



**4<sup>th</sup> CORPORATE SOCIAL  
RESPONSIBILITY AWARDS  
BOOKLET**



**European Chamber**  
中国欧盟商会

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## Foreword

BASF-YPC Company Limited (BASF-YPC) is highly honored to join hands with EUCCC again in December 2017, co-hosting the 4th CSR Award Ceremony to recognize companies who have excelled at their CSR activities in 2017.

As a successful Sino-German joint venture based in Nanjing, Jiangsu Province, BASF-YPC extracts both mother companies' strengths and morphs into its own mission statement: We strive to be a respected corporate citizen recognized for our social responsibility and committed to sustainable development. BASF-YPC not only invests with latest technology and highest EHS standards, but also takes care of the neighboring community and reaches out to the public. This year, nine companies out of nearly 30 entries received the CSR award and we hope that we could extend the CSR concept and practices to a wider range of audiences.

To achieve major improvements in this regard, we have long realized that efforts from one company or a small group of people are not sufficient. We need to collaborate with all stakeholders with common interests and aligned mission: industries, authorities, institutions, media and the public. That's exactly why we team up with EUCCC to invite more members of society to act together. Hope you will enjoy and find some appealing illustrations and ideas concomitant with this brochure.



**Uwe Kirchgaessner**

President, BASF-YPC Company Limited

## Corporate Social Responsibility at BASF-YPC Company Limited

BASF-YPC Company Limited (BASF-YPC) is a 50-50 joint venture between BASF and Sinopec, founded in 2000, with a total investment of \$5.2 billion. As the largest Sino-German petrochemical joint venture in China, BASF-YPC operates a world-scale integrated petrochemical site. It successfully started commercial production at the first phase of the integrated petrochemical site in 2005 and subsequently expanded in activities with more than 30 production plants today.

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

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



## ***Focus on Responsible Care®***



At BASF-YPC we never compromise on safety. This principle is anchored in our strategy and underlines our philosophy in operating our own facilities and dealing with the third parties. Environmental protection, health and safety as well as security, communication, and energy efficiency are embedded in our global Responsible Care® policy, which is applied to operations via our Responsible Care® Management System. We often go beyond the minimum requirements of existing laws and constantly strive to improve procedures and processes to further minimize our environmental impact and prevent health risks. Just as the company applies stringent standards to its own operations, we demand the same high standards of our contractors and suppliers. We choose carriers, service providers and suppliers not just on the basis of price, but also based on their performance in environmental and social responsibility.

## ***Safety***

Since the beginning of commercial operations, BASF-YPC has achieved excellent performance in safety, keeping our lost time injury rate (injuries per million work hours) at a low level through our rigorous safety standards and regulations. Additionally, we have been organizing “Safety Week” as a yearly activity. In this week, we focus specifically on safety aspects and further increase our safety awareness.

BASF-YPC is highly focused on process safety as well. Ensuring the safety of a chemical plant is vital to protect the health of our employees and neighbours as well as to avoid any environmental risk and production interruptions. BASF-YPC has introduced with BASF’s five-step EHS review system for process safety. Starting from the project concept design phase, covering preliminary design, detail design, through to the plant’s start-up, the safety review covers procedures during

the entire project's development. The purpose is to eliminate or minimize risks from the source to ensure the intrinsic safety of our new plants. At the same time, for changes to existing plants, the procedures of risk assessment and safety review are strictly followed.

## **Health**

Our global health management serves to promote and maintain the health and productivity of our employees. In our directive and requirements, we stipulate globally mandatory standards for health protection. A global network of experts supports us in their implementation through standardized processes. We take measures to prevent occupational injuries and also provide professional on-site medical services. This includes health risk assessment, occupational medical examinations and determination of preventive health measures.

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

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

## **Environmental Protection**

Our environmental management includes continuous monitoring of emissions from our plants, including both air pollutants and greenhouse gas emissions. We are committed to our goal of minimizing emissions. Climate change is a global issue of international concern. Industry, science, politics and society are being called on to curb global greenhouse gas emissions and make more efficient use of available resources. Our contribution to these aims is a three-pronged approach to the responsible use of energy: focusing on efficient energy generation, reducing energy consumption in our production facilities, and developing products and technologies that can help our customers to offer products that make the use of energy more efficient. For us, these are the drivers of profitable growth. BASF-YPC has implemented technical measures to reduce energy consumption as well as to reduce emissions, such as CO<sub>2</sub> recycling as a raw material of other plants, off-gas recovery, utilization of low-temperature heating, combined cycle gas turbines, a waste water re-use unit and an energy management system.

In order to control the emissions of SO<sub>2</sub> and NO<sub>x</sub>, BASF-YPC uses natural gas as a fuel, resulting in low SO<sub>2</sub> emissions. In addition, advanced techniques including low NO<sub>x</sub> burners and water injection have been adopted to further reduce the emissions of SO<sub>2</sub> and NO<sub>x</sub>. The hydrocarbon-containing off-gas, with high caloric value, is recovered as fuel gas. For example, OXO off-gas is

introduced to the power plant as supplement fuel to save natural gas. CO<sub>2</sub> discharged from the Ethylene Glycol plant is sent to the Syngas plant as raw material to produce chemicals.

