6[™] CORPORATE SOCIAL RESPONSIBILITY AWARDS

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European Chamber 中国欧盟商会

6[™] CORPORATE SOCIAL RESPONSIBILITY AWARDS

Acknowledge CSR successes, raise sustainability awareness and share CSR experience 认可企业社会责任成就 提升可持续发展意识

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This year marks the 20th anniversary of the establishment of the European Chamber of Commerce in China. In the past 20 years, European Union enterprises have grown together with China. In conjunction with pursuing market progress and profit together, corporate social responsibility has continued to be a focus of European Union enterprises. Since the establishment of the CSR Forum in 2005, corporate social responsibility has become an integral business practice component promoted by the European Chamber of Commerce. As the application and development of CSR has changed over the years, the European Chamber of Commerce has worked closely with domestic and international firms, not only to emphasize the economic and societal importance of engaging in CSR activities, but also in helping interested corporations develop suitable CSR agendas. During the past few years, the EUCCC CSR Awards have hosted various forums, conferences and seminars with both industry and topic centred groups, including sustainable profitability, industry innovation, environmental concerns and the connection that CSR has to these topics.

This year has been a year of practical application where a wide variety of industries have been challenged to incorporate CSR in innovative ways while promoting a variety of goals from empowering the growth of local economic sectors, alleviating poverty and revitalizing rural areas, to controlling pollution production and emphasizing environmental protection. Although this has been an ongoing trend throughout the years, the steps that more and more corporations are taking to integrate themselves into society and serve their surrounding community is astounding, and the positive effects are clearly visible. Nevertheless, we urge more corporations to also embark on the journey of incorporating CSR agendas into their business strategies, not only to become more competitive economically, but also to become more intimately connected with the community socially. Furthermore, as is in line with the European Union's dedication to Corporate Social Responsibility, the EUCCC CSR Awards will continue to evolve and serve as an effective platform where members can continue to share their best practices, advance their strategic skills, learn from their peers and seek potential collaborations.

Aside from the strides that were made during the beginning of the year, this year has been a year of difficulty and a year of resilience, the COVID-19 outbreak has put many corporation's CSR strategies and agendas to the test. Fortunately, many companies have utilized this opportunity to proactively engage in a variety of CSR activities, such as donating required medical supplies and transforming factories to produce ventilators and necessary protective equipment. Aside from trying to meet the public's needs for medical supplies, grocery stores, banks and telemarketing companies and a variety of other industries have also stepped up to ensure that the community remains connected, healthy, and safe. Dedication to creating CSR strategies in the past few years plays no small role in domestic and international firms' ability to react quickly and effectively to help mitigate the virus's effects and aid those in need. We have seen member enterprises respond with astounding alacrity and innovation to help aid society during this difficult time. This is clear example of the massive scale and positive impact that CSR has on society and the economy.

As the events of this past year indicate, the incorporation of genuine and authentic CSR agendas is becoming increasingly crucial, not only in maintaining a competitive edge against competitors but also in achieving mutually beneficial and interdependent social-environmental and economic goals. Consequently, we continue to encourage more participation in our future CSR events. Within the network, more firms will be able to understand the latest trends of conducting business in China, share and exchange values, and inspire each other. In this way, firms can maintain sustainable growth in an ever-changing world.

Board chair of European Chamber Nanjing Chapter

Foreword

Companies are a fundamental part of society. They allow people to join forces in order to achieve a common goal that satisfies a public need or demand. Hence, to be successful, they have to acknowledge their role as an engine located at the heart of the society

The great environmental and societal challenges the humanity is facing make needs and demands more complex: people are not just expecting good and services. They also expect ethics, responsibility, solidarity and authenticity. During the recent Covid-19 outbreak, both consumers and employees closely monitored how companies engaged with their direct environment: what role did they play? How did they contribute? In this global disruptive context, corporate social responsibility is essential. And it is actually a great opportunity to build on individual and collective ingenuity. Innovative companies are engaging with their customers, with their employees and with their partners along the value chain. They are looking for ways to achieve sustainable growth and they become successful by doing so.

Corporate social responsibility is not a magic mantra: it is a strategic pillar that requires a strong commitment of the company's leadership. When genuinely implemented, it allows to attract talents, it improves client's loyalty, it allows the development of new business models and helps to sink costs. The implementation of smart and sustainable strategies needs an evolution of culture and a focus on shared value.

