

Philanthropy for Sustainable Development in China



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Philanthropy for Sustainable Development in China

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Foreword

In 2015, China committed to a global set of priorities under the 2030 Agenda for Sustainable Development, the Sustainable Development Goals (SDGs). Global development necessitates solutions in which governments, the private sector, NGOs, and foundations all work together in coordination. Naturally, philanthropic funding represents a crucial element of this cooperation. Over the last 15 years, philanthropy has played an important role in supporting global development, and today it lies at the forefront of the SDGs. It is clear that neither governments, nor the UN have the resources or capacities required to achieve these goals alone. The successful implementation of the agenda will rely on effective partnerships among the UN, governments and civil society, in which the philanthropic sector is particularly important. The active engagement of philanthropic actors will not only offer new funding opportunities for sustainable development, but will also strengthen broad-based partnerships, thus bringing in novel sources of expertise and new perspectives to the field of sustainable development.

UNDP China initiated a project called “Philanthropy for Sustainable Development in China” in collaboration with the China Foundation Center (CFC) in early 2017. Drawing on the CFC’s core data and existing platform, this collaborative project aims at comprehensively capturing and understanding the existing contribution of China’s philanthropic sector to the sustainable development goals. The project analyzed 5,545 Chinese foundations’ 83,038 charitable projects that tackle issues related to the SDGs. The project comprehensively depicts the distribution of China’s philanthropic actors under the SDGs, their contribution to the 17 SDGs, as well as highlights the philanthropic sector’s great potential to further achieve the SDGs in China. The key findings of the “Philanthropy for Sustainable Development in China” are based on a powerful database, in-depth data analysis, and present the results through various data visualization tools and a real-time publicly accessible platform.

Through assessing the current SDG landscape of philanthropic actors in China, establishing the SDG philanthropy platform, and promoting the SDGs, the UNDP and CFC partnership represents a first step in mobilizing an increasing number of Chinese philanthropic actors to realize the SDGs. The project and the tools it provides aim at supporting the development of China's philanthropic sector in support of sustainable development.



Agi Veres
Country Director
United Nations Development Programme, China

Foreword

Since the establishment of the first Chinese foundation in 1981, Chinese foundations have already been developed for thirty-six years. During the China Foundation Center (CFC) inaugural meeting in 2010, Mr. Yongguang Xu, the Director-General of CFC, reviewed the development of self-regulation mechanism and transparency of Chinese foundations, appreciated the unremitting pursuit as well as the selfless support from practitioners of Chinese foundation and other sectors in China, and international foundation community. This development journey is full of dream, passion, and persistence. Special thanks to Mr. Yusheng Shang, Mr. Geithner Peter, Mr. Mingfu Yan, Mr. Daofeng He, Mr. Guosheng Deng, Mr. Xiaochuan Chen, Mr. Zhenyao Wang, Mr. Hongdao Chen, and Mr. Smith Brad, as they witnessed and accompanied the exploration and development of Chinese foundations. From 2010 to 2016, with the support of the whole society, the domestic and international foundations, as well as CFC, all parties worked together and successfully raised the China foundation transparency rate from 10% to almost 90%; and also established an open database that covers foundations' detailed information from 2005 to 2015.

Today, after twenty-seven years of exploration, we now have the capacity to present Chinese foundations' current state and future development trend by using actual data. It also enables us to keep up with the development trend of big data and artificial intelligence, to further make the Chinese philanthropic sector's development more intelligent, accurate and globalized.

In January, 2017, CFC and United Nations Development Programme (UNDP) China initiated a project together, which is called "Philanthropy for Sustainable Development in China". This cooperation represents Chinese philanthropic sector's response and implementation on the "China's National Plan on Implementation of the 2030 Agenda for Sustainable Development". On one hand, the project can support the promotion and popularization of Sustainable Development Goals (SDGs) in Chinese philanthropic sector; on the other hand, it also provides an opportunity to share the development and best practice of Chinese philanthropy with the international philanthropic community under the SDG framework. The latest data used in this report is the 2015 data of Chinese foundations, which also reflects the most original states of Chinese foundations when SDG was released. In the future, CFC will work with UNDP to develop and improve the SDG platform, in order to continue sharing Chinese philanthropic sector's contribution to SDGs, and promote the communication and cooperation among Chinese and international charitable organizations, government departments as well as enterprises who all share the common goal of sustainable development.

SDG is an international system that enables the dialogue and communication among different countries, governments, enterprises, and charitable organizations. Under the circumstance that the Belt and Road Initiative has created, we believe that this cooperation will further enhance the influence of Chinese philanthropic sector, follow the development concept of innovation, harmony, green, open and sharing, and unleash the great potential of Chinese philanthropy.

Ze Tao
President, China Foundation Center

Acknowledgements

This report was initiated by UNDP China and China Foundation Center under the “Philanthropy for Sustainable Development in China” initiative. The real-time platform launched simultaneously can be found at sdg.foundationcenter.org.cn. The platform can be used to search real-time information, best practice, and other relevant tools.

This report has benefited from valuable comments from: Ms. Heather Grady (Vice President, Rockefeller Philanthropy Advisor), Mr. Yongguang Xu (Chairman, Narada Foundation), Mr. Yaqiang An (Deputy Secretary General, Lao Niu Foundation). Mr. Jian Li (Director of Foundation Research Center, MinZu University of China).

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This report was researched and drafted by Ms. Rui Wang (UNDP Philanthropy Consultant), with substantial inputs and support of data analysis, data visualization from Ms. Qun Wang (UNDP China PEG Program Intern), Mr. Fei Xu (Data Scientist, China Foundation Center) and Ms. Yimei Zhang (Product Manager, China Foundation Center). Special thanks also go to UNVs who have participated in the data classification and proofreading of this report.

Executive Summary

In line with UNDP's strategy for effectively supporting China in implementing the 2030 Agenda for Sustainable Development, UNDP China and CFC initiated a collaboration called "Philanthropy for Sustainable Development in China". The overall objective of the UNDP-CFC partnership is to build and implement the SDG framework within Chinese philanthropic sector as an international and alternative standard to analyze and evaluate the development of Chinese philanthropy. It also serves to promote further individual and collective action in supporting SDG implementation and achievement in China's philanthropic sector.

The outcome of the project consists of four phases and is presented in various forms, including but not limited to a research report, an SDG philanthropy index and related mapping and ranking, a real-time learning and sharing platform, categorization and evaluation tools, online and offline capacity building courses, forums and conferences, and an international platform. All of the current outputs and future plans are elaborated upon in Chapter 5. The project also adopts a method that combines manual classification and machine classification by using the 17 SDGs as classification criteria; this, in turn, has created a brand new classification system for China's charitable projects from 2015 onwards (Chapter 3).

The project database from phase one contains data from more than 80,000 charitable projects carried out by over 5,000 foundations. The visualized findings of the first phase are summarized and elaborated upon in Chapter 4 under five dimensions: 1) the time dimension of Chinese foundations' development under the 2030 Agenda from 2008 to 2015, 2) the geographic dimension of Chinese foundations' map overlay under the 2030 Agenda, 3) the registration dimension of various types of Chinese foundations under the 2030 Agenda in 2015, 4) the expenditure dimension of Chinese foundations' financial contribution to the 2030 Agenda in 2015, and 5) the assets dimension of Chinese foundations' asset ranking toward the 2030 Agenda in 2015. Some key findings are presented in the visualizations in chapter 4. The real-time platform can be found at sdg.foundationcenter.org.cn.

The conclusions and recommendations provided in "Philanthropy for Sustainable Development in China" are based on a powerful database, in-depth data analyses, various data visualizations and a clear action plan. These conclusions and recommendations revolve around the platform's stakeholders, the policy making party and global cooperation.

However, due to data limitations, the report only conducted analyses on Chinese foundations, which cannot fully represent the entire landscape of China's philanthropic sector. In order to fully present the development of China's philanthropic sector in the future, it will be necessary to add more data from multiple types of charitable organizations and ensure that the database is continuously updated.

The "Philanthropy for Sustainable Development in China" project has built a system for domestic and international SDG-related cooperation, which is the first step toward promoting the achievement of the SDGs in the Chinese philanthropic sector. This pioneering step will accompany the development of China's economy and philanthropy through to 2030.

I. Background Overview

1.1 Sustainable Development Goals and China’s Economic and Social Development Plan

1.1.1 Sustainable Development Goals

The UN 2030 Agenda for Sustainable Development, which was unanimously adopted by 193 member states in September of 2015, commits all people and institutions to work together, to promote sustained and inclusive economic growth, social development and environmental protection. More importantly, the agenda aspires to target and benefit all population groups– including women, children, persons with disabilities, youth and future generations. This new and universal development agenda uses a comprehensive approach to sustainable development and collective action to address contemporary and future challenges at all levels, with the overarching imperative of “leaving no one behind” as its defining characteristic.

The 17 Sustainable Development Goals (SDGs) of the 2030 Agenda build upon the successes of the previous Millennium Development Goal (MDG) agenda proposed by the United Nations in 2000. However, the SDGs cover more ground with their far-reaching ambitions to further address issues pertaining to inequalities, including economic growth, decent jobs, cities and human settlements, industrialization, ecosystems, climate change, sustainable consumption and production, peace and justice, etc. Most crucially, these new goals are the first to call for effective actions by all countries, poor, rich and middle-income to promote prosperity while protecting the planet. The SDG’s innovative approach lies in a commitment to involving every sector of society, a global partnership involving the private sector, civil society to achieve the goals and to establish a plan for all countries to follow. National governments have the primary responsibility to follow up with and review the progress in implementing these goals; and are expected to establish national frameworks for the achievement of the 17 goals.



“The 2030 agenda is the defining agenda of our time. Achieving the SDGs will provide a better life for all, prevent crises both natural and man-made, and build a firm foundation for human rights, stability, prosperity and peace in all societies.”²

—United Nations Secretary General António Guterres

1. Picture from: <https://sustainabledevelopment.un.org/>

2. “Repositioning the UN Development System to Deliver on the 2030 Agenda—Ensuring a Better Future for All”

1.1.2 Sustainable Development Goals in China

On September 19, 2016, China released its national plan for the implementation of the 2030 Agenda for Sustainable Development at the United Nations Headquarters in New York. The national plan³ was released by Premier Li Keqiang when he chaired a roundtable on the Sustainable Development Goals (SDGs). The plan consists of five parts, including China's achievements and experience on implementing the Millennium Development Goals, and the challenges and opportunities, guiding principles, roadmap and detailed plans of implementing the SDGs. China suggests that 9 key areas should be prioritized in the implementation of the 2030 Agenda. These areas are⁴:

- Eradicating poverty and hunger through targeted measures to alleviate and eliminate poverty, and enhancing agricultural production capacities and food security.
- Implementing innovation-driven development strategies and generating momentum for sustainable, healthy and stable economic growth.
- Advancing industrialization to inject impetus to coordinated development between urban and rural areas and among the three dimensions of sustainable development.
- Improving social security and social services to ensure equal access to basic public services.
- Safeguarding equity and social justice to improve people's well-being and promoting all-round human development.
- Protecting the environment and building protective barriers for eco-security.
- Addressing climate change actively and integrating climate change responses into national development strategies.
- Promoting efficient utilization of resources and sustainable energy.
- Improving national governance and ensuring economic and social development in accordance with the rule of law.

Since the ratification of the agenda in September 2015, China has taken several steps to promote the inclusion of the SDG's 17 goals and 169 indicators into its domestic, regional, and global development strategies.

1.2. Philanthropy and Sustainable Development

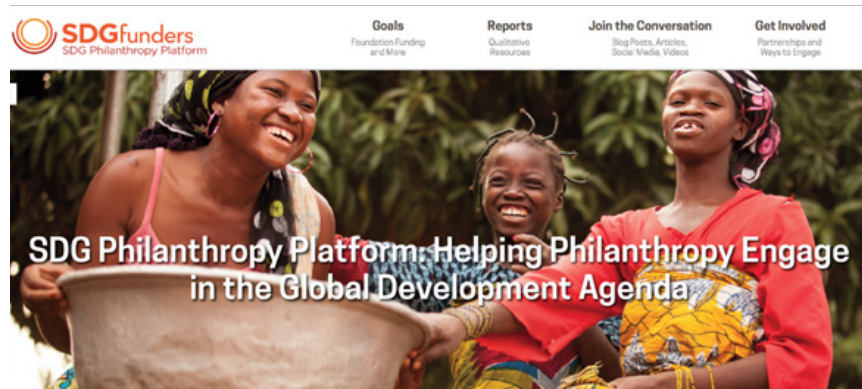
1.2.1 Development of Philanthropy Worldwide

Over the past 15 years, philanthropy has played an important role in supporting the achievement of the Millennium Development Goals. Today, it lies at the forefront of the new 2030 Agenda. The 2030 agenda is putting forward new goals for various sustainable development sectors. It is clear that no single government, nor the UN alone have all the resources or capacities required to achieve these goals. The successful implementation of the agenda will rely on effective partnerships among UN, governments and civil society, and especially the philanthropic sector. Within such partnerships, the active engagement of philanthropy will not only offer new funding opportunities for sustainable development,

3. *China's National Plan on Implementation of the 2030 Agenda for Sustainable Development.*

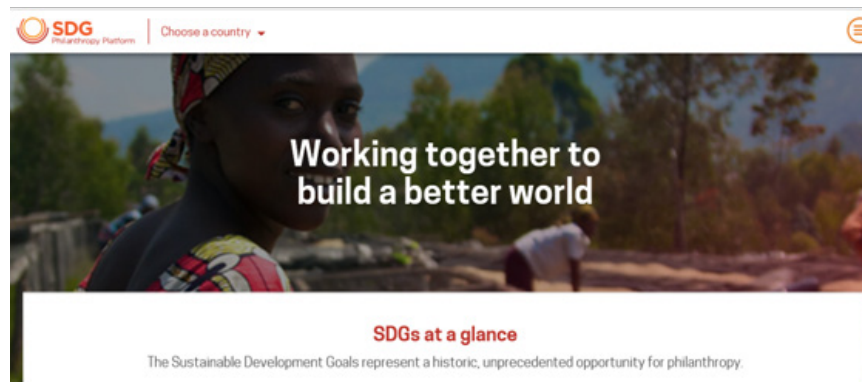
4. <https://sustainabledevelopment.un.org/memberstates/china>

but also involve foundations and the private sector, thus bringing in novel sources of expertise and new perspectives to the field of sustainable development. Countries like China, Brazil, India, Indonesia and South Africa, are becoming more involved in development assistance through private investments and homegrown philanthropy. The realization of the SDGs hinges on the philanthropic sector becoming an increasingly prominent actor in the field of sustainable development.



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In order to advance the development of SDGs and capture the contribution of philanthropy to the 2030 Agenda, the UNDP, Foundation Center and the Rockefeller Philanthropy Advisors jointly created the SDG Philanthropy Platform in countries like Kenya, Colombia, Indonesia, Ghana and Zambia, the platform has been piloting the processes needed to foster a systematic approach to the engagement of foundations in the SDGs as well as to incubate and deepen collective, innovative and transformative solutions to achieve the SDGs.



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1.2.2 Development of Philanthropy in China & Its Contribution to the SDGs

From 2010 to 2015, donations amounting to 1,244,375,838 USD have been made through both domestic and international foundations to support development in China that aligns with the 2030 agenda⁷. The importance of philanthropy within 2030 agenda is twofold. First, the unmet investment needs of the SDGs stand between 3 and 7 trillion USD per year in developing countries alone, with an annual gap between available funds and development needs estimated at about 2.5 trillion USD⁸. This investment gap calls for alternative sources of finance. SDGs such as ending poverty and hunger by

5. Picture from: <http://sdgfunders.org/home/lang/en/>

6. Picture from: <https://www.sdgphilanthropy.org/>

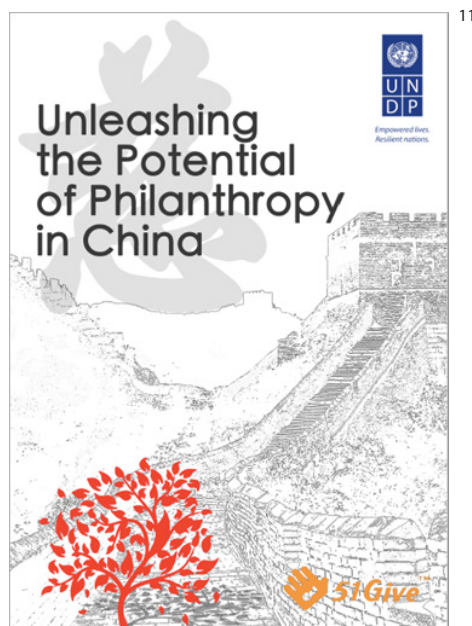
7. Yang Tuan, *Annual Report on China's Philanthropy Development* (2017)

8. UNDP report "Unleashing the potential of Philanthropy in China" (2016)

2030 (SDG 1 & 2) require urgent action to mobilize new private finances for development objectives, since traditional donor financing is decreasing. Herein lies the potential of philanthropy in countries like China to contribute to the implementation of SDGs and make significant impacts. According to the 2017 Annual Report on China's Philanthropy Development⁹, by the end of 2016, there were 5,545 foundations in China, with an increase of 674 compared to 2015. This represents an annual growth rate of 13.84%. Additionally, it is estimated that the total donations that Chinese foundation system received in 2016 amounted to approximately 48.9 billion RMB; and the total donations that Chinese philanthropic system received in 2016 amounted to approximately 34.8 billion RMB. Secondly, the 2030 agenda, as outlined in SDG 17, is not just concerned with expanding the possible sources of financing, rather it embodies a deeper aim to foster strong, inclusive, and comprehensive partnerships at all levels to address development issues. The increased scope of the philanthropic community will help to consolidate public-private partnerships, which are central to the realization of SDG 17, considering its aim to move towards a model of equal partnership between public and private organizations.

In early 2016, UNDP China published the report, "Unleashing the potential of Philanthropy in China"¹⁰, which examined the current status of Philanthropy in China. In summary, the report maintained that China, having reached a substantial stage of economic development, it is in a favorable position to advance the development of its philanthropic sector, in alignment with universal goals, such as the 2030 agenda. Furthermore, the development of Chinese philanthropy is reaching a new stage, in which there is a dramatic increase in the digitization of philanthropic activities and in which donations are increasingly being given in smaller denominations by individuals scattered across the country. In this novel and more fragmented environment, it is more important than ever to truly grasp the current landscape of philanthropy and donations in China.

With the fast growth of China philanthropy and its growing contribution to sustainable development, taking into account the missing link of China Philanthropy and SDGs, mapping and tracking the development of China philanthropy under SDGs become crucial.



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9. Yang Tuan, *Annual Report on China's Philanthropy Development (2017)*

10. <http://www.cn.undp.org/content/china/en/home/library/poverty/unleashing-the-potential-of-philanthropy-in-china-.html>

11. "Unleashing the Potential of Philanthropy in China", UNDP China, 2016

II. Research Subject and Objective

2.1 “Philanthropy for Sustainable Development in China”: Background

UNDP China initiated a project called “Philanthropy for Sustainable Development in China” in collaboration with the China Foundation Center (CFC) in early 2017. Drawing on the CFC’s core data and existing platform, this collaborative project aims to further analyze the contribution of China’s philanthropic sector to the sustainable development goals. The partnership will achieve these goals through conducting big data research and analysis, creating a real-time information sharing platform, and using other multi-dimensional approaches to present the state of China’s charitable development. In addition, this partnership will further promote the SDGs and their effective integration into the strategic plans of China’s charitable organizations. There is also the hope that Chinese philanthropy can be showcased through the “Philanthropy for Sustainable Development in China”, which is a cooperation between local Chinese organization and the global network of the UN.

On January 6, 2017, the UNDP China Office and the China Foundation Center (CFC) signed a cooperation agreement at the UN compound in Beijing. Over 70 representatives from Government Departments, academia, and domestic and international charitable organizations attended the event. At the "Philanthropy for the SDGs in China" Roundtable discussion, Mr. LIAO Hong from the Ministry of Civil Affairs, Dr. SUN Xinzhang from the Ministry of Science and Technology, Mr. LIU Wenkui from the China Foundation for Poverty Alleviation, Professor WANG Ming from the School of Public Policy and Management at Tsinghua University, Mr. XU Yongguang from the Narada Foundation, Ms. Kathleen Walsh from the Bill and Melinda Gates Foundation, Mr. AN Yaqiang from the Laoniou Foundation and Mr. GUO Li from the Baidu Foundation all shared different perspectives on sustainable development and provided relevant case studies based on their work in their respective fields. They evaluated the significance of the UNDP-CFC partnership on "Philanthropy for Sustainable Development in China" project and looked forward to the achievement of the Sustainable Development Goals and the future development of the Chinese philanthropic sector.



Mr. TAO Ze, president of the China Foundation Center, shared his vision for the UNDP-CFC cooperation and his analysis of the results of current philanthropic efforts in China. The CFC will work under the leadership of the party and government, in coordination with the UNDP, to promote China's philanthropic organizations and their role in achieving the goals of The 13th Five - Year Plan and the 2030 agenda." In the closing remarks, UNDP Country Director Mrs. Agi Veres stated that: "We need to enhance the relationships among various sectors and to promote partnerships among governments, the private sector, charitable organizations and development institutions to achieve the sustainable development goals. Not a single institution has the capability, funding and ideas, to bear this development responsibility on its own. Development needs to be addressed through a multi-stakeholder approach. The SDGs do not only present philanthropists with responsibilities, but should also be seen as great opportunities. We all have a role to play in creating a better future, and partnerships like the one with the CFC today will help us on this journey."

2.2 Essentials & Characteristics of "Philanthropy for Sustainable Development in China"

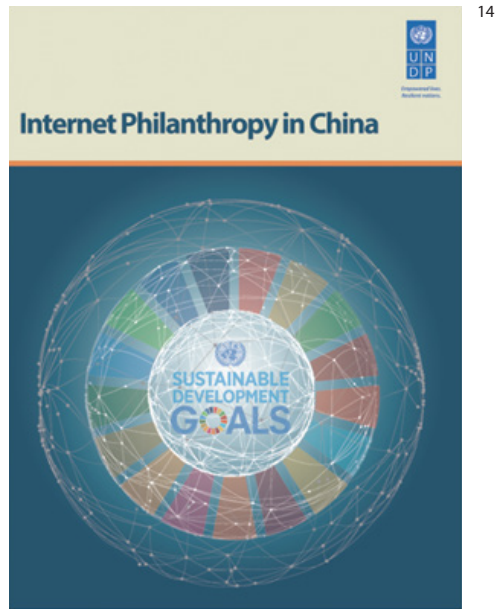
Currently, the philanthropic sector in China is faced with many challenges that preclude its development within the country. One key issue that has been commonly identified is the information asymmetry between various organizations, foundations, and donors within the country which heavily impacts the donation system. Additionally, the greater philanthropic community lacks adequate awareness of the SDGs and of how the 2030 agenda can be furthered through individual philanthropic endeavors. In light of this, solutions to address these issues, including an online SDG philanthropy platform, a site that acts as an international platform to link Chinese organizations and foundations to their global counterparts, have been proposed. Going forward and towards the 2030 Agenda, UNDP hopes to introduce the SDGs as a standardized international benchmark to evaluate and monitor the growth of the philanthropic sector both within China and abroad.

The China Foundation Center (CFC) has established its reputation as a trusted partner who keeps the public informed and updated about the status of the development of philanthropy in China. Leveraging its industrial experience with innovative technology, CFC has emerged as the world's leading source of information on Chinese foundations for shareholders in the social sector. More specifically, it has created and continues to operate the most comprehensive and reliable database of over 5,000 legally registered foundations in China. On the database, the CFC provides the Top 100 foundation list by total net assets, total income and total expenditure. Another key component of the CFC's profile is their Foundation Transparency Index (FTI), which is carefully crafted with technical assistance from an advisory group of experts from China's leading universities with backgrounds in public policy, anti-corruption studies, law and nonprofit organizations studies. The index comprises a checklist of sixty transparency indicators grouped into four categories: basic information, financial information, projects information and donor information, and is a "proactive solution to set a new standard for the ethical conduct of foundations in China"¹². The index then ranks foundations according to the level and quality of publically disclosed information about their activities, finances and governance to meet growing demands from the public for the transparency of foundations in the digital age.

¹²<http://www.foundationcenter.org.cn/>



UNDP China published a report named “Internet Philanthropy in China” in 2016, which examined the current status of philanthropy and the fast growth of internet philanthropy in China. Given the great development potential of China’s philanthropic sector to become aligned with the 2030 agenda, the UNDP-CFC partnership will identify opportunities for the development of localized SDG-oriented charitable projects within China’s philanthropic sector. Philanthropy has long been a global phenomenon. However, today’s technology gives us near real-time information to better understand the nature of charitable foundations and particularly to grasp how they compare to one another. In this sense, a UNDP and CFC partnership seeks to take advantage of both sides’ core competencies to utilize the existing comprehensive database to formulate and facilitate policy recommendations about how to best leverage the resources of China’s philanthropic sector within the new development framework.



In the long-term, sustained collaboration and data-sharing will generally help to normalize the use of the 2030 agenda as a basis for communication among various stakeholders, and to empower China’s philanthropic sector to become more aligned with the new 2030 agenda. Specifically, opportunities will arise to monitor and evaluate SDG implementation in China’s philanthropic sector as well as China’s philanthropic contributions to the 2030 agenda. This will be complemented by policy recommendations

13. Picture from: <http://www.foundationcenter.org.cn/>
14. “Internet Philanthropy in China”, UNCP China, 2016

on how to simultaneously reform, innovate and improve China's philanthropic sector to advance the 2030 agenda. This report will build upon these key findings to inform policy and to develop targeted strategies to help Chinese philanthropic sector better support the achievement of SDGs in China.

