.

Dec.
2020

Wildbound Team Retreat
The Art of Mindful Living

Text / Ivy

Photography / Chen Liu

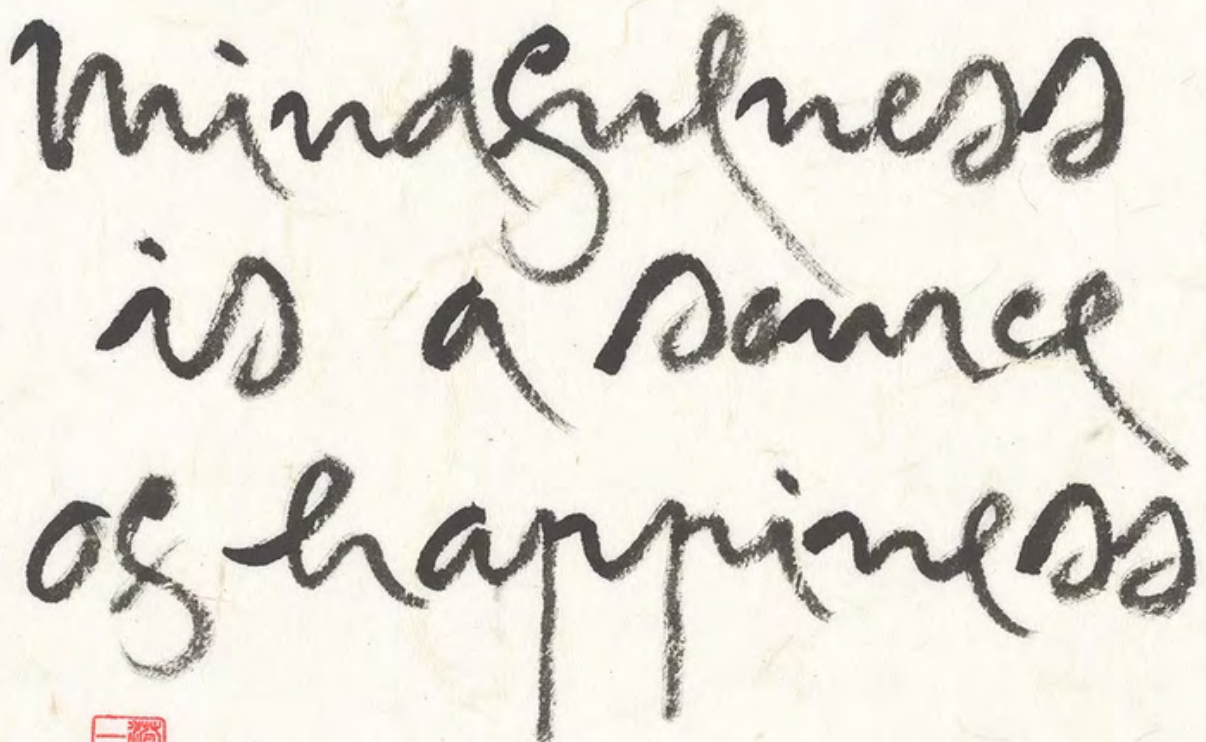
Seed | Intention

The 5-day retreat in Shaxi, Yunnan is a Christmas gift for Wildbounders and an invitation for each one of us to take a break from busywork, to slow down and go inward. In this way, we said a proper goodbye to the unusual 2020 as well as saying hello to the unknown 2021.

Mindfulness, happiness and wellbeing are key components in all WildBound projects. By living together closely in a mindful way, we get to deepen our learning by practising the Art of Mindful Living as Zen master Thich Nhat Hanh calls it.

Mindfulness is a source of happiness. It is also the foundation of self-care, care for others, and care for nature which altogether leads to true and lasting happiness.