In order to avoid emissions of air pollutants, plants at BASF-YPC have been equipped with off-gas collection systems for centralized treatment. Volatile organic gases emitted from tanks, e.g. during loading and unloading periods, are sent to thermal oxidizers for incineration; waste gas from the Low Density Polyethylene plant's silo and driers containing traces of hydrocarbon is burnt in a regenerative thermal oxidizer before discharge; selective catalytic reduction is installed at the company's incinerator system to eliminate NO<sub>x</sub> and dioxins; the leakage of odor pollutants, such as ammonia, trimethylamine and other substances from the Methylamine and Dimethylformamide plants, is limited to the lowest levels by strict seal design and off-gas absorption systems.

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

### *Care for Employees*



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

We want to form the best team. To achieve this, we put focus on three strategic directions: excellent people, excellent place to work and excellent leaders. In order to be able to achieve our vision of being the preferred supplier of chemical products in China, we aim to be the preferred employer in the chemical industry in Nanjing. To achieve this, we want to recruit, support and retain excellent employees. Our main focus areas are performance-based remuneration, training and personnel development.

## *Contribution to Society*



BASF-YPC aims to be a respected corporate citizen recognized for our social responsibility. We actively support diverse projects in the society. Our focus is on education, education is the basis for achieving sustainable development in society, and funding education has been a part of the company vision since its foundation. In this way, we encourage the students to study harder and help to cultivate their innovation, sense of social responsibility and the spirit of cooperation. For instance, BASF-YPC made continuous supports to Yanjiaba Primary School in Sichuan Province, which was built with a donation from BASF-YPC after the severe earthquake in 2008. BASF-YPC also contributes to the charity and other public welfare, like donations to the children suffering from congenital heart disease and other commonweal organizations.

Furthermore, BASF-YPC has been a faithful advocate to environmental protection by sharing with the society a range of best practices in environmental protection, so as to promote the concept of green chemistry and improve awareness of sustainability. Since the construction of the production site, BASF-YPC has been annually conducting environmental impact dialogues with the local government and neighbours about environmental protection and potential areas for cooperation. In 2011, by cooperating with Nanjing Environmental Protection Bureau and Nanjing Chemical Industry Park, BASF-YPC initiated the Sustainable Development Forum themes as “Sustainable Development for a Better and Greener Future”. In 2014, 2015 and 2017, BASF-YPC and the European Union Chamber of Commerce in China jointly organize the three sessions of Green & Clean Forum.



# CORPORATE SOCIAL RESPONSIBILITY, INNOVATION AND THE PROTECTION OF OUR PLANET

## About Corporate Social Responsibility and Profitability

Corporations play a major role in our economic system. By generating profits, corporations create value that can be re-invested to create economic development and positive impact on people's lives and society at large.

“What is Corporate Social Responsibility and does CSR actually matter?”

*“Corporate social responsibility is not simply limited to charitable donations, but closely related to corporate values, employment mechanisms, business models... CSR has to be integrated to the company's core values and business models.” Mr. Jack Ma, Founder, Alibaba, China*

Corporate Social Responsibility has more than one definition – It is a concept that evolves according to geographies and maturity of markets. For some, it is defined as philanthropy with simple donation mechanisms – as illustrated in disaster relief examples. For others, CSR is core to the company values and a pillar of their corporate strategies.

*“An enterprise exists and lasts only because it creates value for society as a whole ... The raison d'être of the enterprise lies in its social usefulness. It is to serve society and mankind, in the everyday lives of men and women, through the products, services, employment or even the dividends it provides”. Mr. Franck Riboud, former Chairman, Danone, Europe*

CSR is not superfluous, it is not a luxury that one might or might not be able to afford. Long-term in essence, CSR and sustainable development require corporations to operate in ways respectful of human-beings and their environment. Such modus operandi requires special attention to quality and impact and might first be seen as additional operational constraints and costs. However, all costs are not created “equal” and some leading corporations have learnt that acting responsibly, could lead them to more innovations, increased revenues through better products and reduced costs through smarter processes and ultimately ... higher profits.

## About Corporate Social Responsibility and Innovation

Having created most of the challenges and issues it now faces, humanity has the responsibility to uncover solutions to face and solve them.

Let us be reminded of the “Sustainable development goals” stated by UNDP which can only be reached through collective efforts: “no poverty, zero hunger, good health and well-being, quality

education, gender equality, clean water and sanitation, affordable and clean energy”... If we believe that each is responsible for the advancement of all, collective efforts can be triggered by individual responsibility and innovative ideas with the support of the private and/or the public sectors.



*Maverlinn shares Sustainable Development Goals with migrant school teachers*

Actions need to be taken in many fields - economic, social, environmental, cultural and artistic, to name a few. Innovation is a cornerstone to tackle these challenges. Besides economic consideration, innovation can uncover new ways to foster humanistic and societal progress.

