



MORE THAN A MARKET FORUM

Social Responsibility of German Companies in China

Conference | Workshops | Award Gala

Shanghai | Grand Hyatt | May 25th, 2016

WHY?

JOINTLY CONTRIBUTE TO SOCIETY!

The More than a Market initiative aims to catalyze social engagement of German companies in China with the purpose of **growing stronger roots in the Chinese society.**



WHERE WE STARTED

In March 2015:

- 30+ German CEOs confirmed their commitment to corporate social responsibility and kicked-off the initiative



WHERE WE ARE NOW

One year later:

- 39 companies applied for the inaugural More than a Market Awards
- 2 new collaborative projects were started
- And many more projects are in the making

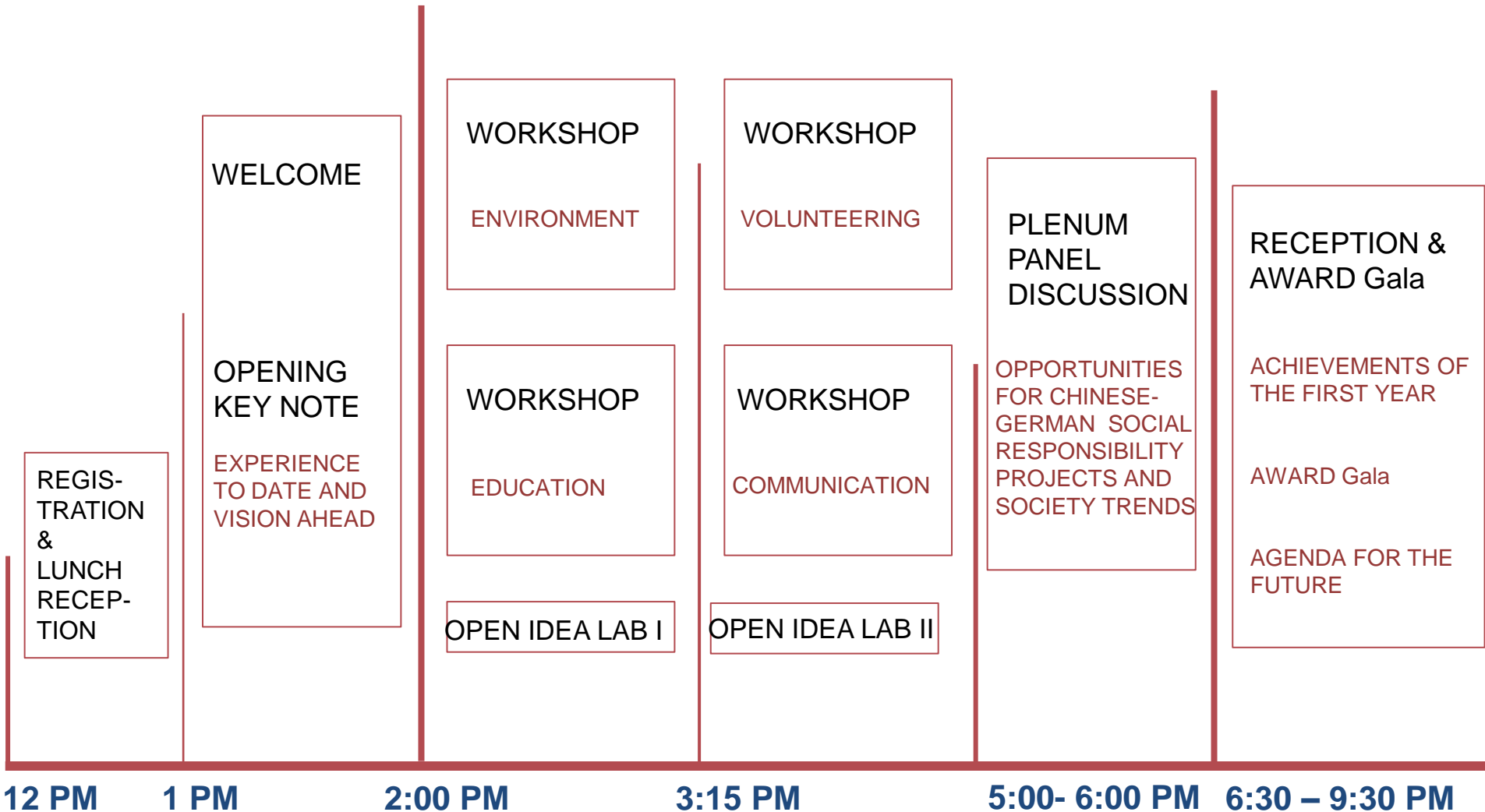
WHAT COULD BE NEXT

Join us in growing the initiative and scaling the impact:

- A flagship initiative within the German Chamber of Commerce
- China-wide rollout of More than a Market Awards in 2017
- More Chinese society connections
- New collaborative actions
- Innovative partnership models

WHAT?