2.3 Objective and Expected Outputs of “Philanthropy for Sustainable Development in China”

In line with the UNDP's strategy for effectively supporting China in implementing the 2030 Agenda for sustainable development, the overall objective of a UNDP-CFC partnership is to build and align the SDG approach with China's philanthropic sector as an alternative standard to analyze and evaluate the development of China's philanthropy. This will promote individual and collective action in supporting and facilitating the achievements of the SDGs in Chinese philanthropic sector.

Under this system, the expected outputs include establishing a real-time SDG philanthropy platform which paints a realistic landscape of the charitable organizations in China; creating a map to capture the physical locations, size and scope of China's philanthropic organizations and establishing a tentative ranking of Chinese charitable organizations' contribution to the SDGs; developing a benchmark that categorizes and evaluates China's philanthropy against SDG objectives; introducing the best practices of Chinese philanthropy towards the SDGs, and organizing SDGs related workshops and summits, etc. All of the above outputs will lead to policy advocacy and recommendations based on data and real cases. The detailed outputs are:

1) Real-time SDG philanthropy platform

The platform will be developed in three phases. The first phase (launched simultaneously with this report) is making information on all of China's foundations publicly available, which would then hopefully be introduced to the Ministry of Civil Affairs as an alternative template for foundations' annual report. In this way, future data collection and analysis regarding the development of the philanthropic sector will be further consolidated and efficiently applied. The platform can be found at sdg.foundationcenter.org.cn. The second phase is to promote this platform and its template to all charitable organizations in China. In this way, the SDG ecosystem could be guaranteed to be mainstreamed into charitable organizations planning and implementation frameworks. Furthermore, this platform could also be introduced to private sector and applied to CSR reports to leverage data and resources towards the realization of SDGs in the wider philanthropic sector (See detail in Chapter 4 & 5).

2) Mapping and tentative ranking of Chinese foundations under SDG

The mapping and tentative ranking of China's foundations will be presented both in real-time formats on the SDG philanthropy platform and also in a detailed analysis in this report, thus better capturing and presenting the nature of China's foundations and its contribution to SDG. Based on the database provided by China Foundation Center, the mapping comprises 5 dimensions, including timeline dimension, geographic dimension, registration dimension, expenditure dimension and assets dimension, which are analyzed and expounded in chapter 4. The contribution and tentative ranking of Chinese foundations under SDGs will be aligned with the development of the SDG philanthropy platform. In the future, the SDG philanthropy platform will be expanded and penetrated into all Chinese charitable organizations and private sector, to display Chinese philanthropic sector under the SDG framework more comprehensively (see detail in Chapter 4 & Appendix).

The development of the mapping and ranking will align with the development of the real-time platform. Future development is planned to extend the ranking and mapping into additional two phases that penetrate all of China's charitable organizations and the private sector to further present the landscape of Chinese philanthropic sector (See detail in Chapter 4 & Appendix).

3) Classification, Evaluation Tool and Impact Measurement & SDG Philanthropy Index

This multi-functional tool is designed to classify data, analyze, monitor and evaluate the SDGs implementation in China's philanthropic sector as well as China's philanthropic contribution to the 2030 agenda. It also includes the function of using the developed SDG monitoring indicators and index (to be further developed) to measure the level of engagement and mobilization of a foundations towards an explicit SDGs goal. In addition, impact of specific charitable project can be measured and linked to SDGs.

By using this tool, it will allow philanthropic practitioners, academia and the public to identify projects and organizations according to the SDGs that they seek to tackle (possibly by running the data under given template, alternatively by inserting keywords in the future), as well as their contributions to all of the SDGs (by analyzing their impact on a specific goal as well as presenting a general pie chart distribution of their general contribution to the SDGs). The index, which is created based on the data and relevant tools, together with the Foundation Transparency Index (FTI)¹⁵, will become efficient measurements of Chinese foundations and even the whole field of Chinese philanthropic sector. The data provided in this report will be an indispensable tool for future research into the philanthropic sector, especially focusing on innovative fundraising techniques and the effects of the Internet on the development of the philanthropic sector. This report can be a building block for further discussion and learning opportunities (See detail in Chapter 5).

4) Learning & Sharing with Best Practices of China's Philanthropy towards the SDGs

Based on analyses of CFC data and developed SDG indicators, this section includes the best practice of Chinese philanthropic organizations, their contributions to SDGs, and their projects' expenditures under SDGs. This also has a learning and sharing aspect where Chinese philanthropy is evaluated against important dimensions of the SDGs such as leaving no one behind, spurring innovations and acceleration pathways.

5) Policy Advocacy and Recommendation

Besides the general information sharing and practical tools developed by "Philanthropy for Sustainable Development in China", another important output is to provide development consultancy advice and to facilitate policy recommendations with regards to China's philanthropic sector. The recommendations come from comprehensive research integrated with data analysis, taking into account the national environment including China's Charity law, while drawing from the UN's idiosyncratic and international perspective.

15. Foundation Transparency Index (FTI): <http://fti.foundationcenter.org.cn/>

III. Preliminary Research Results & Presentation: Index System Creation and Presentation

3.1. “Philanthropy for Sustainable Development in China” Database Overview and Methodology

This chapter will introduce in detail how the “Philanthropy for Sustainable Development in China” project used the database from China Foundation Center to classify, analyze and comprehensively represent China’s foundations and charitable projects. The CFC’s charity database contains more than 80,000 charitable projects carried out by over 5,000 foundations. The database’s existing classification system divides charitable projects into 25 categories, including: human rights, sports, community organizing, animal protection, mental health, scientific research, health care, entrepreneurship, public benefit investment, the implementation of laws, culture, art, medical assistance, agriculture, environment, employment, poverty alleviation, volunteer service, public services, immigration services, disaster relief, development of the charity industry, public safety, international affairs, and education¹⁶. Due to their initial definitions, inter-disciplinary nature and varying scopes, these 25 categories do not exactly coincide with the 17 SDGs. To fully capture the landscape of China’s foundations operating under the SDGs as well as their contribution to the implementation of the SDGs, in-depth research and analysis of, the CFC’s database and the related materials of the 17 SDGs was conducted. Drawing on this, the “Philanthropy for Sustainable Development in China” project adopted a method that combines manual and computer classification with the 17 SDGs, creating a new classification system for China’s charitable projects from 2008 to 2015. This classification process operated as follows: first, a selection of charitable projects in the database were chosen for manual classification, whose results then became the core sample for the computer classification. Second, computer-generated samples were used to build machine-learning models, and the most accurate model among them was chosen. Finally, the chosen model classified the rest of the charitable projects. Taking into consideration that a foundation conducts 20 charitable projects on average, that a charitable project may involve multiple SDGs, and that the charitable projects are the basic units of China’s philanthropy landscape, it was decided that the above classification method and process would focus on China’s 83,823 charitable projects rather than on foundations¹⁷.

In the database of the “Philanthropy for Sustainable Development in China” project, project name and project profile information are the two indicators that inform the project’s classification. The quality and robustness of these two indicators can generally be assessed by looking at the number of words used in the project name and description. In general, concise project names and profile information can help classifiers to better understand the project and thus make the classification process easier. Of all the 83,283 charitable projects in the China Foundation Center’s database between 2008 and 2015, there are on average 110 words in the project descriptions. Most of these projects’ information and description can meet the requirements of manual classification.

16. <http://data.foundationcenter.org.cn/foundation.html>

17. CFC Database by 2015/12/31

3.2. Manual Classification of Charitable Projects

3.2.1 Methods and Key Assumptions of Manual Classification

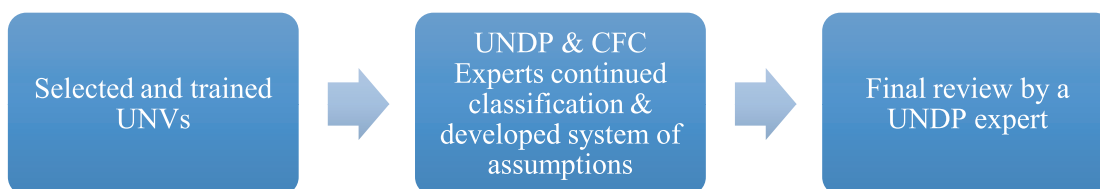
Manual classification is based on the classifiers' understanding of each SDG, especially the localization and the characteristics of the public benefit of the SDGs, as well as an understanding of the names and descriptions of China's charitable projects. The classifiers assigned relevant SDGs as a label to each charitable project. During this process, due to the localization of SDGs, the lack of specific case studies regarding China's charitable projects, as well as the special cultural background of China's charitable projects, there were several charitable projects that could not be classified under any particular SDG. Therefore, the "Philanthropy for Sustainable Development in China" project made the following methodological assumptions:

- SDG 4 –Quality Education: Assigned to projects on the database that are related to youth participation, youth entrepreneurship competition and youth experience, such as the "Hunan Undergraduate Students Entrepreneurship Competition" and the "DongFeng Park—Youth Quality Education and Training Base". Given that these projects are mostly conducted by educational organizations, they are identified as supplementary education and quality education projects, and are therefore classified under SDG 4.
- SDG 9 –Industry, Innovation and Infrastructure: Assigned to projects on the database that are related to the construction and maintenance of infrastructure, such as the "Shantou Chaoyang District Highway Reconstruction Project" and the "Qingyuan Lianshan County Bridge Maintenance Project". These projects were classified under SDG 9 given that they aim to increase disaster-resilience and assist the development of the local industry and economy.
- SDG 10 – Reduced Inequalities: Assigned to projects that on the database are related to supporting disabilities and consolation activities, for example the "Yulu Disabled and Hearing Aid project" and the "Spring Festival Consolation Police" etc. These charitable projects were classified under SDG 10 because they aim to help vulnerable population and reduce the inequalities between various social groups.
- SDG 11 – Sustainable Cities and Communities: Assigned to projects on the database that are related to cultural heritage protection, the promotion of modern history and culture, including patriotic education, such as the "Huaxia Culture" project and the "Oral History Development" project. Such projects were classified under SDG 11, since these charitable projects aim to promote the spiritual civilization of communities and cities.
- SDG 16 – Peace, Justice and Strong Institutions: Assigned to projects on the database that aim to promote the transparency of information in various fields with the participation of governments, as well as projects that aim to commend heroes, such as the "Kunlun National Award for the Courageous Drivers' Commendation Congress" and the "Legal Aid Foundation of Jiangsu Province". Such projects were classified under SDG 16 due to the prominent role of the government, as well as due to their effects on social justice advocacy.
- SDG 17 – Partnerships for the Goals: Assigned to projects on the database like workshops, as well as projects relating to capacity building and the improvement of the development of industries at the non-governmental level, such as the "Environmental Protection Talent Training" and "China's Charity Talent Training Program". Taking into consideration that these projects are examples of cross-sectional cooperation in China's charity field, these projects were classified under SDG 17.

- Other: Projects that do not belong to any specific SDG. Charitable projects were classified under “Other” if the project description does not refer to any SDG, or if there were too few words in the project description to make an informed decision, such as “Donations to Jiangsu Province Sports Team”, etc.

3.2.2 Manual Classification Process

There were three stages in the manual classification process. The first stage of classification was done by UN Volunteers¹⁸, who were recruited online and trained and selected based on their classification test results of 50 programs. Then, two experts from UNDP and CFC continued with the programs with high expenses and developed a system of assumptions (methodological choices) for difficult cases. The results were then finally reviewed by another expert from UNDP.



1) In the first stage, a group of experts were selected from 20 online UNVs based on their classification results of 50 test sample projects. The 50 test sample programs were discussed and finalized from projects that were randomly selected from the CFC philanthropy database. The training material distributed to the 20 UNVs was the “Guide for Sustainable Development Goals (SDGs) Localization”. Training was conducted online one-on-one, after which all 20 UNVs were given the 50 test programs to classify. The test results were then evaluated on their accuracy, and the 6 UNVs with the highest accuracy rate were selected to conduct the first stage of manual classification. The accuracy testing was based on the Jaccard Similarity Coefficient¹⁹:

$$\text{Accuracy} = \frac{\text{Intersection of labels between test results and the official labels}}{\text{Union of unique labels in test results and the official labels}}$$

For example, when the official classification of a program with SDG 1 and 4 is labeled by a tester as SDG 1, 4 and 5, the intersection of the 2 sets of labels would be 1 and 4, a total of 2 labels. The union of unique labels would be 1, 4 and 5, a total of 3 labels. Therefore, the accuracy rate for that specific case would be of $2/3 = 67\%$. A tester’s accuracy rate is calculated by averaging their accuracy rate on all 50 programs. In addition to tester accuracy, we also calculated intra-rater reliability²⁰ and inter-rater reliability²¹. Inter-rater reliability measures the extent of agreement between raters, in our case between the two raters who perform the classification task on the same programs. Intra-rater reliability measures the consistency of one rater’s interpretation of the same program at a different time.

18. <https://www.unv.org/>

19. Jaccard, Paul (1901), “Étude comparative de la distribution florale dans une portion des Alpes et des Jura”, *Bulletin de la Société Vaudoise des Sciences Naturelles*, 37: 547–579.

20. https://en.wikipedia.org/wiki/Intra-rater_reliability

21. https://en.wikipedia.org/wiki/Inter-rater_reliability

2) The second stage involved the classification of programs with expenses of over 1 million RMB. Among the 83,038 programs between 2008 and 2015 in the CFC database, 16,065 were over 1 million RMB. The expenses of these programs accounted for 91% of the total expenses of all the programs put together. We intended to classify these high-expense programs manually to maximize the accuracy of the distribution of program expenses in each SDG category. However, due to limited resources, we only completed the classification of 7,279 programs, which accounted for 38% of the high-expense programs. The two experts in the second stage of classification had an inter-rater reliability of 29.5%, and an intra-rater reliability of 16.4%.

3) The final stage was to review and validate the assumptions and difficult cases. Furthermore, the expert from UNDP also reviewed programs classified into the category “others”.

3.2.3 The Limitations of Manual Classification

Although manual classification is accurate with well-trained experts, there are a few intrinsic issues that limit its efficiency.

First, it is difficult to significantly increase the speed of classification per expert. This results in the scaling problem where the speed of classification almost only increases linearly with respect to the number of experts. From our experience, a well-trained expert can classify 200 programs per day. The total amount of work to classify 80k+ programs would take 1 person at least 400 days. This poses a meaningful challenge considering our limited resources.

Second, although recruiting more experts would make classification faster, the inter-rater reliability often decreases as well. This could represent a substantial issue for quality control in the long run.

Finally, as the whole social sector is growing rapidly in China, the number of social programs is increasing exponentially every year, making manual classification less and less of a sustainable solution. Therefore, automated classification techniques appeared as a promising avenue for research.

3.3 Introduction to Classification Based on Machine-learning

3.3.1 The Programming Language for Machine Learning

In this study, we used Python for building and deploying the classification pipeline.

3.3.2 Machine Learning for Program Classification

Machine learning is applied here to remedy the shortcomings of manual classification. Common machine learning methods for classification include supervised learning and unsupervised learning²².

1) Supervised Learning

Supervised learning builds a classification model using existing manual classification labels as training material. It uses the text information from programs to calculate features (such as the weighted frequencies of phrases), and then uses such features to build statistical models for each SDG label.

22. *Machine learning: An artificial intelligence approach*. RS Michalski, JG Carbonell, TM Mitchell - 2013

2) Unsupervised Learning

Unsupervised learning does not require manual labels to build a classification model. It aggregates program text data automatically into similar groups based on text features like phrase frequencies and other statistics.

3) Evaluation of Classification Models

The data classification in “Philanthropy and Sustainable Development – China Action” is a multi-label classification problem. Multi-label means one program can be classified under multiple SDG labels at the same time. We use four inter-related metrics to evaluate the classification model. One is accuracy, as mentioned in Section 2.2. The other three are precision, recall, and their weighted average F1 score.

Precision measures the proportion of correct labels in machine-classified labels for each SDG category. For example, if the model labels 100 programs with SDG 1, but only 70 of those programs are labeled with SDG 1 by human experts, then the precision is $70/100 = 70\%$. Overall precision of the model is calculated by a weighted average of the precision values of all labels.

Recall measures the proportion of machine-classified labels in the correct labels for each SDG category. For example, if human experts labeled 100 programs with SDG 4, among which 80 of them were also labeled by the model, then the recall for SDG 4 is $80/100 = 80\%$. Overall recall of the model is calculated by a weighted average of the recall values of all labels.

The F1 score is a weighted average of precision and recall. Since the F1 score accounts for the uneven distribution of all labels, it is usually considered a more objective and therefore better metric than accuracy to evaluate multi-label classification models.

We evaluated models based on their F1 scores first, followed by recall as a secondary metric, because higher recall rate would reduce the number of programs that were missed by the machine classifier.

3.3.3 Classification Methods Attempted

In order to validate the options of fully-automated classification with little human intervention as a proof-of-concept, we first attempted to use unsupervised learning and rule-based classification methods. We used unsupervised learning methods such as Latent Semantic Analysis (LSA)²³ and Latent Dirichlet Allocation (LDA)²⁴. The overall F1 score of either method did not exceed 30%. Considering the different language styles used between translated SDG documents and the descriptions of foundation programs and the low similarity between official definitions of SDG categories and program texts, we used a rule-based classification model where 10 keywords per SDG category were developed by an SDG expert from UNDP. The keywords were developed based on their own understanding of the SDG framework in the context of philanthropy, and on the language style used to describe philanthropic programs in China²⁵. We classified all programs using this the rule-based model and the overall F1-score improved to 50%. Nonetheless, this model was eventually not accurate enough to be considered,

23. LSA: <http://onlinelibrary.wiley.com/doi/10.1002/aris.1440380105/full>

24. LDA: <http://www.jmlr.org/papers/v3/blei03a.html>

25. List of key words see attachment

although the keywords were useful in later providing guidance when extracting program text features for supervised models.

For supervised learning classification models, we tried logistic regression, naïve Bayes, support vector machine (SVM), and random forest algorithms²⁶. The overall F1 scores all improved compared to previous models, and we finally chose SVM because, of all these different algorithms, it had the highest results in all 4 metrics.

3.3.4 Final Classification Method and Process

“Philanthropy and Sustainable Development - China Action” chose SVM as the core algorithm to develop the machine classification model. The whole classification process is described in the flow chart below and takes place as follows:

The program data are first separated into two parts, manual classification labels and program document text. Each part undergoes different preprocessing steps to be converted into matrices that can be processed by the sci-kit learn library for Python²⁷. The manual label data is then binarized into a vector with a length of 18. The data describing the programs are first segmented using a segmentation library²⁸. Then the stop words (non-useful words and punctuations) are removed from the segmented text. The text is then tokenized, vectorized and converted into 5-gram²⁹ term frequency-inverse document frequency (tf-idf)³⁰ using a sci-kit learn vectorizer with the “bag-of-words” model³¹. The converted vectors are then split into a training data set and a test data set. The training set is used to build the classification model with an iterative process of fine-tuning and evaluation. The best performing model is then selected based on the resulting metrics and the final model is evaluated using the unseen test data set. The final classification model is then used to classify new programs into SDG.

26. *Supervised machine learning: A review of classification techniques*. (2007) SB Kotsiantis, I Zaharakis, P Pintelas

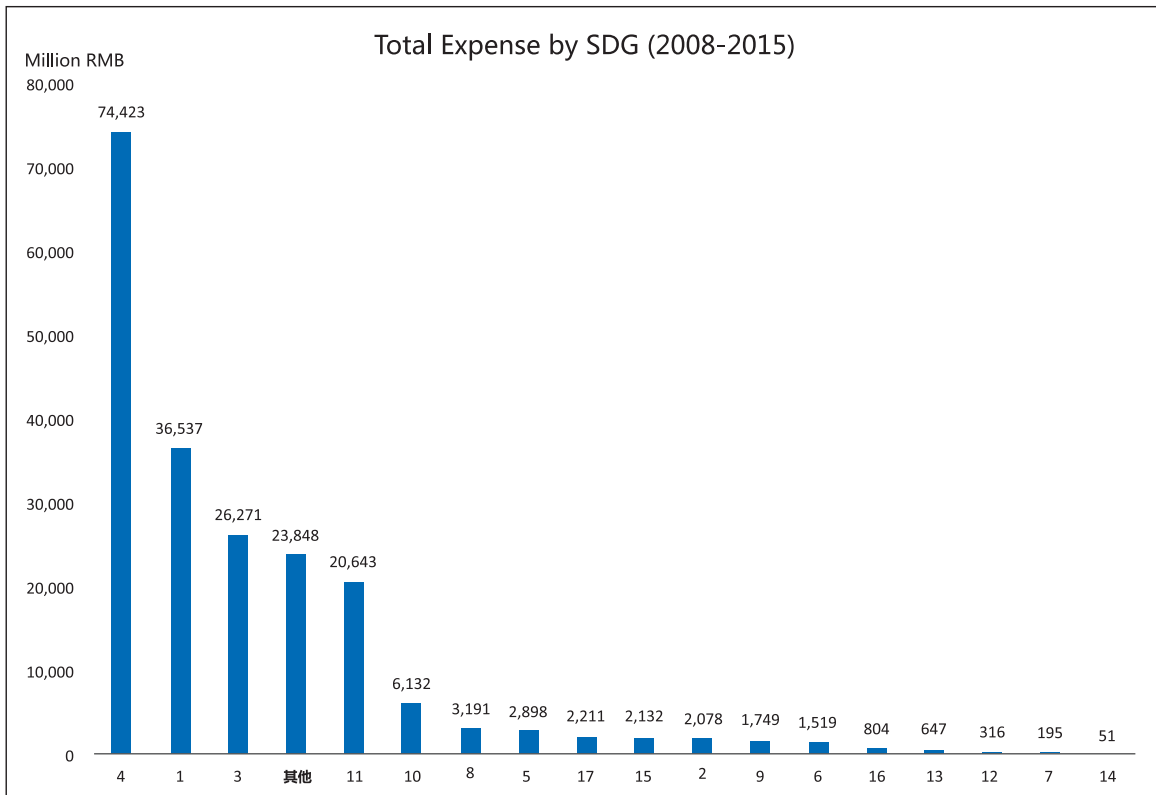
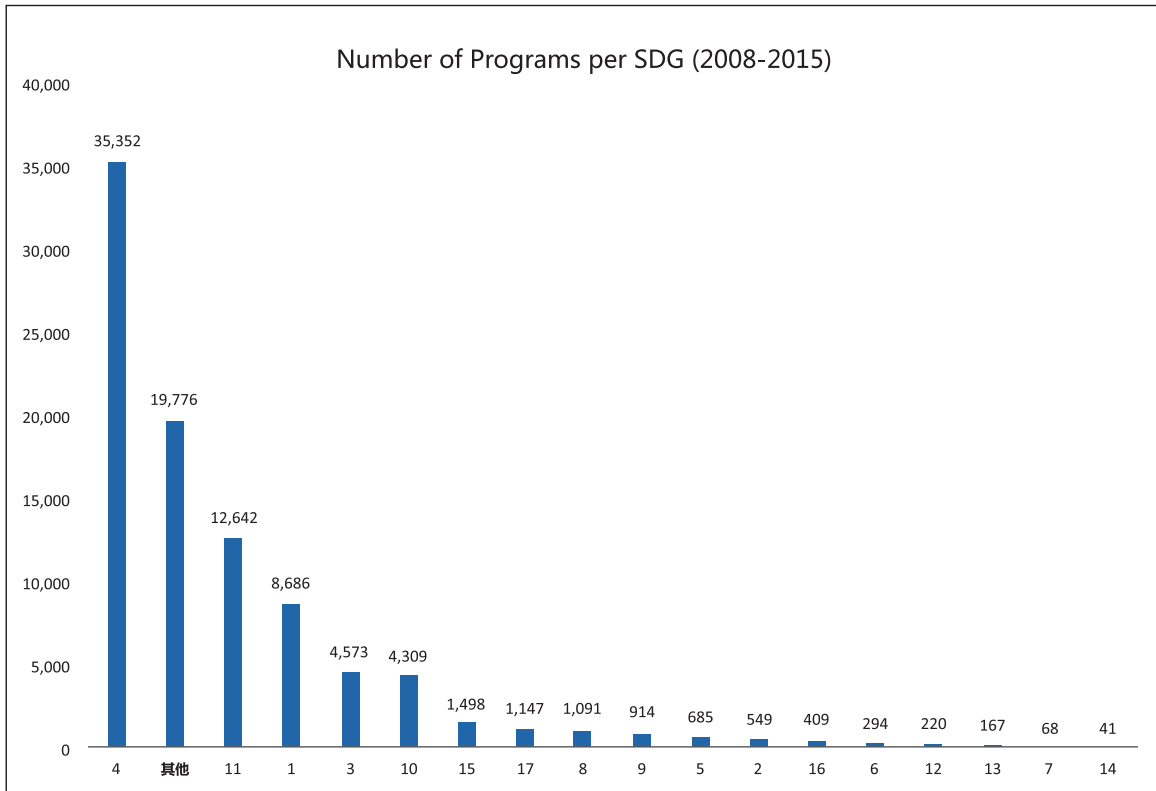
27. scikit-learn.org

28. <https://github.com/fxsjy/jieba>

29. <https://zh.wikipedia.org/zh-hans/N%E5%85%83%E8%AF%AD%E6%B3%95>

30. <https://zh.wikipedia.org/wiki/Tf-idf>

31. https://en.wikipedia.org/wiki/Bag-of-words_model



The evaluation metrics on test data: the classification metrics are shown below. The values of each label that are above the overall performance are underlined.