### About Protecting Our Planet

*“We do not inherit the earth from our ancestors, we borrow it from our children.”*

In 2016, China thirteenth plan, confirmed sustainable development as a model for China’s economic growth. In July 2017, Prime Minister Li Keqiang, reaffirmed that *“Once a certain economic development level is reached, we do need to encourage green growth”*.

China is well aware of the environmental challenges it faces, an example of which can be illustrated in the words of the Environment Protection Minister Li Ganjie during the 19<sup>th</sup> Party Congress in October 2017: *“We understand that air quality in China is not at the level expected by the Chinese people, however, you will need to be patient, as it will take much time to solve a challenge of this magnitude.”* China also validated pragmatic directions for global economic growth including green finance and innovation. In 2017, China supported the development of green finance in 5 pilot zones (Guangdong, Guizhou, Jiangxi, Zhejiang, Xinjiang).

A signatory of the Paris Agreement in 2015, China also confirmed participation to the One Planet Summit in 2017 to preserve our planet for a better future globally.



The EUCCC CSR awards in China allowed voices of corporations, social entrepreneurs and not-for-profit organizations, wholeheartedly invested in CSR, to be heard. I would like to thank the organizers, applicants and winners for their important role in fostering human well-being and economic progress in China. My special thanks go to speakers, panelists and judges for having made such fruitful and mind-blowing exchanges possible.

***Ms. Chia-Lin Coispeau***

***Partner Maverlinn Impact Innovation***



## After-event report

The European Union Chamber of Commerce in China is proud to report that the 4th CSR Awards was a great success!



**Mr. Mats Harborn, President European Chamber of Commerce in China**

The welcoming speech was given by Mr. Mats Harborn, President of the European Chamber in China. Mr. Harborn spoke on the importance of having good regulations in place and that regulations are best when companies, stakeholders and citizens believe they are right.



**Mr. Michael Rosenthal, Chair Environment Committee Amcham Shanghai**

Ms. Julie Broussard, Country Manager from UN women, also gave a keynote speech. Though not often thought of in conjunction with the principles of CSR, women's rights and gender inequality issues were brought into the foreground with Ms Broussard's speech. For example, she pointed out that it is not only a moral imperative to reduce gender inequality, but also that this move made sense from a business perspective, since statistics have shown strong correlation between a company's success and its higher degree of gender equality at senior management level.



**Ms. Julie Broussard, Country Manager United Nations Women China**

The next keynote speech was given by Mr. Xie Hua, Chairman of the Jiangsu Provincial Association of Enterprises with Foreign Investment. He mentioned that the Jiangsu government has always greatly supported foreign investment enterprises as well as recognized their contributions in terms of practicing CSR and spreading CSR awareness.

The afternoon's final panel discussion focuses on the theme of CSR and profitability, chaired by Ms. Chia-Lin Coispeau, partner at Maverlinn Impact Innovation, a strategic advisory firm with a strong focus on innovative business models, shared value creation, and CSR.

Mr. Liu Enqi, Vice President of Bank of Nanjing gave the first speech on how to finance CSR and green business. He introduced BoN's core business values and brought up the idea of "green business" to the audience.

The next speech was given by Dr. Christophe Hebette, General Manager of BASF-YPC Company Limited, who spoke more about the world's largest chemical company's efforts at sustainable production of chemicals. His presentation demonstrated how companies can make sustainable production practices part of their business model and bring positive impact within the communities they wish to support.



**Mr. Christophe Hebette, General Manager BASF-YPC Company Limited**

The next speech was delivered by Mr. Jing Tian, Senior VP of Sanpower Group, a major investment company. Mr. Jing's speech topic was CSR in Chinese Traditional Culture. His description of the principles of CSR fitting with values that have existed in Chinese culture for two millennia, such as harmony, was useful in grounding the discussion in the context of the forum being held in China.

Mr. Benoit de Vulpillieres, Environment Director for Cooperl China then gave a speech on CSR and Circular Economy in Agriculture. In this speech, Mr. Vulpillieres used an example from the pig industry and its new environmental initiatives. As piggeries are known to be incredibly wasteful, this solution demonstrate that outdated models of the pig industry are being replaced with more sustainable practices, such as creating fertilizer and bio-gas out of waste and leaving less of an environmental impact from the industry as well as creating new sources of revenues for the company.

Following this speech, Chairman of AmCham Shanghai Environmental Committee, Mr. Mike Rosenthal gave his own speech on critically thinking about Eco CSR. Throughout his speech, Mr. Rosen thal emphasized the need to utilize critical thinking in order to choose the best and most efficient practices that will lead businesses to better forms of CSR, and to decide which paths to sustainability are really green.



**Ms. Chia-Lin Coispeau, Partner Maverlinn Impact Innovation**

After a short series of questions and a panel discussion, Mr. Bernhard Weber, the moderator of the day and Senior Vice President, RAO, of BSH Home Appliances Holding (China) Co., Ltd., gave some closing remarks.



