



**3<sup>RD</sup> CORPORATE  
SOCIAL  
RESPONSIBILITY  
AWARDS**



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# Foreword

Corporations play an increasingly important role in our economic system. Their competencies, resources, scale, and reach gives them a unique ability to impact society for the better. Corporate behaviors matter. Corporate decisions about product and service design, value chain development, and resource allocations, have a real impact in people's lives and societal progress. That is why corporations should think deeply about their role in society and strategy for social responsibility. If they don't pursue a clear strategy for value creation in the communities that they operate in, they will be undermining the basis of their own future development.

A clear strategy for value creation goes beyond an active social responsibility policy of donations to NGOs and employee volunteer engagement initiatives. That is no longer enough.

One strategic approach for societal value creation is to carefully assess the steps and partners in the value chain and establish policies and initiatives that reduce the potential negative impacts of the corporation's activities in the environment and in communities. That is the basis of the sustainability policies of corporations. The long term orientation that it requires can create significant value for corporations, in terms of reduced future costs and increased

resilience of value chains, in addition to the value it creates for stakeholders and the environment.

There is however a new frontier in social responsibility – corporate social intrapreneurship. This is the active pursuit of initiatives that allocate corporate resources and competencies to address societal problems in innovative ways, providing solutions in areas where markets fail and public policies have not yet addressed. Often, social entrepreneurs are pioneers pointing to promising paths and solutions that corporations could then scale. Working in cross-sector partnerships is thus a golden rule for social intrapreneurship. The other best practice is to find areas with synergistic spillovers – the impacts of the initiatives have gains for both society and the corporation.

In a large and fast developing country as is China, with a growing but still small social economy sector, the role of corporations is even more critical. The Corporate Social Responsibility Awards, promoted by the European Union Chamber of Commerce in China, is a very relevant initiative to signal exemplar cases of social responsibility initiatives and further develop the concept and practice.

I would like to congratulate the organizers for this initiative and all the applicants and winners for their important role in promoting human well-being and societal progress in China.

*Filipe Santos*

Visiting Professor of Social Entrepreneurship  
INSEAD

The Business School for the World  
CATÓLICA-LISBON School of Business  
and Economics



# 扬子石化—巴斯夫有限责任公司 BASF-YPC Company Limited



## Corporate Social Responsibility at BASF-YPC Company Limited

BASF-YPC Company Limited (BASF-YPC) strives to be a respected corporate citizen recognized for our social responsibility and our commitment to sustainable development.

BASF-YPC is a 50-50 joint venture between BASF and Sinopec, founded in 2000, with a total investment of \$5.2 billion. As the largest Sino-German petrochemical joint venture in China, BASF-YPC operates a world-scale integrated petrochemical site. BASF-YPC successfully started commercial production at the first phase of the integrated petrochemical site in

2005 and subsequently further expanded in activities with more than 30 production plants today.

BASF-YPC produces about three million tons of high-quality chemicals and polymers for the Chinese market annually. The products serve the rapid-growing demand in multiple industries including agriculture, construction, electronics, pharmaceutical, hygiene, automotive, chemical manufacturing, and so on.

We live Responsible Care® and we are committed to environmental protection, health and safety, making contributions to society and taking care of employees.



# Responsible Care® Safety

At BASF-YPC environmental protection, health and safety (EHS) as well as security, communication, and energy efficiency are embedded in our global Responsible Care® policy, which is applied to operations via our Responsible Care® Management System.

We often go beyond the minimum requirements of existing laws and constantly strive to improve procedures and processes to further minimize our environmental impact and prevent health risks. Just as the company applies stringent standards to its own operations, we also demand the same high standards from our contractors and suppliers. We choose carriers, service providers and suppliers not just on the basis of price, but also based on their performance in environmental and social responsibility.

At BASF-YPC we never compromise on safety. This principle is anchored in our value statement and underlines our philosophy in operating our own facilities and dealing with third parties. Since the beginning of commercial operations, BASF-YPC has achieved excellent performance in safety through our rigorous safety standards and regulations. Additionally, we have been organizing “Safety Week” as a yearly activity. In this week, we focus specifically on safety aspects and further increase our safety awareness.

BASF-YPC is highly focused on process safety as well. Ensuring the safety of a chemical plant is vital to protect the health of our employees and neighbors as well as to avoid any environmental risk and production interruptions. BASF-YPC has introduced with BASF’s five-step



occupational injuries and also provide professional on-site medical services. This includes health risk assessment, occupational medical examinations and determination of preventive health measures.

We regularly conduct audits on occupational medicine and health protection in order to monitor and improve our performance, and develop occupational health initiatives. By doing this, we detect potential harm to employees at an early stage.