	Precision	Recall	F1	# of Samples
1	0.73	0.77	0.75	1738
2	0.49	0.44	0.47	133
3	0.78	0.79	0.79	978
4	0.88	0.87	0.87	3341
5	0.46	0.36	0.41	181
6	0.65	0.41	0.5	91
7	0.2	0.08	0.12	12
8	0.56	0.51	0.54	276
9	0.34	0.27	0.3	171
10	0.29	0.33	0.31	582
11	0.47	0.61	0.53	972
12	0.29	0.22	0.25	64
13	0.24	0.28	0.26	43
14	0.56	0.31	0.4	16
15	0.73	0.72	0.73	140
16	0.51	0.53	0.52	89
17	0.34	0.31	0.32	249
Other	0.27	0.22	0.24	213
Average	0.68	0.69	0.69	9289

3.5 Future Steps and Plans

3.5.1 Classification Models Based on Deep Learning and Word Embedding

So far the performance of the classification model still needs improvement to be reliable with its predictions. Besides a relatively small manually labeled data set, the bag-of-words model also has its intrinsic drawbacks. Predictive models based on deep learning and word embedding have shown superior results in various cases³². In the next step, we will use corpuses related to philanthropic programs to generate word-embedding, and combine that with manual labels and deep learning to improve the performance of the classification model.

3.5.2 Manual Classification on High-Expense Programs

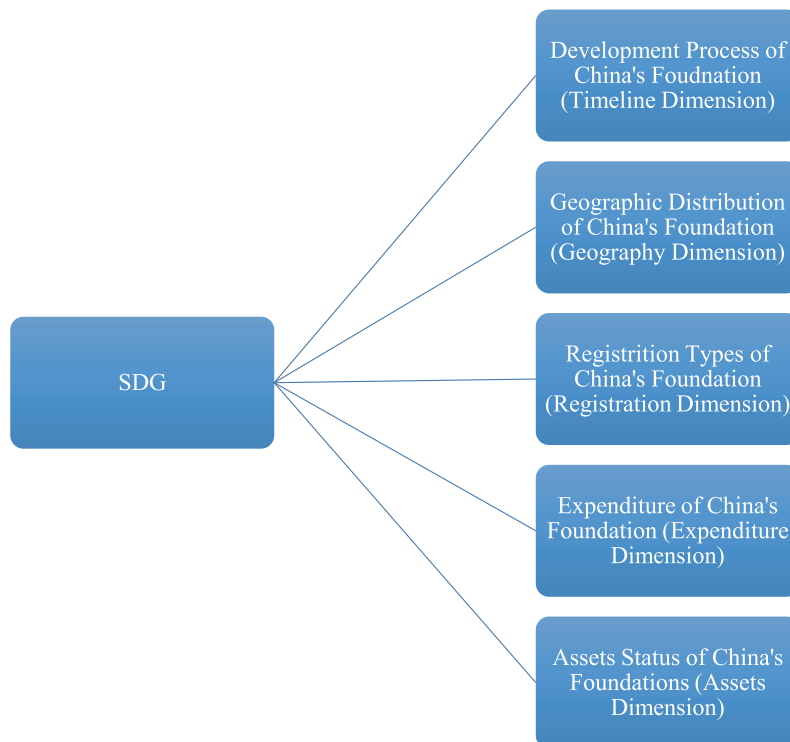
Currently more than half of the programs with expenses above 1 million RMB are not manually labeled. We will continue manually labelling programs with high expenses.

32. <https://www.nature.com/nature/journal/v521/n7553/abs/nature14539.html>

IV. Visualization and Analysis

This chapter presents China's 5,545 foundations and all charitable projects which were operated in 2015 under the SDGs, based on the data classification and analysis. This chapter also comprehensively depicts the distribution of Chinese foundations under the SDGs, their contribution to the 17 SDGs, as well as highlights the foundations' great potential to achieve SDGs in China based on this paper's data analysis. According to the real-time SDG platform sdg.foundationcenter.org.cn, which was released simultaneously with this report, as well as the CFC's comprehensive data on mainland China's foundations and charitable projects in 2015 (excluding Hong Kong Special Administrative Region (SAR), Macao SAR and Taiwan), the visual presentation was divided along five dimensions. This chapter is narrative for data of year 2015 analyzed and visualized in static attribute. Data of year 2016 will be updated by the end of 2017. The best way to explore the dynamic presentation is via real-time SDG platform.

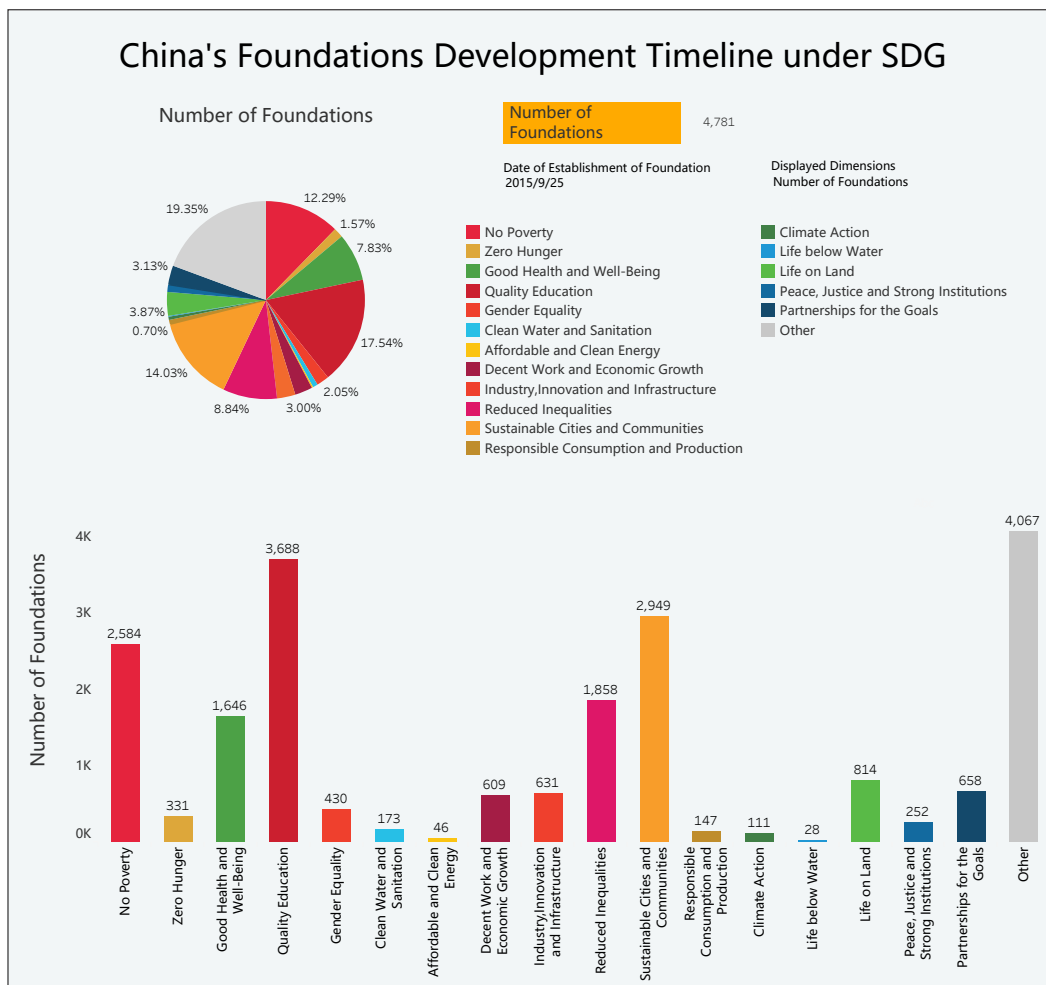
- SDG vs. Development Process of China's foundations (Timeline Dimension)
- SDG vs. Geographic Distribution of China's foundations (Geographic Distribution Dimension)
- SDG vs. Registration Types of China's Foundations (Registration Dimension)
- SDG vs. Expenditure of China's Foundations (Expenditure Dimension)
- SDG vs. Assets Status of China's Foundations (Assets Dimension)



All data visualization is developed and presented through Tableau Desktop. The illustrations of the five visualization dimensions follows the logic of results description, visualization presentation (from the real-time knowledge sharing platform), data description, as well as visualization analysis and its significance. Refer to the SDG categorizing methodology in Chapter 3, each foundation normally has more than one project, each project is categorized under 1-3 SDGs (3 is the maximum to guarantee accuracy), this also means that a charitable project could correspond to multiple SDGs. Therefore, in some cases, the sum of total project number of each SDG may not present the actual total number of charitable projects due to the duplicate counting. Similarly, the sum of charitable projects' expenditure under each single SDG is not equal to the actual total amount of charitable projects' expenditure. However, proportion is worth exploring.

4.1 Timeline Dimension: Timeline of the Development of Chinese Foundation under SDGs

From the year 1984 when China's first foundation was established till December 31, 2016, the total number of China's foundations was 5,545³³. With the release date of the report "Transforming our world: the 2030 Agenda for Sustainable Development"³⁴ as a cutting point (September 25th, 2015), the distribution of China's foundation under SDGs was as follows:



33. Data from China Foundation Center database.

34. <http://www.un.org/sustainabledevelopment/zh/2015/09/sdg-agenda-approval/>

The visualization in this section follows two indicators: the number of charitable projects and their expenditure for each of China's foundations based on their respective dates of establishment. Different colors represent different SDGs according to the UN color setting principles. By clicking on a specific establishment date on the platform's timeline, the classification and distribution of foundations before the chosen date can be displayed. At the same time, the number of charitable projects and their expenditure undertaken by the foundations can be displayed along different SDGs. Lastly, it is important to note that since a foundation's work can crosscut across multiple SDGs, the sum of the number of foundations and charitable projects' expenditure are not equal to the actual total of those under each SDG on the graph.

At the time of the release of the 17 SDGs, China's foundations had already sought to address all of the Sustainable Development Goals in their charitable projects, and more than 80% of foundations' work coincides with the SDGs. Among the SDGs, SDG 4,1,11,10,3 involve the largest number of foundations, accounting for 17.54%, 14.03%, 12.29%, 8.84% and 7.83% respectively of the total number of foundations; altogether totaling more than 60% of them. However, the total number of foundations under SDG 4 is still slightly below the total number of foundations that do not involve any SDGs. Hence, there is still big potential left to further promote SDGs.

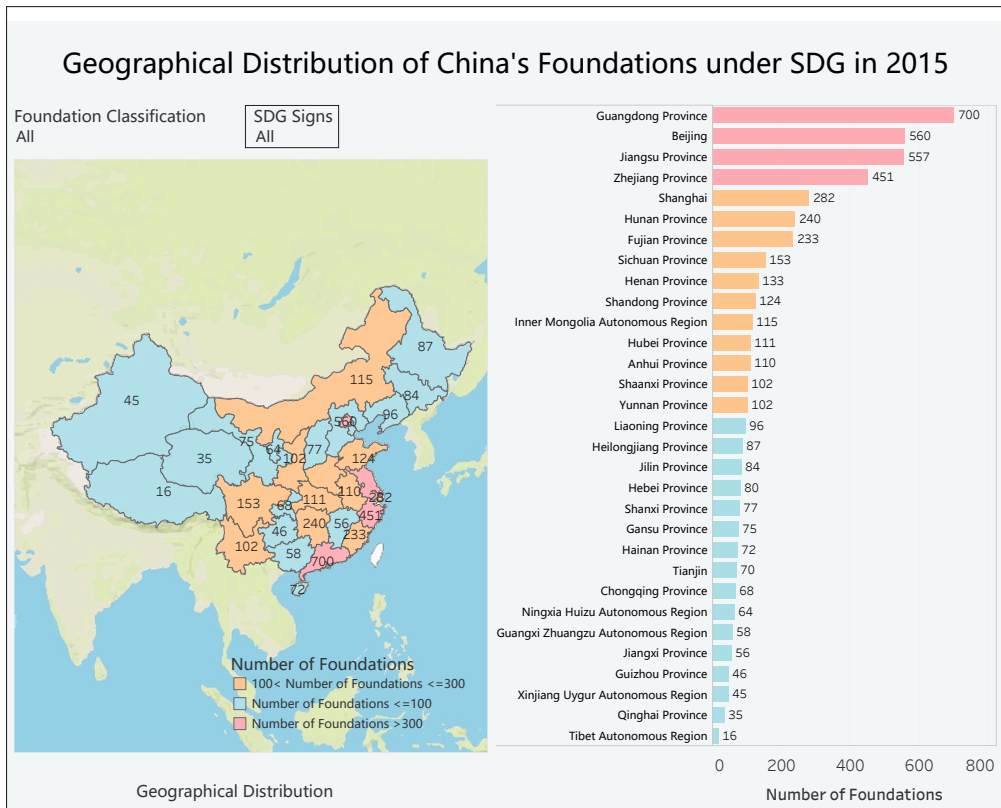
The significance of the visualization in this chapter is, first, to track back the initial state of China's foundations at the time of the release of the SDGs, in order to better track Chinese foundations' contribution to the implementation of SDGs since then and until 2030. In addition, the changes in the participation levels of China's foundations under each SDG can also be tracked, as well as the change in the proportion occupied by each goal in the implementation of all the SDGs in China. Drawing on these measures, the platform can then capture the development and geographical distribution of China's foundations under the SDGs between 2015 and 2030. At the same time, this timeline can also be used to compare the same types of data from other countries in the world, in order to expand understanding of the philanthropic sector as measured against SDGs from the national level to the international level, and promote international communication under the 2030 Agenda.

4.2 Geography Dimension: Geographic Distribution of Chinese Foundations under the SDGs in 2015

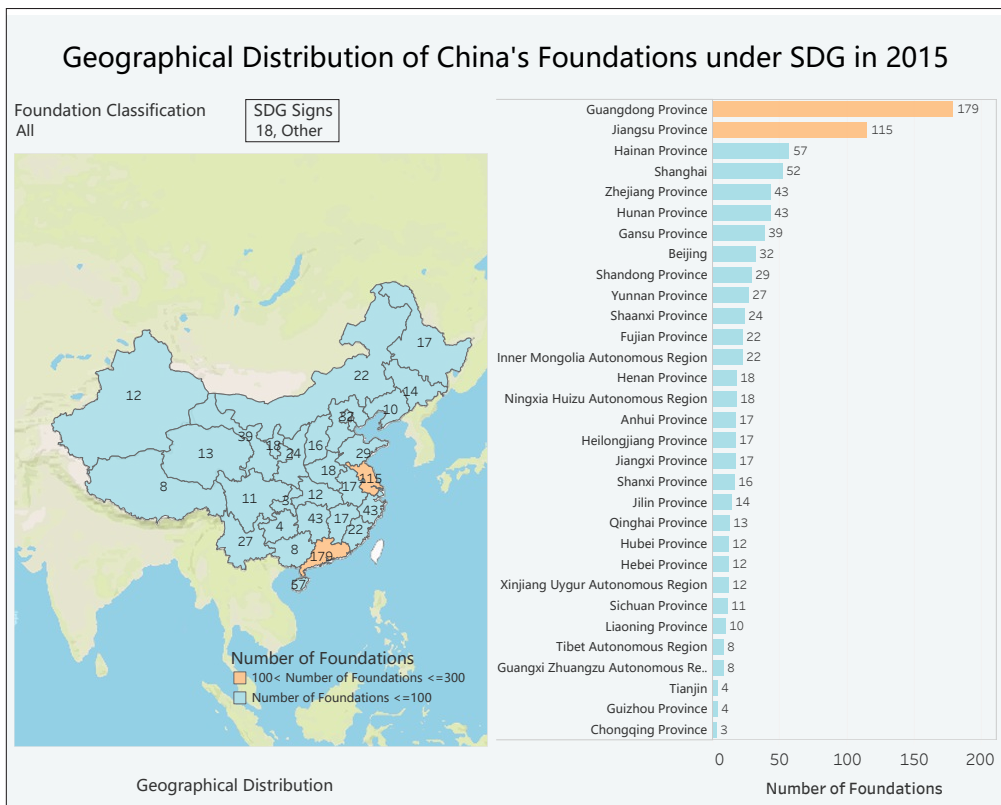
4.2.1 Geographic Distribution of Chinese Foundations under SDGs in 2015

As of December 31st 2015, the 5,545 Chinese foundations were mainly distributed in Beijing, Jiangsu, Zhejiang and Shanghai in Eastern China and Guangdong Province. The top 5 provinces or municipalities' cities with the largest number of foundations that are related to the SDGs are Guangdong Province, Beijing, Jiangsu Province, Zhejiang Province, and Shanghai. The number and geographic distribution of foundations that were involved and not involved with SDGs in 2015, as well as the number and distribution of foundations under each SDG can also be comprehensively captured on the platform, by selecting specific SDGs to apply to the 2015 data. Meanwhile on the real-time SDG knowledge-sharing platform, the three colors represent the different ranges in the numbers of foundations: different colors indicate different numbers of foundations in the region. The number and geographic distribution of China's foundations can be displayed by clicking "Select all", other, or by selecting individual or multiple SDGs. Since Chinese foundations can be registered at central (under Ministry of Civil Affairs) and local (under Provincial Civil Affairs Department) levels, it will be easier to conduct comparative analyses by distinguishing foundations that registered at different levels and presenting separately on the map.

1) Number and Geographic Distribution of Foundations under SDGs in 2015



2) Number and Geographic Distribution of Non-SDG related Foundations in 2015



3) Number and Geographic Distribution of Chinese Foundations under Each Single SDG

Guangdong, Beijing, Jiangsu, Zhejiang, and Shanghai are the provinces and municipalities that contributed most to the SDGs in 2015. The provinces' contributions to non-SDGs in 2015 also follow this ranking. Through observation of the 17 SDGs, it can be found that the number of foundations under some SDGs are in line with China's national policies and the previous strategies. For example, foundations under SDG 1 (No Poverty) are mostly concentrated in Beijing, Guangdong, eastern coastal region and southwest region, with a larger absolute number of foundations. This is closely related to China's Poverty Alleviation policies³⁵ and government's encouragement, such as encouraging the more developed east region to help with the poverty alleviation in the west, urban help rural, etc³⁶. The number of foundations under SDG 2 (No Hunger) are smaller compared to other SDGs, which is due to the great success that China has achieved in hunger elimination and the transfer of government's work concentration. In 2013, China successfully achieved the goal to reduce half the number of hungry people two years ahead³⁷ of the MDG timeline (about 250 million)³⁸, as referred to in China's Policy of Adequate Food and Clothing (温饱政策) and China's Well-off Policy (小康政策). At the same time, Beijing has obvious larger numbers of foundations under SDG 10, 11 and 15 compared to other provinces and municipalities, which also reflects its unique position as China's political center. In addition, the SDG philanthropy platform can also present a number of foundations in different provinces and regions by distinguishing foundations' registration level (central and local).

× Top 3 provinces or municipalities that have largest number of foundations under 1-17 SDGs

	1	2	3
1	Guangdong 313	Beijing 292	Jiangsu 242
2	Beijing 54	Guangdong 49	Zhejiang 30
3	Beijing 256	Guangdong 214	Jiangsu 152
4	Beijing 458	Guangdong 458	Jiangsu 399
5	Beijing 75	Guangdong 58	Zhejiang 25
6	Beijing 44	Guangdong 24	Zhejiang 12
7	Beijing 20	Guangdong 3	Hunan 3
8	Beijing 134	Guangdong 80	Jiangsu 42
9	Beijing 116	Guangdong 83	Jiangsu 44
10	Beijing 237	Guangdong 233	Jiangsu 182
11	Beijing 391	Guangdong 356	Jiangsu 305
12	Beijing 43	Guangdong 19	Zhejiang 13
13	Beijing 37	Guangdong 17	Jiangsu 8
14	Beijing 10	Guangdong 3	Shandong 3
15	Beijing 105	Guangdong 95	Zhejiang 69
16	Beijing 51	Jiangsu 39	Guangdong 34
17	Beijing 170	Guangdong 77	Jiangsu 63
Other	Guangdong 600	Beijing 463	Jiangsu 451

35. Poverty Alleviation Policies: first released in 2013, which tries to build a collaboration among government, market, and society to promote a "poverty alleviation" pattern, encourage and guide the various types of enterprises, non-governmental organizations and individuals and other social parties to actively participate in poverty alleviation and development. <http://www.chinadevelopmentbrief.org.cn/news-17932.html>

36. The State Council Leading Group Office of Poverty Alleviation and Development <http://www.cpad.gov.cn/>

37. United Nations Food and Agriculture Organization, 2015

38. <http://www.chinanews.com/gn/2014/01-27/5786802.shtml>

Although the contribution and number of foundations are different, in different provinces and municipalities under a single SDG, notably, the overall distribution follows the trend. Beijing, for instance, occupies the first place on 15 of the 17 SDGs. However, this result is significantly affected by the data source. Since currently the only available data is related to the foundations' registration location, all charitable projects in the ranking were traced back to the foundations' location regardless of their implementation location. Therefore, the provinces and municipalities with the largest number of foundations under SDG are displayed more prominently. In the future, it is planned to obtain accurate data on the implementation location of charitable projects, it would be more effective to use them to present the actual geographic distribution and funding flow from donors to beneficiaries under each SDG, thus rendering the platform a more precise and effective tool.

4.2.2 Geographical Distribution of Chinese Foundations at Provincial and Municipality Level SDGs in 2015

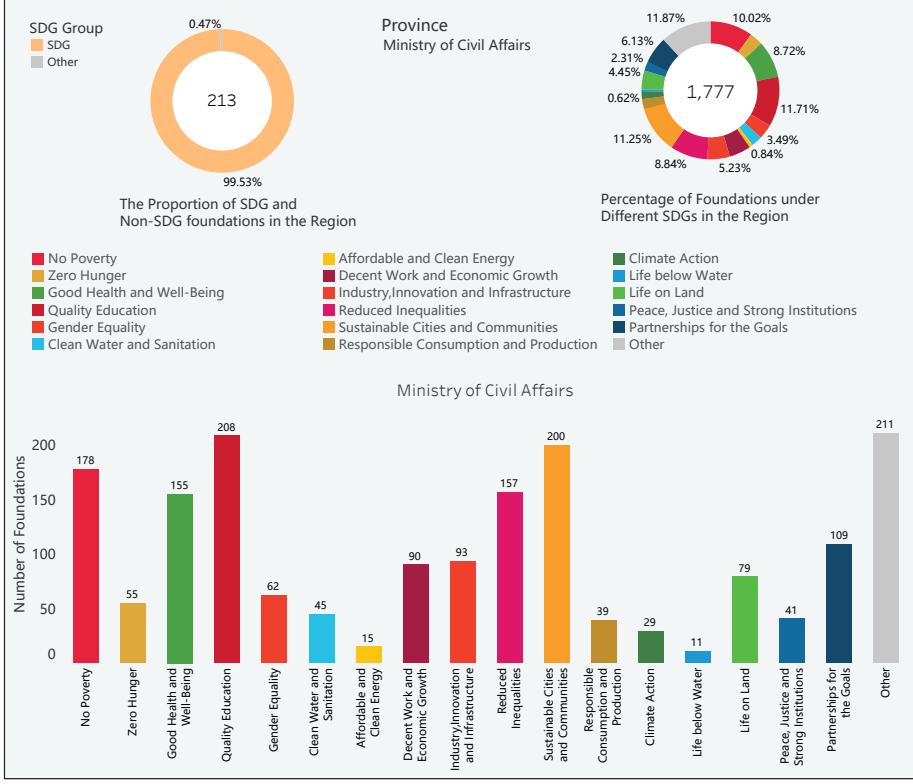
It is possible to further observe and analyze the SDG related distribution and contribution of each province and municipality, after understanding the performance of China's foundations in supporting the implementation of SDGs on the provincial and municipality level and comparing the contribution of them to SDGs. The observation was built on three dimensions, 1) SDG VS. non-SDG³⁹, 2) foundations' charitable projects proportion under 1-17 SDGs, and 3) number of foundations under the 1-17 SDGs. The real-time SDG knowledge sharing platform shows the distribution of foundations under SDGs of 31 provinces, administrative regions and municipalities directly under the central government according to the database, Hong Kong SAR, Macao SAR and Taiwan could not be showcased due to data availability. Since one foundation could meet multiple SDGs at the same time, the total number of foundations under SDGs in the graph is not equal to the actual total number of foundations in the provinces. The significance of this section's visualization is to present the distribution, work performance, and relevance level of foundations' charitable projects regarding the SDGs on the provincial and municipality level.

The top 5 provinces or municipalities with the largest number of foundations are: Guangdong, Jiangsu, Zhejiang, Beijing, and Shanghai⁴⁰. Foundations registered at the central and local level are presented separately to guarantee accuracy.

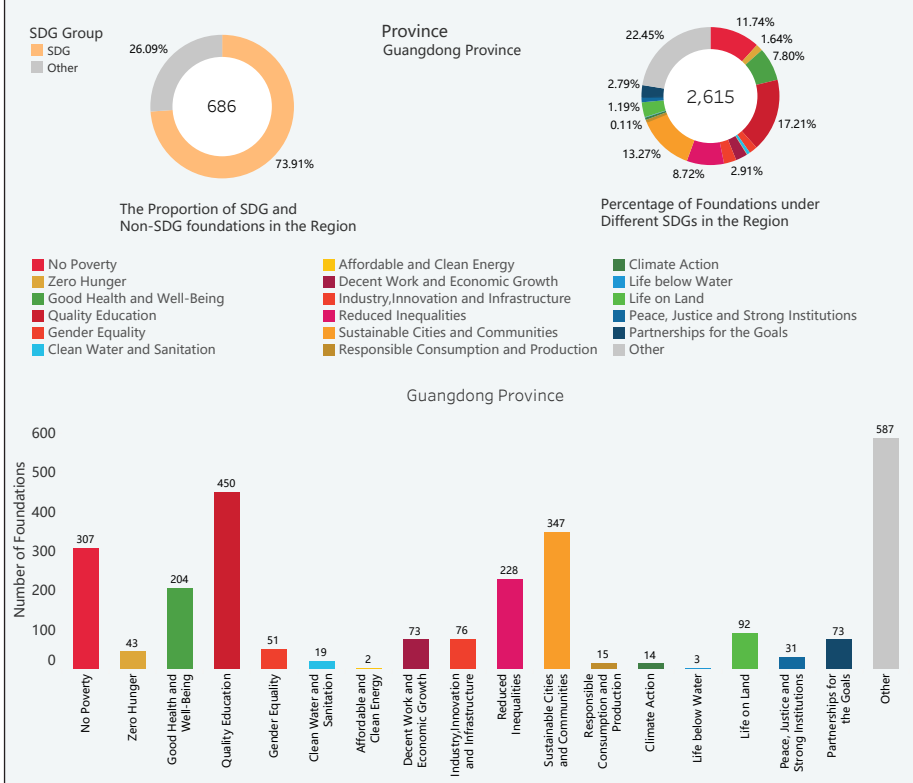
39. This is calculated based on SDG categorizing of all projects from 1-18 (18 represents non-SDG) within each of the organization at provincial level.

