Building a Sustainable Belt & Road Value Chain – FTA and Multilateral Partnerships in China

UNLEASH OPPORTUNITY
Our Speakers

Ms Hu Yan
Chairperson of Chinese Electronics Standardization Association

Dr Wang Xiaoguang
Director of the Corporate Social Responsibility Promotion Center of CFIE

Prof. Cai Ning
Executive Director of the Zhejiang CSR Promotion Association

Ms Lin Bo
Associate Editor-in-Chief of China WTO Tribune
Agenda

• Collaborate to Create A Sustainable Value Chain in Electronics & Information Industry
  - Ms. Hu Yan

• Promote Global Cooperation Achieve Common Development
  - Dr Wang Xiaoguang

• Aiming at the needs of enterprises, combining the reality of Zhejiang, to promote social responsibility
  - Prof. Cai Ning

• The progress and prospect of CSR information disclosure in China
  - Ms. Lin Bo
携手共同打造电子信息产业可持续价值链

Collaborate to Create A Sustainable Value Chain in Electronics & Information Industry

——在FTA可持续发展年会上的发言

2017年6月15日

中国电子工业标准化技术协会
Chinese Electronics Standardization Association
01 中欧电子信息产业贸易前景广阔
Bright prospect of Sino-EU trade in electronics & information industry

02 中欧企业在共同应对社会责任议题方面具有良好的基础
Solid foundation for joint responses to CSR challenges

03 期望中欧进一步加强社会责任相关对话与合作
Look forward to future collaboration
中欧电子信息产业贸易前景广阔

Bright prospect of Sino-EU trade in electronics & information industry
中欧电子信息产业贸易前景广阔

2014年

欧盟成为中国第一大贸易伙伴。

The EU became China's largest trading partner

2016年

中欧进出口总额5980多亿美元，欧盟27国进出口总额将近4727亿美元，与比利时一国的进出口贸易额为216亿美元，并成为德国最大的贸易伙伴，年度进出口总额近1513亿美元。

Total export-import volume:
China and Europe —— $598 billion
The EU's 27 countries —— $472.7 billion
Belgium —— $21.6 billion
Germany —— $151.3 billion, biggest trading partner

其中，中国与欧盟27国在电子电气类产品贸易额最大，进出口总额近1298亿美元，占所有商品进出口总额的近1/3。

Trading in electronic products —— $129.8 billion, 1/3, the largest share
欧洲是中国古代陆上和海上丝绸之路的目的地，今天“一带一路”经济带贯穿亚欧非大陆，连接着活跃的东亚经济圈和发达的欧洲经济圈。欧洲是中欧电子信息产业贸易前景广阔

President Xi Jinping: We will build the BRI a path of peace, a path of prosperity, a path of openness, a path of innovation and a path of civilization.

坚持创新、协调、绿色、开放、共享的发展理念，积极倡导绿色、低碳、循环、可持续的生产生活方式，保护生态环境，遵守法律法规，履行社会责任是中欧经济发展和中欧贸易的重要内容之一。Pursuing sustainable development, abiding by the laws and regulations and fulfilling social responsibility are important parts of economic development and trade between China and Europe.

在“一带一路”的推动下，中欧各产业领域，包括大数据、云计算、物联网、智慧城市、智能制造和电子商务等新一代信息技术产业领域的合作与贸易将持续不断迈上新台阶。Driven by the BRI, the cooperation between China and Europe in countries will progress to a higher level.
中欧企业在共同应对社会责任议题方面具有良好的基础

Solid foundation for joint responses to CSR challenges
中欧企业在共同应对社会责任议题方面具有良好的基础

Solid foundation for joint responses to CSR challenges

需要双方共同面对和积极化解，不仅是政府和非营利组织 NGO，私营企业和商业部门更应积极行动起来，以满足利益相关方和社会多方面的期望。

在中国政府主管工业和信息化工作的工业和信息化部的大力指导和支持下，2016年，中国发布了 SJ/T16000《电子信息行业社会责任指南》。该指南以CESA于2012年发起的社会责任倡议为基础推动联合国可持续发展目标(SDG)的实现和《中国制造2015》的实施。

责任制造

Responsible production：

《中国制造2025》提出创新驱动，质量为先，绿色发展，结构优化，人才为本的基本方针。与联合国2030年可持续发展目标之一的“负责任的消费和生产”蕴含了相同的可持续发展理念。

