Innovation of Environmental Protection via Financial Technology:
Carbon Reduction Actions by 350 Million Users of 'Ant Forest'

The Chinese public participation in public welfare activities of environmental protection, which was featured by strong wishes but few actions, had its profound reason: the lack of scientific measurement and effective incentive modes for encouraging public welfare behaviors of environmental protection. Since the launching of the Ant Forest' in August2016, it has effectively solved this weak point. Up to now, more than 350 million users have reduced carbon emissions by 2.83 million tons through continuous efforts every day, and 55.52 million authentic trees have been planted. The 'Ant Forest' has been praised by the United Nations and the Ministry of Ecology and Environment of China for many times and, just recently, it has launched a strategic cooperation with the Office of the National Forestation Commission on "Internet + National Volunteer Tree Planting".

The practice of 'Ant Forest' brings four social values: first, it is the first large-scale individual carbon emission reduction campaign around the world-- a Chinese exemplar showing the globe the image of a responsible China as the major carbon emission reducer; second, it promotes green lifestyle and helps improve the green mentality and environmental awareness of all Chinese people, thus becoming an important supplement to the construction of ecological civilization in China; third, as a representative of Chinese technology companies, it has realized the application of advanced financial technology in the system of individual carbon emission reduction measurement, allocation and incentive standards;and fourth, it has created the new Chinese patterns of public welfare environmental， protection that are widely and deeply involved by individuals and small- and micro- enterprises, such as"Internet emission reduction",“Internet tree planting" and"Internet green protection", etc.