**Mr. Bernhard Weber, moderator of the day and Senior Vice President, RAO, of BSH Home Appliances Holding (China) Co., Ltd**

The awards ceremony followed this last panel discussion. There were in total 29 candidates for the 2017 EUCCC Corporate Social Responsibility Awards, the 11 shortlisted candidates were awarded certificates while the 9 winners received engraved trophies.



In the MNC category, there were three sub-categories: Employee Development, Responsible Value Chain Development, and Environmental Protection and Sustainability.

Nestlé took the award for Employee Development for their progressive efforts in developing employee education and training. Carrefour took first in Responsible Value Chain Development. As for Excellence in Sustainable Growth and Environmental Protection, 1st prize was awarded to Global Castings, 2nd prize to Siemens, and 3rd prize to Faurecia.

For the Small and Medium Enterprise category, awards in Excellence in Responsible Social Innovation were given to OHSA and Inclusion Factory, a Social Enterprise. For non-government organization, the Excellence in Social Innovation Partnership Award was given to Green Food Bank.

This year, a special award for Excellence in Culture Exchange was presented to Sanpower, which among other social initiatives has promoted the restoration of heritage monuments.

## 2<sup>nd</sup> CSR Award Art Competition

After some concluding notes by Mr. Mats Harborn, on how to persuade the government to participate in developing CSR initiatives, the awards ceremony proceeded to the students' essay and art competition.

In this competition, students from schools within Jiangsu and neighbouring provinces were invited to write essays and produce artwork in the topic of environmental and water protection. This competition was separated into two separate age groups, 4-10 and 10-18.



### **In the 4-10 age group, the winners were as follows:**

A group project led by Nathalie Esquerre from the Lycée Français de Shanghai took first prize.

Zihan Xu, from the Hexi Campus of Jinling School took second.

Miyu Yamaura from Yew Chung International School of Shanghai took third prize.

Yuhan He from Lycée Français de Shanghai took fourth prize.

Alfie Wei from Yew Chung International School of Shanghai took fifth prize.

**In the 10-18 age group, the winners were as follows:**

Jack Zhang from Nanjing International School took first prize.

You Ri Lim and Shelley Chen, both from Nanjing International School shared the second prize.

Chae Bin Shin from Dulwich College of Suzhou took fourth prize.

Jiaying Liu from Suzhou Luxu High Tech Primary School took fifth prize.

These young students, as well as the older students' teachers who accepted the award on their behalf (busy with exams), were warmly thanked for their valued contributions to the spirit of the CSR awards and were encouraged to think about these issues in the future.



The attendees were also thanked for coming and taking part in the 4th annual EU Chamber of Commerce CSR Awards and contributing to its success.

*Daniel Schoolenberg*

*Graduate Student*

*Hopkins-Nanjing Center for Chinese and American Studies*

## 4<sup>th</sup> EUCCC CSR Awards Winners

### MNCs: Excellence in Employee Development



After the devastating Wenchuan earthquake in 2008, **Nestlé China** and employees donated to rebuild Zhuwa Primary School in Pidu District of Chengdu City, Sichuan Province. A deep relation with the students there has been built since then, and the friendship remains alive ever since. Witnessed the strong wave of employees' concern and caring hearts materialized during the time, Nestlé China decided to start a sustainable employee engagement program together with Zhuwa Primary School, to further enhance the practice of

Nestlé's "Creating Shared Value" (CSV) principle among employees by delivering a long-term positive impact for stakeholders and the community, to support education of the county school. Since Zhuwa established the relationship with Nestlé China in 2008, the conditions and performances of the school, teachers and students have been improved significantly. According to Principal Yang of Zhuwa Primary School, before earthquake the school used to be scored as lowest academic performance; with the joint efforts of all teachers and students and the support of Nestlé and all social circles, now they are ranking No. 1 among all the rural primary schools in the region.



The "Creating Shared Value Ambassadors" in Zhuwa Primary School program is first of its kind in Nestlé China history. The program's deliverables are far more than the two days' interaction activities in the School; each execution step -- the communication, the nomination and the feedback of the potential "Ambassadors" are in fact the real essential parts of the program to arouse and enforce the employees' identify with Nestlé's Creating Shared Value principle. The

program finally turned out to be a massive campaign to develop and enable CSV practitioners in the company.

### MNCs: Excellence in Responsible Value Chain



Carrefour Quality Line is **Carrefour China's** private brand in traceable agricultural products, which has been officially launched in China since September 2014. Up till now, seven Quality Line products including Guanxi pomelo, Gannan navel orange, Qixia Fuji apple, Sichuan mango, Sichuan lemon, Xinjiang pear and Yunnan red grapes have been successfully launched in China. Carrefour Quality Line focuses on five core values: taste, origin, sustainability, quality and food safety. As well as benefiting consumers, this project also helps agricultural producers enhance the market competitiveness of their products by improving planting skills and increasing profits. It provides traceability system at every step in the process from production to the shelves. Consumers could scan QR code on each CQL product to trace its production information. On the other side, to ensure the quality of CQL products, Carrefour China provides training programs and *production specification book* for local farmers to follow. This book includes detailed and strict rules of every production step, such as planting materials, pesticide management, fertilizer management, soil management and agriculture management.