中欧在经济贸易共同发展过程中遇到不少新问题：经济快速发展带来的气候变化、欧盟一体化进程受阻以及不必要的贸易摩擦等。

在电子信息产业领域，电子电气产品中有毒有害物质的防控，废旧电子电气产品的综合回收利用，可持续性矿物原材料的采用以及危险化学品的管控与处置等。

中欧企业在共同应对社会责任议题方面具有良好的基础。
经过四年多的时间，通过广泛联合国内外电子信息企业，以推动广大企业积极践行社会责任优秀理论和实践结果为基础，较好的形成了标准引导，企业自愿，行业和社会形成采信的良好开局。

Achieved results: standard guidance, enterprises' voluntary participation and mutual-recognition of audit results…

目前的主要工作
/Main areas Of work:

推动全行业深入标准的贯彻实施，树立标准化标杆企业、推进社会责任治理水平评价、建设标准国际合作网络并积极推进企业社会责任绩效的持续改进和信息披露等。

◆ Promoting the implementation of SJ/T16000
◆ Identification of pilot enterprises
◆ Development of evaluation index system
◆ International standard cooperation network
◆ ……

中欧企业在共同应对社会责任议题方面具有良好的基础
Solid foundation for joint responses to CSR challenges
中欧企业在共同应对社会责任议题方面具有良好的基础

Solid foundation for joint responses to CSR challenges

标准的企业试点示范 Experimental enterprises:
中国电科、中国电子、阿里、腾讯、苹果、松下、富士施乐、AMD等是SJ/T16000标准的首批试点示范企业。

积极推动企业社会责任治理水平的提升与标准国际合作网络建设，以此促进减少和改善企业，特别是中小企业接受社会责任重复审核的情形

Actively promote the improvement of CSR governance and standard of international cooperation network construction to improve the CSR re-audit situation of enterprises, especially for SMEs:

一是，依据标准主要针对企业的社会责任管理和与利益相关方沟通在政策、方法方面的能力开展评价服务，为行业开展社会责任治理水平评估和为品牌企业开展供应商社会责任审核提供基础评价服务；
二是，联合FTA等国内外协会商会共同推动社会责任标准国际间的互融互信。

推进企业社会责任绩效的持续改进和信息披露，推动负责任制造，推动互联网治理，推动行业力量联合起来共同打造电子信息产业绿色、可持续供应链和价值链。

Advance sustainable improvement and Information disclosure of CSR performance, promote responsible manufacturing, Internet governance, green electronic information industry and sustainable supply chain.

一是，组织行业责任“行”、阳光创行和年会等活动，企业披露年度履责信息，社会责任管理能力培训，发掘优秀实践案例，关注中国的扶贫事业。
二是，开展行业社会责任实践基地建设，整合品牌商的力量协助供应商，特别是中小企业供应商持续改进，提升能力，树典型示范带动利益相关方共同关注和积极参与议题的解决。
中欧企业在共同应对社会责任议题方面具有良好的基础
Solid foundation for joint responses to CSR challenges

SJ/T16000-2016《电子信息行业社会责任指南》简介
10个主题，31个议题，113条期望条款；国内外近百家企业和机构参与标准编写，提出近300条修改建议
Solid foundation for joint responses to CSR challenges

**SJ/T16000–2016《电子信息行业社会责任指南》简介**

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我们认为，行业社会建设的基本目标是促使组织做好自身核心业务，提升组织履行社会责任的意识，提高组织履行社会责任的能力，增强组织的内生竞争力和可持续发展能力。

责任治理：通过建立和强化组织战略、管理制度，尤其是利益相关方沟通和参与制度以及基于防犯和消除风险的管理尽责措施，确保社会责任理念和要求融入组织战略和治理；通过促进与供应链各方的协作，建立透明的、负责任的供应链管理，实现绿色采购，构建可持续的、责任共担、价值共享的供应链；

技术创新：围绕解决当前面临的经济社会挑战与需求开展技术创新，推进信息化与工业化深度融合，推动电子信息技术在各行业的广泛应用；

员工权益：规范用工，防止歧视、童工和强迫劳动，保障员工的合法权益，确保员工参与民主管理，提高员工生活水平，促进员工的职业发展和身心健康；

安全与健康：为员工提供一个安全健康的工作环境，最大限度地减少工作环境中的不安全因素，确保为其工作或处于受其控制或影响的场所的所有人员的健康与安全；

环境保护与资源节约：在自身活动及产品/服务的整个生命周期中，采取措施减少以至消除对环境的负面影响，包括开展环境影响评价和生态设计评价，以及在必要时向利益相关方披露其环境影响及环境绩效信息，以切实推行绿色制造，保护和改善环境及生态；