We also foster health-conscious behaviors of our employees: the regular Global BASF Health Promotion Campaign promotes health awareness and encourages our employees to keep and develop good health habits and behaviors.

a comprehensive EHS review system for process safety: Starting from the project concept design phase, covering preliminary design, detail design, through to the plant's start-up, the safety review covers procedures during the entire project's development. The purpose is to eliminate or minimize risks from the source to ensure the intrinsic safety of our new plants. At the same time, for changes to existing plants, the procedures of risk assessment and safety review are strictly followed.

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## Health

Our global health management serves to promote and maintain the health of our employees. In our directive and requirements, we stipulate globally mandatory standards for health protection. A global network of experts supports us in their implementation through standardized processes. We take measures to prevent

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## Environmental Protection

Our environmental management includes continuous monitoring of emissions from our plants, including both air pollutants and greenhouse gas emissions. We are committed to our goal of minimizing emissions. Climate change is a global issue of international concern. Industry, science, politics and society are being called on to curb global greenhouse gas emissions and make more efficient use of available resources. Our contribution to these aims is a three-pronged approach to the responsible use of energy: focusing on efficient energy generation, reducing energy consumption in our production facilities, and developing products and technologies that can help our customers to offer products that make the use of energy more efficient. For us, these are the drivers of profitable growth.

BASF-YPC has implemented technical measures to reduce energy consumption as well as to reduce emissions, such as CO<sub>2</sub> recycling as a raw material of other plants, off-gas recovery, utilization of low-temperature heating, combined cycle gas turbines, a waste water re-use unit and an energy management system.

The sustainable use of water and the conservation of water resources are important concerns for BASF-YPC. Our water conservation activities involve our production and our products: we have decreased the water use in our production, reduced emissions to water, and we are continuously improving water protection and supply concepts at our site. At the same time our products contribute to providing safe water in their applications.

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## Employees

At BASF-YPC, employees are the foundation of our excellent performance and ensure our long-term success: their skills, commitment and motivation make our company competitive and fit for the future. This belief is seen in the tangible efforts and resources the company puts into the development of the employees as well as into company sponsored activities to strengthen the team. We want to form the best team.

To achieve this, we put focus on three strategic directions: excellent people, excellent place to work and excellent leaders. In order to be able to achieve our vision of being the preferred supplier of chemical products in China, we aim to be the preferred employer for excellent people. To achieve this, we want to recruit, support and retain excellent employees.

Our main focus areas are performance-based remuneration, supplementary benefits, training and personnel development.





# Contribution to Society

BASF-YPC aims to be a respected corporate citizen recognized for our social responsibility. We actively support diverse projects in the society.

In this respect education projects play an important role. Because education is the basis for achieving sustainable development in society, and funding education has been a part of the company vision since its foundation. In this way, we encourage the students to study harder and help to cultivate their innovation, sense of social responsibility and the spirit of cooperation.

For instance, BASF-YPC made continuous supports to Yanjiaba Primary School in Sichuan Province, which was built with a donation from BASF-YPC after the severe earthquake in 2008. BASF-YPC also contributes to the charity and other public

welfare, like donations to the children suffering from congenital heart disease and other commonweal organizations.

Furthermore, BASF-YPC has been a faithful advocate to environmental protection by sharing with the society a range of best practices in environmental protection, so as to promote the concept of green chemistry and improve awareness of sustainability. Since the construction of the production site, BASF-YPC has been annually conducting environmental impact dialogues with the local government and neighbors about environmental protection and potential areas for cooperation.

In 2011, by cooperating with Nanjing Environmental Protection Bureau and Nanjing Chemical Industry Park, BASF-YPC initiated the Sustainable Development Forum called "Sustainable Development for a Better and Greener Future". In 2014 & 2015, BASF-YPC supported the European Union Chamber of Commerce in China to organize the first and second Green & Clean Forum.





# Sustainable Development, Shared Value Creation and Human Well-Being

Sustainable development, multi-faceted by definition can embrace many fields - economic, social, cultural and environmental to name a few. In this overview, we will illustrate the case of China economic growth, its impact on the environment and possible wider key lessons learnt for global shared value creation and human well-being.

China is a country of limited natural resources relative to the size of its population. With 20% of the world population, China possesses 8 to 9% of the world arable land and 5 to 6% of its renewable freshwater supplies. With an average annual growth rate of almost 10% of its GDP from 1989 to 2016, the question of sustainable growth and its impact on societal progress becomes an even more acute one. Over the past two decades, China's fast-paced economic development has produced alarming environmental pollution of its soil, water and air alike.

In 2015, the China Ministry of Environment issued a publication which mentioned the decreasing quality of China waters, and highlighted that 60% of its underground waters were rated unfit for human contact. As regard the quality of air, the China Medical Association, declared as early as 2012, that air pollution could become the biggest threat for the health of the Chinese people. Following the well-known PM 2.5 particles peaks in China in January 2013, and their recurrence, the Chinese public opinion raised even stronger concerns against environmental pollution. International companies, had already taken action, and some Chinese companies also decided to follow international standards.

