



**5TH EUCCC
CORPORATE
SOCIAL
RESPONSIBILITY
AWARD**



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President's Foreword



Today, Corporate Social Responsibility (CSR) plays a strategic role in the design of sustainable business models. In 2017, during the 4th EUCCC CSR Awards, the European Chamber of Commerce in China offered a rich and vivid platform to discuss and showcase best CSR practices. With other international and Chinese business leaders, I had the pleasure of debating on the theme of “CSR and Profitability”, with the idea that companies that cannot responsibly reach profitability

and pay taxes are doomed to wander in the “Zombie companies” kingdom. However generating profits in a sustainable manner does not come without costs and investments. Perhaps the most important investment is in the mindset of our staff so that we always try to do “the right things right”. This is why, “Environmental concerns, CSR and Innovation” was debated during the 5th CSR Awards. Profits and long-term value creation are possible, only if in compliance with laws and regulations and the highest standards of business ethics.

In previous years, notably with the 2015 China Environmental law or more recently with the 2017 amendment of the anti-unfair competition law, China has indeed embarked on developing a more sustainable economy. It has also supported global efforts, such as but not limited to the signature of the Paris agreement, against climate change. As China is asserting itself as a responsible economic power, it has also increased its compliance standards, and made progress in the fields of health, safety and environment to name a few. From the EUCCC 2018 Business Confidence Study it was clear that more equal enforcement of environmental laws are now happening between SOEs, privately invested companies and foreign invested companies.

This is very encouraging as it is a major step toward level playing field competition and sustainable business. In July 2018, a joint memorandum of understanding (MoU) on Circular Economy Cooperation was also signed by China and the European Union (EU), aiming at fostering a giant system shift to a more environmentally friendly global economy, which offers an example of how Europe and China might cooperate in leading changes towards a more sustainable and prosperous world economy.

In a large and developing economy such as China, with a still relatively small social economy sector, the role of leading corporations in developing and truly living CSR is therefore more crucial than ever. European companies operating in China are ready to pave the way for more CSR innovation and work with China in achieving the sustainable development goals set by governments globally. The 5th European CSR Awards, showcased some of the best CSR practices in China from global companies, social entrepreneurs and not-for profits alike. The European Chamber CSR Awards also acknowledged the leading role that organizers, judges, sponsors, applicants and participants played in advancing this field in China. Last but not least, I would like to congratulate all the 5th CSR Awards winners for their important role in promoting societal and economic progress in China.

Mats Harborn

President, European Union
Chamber of Commerce in China

A New Path to Prosperity:

Business as a Force for Good

Over the past 30 years, something happened that has never happened in the history of the world. In 1990, 66 percent of the Chinese population – 756 million people – lived in extreme poverty. By 2013, that number had fallen to 26 million, or less than two percent of the population. This year, the percentage of people in China living in extreme poverty is set to drop below one percent. For the first time since 1800, fewer than one billion people worldwide will live in extreme poverty. We are witnessing an economic miracle.

There is one overriding cause for this miracle. These dramatic improvements in living standards, healthcare, child mortality rates and other social gains were created fundamentally by one force – economic growth.

Over time, economic growth reduces poverty. Without companies building factories, providing services and hiring people, there is no output, no income, no growth. Economic expansion has lifted hundreds of millions of people across the developing world out of poverty in the past few decades. Business has been a force for good in a way we have never seen before.

Yet over this period, tension between business and society has risen. Trust in business is faltering. In some countries, only 30 percent of people trust business. Globally, 60 percent of people agree that greed drives CEOs more than a desire to make a positive difference in the world.

In this same period, new challenges have emerged. We now face immense challenges such as environmental pressures, cybersecurity threats, economic strain and geopolitical tension around the world.

The idea that companies must focus solely on expansion and efficiency to create economic wellbeing is dated. It is a narrow definition of business as a force for good. For business to continue to contribute to positive progress, leaders should explore more broad and holistic approaches to business and society.

Corporate social responsibility, or CSR, can align business models with progressive social goals and encourage the proliferation of more responsible strategies and practices. This comes at a time when a growing body of scientific and social evidence shows that increasing sustainability and equality promotes the stability that allows society to thrive.

Moving to the Broad View

Practically speaking, this means we need a new kind of development with CSR principles at the core. Achieving this new kind of development will not happen without rethinking the relationship between business and society. There are three fundamental ways the private sector can broaden this role of business as a force for good.

Consider the outcomes

In the process of value creation for any company, leaders must consider the effect of their economic activity on society. Minimising negative impacts and maximising positive

outcomes must be fundamental to the business plan. It is not about working with civil society, it is about new beliefs regarding how business interacts with communities and the environment.

Invest in innovation

There are situations when neither private efforts, nor regulatory ones, can solve the problem. Society needs innovation to overcome these challenges. Businesses can tap into the global network of researchers, experts and people with experience to identify the problem and seek solutions. Incredible opportunities are opening for those who innovate new approaches, new technologies and new business models.