诚信运营：尊重产权，反对垄断等不正当竞争行为，反对腐败和欺诈行为；

消费者关系：尊重并保护消费者自愿交易、健康和安全、个人信息等权益，并通过产品/服务促进可持续消费；

虚拟社区管理：拥有虚拟社区的组织宜切实履行作为平台提供方的责任和义务，确保虚拟社区健康运行，并建立用户权利补救制度；

社区参与与发展：与当地社会环境相融合，基于自身特点及影响范围参与社区发展活动，增进社区公共利益等；
Firstly,坚持问题导向并体现公众关注的重点。例如，将安全与健康作为主题单列；

Secondly, further strengthen the responsibility governance, clarify the issue and requirements of responsibility governance, and suggest enterprises and organizations establish corresponding management systems.

Thirdly, strengthen corporate social responsibility in the supply chain or value chain, list the supply chain management as a subject and clarify the requirements.

SJ/T16000–2016《电子信息行业社会责任指南》简介

Solid foundation for joint responses to CSR challenges

SJ/T16000 with International Standard ISO26000一脉相承，在制定过程中充分体现电子信息产业特点和充分考虑中国国情与社会责任的发展要求。

一方面，增加了创新发展相关主题。电子信息产业是全球发展最迅速、创新最活跃、带动力最强、渗透性最广的产业之一。电子信息企业只有围绕解决当前面临的经济社会挑战与需求开展的技术创新，才能促进社会创新和经济社会的可持续发展。

另一方面，增加了电子信息产业特有新兴议题，例如互联网企业的履责议题，消费者普遍关注的个人信息安全议题等；电子信息技术和产业的迅速发展带来了新的社会议题，电子信息企业有义务积极面对，并以负责任的行为处理或消其给社会带来的非积极影响。

Virtual community management

Supply chain cooperation

Innovation

考虑中国国情与社会责任的发展要求：

Based on the situation of China and the needs of CSR development

一方面，坚持问题导向并体现公众关注的重点。例如，将安全与健康作为主题单列；

Safety and health

其次，进一步强化组织的责任治理，在主题中明确责任治理的议题和要求，并且在相关主题中建议企业和组织建立相应管理体系。

Management system

再则，强化社会责任在供应链或价值链上的传递和共担，将供应链管理作为主题单列并明确要求。

Supply chain cooperation

Embody the characteristics of electronics & information industry

另一方面，增加了电子信息产业特有新兴议题，例如互联网企业的履责议题，消费者普遍关注的个人信息安全议题等；电子信息技术和产业的迅速发展带来了新的社会议题，电子信息企业有义务积极面对，并以负责任的行为处理或消其给社会带来的非积极影响。

Virtual community management

Solid foundation for joint responses to CSR challenges

SJ/T16000 with International Standard ISO26000一脉相承，在制定过程中充分体现电子信息产业特点和充分考虑中国国情与社会责任的发展要求：

一方
中欧企业共同积极响应联合国可持续发展目标，面向中欧双方的长期共同发展愿景，电子信息行业的企业和组织应该强化社会责任治理，加强供应链合作，以期最大程度实现企业与行业和社会的共同可持续发展。

Support from U. N. agencies、European enterprises and FTA

面向联合国可持续发展目标

- U. N. —— SDGs

欧洲对外贸易协会于2003年发起了商界社会责任倡议（BSCI），联合多家公司致力于改善全球供应链中所有行业的采购国家的工作环境。

- FTA —— BSCI

倡议中提到的用工原则、职业安全与健康、环保环境、道德的商业行为以及持续改善、为企业赋能、供应链管理和级联效应等理念与我们所倡导的基本主旨一致。

- CESA —— SJ/T16000

2016年，中国和欧盟签署了战略合作备忘录，达成基本意向，在“一带一路”和中欧政策沟通、设施联通、贸易畅通、资金融通、民心相通的大背景下，推进双方社会责任标准的互通、互融和互信，以“软联通”促进“硬联通”，以“软实力”助力“硬实力”，共同打造电子信息产业可持续价值链。

CESA and FTA signed a MOU in 2016
中欧企业在共同应对社会责任议题方面具有良好的基础
Solid foundation for joint responses to CSR challenges
中欧企业在共同应对社会责任议题方面具有良好的基础
Solid foundation for joint responses to CSR challenges
期望中欧进一步加强社会责任相关对话与合作

Look forward to future collaboration
In recent years, the E.U. has issued a series of directives relating to environmental responsibilities of electronics & information products manufacturers.