In this regard, European companies operating in China have a major role to play. The participants and winners to the 6th Corporate Social Responsibility Awards illustrate this kind of achievements. They set examples on how to interact with the society, how to deliver sustainable solutions and how to perform better. In this booklet you will discover their engagement. Let us all get inspired!



Yves Reymond

Head of the Economic Section Embassy of Switzerland

Ohia-Lin Coispeau

Founding Partner, Maverlinn Impact Innovation



On Friday, November 22, 2019, the European Union Chamber of Commerce in Nanjing held its 6th annual Corporate Social Responsibility Awards Ceremony and Conference at the Nanjing InterContinental Hotel. The CSR Awards recognize CSR successes in the community, raise awareness of sustainability efforts and their importance, and share experience and information with organizations looking to promote and incorporate corporate social responsibility within China.

For 2019, six awards were distributed within four categories to various MNCs, SMEs, and NGOs within the area which have demonstrated excellence in impact innovation, with a 25% increase in applications from the year before.

The conference began with a welcome speech from Mr. Bernhard Weber, Board Chair of the European Chamber Nanjing Chapter. Mr. Weber welcomed sponsors, partners, and attendees and stated how proud he is of what EU Chamber of Commerce member companies do to give back to China and Chinese society. Mr. Weber appreciates the CSR programs in the Nanjing area, which focus on issues ranging from education and poverty alleviation to environmental sustainability and employee safety.

The keynote speaker of the event was Mr. Yves Reymond, Counsellor, head of the Economic, Financial, and Commercial Section of the Embassy of Switzerland in China. He discussed the relations between Switzerland and China as well as methods Swiss companies have used in building effective CSR programs. China and Switzerland have had excellent relations for 70 years, and Swiss companies and Chinese companies share a basis of partnership and mutual benefits.

Mr. Reymond explained how innovative companies use CSR as an asset, thereby improving society and business profitability at the same time. He detailed the Swiss approach to CSR, what he called the "Smart Mix": it combines legally and non-legally binding measures in a framework designed to empower companies and encourage CSR without over-regulating.



Mr. Yves Reymond, Counsellor, Head of Economic, Financial and Commercial Section, Embassy of Switzerland in China

After Mr. Reymond, a panel discussion was held about "Reconciling Business, Environment, and Society: What Role Can European and Chinese Organizations Play?", chaired by Dr. Christophe Hebette, General Manager, Maintenance, EHS and Engineering, BASF-YPC. Representatives from businesses and organizations shared thoughts and strategies on this topic.



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

First, Mr. Hui Yuming, Greater China Director of the Climate Group, presented on "The Climate Group Initiatives and Lessons to be Learned for a Greener Future." He referenced the Paris Agreement and IPCC report and said that leading companies across the world are in a unique position to lead emissions action and move toward a low-carbon economy. The Climate Group helps companies showcase their ambitions related to 3 initiatives: energy productivity, renewable electricity, and electric mobility.

of BASF-YPC Company Limited Second, Mr. Zhang Hui, Director of UTC Sustainability and Corporate Responsibility, Chair of European Chamber CSR Working Forum, spoke on "The Evolution of CSR in China—Changed vs. Unchanged."

He focused on the CSR revolution from 2008 through 2018 after the Sichuan earthquake, and how that affected and redefined the perception, scope, and measurement of CSR in China by way of repositioning relationships and investments. Ultimately, he said, corporate social responsibility is civil social responsibility on an individual level, and people are the key.

Thirdly, Mr. Xue Jianmin, SAP Labs China Strategic Innovation Director, discussed "Purpose Driven Innovation—How to Help Our World Run Better and Improve People's Lives." SAP Labs has more than 6000 employees in China, more than half of which are engineers, even as labor cost is increasing in China. Whether economic or social, innovation is a core strategy of SAP's business. Because of this, the company is focusing on building up digital skills to enable social enterprises to run at their highest capacity. By connecting employees to social purpose, CSR becomes both a top-down and bottom-up activity within the company—initiated at the volunteer level, funded at the corporate level.

The final panel speaker was Ms. Cia-Lin Coispeau, Partner, Maverlinn Impact Innovation, who spoke on "Reconciling Business and Sustainability: What Can We Learn from European Consumer Brands?" She presented two case studies of companies who have worked toward the preservation of nature. The first was on Chanel and the Golden Champa flower, found in the Himalayan mountains and used in a Chanel line of antiaging products. When Chanel's harvesting and usage threatened the existence of the flower, Chanel focused on research, conservation, and farming, ultimately preserving the flower and bringing additional revenue to local farmers. The second example was the Fashion Pact signed at the most recent G7 summit, an industry-level framework for action through which the fashion industry aims to reduce its environmental toll.