With successful launch in past four years, Carrefour Quality Line has become a philosophy more than a project. It aims to provide people in China fresh, safe and traceable products, from farm to the table, to benefit customers, farmers, and the company as well.

## MNCs: Excellence in Sustainable Growth & Environment Protection

### 1<sup>st</sup> Prize:



From 2011, we use our own turbine on site to generate electricity to meet daily work; we continue to do so to save more and more electricity. Until end of August 2017, we totally generated 6,867,189KWH, that means the total electricity saving is 6,867,189KWH. We utilized our facilities, from May 2017 we make proper use of heat from the 10KV transformer to supply hot water for showers, that is a good energy conversion practice, and save electricity to heat water. We collect the heat from transformer room and transport them to the heat pump, then via the heat exchanger into hot water tank, finally the water pump supplying the hot water into shower, that save the electricity to heat the water to supply shower. From 2016 till September 2017, we reuse the retune iron from production, the rate increased from 33% to 63%. This is a good trend to save energy.



## 2<sup>nd</sup> Prize:

# SIEMENS

**Siemens** sustainability initiatives are an essential aspect of successfully implementing the Siemens Strategy Program Vision 2020. Our understanding of sustainability is fully based on our company values – responsible, excellent, and innovative. At Siemens, we define sustainable development as the means to achieve profitable and long-term growth. In doing so, we, externally, align ourselves with the goals of the UN's 2030 Agenda for Sustainable Development while, internally, striving to balance people, environment and profit. Siemens is innovative in carrying out its responsibility of promoting sustainability by leveraging core expertise of employees and unique company resources



Our commitment to sustainability is widely recognized in numerous, significant ratings and ranking. Siemens ranks #1 in 2017 Global 100 Most Sustainable Corporations in the World publicized at the World Economic Forum and #1 on the 2017 Carbon Clean 200 list which evaluated the clean energy revenues of the 200 largest publicly listed companies.

### 3<sup>rd</sup> Prize:

# ■ faurecia

**Faurecia China** is committed to environmental protection and sustainable development. Sustainability and environment protection are important values that Faurecia believe in. Its Green IT Classroom Program, uses recycled computers and aims to give education support to the children in underprivileged areas while reducing environmental pollution.



By delivering computers to the local community, it expands the students' access to Internet, enhances their IT skills and widen their horizon. Through reutilizing idle computers and recollected them after their Lifecycle, the program reduces e-waste and electronic pollution in China. Faurecia launched six Green IT Classrooms around Shanghai, Suzhou, Macheng (Hubei), Chengdu, Liaoyuan (Jilin) and Chongqing, benefiting more than 3700 students. More than 100 Faurecia employees spontaneously volunteered to this program which has attracted some mainstream media in automotive industry as well as local media.



## NGOs: Excellence in Social Innovation Partnership



### **Shanghai Oasis Public Development Center** is

the first officially registered grassroots NGO focusing on environmental protection in Shanghai. It was established in November 2004 by ecological specialists and people concerned about the environment with the focus on natural education, water environment conservation, as well as global climate change.

2014, Shanghai Oasis Public Development Center introduced Foodbank into CHINA. The most important objective of the program was to capture surplus food from farms, manufacturers, distributors, retail stores, consumers and other sources. Next step was to distribute this food among people who need it the most through a network of communities. Fully motivated volunteers participated in greatly contributed to this initiative. A challenging aspect was to engage all sectors of society (governments, business, and civil society) in the program to change their attitude towards the more food-less waste program. Another step is to develop more modules of the Green Food Bank Program and standardize the system in other cities.

Actually they have established a network of product distribution with 138 agencies to deliver out food efficiently. Like local community, children or elderly NGOs, and Migrant schools in shanghai and the other cities in China.

4 management systems get the community Foodbank run smoothly to make sure food is safety, food will be well distributed to needy people.

*1st: beneficiary management and reporting system, this will help us to find the people who really need help, and help all agency feedback us timely and truly.*

*2nd: volunteer system, they try to use professional way to train them to get proper knowledge to do different job, to get him a unique experience with helping people.*

*3rd: operation logistic system.*

*4th: Automatic food safety tracking system. We will verify manufacture and donate food's status, and make sure these foods should be safety.*

Website: <http://foodbank.chinafoodbanking.org/>



## SMEs: Excellence in Responsible Innovation



### **Occupational Health & Safety Assistances, Inc., Shanghai (OHSA)**

started providing CSR/EHS consulting, assessment, IH sampling and other CSR/EHS services since 2003. With over 10 years of experiences working with clients in resolving EHS technical issues and management problems, OHSA realized that using data/information management system in CSR/EHS management will create operational efficiency, maintain consistent policy and standard implementation within the organization. Especially, the data/information management system will facilitate supply chain CSR/EHS management and achieving supply chain sustainability goals. CSR/EHS Management Toolkit, which has been developed and put on the market by OHSA since 2015, is a supply chain data/information management system. CSR/EHS Management toolkit can be configured to fit with business operational needs. We keep interacting with clients and stakeholders to improve our system, and integrate more functions to make this tool the best business intelligent software for CSR/EHS data management, analysis and reporting.