Cooperate and collaborate

Business must cooperate for positive results across society. Sometimes market failures are so pervasive and deep that no single actor alone can solve the problem. Some market challenges are so vast and so complex that coordinated action by all is needed. Regulation certainly has a role to play, but collaboration among businesses, governments and civil society is the catalyst for real-world results.

It is in the best interest of business to explore and innovate new ways of value creation. Despite the miraculous reduction in poverty rates around the world, creation of jobs and provision of valuable goods and services, business are often perceived negatively because of market failures and the shortcomings of our economic system.

Transition to a Set of New Norms

One such shortcoming is that markets tend to undersupply commodities that are valuable assets – clean air, clean water, disaster resilience and disease control, to name a few. Furthermore, there are social issues that businesses do not address because it is generally not profitable, such as electrification in remote areas, biodiversity and habitation protection, CO2 emission reduction, access to education and more.

The takeaway is clear. To be a force for good under a broad, holistic interpretation of the term, business must integrate the social impact it creates into strategy and decision-making. We must change the fundamental norms and beliefs about the role of business if we are to create a sustainable path for the future of the world. We must consider CSR. Adoption of new norms happens over and over in business and society. One fundamental – yet often overlooked – truth is that we can change the world we live in. We have the power to change social norms, legal conventions and economic structures. We simply need to choose a new direction for growth and make the necessary effort to shift the development trajectory.

The decision to change our development path inevitably leads to a discussion on the direction to go. International cooperation convenes leaders – of government, of business and of civil society – to point the path forward. It is now up to all of us to deliver equitable and sustainable growth that does not come at the expense of people or our planet.

China Leading in the Way Forward

China has been engaging in this conversation for quite some time now. The formalization of Ecological Civilization establishes a new policy framework that facilitates ecologically sound and sustainable development. China has also been active and engaged as a leading voice in multilateral processes that produced the Sustainable Development Goals, the Paris Climate Change, the International Strategy for Disaster Risk Reduction and a host of other agreements that shape global development in our challenging times.

This leadership in China is increasingly apparent, especially on environmental issues such as carbon pollution. We see it at the local level, with project like the Shenzhen International Low Carbon City, a China-EU Partnership on Sustainable Urbanization that shows how policy can point to innovative sustainability solutions. At the national level, carbon markets tested in cities across China are now expanding to put a price on carbon pollution in the world's second largest economy. These actions are inspiring, both in China and outside its borders.

Consider the Belt and Road Initiative, one of the largest and most ambitious infrastructure and investment projects ever conceived. It is connecting China with its neighbours and the rest of the world. One of the Belt and Road Initiative aims is to “promote ecological progress in conducting investment and trade”. Achieving this in China and in other Belt and Road countries drives more sustainable business practices while delivering sustainability benefits to communities across Asia and the world.

This is all very positive and excellent steps towards a brighter future, but we must do more. We must strive to bake the principles of CSR into business moving forward. We must consider the impacts of business and we must encourage others to do the same. Now is the moment to accelerate action. Everyone – every business, every government and every economic actor – must step up and take responsibility.

Our Global Responsibility and Opportunity

At INSEAD, the Business School for the World, we take this responsibility very seriously. It is why we support the 5th CSR Awards by the European Union Chamber of Commerce in China and why we have partnered for our own Business as a Force for Good Awards - showcasing the value that business can bring to communities around the world.

It is also one of the primary reasons why we established the Hoffmann Global Institute for Business and Society this year. The Institute examines the relationship between business and society, focusing on critical challenges and the solutions business has to offer.

The Institute is our response to the need to evolve and advance new business models and strategies. It is how we are recognizing our responsibility and working towards a new economic miracle that proliferates prosperity and peace, even as the footprint of humanity on the planet grows.

INSEAD develops leaders who can create the conditions that make sustained, inclusive prosperity possible. We want to rebuild and re-establish trust between business and society. We encourage every business to take their own actions towards these goals and towards the sustainable development goals – regardless of size, where they are located or the countries where they do business.

This is our opportunity to rise to meet the challenges we face and change our world for the better. Together we can usher in an era of inclusive prosperity that benefits all people on our planet today and all generations to come.

Ilian Mihov

Dean of INSEAD



Ilian Mihov, Dean of INSEAD, Professor of Economics and The Rausing Chaired Professor of Economic and Business Transformation, joined INSEAD in 1996 and was appointed Dean in 2013. He has taught macroeconomics and econometrics in the MBA, EMBA, PhD and executive education programmes, and in the World Economic Forum Global Leadership Fellows Programme. Dean Mihov holds a PhD from Princeton University and a B.S. in business administration from the Moore School of Business at the University of South Carolina.

CSR Innovation and the Circular Economy

The dazzling magnitude of the challenges underlying the transformation of our post-industrial societies encompasses disruption at all levels: environmental, economic, societal, geo-political, technological. A cross section of those issues are summarised in the United Nations 17 Sustainable Development Goals, adopted by all UN Member States in September 2015, and they call for global cooperation from all sectors.