For example, China Mobile, in 2012 implemented the ISO 14000 (International environmental certification) as well as the SA 8000 (Social accountability 8000 international standard). The Chinese government has since declared fighting against environmental pollution a strategic priority for the country's economic development and thus reinforced its national regulatory system.

In 2014, a new environment law was promulgated, which clearly defined the notion of "Crime against Environment", which must be considered as a precious "Common Good".

It also defined a catalogue of "what is acceptable in terms of environmental pollution and what is not". In 2016, China thirteenth plan, confirmed sustainable development as a model for China's economic growth. China also reinforced its international commitments. A signatory of Paris COP 21 in December 2015, China also hosted the G20 summit in Hangzhou, in September 2016, and validated

pragmatic directions for supporting global economic growth including green finance and innovation.

Innovation is a cornerstone to win over these battles. It is too often understood as technological only. Indeed one cannot bypass a more holistic approach, by considering other breakthrough fields such as creative arts or the crafting of new business models. Besides uncovering new sources of productivity, shared value creation unveils promising new paths for achieving sustainable economic, human and societal progress.

The challenges that China now faces in uncovering paths for its sustainable development can be echoed on a global scale. Most of us, from workers to managers and leaders alike, spend most of our time working, dedicating most of our energy to a small or large, private or public company or other organisation.

Having produced most of the challenges the human race and its environment face today, the world economy now offers opportunities for human talent to invent solutions conducive of long term shared value creation for companies, society at large and the preservation of our environment.

Shared value creation for a human being can also be defined as the capacity to find meaning, to fulfil one's aspirations by enhancing one's own existence and to contribute to the well-being of others. It is indeed in our everyday lives, in our decisions as a worker, manager or leader that the "Sustainable development goals" stated by UNDP can be achieved such as: "no poverty, zero hunger, good health and well-being, quality education, gender

equality, clean water and sanitation, affordable and clean energy”...

Corporations have indeed a major role to play in redefining the contours of a sustainable economy, which only depends on the directions taken in response to its environment and its holistic integration into everything a corporation does. Creating shared value in a company cannot be summarised as a series of spot projects proposed by a CSR department. It starts with a strong commitment of the Board of Directors, who is responsible for setting long term objectives, preserves the financial sustainability and long-term reputation of the company. It also touches on the way its current compensation systems work, and how long term value creation is taken into account vs. standard quarterly and yearly results. It is also about creating and diffusing a culture which will ensure the alignment of employees to the corporation's fundamental business principles, including shared value creation. It requires tough decisions to ensure that shared value is created and protected, significant capex and investments together with well thought business plans. To create long term value as opposed to short term one, needs the support of our global financial system. The finance world has a major innovation role to play in redefining the rules that will enable such fundamental changes, alongside government policies.

Given the sustainability challenges it faces, humans can no longer simply engage in military, political or economic competition, but instead should try to create a climate in which the battlefield would lay in humanistic competition. It might as well be, that in our quest for maximizing competitiveness and financial performance, part of the business

community had collectively forgotten to make human beings the consistent focus of all our endeavours. The human being is the point from which a company or an organization starts, to which we can return and from which we can reinvent ourselves and our future: uncover new products, new services, new ways to manage, new productivity sources ... re-invent our economic frontiers and seize formidable opportunities offered by the crafting of a world dedicated to human development and well-being.

The EUCCC CSR awards in China allowed voices of corporations, universities, social entrepreneurs and not-for-profit organizations, wholeheartedly invested in CSR, to be heard. As both women leaders and social entrepreneurs, we would like to warmly thank the highly dedicated EUCCC executives, discussion panelists, judges and all participating organisations and students.

This uniquely diverse and powerful cross-fertilising dialogue fostered CSR, responsible innovation and impact leadership for shared value creation and economic progress to ensure a bright future for the generations to come, in a well-preserved environment. Now is indeed time for action.

*Chia-Lin Coispeau*  
Founder

*Anne-Béatrice Bréchemier*  
Venture Partner







## 3<sup>RD</sup> CORPORATE SOCIAL RESPONSIBILITY AWARDS

# After-event Report

The European Chamber of Commerce in China is proud to report that the 3rd CSR Awards was a great success!

After some opening remarks from the Board Chair of the Nanjing Chapter, Mr. Bernard Weber, Mr. Joakim Diamant, the Business Development Director of Scania China Strategic Center, gave a keynote speech on "Values and CSR". Mr. Diamant discussed the challenges of introducing CSR into the Chinese market, but went on to discuss that good business increases value for all stakeholders.

He called on companies in China to expand CSR values within their business goals, and see them through to completion the same way they would any other business plan.





Mr. Patrick Wilburn, the General Manager of Celanese, followed up with a keynote speech on the experience of Celanese in promoting CSR values amongst employees.