## Social Enterprises: Excellence in Responsible Innovation

### Inclusion Factory



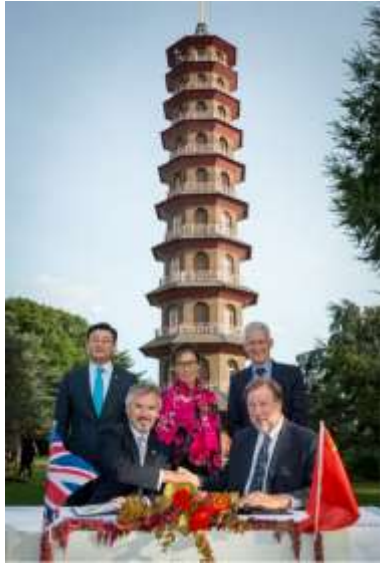
At the Inclusion Factory, we strongly believe that physically and intellectually challenged people have the desire to be and are capable of being fully integrated into an industrial working environment and consequently into our society. By applying a unique concept of specialized coaching & mentoring methodologies, smart semi-automated workplaces and an innovative shop floor coaching system we achieve what is commonly perceived to be impossible: challenged people manufacturing at productivity and quality levels being comparable or even better than known from the “normal” industry. The workshop focuses on becoming an integral part of the industrial value chain in China. Further, it encourages challenged individuals to develop their personality and skills through inclusion and professional guidance and by providing a degree of social security. Currently, 19 challenged individuals are being fully employed producing mechanical assemblies and demanding cable harness solutions, among other products. As a step further we have started an Inclusion Academy where we conduct training seminars for managers from versatile organizations across various industries – aiming to create awareness and share the technical know-how on employing and working with people with disabilities in non-sheltered market and manufacturing environments.



### Special Award: Excellence in Fostering Cultural Exchange Between Civilizations



Nanjing Cenbest, a listed company under **Sanpower Group**, acquired House of Fraser, a time-honored UK department store in 2014 and Hamleys through its strategic partner C. Banner in 2016, making the company the biggest Chinese employer in the UK. While designing its business layout, Sanpower Group also focuses on building a mechanism for people-to-people cultural exchange to test new models and explore new areas of public diplomacy. Based on the recognition that sound relations between states lie in the affinity between their peoples, Sanpower developed a long-term mechanism to boost cooperation and communication between the Chinese and British people.



A British Royal Heritage Protection Project, dubbed "The Tale of Two Pagodas", was sponsored by House of Fraser to repair a Chinese-style pagoda in London's Kew Gardens;

The largest British cream tea party breaking the Guinness World Record was organized by Sanpower in Shanghai during the Queen's Birthday Party in June, 2016.

Poeny Pavillion series aired on British TV stations under the sponsorship of House of Fraser and "When Shakespeare meets Tang Xianzu" was held by Sanpower during Nanjing Week in London, 2016 to promote traditional Kunqu Opera and enhance cultural exchange between China and the UK.

With a series of activities, Sanpower plays a continuous role as a non-governmental "diplomatic messenger" and has brought the Chinese way of fashion to the UK and vice versa. The intercultural activities include a book fair for artists at the British Museum, Nanjing Art Exhibition at the China Exchange Centre of the Prince of Wales's Charitable Foundation, the non-profit concert tour of top-British violinist Charlie Siem in China, and more to unfold in the near future.



## Judge Panel



### **Ms. Julie Broussard**

The Country Programme Manager  
for the UN Women China Office



### **Ms. Julia Güsten**

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



### **Dr. Markus Hermann**

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



### **Mr. Rolf H. Koehler**

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



### **MS. Kathleen Bell**

CSR Lecturer  
and Owner CHINA LINK (Netherlands)



### **Ms. SHE Hongyu**

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



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

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



### **Ms. Clare Pearson**

International Development Director  
DLA PIPER

## Short-listed CSR Awards Candidates



NGOs: Excellence in Social Innovation Partnership

## JM Charity Foundation

**Teenager Health Guardian Action Plan:** JM Charity Foundation plan to input 100 million yuan on Teenager Health Guardian Action Plan in 5 years, this program will build 2,000 health clinics in the central and western rural poverty area schools in 22 provinces, training 2000 school doctors and health care teachers, and providing health care for students in poor areas.

***The Family Fund Project:*** This project aims to support poor families; those belong to disability, serious illness, or suffer great changes. Family Fund Project helps them to improve the situation, and calls for more social forces to participate in, let them renew life hope.