The private sector, through the profits it generates, has a fundamental societal role in leading and exercising Corporate Social Responsibility for the advancement of all and the preservation of our planet. No market will be spared if our ecosystem is abused and ruined.

In 2018, in China, a new Ministry of Ecological Environment replaced the former Ministry for Environment Protection, signaling a major government policy shift from mere environmental pollution control to pro-active natural ecosystems preservation.

Prime Minister Li Ke Qiang called for “The closure of under-performing coal and steel plants, the development of electric cars, the ban of waste importation to China, and the reinforcement of anti-pollution standards and their enforcement.” In Europe, Klaus Schwab, the World Economic Forum’s founder reflected on the 4th industrial revolution and the possible impact of a new wave of advanced technologies on our communities.

“We live at a momentous time in history, one where it is up to us, today, to make sure our technologically-enriched future is safe, ethical, inclusive and sustainable”.

How can we
create the
conditions
of sustainable
economic and
societal
progress
for all ?

Our ability to design and imagine new solutions to improve our well being is a salient human characteristic, diversity and innovation are a fundamental part of the answer. Human intelligence created economic systems based on “trust” and more specifically on “trust in the future”. For example, the invention of “money” well illustrate the power of innovation combined with mutual trust. The advent of “money” was a major breakthrough since it facilitated an enhanced confidence in tomorrow’s living conditions notably through trade and the development of arts and science. Thus, the sizes of economies considerably grew, and

over thousands of years scaled from intra-villages to national, from national to international, and from international to global. Before bank notes, “money” existed in many forms. In Ancient China, for example, the cowry shell was used as money and later inserted in such Chinese characters as “buy” or “sell”. In recent years, IT and digital technologies at large enabled the creation of dematerialized forms of money, and new forms of account units, such as the bitcoins, created new markets. However, despite our ability to invent the concept of “money” in its various functions, innovate and generate global wealth growth, we have yet not been able to eradicate poverty from our planet.

Over the past decades, global economic growth, sustained by constant technology innovation, generated massive levels of economic development, capable to draw people out of poverty. However, it also produced externalities, such as climate change, biodiversity reduction, depletion of natural resources and the production of massive pollution and waste.

Before 2017, China used to be a major recipient of all kinds of wastes, which are part of our international trade today. In 2017, China issued a major waste importation ban, which impacted many categories including widespread ones such as plastics or electronics. Today, this ban leaves us with the acute question of their disposals, as their trade was directed to other parts of the world. Furthermore, the sheer sizes of both China domestic and export markets, reinforce the urgent

need for innovation in finding new sustainable economic models locally and globally. Such models require socially responsible ways of thinking, designing, producing, purchasing and managing the obsolescence of our consumer products and industrial sites alike.

In such a context, the idea of spreading circular economy models can generate strong positive multi-impacts. Circular economy models advocate proper re-use and/or disposal of products at the end of their life-cycles to limit depletion of our natural resources as well as reducing environmental pollution. In 2018, China and the European Union signed a joint MoU on Circular Economy, and such cooperation can be pivotal to solve some of our challenges. Indeed, facts, such as ocean waters said to contain “one ton of plastics for every three tons of fish” and endangering marine life are more than alarming. In response, some countries already implemented regulatory changes, such as the ban of single use plastics, such as plastic straws, already effective in the UK and voted, for a complete ban in the EU, by 2021.

Likewise, the use of computers, mobiles and other electronic products belong to our everyday lives, gaining more and more importance, as the digital transformation of our businesses and societies is accelerated by artificial intelligence and robotisation. What is less known, is how these electronic wastes created massive environmental pollution, by such medieval ways of disposals, as landfilling and rogue recycling through burning or the use of pollutants, in poorer regions of the

world. Some areas, such as Guiyu in China Guangdong Province, had overtime become immense e-waste garbage bins, with catastrophic water, soil and air pollution. The consequences on human and animal health are very concerning and still not very well known. However, e-waste management can create shared value: recycled obsolete computers can be re-used in ways such as providing quality education for the lesser privileged. If e-waste cannot be repaired, our current technology can recycle them in an environmental-friendly way, and even produce strategic raw materials such as metals. This illustrates a case of “Circular economy and Technology for Good”, with strong educational and environmental benefits.

Beyond these examples, perhaps most crucial to the development of CSR, is the development of a stronger sense of individual responsibility, the awareness that each of us, has a major role to play in the protection of our planet and the advancement of all.

There is no time
to waste.
We have
no alternative.
“There is no
Planet B”.

Finally, I would like to warmly thank the European Chamber of Commerce in China for providing such an enriching exchange platform, as the 5th CSR awards, and all participants, judges and institutions who made this dialogue possible.