40. Although the top 5 are all provincial-level, but Beijing and Shanghai are municipality directly under the central government.

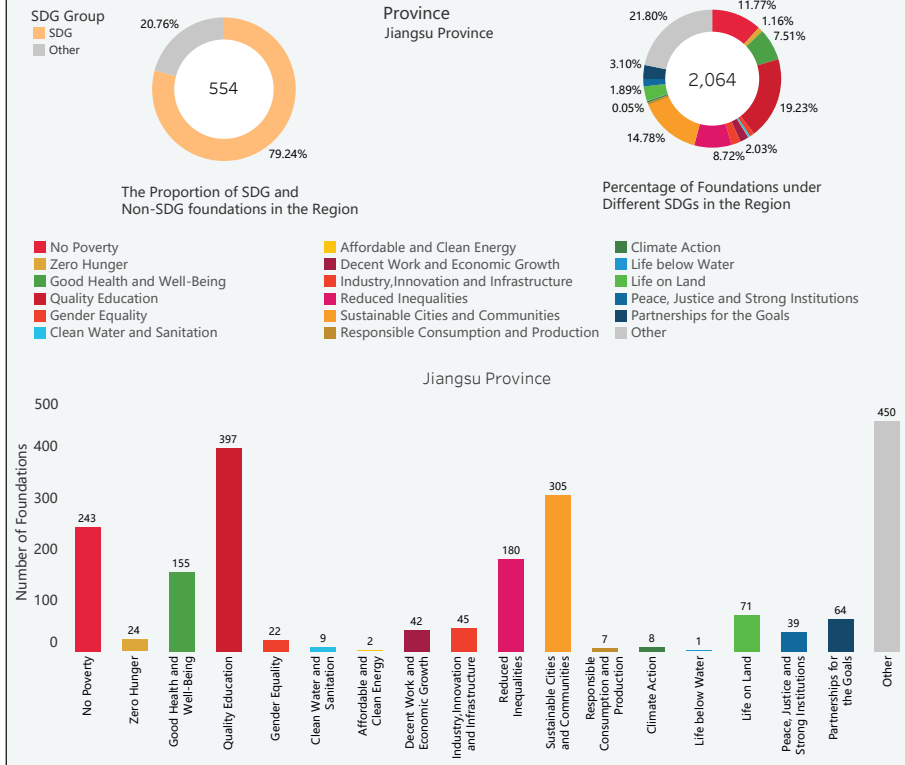
Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015



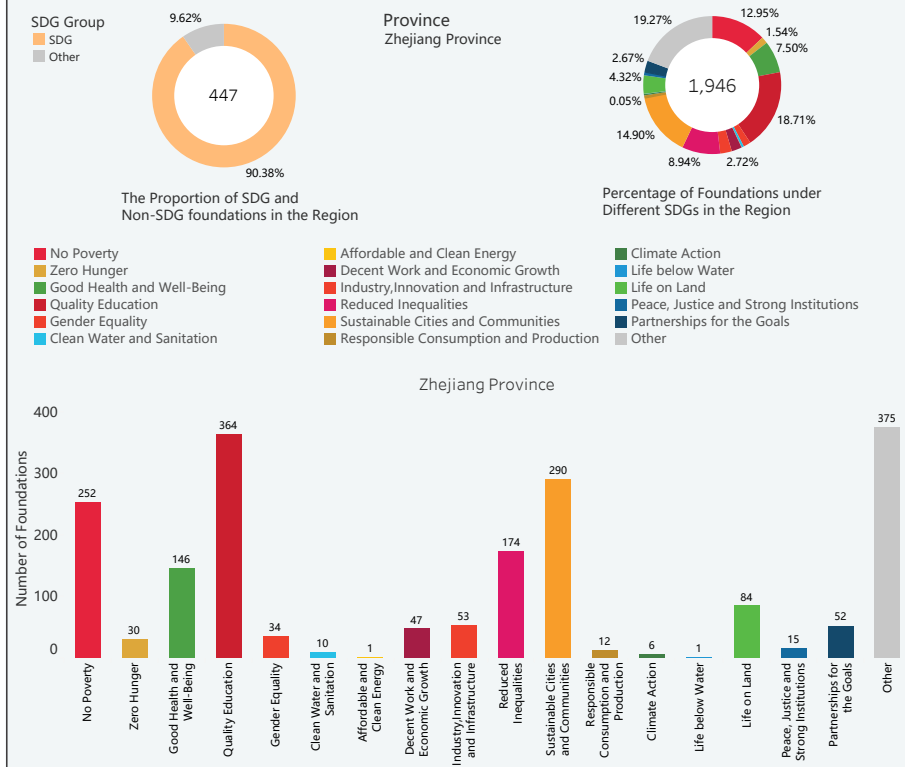
Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015



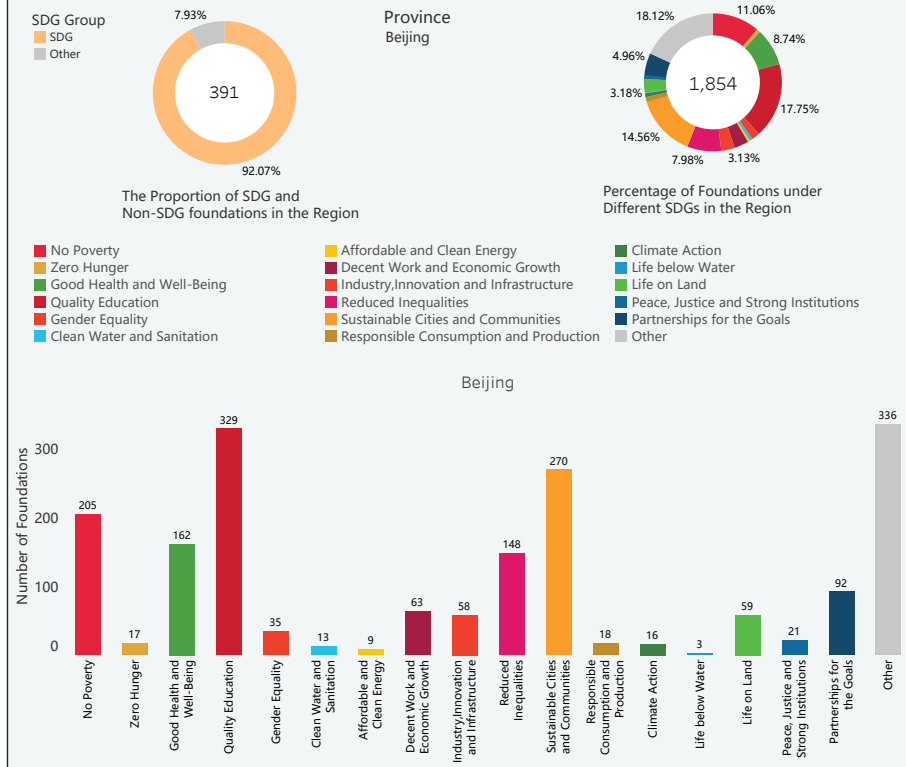
Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015



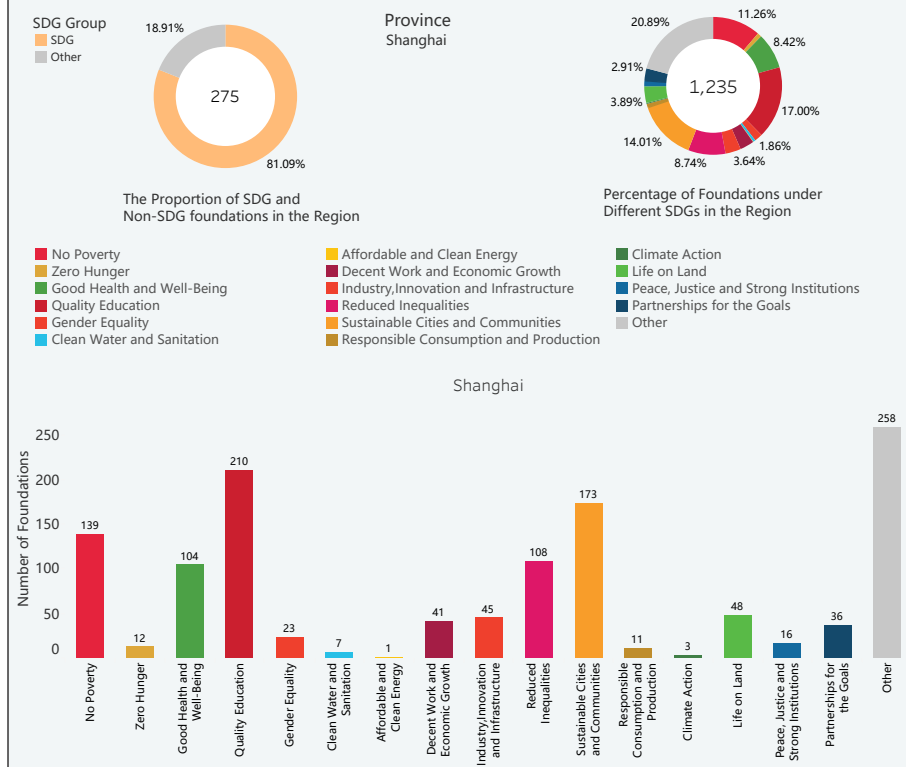
Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015



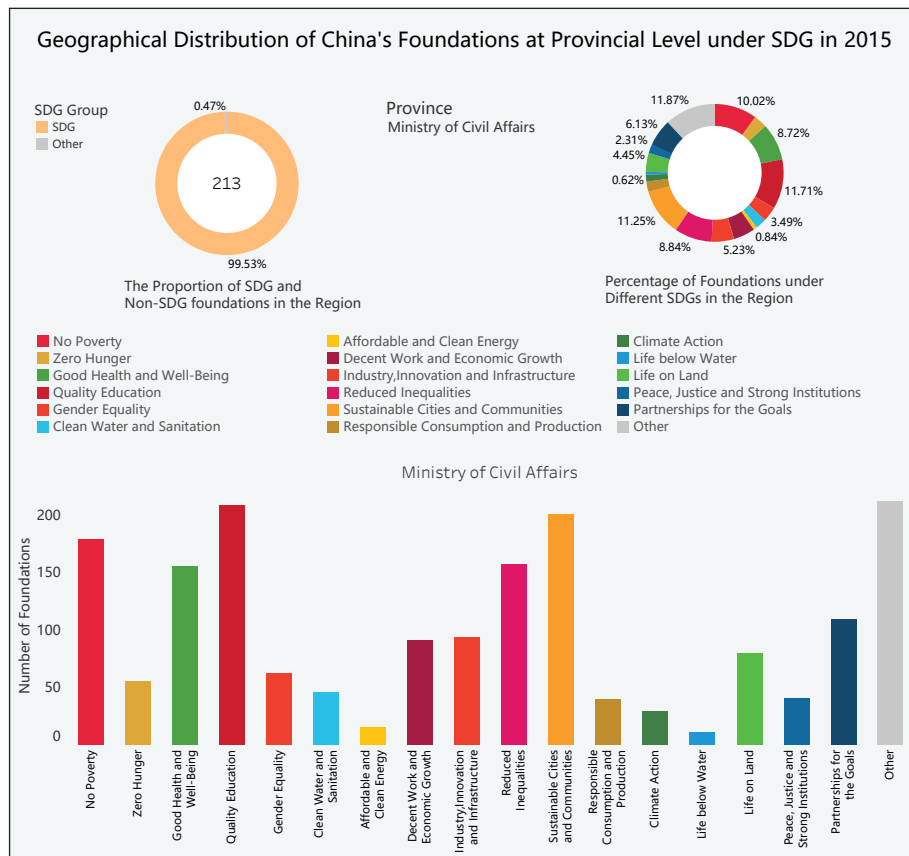
Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015



Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015

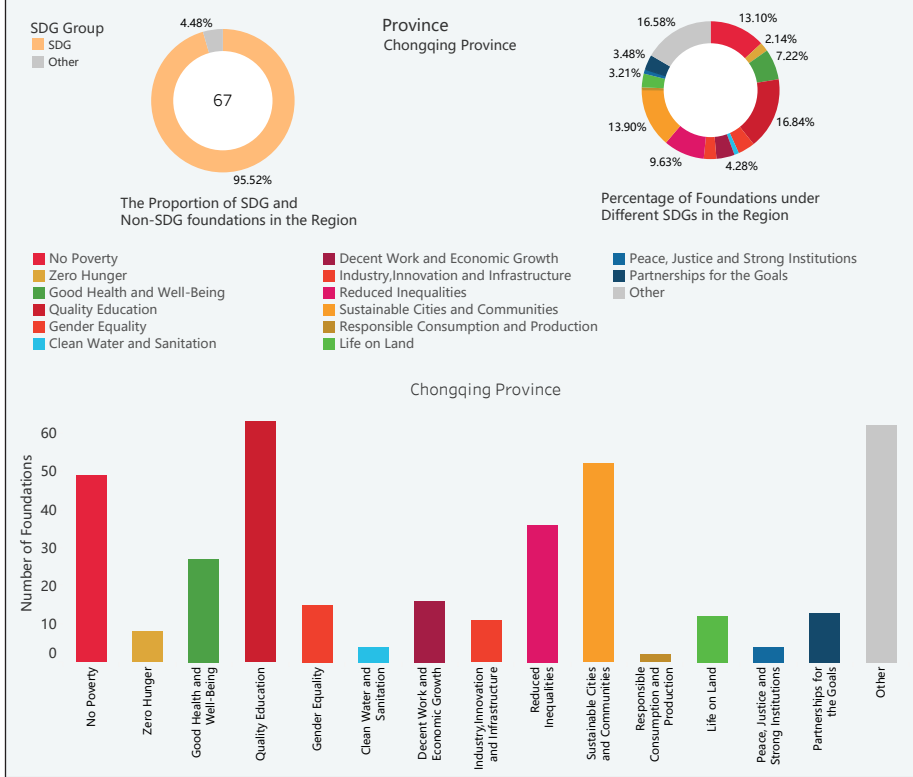


In terms of SDG relevant degree, foundations that registered under Ministry of Civil Affairs show the relevant degree as high as 99.53%. This is because the foundations registered at the central level follow closely with the government’s domestic and foreign policies, and also position their projects under such frameworks. In addition, according to the top 5 provinces or municipalities with the largest number of foundations, the relevance degree is not directly proportional to the total number of its foundations. Among the top 5 provinces or municipalities, the foundations in Beijing have the highest degree of relevance with SDGs in general, which could be attributed to its politically central position. However, the degree of relevance to the SDGs of Beijing’s foundations is not the highest among all of the Chinese provinces and municipalities. The top 5 provinces⁴¹ or municipalities in China whose foundations have the highest degree of relevance to the SDGs are, in this order: Chongqing, Sichuan, Tianjin, Beijing, and Guizhou. This ranking indicates that the performance of southwestern provinces in promoting the SDGs’ implementation is remarkable. It is worth noting that as the top 3 provinces and municipalities with the highest degree of relevance to the SDGs, the proportion of foundations related to SDG 4 in Chongqing, Sichuan and Tianjin is larger than the proportion of non-SDG related foundations. Therefore, these three provinces and municipalities performed most prominently in 2015 in promoting the implementation of SDGs in China.

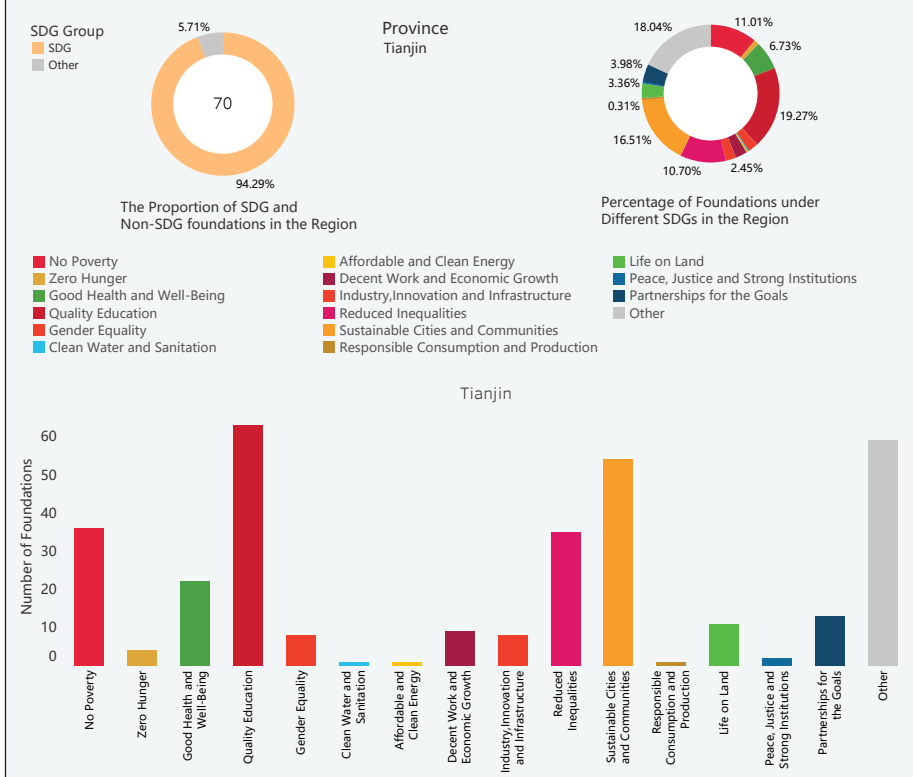


41. Same to footnote 40, Chongqing, Tianjin and Beijing are not provinces, but provincial-level municipalities.

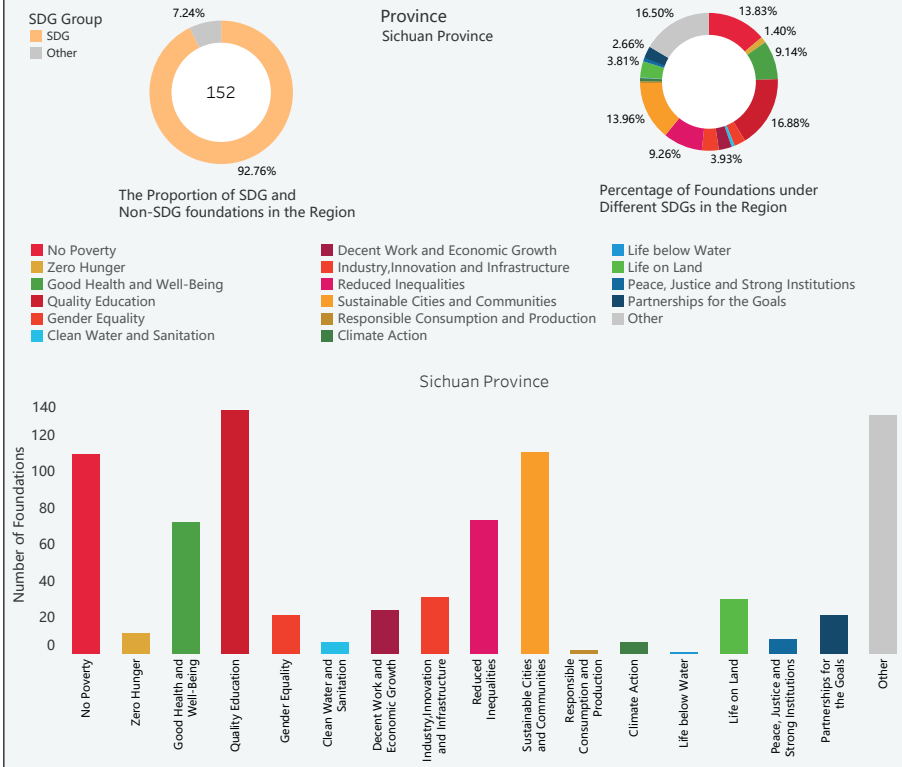
Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015



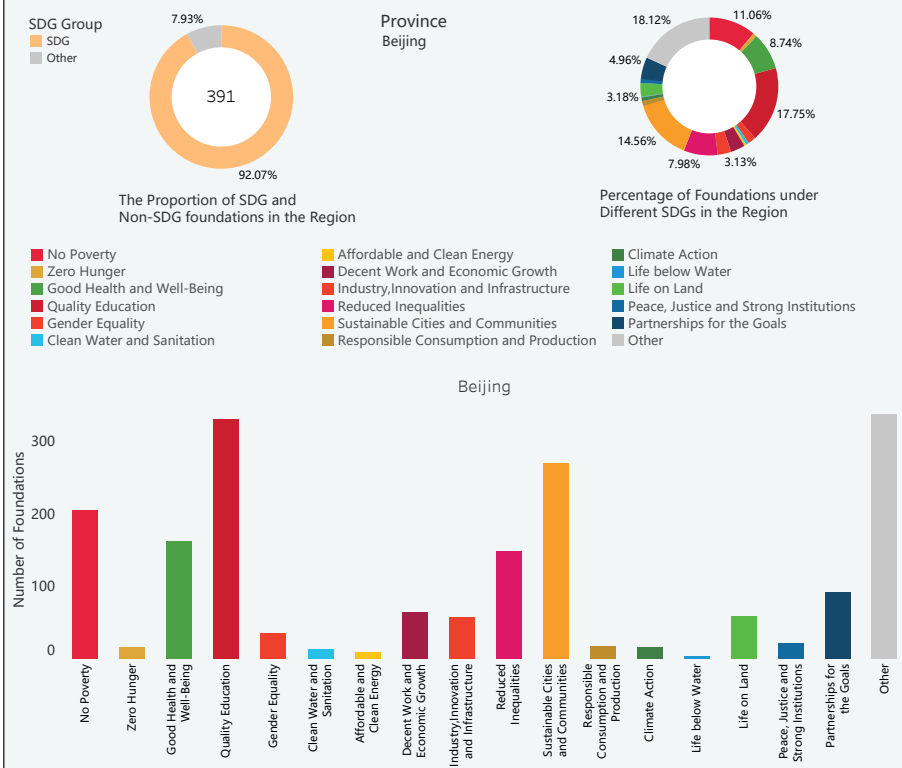
Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015

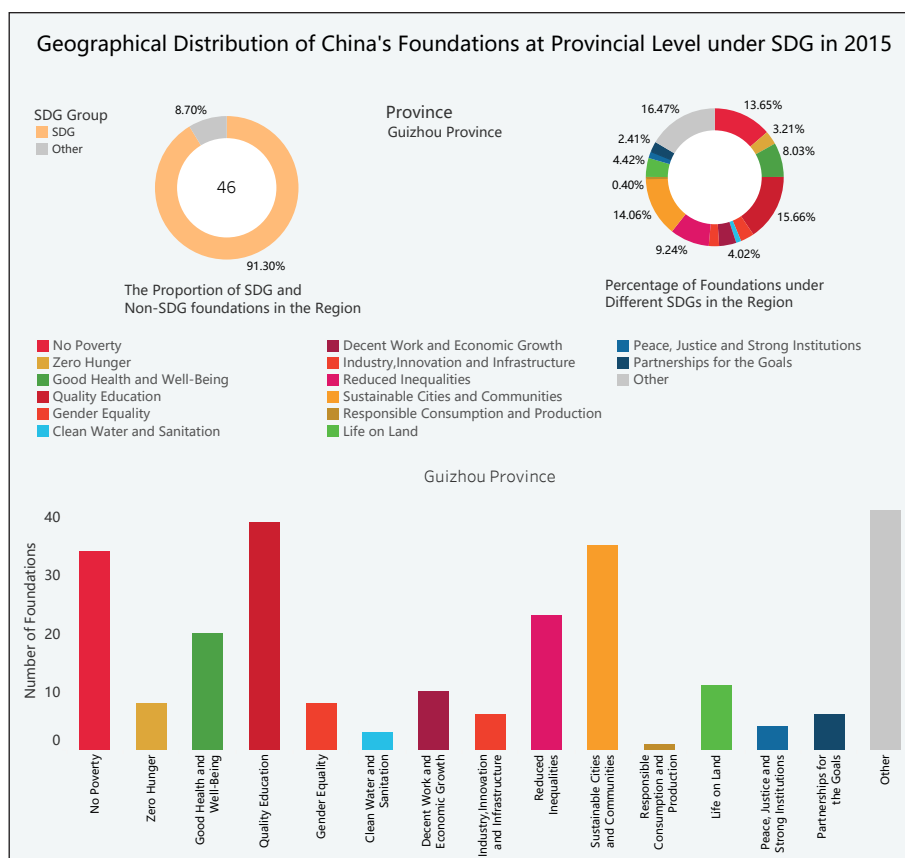


Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015



Geographical Distribution of China's Foundations at Provincial Level under SDG in 2015





At the same time, Guangdong, Beijing and Jiangsu have the highest absolute number of foundations under SDGs. However, the highest proportion of foundations operating under one or several SDGs is still lower than the proportion of non-SDGs foundations. This suggests that there is a significant potential for the promotion and implementation of SDGs in provinces and municipalities, where the foundations are already well developed. Also notably, SDG 4 remains the goal that involves the largest number of foundations in almost all of the provinces and municipalities. This is closely related to the flourishing development of China's university foundations. Since 1994, when China's first university foundation, the Tsinghua University Education Foundation was founded, until December 31, 2015, the total number of China's university foundation was 459, which accounted for almost 10% of the total number of foundations of then. The chart below shows the top 10 provinces and municipalities with the highest degree of relevance to the SDGs, as well as their top 3 SDGs with the highest proportion of foundations operating under them.

