

BMW Brilliance Automotive Backs Northeast China's Wetland Conservation

BEIJING, March 25, 2026 — BMW Brilliance Automotive (BBA) unveiled two new corporate social responsibility initiatives on March 25 to support wetland conservation in northeast China's Liaoning Province, aligning with China's 15th Five-Year Plan for ecological civilization construction. The moves include a donation for Shenyang's Liaozhong Puhe National Wetland Park and the fifth consecutive year of support for Panjin's Liaohekou National Nature Reserve, underpinning the company's philosophy of "In China, for China, with China" and its dual commitment to Liaoning's economic and ecological development.

Building on the BMW Beautiful Homeland Initiative launched in 2021, BBA has spent five years protecting the world-class coastal wetland at Liaohekou. In 2026, it brings its biodiversity conservation experience to Shenyang for its first urban wetland project, expanding its ecological protection footprint in the province.

Liaozhong Puhe National Wetland Park, a mixed ecosystem of rivers, marshes and constructed wetlands in western Shenyang, acts as a key ecological hub in Liaoning and a natural barrier for the city, with core functions like flood regulation, water purification and biodiversity protection. Aiming to be a reliable local partner for Shenyang's ecological security, BBA is cooperating with the China Green Foundation to implement practical measures here: replanting native aquatic vegetation such as reeds and lotus to restore water ecosystems, launching free public environmental education programs, and building a community co-governance mechanism to integrate conservation into daily life.

Liaohekou National Nature Reserve is a globally representative temperate coastal wetland. BBA has supported it since 2022 by upgrading management capacity, protecting flagship species including red-crowned cranes and saunders's gulls, funding public education program. In 2026, it will continue efforts in three core areas: wetland water resource management, flagship species conservation and science-based environmental education.

Widely known as the "Kidneys of the Earth", wetlands are irreplaceable for ecological balance. Since 2021, BBA has donated over 15 million RMB via the BMW Beautiful Homeland Initiative to wetland conservation and biodiversity education at Liaohekou and the Yellow River Delta National Nature Reserves, benefiting more than 30 million beneficiaries. Its innovative practices have earned high praise from the International Union for Conservation of Nature (IUCN), which noted "The initiative is a pioneering corporate project in China's biodiversity conservation, delivering outstanding results in ecological protection and public education while boosting protected area management capacity and public environmental awareness".

BBA's wetland conservation initiatives align with the "joint construction and governance by social forces" principle in Liaoning's revised Wetland Protection Regulation, marking a pivotal shift from a philanthropic donor to an active collaborator and co-creator in ecological civilization construction. This reflects its philosophy of "sustainable development across the entire value chain" . BBA believes enterprise success goes beyond sales and profits, with sustainable development covering industrial carbon reduction and long-term commitments to people, the environment and society. For BBA, responsibility is the foundation of steady growth, and long-termism the key to enduring development.