Chia-Lin Coispeau

Partner Maverlinn Impact Innovation





5TH CORPORATE SOCIAL RESPONSIBILITY AWARD

After-event Report

On 15th of November, 2018, the 5th Corporate Social Responsibility Award Ceremony & Conference was successfully held in Nanjing InterContinental Hotel by the European Union Chamber of Commerce in China in Nanjing. The CSR Awards aim to acknowledge CSR successes, raise sustainability awareness, and share the CSR experiences with organizations looking to promote and exercise corporate responsibility in China.



This year there are four categories and six awards given to MNCs, SMEs and NGOs who have shown excellence in impact innovation. There are 9 winners of this year's CSR Awards which including companies and non-profit organizations.



Mr. Bernhard Weber, Board Chair of European Chamber Nanjing Chapter

The welcoming speech was given by Mr. Bernhard Weber, Board Chair of European Chamber Nanjing Chapter. Mr. Weber mentioned that it is the 5th year of EUCCC CSR Award, and both the participants number and competition projects have reached a new level. Mr. Weber hopes more organizations and individuals will be stimulated by this event, thereby promote the sustainable development awareness of Chinese enterprises.

The opening address was presented by Mr. Zhang Ningning from Department of Policies and Regulations, Ministry of Industry and Information Technology of the People's Republic of China. Mr. Zhang emphasized the extraordinary efforts of enhancing social responsibility and improving enterprise sustainable development ability which made by European enterprises in China.



Mr. Zhang Ningning from Department of Policies and Regulations, Ministry of Industry and Information Technology of the People's Republic of China.



Dr. Christophe Hebette, General Manager of BASF-YPC Company Limited

Dr. Christophe Hebette, General Manager of BASF-YPC Company Limited, gave his keynote speech on sustainable strategy, technic and values. BASF-YPC devoted to create economic, social and environmental comprehensive values. Dr. Hebette hopes to bring his CSR concept and practice to wider audience by cooperate with the European Union Chamber of Commerce in China.

This conference also held two panels about 'Manufacture & Green China' and 'Corporate Social Innovation'. Representatives from businesses and organizations shared their thoughts towards these two topics.



Mr. Zeljko Ivkovic, General Manager of DB Schenker Technology Solution Center (Nanjing)

During the panel about 'Manufacture & Green China' which chaired by Mr. Zeljko Ivkovic, General Manager of DB Schenker Technology Solution Center (Nanjing), representatives from Fette, amfori, Nokia and China Federation of Industrial Economics provided their unique opinions of how to achieve 'green and sustainable' manufacture.

Dr. Andreas Risch, Managing Director of Fette Compacting (China) Co., Ltd., spoke about 'Be responsible in Manufacturing and Build a greener China'. The next speech was given by Ms. Joyce Chau, Network Representative Greater China of amfori, about a global challenge - CSR in global trade and value chain. Chief Technology officer of Nokia Shanghai Bell, Mr. Michael Chang, then explained the impact of Information Technology on CSR practices. Following this speech, Dr. WANG Xiaoguang, Director of CSR promotion Center, China Federation of Industrial Economics, gave his own speech on Industrial Transforming for Sustainability.



Following the panel discussion, shortlisted awards were presented. This year, 13 companies were awarded shortlisted certificates. Mr. Mike Rosenthal, chairman of AmCham Shanghai Environmental Committee, hosted the awards ceremony.



Dr. Markus Hermann, Director Human Resources of BASF-YPC Company Limited

After the shortlisted Awards Presenting, Director Human Resources of BASF-YPC Company Limited, Dr. Markus Hermann chaired the panel about 'Corporate Social Innovation'. Representatives from BNP Paribas, Beaumanoir, Maverlinn and Nestlé shared their understandings from CSR to Corporate Social Innovation.

First of all, Mr. Bruno Weill, Chief Group Representative for China at BNP Paribas, gave a speech about Green Finance & Innovation Opportunities. Then, Mr. Romain Millet, CEO of Group Beaumanoir China, provided his answers of 'How to link CSR innovatively with your business strategy in the textile industry'. The following speech about innovation Imperatives and the circular economy was presented by Ms. Chia-Lin Coispeau, Founding Partner of Maverlinn Impact Innovation. To end this symposium, Head of Public Affairs of Nestlé China, Mr. Zhang Qi spoke on responsible Corporate: how can business innovatively support the development of community.



Panel Discussion

After a short series of questions and a panel discussion, the final 9 winners were invited on the stage to receive the trophies and shared their practices with audience. After the exciting speeches shared by winners, the awards ceremony proceeded to the student's art competition.



5th CSR Awards Winners

MNCs: Excellence in Sustainable Growth & Environment Protection



AWS (Alliance for Water Stewardship) Standard is the first ever industry water stewardship standard promoting the use of fresh water that is socially equitable, environmental sustainability and economically beneficial, achieved through a stakeholder-inclusive process that involves site- and catchment-based actions.