× *Top 10 central & local provinces and municipalities with the highest degree of relevance to the SDGs*

	Province	Degree of Relevance	Top 3 SDGs & Proportions
1	Ministry of Civil Affairs	99.53%	4、 11、 1 (totaled 32.97%)
2	Chongqing	95.52%	4、 11、 1 (totaled 43.85%)
3	Tianjin	94.29%	4、 11、 1 (totaled 46.78%)
4	Sichuan	92.76%	4、 11、 1 (totaled 44.67%)
5	Beijing	92.07%	4、 11、 1 (totaled 43.36%)
6	Guizhou	91.30%	4、 11、 1 (totaled 43.37%)
7	Fujian	90.48%	4、 11、 1 (totaled 46.14%)
8	Zhejiang	90.38%	4、 11、 1 (totaled 46.56%)
9	Liaoning	89.47%	4、 1、 11 (totaled 42.25%)
10	Hubei	89.09%	4、 11、 1 (totaled 45.95%)

Similar to 4.1 In the future, it will be possible to present each province's or municipality's degree of relevance to the SDGs more comprehensively, by drawing on the information regarding all of China's foundations and the implementation location of their charitable projects. At the same time, more data could be collected with the development of China's foundations to further conduct comparative analysis, in order to issue policy recommendations at the provincial level regarding the timelines, geographic distribution, and overall goals of SDG implementation.

4.3 Registration Dimension: The distribution of China's Foundations' Different Registration Types in 2015

China's foundations can be divided into four different types based on their registration level: prefecture-level, municipal, provincial, and national (Ministry of Civil Affairs). We conducted presentations of the distribution of registration types based on the two following dimensions: the distribution and number of charitable projects' expenditure of foundations in 2015. By choosing different registration levels, the geographical distribution of foundations and their charitable project's expenditure can be displayed. The relationships between the number of foundations and their charitable projects' expenditure under different SDGs can also be observed, in order to understand the development and efficiency of foundations under different SDGs.



In general, under the 17 SDGs, the foundations' expenditure for their charitable projects can be matched up with the number of foundations, especially for SDG 4, 11, 1, and 10, which are the SDGs that occupy the highest proportion of the examined foundations' work. However, what is slightly different is that, the number of foundations under SDG 11 ranked second among all of the SDGs while the charitable projects' expenditure under it only ranked the fourth. Therefore, it is necessary that foundations whose missions are related to SDG 11 to collaborate and invest more for sustainable cities and communities.

× *Classification of Foundations Registered under the Ministry of Civil Affairs*

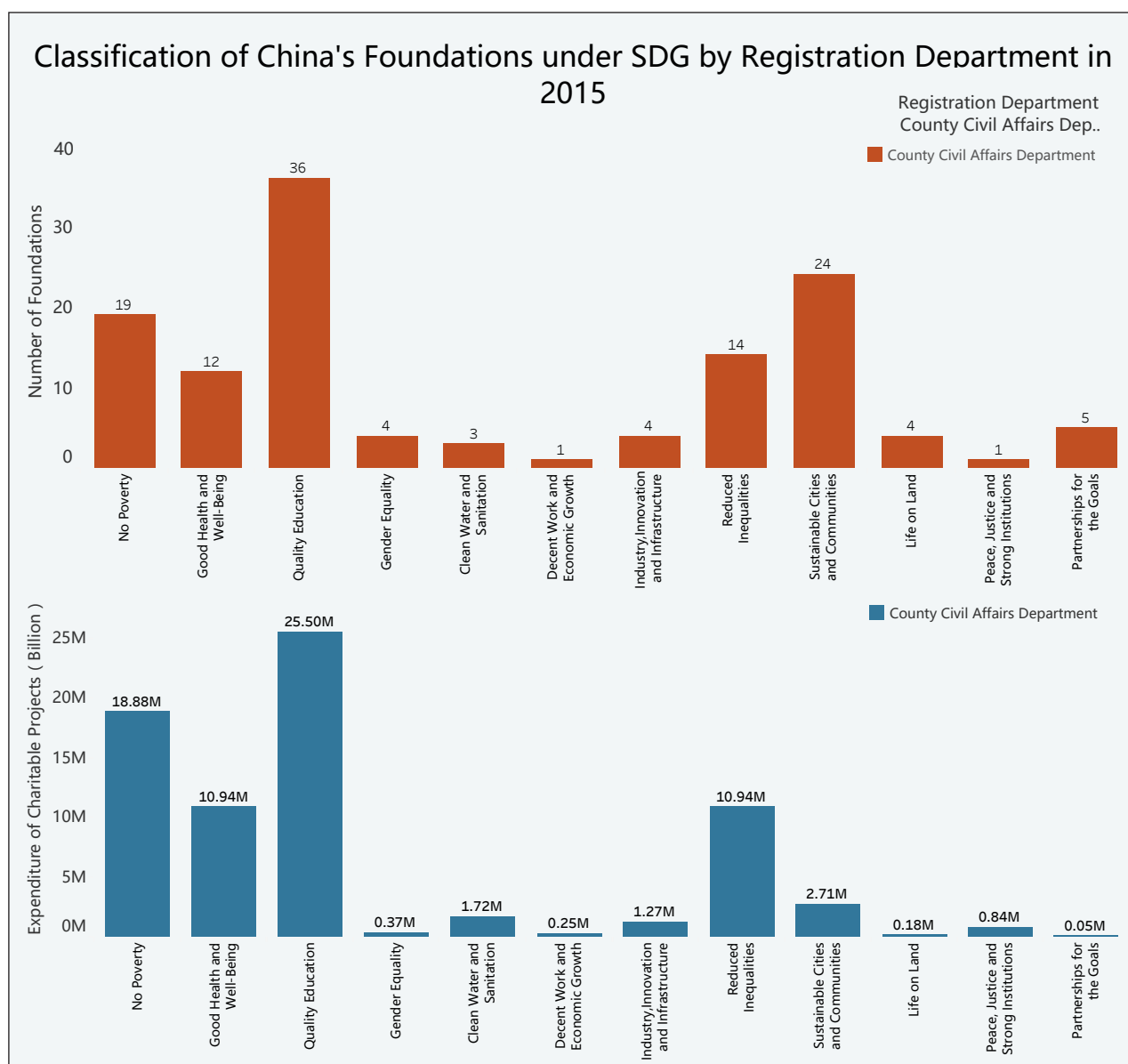


× Classification of Foundations Registered under the Provincial Civil Affairs Departments



× Classification of Foundations Registered under the Municipal Civil Affairs Departments





In conducting future research, data regarding public and non-public foundations could be collected based on whether the foundation is qualified to fundraise publicly according to the “China Foundation Management Regulations”⁴², or, alternatively, multi-dimensional data could be introduced to conduct classification more comprehensively. For example, the fund-raising sources, geographical scope of fund-raising activities, or service scope of foundations could be included. In that case, the distribution and expenditures of different types of Chinese foundations under a single or multiple SDGs could be presented with multiple dimensions from multiple perspectives. Such a method could highlight which types of foundations perform more actively in promoting the implementation of SDGs. Also, through referring to relevant policies and the current situation of foundations under registration dimension, it

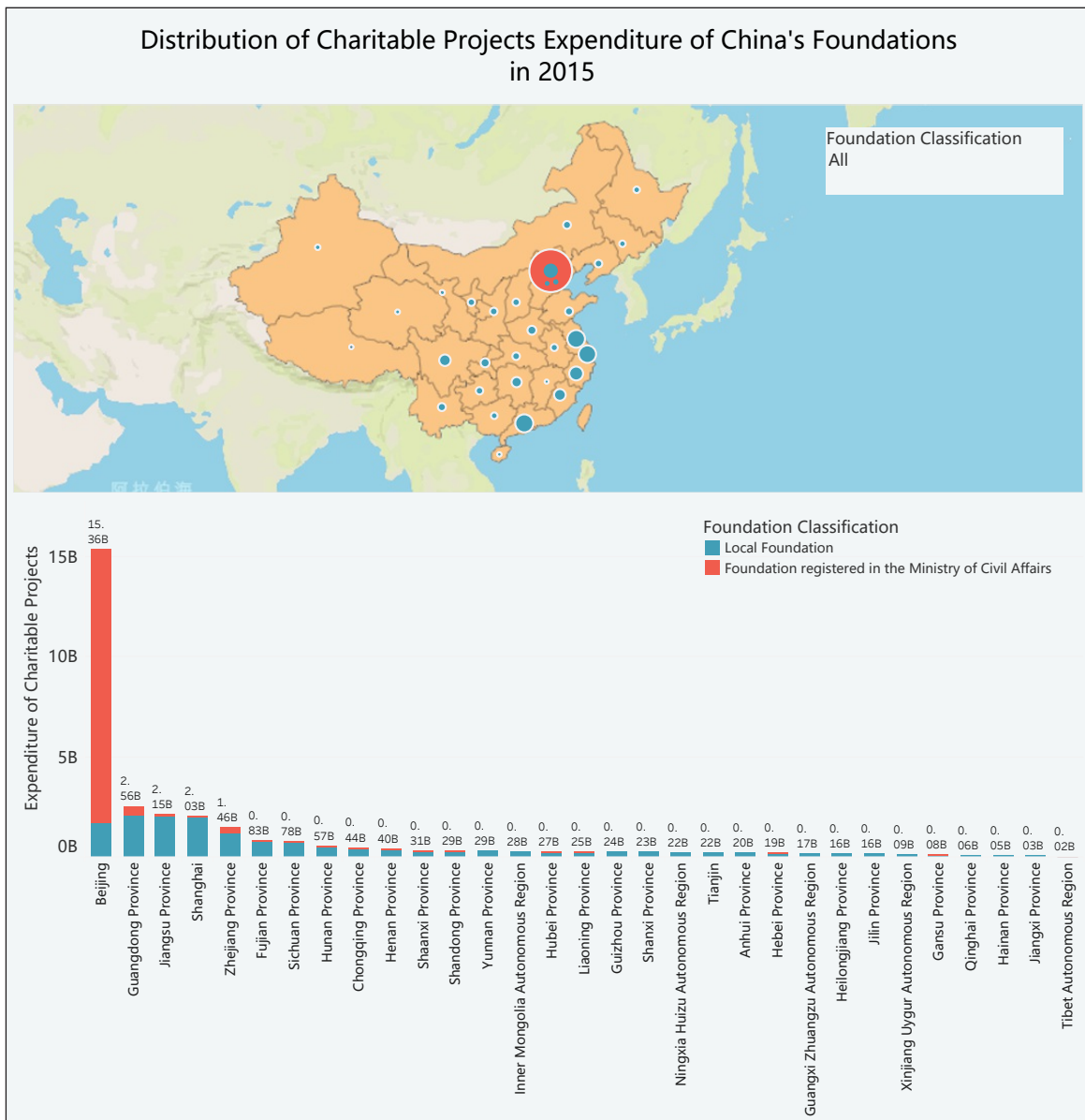
42. “China Foundation Management Regulations”, 2004

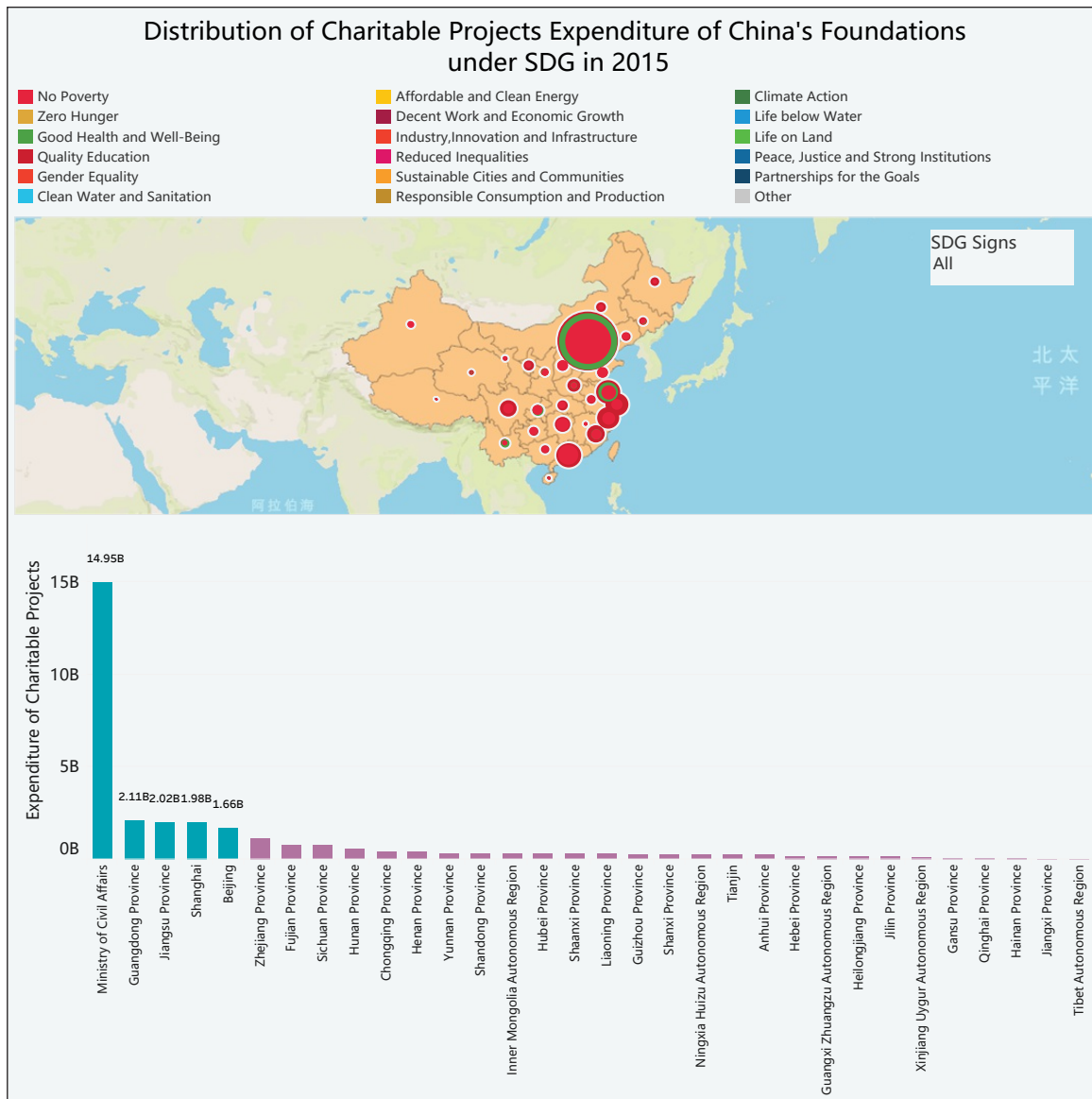
will be easy to find out which types of foundations have more potential to participate in promoting the SDGs in the future. On this basis, multilateral collaborations, including with the UN system, could be built to further improve the effectiveness and efficiency of Chinese foundations' work under SDGs.

4.4 Expenditure Dimension: The Distribution of the Charitable Projects' Expenditure of Chinese Foundations' Charitable Projects under the SDGs in 2015.

4.4.1 The Distribution of China's Foundations' Charitable Projects' under the SDGs in 2015

According to the expenditure of Chinese foundations' charitable projects in 2015, the distribution and amount of charitable projects' expenditure operated by China's foundations under each SDG can be showed comprehensively on the map of China. The expenditure of charitable projects, as the actual expenses, is the direct indicator to show and compare foundations' contribution to the implementation of SDGs.





There are three color schemes in this section. The first map of China shows the amount of charitable projects' expenditures of each province or municipality, and different colors (not in line with UN SDG color setting) correspond to different registered locations. The size of the circle also represents the amount of expenditures: the larger the circle, the higher the charitable projects' expenditure spent under the SDGs in the province. The second map of China uses another color scheme, which follows the UN SDG color setting of 1-17 SDGs, and the color corresponding to "others" represents projects that are non-SDG related. By clicking on each SDG, the distribution of charitable projects' expenditures of foundations in each provinces or municipalities under each different SDG can be displayed. One thing worth noting is that, a charitable project could correspond to multiple SDGs, therefore the sum amount of charitable projects' expenditure under each single SDG is not equal to the actual total amount of charitable projects' expenditure in the same province. The color scheme of the bar chart below aims to distinguish the top 5 provinces or municipalities with the highest charitable projects' expenditures. By clicking on different SDGs, the ranking of provinces' charitable projects expenditures can be displayed.

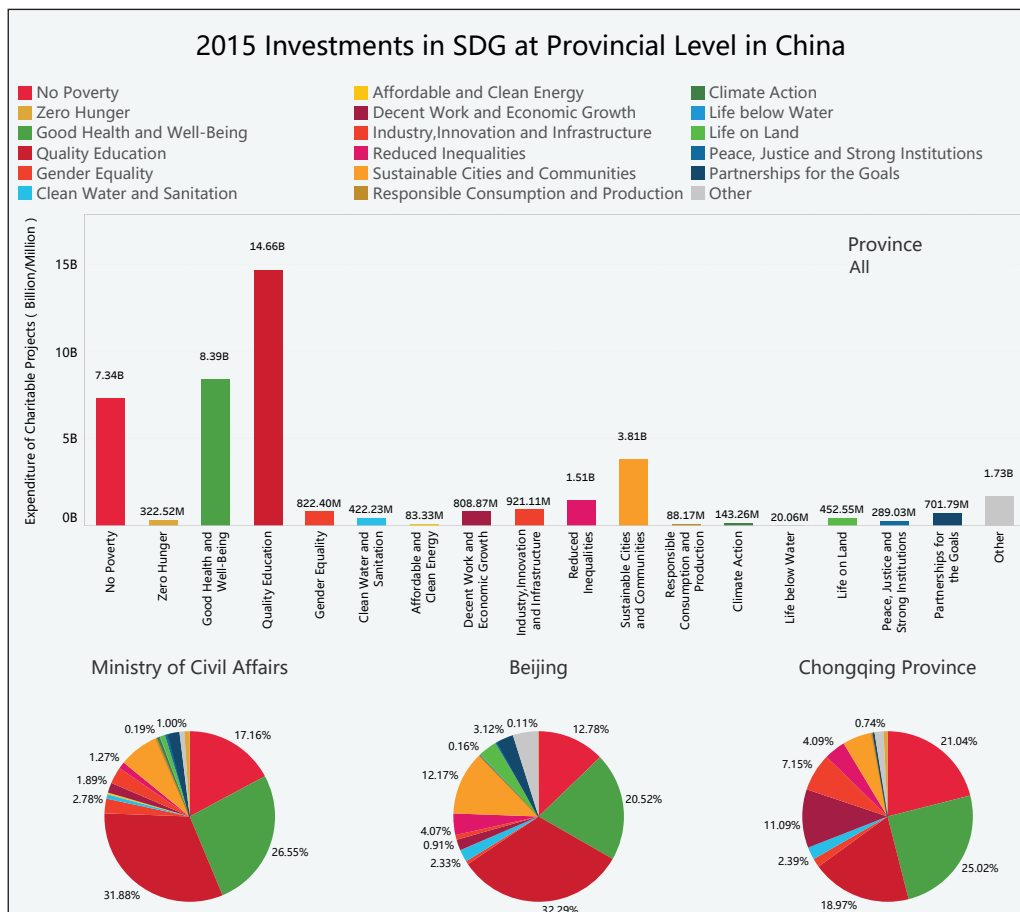
Graphs of Amount and Location of Charitable Projects' Expenditures under SDG 1-17



In the first year of the implementation of the SDGs, foundations' charitable projects' expenditures under the SDGs were mostly concentrated in Beijing, East China, and Guangdong Province, which is consistent with the observed distribution of China's foundations. The total annual charitable projects' expenditure in the top 5 provinces or municipalities of Beijing, Guangdong, Jiangsu, Shanghai and Zhejiang, totaled 23.5 billion RMB (absolute amount, not include duplicated counting), which accounted for 77.49% of China's total charitable projects under the SDGs in 2015. Therefore, according to the current data, it is necessary to encourage foundations to be established in other provinces in order for the charitable projects' expenditure under the SDGs to be more balanced across the nation. As mentioned above, each province's or municipality's contribution to the SDGs could be more objectively and comprehensively captured in the future, if additional information regarding the location of projects' implementation becomes available rather than having to rely solely on data, on foundations' charitable projects' expenditure.

4.4.2 Investments in SDGs at Provincial and Municipality Level in 2015

After presenting and analyzing the charitable projects' expenditures under the SDGs at the national level, our visualization further expands to the provincial and municipality level. The visualization of this section still focuses on the expenditures of charitable projects, and presents the charitable projects' expenditures of foundations under SDGs in each province and municipalities in 2015. The total charitable projects' expenditures of foundations, as well as their percentage in each province or municipality in 2015 were counted and presented according to different SDGs. At the same time, the expenditure and charitable investments of foundations that registered under Ministry of Civil Affairs will also be displayed separately on the SDG platform.

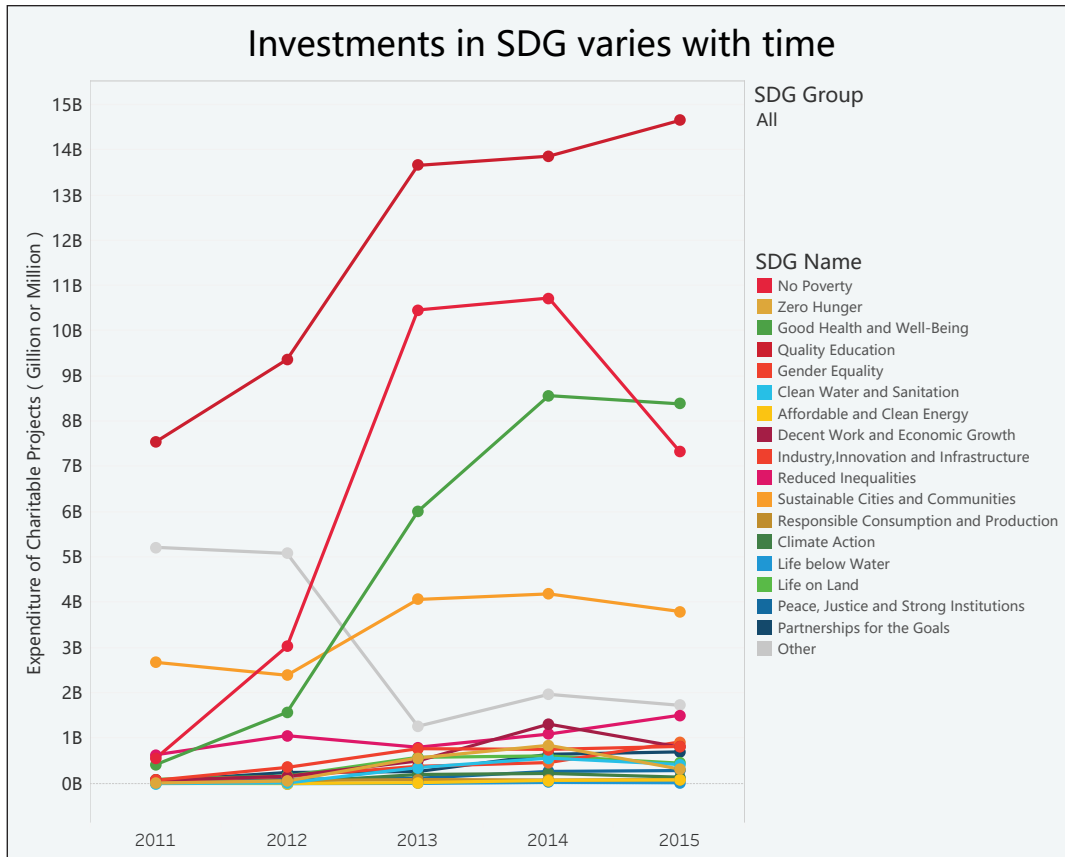


The above bar chart follows the UN SDG color setting principles, the amount of charitable projects' expenditures under the 1-17 SDG and "others" (non-SDG) in 2015. Below, the pie charts show in detail the amount and percentage of charitable projects expenditures under the SDGs in each province or municipality. Again, it is worth noting that since a foundation can correspond to multiple SDGs, therefore the sum amount of charitable projects' expenditures on the graphs under each single SDG is not equal to the actual total amount of such expenditures in the same province or municipality.

The distribution of foundations' charitable project expenditures under the 17 SDG in 2015 is consistent with its distribution at the provincial and municipality level in general, which is closely related to the source of data. The total amount of foundations' charitable projects' expenditures annually in 2015 is 30.4 billion RMB. The charitable projects' expenditures under the top 3 SDGs are respectively, 15 billion RMB (SDG 4), 10 billion RMB (SDG 1), and 8.7 billion RMB (SDG 3), including duplicated counting. Although the amount of expenditure under each SDG seems large, a foundation can correspond to multiple SDG, entailing that the charitable projects' expenditures under each single SDG for that foundation was counted repeatedly. Therefore, it is more meaningful to review the proportion of expenditures under each SDG than to compare the absolute amount. This theory is also applicable to the provincial and municipality level, which means that it is more important to present the proportion of the 17 SDGs of each province or municipality than to compare the absolute amount of expenditures, which were counted several times. In future research, if a charitable project can be classified under a single SDG based on its highest matching degree, then the contribution of charitable projects to every SDG, as well as the ranking of provinces or municipality under each SDG could be presented more objectively and comprehensively. This method could also be promoted to other types of charitable organizations in China.