- **RoHS** directive (2002/95/EC)
- **WEEE** directive (2002/96/EC)
- **ErP** directive (2009/125/EC)
- **REACH** directive (2006/1907/EC)

Recently, the European parliament passed conflict minerals regulations. The E.U. member states shall set up their own mechanism in June, 2017. All provisions will be implemented on January 1, 2021.
中国政府正在积极实施《中国制造2025》战略规划，全面推进绿色制造，积极构建绿色制造体系。

近几年，中国政府，包括工业和信息化部和环保部等部委相继出台了《电器电子产品有害物质限制使用管理办法》《企业绿色采购指南（试行）》《关于组织开展电器电子产品生产者责任延伸试点的通知》《电子废物污染防治管理办法》《再生资源回收管理办法》。

期望中欧进一步加强社会责任相关对话与合作

Look forward to future collaboration

中国政府正在积极实施《中国制造2025》战略规划，全面推进绿色制造，积极构建绿色制造体系。

Directives issued by the Chinese government:
- Measures for the Administration of the Restricted Use of the Hazardous Substances Contained in Electrical and Electronic Products
- Enterprise Environmental Purchase Guide (Trial)
- Administrative Measures for the Prevention and Control of Environmental Pollution by Electronic Waste
- Administrative Measures for the Recovery of Renewable Resources
CESA and FTA are working together to build international standard cooperation network in the field of CSR, promoting sustainable development of electronics & information industry.

Look forward to future collaboration with FTA.
感谢FTA的邀请！
诚挚邀请FTA各位同仁和各位嘉宾到中国来，到中国来出席我们的年会，参与和支持我们的CSR活动和项目！
推进全球合作 实现共同发展
Promote global cooperation
Achieve common development

中国工业经济联合会
工业企业社会责任促进中心主任
Director for the Corporate Social Responsibility
Promotion Center of CFIE
王晓光 博士
Wang Xiaoguang Ph.D
June 15, 2017
中国工业经济联合会推进“一带一路”中资企业社会责任路线图（CFIE Roadmap of promoting Chinese corporate social responsibility of “The Belt and Road Initiative”）

背景（Background）
➢ 联合国《2030可持续发展议程》提出17个领域的可持续发展目标，中国承诺全面落实。
➢ Chinese government commits to fully implementing the 17 key areas of human sustainable development in <2030 sustainable development agenda> put forward by the United Nations.
➢ “一带一路”倡议致力于实现“各国多元、自主、平衡、可持续的发展”，中国政府要求中资企业在“一带一路”沿线地区主动承担社会责任。
➢ “The Belt and Road” Initiative aims to achieve the diversified, independent, balanced and sustainable development of every country, and Chinese government requires Chinese enterprises to actively take social responsibility.

愿景（vision）
携手国际机构、企业组织与相关机构，共同推动中资企业更好地履行社会责任，创造共享价值，促进区域可持续发展。
To work together with international organizations, enterprise associations and relevant institutions, create shared value, and promote regional sustainable development.

原则（Principle）
尊重法治，开放合作，平等互利，公开透明，和谐包容
The principle of respecting the rule of law, The principle of opening up and cooperation, The principle of equality and mutual benefit, The principle of transparency, The principle of harmony and inclusion
一、提升社会责任意识
Enhance social responsibility awareness

二、加强社会责任能力建设
Strengthen capacity building of social responsibility

三、搭建多方沟通参与平台
Establish communication and participation platform for all parties

四、开展社会责任评估
Carry out the corporate social responsibility evaluation

推进机制
Promotion mechanism

责任引导机制
Responsibility guide mechanism

打造利益共同体、命运共同体和责任共同体
To build a community of interests, a community of destiny and a community of responsibility