In response to company's global commitment, Dashan water factory of Nestlé China started implementing AWS Standard from 2017 and achieved Gold-Level AWS Certificate in September 2018. The achievements and impacts of this project are inspirational. Dashan factory further improved water efficiency performance to a level of industry benchmark and further strengthened well management. More importantly, through this certification project, Dashan factory drove faster, broader and improved collaboration between local stakeholders which led to stronger assessment and understanding of local shared water challenges and more meaningful collective actions to address them.



AWS Water Stewardship Standard Certification Project



Nestlé China Dashan Water Factory



Clean water and sanitation is one of the United Nations Sustainable Development Goals. Merck is

taking on its corporate responsibility to achieve Sustainable Development Goals together with trusted international organizations and partners.

This year, Merck China launched the partnership program with One Foundation on Clean Water Project. Merck donates 1 RMB/day on behalf of each employee in China to help the rural school students having clean drinking water.

This year's donation from Merck helped around 15,000 students in 33 rural schools to install Drinking Water Purification Facilities.



Thank You for Letting Our Children, Our Future, Grow up Healthy!

净水计划
干净的水 干净的心

In this Autumn, 18 employee volunteers visited 4 rural schools in Gansu and Shaanxi Provinces, checked the donated water purification facilities and introduced the knowledge of water to students. Meanwhile, Merck China's Life Science Sector donated 20 sets water analysis machine. We're sharing our expertise of water analysis knowledge to local government and partners.



SIEMENS

At Siemens, based on our company values – responsible, excellent and innovation, we are committed to actively fulfilling

corporate social responsibility and creating values for society.

Siemens I-Green Education Program is a nationwide educational program for China's migrant children in primary schools to raise their awareness of environmental protection and help them better integrate into city life. Since launched in 2009, the program has been rolled out in 11 schools in 10 cities, about 2,700 employee volunteers benefited over 23,000 students.



Siemens I-Green class in Guangdong Province



Siemens Kick off ceremony for University Summer Project in this July

In 2018, Siemens expanded the program and launched “I-Green Education Program - University Students Summer Project”. Leveraging I-Green curriculum, the project focused on bringing the concept of science and environmental protection to children in the Belt and Road regions in China through university students’ summer social practices. Total 341 college students from 8 universities benefited 5,710 children in 18 districts of 14 provinces or regions, affected about 170,000 local populations, most of them are from underprivileged area in China.

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

BASF-YPC Company Limited (BASF-YPC) strives to be a respected corporate citizen recognized for our social responsibility and committed to sustainable development. The strength of the “Verbund” concept is a key contributor: the by-products from one plant are utilized as raw materials in another plant; and fuel consumption is reduced by recycling heat from waste streams in some production plants in order to generate electricity or steam.

We continuously improve our water management and protection systems; use clean materials and advanced technologies to reduce emissions; insist on high standards of waste management; we focus on efficient energy generation, developing products and technologies that can help our customers to offer products that make the use of energy more efficient.



Vehicles for hazardous materials emergency treatment and environmental monitoring



Part of the clean wastewater reuse unit

In recent years, BASF-YPC has got many subsidies from the government to award the company’s efforts on the innovations of environmental protection, e.g. mobile environment monitoring car project, power plant boilers blowdown - waste heat recycling project, modification of the furnace burners project, and so on.

BASF-YPC has annually conducted environmental impact dialogues with the local government and neighbours about environmental protection and potential areas for cooperation.

Every two years, BASF-YPC, together with the EUCCC and several other companies, organize the Green & Clean Forum, sharing with the attendees a range of best practices in environmental protection and corporate social responsibility, so as to promote the concept of green chemistry and improve awareness of sustainability.

MNCs: Excellence in Responsible Value Chain

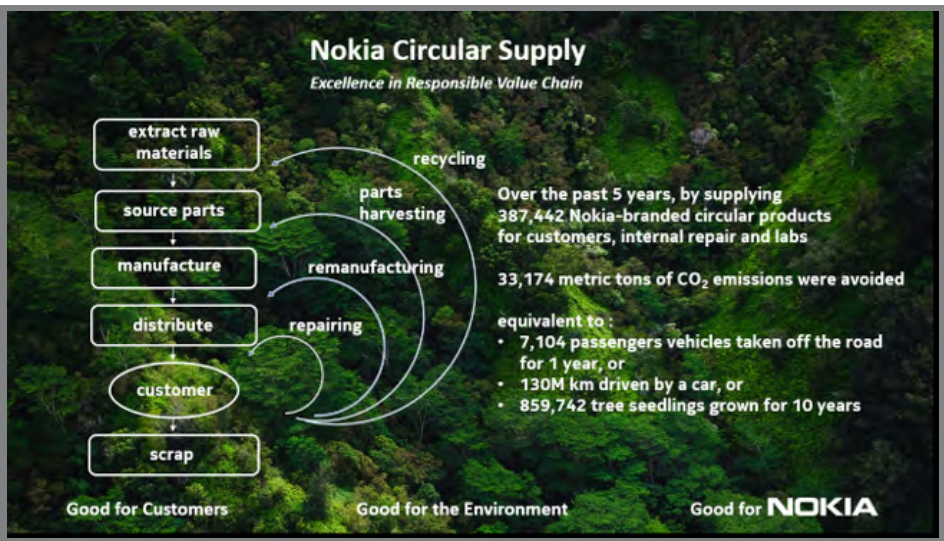
NOKIA 上海贝尔

Nokia create the technology to connect the world, in a sustainable way.
At Nokia

We do believe profit is to come in a decent and responsible way. Responsible for our customers and for the environment. Is it possible to protect the environment and improve profit in the same time? The answer is “Yes”, Nokia is doing this by Special Customer Operations (SCO), a department in Global Operations (GOPS), we turned supply chain from linear to circular by remanufacturing our products.