4.4.3 Changing the Trajectory of Charitable Projects' Expenditure under One Specific SDG

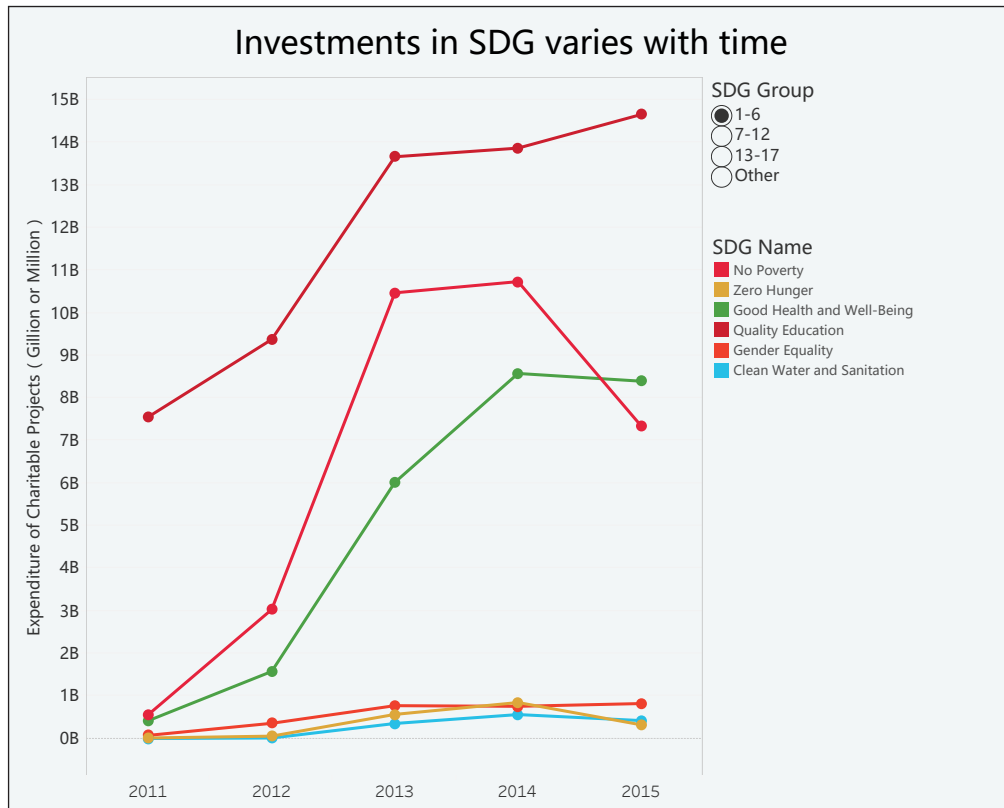
Besides the presentation of the distribution and amounts of charitable projects' expenditures in 2015, the visualization can also be used to track the evolution of the expenditure trajectory under each single SDG. Although 2015 was the first year for SDG implementation, the visualization of this section focused on the data from 2011 to 2015 based on the available data, as an example for future presentation.



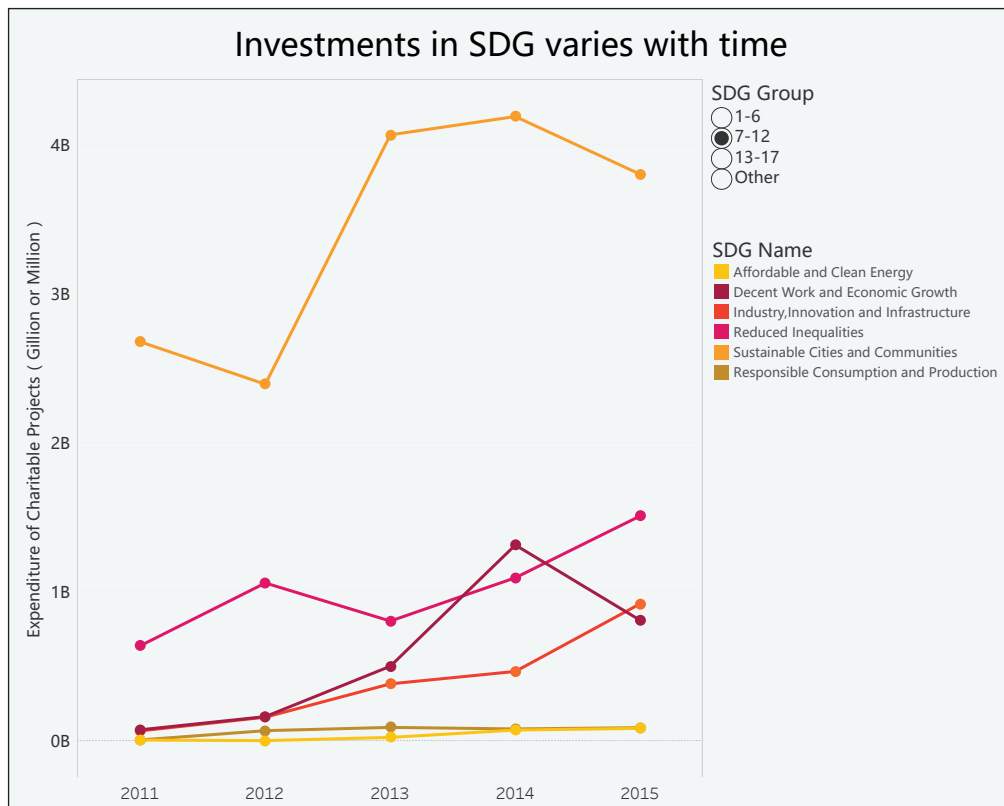
This section’s graphs present the changing trajectory of charitable project’s expenditures under the SDGs from 2011 to 2015. It should be noted again, that one foundation could correspond to multiple SDGs.

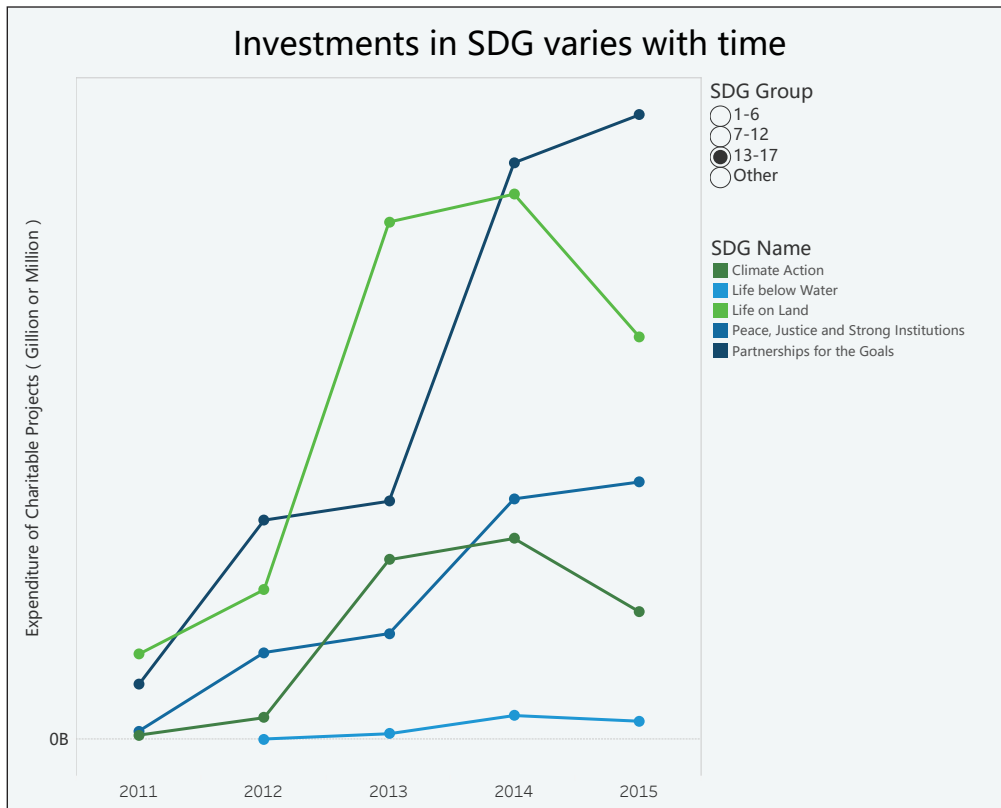
In the development course from 2011 to 2015, SDG 4, 3, and 17 showed a substantial growth against the background of the continued slow development of expenditures under the majority of the SDGs. Since the amount of expenditure under each SDG varies greatly, we divided the 17 SDGs into 3 different groups in order to better display the changing trends over time.

× SDG 1-6



× SDG 7-12





In the future, it will be possible to take 2015 as the starting point to compare the development trend of each SDG. Comparing the growth rate of charitable projects' expenditures under each SDG could facilitate a more comprehensive analysis over time on the macro level.

4.5 Assets Dimension: Assets Status of China's Foundations under the SDGs in 2015

4.5.1 The Asset Status and Charitable Projects' Expenditure of China's Foundations' under the SDGs in 2015

In order to present the contribution of China's foundations to the SDGs in 2015 more comprehensively, the visualization of this section combines the Chinese foundations' annual net assets⁴³ and annual charitable expenditures⁴⁴, to present the close relationship between China's foundations and the implementation of SDGs.

43. "China Foundation Regulation Management", 2004.

44. The expenditure here refers to the expenditures that published on foundations' annual report, not through this report's classification and calculation method of charitable projects' expenditure.

Total Assets and Annual Expenditure of China's Foundations under SDG in 2015

Foundation Name	Year	Net Assets	Annual expenditure on charity activities	SDG	Search for Foundation's name All
Aba Education Foundation	2015	10,236,349.92	1,156,820		
Affiliated High School of Fujian Normal University Zhengxiang Education Foundation	2015	11,076,588.27	1,633,995.23		
Affiliated High School of SCNU Education Foundation	2015	19,931,345.41	4,996,125.82		
Ai You Foundation	2015	309,518,669.28	178,391,773.48		
Aimu Charity Foundation	2015	36,690,231.33	3,788,939.5		
Alashan Ecology Foundation	2015	39,777,971.19	2,625,632.96		
Alibaba Charity Foundation	2015	50,305,597.41	135,241,214.56		
Amway Charity Foundation	2015	64,971,354.82	30,499,948.77		
Anhui Ancient Books Arrangement and Publishing Foundation	2015	4,355,036.84	122,627.18		
Anhui Anqing Changqing Cerebral Apoplexy Foundation	2015	1,684,502.54	0		
Anhui Anqing Tongcheng Middle School Education Foundation	2015	1,812,640.88	56,055		
Anhui Chaoyang Rural Science poverty Alleviation Foundation	2015	4,521,461.73	262,610		

In addition, this section also analyzes the scope, efficiency and potential of China's foundations' contribution to the SDGs by comparing them with other foundations internationally.

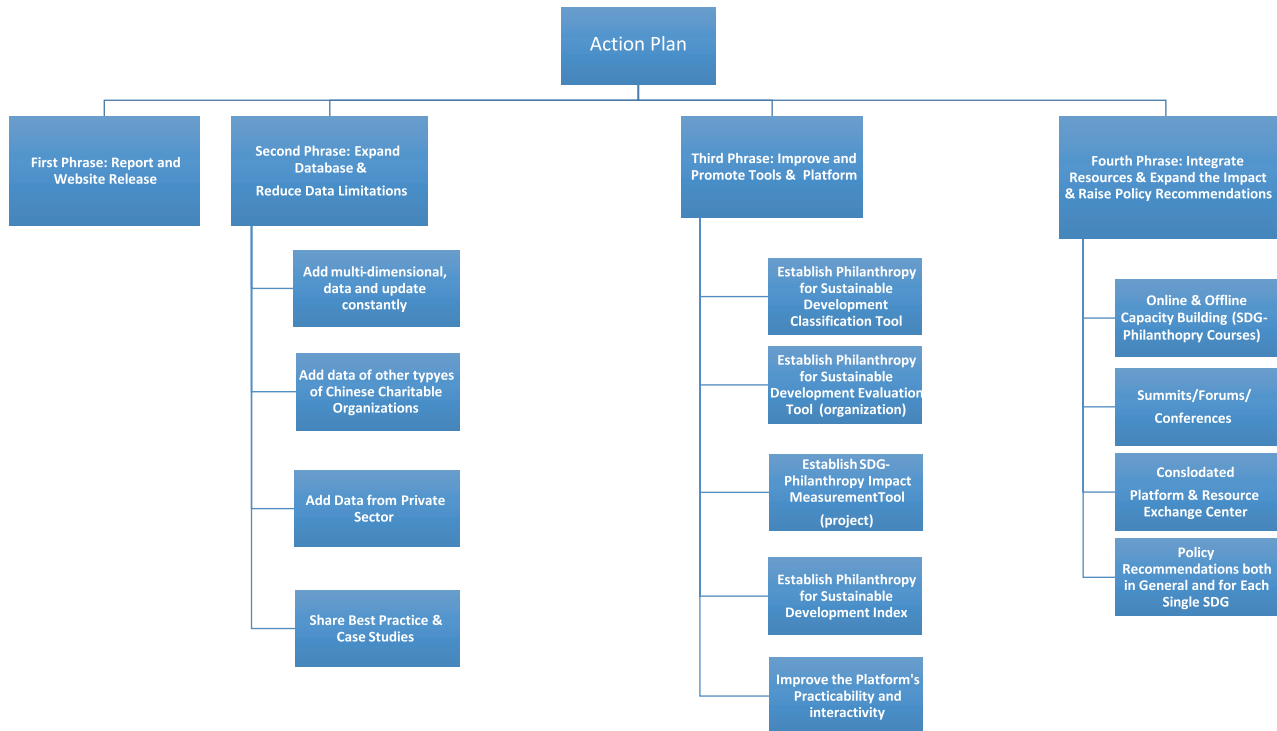
4.5.2 The Tentative Ranking of China's Foundations' Net Assets under the SDGs in 2015.

The contribution of China's foundation to the SDGs in 2015 can be further presented under each single SDG. This section's visualization is the tentative ranking of the total amount of foundations' charitable projects' expenditures under the SDGs in 2015 (see detailed display in Appendix 2). The data in these divided rankings of the net assets of foundations were provided by the foundations' annual reports. The ranking is tentative since it is only partial, which does not represent the foundations total performance. The ranking will also be updated with additional data, new indicators and updated modules.

This visualization of the rankings could help the UN system, governments as well as foundations to fully understand the position of each foundation in promoting the implementation of the SDGs. Furthermore, it could also be used by these various actors to explore avenues for cooperation and to pool resources through analyzing the graphs to determine which foundations are relevant to their own endeavors. This, in turn, could increase the efficiency of China's foundations.

V. Action Plan: Future Plan for Data, Tools, and the Platform

At the time of this report and the platform’s launch, the scope and impact of the “Philanthropy for Sustainable Development in China” remain limited due to the report’s database and timeframe (it is still in a development phase). However, a detailed action plan was made at the outset to remedy these shortcomings. It is presented here.



5.1 Phase 1

The current report and platform are included in the first phase. The existing general database is limited in terms of scope and timeframe. First the group of foundations cannot fully represent Chinese philanthropic sector. Furthermore, the database was from the year 2015, entailing that the most recent developments in China’s philanthropic sector are not captured in the existing database. Therefore, including more and up to date data is needed to improve the platform in the future. However, phase one remains significant as it represents a first attempt to integrate the SDGs into China’s philanthropy, partnership building, access to data, and the module establishment.

5.2 Phase 2: Expand Database & Reduce Data Limitations

5.2.1 Expansion of the Current Database

As mentioned in Chapter 4, to enhance the reliability and comprehensiveness of the research, additional multi-dimensional data regarding the implementation locations of the charitable projects, as well as the flow of charitable donations will have to be integrated into the current model to fully present the development of Chinese foundations. This will allow it to depict the landscape of Chinese foundations and their relationship with SDGs more comprehensively and objectively. In the future, it will be

possible to establish a richer and more comprehensive database for the “Philanthropy for Sustainable Development in China” project, if first-hand information is made available directly by the foundations through the process of promoting SDGs, and if foundations themselves can complete the classification and distribution of their own projects under the SDGs. Linking to this point, it is advised to add a function on the platform for foundations to self-register their projects and initiatives, and select the relevant SDGs to describe their projects. In addition, the 2016 dataset of Chinese foundations will be updated to the database in the last quarter of 2017 and annual update is within the long-term plan.

5.2.2 Expand the Data on All Chinese Charitable Organizations

With the improvement of the database, as mentioned in chapter 2.1, the database of Chinese foundations will be relatively complete. However, it still cannot allow the database to fully capture the state of China philanthropic sector. It is planned that the platform, classification standards, as well as other relevant tools will be introduced and promoted to the public, taking the launch of the report and the real-time platform as a starting point, so that the platform can attract all the other charitable organizations, especially Chinese nonprofit organizations, to more accurately represent the general Chinese philanthropic landscape. On this basis, the database can be expanded to conduct more comprehensive classification, analysis and presentation of the Chinese philanthropic sector, while still drawing on the existing methodology and model.

5.2.3 Include the Data of Chinese Corporate Social Responsibility

The SDGs are broad in scope and involve all people around the world. At the core of the SDGs lies the belief that sustainable development cannot be achieved by one segment of society alone. In fact, their realization hinges on multilateral cooperation that involves philanthropic organizations, governments, the private sector and the general public. Therefore, the “Philanthropy for Sustainable Development in China” project should not be limited only to the Chinese philanthropic sector. Rather, the platform and tools should be promoted to all stakeholders by using the concept of philanthropy as a link in between. Among all stakeholders, the most obvious one is Chinese enterprises. Indeed, Corporate Social Responsibility (CSR), is an inseparable component of Chinese philanthropy. The platform, owing to its data collection, classification standards, and project evaluation, can help enterprises increase the standardization and specialization of their CSR projects, as well as bolster CSR projects’ degree of relevance to Chinese philanthropy.

Some potential challenges for consideration include: 1) Some enterprises have already set up private foundations to make philanthropic contributions, and these may overlap with the existing foundations’ database, thus can lead to duplicate counting which will further cause the inaccuracy of the database; 2) Data sources and measurement methods: there is no a centralized database for CSR investment; the methodology is hard to define since companies tend to have a more diversified approach to the SDGs, such as social impact investment, integration of charitable objectives into their businesses, and so on. Therefore, a consolidated data acquiring template is necessary so that this phase can be carried out smoothly.

5.2.4 Improve the Learning & Sharing Function with Best Practices

By the time that this report is released, the learning & sharing Function of the “Philanthropy for Sustainable Development in China” project will still be a presentation platform which can be used to compare the development of Chinese foundations under the SDGs. In the future, the practicability and interactivity of the platform will be further improved by adding substantial showcased and self-registered resources. The recourses include best practices of charitable organizations and private sector under the SDGs and individual case studies under specific sustainable development goal(s).

5.3 Phase 3: Improve and Promote the Tools & Platform

5.3.1 Establish the Philanthropy for Sustainable Development Classification Tool

5.3.2 Establish the Philanthropy for Sustainable Development Evaluation Tool

5.3.3 Establish the SDG-Philanthropy Impact Measurement

As mentioned in the second chapter, this multi-functional tool can conduct different levels and depths of classification, analysis, evaluation and visualization of charitable projects and organizations, using third party data acquiring and self-registered data inputting. In this way, the tool can not only categorize, but also monitor and evaluate the implementation and impact of the SDGs in China, both at the organizational and project levels, in order to establish a more practical, interactive, efficient, and result oriented tool.

5.3.4 Establish the Philanthropy for Sustainable Development Index

Based on the above-mentioned data, platform and tools, it will be an important step of the “Philanthropy for Sustainable Development in China” project to establish a philanthropic sector-focused index, through conducting industry-specific analysis and research, referring to the Foundation Transparency Index (FTI), and integrated index on the SDG platform, to measure Chinese charitable organizations’ contribution to the implementation of the SDGs.

Throughout the development of the tools and process of data acquiring and validating, the platform’s practicability and interactivity will be improved.

5.4 Phase 4: Resource Integration, Impact Expansion and Policy Recommendations

5.4.1 Online & Offline Capacity Building

As a sharing and learning platform, the “Philanthropy for Sustainable Development in China” project will first carry out a capacity building campaign both online and offline simultaneously with the release of the report. On the basis of promoting the classification of the SDGs in the philanthropic sector, and through collecting primary data and evidence of best practice, capacity building is happening offline via in person expert training. And at the same time, online and offline courses related to the intersection of philanthropy with the SDGs will be created to comprehensively introduce the theory and tools of Chinese philanthropy under the SDGs to philanthropic practitioners and potential practitioners, in order to increase industry penetration.

5.4.2 Summits/Forums/Conferences

The “Philanthropy for Sustainable Development in China” project will leverage UNDP’s capacity to connect Chinese foundations, charitable organizations, governmental departments, and corporate entities in the form of summits, forums or conferences. In this way, learning and sharing will be carried out offline and in a larger scale, and therefore the impact of the project will be increased accordingly.

5.4.3 Consolidated Platform & Resource Exchange Center

The online consolidated platform and all other forms of resource exchange activities with partners will be conducted both at the national level and international level.

5.4.4 Policy Recommendations

The policy advocacy and recommendations of the “Philanthropy for Sustainable Development in China” report are based on data analysis, which is evidence based and reliable. Future policy advocacy will mainly focus on Chinese philanthropy practitioners and decision makers. There could be multiple forms of advocacy and policy recommendations such as research reports, expert consultations, summits, multi-party dialogues, and so on.

VI. Conclusions & Recommendations

The conclusions of the “Philanthropy for Sustainable Development in China” report are based on a powerful database, in-depth data analysis, various data visualizations and a clear action plan. This report’s conclusions and recommendations revolve around the following three dimensions: the platform’s stakeholders, policy making bodies (mainly the government), and global cooperation. This chapter addresses these three dimensions in that order.

6.1 The Platform’s Stakeholders

6.1.1 Chinese Foundations and Other Charitable Organizations

Beyond the four phases indicated in the action plan, this report’s recommendation is to transform the data collection process from a request-based model, whereby each foundation has to be approached individually to obtain specific data for the platform, to a model in which foundations themselves proactively volunteer information and request the data that they need from the platform. This efficient model will eventually result in a comprehensive mutual cooperation which can lead to resource integration and exchanges, as well as the increase in overall work efficiency of Chinese charitable organizations. The cooperation will also raise public awareness and enhance the popularity of the “Philanthropy for Sustainable Development in China”, and make the SDG language together with the platform rooted more deeply in the Chinese philanthropic sector.

6.1.2 Chinese Enterprises

Cooperation with Chinese enterprises aims to engage the private sector and to enhance enterprises’ role in the philanthropic sector and in the implementation of the SDGs. Presently, enterprises act as philanthropic actors through running Corporate Social Responsibility (CSR) projects. Therefore, meaningful cooperation with the enterprises would entail collecting CSR data, which may be highly time and energy consuming. Furthermore, the creation of an optimized and unified template for the platform may also prove demanding, as will addressing the challenges mentioned in chapter 5. It is recommended to start with existing corporate partners and existing links with corporate foundations. Successful partnership may be introduced to new partner at later stage. Meanwhile, active involvement and engagement with CSR and impact investment initiatives are necessary.

6.1.3 Philanthropic Think Tanks and Research Institutes

For China’s philanthropic think tanks, cooperation should be built in line with the sharing and learning nature of the platform. Furthermore, owing to such advantageous cooperation with Chinese philanthropic research institutes, great results could be achieved through the development of tools, courses and trainings, as well as expert participation. It is recommended to work closely with philanthropic institutes such as the China Philanthropy Research Institute on various topics by leveraging their expertise in capacity building and networks.

6.2. Recommendations for Policy Making Bodies

(Following the implementation of the China Charity Law in 2016⁴⁵, the philanthropy-related policy making body generally refers to Ministry of Civil Affairs.)

45. <http://www.mca.gov.cn/article/gk/fg/shflhcssy/201603/20160300881497.shtml>

Cooperating with the Ministry of Civil Affairs to promote the completion of the database from top to bottom plays an unparalleled role in data collection and policy advocacy, given the vital position of the Ministry of Civil Affairs. Introducing philanthropic tools and the SDGs to the Ministry of Civil Affairs and its local departments will be the best way to promote the implementation of the SDGs in the Chinese philanthropic sector. Other recommendations include, under the “Philanthropy for Sustainable Development in China” framework, the government can encourage more foundations to register and develop in provinces or municipalities with fewer foundations, and encourage foundations to focus on projects that tackle the SDGs that are less addressed by current projects. The government can also establish encouraging measures or incentives such as tax exemptions, and making registration easier for foundations operating under currently less preferred but important goals, etc.

At the same time, the cooperation with the Ministry of Civil Affairs and its local departments could also assist them in carrying out the sustainable development objectives of China’s 13th Five Year Plan as well as in fulfilling the responsibilities that the Plan allocated to the Ministry. Furthermore, it could also promote the achievements of the SDGs in China, in cooperation with other governmental departments.

In general, it remains of significant interest to study the overall link of current and constantly-updated database (public and private) and future policy making, to explore how such rich data can be used in the national SDGs reviews by the government.