企业推进机制
Corporate promotion mechanism

多方参与机制
Multi participation mechanism
China Federation of Industrial Economics (CFIE) maximizes the expertise on liaison with Industrial and Commercial domestically and globally, with the principle of opening up, inclusiveness, voluntariness, negotiation, cooperation, mutual benefit, widely connect national and regional influential industrial and commercial associations.
联盟将按照“共商、共建、共享”的理念和原则，基于“一带一路”云平台等服务体系的建设，形成合作项目的聚合与撮合机制，实现合作项目信息的互联互通和高效对接，务求在国际产能合作方面探索建立全新的多边合作机制。\n
Based on “mutual discussion-mutual construction-mutual benefit”, with “The Belt and Road” cloud platform, BRICA aims to form matchmaking mechanism for cooperative program, to realize the efficiency connection of information, and explore multilateral cooperation network on International Industrial Capacity Cooperation.

目前，已有来自白俄罗斯、巴西、捷克、埃及、格鲁吉亚、德国、法国、印度、伊朗、哈萨克斯坦、拉脱维亚、立陶宛、马来西亚、蒙古、荷兰、巴基斯坦、罗马尼亚、土耳其、俄罗斯、乌克兰、中国和中国香港等22个国家和地区的23个工商协会和机构成为联盟成员。

So far, Belarus, Brazil, Chech, Egypt, Georgia, Germany, France, India, Iran, Kazakhstan, Latvia, Lithuania, Malaysia, Mongolia, Netherlands, Pakistan, Romania, Turkey, Russia, Ukraine, China and Hong Kong China 22 national and regional Industrial and Commercial associations have joined in the alliance as members.

2016年6月联盟在北京正式成立，同时成立了中国理事会，其他国别理事会也将陆续成立。

In June 2016, BRICA as well as China Council were founded in Beijing,. Other national Council will be established soon.
“一带一路”工商协会联盟服务体系
“The Belt and Road” Industrial and Commercial Alliance Service System

行动计划
Action plan

理事会
Council

秘书处
Secretariat

全球投资和并购基金联盟
Global Investment and Buyout Fund Alliance

“一带一路”云平台
“The Belt and Road” Cloud Platform
百域联达
（www.brlinked.com）

中囯理事会
China Council

“一带一路”产业合作智库
“The Belt and Road” Industrial Cooperation Think Tank

产业园区工作委员会
Industrial Park Working Committee

保险服务工作委员会
Insurance Service Working Committee

法律服务工作委员会
Legal Service Working Committee

铸造业工作委员会
Foundry Industry Working Committee

社会责任工作委员会
CSR Working Committee
项目服务内容
Project Service Content

Think Tank Experts
Investment & Merger
Online Park
Online Exhibition

Project Undertaker

项目需求方
项目承接方

智库专家
投资并购
在线园区
在线展会

法律服务
会计服务
融资服务
担保服务

Legal Service
Accounting Service
Financial Service
Guarantee Service

Project Demand Side
提供全程母语翻译支持
Provide full support for native language translation

多语发布
Multilingual publication

母语上传
Native language upload

母语搜索
Native search

母语洽谈
Native language negotiation

项目合作流程全覆盖
Full coverage of project cooperation process
1. 向双方组织推荐有助于促进双边经贸合作的措施。
To recommend to their respective economic organizations such measures that would be beneficial and helpful to increase trade and economic cooperation between their respective economies.

2. 通过“一带一路”工商协会联盟（BRICA）的共同支持，采取必要且可行的措施，促进双方在“一带一路”沿线国家的可持续贸易与经济联系。双方将共同努力，帮助企业增强社会和环境竞争力，最大限度地发挥其对“一带一路”国家共同社会发展目标的贡献。
To take such steps as deemed necessary and feasible to promote sustainable trade and economic ties between the two organizations across the Belt and Road countries through the joint support of BRICA. Both organizations will work together to empower Chinese companies’ social and environmental competence thus to maximize their contribution to drive common SDGs across the OBOR countries.

3. 相互告知涉及多边合作、跨市场关系及可影响商品服务贸易的市场变化等重要贸易和可持续性事宜。
To notify each other important trade and sustainability issues related to multilateral cooperation, cross-market relationships and developments affecting trade in goods and services.
4. Exchange trade and sustainability information of their respective economies and to disseminate the said information to the members of the two organizations whenever possible and feasible.