Calligraphy by Zen master Thich Nhat Hanh

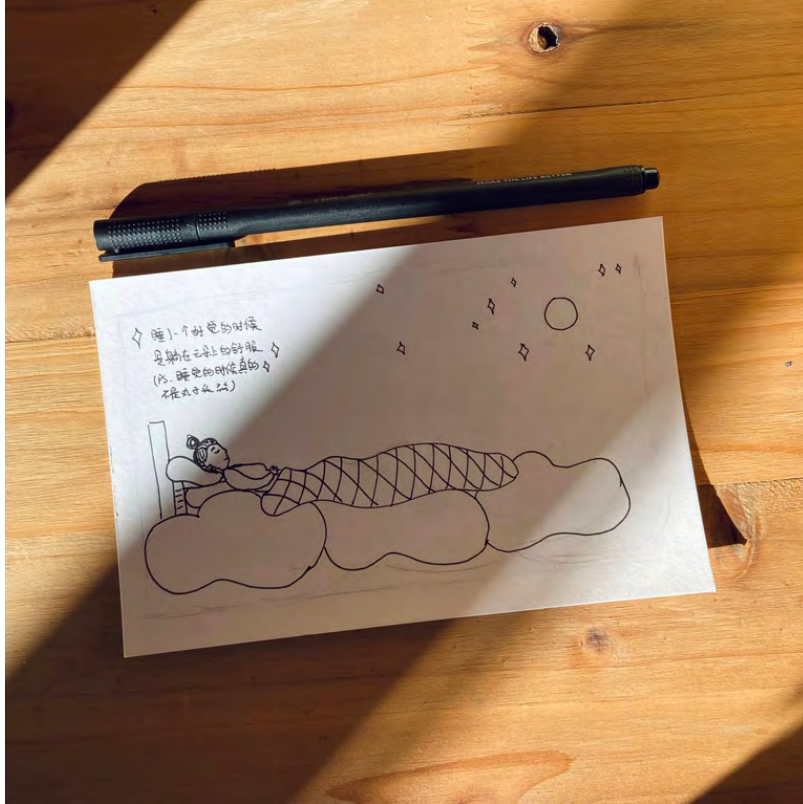


Mindfulness
is a source
of happiness



Everyday activities include morning exercise (mindful movement), cleaning, cooking, group sharing, various forms of meditation, solo time and silence.





Visual journals by Nangua Guo

Once the seed is planted, we wait and see what comes out:

- "I noticed that by keeping routines, I am able to build connection with more things in my life, and these connections become clearer."
- "I have more time to observe things, to experience fully, to read, to breathe, to listen, to enjoy, or simply do nothing. All is possible because I put my phone away."
- "Taking time to do one thing at a time gives me a sense of contentment and abundance."
- "Exercising in the morning, sitting in the sun... I can easily feel the happiness given by nature."
- "By eating mindfully, I feel such gratitude and connection with soil and nature."
- "We often say that we should live in the present. And then we spend lots of money to satisfy our desires and getting lost. Being mindful brings me back to what I really care about and what I want to focus on."
- "We all have answers deep in our heart to love, happiness and mindfulness if we allow ourselves to experience them directly with head, hands and heart."



The journey is complete, but it never ends...

The retreat does not stop there. Being mindful in life and work requires constant efforts to keep watering the seed and taking good care of it. While doing that, new and unexpected seeds are planted along the way.

Some of our colleagues realise the importance of establishing order and having her own space in daily life. For example, simple things like getting up early and starting the day with mindful movement; creating a silent corner at home where no electronic devices are allowed.

And we are all excited to bring the art of mindfulness into everyday work, how we collaborate, communicate, even in planning and evaluation of our work. It has also inspired the creation of mindfulness stickers which became part of WildBound New Year gift bag. Since the experience was so beneficial, we have decided to make a new ritual by doing retreat twice a year and sharing it with our friends and partners.

We look forward to seeing some of you in our retreat in the future and wish you all a mindful and happy year of buffalo!





**Big thanks and hugs to:
All Wildbounders, Songqiao, Ivy, Chen, Lynn, Yanan
The beautiful house in Shaxi, its owner, and the neighbours
Our friends Bai, Yuan, A Shan, Natasha, Mia, Ni
Nature! For everything that you give us.**







2020 - 2021



Who are we?

WildBound is an organic being that is born for love, exists for love, grows naturally, stands with a firm mission, and constantly feels, learns, applies, practices, acts, and grows.

WildBound acts as a bridge connecting people and nature, the internal and external worlds, and different generations, fields, and professions.

WildBound is a gust of pure wind, spreading the story of the earth and the love of nature;

It is a group of energetic change makers.

It is a task force committed to connecting nature and humans.

It is a forest full of vitality and diversity.

Our Beliefs:

WildBound will always believe in the kindness and great potential in human nature, keep growing and flowing, and stay true to ourselves. We will keep sowing seeds of internal and external sustainability and serve both nature and humanity's well-being and sustainable development. We will always stay children of nature, believe in the wisdom of Gaia/Mother Earth, have faith in the harmonious coexistence of humans and nature, and love nature through our actions.

Our Promises:

WildBound's Promises Inward:

Care, trust, and support ourselves and each other;

Be the change we want to see in the world;

Continue to learn and grow; never stray from our mission, and enjoy the journey.

WildBound's Promises Outward:

Always place humans' and the earth's well-being and sustainability as our highest mission;

Follow the way of nature;

Sincerity, tolerance, openness; be the change we want to see in the world;

Act with love, and try with courage;

Support partners who share our mission and create with them;

Rebuild the connection between humans and nature; repair rather than harm nature; protect the earth together.