Mr. Wilburn introduced the Celanese success in encouraging employees to collectively volunteer for 100,000 hours in one year. By supporting employees in their own plans to impact the community and making a big deal out of each success, Celanese was able to surpass their original goal by November.



Following the keynote speeches, **the first Panel** took the stage. Ms. Petra Grandinson, a Board Member of the Nanjing Chapter, chaired the panel which focused on moving from CSR as a set of principles to creating shared value throughout the value chain.

Mr. Jonathan Dong started off the panel with an introduction to the expansion of value throughout the dairy production chain for Nestle China. Nestle introduced dairy farming into the North East of China and has supported over 13,000 dairy farmers with everything from training to quality support. The high standards that Nestle fostered across the value chain helped it to retain the trust of the public even after the melamine milk powder scandal.

Ms. Chia-Lin Coispeau, co-founder of Maverlinn Impact Innovation, followed up with a presentation on how aspirational brands can create shared value. Ms. Coispeau discussed the value of

companies encouraging consumers to support CSR, and build such shared value creation strategies in the long run. She mentioned the increasing willingness of Chinese consumers to pay extra for socially responsible and safe products, and ended with a series of examples that show the progress of CSR in China, including the link between a company's reputation and its stock value.

**The next presentation** was led by Mr. Thierry Yvon, the National Risk Prevention Director of Carrefour China. Mr. Yvon applied the value of CSR principles to methods of developing sustainable trust with consumers. Carrefour has dedicated itself to assuring food safety throughout its operations. By approaching food safety as a dynamic concern across the entire value chain, Carrefour has succeeded in creating a brand worthy of trust, an impressive accomplishment in an industry often plagued with scandal.



Finally, Dr. Monique Taylor, Campus Dean and Executive Director of the New York Institute of Technology campus in Nanjing discussed several strategies for developing CSR principles in college students so that they can bring them into their careers. They can do so by incorporating CSR values into every class that they teach, focusing on showing the real applications of CSR throughout every facet of business.

After a short series of questions, the first panel concluded and a short coffee break was taken before the second panel.

**The second panel** focused on responsible innovation and impact leadership and was chaired by Mr. Xavier Durand-Delacre, Senior VP of Arkema Asia-Pacific and President of Arkema China, who started the panel off with a presentation on integrating CSR and innovation into company strategies to maximize social, economic, and environmental impact. He argued that the five pillars of safety, environment, innovation, open dialogue, and human capital all provide the foundation for CSR success. He held up the success of the Beijing Manifesto as an example of the success of these pillars.

Next, Ms. Yixing Hao, the EP Manager of Michelin China, discussed ways that companies can approach environmental sustainability. Ms. Hao spoke about the high environmental standards that Michelin China developed. By creating their own standards, best embodied in the Michelin Environment Footprint, and promoting the standards throughout the entire value chain, Michelin China has successfully made substantial cutbacks to their environmental footprint.

**The third presentation** was led by Mr. Michael Rosenthal, President of Miss Earth China. Mr. Rosenthal discussed just how green the green revolution is. He brought up many of the discrepancies of the green movement, and encouraged a more dynamic view that takes into account each step of the production process. By gathering all of the relevant information, corporations can make a real impact, and consumers can better demand truly innovative products made in a truly green way.

**The next discussion** was led by Mr. Rolf H. Koehler, a Board Member of AHK Shanghai. Mr. Koehler raised the issue of inclusion in our economic system, and used the learnings from “More than a Market” to address excluded populations in the Chinese economic system. He used the example of the Inclusion Factory project to find suitable jobs for the mentally challenged. This group has long been treated as a shameful burden in China, and finding suitable work at fair wages has led to a massive improvement in their quality of life. Mr. Koehler called for other companies in China to make such considerations in the future.

**The final presentation** was made by Ms. Catherine Chauvinc, Group Vice President of Aden Services. Ms. Chauvinc discussed various ways that CSR can be used to reinforce corporate culture. As corporate culture has grown in importance, many companies are struggling to shape their culture. By pushing CSR throughout the company and encouraging employees to support each other's projects and celebrate each success, a strong sense of comradery can be developed that supports corporate culture as a whole.

## **The Panel discussions were ended after several questions,**

and Mr. Bernhard Weber returned to the stage to give some concluding remarks. He spoke of the deep impression made on him by the speakers and the work they have done to promote CSR in China. Mr. Weber reminded the audience that these actions are not philanthropy; that they are indicative of a new approach to doing business that takes into account the wide range of impacts, both positive and negative, that can come from business. He concluded by discussing the notion that “The problems caused by business can only be solved by business”, and that companies that include this value in their corporate culture will be the ones that thrive in the future.

## **The awards ceremony followed the panel discussions.**

In the MNC category, there were three sub-categories: Employee Development, Responsible Value Chain Development, and Environmental Protection and Sustainability. Last, but not least, was the SME Responsible Innovation award.

