



MORE THAN A MARKET  
同心 同力 同行



# MORE THAN A MARKET

How German companies are growing roots in Chinese society



GERMAN CHAMBER  
of Commerce in China  
中国德国商会



Consulate General  
of the Federal Republic of Germany  
Shanghai

| BertelsmannStiftung



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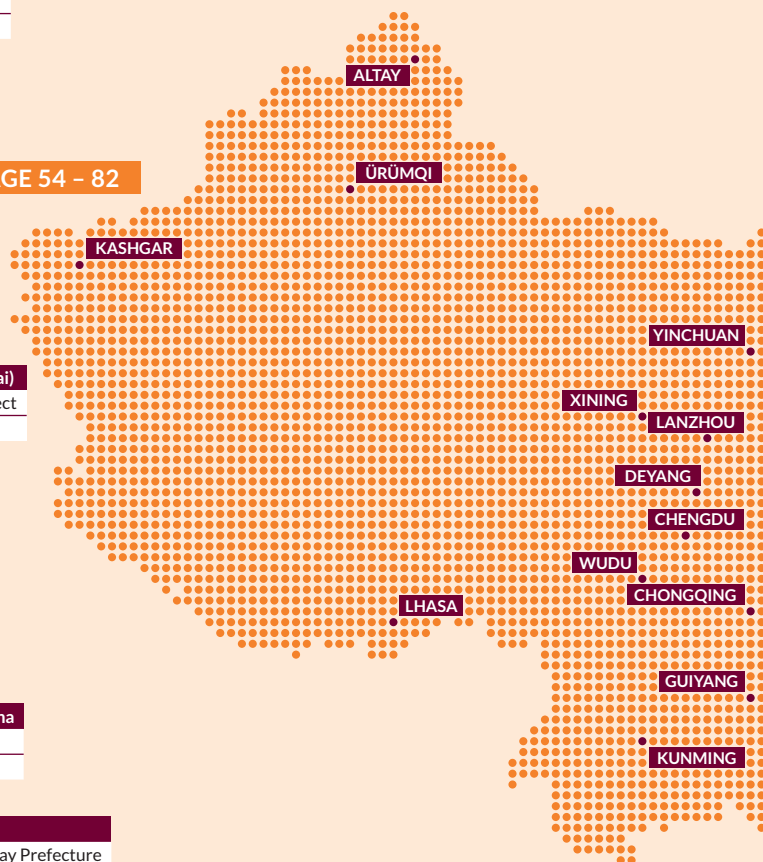
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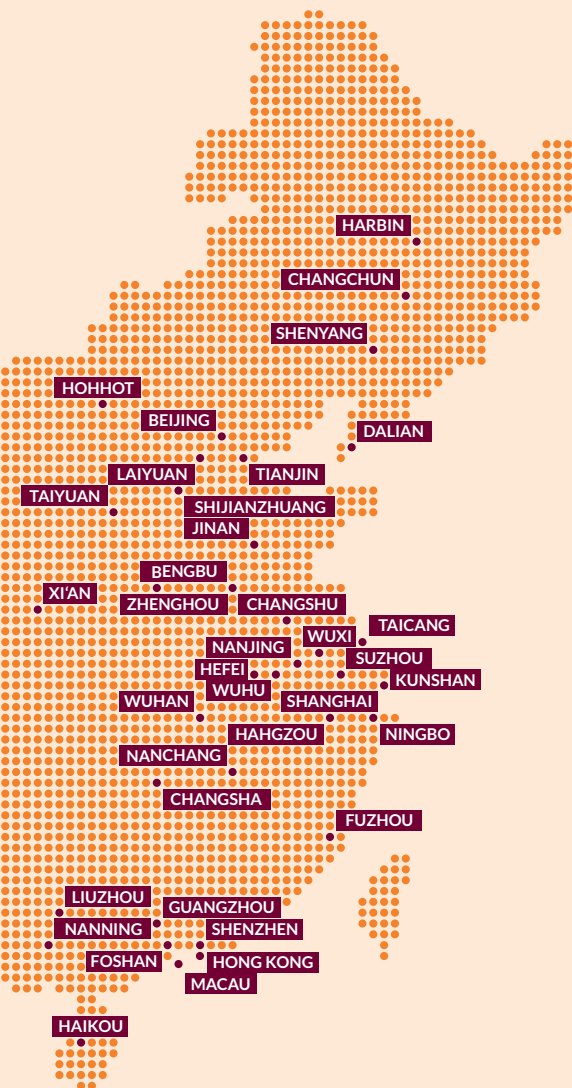
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# A NEW FORM OF SINO-GERMAN CULTURAL EXCHANGE

SHI MINGDE, AMBASSADOR OF  
THE PEOPLE'S REPUBLIC OF CHINA TO GERMANY



During the past 45 years since the establishment of diplomatic relations between China and Germany, bilateral relations have made great progress. The cooperation between the two countries has been continuously expanded and deepened. In particular, trade and investment relations have developed rapidly and become the highlight and the anchor of Sino-German relations. At the same time, we should see that the relationship between China and Germany is not only a “special relationship” limited to economic and trade relations, but also including political mutual trust, cultural exchanges, global governance and other fields of comprehensive cooperation.

Cultural exchange is the key to opening the hearts of the people of China and Germany and can enhance mutual understanding between the two peoples. The forms of cultural exchanges are diverse, including various cultural activities, education-oriented ideas and knowledge exchange, as well as face-to-face communication between the peoples from both countries. The initiative “More than a

Market” which is started by the German Chamber of Commerce in China (Shanghai), the Bertelsmann Stiftung and the German Consulate General in Shanghai aims at promoting and motivating German enterprises in China to fully implement the entrepreneurial spirit and actively fulfill their social responsibility. China is an important investment destination for German enterprises. While German companies achieve business success and stable profits in China, they actively make contributions to the Chinese society, which is not only beneficial to the enhancement of the image of their own enterprises and to the cultivation of Chinese consumers’ loyalty to their products, but also valuable for the enhancement of mutual understanding between the two peoples. In this sense, the initiative enriched the content of Sino-German cultural exchanges and created a new form of Sino-German cultural exchange. I believe that in the future there will be more German companies in China to join the “More than a Market” initiative to contribute to the mutual understanding between the two countries.

# PARTNERSHIPS BASED ON RESPECT, TRUST AND VALUES

LIZ MOHN, VICE-CHAIR OF  
BERTELSMANN STIFTUNG,  
EXECUTIVE BOARD



China and Germany are both facing challenges that are multifaceted and complex. The reasons are global interdependencies and digital connectivity – with all the opportunities and risks they entail. Politically and economically, these are unsettled times. Never before has the world been as dynamic as it is today, which makes it all the more important to give people guidance. There are no simple solutions. Instead, the relevant options must be considered and implemented in an international context right from the start. At the same time, the interests, expertise and contributions of all societal actors must be included if robust solutions are to be found. In other words, what are needed are joint efforts that can make our two countries more socially stable, economically sustainable and, as a result, more peaceful and just.

China and Germany are important partners for each other. More than 5,000 German companies are active in China, and more than 1,000 Chinese companies do business in Germany. Economic statistics, however, are always predicated on partnerships between people – partnerships that can only be successful if they are based on respect, trust and values.

That means that the business community bears a special responsibility. The More than a Market initiative disseminates ideas on how German companies in China can contribute effectively to the country's sustainable social development – through responsible corporate leadership and proactive efforts to shape the social environment.

In our globalized world, we are all dependent on each other. Businesses are no longer at home in just one country. They are at home wherever they have employees, customers or partners.

The More than a Market initiative is helping achieve the goals described above. Carried out by German businesses in China, the social projects presented here clearly illustrate the wide range of successful German-Chinese partnerships. Responsible entrepreneurs can – and should – make a meaningful contribution to shaping social change. After all, nothing brings the world closer together than partnerships based on trust!



# RESPONSIBILITY THROUGH ACTION

SIMONE POHL, EXECUTIVE DIRECTOR,  
MEMBER OF THE BOARD GERMAN CHAMBER  
OF COMMERCE IN CHINA | SHANGHAI,  
DELEGATE AND CHIEF REPRESENTATIVE, DELEGATION  
OF GERMAN INDUSTRY & COMMERCE SHANGHAI



The German Chamber of Commerce is the official member organization representing German companies in China. Some of our members have been doing business here for more than a hundred years. Others are just starting off. Whether established or making a fresh start, all our companies operate in a society that has experienced decades of rapid economic growth and drastic changes in the lives of its citizens. Our companies are proud to be recognized for the high quality associated with German products, but more importantly, they also care about their reputation as good employers and responsible producers. As committed employers of hundreds of thousands of Chinese professionals, German companies play an important role in shaping Chinese society. Being a productive part of China's economy entails many responsibilities, and we are delighted to see this many of our member companies living up to this grand responsibility by exploring diverse ways of socially engaging with their Chinese employees, their local communities and social partners around them. This vividly shows, for them and us – China is more than a market!

Our More than a Market initiative shows that German companies have initiated meaningful projects throughout China. These projects range from increasing access to education and caring for left-behind children to employment opportunities for people with special needs, combating poverty, engaging in culture, sports, environmental protection and many other issues that lay at the heart of China's

sustainable development. All of this for the benefit of its society – a society in which our companies have long and successfully been “growing roots”.

Our initiative is making this impressive engagement visible to a wider audience. And we, the German Chamber, want to support our members in their fantastic social engagement by fostering project cooperation, exchange of ideas and doing our best in keeping this great motivation going!

In the second year of this initiative, it has been expanded to include German companies in North and South & Southwest China. We are grateful for the incredible support of our members. They have exceeded our expectations with almost twice as many project submissions than in 2016. We are especially happy that some of the projects submitted for this year's awards have been jumpstarted throughout last year's More than a Market initiative. It is gratifying to observe the significant impact our initiative has had.

We would therefore like to take this opportunity to extend a big thank you to all the companies that have supported our initiative so far and we hope that you will continue to support us in years to come. You and your employees have done a great job and we are proud to showcase all your inspiring projects in this publication.

# MORE THAN A MARKET

## SHINING A LIGHT ON THE SOCIAL ENGAGEMENT OF GERMAN COMPANIES IN CHINA

China has become Germany's most important economic partner in Asia. Thus, for many German companies, China is now more than just a place to do business – more than a market. For them, China is also a country of colleagues, partners, family and friends. In our globalized world, it is not unusual for a German company to also call China “home.”

The More than a Market initiative wants to shine a light on how German companies are growing roots in Chinese society with projects large and small. Started in 2015 by the German Chamber of Commerce in China and the Bertelsmann Stiftung, with support from the German Consulate General, the initiative promotes social engagement on the part of German businesses in China by increasing public awareness of that engagement, among other activities.

For example, More than a Market Awards were given in 2016 for the first time to outstanding social projects initiated by German companies in East China. In 2017, the number of projects applying to compete for an award almost doubled – to 75 projects implemented by 66 German companies throughout China. These organizations account for some 350,000 jobs in China, reflecting the strong and sincere commitment there to social responsibility on the part of German businesses and their employees.

We are pleased to be using this publication to document the extent of the 2017 More than a Market applications, thereby highlighting projects of particular merit. The projects illustrate the impressive, diverse efforts made by employees on all levels to create meaningful change, increase motivation and promote well-being and happiness – internally in their organizations and externally in society. From these many excellent entries, a shortlist of candidates and, subsequently, prizewinners were selected by an independent jury made up of six political, business and civil society leaders from China and Germany. For the initiative's organizers, awarding prizes to the projects is not the main priority. The foremost goal of More than a Market is to support and increase responsible engagement in China through projects of all sizes. Social responsibility knows no borders, yet it may need adaptation to specific surroundings. The examples in this brochure illustrate the many practical ways people can engage in corporate social responsibility in China. They also illustrate the values of the participating businesses and the ways those businesses can strengthen awareness of their organizations.

Many firms participate in the Chinese market by virtue of the technology, products, skills, quality, research and innovation they offer. And regardless of their size, the majority of German firms in China have a genuine respect for the country's people and culture.



As German companies are extremely invested in China through their successful businesses there, they are already contributing to the development of Chinese society, something that deserves to be highlighted further in order to increase the positive impact.

The More than a Market initiative has gained considerable momentum in only two years. It is on its way to becoming a visible, impactful and outstanding platform for collaboration among German companies, enabling them to generate valuable social support. Yet this sort of collaboration needs to grow even further, by including more German firms and more Chinese partner organizations. It is an ongoing journey. The future of this initiative can thus be summed up in the following motto: Same Heart – Joint Effort – Moving Together.

We have high expectations for the initiative and look forward to advancing it further. We are also seeking ways to measure its impact. We need to keep learning and experimenting, with and for the participating businesses, so they can gain further recognition and become more deeply integrated in Chinese society. We have a unique chance to contribute our social knowledge and practices in this area in China, working together to set examples and standards for the future.

We would like to thank everyone who has taken part in the initiative so far. In addition to helping existing participants go further, we would like to encourage other companies and individuals to join in and collaborate, so we can continue to expand our activities. Our ultimate goal is to turn the insights gained through the projects into mutual benefits and sustainability for all. That is why your business should also be part of More than a Market.



# GERMAN BUSINESS IN CHINA: CHINESE COMPANIES WITH GERMAN ROOTS AND VALUES

PETER ROTHEN  
GERMAN CONSUL GENERAL IN SHANGHAI

Some two years ago when the German Chamber of Commerce in Shanghai and the Bertelsmann Stiftung invited me to support, on behalf of the German Government, the initiative “More than a Market” aiming for an even closer relationship between German businesses in China and the communities in which they work and live, I immediately became an enthusiastic supporter of this idea. Because it is in the DNA of German companies – in Germany as well as abroad – to become an integral part of their society, to be a “good corporate citizen”. Also in China, German companies do not consider themselves to be in a foreign land. They come here to stay and integrate quickly into their respective communities. And although they are proud of their links to Germany, they do not want to be looked at as foreign companies, but as local actors – as Chinese companies with German roots and values.

One of the projects to deepen and strengthen the initiative “More Than a Market” is the drafting of a set of aims and values which German companies could set for themselves for their operations in their Chinese environment.

This project is inspired by the Global Compact of the United Nations. The Global Compact refers to itself as the world’s largest sustainability initiative. It is a call to companies to align strategies and operations

with universal principles on human rights, labour, environment and anti-corruption, and take actions that advance societal goals. Together with multinationals from many other countries, many major German and Chinese companies have joined forces to support these principles.

A specific document for German companies operating in China – which could be called “China Commitments” – would set down basic principles for the co-operation within German companies. It would promote German strengths like team building, a motivating and safe work environment, respect for co-workers regardless of their academic and vocational background, the development of staff through Germany’s world famous vocational training systems as well as action to stress the importance and role of spouses and families.