We are committed to protect the environment and to fight against climate change by making our products and our operations environmentally friendly. During past 27 years (Since 1991), we have proof that our circular supply chain has successfully brought benefits by delivering over 68,000 remanufactured products worth millions of euros to over hundreds of customers worldwide. Circular supply chain is one of many actions we implement with the belief to do whatever is right for the world by using Nokia technology inventions.



MNCs: Excellence in Employee Development



BOSCH

Invented for life

Bosch values vocational training for employees to help them constantly improve their skills. Here in Bosch AA Nanjing plant, we have Apprenticeship Program, Training Center Program & Inspiring Working Conditions to support our campus development vision – to be the recognized OE operations campus in China.

Till the end of 2018, 96% blue collars have received basic training by training center since its opening in 2017. Besides, advanced training and shop floor mentorship training is ongoing as schedule. Moreover, BPS week, an innovative approach, is our yearly repeated campaign involves all white & blue collars into fast focused learning. Managers act as trainers and ensure knowledge delivery and close to reality needs.

We believe lifelong learning is the key for successful work and happiness in life which is driven by achievement. The continuous training opportunities accompanied our employees along the current and all evolution.

Now, the training center is sharing vocational training capabilities to Bosch internal and external companies with pay which support them continuously invest for their own development. And the tailor-made regular updated training programs ensure a full match to the real needs, especially we added new program “Mechatronics” to fit for future needs of Manufacturing 2025.



Bosch AA Nanjing Plant - Excellence in Employee Development



Bosch AA Nanjing plant - Sustainable Growth & Environment Protection

Special Award: Excellence in Fostering Cultural Exchange Between Civilizations

Taicang Sino-German
Handicapped Workshop
(The Inclusion Factory)

inclusion factory
太仓中德善美实业



“The Social Inclusion Advisory creates a comprehensive framework for facilitating the recruitment and integration of people with disabilities in the labor market. The innovative model consists of a three-stages solution, starting with (1) analyzing the existing conditions at the potential employers’ organization and giving recommendations regarding what positions can be considered for people with disabilities, what amendments should be done in the existing organizational and physical infrastructure.

As a second step, (2) we create awareness on the aspects of hiring people with disabilities among the employees of the potential employer. Once suitable positions have been identified, middle management has been trained and employees with disabilities have been recruited, (3) we stay on board for a period of at least 6 months – providing Supportive employment (post-hiring guidance) and support to both employees with disabilities and employers.”



SMEs: Excellence in Responsible Innovation

NETSPRING Green IT Classroom Program operated by SHANGHAI YIQUAN SOCIAL ENTERPRISE LTD



Founded in 2012 in Hong-Kong, NETSPRING is a pioneer social enterprise dedicated to “transforming e-waste into e-education”. NETSPRING manages the

recycling of e-waste and obsolete computers in order to build Green IT Classrooms in underprivileged schools in China whilst reducing the environmental impact of electronic waste.



NETSPRING promotes the circular economy by creating shared value as well as environmental and social positive impacts. NETSPRING has served more than 30,000 children; organised more than 100 volunteering activities to the benefit of the students; and re-used or recycled more than 80 tons of e-waste. In 2017, NETSPRING launched the Special Needs IT Classrooms to serve the visually-impaired and in 2018, its Green 3R Box Collection to collect obsolete electronics and promote the 3R principles (Reduce, Reuse, and Recycle).



NGOs: Excellence in Social Innovation Partnership

Indigo Charity- Shanghai Songjiang Sheshan
Service Centre for Handicapped People



Our NOG Indigo is committed to helping adults with intellectual disabilities. Such adults are having trouble finding governmental or non-governmental facilities where they can continue to learn skills and make friends. Our organization is the first one to tackle the problem in Shanghai. We are working to build a platform where these people can learn skills, make friends, and in the end find a job to support themselves. Our NGO started 10 years ago helping these people by teaching them to make handmade soaps, which is helpful to their mental and behavioral development. Handmade soaps is the major class in our organization. Besides, we invite professional teachers to teach them to draw, sing and etc.



The handmade soaps are sold to customers and the revenue goes back to our organization to cover the administrative cost, rent and other expenses. Since then, we have successfully helped 10 students to find jobs in different companies or factories. We are now looking to create a community center where these people use for training, entertainment and so on. In this community center, anyone who is willing to give a helping hand is welcome to contribute.