Panel Discussion

Following the panel, there was a question and answer period, and after that awards were presented to organizations shortlisted for Corporate Social Responsibility Awards.



Following the shortlist awards, the seven winners were invited to the stage to receive their awards and share their CSR practices and strategies with the audience.





Lastly, an awards ceremony was held for the Student Art Competition, followed by a speech from Sue Northcott of Nanjing International School. The European Union Chamber of Commerce will continue its tradition of the Amity-EUCCC Educational Fund, helping students from disadvantaged backgrounds obtain a high-quality education.



Closing Remarks were delivered by Mr. Zeljko Ivkovic, General Manager, DB Schenker Technology Solution Center Nanjing. He stated that the panel discussion was good, the awards were good, but spending time with friends and colleagues who share similar values is best.

CSR is cooperation between business, government, and civil society, and Mr. Ivkovic was inspired to see all the different contributions to the world coming from organizations in the Nanjing area. He thanked all those who made the event possible, including participants, nominees, sponsors, and the organizing team.

6th CSR

Award Winness

SMEs Award-Excellence in Responsible Innovation

Winner: inclusion factory 中德融创工场



We are very honored to win Nanjing EU Chamber SME's Award of Excellence in Responsible Innovation for 2019. We want to express our gratitude to the European Chamber of Commerce for their support and trust in our initiative. Such valuable recognition encourages more companies to follow the Inclusion path and offer equal opportunities for people with disabilities. Employment is not all about the salary – participation in the labor market is a key factor for social inclusion, improved living conditions, and overall well-being.



NGOs/Social Enterprise Award-Excellence in Social Innovation Partnership Winner:

Shanghai Guofeng Charity Foundation

Gift of Sound, a project of Shanghai GuoFeng Charity Foundation, has been offering financial support to rehab centers and special education schools for deaf or hard of hearing children since 2008. In 2010, Gift of Sound cooperated with the US-based organization Soaring Hope, Inc. and has brought voluntary teams of audiologists, early intervention providers, and speech therapists, all of them under the leadership of Dr. Christine Yoshinagaltnao, to China to provide children affected by hearing issues and loss with free hearing tests, hearing aids, and cochlear implant adjustment. These teams have additionally trained local professionals and offered qualified guidance to parents. The project aims to improve the quality of treatment and services offered at local rehab centers through introducing the latest equipment, training local professionals and optimizing the adjustment of hearing aids.





MNCs Award-Excellence in Responsible Employee Development

Winner: Schneider Electric

To keep the promise that it has made to achieve sustainable development in China, Schneider Electric (SE) rolled out in 2014 the Corporate Volunteer Program (CVP) as one of its key CSR programs. The Company has provided all-round inputs covering funding, organization resources, technologies, etc. Besides arranging special funds and teams to support this program, the Company also gives each of its employees two days of paid leave for volunteer services every year, enabling them to participate actively in this program.

Since it was initiated, the CVP has had associations in 21 branch companies and offices nationwide. Accumulatively, over 10,000 volunteers have conducted more than 200 activities of various kinds, covering the four fields of education, community, disadvantaged groups and environmental protection. The total time of volunteer services has exceeded 80,000 hours, creating social value worth nearly ten million yuan and providing direct services to the benefited groups involving over 200,000 people.



SE Teacher program, which is a professional volunteer program, calls on its current employees and retirees to use their own expertise to provide vocational school students and NGOs with professional training and instructions on energy management that they need.

Specifically, the 200 plus volunteers in 15 cities for the SE Teacher program have provided 5,391 hours of direct volunteer services and have participated in 13 public welfare organizations. Their services cover fields of vocational education, elderly care, exceptional children's rehabilitation, teenager education, volunteer services, etc. The number of directly and indirectly benefited people is over 500,000.

MNCs Award Leadership in CSR & Sustainable Growth Winner: Nestle China

Nestlé's purpose is to enhance quality of life and contribute to a healthier future. At Nestlé, we believe that business results and positive societal impact should be mutually reinforcing. To be successful in the long term, we must create value for both our shareholders and for society. We call this approach to business Creating Shared Value (CSV) and we have made it an integral part of our strategy. CSV is the very way we bring our purpose to life.