Beyond that, it would set down basic values for the operations of German companies in China. This includes commitments to the protection of the environment, to the adherence to social and environmental norms as well as a clear no to corruption.

Furthermore, the document would explore how German companies can become an active part of their respective communities and how they can contribute to further social and economic progress in the cities and towns where they operate.

The German Government stands fully behind initiatives of this kind. Just recently, in December 2016, the German Government published a National Action Plan for the Implementation of the UN Guiding Principles on Business and Human Rights. This action plan analyzes the challenges which companies are facing in the implementation of these principles and sets out ways to support them actively in achieving this aim.

We therefore also wholeheartedly support the efforts of the German business community in China to set themselves a set of goals and principles for their role in Chinese society. In the great majority of cases, such a document would not create new obligations but would rather spell out what our companies are already doing for a number of years. I am convinced that such a “mission statement” for German business in China as a whole would do no harm to our companies but would prove to be of considerable value to them. Because like the by-now famous “UN Global Compact”, such “China Commitments” would make it much clearer to people in China how much German companies here do already in the vast area of Corporate Social Responsibility.



Peter Rothen  
German Consul General in Shanghai since 2014

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# CASE STORIES

BASF

BOSCH AUTOMOTIVE PRODUCTS

CELANESE CORPORATION

CHANGSHA BACH'S BAKERY

DEUTSCHE BANK

DEUTSCHE SCHULE SHANGHAI HONGQIAO

E.G.O. COMPONENTS

FREUDENBERG

HARMONY SHANGHAI

HENKEL

KIDS FOOTBALL PROJECT

LANXESS

METRO

PETER/LACKE

ROSE PLASTIC

SAP LABS

SINO-GERMAN HANDICAPPED WORKSHOP

WACKER CHEMICALS







## CASE STORY

# BASF CHINA

## BASF KIDS' LAB



### SOCIAL CHALLENGES

The number of people living on earth is growing. The United Nation projects the population will reach almost 10 billion by 2050. From 2015 until 2050, the urban population will be increased by about 3 billion. More and more people need access to affordable energy, housing, healthcare and quality food. To protect our planet and to cope with the resources it provides us, people must live much more sustainably. Chemistry, an enabler to provide solutions for current and future needs of our society, has been playing a central role in everyday life and making crucial contributions to the societies and ecological sustainability. **One of the main challenges is that the awareness of natural science and chemistry is relatively low. Public science**

**education is needed to increase public understanding and cultivate children's interest in natural science, help young generation recognize how to protect the environment and create a sustainable future through science.** This requires continuous efforts contributed by both private and public stakeholders.

### PROJECT APPROACH

As a leading chemical company, BASF strives to promote science education and sustainability concept. In China, primary school children have limited access to hands-on chemical experiments and knowledge in chemistry. Leveraging the company's expertise, BASF has designed educational program called Kids' Lab offering school children to explore the fun of chemistry through simple experiments.

Kids' Lab was introduced to China in 2002 and it has become an annual program ever since. Each summer, BASF organizes Kids' Lab activities with the science museums in different Chinese cities to give children the opportunity to conduct chemical experiments free of charge and learn about science and its uses in everyday life in a fun way. The experiments are designed by BASF's own Research and Development staff to be safe, fun and instructive. In addition, BASF has been training Chinese college student volunteers to serve as instructors at the Kids' Lab. The program takes place each year in Beijing, Shanghai and Chongqing. It has also been held in various other Chinese cities, including Nanjing, Guangzhou, Shenyang, Wuhan, Hong Kong, Taipei, Kaohsiung and Taoyuan.

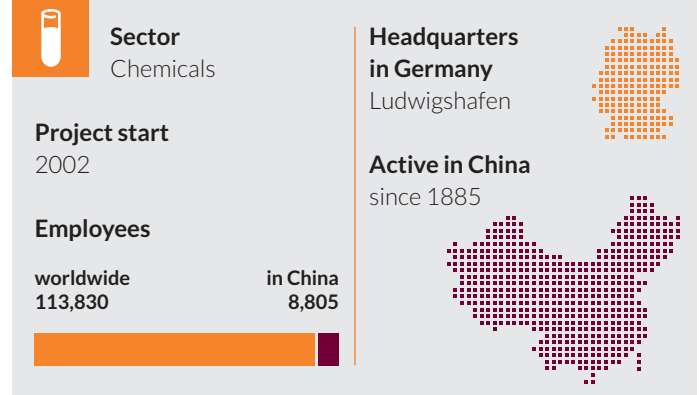
### VALUE ADDED

Since its introduction in 2002, Kids' Lab has reached more than 170,000 participants in China. The program is thus playing a significant role in science education. It has been raising awareness of and generating interest in natural science and especially in chemistry. Children have learned the chemistry in daily life and environmental protection, and how science can contribute to a sustainable future. Kids' Lab demonstrates a long-term commitment to science education. It will continue to make chemistry more accessible and to encourage children to engage with the natural science.

### LESSONS LEARNED

Kids' Lab is a collaborative effort between BASF, Chinese science museums, local communities

## KEY FIGURES



and university students, who act as instructors. In order to expand the reach of Kids' Lab as a science education program, BASF has been exploring ways to leverage international events and topics that are particularly relevant in Chinese society. For example, Kids' Lab introduced the Poly Lab program in 2016 to explore the environmental impact of everyday products and discuss how waste segregation helps make plastics recycling possible. And during the Shanghai Expo in 2010, Kids' Lab partnered with Sesame Street to make the program even more accessible to young children.

### IDEAS FOR THE FUTURE

BASF intends to introduce Kids' Lab to more cities in China and engage more children to participate in this program. For

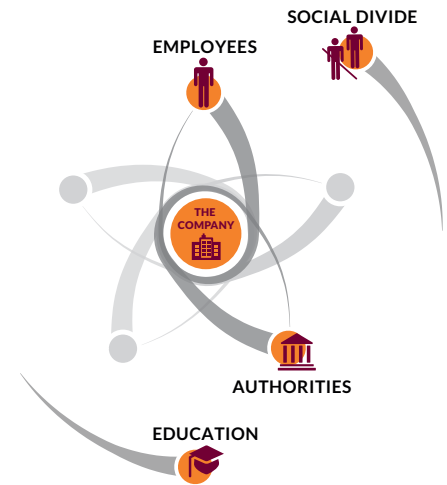
example, in December 2016, BASF launched its first Kids' Lab Experiment Party at the Guangzhou Teenager Science and Technology Center for children aged 8 to 12. In addition, BASF will further develop its Virtual Lab Game Center launched in June 2016. For children who cannot attend the Kids' Lab in person, they can experience the wonders of chemistry and the joy of discovery and research anytime and anywhere.



## CASE STORY

# BOSCH AUTOMOTIVE PRODUCTS (SUZHOU)

## HEISHUI MUSU BOSCH PRIMARY SCHOOL EDUCATION ASSISTANCE PROJECT



### SOCIAL CHALLENGES

In every society, there are vulnerable people who do not get a fair shot at realizing their potential. In China, as elsewhere, there are also many stakeholders who work to remedy this problem and help disadvantaged groups. But in order for this assistance to be truly effective, it needs to be sustainable. Providing a good education for everyone, regardless of their social class, is a case in point. **Schooling is indispensable to get a fair chance, and it is also a long process that cannot be addressed in one fell swoop. The challenge is to build lasting cooperations based on trust and commitment.**

### PROJECT APPROACH

Following the severe Earthquake in central China in 2008, the Bosch China built the Heishui Musu Bosch Primary

School in Sichuan Province to contribute to the reconstruction of the region. As a first step, it addressed the most pressing needs. This included the donation of blankets and clothes, installing thermal heatings, shower rooms, washing machines, etc. It also meant supplying more than 1,000 books as per a book list provided by the school. As a next step, the company moved beyond first aid. During its ongoing involvement, it found that some students were unable to afford the living expenses necessary to attend school. To address this ongoing problem, the Bosch Suzhou Volunteer organization called for 1 to 1 donations to enable all students in need to stay in school. This was arranged in such a way that sponsors and recipients would get to know each other personally. As a result, the volunteers are motivated

to make lasting commitments. For example, while the school supported by the project is a primary school, the volunteers continue to support the sponsored students through middle school and university. In fact, even those volunteers who are not at Bosch anymore still continue their support. Equally important for the project to be beneficial in the long run is the “Competence Upgrade Program” for teachers.

### VALUE ADDED

Since 2010 until the end of 2016, Bosch volunteers have supported 291 students from the school with donations in the amount of more than 840,000 Yuan. As a direct consequence, not a single student had to quit the school due to financial difficulties. In addition, the Competence Upgrade Program is arranging additional training for

teachers. So far, an investment of 130,000 Yuan has enabled 24 teachers to take part in this program.

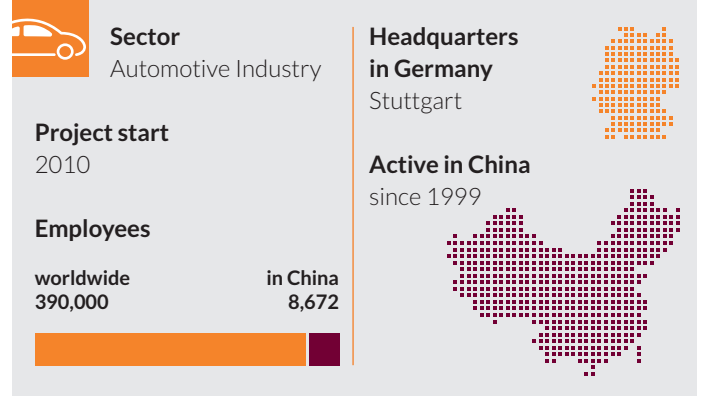
### LESSONS LEARNED

It takes trust and enthusiasm on the part of sponsors and volunteers to make a long term commitment. This is why it is important that volunteers visit the school and build personal relationships with the students. For the same reason, it turned out that it helps to run the project with an “in house”-team rather than with a third party.

### IDEAS FOR THE FUTURE

Since the building of the school is completed, the company is increasingly focusing on upgrading the competence of the school and its teachers. For example, the volunteer organization is now working on an

## KEY FIGURES



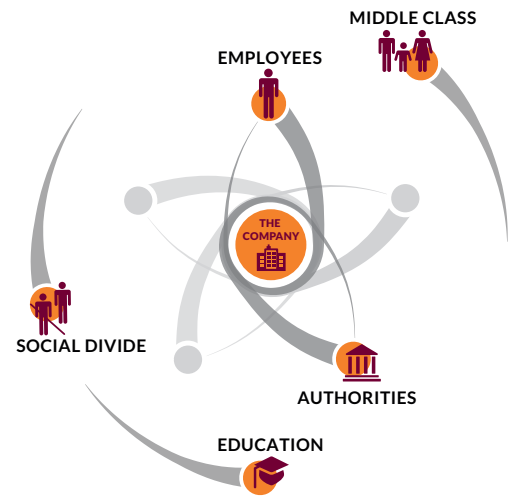
Online-Cooperation Program to help the school make better use of the company's resources in Suzhou Industrial Park, for example through online training. In addition, the company will set up a new charity to help more people in need.



## CASE STORY

# CELANESE CORPORATION

## 100K VOLUNTEER HOURS CHALLENGE



### SOCIAL CHALLENGES

Education is a prerequisite for sustainable development. Primary education is the foundation for gaining knowledge and is therefore of critical importance. Children have the best chance of developing into healthy, responsible adults if they grow up in a stable family. But if children live in poor physical conditions or are not supported emotionally, or if their education does not take place in a safe environment, it can have severe consequences for their development. This is especially pertinent in China, where many people seek work in bigger cities – and 61 million children are left behind in rural villages. **The crucial challenge is therefore to support at-risk families and create a safe place for children to learn and grow.**

### PROJECT APPROACH

The Celanese Foundation's mission is to create opportunities for at-risk families to learn, grow and thrive. It focuses on support programs for those families and for primary education institutions. In particular, it aims to help the involved parties create safe places for children. The 100K Volunteer Hours Challenge encourages Celanese employees to get involved in their communities and make a difference. For every hour volunteered, USD 10 is deposited in the employee's Celanese Foundation web account. This money, in turn, can be donated to any qualified charitable organization. In the course of the 100K Challenge, Celanese started the annual Safer Home for Children project in 2013. This was done in coop-

eration with Safe Kids, a global NGO. In 2016 Celanese volunteers introduced the project at six kindergartens in Shanghai and Guangzhou with the goal of teaching safety classes. Moreover, Celanese worked with Huaxin Children's Recovery Center, which offers therapy and rehabilitation to children with disabilities. Celanese has provided numerous types of assistance to the center, such as supplying a monthly translation service, raising funds for renovations and supporting the children during their rehabilitation programs.

### VALUE ADDED

In 2016, 757 employees from Celanese China have volunteered to take part in at least one of the activities. Globally, a total

of 3,206 employees have participated in this project. In China, 510 children from six kindergartens in two cities benefitted from Safer Home for Children. Some 60 children with disabilities in the Huaxin Children's Recovery Center have also benefitted from the program.

### LESSONS LEARNED

The 100K Challenge succeeded in encouraging Celanese employees to get involved. In 2016, it provided more than 120,000 volunteer hours, well over target. In addition, the dollar-matching campaign doubles the impact of each employee's efforts. In future projects, the company expects interactions between Celanese employees and the target groups to develop further.

## KEY FIGURES



**Sector**  
Chemical Industry

**Headquarters**  
in Germany  
Sulzbach am Taunus



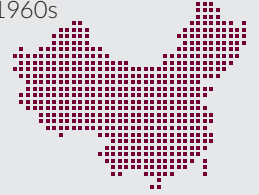
**Project start**  
2016

**Active in China**  
since 1960s

**Employees**

worldwide  
7,300

in China  
785



## IDEAS FOR THE FUTURE

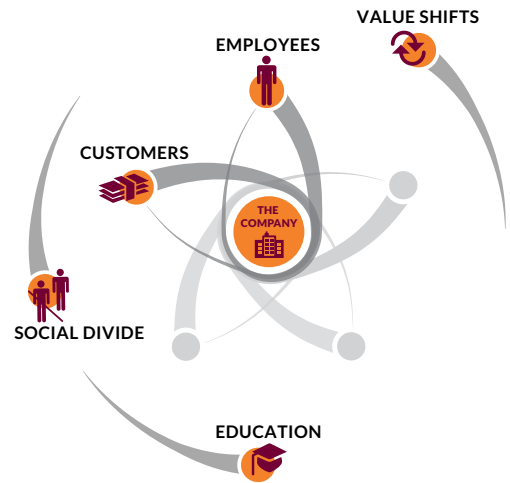
In the coming year, the 100K Volunteer Hours Challenge is expected to expand in scope with projects launched in more areas. Celanese volunteers are working to increase the project's impact through additional initiatives such as the Global Impact Month and the Celanese International Impact Program.