5. Promote the exchange of visits for the expansion of multilateral trade by delegations from the two organizations, and, to co-organise sustainable trade activities such as think tank discussion, joint market study and or conferences in Europe and China.

6. Encourage members of both associations to access to the services provided by both such as but not limited to capacity building in corporate social responsibility and environmental performance where are relevant.
中国工业经济联合会与欧洲对外贸易协会战略合作框架
AGREEMENT OF MUTUAL COOPERATION BY AND BETWEEN CFIE AND FTA

7. 加强在标准制定和实施领域的沟通与合作，协助中方将社会责任或可持续发展标准不断融入企业的全球业务之中，合作推广共同规范，减少企业社会责任重复审核造成成本，促进全球供应链的持续改善。
   To assist with the integration of Chinese and Global CSR standards and promote common code to eliminate non-added value auditing costs, avoid proliferations of auditing standards, reduce duplication of auditing efforts and promote continuous improvement in global supply chain.

8. 促进两地区企业之间的合作，帮助企业进入新市场。
   To facilitate the collaboration of enterprises in the two regions to access new markets.

9. 建立联合机制或工作组定期沟通，实施与上述条款相关的行动计划。
   To set up a joint mechanism or working group to have regular communications and implement action plans that related to the above terms.
THANK YOU!
Aiming at the needs of enterprises, combining the reality of Zhejiang, to promote social responsibility

Executive director of Zhejiang Corporate Social Responsibility Promotion Association
Dr. Cai Ning
2017.6
European Foreign Trade Association (FTA)

◆ 40th anniversary of the establishment

On behalf of the Zhejiang Corporate Social Responsibility Promotion Association
◆ Admiration, Thanks and Congratulations
Zhejiang Corporate Social Responsibility Promotion Association

✦ regional, non-profit social group
✦ professional, open and pragmatic

We aim at
✦ helping enterprises improve their social responsibility awareness
✦ enhancing their concept of social responsibility
✦ helping achieve the competitiveness of responsibility
✦ by integrating the information and resources
✦ among enterprises, governments and universities
Our members
◆ information technology, electronics, automobile, transportation, finance and energy
◆ state-owned enterprises, private enterprises and joint venture
◆ Alibaba Group, Geely Group, State Grid Zhejiang Electric Power Company
Since 2015, we have undertaken the following tasks:

Putting forward the proposals of optimizing the assessment indicators of CSR to Zhejiang Provincial Government

◆ on the basis of the collections and analyses
◆ combined with the practice and governance pattern of Zhejiang Province
◆ an incentive and mandatory system
◆ recognized and supported by the government departments
◆ convey positive incentive signals to enterprises in Zhejiang
◆ promote the formation of the atmosphere of CSR commitment
Developing the CSR benchmarking standards of Zhejiang Province

◆ promote the standards to play the role of model selection, performance appraisal, benchmarking comparison, continuous improvement and so on
◆ use European Foreign Trade Association’s BSCI and BEPI standards as reference
◆ enhance the enterprises’ cooperation and synergies with international supply chain partners
Publishing the White Paper on Corporate Social Responsibility of Zhejiang Province

◆ summarize the efforts made by governments of Zhejiang Province in recent years, especially in the period of 2015-2016
◆ sort out the exploration and progress
◆ summarize the promotion and participation of community
◆ analyze developing level based on reports and data
◆ study some typical cases of excellent enterprises
Conducting training programs to promote the enterprises’ awareness and ability of CSR

◆ unite external organizations including FTA to carry out the training programs
◆ objective-oriented, professional, practical
◆ strongly welcomed by governments, enterprises and other third parties

Our training programs
◆ "Corporate Social Responsibility Standards"
◆ "Special Chemicals Management“
◆ "Occupational Health and Safety"
◆ "Buildings and Fire Safety"
Expanding communication, and enhancing the influence of the organization - 1

- sign a strategic cooperation agreement with the China WTO Tribune
- establish a long-term cooperation with other Chinese groups
- develop a joint research framework with the University of Ilmenau in Germany to study the EU-China Cooperative Supply Chain system
Expanding communication, and enhancing the influence of the organization -2

◆ actively contact members and local government departments
◆ build a communication platform through convoking the annual General Assembly
◆ make in-depth communication among the local governmental departments responsible for CSR, vice president units and the majority of enterprises
◆ help local government departments gradually form work plans for promoting enterprises’ social responsibility
Evaluating the CSR performance of Chinese listed companies by collaborating with Zhejiang University