Siemens took the award home for Employee Development thanks to the Siemens Employee Volunteer Association. This employee self-managed organization focuses on improving access to education, providing greater access to science and technology, and sustaining community.

Nestle took first in Responsible Value Chain Development due to its value chain development in the coffee industry in Yunnan province. Having introduced coffee into Yunnan over 30 years ago, Nestle has provided substantial support for the industry through training and technical assistance; developing new opportunities for a region that has struggled to develop.

Michelin China took the award in Sustainable Growth and Environmental protection with their substantial progress in decreasing their environmental footprint. Having cut CO2 emissions by 49.3% and water use by 76.7% since 2013, Michelin continues to establish more and more ambitious goals in its efforts to further minimize its environmental footprint.

First Respond took the award in Responsible Innovation for an SME. Committing to a mission to create a society with the skills and will to save one another, First Respond was established to help people in China develop the skills and the will to save one another in life-threatening emergencies. Having already trained more than 90,000 citizens, First Respond looks forward to further expanding its operations to empower more people in more cities to help one another.







## **1<sup>ST</sup> CSR AWARDS ESSAY COMPETITION**

Students from high schools throughout China were invited to write an essay on how to respond to an earthquake in a rural community of ethnic minorities in western China. The competition was broken into two categories: A short-term plan for providing aid to the affected area, and a long-term plan to rebuild and further develop the affected communities.

### **In the short-term category, the winners were as follows:**

**Sally Wu** from Wycombe Abbey International School, Changzhou took first.

**George Huster** from Wycombe Abbey International School, Changzhou took second.

**Ji Lianbi** from Mahindra United World College of India took third.



### **In the long-term category, the winners were as follows:**

**Lucy Hu** from Wycombe Abbey International School, Changzhou took first.

**Sondor Enkhold** from Wycombe Abbey International School, Changzhou took second.

**Liran Ravid** from Wycombe Abbey International School, Changzhou took third.

Students from both categories impressed the judge panel with their depth of knowledge on the subject as well as their innovative and creative approaches to approaching the challenge. We all look forward to seeing what these young minds will contribute to the world in their futures.

## The 3rd Annual CSR Awards ended with great success,

having helped to further the goals of CSR and encourage CSR values throughout China. The European Chamber of Commerce in China looks forward to such development, and is excited to see what new programs will contend for prizes next year.



## 3rd CSR Awards Winners SMEs in Responsible Innovation: First Respond

First Respond is an up and coming enterprise founded in 2010 that is dedicated to delivering high quality first aid training, services, and solutions to individuals and businesses.

Their mission is to create a society of first-responders so that people suffering from an emergency can be saved, with the eventual hope of establishing "mutual aid" as a new Chinese social norm.

The company is divided into three different departments: Training, corporate solutions, and even operations. These three departments both bring in customers for training and also extend such training and services to external groups. This hybrid approach has allowed First Respond to quickly leave an impact.

## Online Crowdfunding Campaign: Tencent Annual 9/9 Philanthropy Day



**第一反应®**  
**FIRST RESPOND**

First Respond found an extremely important niche in the Chinese system. The “120” system of first responders is severely lacking, and society at large suffers from several social phenomena that limit the number of citizens willing to help someone in need.

Recognizing the limitations of the public system, First Respond set out to empower citizens to overcome the following: Low sense of citizenship (“Bystander effect” and “Diffusion of Responsibility”), Lack of knowledge on how to react (fewer than 1% of the population have basic life saving skills), Lack of confidence, and liability fears.

As such, First Respond does more than just provide a simple service, it targets a major medical and social problem and seeks to empower the stakeholders relevant to it to take action and save lives. Since coming into full operation in 2015, First Respond has trained more than 90,000 citizens in basic life saving skills. They have provided safety operations to 156 different race events, saving ten lives suffering from sudden cardiac arrest with a 100% success rate.

Best yet, First Respond is working to broaden the scale of their operation.

They have innovatively begun to create a supplemental system to the “120” system. They are developing an app to help show the locations of AEDs, and help connect nearby first responders to life-threatening emergencies. The hope is to use innovative technology, an engaged citizenry, and a dynamic new system to help people help one another.



## MNCs in Employee Development:

# SIEMENS

Siemens Ltd., China has a long history of encouraging volunteerism throughout its entire company.

In recent years, it has developed several new projects to further this encouragement, and to support its many employees that step up for various causes. In 2012,

Siemens launched a new CSR initiative – the Siemens Employee Volunteer Association (SEVA). SEVA aims to mobilize employee volunteers throughout the country and help them organize and integrate in order to best address various concerns. It also gives the independence and support needed for employees to find their own ways to contribute.



Thus far, SEVA has seen a great deal of success. SEVA focuses on three main areas: Access to education, access to science and technology, and sustaining community.