Our Partners:

Individuals and organizations who are willing and eager to speak for nature and life

Seniors with wisdom and rich experience

Young people, the next generation

Anyone interested in climate organizing

Anyone with stories and wisdom from nature

Anyone who wants to protect the people mentioned above and the earth



野声WildBound is an innovative sustainability education and consulting venture. Through nature-immersive learning expeditions, sustainability consulting, and nature inspired public communication projects, WildBound aims to inspire sustainability leadership from youth to business leaders and the general public. We envision a world where humans can live in harmony with nature.

With our core framework of inner and outer sustainability, WildBound cultivates a new generation of leaders for our planet. In collaboration with internationally renowned scientists, educators, activists and artists, we build a vibrant and diverse “sustainable forest”, a resilient and innovative ecosystem in the transition to a more sustainable world.

Founded in 2017, WildBound is based in Beijing, China, but our impact and our dreams are inherently and completely global. WildBound has reached Antarctica, the Arctic, the Himalayas and the Amazon Rainforest and initiated special programs such as the China Polar Conservation Network, Special Sustainability Taskforce and Changemakers for Nature. All our core practices derive from nature and we promise to always speak for nature.

FOLLOW US

I know you would like to hear more stories from us...

WEBSITE: www.wildbound.earth

WeChat Official Account: [野声 Wildbound](#)

Weibo: <https://m.weibo.cn/u/6562574969...>

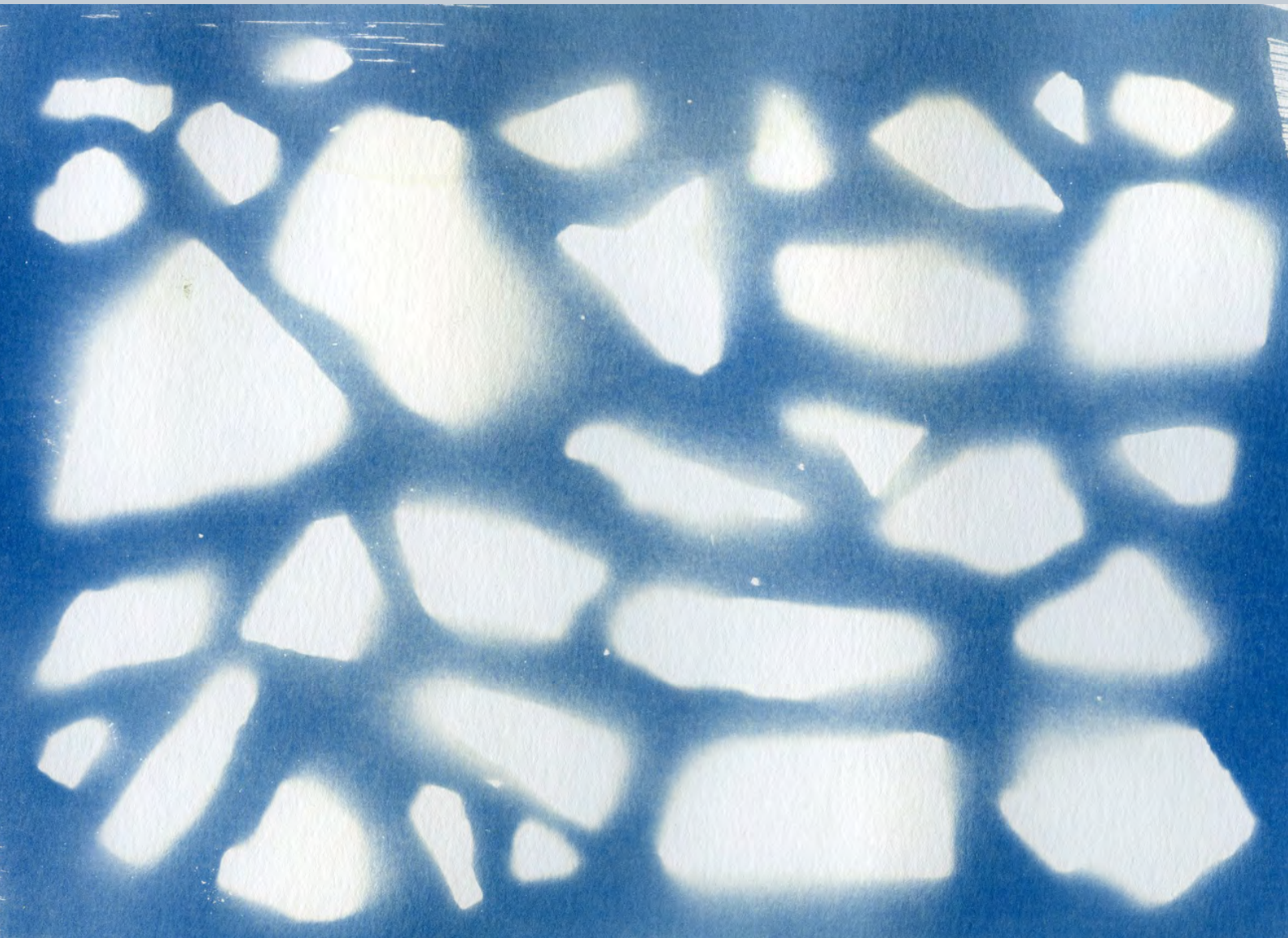
bilibili: <https://space.bilibili.com/437498857>

SHOP: <https://weidian.com/...>

Instagram: @wildbound.earth

Facebook: @WildBound.Earth

Email: info@wildbound.earth





In 2021, WildBound will be four years old. As WildBound grows up, the invisible school of nature has brought us more and more insights and knowledge through every one of our attempts and projects. Nature has always been the biggest source of energy for WildBound.