5th CSR Shortlisted Awards



MNC _ Sustainable Growth & Environment Protection:

Bosch Automotive Aftermarket (China) Co., Ltd

TÜV Rheinland

Ford Motor Research & Engineering (Nanjing) Co., Ltd

Global Castings (Xuzhou) Co., Ltd

MNC _ Responsible Value Chain:

SIG Combibloc (Suzhou) Co. Ltd

BASF-YPC Company Limited

MNC _ Employee Development:

DB Schenker Technology Solution Center (Nanjing)

Fette Compacting (China) Co., Ltd

SME_ Excellence in Responsible Innovation:

Phoenix Education Publishing Center

NGO_ Excellence in Social Innovation Partnership:

Star Future Foundation

Special Award_Diversity & Inclusion:

Faurecia (China) Holding Co., Ltd

Pullman Nanjing Lukou Airport

Nokia Shanghai Bell





3RD CSR AWARD STUDENTS ART COMPETITION Winners

Age Group: 15 years and older

Park Seo Yeon
Nanjing Echo-Forte International School

Shuyang Tian
Nanjing International School

Age Group: 11-14 years old

Jamine Kim
EtonHouse International

Allen Chen
EtonHouse International Nanjing

James Jeon
Dulwich College Suzhou

Sophia Kong
Dulwich College Suzhou

MinSeong Gong
EtonHouse International School Nanjing

Jiaying Liu
Suzhou Wujiang
Luxu Gaoxin Primary School

Age Group: 10 years and younger

Muhammad Yousuf Izaan
Echo Forte International School

Yujun Ji
EtonHouse International School Nanjing

Jinyuan Zhang
EtonHouse International School Nanjing

Tingxuan Kim
EtonHouse International School Nanjing

Tan Shuyu
Shanghai Songjiang Chenchun
Primary School

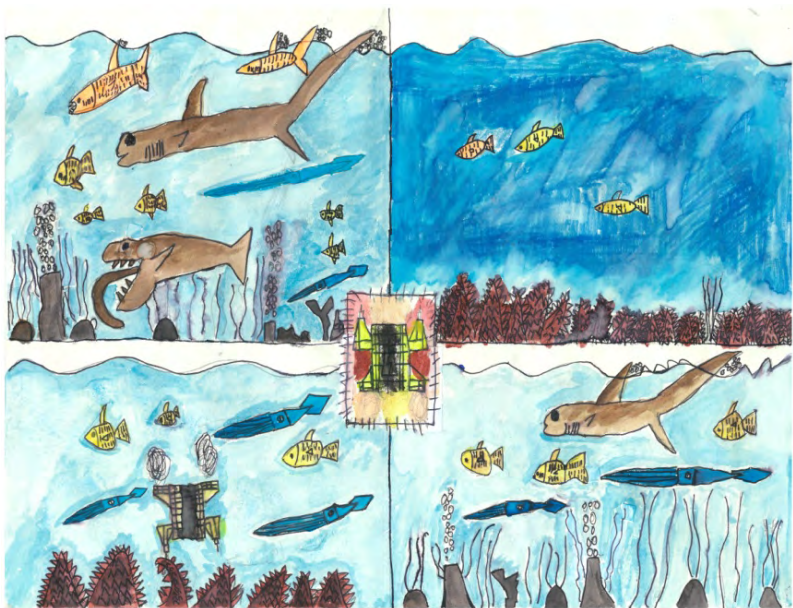
Moon Jinwook
Nanjing Echo-Forte International School



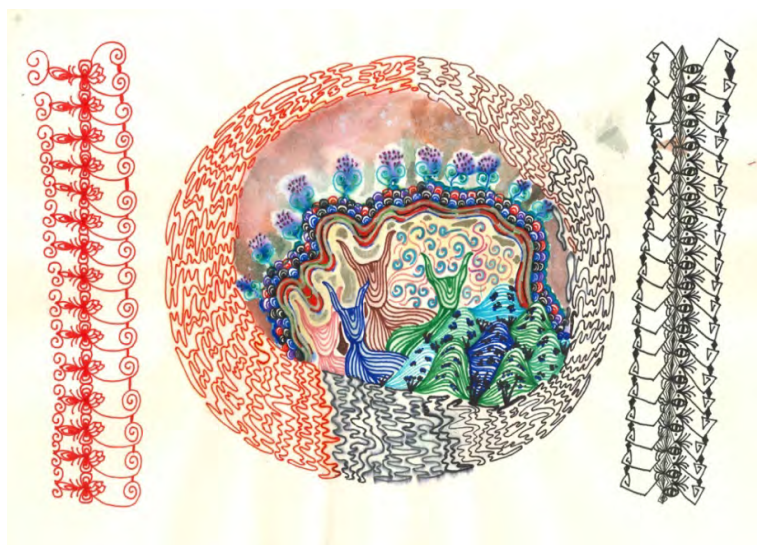












Judge Panel



Ms. Julia Güsten
Partner of Sharehouse
(Nanjing) Co., Ltd

"It is great to see the number of applications increasing every year. Congratulations to the 2018 winners. I am confident they will inspire even more companies to increase their social commitment."