◆ attracted the attention of the major media in China
◆ help promote the practice of corporate social responsibility in China
Zhejiang

◆ one of the most economically active provinces in China
◆ a highly developed region for private economy and export-oriented economy
◆ has implemented the social responsibility in the economic, legal, ethical and charitable areas
◆ has accomplished remarkable feats

http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0139109
The further communication and cooperation among all the NPOs are very important

◆ improve the cooperation framework
◆ enrich the cooperation content
◆ carry out further and effective cooperation → ◆ investigation and research
◆ publicity and promotion
◆ consultation and training

We are interested in
◆ Chinese social enterprises’ evaluation system and promotion guide
◆ International comparative research and excellent practice promotion activities on environmental protection, labor rights and other topics
◆ The institutions and policy comparison for corporate social responsibility among different countries and regions
Thanks for listening!
Building a Sustainable Belt & Road Value Chain
–FTA and Multilateral Partnerships in China

The progress and prospect of CSR information disclosure in China
The Overview of CSR Development in China

About *China WTO Tribune*

- A CSR-focused monthly journal supervised by *Ministry of Commerce of the People’s Republic of China*
- **15 years** since founded in December 2002
- **Our aim is to encourage, cultivate and promote companies to pursue sustainable development and further advance the CSR development in China.**
GoldenBee Enterprises

- Bees have been existing for 120 million years. They gather and make honey from flowers for survival. In the meantime, they spread pollen for plants to grow. As a result, they could have wider sources to gather honey.
- There are enterprises, who dedicated to creating harmony and symbiosis with the environment and maintaining self-development and achieving the economic benefit and social benefit. We call them “GoldenBee Enterprises”.

Our Philosophy

The Overview of CSR Development in China
Looking for responsible enterprises

• In the past ten years, we have launched the nationwide activities of looking for GoldenBee enterprises and have released annual “GoldenBee CSR China Honor Roll”.
• Up to now, more than 3,000 enterprises have participated in our action, and about 300 “GoldenBee Enterprises” have been selected, having promoted the CSR communication and exchange in China.
- We have collected and studied all sorts of CSR reports in China for 8 years.
- Up to now, we have collected nearly 14,300 CSR reports.
- The quantity of CSR reports issued in China is increasing year by year. Last year, we collected about 2,700 social responsibility reports.
Our Finding

State Grid Corporation of China has published CSR report for 12 times.

- About half of the enterprises/organizations have issued more than 5 times; most of them (96%) are annual reports.
The overall level of reports has been increasing steadily, and the number of high-quality reports has largely risen.

Enterprises began to pay higher attention to the management of CSR reporting.

From 2010 to 2016, the reports above the excellent level increased from 50 in 2010 to 345 in 2016, with 60% year-on-year growth.
The CSR report attaches importance to the information about employees, communities and government, and pays increasing attention to social responsibility information on environment and suppliers.

Vanke’s CSR Report: Disclosure of protection practices on snow leopard with focus on biodiversity issues.
• The CSR reports are more international. The reports referring to international CSR have increased significantly, and the number of English reports increases significantly than before.
Besides CSR reports, enterprises disclose the regular social responsibility information via website, newsletter, internal magazine, etc., for the timely communication and exchange CSR information.
- Enhance the two-way communication to get stakeholders' understanding and support
- Enhance communication with different departments within the enterprise
- Discover good practices
- Accumulate source materials for annual CSR reports

Lenovo China introduces CSR cases and best practice in the form of cover story in their CSR newsletter
Communication for Special Issues

• In addition, enterprises communicate with stakeholders about special issues through stakeholder meetings, CSR open day, etc., to improve mutual understanding and eliminate misunderstanding.

The release event of *Canon China social responsibility report*

Stakeholder meetings of Apple China – “Walking into Apple Stores in Shanghai”
Communication for Special Issues

Value

- Directly communicate and exchange with stakeholders about specific issues to understand their needs and expectation
- Answer stakeholders’ requests and eliminate misunderstanding
- Communicate face-to-face to get more straightforward suggestions and measures for improvement

China Guangzhou Power Supply Bureau introduces radiation condition of the transformer substation to the public to eliminate their doubts
THANKS!
Thank you

Our Chinese website: http://cn.fta-intl.org

Email: joyce.chau@fta-intl.org