## CASE STORY

# CHANGSHA BACH'S BAKERY

## VOCATIONAL TRAINING IN BAKING FOR PEOPLE WITH HEARING IMPAIRMENT



### SOCIAL CHALLENGES

In China, 115,000 children under the age of seven are believed to suffer from severe to profound deafness. Approximately 30,000 babies are born with hearing impairments each year. Once they grow up and complete their education, it is difficult for them to find meaningful work due to misperceptions in society and communication difficulties. As a result, deaf people often have social and economic disadvantages. Having a useful skill, on the other hand, improves their working and living conditions and helps them gain self-esteem. **The challenge is to make this possible by minimizing barriers for hearing-impaired young people when they seek jobs, thus helping them participate in the labor market.**

### PROJECT APPROACH

Bach's Bakery was launched in 2011 as a platform for training and employing deaf people. Uwe Brutzer, the company's founder, already had experience in hearing and speech training for deaf children. He knew that vocational training for people with hearing impairments was needed. At Bach's Bakery, two to three deaf trainees can work with the bakers (most of them deaf themselves and also trained at Bach's) during a three-month training program and two-month internship. They learn to make sour dough bread in the form of loaves, buns and rolls, as well as pastries, cakes and chocolate. Basic barista training is also available. The program at Bach's brings the trainees to a skill level that enables them to work in

other bakeries as well. As part of the bakery's workshop, the training is funded by the income generated by Bach's Bakery – the project supports itself. German master baker and confectioner conducted the training at Bach's from 2011 to 2014. Since then, Mr. Brutzer has overseen the training program. Bach's Bakery only accepts deaf people as trainees, and about half of all staff members are deaf.

### VALUE ADDED

Over the last six years, numerous deaf people have learned baking at Bach's, 15 of whom still work in the bakery business. The project team expects they will thrive and gain additional skills as they continue working, making it possible for them to support themselves and families. By

using traditional and social media and by increasing awareness among customers and friends, the bakery has helped increase acceptance of people with special challenges in society.

### LESSONS LEARNED

Initially, the project was too large and could not support itself. Downsizing made it sustainable. In the bakery's early days, the staff also suffered from a lack of good communication skills in sign language, which made the bakery's initial attempt to carry out training largely ineffective. None of the first four trainees work as bakers now. This problem has been solved and most of the bakery's more recent trainees have stayed in this line of work. They also easily find jobs at other bakeries.



## KEY FIGURES

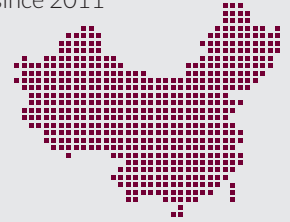


**Sector**  
Bakery

**Project start**  
2011

**Employees**  
in China  
9

**Active in China**  
since 2011



## IDEAS FOR THE FUTURE

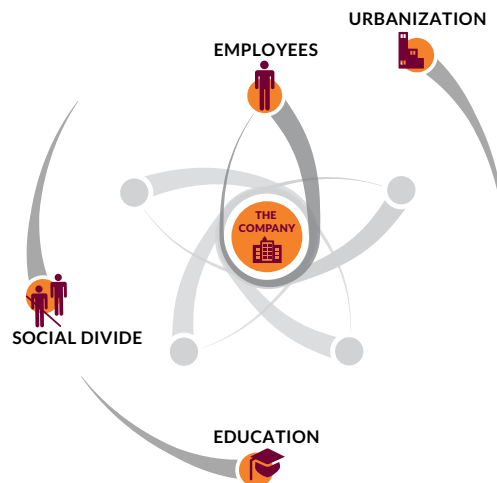
Bach's Bakery remains focused on keeping the project sustainable and self-supporting. Stability rather than expansion is the priority. Bach's will continue to focus on baking good bread and providing vocational training for people with hearing disabilities.



## CASE STORY

# DEUTSCHE BANK (CHINA)

## BORN TO BE – THE DEUTSCHE BANK YOUTH ENGAGEMENT PROGRAM



### SOCIAL CHALLENGES

In recent decades, China has made considerable progress in improving the standard of education provided to rural children. However, like most developing countries in economic transition, inequality in education between rural and urban areas continues to be an issue. This is a key factor contributing to rural poverty. Although China's GDP growth has enabled more than 800 million people to escape poverty, there are still over 70 million poor people living in rural areas. **Bridging the urban-rural education gap is crucial in order to break the vicious circle of poverty and inequality.**

### PROJECT APPROACH

As part of Born to Be, Deutsche Bank's global youth engagement program, the bank has worked closely with experienced

non-government organizations since 2008 to launch a series of initiatives in China. These are aimed at bridging the gap in education between the rural poor and their urban counterparts. Under the Born to Be program, Deutsche Bank has supported a wide range of projects over the years. These include sponsoring after-school centers offering tutoring classes in "migrant worker villages" in Beijing and Shanghai; as well as donating two multi-media classrooms and helping design a modern curriculum for two schools in suburban Beijing and Chongqing. The bank also made it possible for 32 students from top universities to serve as full-time teachers for over 2,000 children in rural village schools; and 360 college students to spend their vacation encouraging children from rural villages to read.

Furthermore, the company supported 32 students from top universities served as full-time teachers for over 2,000 rural children in village schools, and sent 360 college students promoted reading among rural children during summer vacations. Born to Be helps children and young people reach their full potential by funding projects that develop their skills and build their confidence. It aims to improve the lives of underprivileged children and create opportunities so they can make the most of their talents.

### VALUE ADDED

In the past eight years, the program has had a positive impact on the lives of more than 17,000 children from rural and migrant communities in China. The bank believes in encouraging the entire community to get involved,

making it possible for teachers and parents to contribute ideas to help tackle education inequality. Its employees lend their support by volunteering their time in various ways, contributing close to 1,000 hours per year. The Born to Be program thus makes a significant contribution to bridging the urban-rural education gap.

### LESSONS LEARNED

One of the most valuable lessons from the program is the important role employees play in a company's corporate social responsibility initiatives. Staff engagement significantly enriches the program and increases its impact.

### IDEAS FOR THE FUTURE

Deutsche Bank will continue to work with NGO partners to improve education standards for

## KEY FIGURES



**Sector**  
Financial Services

**Project start**  
2008

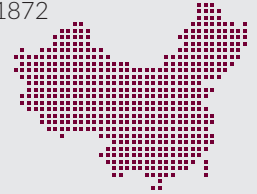
**Employees**

worldwide  
101,115

in China  
525

**Headquarters**  
in Germany  
Frankfurt am Main

**Active in China**  
since 1872



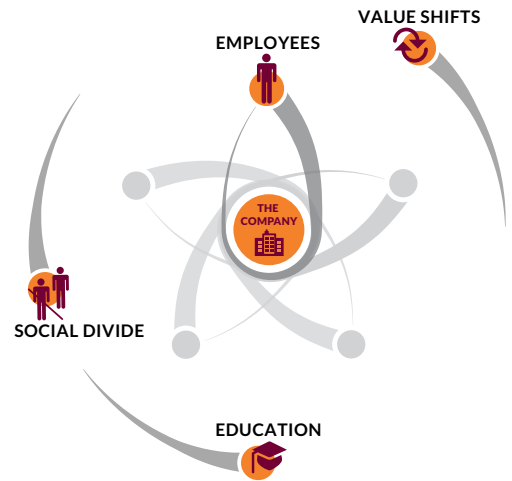
rural and migrant children. The next step will be to increase the impact of the program. This will be done by launching more multimedia classrooms at migrant children schools and designing new initiatives to nurture creative thinking among children.



## CASE STORY

# DEUTSCHE SCHULE SHANGHAI HONGQIAO

## AG SOZIALPROJEKT “SHINING STAR”



### SOCIAL CHALLENGES

In China, 98 percent of children living in orphanages have serious health problems or disabilities that require special attention. This is a new phenomenon. In the past, the majority of orphans were healthy girls whom their parents abandoned because of China's one-child policy and a cultural preference for boys. This situation has changed in that now most of the abandoned children are handicapped. Despite efforts by the government to tackle this challenge, **it remains necessary to provide adequate care and to improve the quality of life for disabled and abandoned children in China.**

### PROJECT APPROACH

The project began in 2012 as a cooperative partnership be-

tween Shining Star, a residential home for orphans who suffer from vision loss, and a group of educators and secondary students at the German School in Shanghai. Together with a teacher, the participating students visit the orphanage every Friday afternoon for 90 minutes to play games and chat with the children or to take them on small excursions. The volunteers are asked to participate for at least one term. Each student meets with the same orphan each time for the duration of his or her involvement in the project. This stability and personal contact are important, since the one-on-one meetings over extended periods of time create the conditions for the handicapped children to develop trust in "their" student. At the same time, the

students get to know "their" children well, understanding their individual situations and needs to an extent that would not otherwise be possible.

### VALUE ADDED

The Shining Star project creates a situation that is beneficial for all participants. The children benefit from the one-on-one care and support while enjoying their time with the students. The students, in turn, learn about commitment and become more aware of the needs of disadvantaged people. Moreover, the German School's efforts help reduce the workload of the orphanage staff. The program also raises awareness for the Shining Star orphanage in the local German community.

### LESSONS LEARNED

The students volunteer in their spare time. It is important that they are able to see how their work benefits the children in the orphanage. The volunteers are secondary school students, not professionals, so care must be taken that the tasks they face match their capabilities. This, in turn, benefits the orphanage, because it makes the students' work effective.

### IDEAS FOR THE FUTURE

The project will continue as part of the school's program of extra-curricular activities. At the same time, efforts will be made in the future to find more synergy effects with other departments in the school and to further integrate the project into the curriculum.

## KEY FIGURES



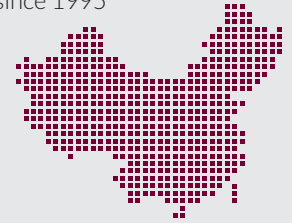
**Sector**  
Education

**Active in China**  
since 1995

**Project start**  
2012

**Employees**

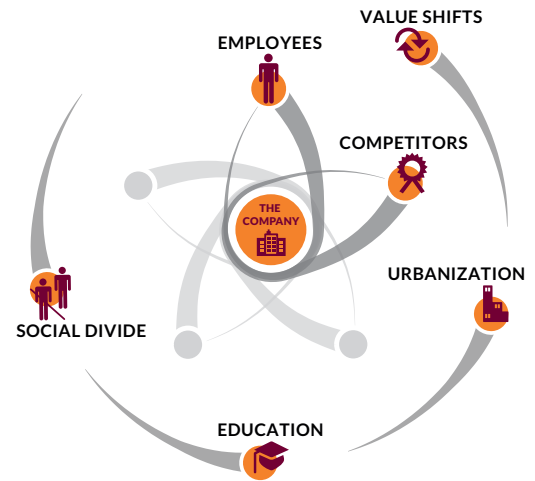
**in China**  
232



## CASE STORY

# E.G.O. COMPONENTS (CHINA)

## SUMMER CAMP FOR MIGRANT WORKERS' LEFT-BEHIND CHILDREN



### SOCIAL CHALLENGES

Migrant workers are a main force driving China's spectacular economic growth. There are approximately 277 million rural migrant workers – more than one-third of the entire working population. Even though these workers are making crucial contributions to China's success, the authorities often exclude them from social services at their workplaces, such as welfare and public child care. This is why many migrant workers leave their children behind to be cared for by extended family. Under these conditions, it is not possible to pursue a normal family life. **Thus, one of the biggest challenges in Chinese society is to make sure these children grow up with their parents in a caring and safe environment.**

### COMPANY APPROACH

At E.G.O. Components Taicang, about 450 out of 640 employees are migrant workers who are living without their families. The company therefore gave these employees the opportunity to bring their children to Taicang for a Summer Camp which ran for six weeks during the children's summer vacation. This allowed family members to spend precious time together and experience a normal family life. Initially, 80 children took part in the program.

During the Summer Camp, daily activities were organized for the children from 8 a.m. to 4:30 p.m. while their parents were at work. These included English lessons, dancing, painting, music, pottery, swimming, martial

arts, sports and team building. Excursions to Shanghai and Taicang were also part of the program, so that the children could learn more about their parents' work environment. After work, the parents were together with their children until the next morning.

The Summer Camp ended with a big Family Day celebration for all employees. One of the highlights was a large swimming pool which was installed in the factory yard.

### VALUE ADDED

The Summer Camp contributes to reintegrating families who are otherwise separated. In addition, the children take part in many fun and useful activities otherwise not accessible to them, and

they learn about a part of China previously unknown to them. The program also helps the company to reduce turnover among workers by addressing one of their most pressing concerns.

### LESSONS LEARNED

Many other companies and organizations in Taicang visited the Summer Camp, confirming our view that projects like this are necessary. The Camp's success was further confirmed when all participants made it clear that they would like it to be held again next summer. They also suggested that steps be taken to reunite families permanently in Taicang.

### IDEAS FOR THE FUTURE

E.G.O. Components will continue the Summer Camp and take

## KEY FIGURES



**Sector**  
Manufacturing

**Project start**  
2016

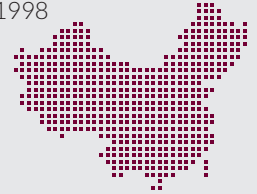
**Employees**

worldwide  
6,000

in China  
640

**Headquarters**  
in Germany  
Oberderdingen

**Active in China**  
since 1998



into account the proposals of all employees to improve the program. We have already started to prepare for the next camp in 2017. So far, the program has been designed for children between 6 and 12. We intend to integrate younger and older children as well.



## CASE STORY

# FOOTBALL PROJECT TEAM

## KIDS FOOTBALL PROJECT



### SOCIAL CHALLENGES

Many of the migrant children in China have very limited access to education. Despite the government's efforts to promote physical education in schools, under-resourced educational institutions for migrant children often still do not offer adequate PE lessons. Physical activity, however, is important: It is fun, healthy and relieves academic pressure. The children need to learn that physical exercise is part of a wholesome lifestyle; for some, sports might even turn into a serious hobby or more. **Levelling the playing field in education for poor children is an important challenge in China, and part of that challenge is providing suitable PE classes.**

### COLLABORATIVE APPROACH

The initial objective of the Kids Football Project is to give migrant children the opportunity to enjoy modern PE lessons. Under-resourced schools for migrant children usually do not offer physical education beyond standardized activities. In many cases, there are not enough trained teachers dedicated to teaching sports. In addition, teacher-to-student ratios are often such that they render effective lessons impossible. The Kids Football Project addresses this problem. A kickoff event with the German football club Borussia Dortmund, arranged by Evonik, created awareness among schools and parents that age-appropriate PE such as football is important for students. Subsequently, a German coach and assistant now spend

one full day per week in various schools in Pudong offering modern PE classes together with the schools' teachers. In the trainer model 15 university students were trained in basic movement with focus football for children. They have, in pairs of 2 started up the afternoon football teams at each school. The German trainer team is rotating to oversee the quality of the sessions. As a highlight competitive games between the schools are now being organized.