We focus on 3 areas of greatest intersection between business and society. Improving the nutrition, health and wellness profile of our foods and beverages is at the heart of what we do. We are dedicated to contributing to healthier lives, with an emphasis on childhood nutrition. Our Nestlé for Healthier Kids initiative brings together all our efforts – from product reformulation to supporting parents and caregivers. In China, the initiative has benefited 5.5 million students. We are also driven to positively contribute to the communities where we live and work.

We devote to developing a thriving, resilient community. Our focus is sustainable agriculture. We have made Pu'er a visible player in the world coffee market, and significantly improved livelihood of farmers. All our suppliers are 4C compliant, benefiting 36,500 famers. Nestlé Dairy Farming (DFI) Institute has been supporting modernization and transformation of China's dairy industry. Each year, DFI receives over 5,000 farmers, students and visitors in dairy related trainings and events. When it comes to addressing global sustainability challenges, one of our key ambitions is to lead the way in shaping a waste-free future. We are committed to making our packaging 100% recyclable or reusable by 2025 and have already taken specific actions. By 2019, 475 Nestlé GCR volunteers have participated in clean-up events and collected some 2,145 kg wastes.

Epiroc China

The need for clean water keeps growing globally every year. By 2025, half of the world's population will be living in water-stressed areas. While China encompasses almost 20% of the world's population, the country contains only 7% of the world's fresh water. According to World Bank, 60% of China's 661 cities face seasonal water shortage, and over 100 cities have severe water constraints. This situation makes our project—Water for All more important than ever.

Water for All was founded in Sweden in 1984 by Epiroc employees, Torgny Rogert and Peter Håkansson (employees of Atlas Copco at the time, in 2018 Epiroc started trading on Nasdaq Stockholm and this marks the start of Epiroc as an independent company following its separation from the Atlas Copco Group). They saw a documentary on Swedish television about the then ongoing drought in Peru and the harsh living conditions that followed. Affected by what they had seen, they decided to find a way to help. Therefore, the first Water for all project rolled out, which involved helping a drought-stricken area in Peru access clean water. Since then thousands of colleagues have contributed and millions of people around the world have benefited.

Now Epiroc and Atlas Copco run it together using joint local organizations. Water for All is financed through employee donations that are matched by respective companies with twice the amount. An estimated 3,000 Epiroc colleagues around the world are contributing monthly. Virtually 100% of the donations go directly into water projects. Since its foundation, Water for All has helped more than two million people. The mission is to provide people in need with long-term access to clean drinking water sustainably.



Water for All had it's first activity in China in 2004. Each local organization selects its own projects to fund and each project must contribute to providing clean water and sanitation to people in need. Now we are working with Shanghai HUJI Foundation.

We select one project every year to ensure the money gets to where it is most needed. We have some donators selected through lucky draw to visit the progress and results of each project. Now, totally eight local projects helped nine China villages and over 700 employees of Epiroc China make the donation directly from their salary monthly.

Arkema Changshu

In February 2017, Arkema, as the general coordinator, initiated the "Responsible Care Changshu AMIP Committee (RCCAC)"

Arkema initiated the establishment of "Responsible Care Changshu AMIP Committee (RCCAC)" with strong support from local government, the Changshu Advanced Materials Industrial Park (AMIP) Committee and other multi-national companies in the park. The mission of RCCAC is to promote responsible care, CSR and Sustainable Development Goals through various activities and events, practicing "learning, helping and sharing" with other chemical partners to improve the overall HSE culture at the park.

RCCAC carried out a series of activities under the theme of "Responsible Care", focusing on safe production, environment protection and humanistic care, contributing to building a green, safe and efficient modern ecological industrial park. Since 2018, Arkema has held a number of themed activities solely or jointly with other companies. For example, the World Safety Day activity carried out by Arkema Changshu platform mainly focuses on first aid related training, which received positive response from other members of RCCAC and surrounding enterprises; over 30 employees from more than 10 companies including Solvay, Chemours and Kureha participated in the practical training of CPR.



"Arkema ChemArt Green Innovation Class" CSR project was launched in May 2016

As a complement to school education, the long-term CSR project Arkema ChemArt Green Innovation Class was launched in 2016 in China. It aims to provide practical support and motivate young students' self-expression capability and creativity. At Zhangjiagang Lvfeng School, a school for migrant workers' children in Jiangsu Province, volunteers from Arkema China walked into the classroom to tutor the children on environmental protection, art, and safety.