6.3. Recommendations Global Partnerships

As the 17th sustainable development goal, partnership and global cooperation in the philanthropic sector is a trend and a must, especially concerning the global philanthropy and SDG platform. Owing to the platform, the Chinese philanthropic sector’s landscape, development, and best practices under the SDGs can be made accessible at the international level and compared with other countries’ best practices. This will further promote Chinese philanthropy on the global stage, which will have the positive effect of also improving the participation and cooperation of the Chinese philanthropic sector under the global SDG framework. This is vitally important for the internationalization of China’s philanthropic sector. SDGs, as an international standard, not only can pave the way for China’s philanthropic sector to gain a global reach, but can also make the sector healthier, by increasing transparency and information sharing. There are expectations that Chinese charitable organizations, and especially foundations, will play an increasingly important role under this international framework, and that relevant governmental departments will be able to take more powerful actions to promote the development and achievement of SDGs in China. At the same time, it cannot be ignored that resource sharing and cooperation between national governments are also critical for the development of the SDGs worldwide.

The “Philanthropy for Sustainable Development in China” project has built a system for potential SDG international and domestic cooperation in the Chinese philanthropic sector, which is the first step to promote the achievement of the SDGs in the Chinese philanthropic sector. This pioneering project will support the development of China’s economy and philanthropy until 2030.

Appendix

Appendix 1: Key Words for SDG Categorizing (in Chinese, Translation Only)

SDG1	SDG2	SDG3	SDG4	SDG5	SDG6	SDG7	SDG8	
No Poverty	Zero Hunger	Good Health and Well-Being	Quality Education	Gender Equality	Clean Water and Sanitation	Affordable and Clean Energy	Decent Work and Economic Growth	
Poverty	Hunger	Pregnant woman	Education	Gender	Drinking water	Clean energy	Economic growth	
Poor	grain	Puerpera	study	Woman	Water-use efficiency	Renewable energy	Productivity employment	
Targeted poverty alleviation	infant	newborn	school	girl	Improve water quality	Energy efficiency	Decent job	
Poverty reduction	Agricultural disaster	illness	student	Sexual violence	Waste water treatment	Energy technology	Entrepreneurship	
Countryside	Malnutrition	Infectious disease	Vocational training	Forced marriage	Water shortage	Electronic power	Innovation	
Mountainous area	Agriculture	Traffic accident	Learning environment	Domestic violence	freshwater	Clean fuel	finance	
Basic living allowances	Agricultural project	Substance abuse	Scholarship	Female farmer's land rights and interests	Water resource	Sustainable energy	Small and medium size enterprises	
Low-income	Land	Alcoholic	Teacher	Feminism	River	Modern energy	Technology upgrade	
Support	Soil	Reproductive health	Education resources	Family	Lake	Mineral material	Labor rights	
Serious illness	crop	Health care	knowledge	Reproductive rights	Water pollution	Energy resource structure	Working environment	
SDG9	SDG10	SDG11	SDG12	SDG13	SDG14	SDG15	SDG16	SDG17
Industry, Innovation and Infrastructure	Reduced Inequalities	Sustainable Cities and Communities	Responsible Consumption and Production	Climate Action	Life Below Water	Life on Land	Peace, Justice and Strong Institutions	Partnerships for the Goals
Infrastructure	Bottom level income	Community	Consumption	Climate change	ocean	land	inclusive	Cooperation
Industry	Average income	Smart city	retail	Global warming	Marine pollution		Legal governance	Resources
Scientific research	Protective policy	Housing	Public purchase	Green climate	Marine waste	forest	crime	Government income
Research and development	Local protection	Urban construction	Life style	Environment	Coastal ecology	wetland	violence	Tax revenue
Industry innovation	Minimum income	Cultural heritage	Sustainable production	Environmental protection	Marine Products	Dry land	Corruption	Foreign aid
Technology industry	Migrant workers	Natural heritage	Green tourism	Paris agreement	seafood	piedmont	accountability	International communication
Information and communication technology	Migrant population	Barrier free	Sustainable travel	CO2 emission	finishing	desertification	Transparent mechanism	South-south cooperation
Road construction	Gap between the rich and the poor	Public space	Green Patent	Low carbon	Fishery	Bio-diversity	Civic engagement	country
Transportation	National average	Urban planning	Environmental subsidies	Natural disaster	Fisherman	Wild animal	governance	trade
Manufacturing	Local difference	urbanization	Production model	Early earning	nitrogen	Animal protection	Law	global

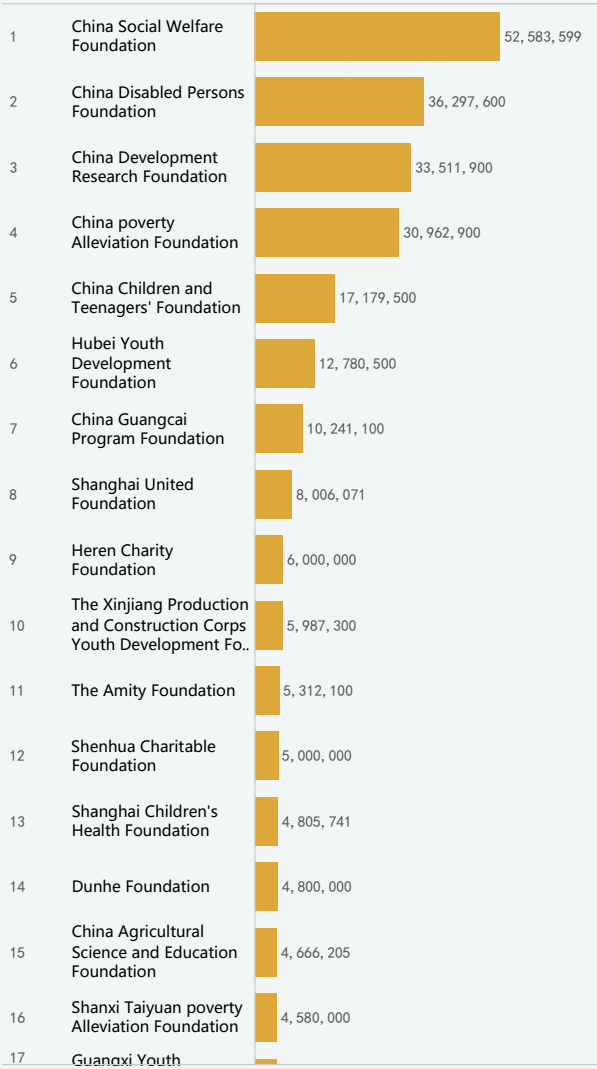
Appendix 2: Tentative Assets Ranking of Chinese Foundations under SDG in 2015



Total Assets Ranking of China's Foundations under SDG in 2015



Ranking of Public Expenditure



Ranking of Net Assets



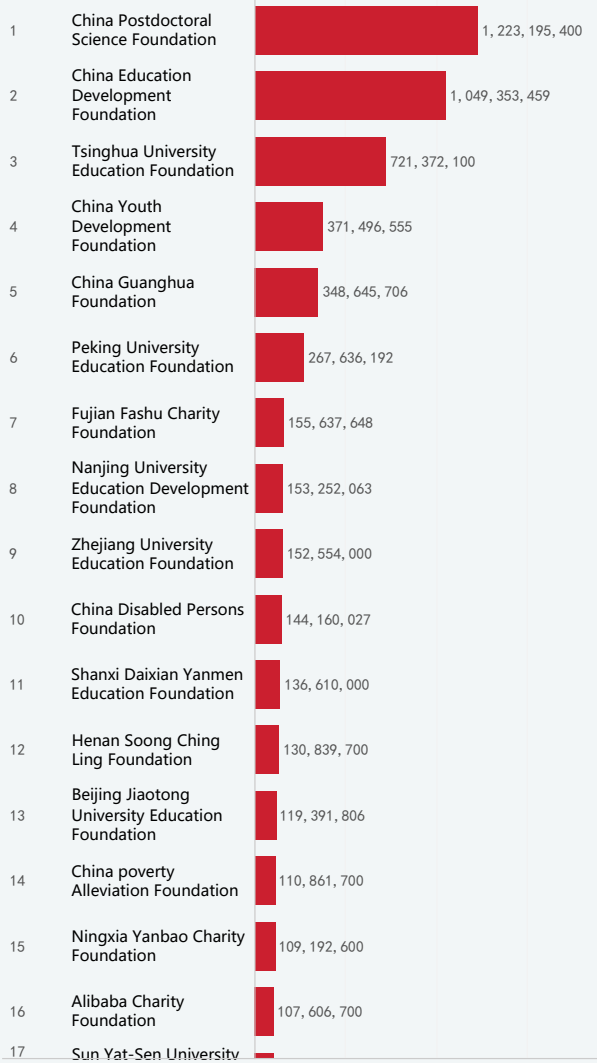
Total Assets Ranking of China's Foundations under SDG in 2015



Total Assets Ranking of China's Foundations under SDG in 2015



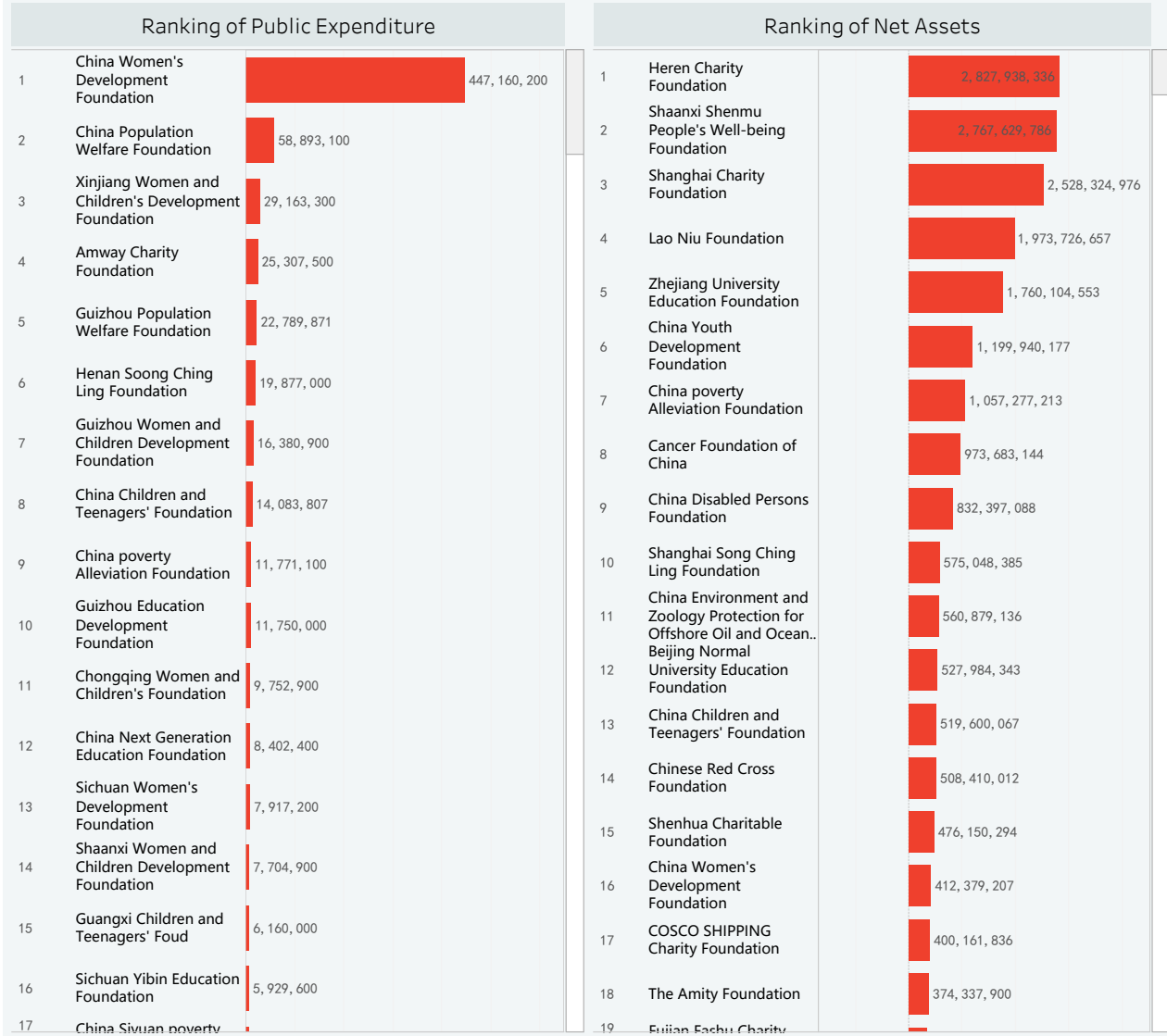
Ranking of Public Expenditure



Ranking of Net Assets



Total Assets Ranking of China's Foundations under SDG in 2015



Total Assets Ranking of China's Foundations under SDG in 2015



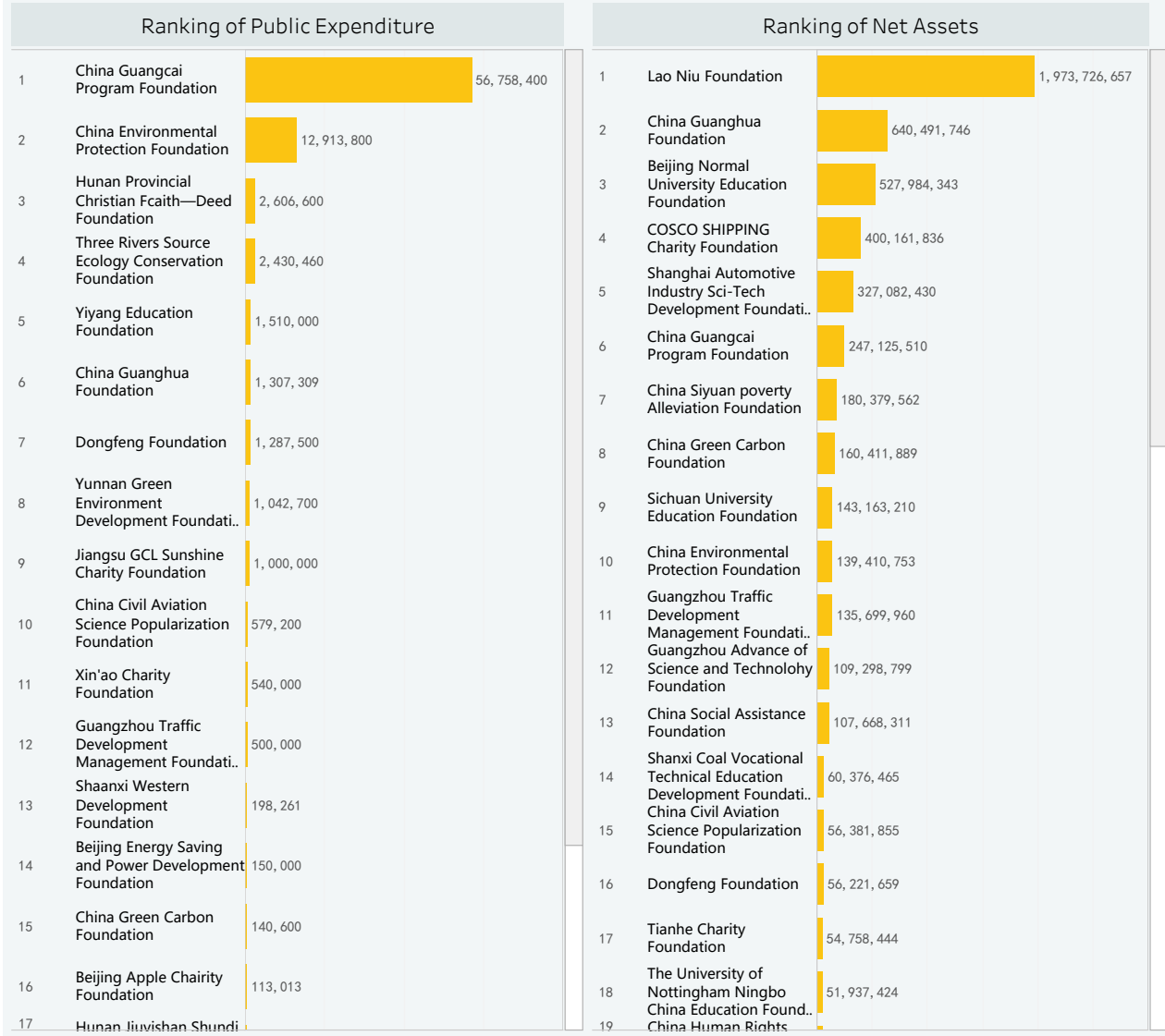
Ranking of Public Expenditure



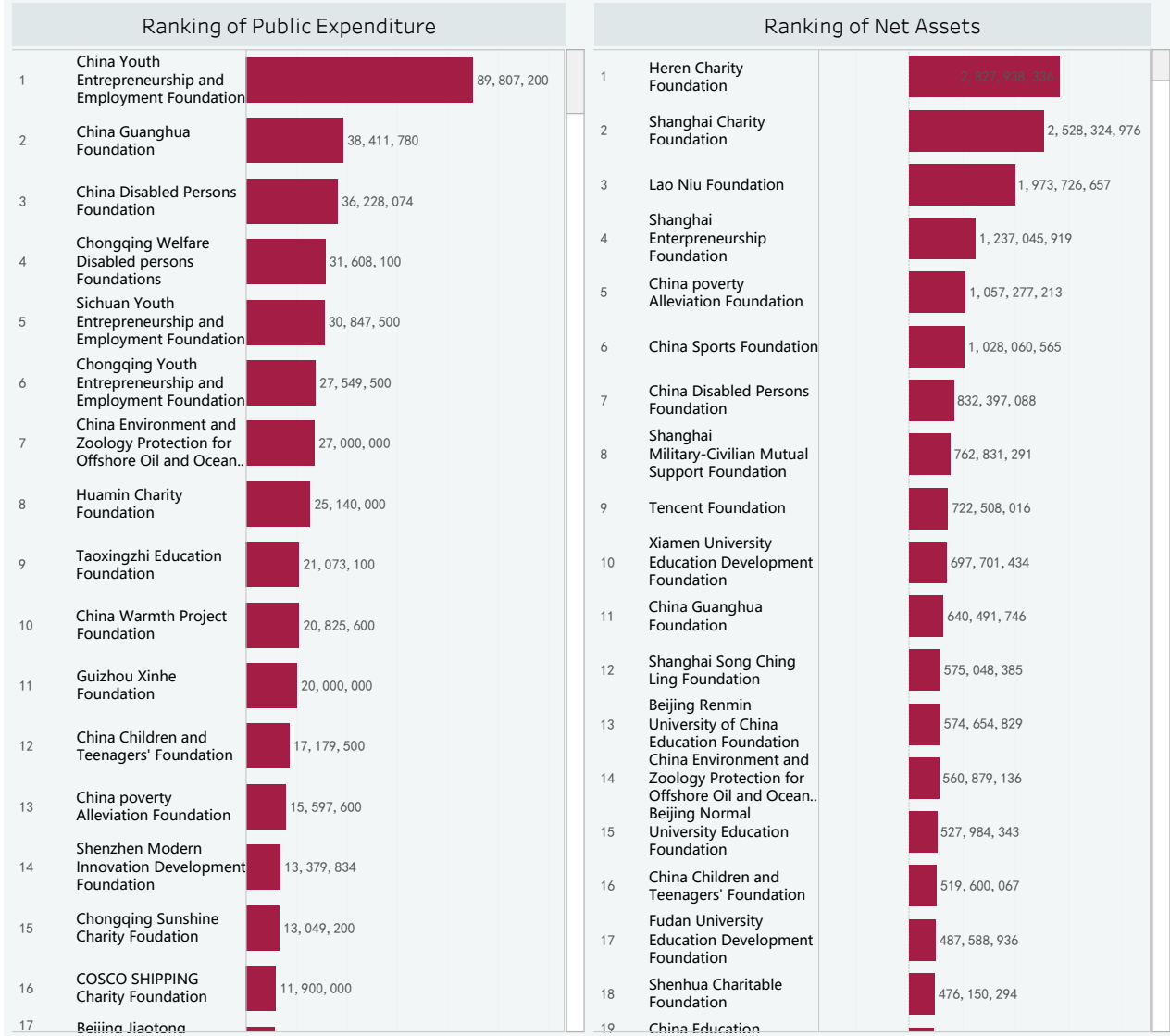
Ranking of Net Assets



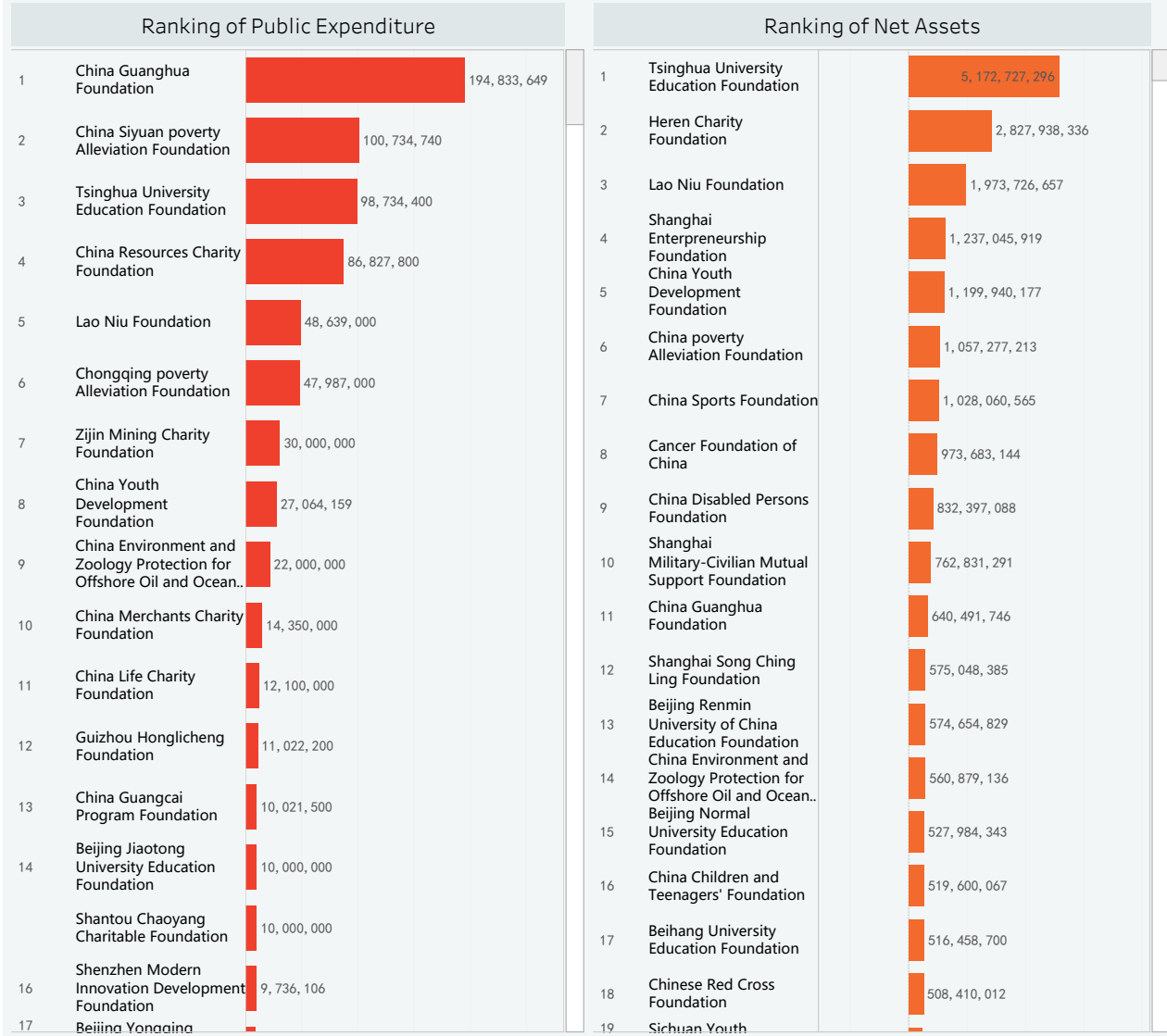
Total Assets Ranking of China's Foundations under SDG in 2015