### VALUE ADDED

Through the Kids Football Project, the children learn values such as respect, tolerance and teamwork. So far, about 2,000 children have experienced high-quality PE classes because of the project. Moreover, the participating PE teachers learn new training methods, making it

possible for them to create more suitable PE classes for migrant children.

### LESSONS LEARNED

The project team quickly realized that working with volunteers requires an enormous amount of flexibility. It also realized that it is important to take the lead in all aspects of the project if misunderstandings are to be avoided and the project is to be properly implemented and its aims achieved.

### IDEAS FOR THE FUTURE

The project team is planning to cooperate with more local companies in order to enlarge the program and include more schools. Organizing an intra-school league is also in the pipeline. Moreover, the Kids Football Project will be presented to communities outside



## KEY FIGURES

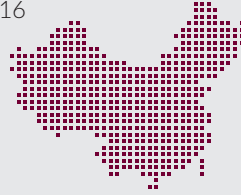
### Headquarters in Germany

Many



### Project start

2016



### Project team:

Stefan Ahrens – Vegasports Ltd.

TJ Lai – Vegasports Ltd.

Axel Kuhlmann – akcc Ltd.

He Qi - Allianz

Wang Jiang Bing – Kuka

Philipp Salveter – Kaercher

Stefan Justl – Storymaker

Michael Maeder – Ward Howell

Ruediger Hollweg – Kempinski

Joerg Schmidt – GK Shanghai

Michael Baum

Shanghai. More coaches will be hired in order to ensure reliable access to the project. The project could also include secondary students from the two German schools as assistant coaches for the afternoon school teams. Joint training sessions and tournaments with German and Chinese schools will further enlarge the project's scope and enable children from different backgrounds to get to know each other. The project will be expanded to 50 schools in 2017 by involving Chinese organizations into the project.



## CASE STORY

# FREUDENBERG

## EARTHQUAKE AID PROJECT – LOVE BEYOND DONATION



### SOCIAL CHALLENGES

Activities in the area of social responsibility are most effective when they not only provide first aid, but address long-term issues as well. The aftermath of the Sichuan earthquake in 2008 is a case in point. When the tremor struck in Sichuan, it was one of the most devastating earthquakes in history. Many schools collapsed, unable to withstand the shock. This resulted in the death of thousands of children. It also meant that resources to rebuild schools were needed after the earthquake; this was the immediate task at hand. Yet there is also a bigger issue: **providing continuous help to children and their families as a lasting commitment that goes beyond the building of physical infrastructure.**

### PROJECT APPROACH

Shortly after the Sichuan earthquake in 2008, Freudenberg organized and funded the complete rebuilding of the primary school in Haijin Village – to earthquake-proof specifications. When the school reopened, the company committed itself to providing long-term assistance through its program Love Beyond Donation. The program's aim is to ensure the school can give students a good education and to assist children in need. This includes providing free school meals; clothes and shoes to children from poor families; and medical support and continuous, personal attention to children from troubled homes. Moreover, the program offers additional training to teachers, along with regular financial

support for equipment (such as drinking-water facilities), maintenance and repairs. Going beyond donations also means that each year 60 Freudenberg employees take part as teachers in the program's annual summer camp. To date, more than 600 Freudenberg associates, suppliers, customers and partners have participated in the project, which is now in its eighth year. Freudenberg's strong partnerships with the local education bureau, town officials and teachers are equally indispensable to the program's success.

### VALUE ADDED

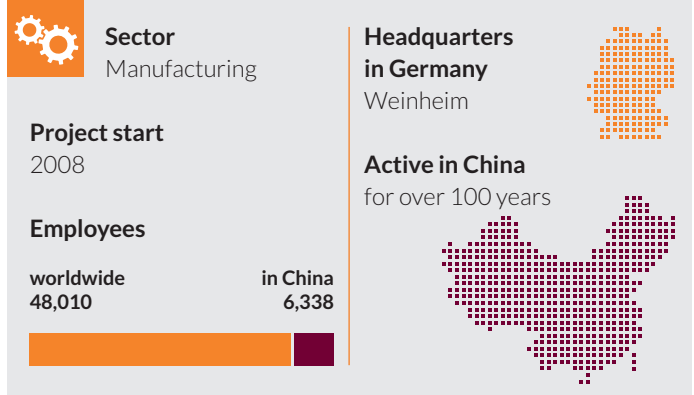
The program helps ensure that young children in Haijin Village receive a good education. Upon graduation, children can receive further support as they continue

on at middle, high or vocational schools. The project also gives ongoing emotional and material support to children in need. The school enjoys an excellent reputation, not only in Haijin Village, but also in the surrounding area.

### LESSONS LEARNED

When Freudenberg started the program, it soon became clear that ongoing assistance beyond physically rebuilding the village school would be useful for the school, its students and their families. This long-term commitment also enabled the project to form productive relationships with other local players. For example, the program developed a close partnership with a local vocational school. As a result, its students can now gain practical experience at Freudenberg's

## KEY FIGURES



factories in China. More than 100 students have benefitted from this opportunity to date.

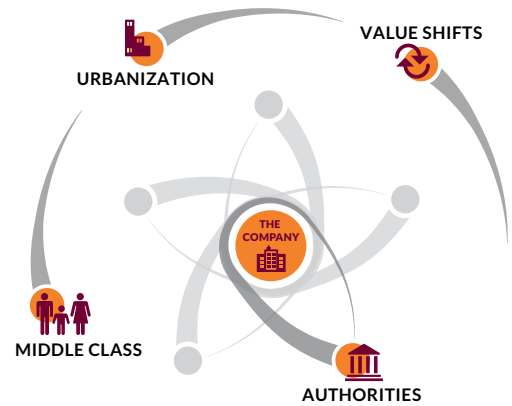
### IDEAS FOR THE FUTURE

Freudenberg will continue to support the project through funding and through the time and expertise contributed by its volunteers. In addition, it is looking forward to welcoming students interested in applying to the company when they are older.



# HARMONY SHANGHAI CULTURE & ART COMMUNICATION

## INTERNATIONAL COMMUNITY DANCE PROJECT “CARMINA BURANA” WITH THE CHOREOGRAPHY OF ROYSTON MALDOOM



### SOCIAL CHALLENGES

In today's globalized world, it is important to foster dialogue between people from different cultures. Yet this is not always easy. In China, it can be difficult for international students to become acquainted with Chinese families or students, since foreign children usually attend international schools. Contact outside of school is also rare, since foreign and Chinese students often live in parallel worlds. **It is therefore important to give students from different cultures the chance to interact and to benefit from each other's cultural backgrounds.**

### COLLABORATIVE APPROACH

Harmony Shanghai established the Community Dance Project to foster cooperation between Chinese and international students.

Community Dance is accessible to everyone; no previous dance experience is required. It is as much about art and creativity as it is about social benefits, such as gaining self-confidence, losing excessive fear of risk and reaffirming communality. At the same time, rehearsing for a professional dance performance requires discipline, concentration and physical perseverance. Sometimes the dancers have to exceed their limits to achieve their full potential. Royston Maldoom's Community Dance performances offer a platform to bring together Chinese and non-Chinese teenagers by having them jointly create a challenging choreographic work set to classical music and then stage a performance of that work. In 2016, Harmony Shanghai organized the 3rd Community Dance Project to rehearse and perform

the piece *Carmina Burana*. Over six weekends, 140 Chinese and international students and several adults spent 120 hours practicing with professional tutors Volker Eisenach and Mia Bilitza at the German School Shanghai/Lycée Française de Shanghai. During the “Golden Week” holidays, they lived and trained on the campus of the Jiangsu Taicang Secondary Vocational School. At the end of October, they performed *Carmina Burana* at the Shanghai Poly Grand Theatre, accompanied by three Solo singer, a choir of 80 singers from different schools, the SICL and the Shanghai Conservatory of Music and the Anhui Symphony Orchestra under direction of conductor Christian von Gehren.

### VALUE ADDED

The Community Dance Project has taken place three times since

2012. Each time the dance classes consisted of more than 100 students from different countries and with very different backgrounds. People with disabilities as well as the children of migrant workers performed together with students from Chinese and international schools. During their time together, the dancers acted as a team, helping each other, laughing with each other, becoming friends – unimpeded by differences of nationality, class or health.

### LESSONS LEARNED

The 3rd Community Dance Project was more widely accepted by Chinese schools, although finding common ground with educational authorities was still difficult. Working together with partners from the previous projects made the process much easier.

## KEY FIGURES



### Sector

Intercultural  
Exchange Program  
and Art Performance

### Project start

2012

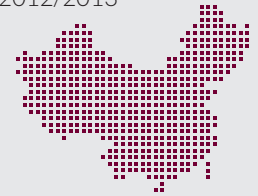
### Active in China

since 2012/2013

### Employees

worldwide  
5

in China  
14



## IDEAS FOR THE FUTURE

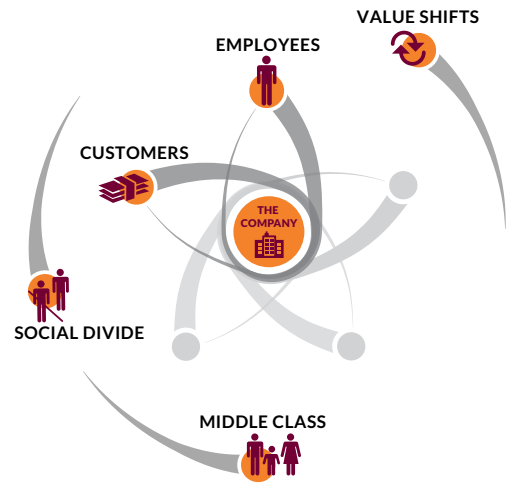
In 2016, Chinese employees and their children from the German company Marquardt Switches and employees from Taicang Sino-German Handicapped Technology participated in the Community Dance Project. In 2018, the plan is to invite the team of Royston Maldoom to create a piece in Shanghai set to Vivaldi's Four Seasons. In the future, Harmony Shanghai will also develop smaller projects and will work more closely with companies as project participants. In addition, the Community Dance Project could be replicated in other Chinese cities. Projects of this size, however, require substantial funding. The aim is to enable all students to have this unique experience free of charge. For the 3rd time SAIC Volkswagen was the main sponsor.



## CASE STORY

# HENKEL

## MIT – MAKE AN IMPACT ON TOMORROW



### SOCIAL CHALLENGES

As in every society, social challenges in China are particularly serious for vulnerable groups such as underprivileged children, poor families from remote areas and elderly people. Helping them not to fall behind is the task not only of the government, but of society at large. This includes stakeholders, such as companies and corporations, and ordinary citizens. Civil society has an important role to play in aiding those in need and helping everyone to be part of society. Since China is the most populous country in the world and is undergoing a wide-reaching transformation process, it faces particularly severe challenges in several areas, such as education, the environment and social inclusion. **It is therefore important to raise public awareness and encourage or-**

**dinary citizens to participate in building an inclusive society that benefits everyone.**

### PROJECT APPROACH

Henkel established the corporate volunteering program Make an Impact on Tomorrow (MIT) in 1998. Through the program, the company is making the social volunteering of its employees and retirees an integral part of its CSR strategy. MIT supports the involvement of Henkel employees and retirees in volunteer projects that address various social needs, including education and science, fitness and health, arts and culture, and environmental protection. Employees and retirees can join MIT projects either by participating in ongoing projects or by proposing and leading new ones. Upon approval, the projects are reviewed quarterly by Henkel's

MIT committee. In addition, volunteering projects are eligible for product support from Henkel. To carry out the projects, the volunteers are required to cooperate with recognized NGOs and submit a report after completion of the relevant activities.

### VALUE ADDED

MIT has implemented 28 projects in the last three years. The projects received €280,000 in financial support, along with the provision of Henkel products and use of facilities throughout Greater China. Nearly half of the employees at Henkel Shanghai participated in MIT projects, thereby assisting approximately 83,000 people.

### LESSONS LEARNED

To keep a volunteering platform alive, it is crucial to communicate the success and the

variety of projects internally. This is why Henkel devotes considerable time and effort to promoting MIT projects within the company. As a result, every approved project is profiled on the Henkel intranet and in magazines, reaching all employees in China. One area that needs to be continuously developed and enhanced is the sharing of best practices among projects. While each project addresses its own specific situation, every success story entails experiences that can be valuable for future projects. Another important reason, why MIT projects thrive at Henkel is that they encompass the entire organization with senior leaders always keen to play their part and thus setting good role models.

### IDEAS FOR THE FUTURE

The next step for Henkel is to

## KEY FIGURES



**Sector**  
Chemistry

**Project start**  
1998

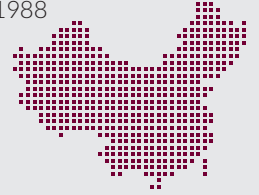
**Employees**

worldwide  
51,350

in China  
5,000 +

**Headquarters**  
in Germany  
Düsseldorf

**Active in China**  
since 1988



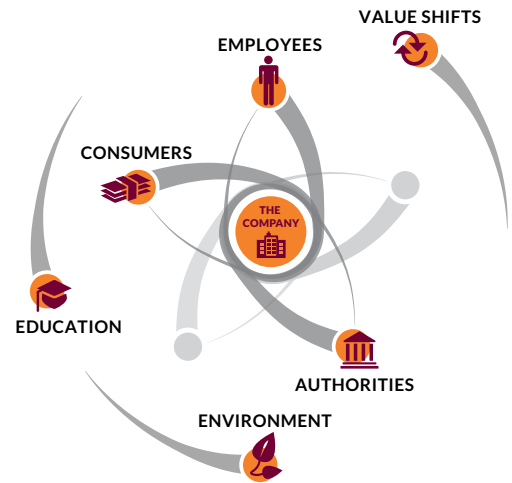
establish an NGO database that draws on lessons learned during previous and existing project partnerships. Such a database could encourage even more employee engagement and involvement in the MIT program. Henkel defines its company purpose as Creating Sustainable Value, and that naturally extends to MIT activities. The company strives to support and encourage projects that have a positive social impact and a lasting legacy for the communities they seek to transform.