OVERVIEW: More than a Market FORUM SCHEDULE



WHAT?

WORKSHOPS: BEST PRACTICE SHARING & PEER LEARNING

EDUCATION

How can we co-create further joint education projects for different target groups?



COMMUNICATION

Social engagement is about walking the talk – but also about talking the walk! This workshop offers the chance to discuss effective means of communication with experts and journalists from China and Germany.

VOLUNTEERING

How can German industry as a group leverage the impact of single volunteering actions? Which structures or platforms are needed to scale up the impact?

Interactive and collaborative workshops featuring:

- A short input session with 2-3 social engagement **best practice presentations**
- An overview of **key trends** in the field
- Chinese society voices
- A collaborative task to develop answers to key questions for deeper impact

ENVIRONMENT

How shall German industry make use of its strong know-how on sustainability to create positive impact for the environment in China?

WHAT?

WORKSHOPS: BEST PRACTICE SHARING & PEER LEARNING

EDUCATION

Moderator:

Anika Laudien | Bertelsmann Stiftung

Speakers:

- Han Zheng | CDHK
- Rolf Köhler | formerly Freudenberg
- Shi Yu-Rong | Kronos



COMMUNICATION

Moderator:

Bernhard Bartsch | Bertelsmann Stiftung

Speakers:

- Hendrik Ankenbrand | FAZ
- Sun Haiyan | Business Ecology
- Axel Kuhlmann / Stefan Ahrens | Football for Migrant Workers' Kids

VOLUNTEERING

Moderator:

Liu Yi | CONSTELLATIONS

Speakers:

- Holly Yuan | COO, SAP Labs China
- Yuan Boyong | CSR Manager Bayer China
- Chen Yicun | Manager Charyou

ENVIRONMENT

Moderator:

Sun Haiyan | Founder and Chief Editor, Business Ecology

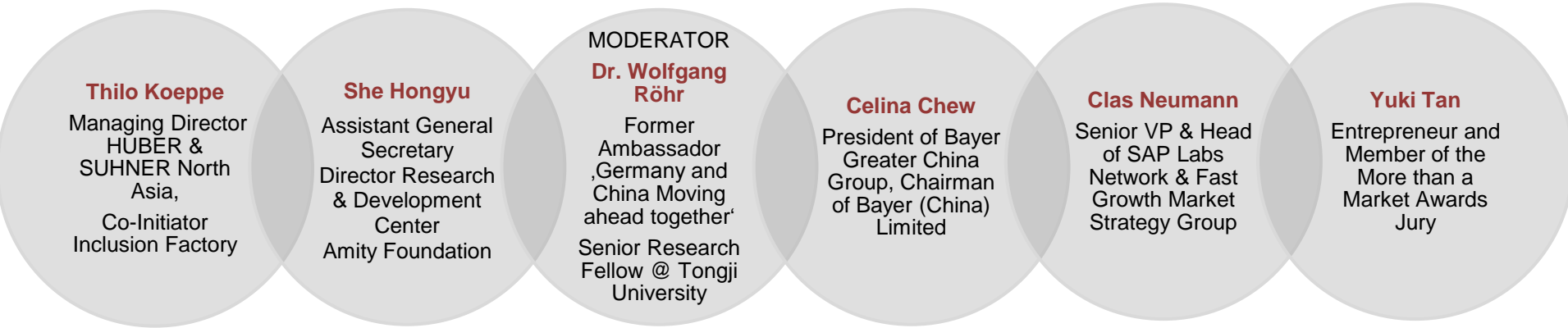
Speakers:

- LANXESS China
- Dr. Alasdair Jelfs | Managing Director of Merck Holding China and Merck Chemicals China
- Hao Liqiong | Founder of Aifen Environment Protection

WHAT?

PANEL DISCUSSION: SOCIETY TRENDS AND LEADERS' ANALYSIS

The **panel discussion** will feature keynotes from Chinese and German thought leaders and reflect on trends at the interface of business and society:



What: Panel discussion

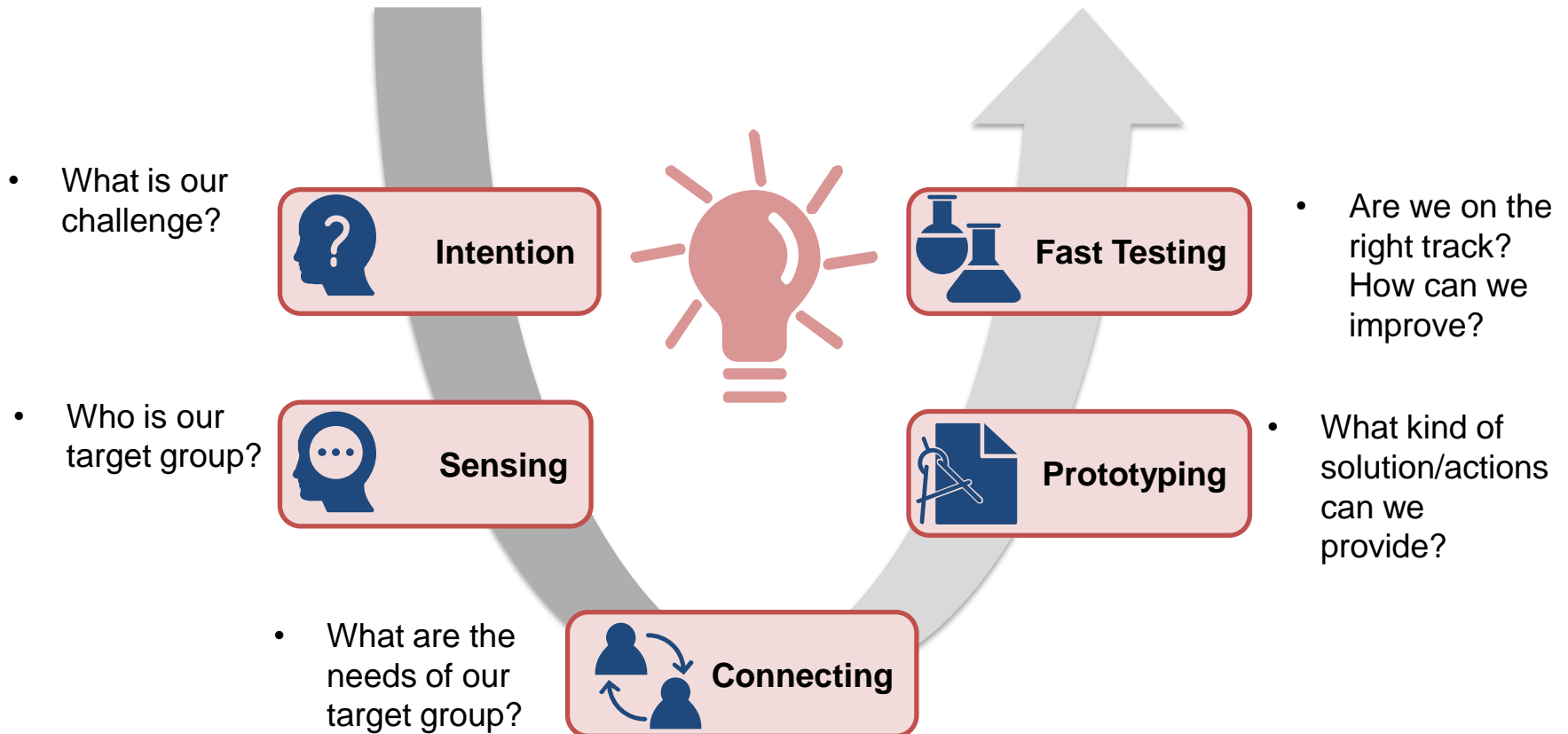
For whom: Leadership level and all Forum participants

When: 5:00 – 6:00 pm

WHAT?

OPEN IDEA LAB: GET INSPIRED AND DEVELOP A PROJECT IDEA!

The **OPEN IDEA LAB** is the opportunity for those who have an intention for society engagement but no concrete enough idea yet or participants who want to generate a collaborative engagement among a group of companies. This Lab provides stimulus, inspiration and support for small groups of companies to develop a project idea for the initiative.



WHAT?

More than a Market AWARD Gala: CELEBRATING ACHIEVEMENTS

The key event of the More than a Market Forum 2016 is the Award Gala honouring outstanding projects and showcasing the achievements of the first year.



- Achievements of the initiative in its first year
- Celebrating all applicants
- Awarding outstanding examples
- Sharing the vision

HOSTS:

- Liz Mohn, Vice-Chairwoman of the Executive Board, Bertelsmann Stiftung
- Peter Rothen, Consul General, German Consulate Shanghai
- Bettina Schön, Chairwoman of the Board, German Chamber of Commerce Shanghai



HOW?

CONTACT US: JOIN US, GET ENGAGED!

OPEN IDEA LAB:

You have the intention to start a society engagement project but no concrete idea yet? Or a project idea and need support to develop it?

Please get in touch with us, this is the place to get inspired!

WORKSHOPS:

Do you have any projects that fit the workshops offered?

Let us know about your projects and which workshop you would like to join!

YOUR FURTHER CONTRIBUTIONS?

Are you missing anything?

We are happy to hear about your suggestions and ideas!

PRESENT YOUR PROJECT:

Would you like to present your project or organization?

Contact us, if you would like to have your own table!

Please register on the website of the German Chamber Shanghai:

<http://china.ahk.de/chamber/morethanamarket/>

Contact us:

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