In the new year, Changemakers for Nature and Earth Task Force will continue to work with WildBound's friends to develop our sustainable forests. We are looking forward to the 15th Conference of the Parties (COP15) of the Convention on Biological Diversity this year in Kunming, China. Before the conference, WildBound will work with partners to encourage young people to participate in nature conservation and contribute to biodiversity.

In 2021, we will continue to explore different corners of the earth and speak for nature.

— *Songqiao Yao,*
Founder & Chief Expedition Officer of WildBound



February 2nd, 2021
At the rooftop of a courtyard at the foot of Cang Mountain in Dali
From left to right: Lynn, Songqiao, Chen, Ivy, Yanan

**Chief Editor & Creative
Director**

Chen Liu

Content Planner

Chen Liu

Contributors

Songqiao Yao

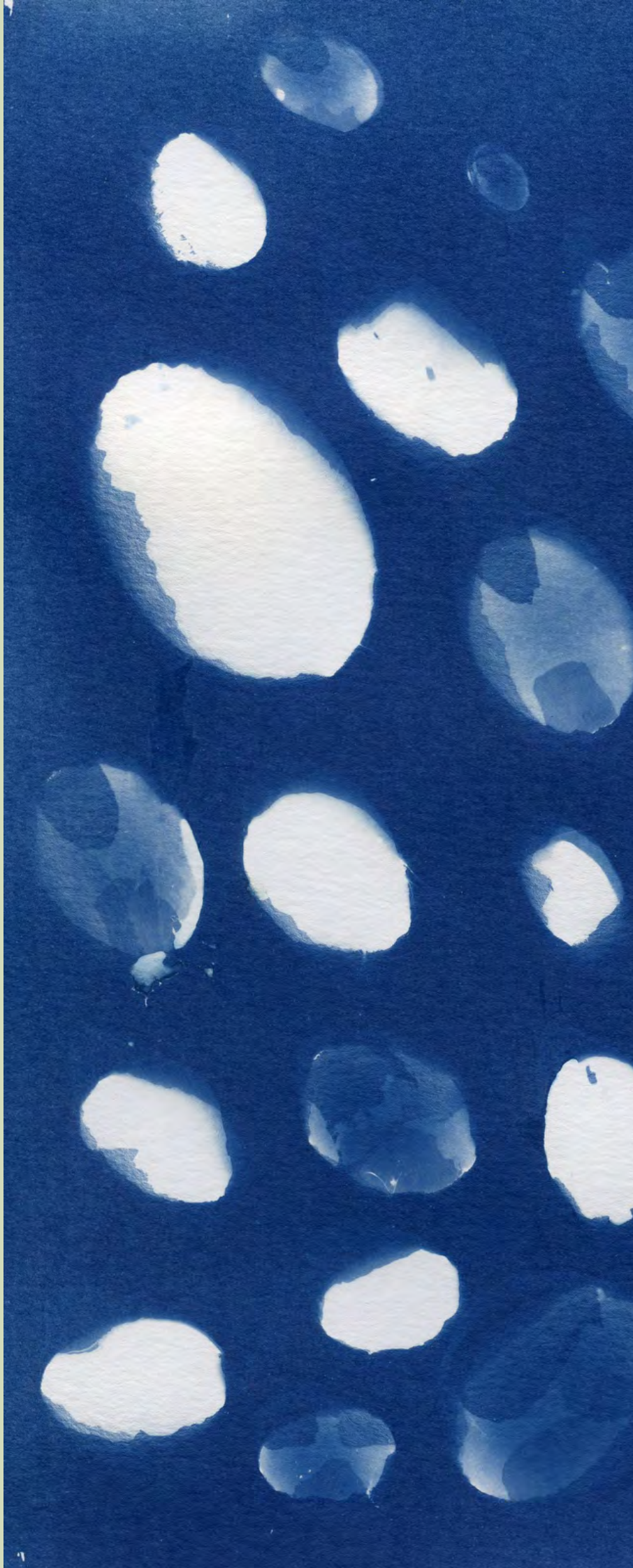
Ivy

Chen Liu

Lynn

Yanan Guo

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