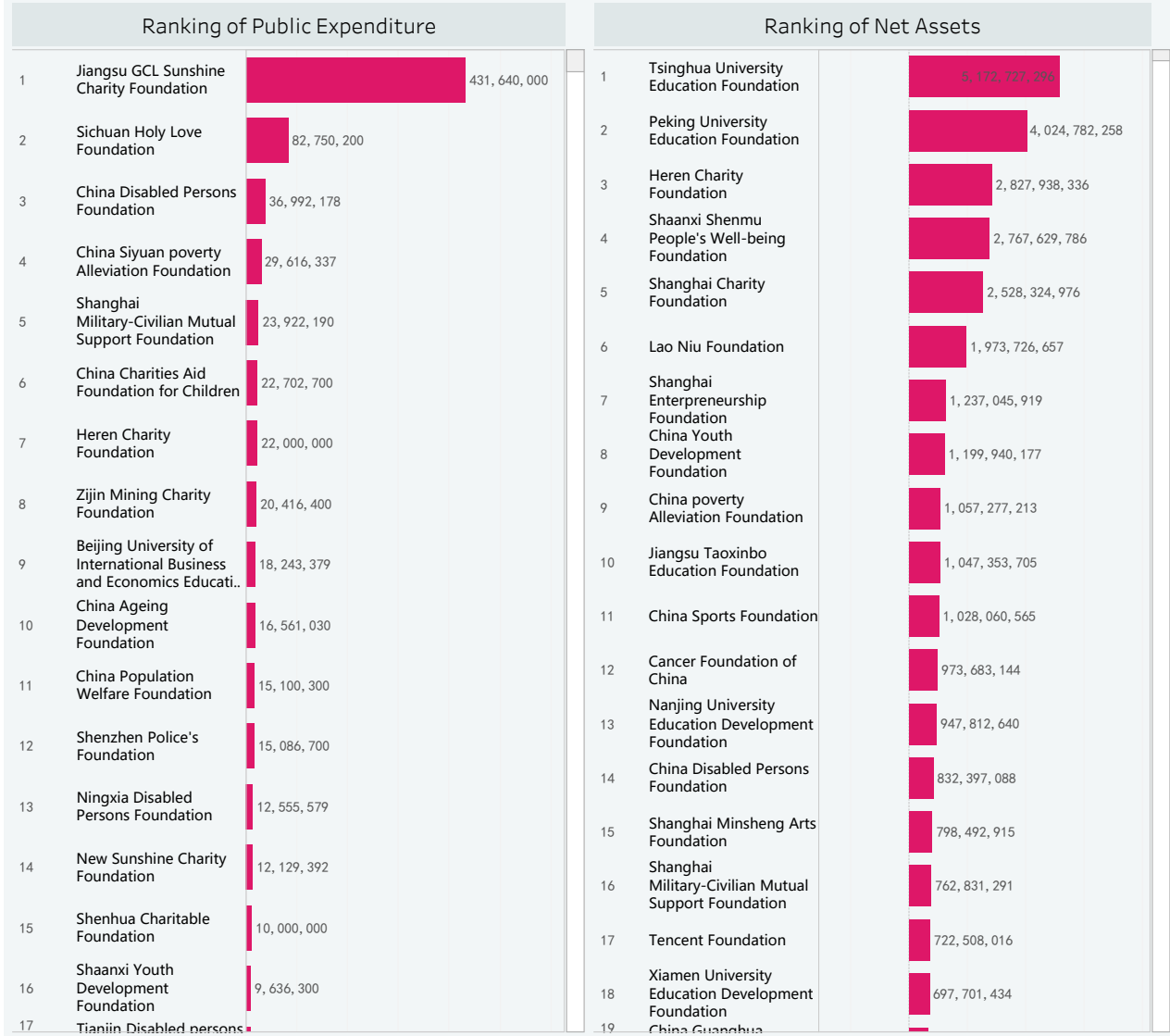
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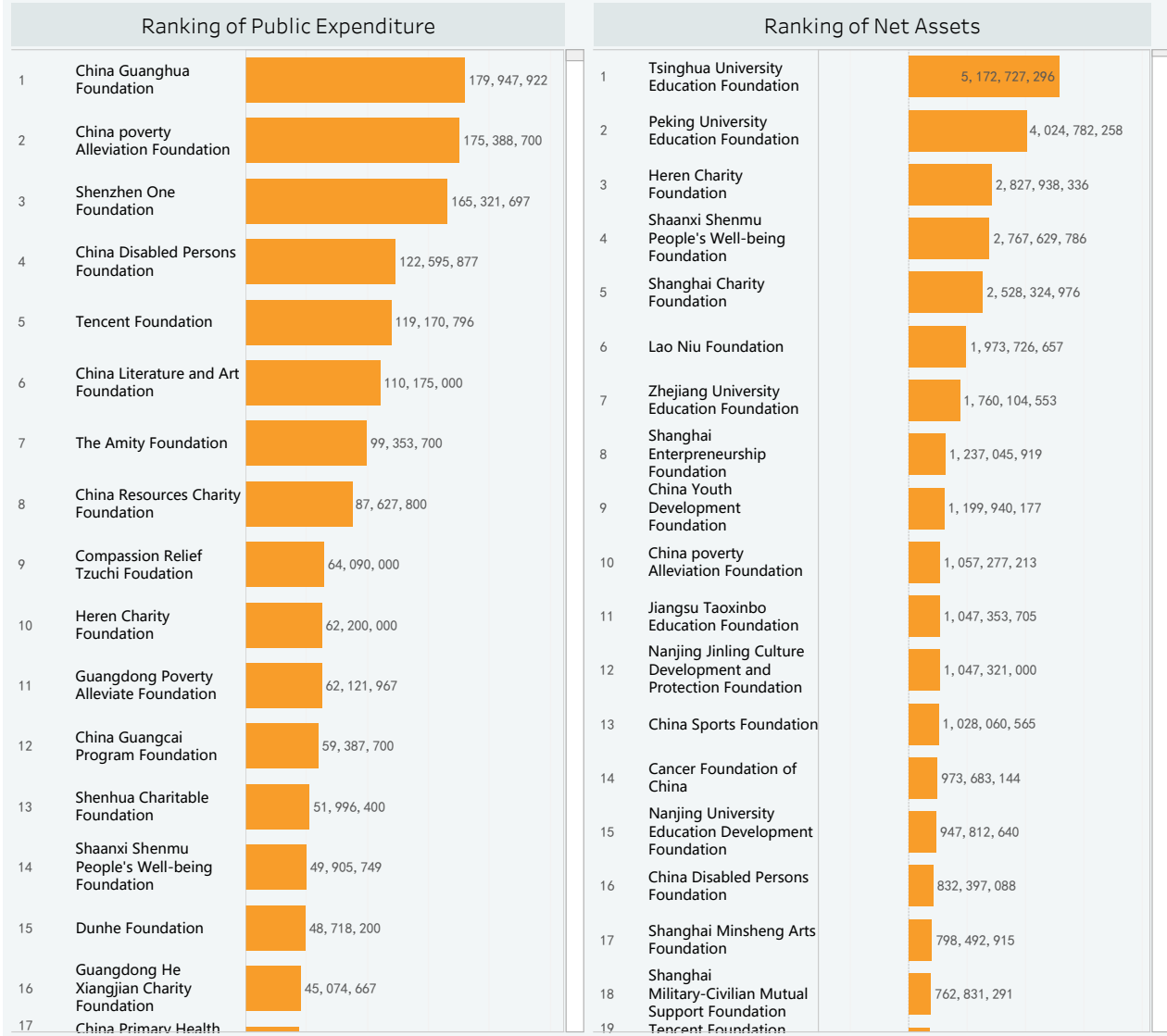
Total Assets Ranking of China's Foundations under SDG in 2015



Total Assets Ranking of China's Foundations under SDG in 2015



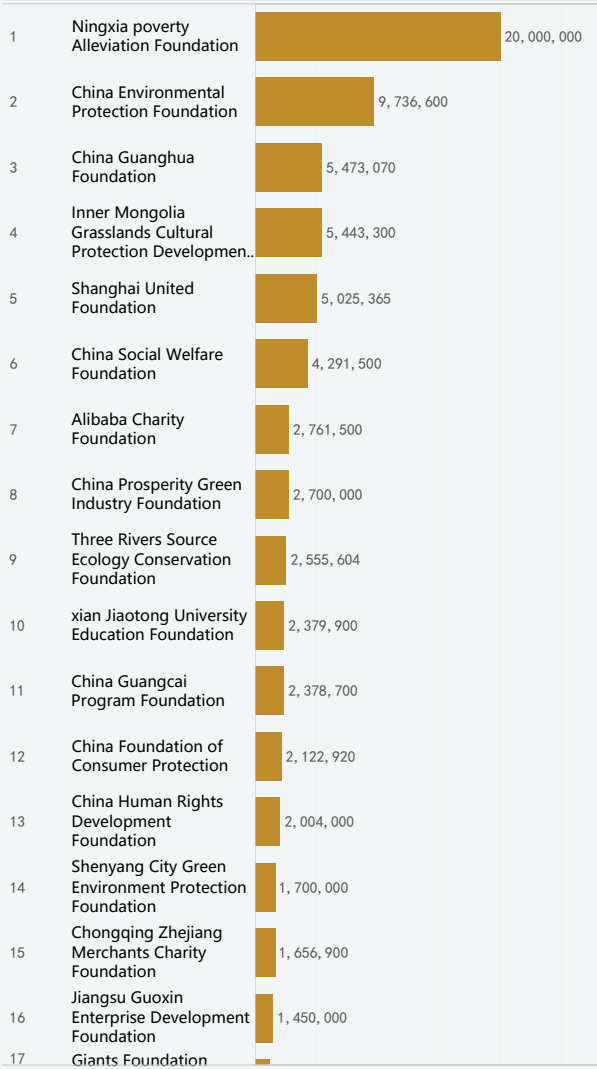
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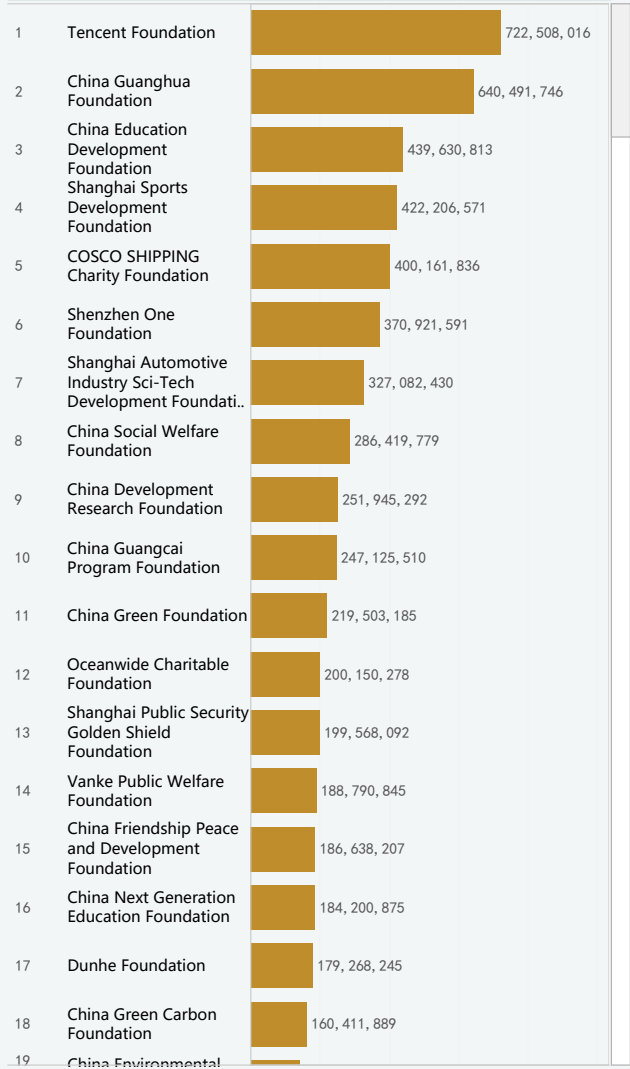
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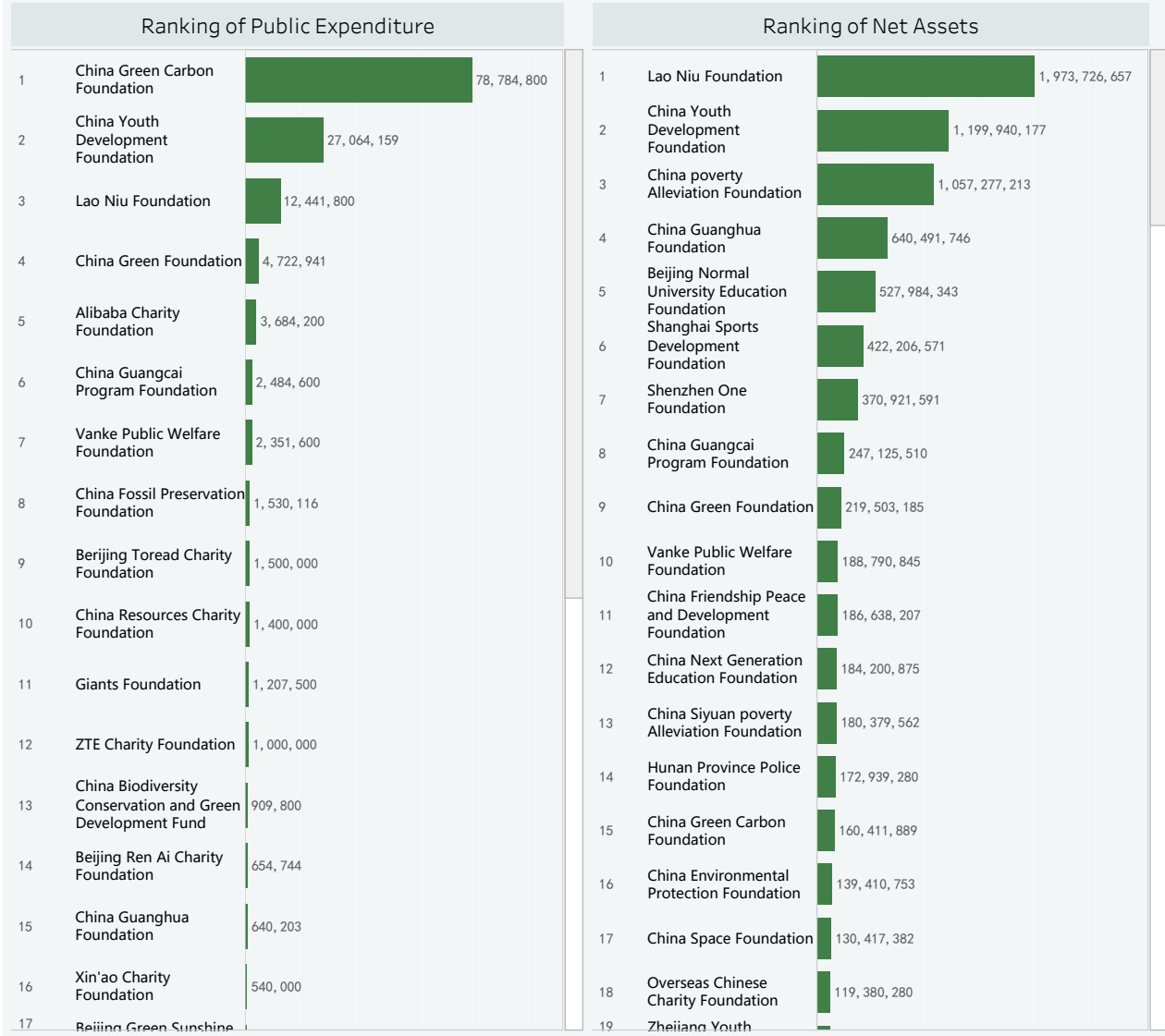
Ranking of Public Expenditure



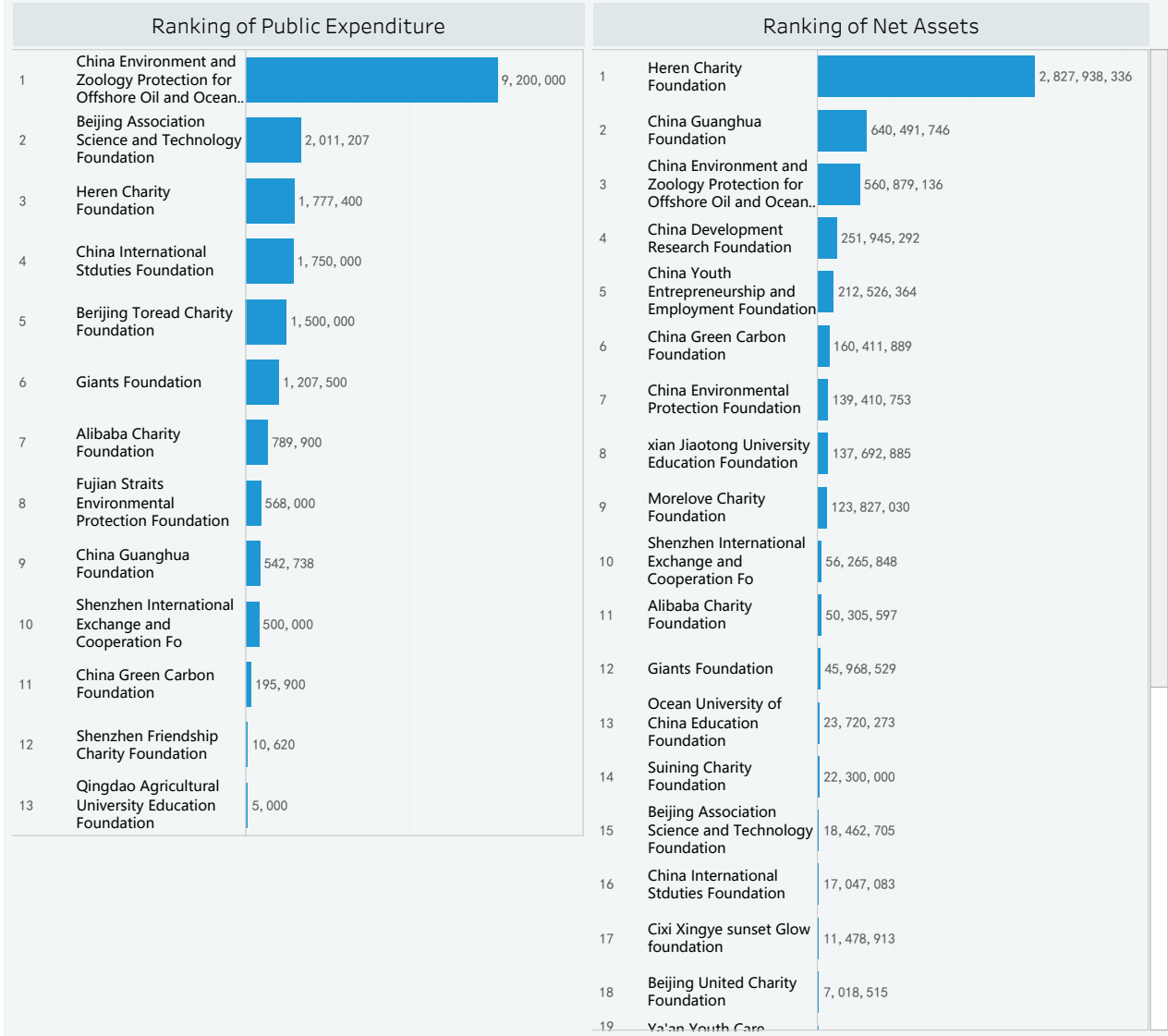
Ranking of Net Assets



Total Assets Ranking of China's Foundations under SDG in 2015



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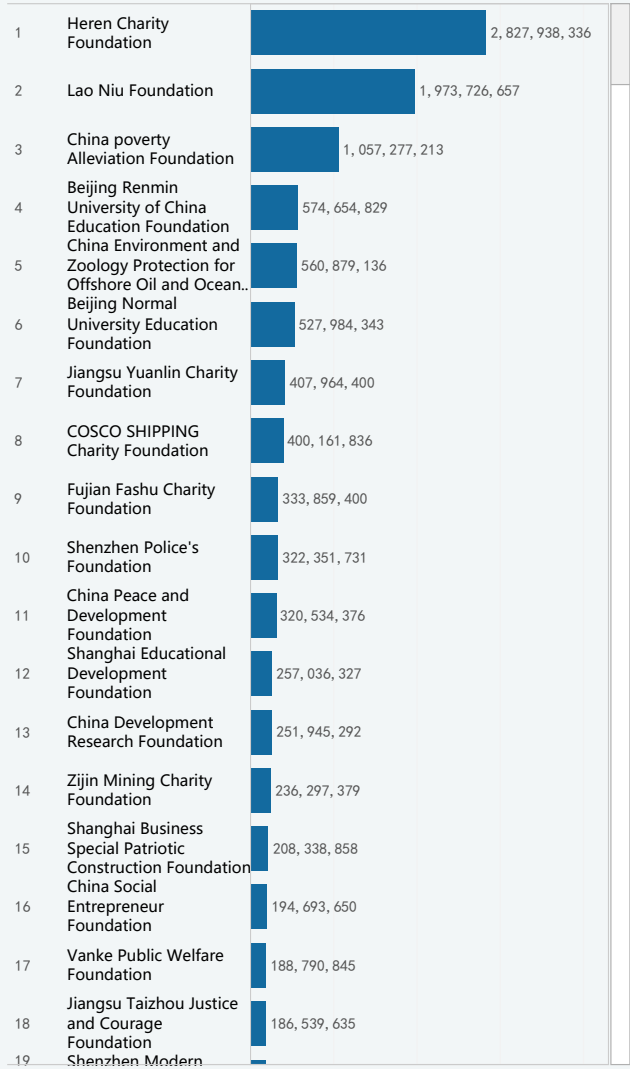
Total Assets Ranking of China's Foundations under SDG in 2015



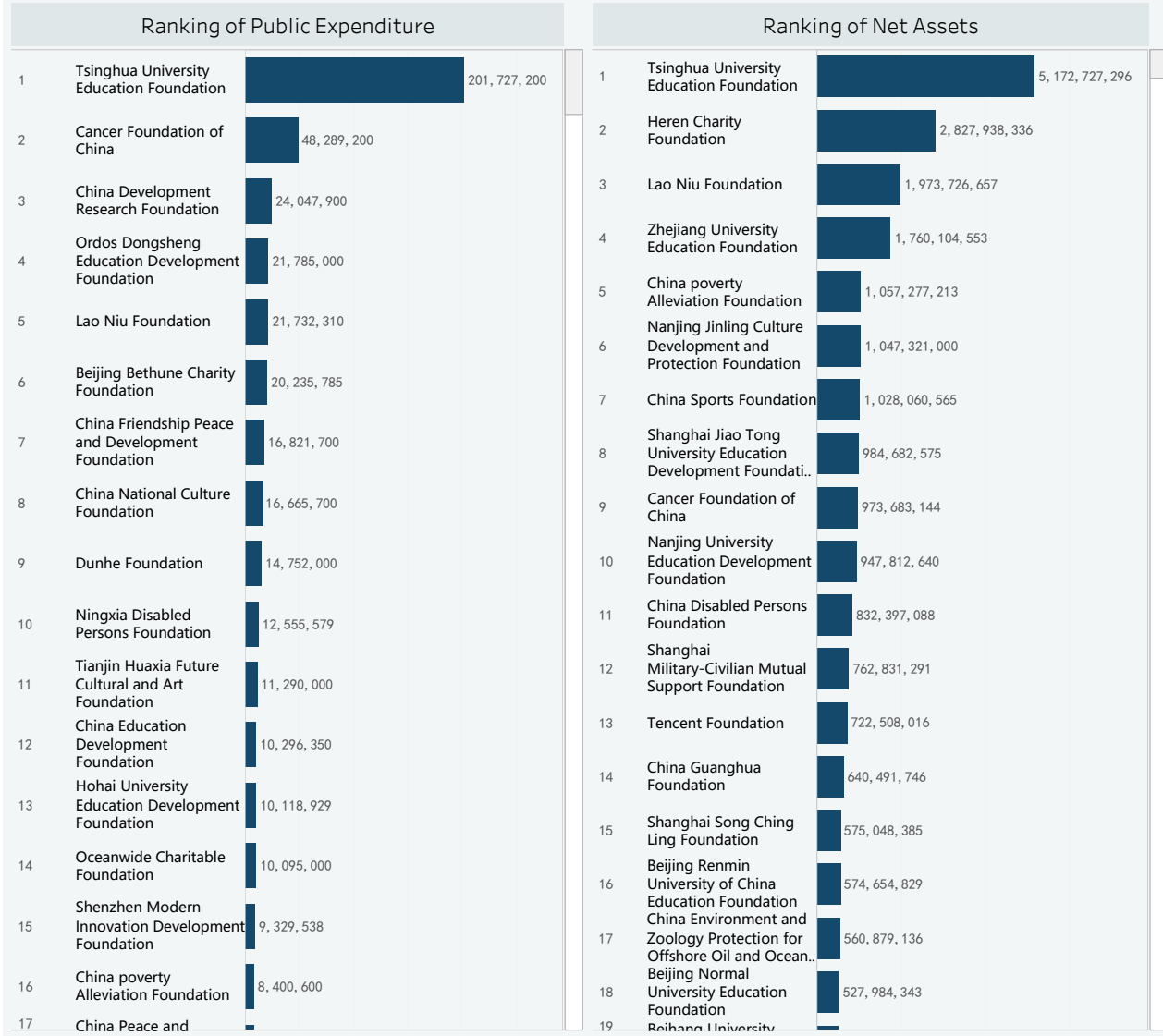
Ranking of Public Expenditure



Ranking of Net Assets



Total Assets Ranking of China's Foundations under SDG in 2015



Appendix 3: Total Assets and Annual Expenditure of Chinese Foundations under SDG in 2015

Total Assets and Annual Expenditure of China's Foundations under SDG in 2015

Foundation Name	Year	Net Assets	Annual expenditure on charity activities	SDG	Search for Foundation's name All
Aba Education Foundation	2015	10,236,349.92	1,156,820		No Poverty Good Health and Well-Being Quality Education Gender Equality Clean Water and Sanitation Affordable and Clean Energy Decent Work and Economic Growth Industry, Innovation and Infrastructure Reduced Inequalities Sustainable Cities and Communities Responsible Consumption and Production Climate Action Life below Water Life on Land Peace, Justice and Strong Institutions Partnerships for the Goals Zero Hunger
Affiliated High School of Fujian Normal University Zhengxiang Education Foundation	2015	11,076,588.27	1,633,995.23		
Affiliated High School of SCNU Education Foundation	2015	19,931,345.41	4,996,125.82		
Ai You Foundation	2015	309,518,669.28	178,391,773.48		
Aimu Charity Foundation	2015	36,690,231.33	3,788,939.5		
Alashan Ecology Foundation	2015	39,777,971.19	2,625,632.96		
Alibaba Charity Foundation	2015	50,305,597.41	135,241,214.56		
Amway Charity Foundation	2015	64,971,354.82	30,499,948.77		
Anhui Ancient Books Arrangement and Publishing Foundation	2015	4,355,036.84	122,627.18		
Anhui Anqing Changqing Cerebral Apoplexy Foundation	2015	1,684,502.54	0		
Anhui Anqing Tongcheng Middle School Education Foundation	2015	1,812,640.88	56,055		
Anhui Chaoyang Rural Science poverty Alleviation Foundation	2015	4,521,461.73	262,610		

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