The I-Green Education Program aims to help China's migrant children in primary schools to raise awareness of environmental protection. So far, this program has touched the lives of over 20,000 students in ten migrant children's schools in nine cities, with more than 2,500 employees volunteering.

The Young Innovative Maker program targets primary and middle school students and inspires them to explore science and technology, often bringing school children into the Siemens Beijing center for various activities. Lastly, SEVA seeks to sustain community by providing social assistance to disadvantaged groups. Book donation drives for rural schools, fundraising for World Hemophilia Day, and events in children's hospitals, all help represent the scope and reach of the SEVA program.



SEVA is an especially significant force for employee development. SEVA is built on a foundation of employees that feel a sense of commitment to society, and that commitment is what drives the success of SEVA. As such, SEVA currently aims to develop into an employee self-managed organization. The goal is to transition from a more vertical structure into a more horizontal one by developing employees and supporting them in their efforts to make the world a better place.

## MNCs in Responsible Value Chain:



Since the 1980s, Nestlé has been playing an instrumental role in the development of the coffee farming in Yunnan. Under the Creating Shared Value business model, Nestlé believes in developing local raw material supplies wherever possible, integrating its business into the local economy and creating value for the local communities.

This same principle applied to China when Nestlé began coffee production in Dongguan, Guangdong Province in the 1980s. Nestlé wanted to develop a reliable supply of coffee beans in China.



Yunnan, primarily in the Puer region (formerly known as Simao), is very suitable for coffee growing but it didn't have much experience in the crop. Nestlé sent a team of Chinese and international coffee experts who worked shoulder to shoulder with the farmers, providing continuous and free training and technical assistance.



Thanks to nearly 30 years of efforts, coffee has become a profitable and sustainable crop in Yunnan. It has inspired tremendous entrepreneurship up and down the value chain, improving lives of hundreds of thousands of people. From almost no coffee tradition, Yunnan has now the 11th largest coffee production worldwide, making it a beautiful Creating Shared Value case study.

## MNCs in Sustainable Growth and Environment Protection:



Michelin Shenyang Tire Co., LTD (MSTC) is a company with a highly impressive track record of improvement on multiple levels of CSR.

The CSR program at Group Michelin is called, "Performance and Responsibility" and was established in 2002. It has adapted over the years to better reflect changing situations, and has moved from simply

being a project to becoming a way of life for the company. While MSTC has done much to improve its employee's development, enhance the communities tied to it, and run a sustainably viable company, its environmental achievements may be the most significant.

MSTC has taken its company vision of "Making excellent tires safely to build our future together" to heart and has made the kind of progress that such a vision demands. MSTC has reduced its environmental footprint by 61 per cent since 2013, an astonishing improvement for as large of a company as it is.



Current projections for 2016 show incredible reductions in the amount of resources being used in production. The lowest projected reduction is in CO<sub>2</sub>, with a reduction of 49.3 per cent since 2013, while the highest projected reduction is in water use, with a reduction of 76.7 per cent since 2013. These incredible reductions are the result of a serious and committed attitude to improve.

MSTC has also worked hard to guarantee the financial sustainability of its company. By working to show financial sustainability, MSTC helps to provide long-term jobs and growth to the communities that it is a part of. MSTC has been astonishingly successful in this regard. MSTC is on track to be profitable by 2016, a very fast return on the original investment of 1.5 billion USD.

As the Chinese automobile and truck markets continue to expand, MSTC can confidently predict continued growth and sustainable viability. MiSTC hopes that these successes will be followed up on as the company continues to thrive in the Chinese market while also improving the lives of their stakeholders and reducing their environmental impact.



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\*Abstracts not solicited by the applicant company.



# The Judge Panel



**Ms. Julie Broussard**

The Country Programme Manager  
for the UN Women China Office



**Julia Güsten**

Managing Partner  
of Sharehouse (Nanjing) Co., Ltd.  
A founding member of the Pfrang Association  
Chair of the Board of Nanjing International School



**Dr. Markus Hermann**

HR-Director BASF-YPC Company Ltd., Nanjing  
PhD in Labor Law at Legal Faculty  
of University Mannheim Germany in 2003



**Rolf H. Koehler**

Principal - KOEHLER & CO Limited , Hong Kong  
Advisory Board member FIDUCIA Management Consultants  
(Hongkong/Shanghai/Shenzhe)  
Director CanadAsia Management Development Co., Ltd. (CAMD) Shanghai  
Chairman Baby World Language Ltd., Canada  
Board member German Chamber of Commerce in China –Shanghai (GCC)



### **Pascal Marmier LL.M, MBA**

CEO of Swissnex China  
Deputy Consul General  
of Switzerland in Shanghai



### **She Hongyu**

Assistant of Secretary General,  
Amity Foundation  
Director of Research and Development