## CASE STORY

# LANXESS

## CLEAN WATER FOR BETTER LIFE



### SOCIAL CHALLENGES

Even though China is home to nearly 20 percent of the world's population, it has only 7 percent of the world's fresh water – far less water per capita than most other countries. Pollution further limits the amount of potable water, so much so that, in China, the contamination and overexploitation of water constitutes an environmental hazard on par with air pollution. The shortage of water is related to complex questions of energy use, urbanization and modernization. **The challenge is therefore to mobilize additional ingenuity to address these questions.**

### PROJECT APPROACH

In 2015, Lanxess launched its first University Students Research Competition. The theme was “Clean Water for Better Life.” Since then, the compe-

tion has provided funds for university students to conduct research on water resources. The aim is to foster the participants' competency and innovative thinking, and to help tackle water challenges. In the first round, Lanxess funded 10 teams consisting of 49 students from 5 universities so they could carry out research projects. After the success of the first competition, the company organized a second round, providing funds for 15 teams consisting of 67 students from 9 universities in 2016. Lanxess experts from the company's own Liquid Purification Technologies (LPT) business unit evaluated all applications. At the research stage, specialists from LPT provided guidance to the students. In order to evaluate the finished research, senior experts from outside the company reviewed the projects

together with academic specialists. Finally, to better leverage the program and raise public awareness, the company invited high-level leaders from authorities and associations to present awards to the teams.

### VALUE ADDED

The competition brings together enterprises, universities and public partners. It helps students to develop and exchange ideas while providing them with guidance and feedback from senior experts. This increases their competency for protecting water resources in the future. At the same time, the project serves to gather information and design solutions that can tackle water-related challenges.

### LESSONS LEARNED

The program represents a new approach to multi-party collabo-

ration for water protection, one that has now proven productive. The research competition generated a number of unique solutions with implications for technology, policy and social awareness.

### IDEAS FOR THE FUTURE

Since water shortages will remain a challenge in China, Lanxess will continue to support and expand the University Students Research Competition. In 2017, the company will also organize a team of students to issue a white paper that will include specific proposals for water protection. In addition, Lanxess will extend its network of partners which will continue to tackle water challenges in coming years.



## KEY FIGURES



**Sector**  
Chemicals

**Headquarters**  
in Germany  
Cologne

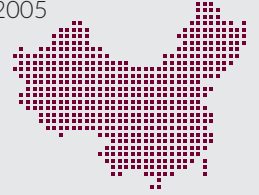
**Project start**  
2015

**Active in China**  
since 2005

**Employees**

worldwide  
19,200

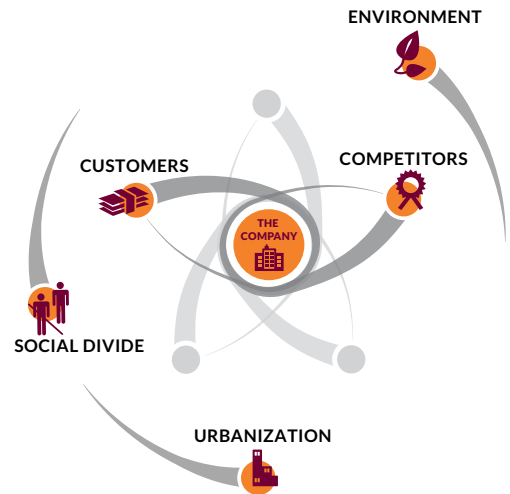
in China  
1,900



## CASE STORY

# METRO

## METRO CHINA FOOD BANK



### SOCIAL CHALLENGES

As a side effect of China's economic prosperity, between 40 and 50 billion kilograms of food are believed to be wasted in the country every year, an amount that continues to rise. This is a problem that China shares with many affluent societies. In addition to being regrettable, the waste is inefficient and expensive, and it has negative implications for the environment. At the same time, in China, as in every country, there are poor people who do not have access to good or even adequate food. **Food waste is a costly problem in many respects. The challenge is to find the right approach so it can be harnessed to good effect.**

### PROJECT APPROACH

In 2013, Metro initiated the Metro China Food Bank, China's very first food bank, an approach that is well established in other countries. The company tailored its project to China's specific situation, and the food bank thus focuses on the residents of retirement homes. In China, the proportion of old people who live in retirement homes is very small compared to other countries, because the concept does not reflect traditional family values. Many people opt for retirement homes because they are forced to do so, for example because they are estranged from their children or for economic reasons. In these cases, the individual's social and economic situation is often not easy. The Metro China Food Bank donates to retirement homes close to Metro stores to keep deliver-

ies fresh. This also reduces carbon emissions during transport. The project therefore helps one of the most neglected groups in society while reducing the problems associated with food waste.

### VALUE ADDED

So far, more than 10 Metro stores in Shanghai, Beijing, Guangzhou, Shenyang and Dalian have participated in the project, with total donations equaling RMB 2 million. The project is designed so it can be easily duplicated by other stores. The food bank has been very well received in the retirement homes that it is servicing. Beyond meeting basic needs, it even brings a welcome variety to the lives of its beneficiaries. For example, the project has made it possible for many old people to try imported and, for them, exotic foods they have

never eaten before. As the food bank is the very first initiative of its kind in China, media in Shanghai, Guangzhou and Beijing have reported positively on it – a further step towards introducing the concept in China.

### LESSONS LEARNED

In the course of the project, Metro realized how important it is to find the right person to take on the job. It requires dedication to collect and carefully examine the products every week. Moreover, it is crucial to understand the actual needs and preferences of the recipients. In order to facilitate this, Metro's China president and all members of the board make it a point to visit the retirement homes. This is also a way for them to show that they care.

## KEY FIGURES



**Sector**  
Retail

**Headquarters**  
in Germany  
Düsseldorf

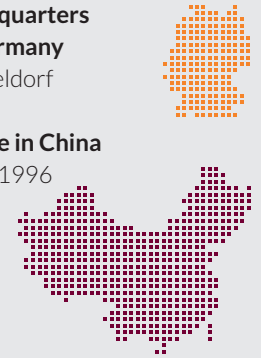
**Project start**  
2013

**Active in China**  
since 1996

**Employees**

worldwide  
100,000+

in China  
10,000+



## IDEAS FOR THE FUTURE

Metro will extend the project to more stores in coming years. This will benefit more old people living in retirement homes and address the challenge of food waste in China.



## CASE STORY

# PETER/LACKE (SHANGHAI)

## GROW YOUR OWN FOOD

### SOCIAL CHALLENGES

Food safety is a hot topic in China. In 2015, 71 percent of the country's citizens said it was a serious problem. A series of recent food scandals such as rice contaminated with heavy metals and the use of recycled "gutter oil" in restaurants have increased consumers' distrust of producers and regulators. Foodborne illnesses are a burden to public health and contribute significantly to the cost of health care. **As access to safe and nutritious food is an essential requirement for maintaining health and well-being, one major challenge for China is to improve food safety.**

### PROJECT APPROACH

The Grow Your Own Food program is carried out by Pei Yue Organic Farm, a green business jointly founded by Peter/Lacke and a Chinese entrepreneur. The farm was established in 2013. It is located in Fengxian District, a suburb of Shanghai, and has a total area of 10 hectares. It grows ecologically produced food for the company's staff and customers, and is developing the farming area into an eco-friendly landscape for weekend recreation. It is certified as an organic farm. Around 200 local families are directly benefitting from this project. So far, RMB 3.2 million have been invested. In the first

three years, the soil has been rehabilitated, and the farming facilities have been gradually built by installing irrigation, drainage, greenhouses, roads, etc.

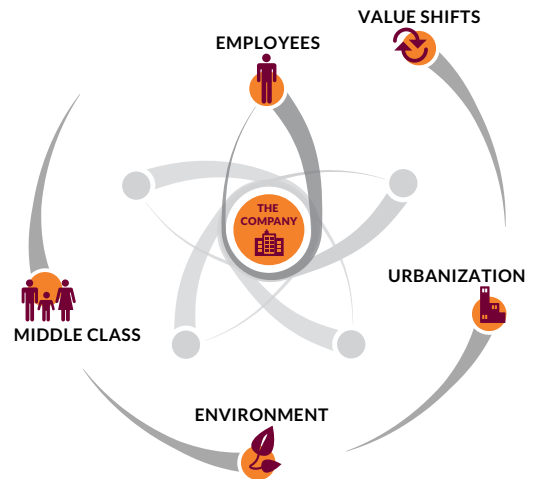
### VALUE ADDED

Currently the farm is able to deliver fresh vegetables to around 200 families. In the near future, its capacity is expected to increase to 500 families by offering memberships to employees from various companies. In addition, Pei Yue Organic Farm is expected to generate a financial profit within 10 years. By growing organic food for its staff, Peter/Lacke contributes to their overall health and well-being. In

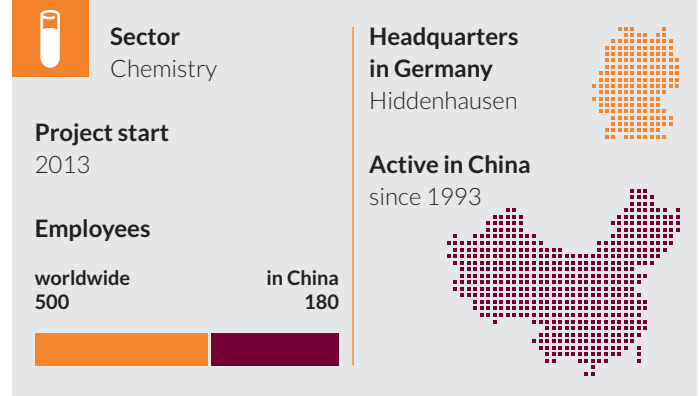
the future, the company will continue to develop its food-safety efforts in this area and to improve the health and quality of life of those benefitting from the farm's products and services.

### LESSONS LEARNED

The original idea behind Pei Yue Organic Farm was to serve Peter/Lacke employees and their families, and the company's customers. However, over the course of the project, it became clear that the farm should offer ecological food products to other companies as well and to create a sustainable business model capable of producing both social and economic value.



## KEY FIGURES



## IDEAS FOR THE FUTURE

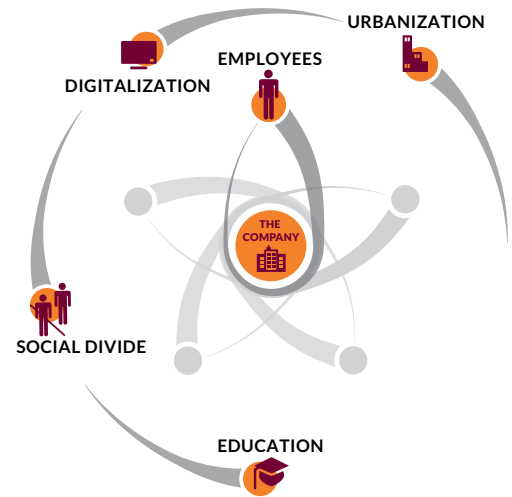
The next step will be to supply more company kitchens in the surrounding area with the farm's organic food. In addition, more company family days will be organized for Grow Your Own Food activities and educational programs in cooperation with local green NGOs. In the long run, Peter/Lacke intends to expand the project's social impact by training local farmers in organic farming practices, and by inviting more companies to join the Grow Your Own Food program.



## CASE STORY

# ROSE PLASTIC (KUNSHAN)

## SPARK THE FUTURE



### SOCIAL CHALLENGES

China's urban schools are often well equipped with state-of the art facilities and well-trained teachers, whereas rural children often learn in decrepit school buildings and struggle to grasp advanced subjects such as English and chemistry amid a dearth of qualified instructors. **The challenge is to give children in underprivileged areas the same access to educational resources as their urban counterparts and to improve their chance to receive a decent education.**

### PROJECT APPROACH

English is a crucial communication tool to connect children with the world outside China. In addition, good English skills can be a major advantage on the Chinese job market. The aim of Spark the future is to provide

children in underprivileged areas with international standards of English education and enable them to better compete on the ever-growing international job market. Global education resources from different types of organizations as well as Internet and online-to-offline (O2O) approaches serve as the project's main technological tools.

Spark is a global online volunteering and English-teaching program. It was initiated and launched in 2014 by the company Boston Education International (BEI). In cooperation with the China Social Assistance Foundation, which is managed by the Ministry of Civil Affairs, Rose Plastic became actively involved as a sponsor in September 2014 by donating Internet equipment and books to primary schools in Guizhou and

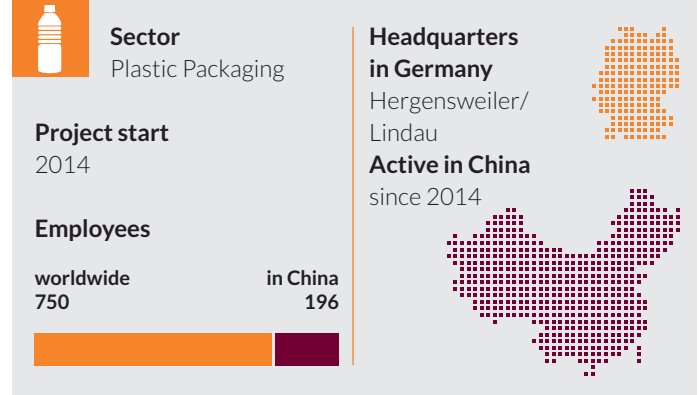
Shanxi Province. In 2015, Rose Plastic also began managing organizational tasks and became directly engaged in the project by providing face-to-face interactive courses and online activities for students. Since the beginning of 2015, Rose Plastic's employees have been regularly volunteering to conduct online English courses for primary schools in Shanxi and Guizhou Province. The program is now running in its third year and has supported over 4,000 children at 50 schools, including some 900 children who participated in the online courses offered by management trainees and international interns. By being part of the project, the Chinese management trainees and the international interns develop a hands on attitude and gain practical experiences in the field of social engagement and CSR. Besides

supporting primary school children efforts have been made to benefit the families of the company's employees. Thus, the program provides opportunities for employees' children to practice their spoken English by participating in one-on-one online English courses; eight children of employees have benefitted from the courses so far.

### VALUE ADDED

The project generates a win-win situation for different stakeholders inside and outside the company. By tapping into the company's international talent pool, the program allows both children in remote underprivileged areas and the children of Rose Plastic employees to benefit. Further, it has succeeded in utilizing educational resources across different global organizations via O2O.

## KEY FIGURES



### LESSONS LEARNED

The project team approached some schools for migrant children, but found it difficult to convince administrators there to participate in the online English-teaching project. The focus of these schools is on improving English scores, which is not the main project goal.