***Love Me Female Health Project:*** This project covers knowledge popularization, breast diseases screening and rescue. This project has established the "women's health research center" with Chinese medical science academy to guide the implementation of women's health work.

**JM Filial Piety Project:** This project aims to promote the elderly, through implementation of filial piety culture.



## World of Art Brut Culture

World of Art Brut Culture is a non-government organization registered in Shanghai in 2010. WABC provides free art therapy and social interaction services to people with special needs, including autism, diagnosis, psychogenic and etc. Creativity, instant communication and social values are the core components, which WABC is trying to promote. With the help of art, patients can express themselves and integrated to society. Up to now, hundreds of patients have benefited from WABC's services through a huge network comprised of 30 communities, schools and hospitals in ten cities. In the coming future, WABC will implement its service to different places and constantly provide free art therapy to help more patients. WABC has made a great contribution to harmony of society and sustainable development.

## MNCs: Excellence in Sustainable Growth & Environment Protection

### Stabilus (Jiangsu) Ltd

Stabilus (Jiangsu) Ltd. consistently undertakes the social responsibility on its initiative and complies with national laws and rules, and it also persists in the way of green and sustainable development. Under the guide of this concept, we make every endeavour to achieve the target of energy-saving, emission reduction and environmental protection by strengthened control, strict treatment and improved process. In 2011, the metal surface treatment mainly relied on the traditional degreasing and phosphating. In consideration of environmental protection, we decided to modify the traditional degreasing and phosphating and apply silanizing. At that time, few manufacturers in the automobile industry apply the silanizing, because the Chinese technology is not mature, and the silanizing cost is relatively high.

Stabilus (Jiangsu) Ltd., at that time, was the pioneer to introduce the advanced and green metal surface treatment system – German Chemetall Oxsilan and now has four pre-treatment lines applying this technology.



## MAN Diesel & Turbo China Production Co., Ltd

MAN Diesel & Turbo is one of the leading providers of large-bore diesel engines and turbo machinery for marine and stationary applications. As listed in corporate management principle, Environmental protection is a high priority goal, and it is a basic responsibility

To serve Chinese customers with more efficient, clean and compact solution, MDT Germany starts to introduce MGT serial of gas turbine in China since 2017. This is a project with combination of technology and intelligence of Germany and China. MGT gas turbine is aimed to provide simultaneously electrical power, cold energy, heat energy, and steam power, which allow customer to improve energy efficiency, reduce cost, enhance safety and be more environmentally friendly.

## Bayer (China) Limited

For Bayer, sustainability means shaping the future successfully and, as part of our corporate strategy, is an integral part of our day-to-day work routines. Sustainability is a core element of our strategy and we are committed to strengthen the positive impact of our business to society.

- When the factory is built, the equipment in the synthesis workshop is all imported from Europe, and the incineration equipment is imported from Germany.
- The process steps involved in safety and environmental protection are controlled by software.
- The company established environmental management procedures, Such as “Three Wastes” account system.
- There is a person responsible for tracking national policies and regulations.
- Report the “Three Wastes” situation to the headquarters every month.
- Environmental protection is not only the company's requirements, but also a kind of social responsibility.
- QHSE is the primary responsibility of each employee.
- “Four Eyes” principle ensures the implementation.
- Bayer factory has internal mutual inspection system.
- Bayer headquarters and Asia Pacific company have regular internal audits.



Mr Jing Tian, Vice-President Sanpower

## MNCs: Excellence in Employee Development

### Schneider Electric (China) Co., Ltd.

Schneider Electric officially initiated “Bip Bop Vocational Education” public welfare project in 2016, which was designed to help young people in need to become professional talents in industrial automation, high-end manufacturing and energy management sectors and have access to reasonable career development. This project proposes to support a hundred vocational-technical schools across China and improve ability of schools and students from the following four perspectives:

1. ***Improve training conditions and strengthen specialty construction***  
Provide industry-leading lab devices and course solutions.  
Joint efforts with schools in developing relevant specialty courses and teaching resources.
2. ***Improve professional quality and employment level***

Relying on Schneider Electric platform, develop a demand and management system of internship, training and employment posts.

Provide training to enhance students professionalism and career quality

3. ***Faculty construction***

Provide training among teachers regarding combination of theoretical teaching and corporate practices.

Provide exchange and training opportunities to school management personnel.

4. ***Continuing education***

Provide vocational school faculty and students with an approach to industrial advanced learning resources and practice opportunities.



**Ms. You Haiyan, General Manager EUCCC Nanjing**

## CHERVON GROUP

We continuously actively participate in all kinds of public benefit activities, such as “digging wells in arid area of southwest China”, “school rebuilding in Ya’an earthquake hit area in Sichuan province”, “sponsoring college students with financial difficulties” and “Spring Buds Education Aids” in northern Jiangsu province. In 2013, we have launched a new long term program “Charity Run” which connects running with beneficence. Run the Extra Mile—we encourage every employee to participate in this annual event, breaking their running limits, going beyond themselves. For every lap, Chervon will donate correspondent amount of money to support “Spring Buds Education Aids”. Our employees can exercise meanwhile doing charities. We regard education as one of the most important thing in one’s life and people should pay more attention to this area. In future, we will encourage more and more our employees to join this activity. Through this kind of charity event, our employees will be unconsciously influenced by the idea of being a responsible citizen to the society.