### **Professor Filipe Santos**

President of “Portugal Inovação Social”  
(Portugal Social Innovation)  
Visiting professor of social entrepreneurship  
at INSEAD  
Co-founder of IES  
Social Business School in 2009  
and the Social Investment Lab in 2013



### **Mr. Hui Zhang (Roy)**

Director of UTC Sustainability & Corporate  
Responsibility, Asia  
Chair of CSR Forum, European Chamber  
Shanghai Chapter



### **James Zhou**

The Charter President (CP)  
of Rotary Club of Hangzhou

# Short-listed Applications

## MNCs in Employee Development

### Bayer

In 2007, the Bayer China established the Bayer (China) Volunteer Association (BCVA) to better develop their employees and contribute more towards improving society. The BCVA includes 4,521 volunteers that have participated in over 236 activities in the last nine years.

They have contributed over 40,000 volunteer-hours to activities covering five different areas: environment, education, public health, poverty alleviation, sports, and community outreach. The BCVA strives to improve the lives of the communities around it, both near and far, and also works with the Bayer Cares Foundation to support various NGO projects with prizes of up to EURO 5,000, with 15 such projects having already received funding.



These projects encompass many different areas, perhaps most important of which are education and helping those in need. Bayer runs a volunteer course called, "Making Science Make Sense", which not only teaches science in a fun and innovative way, but also sparks a desire for students to learn more about science. The BCVA also regularly works with some of the most vulnerable members of society. Volunteers regularly aid the Special Olympics, work with the elderly, and help provide services to the blind.



Bayer is particularly proud of the BCVA because it focuses on developing self-directed volunteers with the skills and initiative to improve society.

The BCVA is meant to provide the platform and resources for employees to identify social ills, and then to address them in innovative ways. Additionally, volunteers attract more volunteers, and Bayer is happy to see a constantly expanding program that has consistently been able to broaden the scale of its impacts.

Finally, Bayer provides incentives to further encourage volunteering, with the incentive of an extra hour of annual leave for every two hours volunteered. Overall, Bayer believes that the BCVA is an exceptional program for employee development that enriches not only the lives of the people it aims to help, but also the lives of the volunteers themselves.

## MNCs in Responsible Value Chain

# AccorHotels

AccorHotels is a world-leading travel and lifestyle group and digital innovator offering unique experiences in more than 4,000 hotels, resorts and residences, as well as in over 2,500 of the finest private homes around the world.

The group has over 180 operating hotels in more than 70 cities in Greater China. In 2014, Accorhotels entered into a partnership with Orbis in Greater China and

launched the Stay for Brightness campaign, a three-year CSR programme which aims to prevent avoidable blindness by building a comprehensive pediatric treatment network in Greater China for at-risk children. The partnership with Orbis has a strong foundation of support.

The 20,000+ staff of AccorHotels' network in the region allows AccorHotel to work closely with Orbis each step of the way. The staff helps to support day-to-day activities from planning events to helping to execute them.



There are many different events that help to raise funds and support this work, ranging from charity walks to golf opens, to charity sales and fundraisers. However, AccorHotels is especially proud of the Darkness to Go dinner that is part of the Stay for Brightness programme.



The Darkness to Go dinner raised funds for projects in rural China to help prevent avoidable blindness among children. The group's six properties in Hong Kong joined forces in supporting this very successful event. Participants were blindfolded when entering the event venue and had to spend the evening without the benefit of sight.

The event was aimed to not only raise funds to help protect the eyesight of rural children, but also to give the participants a taste of the challenges faced by the blind. More than 200 guests attended the event and more than HK\$183,000 was raised. It is important to AccorHotels that such activities occur, and they hope to hold even more events in the future to help further their progress in corporate social responsibility.

## Baxter

Baxter (China) Investment Co., Ltd. (Baxter China) has a large footprint in the Chinese medical field. Baxter believes in improving the quality of medical care and treatment through not only the development of new treatments, but also the dissemination of the proper techniques to use them.

Baxter has been a major player in the IV market for years, and has developed advanced techniques for medical treatments. One area that Baxter has taken measures to address is in its value chain. Baxter could take the easy path of simply selling its products and turning a profit, but it has instead chosen to pursue a program to undertake social responsibility for enhancing infusion safety.

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In China, infusion safety is a major medical concern, particularly due to the aging tendency and increasing the number of patients. However, insufficient hospital infrastructure, healthcare professional knowledge, and general awareness, dosing error of IVs account for 26-36% of medication errors that threaten patient safety and doctor-patient relations. Baxter embarked on “Infusion Safety Enhancement Journey” in China, with the aim of improving hospital management team’s awareness of IV infrastructure enhancement, improving healthcare professionals’ knowledge towards infusion safety, and increasing society’s attention to the main reasons behind infusion medication errors.