### IDEAS FOR THE FUTURE

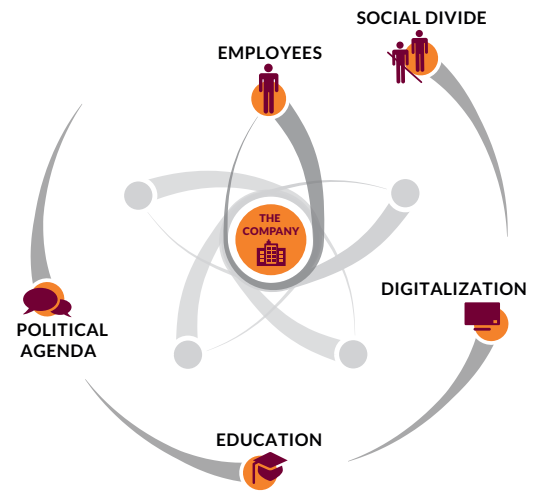
In addition to the online courses, Rose Plastic would like to provide more offline activities. As a next step, there will be an English summer camp for employees' children. The program also intends to foster more personal interaction between the children and the volunteers. Finally, Rose Plastic intends to share Spark with more peers and neighbors in the local community and on the company's social networking sites.



## CASE STORY

# SAP LABS CHINA

## SAP LABS CHINA TREES PROGRAM



### SOCIAL CHALLENGES

Innovation drives economic growth. This means that the future of China is subject to the innovation capability from technology innovation to business innovation. The gradual transformation of China's economy from a labor-intensive to a more knowledge-intensive one is a case in point. To empower the youth with the right knowledge and skills became one of the significant tasks for the society. Meanwhile, people receiving less education and trainings find themselves difficult for employment. **The challenge is to prepare young people for an innovation-driven economy and support those who are experiencing difficulties making this adjustment.**

### PROJECT APPROACH

The program consists of several sets of projects, named Thought Leadership, Run for Love, Empower Social Enterprises, Enable Differently-abled People and Skill the Youth – in short, TREES. As part of its Thought Leadership programs, TREES and its partners from the Chinese Academy of Science have installed the first Industry 4.0 intelligent manufacturing demonstration line in China. The aim is to show what the Internet of things can do for manufacturing and public services, while also cultivating talent for the digital economy. Another aspect of TREES is supporting social enterprises, for example through the SAP Design Thinking Volunteer project. SAP employee volunteers assist social enterprises, NGOs and similar organizations via workshops that help them to learn how to solve prob-

lems with SAP Design Thinking methodology, a world class methodology to design and solve problems in a more creative and feasible way. In 2016, SAP employees contributed more than 1,300 volunteer hours to over 30 workshops that reached more than 1,000 participants in China. A further is to equip the world's youth with skills they need to tackle society's problems and thrive in the 21st century workforce. For example, SAP teamed up with the German Academic Exchange Service and Shanghai Jiao Tong University for the program of Innovation Lab Shanghai, the satellite station for the global Falling Walls Lab in Germany, to enhance the innovation capability of university students and young professionals in China, and build the innovation bridge between China and Germany.

### VALUE ADDED

SAP Labs China employees contributed 5,700 volunteer hours to a number of projects which reached a total of 247,000 people. This is achieved by promoting SAP's vision - help the world run better and improve people's lives, and encouraging its employees to help society with their expertise, techniques and skills.

### LESSONS LEARNED

The program has been effective. Some of the TREES activities have been running for several years, while others are quite new. The tendency has been to move from classical philanthropy to leveraging the company's unique capabilities for CSR and, from there, widening the perspective at SAP to aim at larger, systemic solutions for social problems developed together with partners.



## KEY FIGURES



**Sector**  
IT – Software

**Project start**  
2011

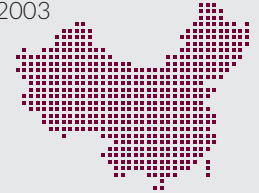
**Employees**

worldwide  
78,230

in China  
5,700

**Headquarters**  
in Germany  
Walldorf

**Active in China**  
since 2003



## IDEAS FOR THE FUTURE

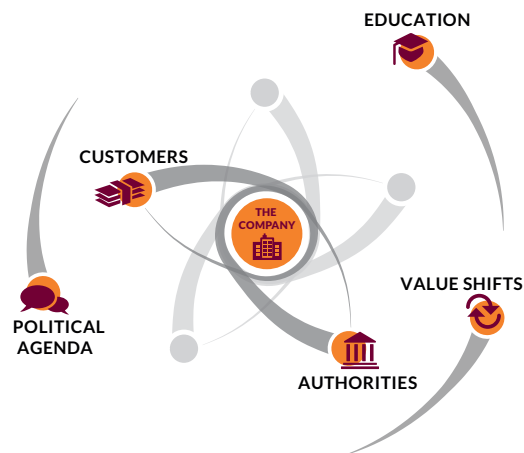
SAP Labs China has established a virtual CSR volunteer organization – the Volunteer Hub – that includes the company’s senior management. Additionally, SAP will extend its volunteer management system. Finally, the company would like to increasingly align its CSR approach with the Chinese government’s strategy in order to maximize impact.



## CASE STORY

# TAICANG SINO-GERMAN HANDICAPPED WORKSHOP

## SOCIAL INCLUSION ACADEMY



### SOCIAL CHALLENGES

Over the past two decades, legislative and administrative action has improved the social status and living conditions of people with disabilities in China. Yet the majority of intellectually and physically challenged individuals in China still live in poverty. Although there are more than 3,000 employment service centers for people with disabilities, the unemployment rate remains daunting. **The challenge is to provide people with disabilities the opportunity to participate in the working force; this will enable them to earn a living while engaging actively in the society, developing their professional and social skills and increasing their self-esteem.**

### COLLABORATIVE APPROACH

The Social Inclusion Academy is built on the experience gained at the Inclusion Factory – the first institution in China to give meaningful employment to mentally handicapped people under real market conditions. The Taicang Sino-German Handicapped Workshop is now taking the next step by creating the first vocational training program to qualify job coaches to work with challenged individuals in specially designed workshops or in regular companies in China. The Academy training program is cooperation between the Inclusion Factory and the German Chamber of Commerce – Vocational training department, and is

based on the German Lebenshilfe training program. The Social Inclusion Academy addresses the need for qualified personnel who can work with people with disabilities. The aim is to facilitate integration of people with disabilities into society as equal members.

### VALUE ADDED

Although the Academy was launched only recently, it has already achieved major successes by partnering with important stakeholders such as the Nanjing Special Education University and the international MBA program at Tongji University in Shanghai. The Social Inclusion Academy is expected to become as beneficial as the Inclusion

Factory, the Taicang Workshop's previous project, which is still a trailblazer in the area of social inclusion in China. SIA Graduates will help lead social and organizational change, thereby increasing inclusion in business and society in China.

### LESSONS LEARNED

So far, efforts have largely focused on designing the curriculum and facilitating cooperation with various stakeholders. The most important lesson learned is the importance of identifying stakeholders and bringing them onboard. Furthermore, getting to know potential partners has been an important experience for the Academy and will contribute to future cooperative projects.

## KEY FIGURES



**Sector**  
Production and  
Training

**Project start**  
2016

**Active in China**  
since 2014



**Partner**  
KFW DEG  
Taicang Round Table  
Lebenshilfe e.V (Offenburg)  
German Chamber of  
Commerce  
Tongji University  
Nanjing Special Education  
University

## IDEAS FOR THE FUTURE

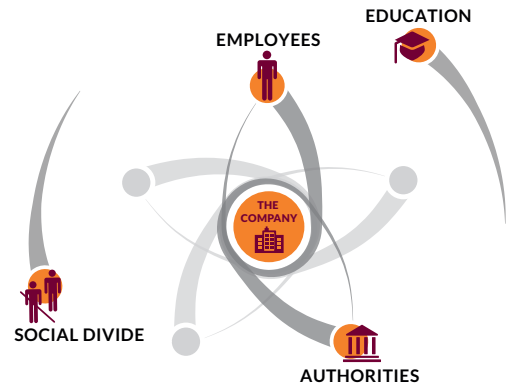
The aim is to create the conditions that will allow the workshop to be replicated across China. To that end, the Social Inclusion Academy is in regular contact with government officials in various Chinese cities. It is also closely cooperating with the European Chamber and the Amity Foundation in Nanjing. A second step will be to provide employment for the Academy's graduates at the Taicang Round Table member companies. In the long run, the Taicang Workshop aims to facilitate the creation of jobs specially designed for handicapped employees at conventional manufacturing companies.



## CASE STORY

# WACKER CHEMICALS (CHINA)

## WACKER HELP



### SOCIAL CHALLENGES

Despite China's efforts to create a level playing field in the area of education, the urban-rural gap remains. Rural children frequently struggle with advanced subjects such as English and chemistry due to a lack of qualified instructors. Often they decide to head to factories directly after middle school – as their parents did before them – knowing that they cannot compete with students from well-equipped urban schools. **The challenge is to narrow the education gap, thereby ensuring equal educational resources for all students.**

### PROJECT APPROACH

The main objective of Wacker Help is to promote education in underprivileged regions

and for children in need. Since 2005, Wacker Help has donated 17 school libraries and a music classroom to institutions throughout China. A good example of the company's commitment to improving early childhood education: the Fujia Village Wacker Primary School. Wacker helped to restore the school after the Sichuan earthquake in 2008. To generate more impact, the company subsequently supported the school by establishing a library there. It also helped students needing financial support and sponsored a school kitchen, a hot lunch program and teacher assistance programs. Around 25 students are receiving sponsorship each year. In 2016, Wacker started the repainting project of the school building. The compa-

ny's partner for this project is the Red Cross of Zhongjiang County of Deyang City, Sichuan Province. Jointly with Wacker, the Red Cross supervises implementation of the different project activities. Wacker Help is organized and managed entirely by employee volunteers, with the company providing support and matching all employee donations. Every year, Wacker Help committee members and other employee volunteers visit the Fujia Village Wacker Primary School to evaluate the project with the school management and the local Red Cross.

### VALUE ADDED

The Fujia Village Wacker Primary School officially opened in December 2009. It represents the beginning of Wacker Help's

long-term aid project. So far, 138 pupils have been granted a financial support in the amount of RMB 1,200 per year. Wacker Help provides the children with a safe environment to study. It also provides assistance to teachers, for example in the form of the annual Best Teacher Awards.

### LESSONS LEARNED

Transparency is crucial for the success of a project like this, as is making sure that it remains an integral part of the company's agenda. For example, this is done at Wacker Help through dedicated quarterly staff meetings. It is also important that senior staff lead by example, for instance by contributing their own time and money.

## KEY FIGURES



**Sector**  
Chemicals

**Project start**  
2005

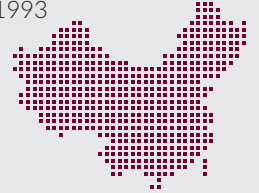
**Employees**

worldwide  
17,000

in China  
900

**Headquarters**  
in Germany  
Munich

**Active in China**  
since 1993



## IDEAS FOR THE FUTURE

Wacker Help will continue its ongoing projects, since they are long-term commitments. At the same time, the company is open to new projects related to children's education. In addition, Wacker will further increase its support for communities near its facilities in China.



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# CASE ABSTRACTS

ADIDAS

B. BRAUN MEDICAL

BAYER

BEIERSDORF

BOEHRINGER INGELHEIM

BOSCH INVESTMENT

BROSE

CARL ZEISS

CENTURY 3

CHANGCHUN NOK-FREUDENBERG  
OILSEAL

CONTINENTAL AUTOMOTIVE

COVESTRO

DEUTSCHE TELEKOM

DURAVIT SANITARYWARE

EVONIK INDUSTRIES

FAW-VOLKSWAGEN AUTOMOTIVE

FESTO CHINA

FIDUCIA MANAGEMENT  
CONSULTANTS

FREUDENBERG CHEMICAL  
SPECIALITIES

HAPE INTERNATIONAL

HARTING

HELLA ELECTRONICS

INFINEON TECHNOLOGIES

KAERCHER

KEMPINSKI HOTEL WUXI

KERN-LIEBERS

KNAUF

LIUZHOU ZF MACHINERY

M&M SOFTWARE

MAHLE TECHNOLOGIES HOLDING

MANN+HUMMEL

MELCHERS

MUBEA AUTOMOTIVE  
COMPONENTS

POLYMAX GROUP

PORSCHE

SAIC VOLKSWAGEN AUTOMOTIVE

SGL GROUP

SHANGHAI UNITED FAMILY  
HOSPITAL AND CLINICS

SIEMENS

SHUNDE KAUTEX PLASTICS  
TECHNOLOGY

THYSSENKRUPP

TURCK CHINA COMPANIES

VAILLANT GROUP

VOITH PAPER

VOLKSWAGEN INVESTMENT

WENZEL MEASURING MACHINES

ZF INVESTMENT





## ADIDAS CHINA

### ADIDAS – MOE SCHOOL FOOTBALL PROGRAM

In 2015, adidas established a landmark three-year partnership with China's Ministry of Education to accelerate the development of school football programs nationwide and inspire life-long physical activity. The partnership is also meant to get kids involved in football from an early age. For this reason, the adidas – MOE School Football Program provides schools with the products needed for training; more importantly, it partnered with experts to create a football curriculum that can enrich physical education classes throughout the country. The program also offers teachers further education courses and organizes summer and winter camps for students. In the first year, the program has already succeeded in reaching over 7.6 million students in 7,600 schools nationwide, as well as 13,000 physical education teachers. adidas has also supported over 1,760 kids in the winter and summer training camps organized by the Ministry of Education. With more than one and a half years left, adidas will continue to execute the program to benefit both students and teachers. At the same time, it is exploring ways to enhance the program by involving German football organizations, with the goal of bringing world-class coaching resources from the No.1 football nation to China.



## B. BRAUN MEDICAL (SHANGHAI)

### B. BRAUN FOR CHILDREN

Many children in Shanghai have parents who are migrant workers. These children often grow up in poverty and, consequently, are frequently in poor health. Their families regularly lack basic knowledge of nutrition, disease prevention and hygiene, even though such knowledge is indispensable if children are to develop in a safe and healthy environment. The same problems apply to an even greater degree to children with disabilities. Since September 2014, B. Braun has supported the families of migrant workers and handicapped children. Each year, the company organizes a CSR plan for the entire year, arranging one or two activities per month. Although the company's corporate communication department provides the budget and organizational support, the main participants are employee volunteers. The program includes quarterly lessons on health and hygiene in a local primary school for the children of migrant workers. B. Braun volunteers also give monthly handicraft lessons to children who suffer from cerebral palsy and autism in order to support their rehabilitation. Annual charity sales and donations are a part of the program as well. The company uses its special expertise in the area of health care to improve the children's knowledge of nutrition and disease prevention. In 2016, more than 200 employees held activities in eight cities, including Shanghai, Beijing, Guangzhou, Xi'an, Jinan, Suzhou, Zibo and Changsha, contributing about 1,000 service hours.