## PULLMAN Nanjing Lukou Airport

In May 2015, AccorHotels became the first and only international hotel group joined “HeForShe”, the international solidarity movement initiated by the United Nations Women, as an IMPACT Champion. The aim of the organization is to involve men in playing a role in diversity. Pullman Nanjing Lukou Airport Hotel, as one of the properties of AccorHotels, we work together with sister hotels colleagues, make effort on raising the awareness of male employees about gender diversity, get more male employees involved in the HeForShe movement, encourage equal representation of men and women in management and equal pay, promote more women managers in the hotel. As in action, first of all, the female General Manager of Pullman Nanjing Lukou Airport Hotel was promoted to the position at the beginning of this year, already achieved AccorHotels 2017 target as 35% women hotel directors, a perfect sign of “HeForShe” successful launching; among the hotel management team, there are 12 Female directors or managers, thus creates 43% of the whole team. Everyone in the hotel team bears the belief: We aim for every woman to achieve her ambition!

## Nanjing Amity Printing Co., Ltd.

Amity Printing is equipped with world-class thin paper printing technology. In 2012, Amity Printing grasped 22 grams paper color-printing technology, which made it a world leader in ultra thin paper printing field. During its early establishment, Amity relied on imported thin paper and imported thin web paper printing equipment to produce Bible which made Amity reliant on overseas raw materials and technology. In order to change this, starting 1996, Amity joined hands with Chinese paper mills to develop domestic thin paper and at the same time, dedicated efforts with Chinese press manufacturers to improve the adaptability of printing on thin paper. Today, with the improved technology, Chinese paper mills can not only produce paper as thin as 22 grams per square meter which meet the demand of Chinese market, but also export overseas meeting the demand of international market. Moreover, Amity Printing Company has broken the limit of printing on paper of 40 grams per square meter to 22gsm.



## NETSPRING GREEN IT CLASSROOMS



Since 2012, NETSPRING transforms electronic waste into e-education, protects the environment by recycling obsolete computers and re-using them in underprivileged schools. The program was built over two acknowledgements:

- 6 million tons of e-waste were generated in China in 2014, of which less than 30% have been recycled in state of the art facilities. Most e-waste ends up in illegal workshops, is burnt or land-filled, hence causing harm to the environment and human health
- 50 million children in underprivileged primary schools in China (countryside or migrant schools) do not have access to computers, which lowers their chances to study in the future

In September 2017, Netspring also launched its Special Needs IT classrooms to serve visually-impaired children and teenagers and provide them with future job opportunities in the technology field.

NETSPRING mobilizes and partners with companies and institutions all over China. NETSPRING selects needy schools, manages the collection of e-waste and the refurbishment of obsolete computers, which will be placed for a three-year-period in targeted schools. NETSPRING currently operates Green IT classrooms in provinces such as Beijing, Guangxi, Guizhou, Heilongjiang, Henan, Hubei, Jiangsu, Shanghai, Shanxi, Sichuan and Zhejiang.



## Special Award: Excellence in Fostering Cultural Exchange between Civilizations

### Alliance Française de Nanjing

Inside but also beyond the boundaries of the French language teachings, organization's aim is to develop the cultural exchanges between China and France and all the francophone countries. French culture is being spread through organizing cultural events in partnership with Nanjing institutions such as theaters, schools, universities, bookshops. Organization provides consulting services to Chinese organizations which are willing to expand their links with France in terms of cultural exchanges. Alliance Française de Nanjing works closely with other European cultural organizations like for example the Goethe Institute to promote the European culture in more efficient and attractive way.



## 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



## CSR Winners 2014

### Category in Human Resources & Work Safety

SMEs: N/A

MNCs: MAN Diesel for Promoting Safety Culture Cultivation

### Category in Sustainable Growth & Environment Protection

SMEs: Nanjing International School – Green Report Card Project

MNCs: BSH Anhui – Resources Efficiency

### Category in Community Program & Social Innovation

SMEs: Shaoxing Quanneng Education and Training Centre – Promoting music and arts education in underprivileged Communities

MNCs: Siemens – i-Education Program



## Co-organizers:



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

European Chamber  
中国欧盟商会



## Special Thanks



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## About the European Union Chamber of Commerce in China



### 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.

### European Chamber Nanjing Office

Address: Office 806, Haihua Building, No. 99 Zhongshan Road, Nanjing, 210008  
Tel: +86 (25) 8362 7330  
Fax: +86 (25) 8362 7332  
Email: [nanjing@european-chamber.com.cn](mailto:nanjing@european-chamber.com.cn)