This program has been truly dynamic in its approach: Professional IV infrastructure – Pharmacy Intravenous Admixture Service (PIVAS) is provided for hospital management to update medical facilities; Training sessions and domestic mentor pool are held for frontline professionals to improve hard and soft skills; Information about nurses’ working situation and the importance of infusion safety are disseminated to the public and society at large through a micro-movie and WeChat platform. This comprehensive approach helps to improve the value chain in its entirety, and is taking major steps to resolve a major health issue while doing good business as well. The program has made tremendous progress, but there are still many hospitals that have yet to benefit. As such, this program will continue to expand its scope.

# MNCs in Sustainable Growth and Environment Protection

## AkzoNobel

AkzoNobel (China) Investment Co., Ltd. is a firm believer in developing an ever-stronger sense of corporate social responsibility. In 2014, they launched the AkzoNobel Huamn Cities initiative as an active expression of the company's purpose to create everyday essentials to make people's lives more livable and inspiring. By combining their sense of care with their people, products and leadership in innovation, safety and sustainability, they aim to help cities meet the many challenges they face.



AkzoNobel is committed to supporting the government's agenda for developing western China while regenerating the East as well.

AkzoNobel has a strong belief in helping to sustain the culture and heritage of the many cities of China, and has already committed to helping restore four historical locations in the Jing'an district of Shanghai. It has also collaborated with Tongji University as well as local employees, citizens, and

students to investigate the local area's cultural heritage. This collaboration recently finished a special report about 8 city areas that totaled over 180,000 words.

This report was used to create literature and documentaries on cultural heritage conservation and community development. It is the plan of AkzoNobel to further extend this program beyond the flagship project in Shanghai.



AkzoNobel has also worked to improve education as well. In 2011, they partnered with the Chinese Communist Youth League to create the China Student Sustainability Award, the first of its kind in China targeting university student societies. The award aims to recognize and reward university student societies that have made outstanding contributions to society around the subject of sustainability.

There has been a good deal of support from other companies, as well as their own employees who have volunteered to support from other companies, as well as their own employees who have volunteered to support education in poverty-stricken areas and urban community heritage conservation programs. AkzoNobel hopes to continue to see even more success with these projects in the future.

## Arkema

Arkema (China) Investment Co., Ltd. has gone to great lengths to not only be a responsible member of the chemical industry, but also to help cultivate environmentally conscious students at the many schools that it volunteers at. “Arkema ChemArt Green Innovation Class” is a long-term project for deepening CSR in China launched in 2016.

Volunteers from Arkema go to schools to tutor children on environmental protection, safety, innovation, art, English language and other subjects per the specific needs of each school via various innovative forms, such as courses, interactive activities and donations, etc.

As a supplement to contemporary school education, “Arkema ChemArt Green Innovation Class” aims to help young students broaden their horizons, acquire knowledge from different sources, stimulate innovation and boost their comprehensive development.

The ChemArt Green Innovation Class is a great way for employees to reach out to the community and share their company value of innovative chemistry for sustainable growth.

Arkema provides classroom materials where appropriate, and employees volunteer their time to help teach environmental responsibility to the next generation.





Classes vary from topic to topic, but they focus on practical skills like recycling and view-changing activities like having students find other uses for things they would otherwise throw away.

These classes also often have language components so that students can also improve their language skills.



So far, about 80 employees of Arkema have participated in this project, more would come to join this volunteering program, and approximately 2,000 students have benefited from it. Each school has different needs, and this project gives volunteers the flexibility to address those needs.

In 2017, three more Arkema plants plan to join in this project, a significant expansion that can help to spread the successes that the first four have already seen. Perhaps most importantly, this project goes beyond immediately tangible results. Students in these programs can be inspired to take action in the future to help protect the environment, or they could be encouraged to further study science and technology to help innovate other solutions to such problems. Arkema is proud of the impact that this project has had, and looks forward to seeing it develop even further in the future.

\*Abstracts not solicited by the applicant company.

# CSR Winners 2015

## Category in Human Resources & Work Safety

SMEs: N/A

MNCs: Nanjing Ericsson Panda Communications Company  
(ENC)-A safe and humanized workplace to work

## Category in Sustainable Growth & Environment Protection

SMEs: Nanjing International School – Earth Hour

MNCs: Merck Chemicals China- School Water Project

## Category in Community Program & Social Innovation

SMEs: Chrysalis – Emerging Leaders Program

MNCs: Merck Chemicals China- Edison Project



# CSR Winners 2014

## Category in Human Resources & Work Safety

SMEs: N/A

MNCs: MAN Diesel for Promoting Safety Culture Cultivation

## Category in Sustainable Growth & Environment Protection

SMEs: Nanjing International School – Green Report Card Project

MNCs: BSH Anhui – Resources Efficiency

## Category in Community Program & Social Innovation

SMEs: Shaoxing Quanneng Education and Training Centre

Promoting music and arts education

in underprivileged Communities

MNCs: Siemens – i-Education Program



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