Employees from the IT department provided basic IT skills trainings for the teachers. Furthermore, Arkema China offered Zhangjiagang Lvfeng School a number of recycled computers to improve the school's teaching facilities. All kinds of books and tool kits collected by Arkema staff were donated to enable the children learn more knowledge and have a better future. In Hengshui, Hebei, volunteers from Arkema Casda have been providing students from the Liminlu Primary School with bi-weekly English tutoring; the Arkema Casda plant also hired a football coach to train children from the Zhenhualu Primary School near the plant.

These activities have strengthened the connection between Arkema plants and the surrounding communities and confirmed the Common Ground® Initiative launched over 10 years ago by the group, i.e., coordinating the relations between the company, its facilities and the environment in an innovative way.



MNCs Award-Excellence in Environment Conservation Winner: Epiroc China

It is well known that underground mining is one of the toughest and most dangerous jobs in the world. Epiroc's goal is to offer a zero-emission alternative for underground mining and improve its health and safety. Meanwhile, global climate change is a momentous issue. To create a society that is sustainable in the long term, we need to increase the share of renewable energy – and batteries are playing a key role. An opening to use more renewable energy and a way of saving money, battery solutions have huge potential – not least for the mining industry. Our first-generation battery-driven machines were launched in 2016. In November 2018, we launched the new generation of battery-operated machines – a milestone event in our journey toward a fossil-free mining industry. Epiroc is now expanding its proven battery offering and zero-emission fleet with the second generation in underground loaders, trucks and drill rigs and a new battery service offering. Battery-electric equipment allows a mine to unlock a number of benefits: improved health and safety, reduced greenhouse gas emissions and decreased operating costs. To achieve the technology shift, Epiroc has joined forces with partners like Northvolt and ABB to develop the second-generation electric technology platform.

Less than a year after Epiroc's launch of its new generation battery mining equipment, the company has won orders for those machines from customers in several countries including Finland, Australia and Canada. Electric vehicles are reaching global markets far and wide, we aim to electrify all its underground machines within five years.







MNC _ Environment Conservation TÜV Rheinland Lenzing (Nanjing) Fibres

MNC _ Leadership in CSR & Sustainable Growth

DB Schenker Technology Solution Center Nanjing Baettr New Energy (Xuzhou) Signify China, Arkema Changshu, Fresenius Medical Care CreditEase China Novozymes China Zero Waste Shanghai

MNC _ Responsible Employee Development

Fette Compacting (China) Co., Ltd

SME_Excellence in Responsible Innovation

Netspring Phoenix Education Publishing Center

NGO_ Excellence in Social Innovation Partnership

Nanjing Jianye Morning Glory Caring & Service Children Center

Special Award_Diversity & Inclusion N/A



4[™] CSR AWARD STUDENTS ART COMPETITION

Age Group 11 years and older



Naeun Kim British School Nanjing



Su Ruoxi British School Nanjing





Yutong Wang Nanjing International School

Age Group 10 years and younger



Yeun Chun Annabella Li Yew Chung international School



Yufan Lu Luxu High-tech Primary School



CAO Kayne Chenze Yew Chung international School



HE Yuhan Lycee Francais Shanghai





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



Ms. Kathleen Bell CSR Lecturer and Owner of China Link



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



Ms. Clare Pearson International Development Director, Dla Piper



Mr. Hui Zhang (Roy) Director of UTC Sustainability & Corporate Responsibility, Asia Chair of CSR Forum, European Chamber Shanghai Chapter



Ms. Dai Yibo Deputy General Manager of Goldenbee CSR Consulting



Ms. Lin Jialei Programme Officer of UN Women China

MNCs Excellence in Sustainable Growth & Environment Protection: Nestlé (China) Ltd. Merck Chemicals China Siemens BASF-YPC Company Limited MNC Excellence in Responsible Value Chain: Nokia

MNC Excellence in Employee Development: Bosch

Special Award: Taicang Sino-German Handicapped Workshop

SME Excellence in Responsible Innovation: Shanghai Yiquan Social Enterprise Ltd. – NETSPRING Green IT Classroom Program

NGO Excellence in Social Innovation Partnership: Indigo Charity



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



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



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



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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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.

European Chamber Nanjing Office

Address: 1407, No.99 Zhongshan Rd., Nanjing, Jiangsu. Tel: +86 (25) 8362 7330 Fax: +86 (25) 8362 7332 Email: nanjing@europeanchamber.com.cn