# BAYER CHINA

## ONE HOUR CARE

Compared to 30 years ago, the living conditions and social status of people with disabilities in China have improved, although most of these people still live in poverty and are not well integrated into society at large. To tackle the issue of social exclusion of intellectually disabled children, Bayer started a partnership in 2008 with the Shanghai Pudong New Area Special School for Children with Intellectual Disabilities. Carried out through Bayer's employee volunteer platform (Bayer China Volunteer Association), the project "One Hour Care" makes it possible for Bayer volunteers to regularly visit the school and engage in inclusive activities with the children. These activities increase the children's independence and self-confidence. In addition, the volunteers and the children jointly practice "unified sports," which bring together people with and without intellectual disabilities. The project encourages the children to step out of a closed teaching environment and take greater part in society. At the same time, it contributes to reducing the discrimination against them by making them part of public life. Besides that, it helps employees to better understand the social issues and recipients.



# BEIERSDORF CHINA

## BLUE CARE

In China, more and more young parents are leaving their hometown to seek a better job and, ultimately, improve their situation in life. Some take their children with them to the city, but they only have limited time and resources to look after their young ones. This results in challenges specific to the children of migrant workers. Some parents, however, leave their children at home and ask grandparents or relatives to care for them. A number of problems can also occur as these left-behind youngsters grow up without their parents. To help address this situation, Beiersdorf China built a Blue Classroom in 2014 for a school attended by the children of migrant workers. It has added a Blue Classroom every year since, and will continue to do so. For left-behind children, Beiersdorf China has kicked off the Happy Space project. The goal is to establish a welcoming space for educational and after-school activities for left-behind kids. The company's partner for this project is the nongovernmental organization CCTF. By engaging with this vulnerable group, Beiersdorfers have learned to care not only for the children's material needs, but also for their need for recognition and equal treatment.



## BOEHRINGER INGELHEIM CHINA

### GOLDEN THREE HOURS RUSH IN STROKE INITIATIVE

Stroke is the most common cause of death in China. For 60% to 80% of all strokes, the most effective treatment takes place within three hours after the onset of symptoms. This window of opportunity for acute stroke rescue and treatment is known as the “golden three hours.” Based on its expertise, Boehringer Ingelheim China and its public partners initiated the “Golden Three Hours Rush in Stroke” initiative in Shanghai’s Pudong District in October 2016. The short-term objective is to equip seven selected stroke centers in the district with processes that meet world-class standards, to complete training for 70 health-care providers in those centers, and to build a “three hours stroke rescue circle” covering all of Pudong within six months. As a mid- to long-term objective, the parties will also explore the feasibility of installing mobile stroke units and building a world-class stroke rehab center in Pudong. Furthermore, a public education campaign will also be part of the initiative and the partners intend to promote the Pudong model in all of China, since a fast emergency response network and awareness among the general public can mean the difference between life and death.



## BOSCH (CHINA) INVESTMENT

### VILLAGE KINDERGARTEN IN ALTAY PREFECTURE, XINJIANG UYGUR AUTONOMOUS REGION

Poverty in remote areas also translates into inadequate schooling for children. Bosch Investment’s project started in June 2015 in Altay Prefecture in northern Xinjiang. It provides 4 to 6-year-olds with free preschool education, paying special attention to the needs of non-Han families. For example, the program requires its teachers to be proficient both in Chinese and in the national language of non-Han local residents. In addition, the venues used for instruction are selected in such a way that they match the location of the region’s herders and farmers – who are usually non-Han. In doing so, the project utilizes existing resources such as unused school buildings, village committee offices and rented residential homes. A preschool is usually established if it will be attended by 10 or more children. The minimum teacher-to-student ratio is 1 to 15. Up to the end of August 2016, the project has recruited 147 local volunteers in the field of early education and benefited 2,465 kids in 122 village kindergartens. Bosch Investment thereby helps ensure adequate preschool education for children in rural areas.



## BROSE CHINA

### BROSE GESANGHUA EDUCATION'S AID

In China, education differs considerably between the city and the countryside. Many young people do not have access to good educational opportunities, especially in the country's underdeveloped western provinces such as Qinghai. Yet for young people, education is the only path to a better life. To combat this problem, Brose launched a partnership with Gesanghua Education's Aid, a public welfare initiative offering educational assistance in Qinghai Province. The joint project started with a kickoff event in January 2016. It proceeded with charity events held each month since February 2016, during which funds have been raised by selling branded Brose goods to employees. Finally, six Brose employees took a three-day trip in November to visit and support the Huangnan Secondary National School and its students. The first "Brose Class" was established there by donating funds to cover tuition for 30 first-year students. Books and sports equipment were also donated. The project will expand its activities by offering a mentoring program this year. That means students will have the chance to get to know Brose better by visiting its headquarters in Shanghai. By giving students in these impoverished areas access to a better education and the opportunity to become familiar with a globally active company that is also a leader in its field, the project is combating a pressing social problem and helping level the playing field in China when it comes to educational opportunities, income disparities and social and economic development.



## CARL ZEISS (SHANGHAI)

### BRING LIGHT TO THE POOR

China is estimated to have the largest visually impaired population in the world and the main cause of blindness is cataract, a condition associated with aging that leads to a clouding of the eye's crystalline lens. If no preventive action is taken, vision loss due to cataract will increase correspondingly. However, there is a lack of adequately trained eye-care practitioners in China, and an uneven distribution of surgically active ophthalmologists. To tackle this severe problem, Carl Zeiss has been cooperating with the NGO Lifeline Express since 2010 to train and empower local eye doctors. Lifeline Express is a custom-built hospital train. It travels to remote areas to bring eyesight and hope to China's neediest patients. Carl Zeiss contributes to Lifeline Express by providing training for doctors and supporting relevant academic work. It also coordinates the work of experts across China and designs training courses. The company has provided professional training for over 100 eye-care practitioners and helped its NGO partner to install 43 microsurgical training centers in 15 provinces throughout the country in the past seven years.



## CENTURY 3 (SHANGHAI)

### CENTURY 3 ONE HEART GIFT BAG / EHS FORUM

Century 3 implements its guiding principle – “Care for people, clients, communities, and our planet through resourcefulness and integrity” – through various projects in China. Its participation since 2015 in the yearly event One Heart Gift Bag, initiated by the non-profit Community Root in China, is meant to provide long-term assistance to the local community and people in need. As part of the event, the company’s staff raised some RMB 30,000 and delivered 100 gift bags containing dictionaries, clothes, shoes, toys and stationery. As personal opportunities and a child’s inner life are also of crucial importance, some members of the management team have begun funding yearly education and living expenses for children, in addition to providing material goods. Century 3 also endeavors to minimize the negative consequences of work on people and the environment by organizing the annual EHS forum. The forum brings together business leaders to examine the topics of occupational health and safety, sustainable operations and communication outreach. The EHS forum promotes ongoing discussion in order to build EHS and social responsibility initiatives.



## CHANGCHUN NOK-FREUDENBERG OILSEAL

### RECRUITING PLAN FOR HANDICAPPED STUDENTS FROM SPECIAL EDUCATION INSTITUTE

Changchun NOK-Freudenberg Oilseal launched the Recruiting Plan for Handicapped Students project in 2015. The project allowed hearing-impaired students from the Changchun University Special Education Institute to intern at the company. Based on a comprehensive tailor-made induction and training plan offered by Changchun NOK-Freudenberg Oilseal and the university, students acquired relevant skills and gained experience, helping them qualify for a job. All of the 11 students passed the final test and are now fully qualified employees of Changchun NOK-Freudenberg Oilseal. In order to support the new employees, the company provided assistance in renting apartments and organized various activities, including a plant tour for their parents. It also created a WeChat group that allows the employees to interact directly. The new staff quickly became part of the team as a result. The project also increases acceptance of disabled people on the Chinese job market, thereby making it possible for people with disabilities to become more self-reliant and develop greater self-esteem.



# CONTINENTAL AUTOMOTIVE CHANGCHUN

## JINGYUETAN INTERNATIONAL FOREST MARATHON

Despite improvements in environmental protection in China, a gap remains between what the country's laws mandate and what happens on the ground. At the same time, the level of environmental awareness is growing. To support this change in attitude, Continental, its employees and their families have been participating in the Jingyuetan International Forest Marathon since 2015. Taking place in a nationally known scenic area, the marathon lets people experience the challenge of running, thereby engaging in a healthy activity while enjoying the beautiful natural setting. Continental uses the opportunity to raise environmental awareness among the public. Almost 4,000 employees and their families have participated in the event. After the marathon, the volunteers wear uniforms with Continental's company logo as they pick up trash along the roads and among the trees. This is only one of Continental's CSR efforts in China. The company also engages in charitable activities such as donating teaching materials, computers and other supplies to Xinlicheng Primary School and Wuxing Primary School.



# COVESTRO (SHANGHAI) MANAGEMENT

## ZHI WEI YOU AI

Helping the disabled find suitable work is a step towards self-sufficiency. In China, disabled people have some access to university education but vocational training is generally lacking. Zhi Wei You Ai aims to improve the livelihood of physically disabled people in Shanghai by equipping them with basic computer literacy skills, such as MS Office, emails and Internet research. The participants were also given training in workplace etiquette, like how to handle interviews, to stand better chances at landing a job. A job fair was later organized that successfully matched trainees with commercial companies. This has encouraged the volunteers to consider expanding the scope of training. The original project was set up in 2014 by five students from the Shanghai Finance University under the guidance of the global NGO Enactus. Soenke Ibs of Covestro joined the group as a business advisor in 2015 to provide business expertise and support the project team.



## DEUTSCHE TELEKOM

### TOGETHER FOR STRONG BRANDS

An effective way to ensure CSR's long-term sustainability is to embed it in the company's core business, e.g. in its Supply chain management. If companies can demonstrate to their suppliers that working to CSR standards brings them tangible commercial advantages, then they are more likely to make a long-lasting impact that benefits everyone. To achieve this goal, Deutsche Telekom (DT) created the "Together for Strong Brands" supplier development program. It is a collaborative forum centered on benchmarking and assessing best practices in sustainability. The key innovation of the program is to clearly link responsible business practice to profit. Under this scheme, acting as a socially responsible supplier and minimizing environmental impact brings significant benefits for DT's partners. This has helped DT to reach its goal of reducing environmental impact and improving the welfare of workers. At the same time, the implementation of best practices in sustainability has enabled DT's suppliers to enhance their competitiveness and gain tangible business benefits, for example with regards to cost reduction and quality improvement.



## DURAVIT (CHINA) SANITARYWARE

### CARE FOR CHILDREN

The purpose of Duravit's charitable activities is to spend time with and care for children, thereby helping them develop and grow. In line with this aim, the company donated a reading room to a Hope Project primary school in Chongqing in 2013. One year later, with the help of the Chongqing Shan Cheng Volunteer Service Team, Duravit established a reading room for children in the intensive care unit of the Children's Hospital at Chongqing Medical University. Many Duravit employees joined the initiative, supporting children as their reading buddies. In 2015, Duravit learned of Xing Wang Primary School, which is run by a retired teacher and which has 200 students, of whom 86 percent are left-behind children. In cooperation with the school, Duravit launched a number of activities aimed at helping the students: organizing multiple events for fulfilling the children's Christmas wishes, refurbishing the dormitory and donating new sports facilities. Thanks to this partnership, the students at Xing Wang Primary School enjoyed a few carefree hours and are now benefitting from an enhanced school environment. With that, Duravit achieved the project's goal: helping these children by giving them hope and some of the care their parents cannot provide.



# EVONIK INDUSTRIES

## DR. E'S SCIENCE TOUR

Dr. E's Science Tour is a corporate responsibility program initiated by Evonik China. Open to all employees on a voluntary basis, it aims to boost children's interest in the natural sciences using safe and fun experiments, and to provide a platform for employees to contribute to society by supporting educational programs. Dr. E's Science Tour is a response to the lack of science teaching provided by schools in China for children under the age of twelve. Among child and developmental psychologists, it is a common belief that children need to begin developing an interest in science and experimentation at an early age. By the end of 2016, a total of 41 sessions had been held with over 1,200 participants. Around 40 colleagues from Evonik's various departments joined the program as Dr. E or as teaching assistants. Everyone benefits from the initiative: the kids, who learn new things; the chemical industry, which gets young people interested in science at an early age; and Evonik, which contributes to the local community while creating a positive long-term corporate image.



# FAW-VOLKSWAGEN AUTOMOTIVE

## TOWARDS ECOLOGICAL CIVILIZATION, SALUTE TO THE ENVIRONMENTAL PIONEER

China's environmental problems are significant and non-governmental organizations (NGOs) are among the most important players tackling these issues. Many NGOs have good ideas and plans that are likely to be effective. Frequently, however, they lack the funds to bring these plans to fruition. Thus, the challenge is to identify the best of environmental protection programs and provide the NGOs with the funds they need as a way of empowering civil society to increase environmental protection. To address this challenge, FAW-Volkswagen initiated a project in 2016 to identify and provide financial support to the best NGOs dedicated to environmental protection. At the end of the application process, 12 NGOs began receiving funds (a total of RMB 5,000,000) to carry out their work in the area of environmental protection. In addition to the direct benefits their work provides, the project also raises awareness among the public and strengthens the impact of civil society on environmental issues. It does so e.g. by inviting the chiefs of NGOs to give speeches at universities and broadcasting programs like "YIXI", which is similar to TED. Apart from pursuing its own funding activities, FAW-Volkswagen is exploring possibilities to build additional fundraising platforms for environmental NGOs.



## FESTO CHINA

### SUPPORT FOR INDUSTRIAL TRAINING IN CHINA THROUGH THE WORLDSKILLS CHINA MECHATRONICS COMPETITION

Despite the government's efforts to expand vocational education, China faces increasing shortages of high-skilled labor as the country evolves from an investment-led economy to a consumption-oriented one. To support China in closing this gap, Festo helped introduce a WorldSkills China competition in mechatronics in 2012. WorldSkills is the largest international skills competition allowing young people from across the globe to compete to become the best of the best in their chosen skill. China did not join WorldSkills until 2010, initially participating in only a few of its many categories. In addition to co-organizing competitions, Festo China has provided equipment and helped select and train the Chinese teams that compete in WorldSkills. At WorldSkills 2016 in Brazil, the team trained by Festo won a silver medal, the first medal China has won in the mechatronics category. The hard work is paying off, and the Chinese government is increasingly taking note of the skilled workers team. The company continues to provide training and is preparing a team to compete in the WorldSkills competition in Abu Dhabi in 2017. WorldSkills is the international showcase that brings young skilled professionals together to compete and, more importantly, promote vocational education. The national competition has increased interest in the topic in Chinese society and Festo China is very proud to be a part of it.