Dr. Markus Hermann
Director Human Resources
BASF-YPC Company Ltd, Nanjing

The fifth CSR Award event of EUCC in Nanjing is a remarkable showcase of the relevance of Corporate Social Responsibility for Chinese and European Company's. The excellent Initiatives and projects in the competition have proofed that CSR helps to balance social, economic and environmental development for sustainable success.



Ms. Kathleen Bell
Csr Lecturer And Owner
of China Link

The quality of the applicants is continually increasing in the numerous aspects of CSR. I was honored to be one of the judges again for this event and have found it hugely encouraging to learn of the developing awareness and innovative approaches to CSR in China.



Ms. She Hongyu
Assistant Sg and Director of R&D
of Amity Foundation

Sincere congratulations to the winners of the 5th CSR awards held by European Chamber of Commerce, Nanjing Chapter. It's very encouraging to learn from the applications that more European companies are making greater and more professional efforts in CSR to share common responsibilities toward the country and the people. Apart from making more environment protection

commitment, caring about the employees and families, more companies are outreaching to communities where needs are found. We very much look forward to joint cooperation with European companies in the future to multiply our resources in delivering better services that will bring about changes to the needy.



Ms. Clare Pearson
International Development Director,
DLA Piper

"There is something a little special about the CSR Awards run by the European Chamber in Nanjing. I judge CSR Awards for other chambers in China in different cities, but I have not seen the depth or breadth of projects which originate in Nanjing anywhere else. It was a pleasure to read the entries because they inspired me to think about how we could push the

boundaries in CSR in other cities. Nanjing is a CSR sector leader. The combination of creative NGOs and companies willing to innovate to contribute to China's development creates unusual positive synergies. I've never really seen something like the 'Inclusion factory' anywhere else in the world and I visit all continents. I think there are ideas coming out of Nanjing that could be thought leaders for other countries/cities in China.

I am glad to part of the judging panel to learn from best practice from you. It's always a risk for CEOs to invest in CSR but those who do will see visible and invisible returns on brand equity that they did not expect. Those in China for the long term see CSR as a growing trend with Nanjing European Chamber CSR Award as an exceptionally well organized platform to promote best practice."



Mr. Hui Zhang (Roy)
**Director Of Utc Sustainability
& Corporate Responsibility, Asia**

“It’s my great pleasure to serve as the judge for CSR Awards EUCCC since its early start, during which I heartily enjoy learning from all peer companies and their best practices and impacts in sustainability, innovation and communities. I would congratulate to those who won with their extinguished cases, but also to those who won my respect and appreciation for their long-lasting commitment and actions in CSR area.”



Ms. Dai Yibo
**Deputy General Manager of Goldenbee
CSR Consulting**

“The EUCCC 5th CSR Award focused on the project participation, social problems which have been solved, the social influence and project sustainability and innovativeness, especially the performance of the project. Those are the judges to Corporate Social Responsibility which accepted by Golden Bee. Golden Bee is willing to export, encourage, help and

train those excellence cases with EUCCC and impels more enterprises to follow social responsibility.”



Ms. Lin Jialei
Programme Officer of UN Women China

“This event successfully promoted the awareness and knowledge in communities”

CSR Winners 2017

Special Award Excellence in Fostering Cultural Exchange
Between Civilizations: **Sanpower Group**

MNC Excellence in Employee Development: **Nestlé (China) Ltd.**

MNC Responsible Value Chain: **Carrefour China**

MNC Excellence in Sustainable Growth
and Environment Protection

1ST prize **Global Casting (Xuzhou) Co., Ltd**

2nd prize **Siemens Ltd., China**

3rd prize **Faurecia (China) Investment Co. Ltd**

NGO Excellence in Social Innovation Partnership
Shanghai Oasis Public Development Center

SME/SOCIAL ENTERPRISE Excellence in Responsible Innovation

SME: **Occupational Health & Safety Assistances, Inc., Shanghai**

Social Enterprise: **Taicang Inclusion Factory**



CSR Winners 2016

SMEs in Responsible Innovation:
First Respond

MNCs in Employee Development:
Siemens

MNCs in Responsible Value Chain:
Nestlé

MNCs in Sustainable Growth
and Environment Protection:
Michelin

NGO: **N/A**



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



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European Chamber 中国欧盟商会

The European Union Chamber of Commerce in China (European Chamber) was founded in 2000 by 51 member companies that shared a goal of establishing a common voice for the various business sectors of the European Union and European businesses operating in China. It is a members-driven, non-profit, fee-based organization with a core structure of 45 working groups representing European business in China.

The European Chamber is recognized by the European Commission and the Chinese authorities as the official voice of European business in China.

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