CSR with Chinese Characteristics

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"A concept whereby companies integrates social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis"  COM(2001) 366

Cases:
- Case 1
- Case 2
- Case 3

Discussion:
- Human rights
- Labour rights
- Environment
- Corruption
Introduction

Case 1
Case 2
Case 3
Discussion

1978—2008

GPFG vs. SIIC
Money with opinions & influence!

An initiative of the UN Secretary-General implemented by UNEP Finance Initiative and the UN Global Compact

Principles for Responsible Investment
A Letter to ICBC

Introduction

Case 1

Case 2

Case 3

Discussion

Government

Corporations

NGO
Mr. Chen Guangbiao and his money wall
Introduction

Case 1
Case 2
Case 3
Discussion

Ideal Target (Be Great!)

Tailored CSR Strategy

Expected Target (Be Good!)

Donation, Participation in Social Development Projects, Volunteerism, Cause Marketing, …

Basic Target (Be Right!)

Good Product, Due Profit, Employment Opportunity, Taxation, Environmental Friendliness, Laws & Regulations, …

Thank you
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