## FIDUCIA MANAGEMENT CONSULTANTS

### FIDU-SHARE

Fiducia constantly strives to become a better, more ecologically aware corporate citizen. Via its Fidu-Share initiative, Fiducia supported a number of meaningful social causes last year, focusing on social issues related to a) the inclusion of children and youths from low-income families who have either mental or physical disabilities, b) the welfare of the elderly and c) raising awareness for the protection of the environment. Fidu-Share is a long-term campaign that has been running since 2010. In 2016, the company committed a budget of RMB 130,000 and a core team of 4-5 volunteers to the project. The activities organized under Fidu-Share included a visit to the Shanghai Yodak Cardiothoracic Hospital to provide support to the children beneficiaries of the Heart to Heart organization, a financial donation for buying school desks for school in rural areas, and a trip to the Rehabilitation and Therapy Center in Beijing, where volunteers brought food and gifts for the children residents. So far, Fiducia has partnered with over 20 NGOs in Beijing, Hong Kong, Shanghai, and Shenzhen. In addition to donating and raising money, Fidu-Share's hands-on approach includes personal involvement in activities and a direct interaction with the NGOs, thereby creating a deeper connection to the various social causes the company focuses on.





# FREUDENBERG CHEMICAL SPECIALITIES

## BOOKWORM PROGRAM

In Shanghai, there are many poorly equipped schools that educate mainly children of migrant workers or farmers. The Bookworm program is based on the idea that leading figures throughout history were motivated by good books in their childhood. No matter how challenging the conditions were, they kept on reading. Books motivated them and changed their lives. However, in many of the schools in Shanghai described above, students have very limited access to books for extracurricular reading, and there are few people to help them develop the reading habit. That is why Freudenberg decided to contribute €10,000 to create book corners at an underfunded primary school. Moreover, the company joined forces with Klüber, Chemtrend, CSR agency Community Roots China and NGO partner Children's Hope to organize activities, such as drives for donating books and bookshelves, book-selection, book-reading classes, drawing contests, and painting walls and hallways. The Bookworm program thus encourages the participating children to aim for the stars – and beyond.



# HAPE INTERNATIONAL

## WE CARE WE SHARE PROJECT

Hape's corporate social responsibility program We Care, We Share was initially launched in 2016. For each set of BLOCKS purchased, one toy is donated to a child in need in Syria, Zimbabwe, Afghanistan, Nepal or to an autistic child in China. By the end of 2016, the program had benefited 10,694 children at 106 institutions around the world, including youngsters at autism rehabilitation centers, children's hospitals, kindergartens and a Child Friendly Space in Berlin for Syrian and Afghanistan refugee children. In this corporate social responsibility program crossing five countries, Hape plays only the role of the middleman, bridging the consumers and the children in need. The company's "Hape Love Ambassadors" make sure each donated toy ends up in the hands of a child in need. Hape is doing this as part of its initial mission that started over 30 years ago: to inspire and care for the children worldwide.



## HARTING (ZHUHAI) SALES LIMITED

### HARTING SCHOLARSHIP FOR TONGJI UNIVERSITY INSTITUTE OF RAIL TRANSIT

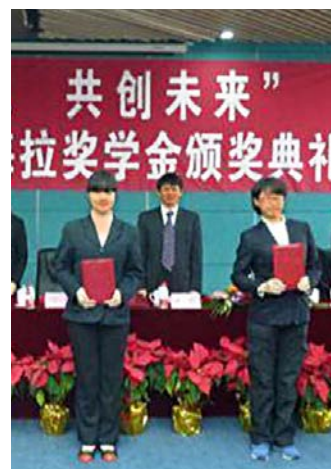
Chinese education focuses mainly on theoretical knowledge and learning, in which giving answers is more important than asking questions. However, innovation often requires questioning the way things are done, and China needs to emphasize innovation in order to maintain stable economic growth. By addressing technological innovation, Harting's project hopes to encourage students to take new challenges and gear themselves up to become technology innovators. The company therefore began collaborating with Tongji University Institute of Rail Transit in early 2014 by signing a memorandum of understanding to research and develop innovative and advanced railway technologies. One year later, the two parties initiated a technology innovation contest, which aims at inspiring students to be creative and innovate. Moreover, Harting recruited summer interns from Tongji. As the project expanded in 2016, a summer camp at Harting's Zhuhai plant was organized for the students. The contest and internship are organized every year. The project delivered win-win results for Harting and Tongji. On the one hand, the students received practical experience in engineering, including the opportunity to put what they know into practice. On the other hand, the company increased its reputation among future talents in the railway business. Thus, the cooperation between Harting and Tongji is supporting and expanding China's educational system, helping to produce the innovative and proficient workforce the country needs.



## HELLA

### HELLA-USST UNIVERSITY COOPERATION PROJECT

Hella-USST Strategy Cooperation aims to cultivate applied and skillful talents from university, by integrating theoretical study with practical experience. Hence, several key projects are carried out in University of Shanghai for Science and Technology (USST). Hella has been offering an elective course since February 2014 which teaches the students how automotive electronics development principles are implemented, using operations at Hella as an example. The course has enjoyed popularity between students and total delivering time have more than 60 hours. To motivate potential students, starting from 2011, Hella has set up Scholarship in USST and up to now, more than 100 outstanding students was granted for HELLA Scholarship from the Optical Electrical and Computer Engineering College, Mechanical Engineering College and Sino-German College. Moreover, Hella has also signed a three-year contract with USST to carry out cooperative projects. Each year professors and students work together on a specific topic. For example, after researching based on a Bluetooth low-energy smartphone platform, the project team filed for a patent. At the same time, Hella recruited and now employs more than 24 talented students from USST, turning the cooperation into a win-win partnership. These activities are meant to help students go beyond the memorization of hard facts at university and apply the knowledge they have gained in a practical context, thereby solidifying their understanding of the subject matter.



## INFINEON TECHNOLOGIES (CHINA)

INFINEON UNIVERSITY PROGRAM PROMOTES INNOVATION IN CHINA

In order to sustain growth, China needs innovation. Yet its educational system is widely believed to stifle creativity, resulting in the so-called “innovation gap.” In line with China’s national innovation strategy and Infineon’s Win with China strategy, the China University Program was founded in 2003 as a cooperative partnership between the company and Tongji University’s Chinesisch-Deutsches Hochschulkolleg. China University Program is a strategic long-term project designed to promote innovation at Chinese universities by enhancing the ability of college students and professors to innovate in the area of science and technology. The ultimate goal is to boost industrial development within the country. To achieve this goal, China University Program is creating a long-term, mutually trusted platform for collaborating with Chinese universities. Over the past decade, Infineon has built up close partnerships with over 20 leading universities in China, focusing on the topics of energy efficiency, mobility and security – the three major challenges that Chinese society is facing today and will continue to face in the future. By establishing joint labs and training centers, setting up innovation funds for students and professors, providing courses that feature cutting-edge technologies and innovations, and organizing various campus contests, the program has continuously fostered young Chinese talents and boosted innovation in academia and industry.



## KAERCHER CLEANING TECHNOLOGY (CHANGSHU)

MAKE SPECIAL CHILDREN NOT SPECIAL

As in any country, there are children in China with physical and mental disabilities. In recent years, social programs have improved and many of these children now receive financial support. Yet what they need is not only financial aid, but more long-term assistance as well. Kaercher Cleaning Technology intends to go beyond this basic support by developing a program to help them live and work as people without disabilities do. Therefore, the company and its 40 volunteers have organized joint activities, such as cleaning the children’s school buildings and equipment, showing them the company’s factory and explaining how its assembly processes work. Thus, the company is helping them develop self-supporting abilities and gain confidence in their future.



## KÄRCHER (SHANGHAI) CLEANING SYSTEMS

### MAY CHARITABLE CLEANING – ELDER'S HOUSE

China's population is aging rapidly. China is currently home to 114 million people aged 65 or over – more than in any other developing country. The number of people over 60 is projected to rise to 400 million by 2030. By law, adults must care for their parents. However, as the younger generation migrates to cities, many seniors are left without a network of care, something that is particularly evident in rural areas. This demographic time bomb highlights the need for a safety system for this vulnerable group. In keeping with the philosophy of the Kaercher Group and its desire to assume social responsibility in China, Kaercher Shanghai wanted to address this problem using its unique know-how and resources. The result was the May Charitable Cleaning initiative, in which Kaercher's employees joined forces to clean the Meilong home for the elderly in Shanghai. The goal was to provide a clean, healthy living environment for the residents, allowing them to enjoy the benefits of high-tech cleaning technology. The overall objective of the initiative is to raise awareness of the importance of supporting and caring for the elderly in China. Therefore, Kaercher's efforts are giving a voice to the voiceless – the ever-growing group of elderly Chinese.



## KEMPINSKI HOTEL WUXI

### CARE & INSPIRE

Although the number of abandoned children in China has dropped steadily in the last decade, it remains all too high. Whereas in the past China's orphanages were filled with healthy girls, today almost all of China's unwanted children have disabilities. Since 2015, the Care & Inspire project has been helping orphans and less advantaged children at the Wuxi Children Welfare Center. The center is sponsored by the Wuxi government and provides a home for 200 children who were abandoned mostly due to a health condition or disability. In 2016, an exhibition of 25 paintings was organized in the main lobby of the Kempinski Hotel during the Christmas Tree Lighting Ceremony, which included a silent auction of the artworks. Overall, the hotel collected RMB 2,680 from guests and hotel employees, money that was donated to the welfare center to improve conditions there. Each donation or purchase of a painting was accompanied by a voucher sponsored by the hotel. Before Chinese New Year, Kempinski delivered the proceeds to the children's center and, at the same time, gave a cooking class for talented children. By supporting the kids, increasing awareness of them and creating opportunities for them to feel recognized, Kempinski aims to help the youngsters develop a positive attitude towards life and society.



## KERN/LIEBERS (TAICANG)

ACQUIRE GOOD PRESENTATION SKILLS, BUILD A BETTER, MORE-CONFIDENT PRESENCE

China's education system favors a learning style that is examination-oriented and that focuses on silent learning and memorization. Within this system, Chinese students flourish academically and often considerably outperform their Western counterparts, especially in mathematics and science. However, since this learning style does not foster communication skills and public speaking, children and adults are often too shy and lack the confidence to speak in front of others or to articulate ideas. Consequently, misunderstandings arise and cooperation suffers. To enhance its employees' public-speaking, communication and leadership skills, Kern/Liebers established an official Toastmasters Club for its employees. In addition, the company created the Snail Reading and Expression Club for children to help them become more confident and improve their public-speaking skills in a fun way.



## KNAUF (CHINA)

KNAUF GREEN JOURNEY

When foreign companies outsource their manufacturing activities to China, they often outsource much of their pollution at the same time. Since it takes its corporate social responsibility seriously, Knauf has implemented a project that aims to reduce the environmental damage caused by raw materials in manufacturing processes, thereby moving toward “zero pollution.” During the implementation phase, first-class advanced technology from Knauf Germany was introduced at Knauf China, significantly improving environmental protection. As the first and only company in China in the new building-materials industry, Knauf China has fully achieved a 100-percent flue-gas desulfurization (FGD) manufacturing process. FGD is an array of technologies used to remove sulfur dioxide from exhaust flue gases at fossil-fuel power plants, and from other sulfur-oxide-emitting processes. Moreover, the company also optimized the use of its paper types, moving away from wood pulp paper and towards recycled paper, in order to prevent the overconsumption of forest resources. As a leading global manufacturer, Knauf is committed to following a path of sustainable energy management, green building and sustainable site management.



## LIUZHOU ZF MACHINERY

### DUAL EDUCATION SYSTEM IN ZF-LIUZHOU

The Chinese education system focuses mainly on theory and provides little practical knowledge. Skilled labor is thus in short supply, causing problems for employees and companies. Since vocational education is a well-known approach for remedying this problem, ZF Liuzhou launched the Dual Education System project to introduce the German system of vocational training in the autonomous region of Guangxi in 2015. The project is a college-enterprise cooperation initiated by ZF's Liuzhou plant, with technical support provided by ZF Passau and financial support provided by the Guangxi educational authorities. The first class of 30 students started in September 2015 and will complete the pilot program in 2018. Students who pass an examination at the end of the program will receive a certificate issued by the German Chamber of Commerce. By establishing a new educational model which combines international standards and the special demands of local industry in Liuzhou, the dual education system not only meets the need companies have for skilled labor, it also significantly increases the level of local vocational education in the region.



## M&M SOFTWARE (SUZHOU)

### M&M IT LIBRARY/ M&M AND GANJIA SCHOOL SHARING MEETING

While the digital divide is a heavily discussed topic in Western media, it mainly focuses on the disadvantaged children who lack Internet access at home. In rural China, however, the problem is much more deeply rooted, as kids in many cases even lack Internet access at school. Even if they are connected to the web, lots of schools in rural areas do not have the financial means to offer the related infrastructure and equipment, as was the case at Ganja Primary School in Gansu. Thanks to M&M Software (Suzhou) GmbH, the school's students now enjoy the privilege of having a computer lab, the very first educational institution in the region that can make this claim. As a result, the school introduced computer lessons twice a week for students in Grades 2 to 6. M&M's efforts enable the children to connect with the globalized world beyond their rural setting and keep up with its fast pace. Not only will M&M Software provide regular maintenance for the computer facilities, it is also planning on expanding the project by training and guiding the school's computer science teachers. The bond between Ganja Primary School and the company became even stronger when M&M supported the students' participation in a summer camp in Suzhou and invited all parties to a reunion during the M&M and Ganja School Sharing Meeting.



# MAHLE TECHNOLOGIES HOLDING (CHINA)

## MAHLE SPROUT PROJECT

In order to move away from a model that overemphasizes academic performance and ignores real-world abilities, education authorities in China have recently begun focusing on improving students' practical skills. Qingxi Middle School is a pioneer in this regard and therefore stresses the importance of students acquiring practical abilities and extracurricular knowledge. With its profound understanding of conventional and alternative energy powertrain systems, Mahle is well-positioned to provide students with such knowledge. The initial objectives of the company's engagement include increasing students' interest in automobiles and the auto industry, and informing them about what Mahle does within the industry. The first session in November 2016 received very positive feedback. By using its resources to give students access to extracurricular knowledge, Mahle wants to help them gain a practical, skills-based education.



# MANN+HUMMEL (CHINA)

## CARING FOR SICK CHILDREN

In China, some 40,000 people are diagnosed with cancer, blood diseases or immune deficiency disorders every year – and 50 percent of them are children. Being seriously sick and in the hospital is very distressing for the children, often causing extreme anxiety for them and their families. When the Hematology & Oncology Center at the Shanghai Children's Medical Center was looking for volunteers in 2015, the employees of Mann+Hummel offered a helping hand by caring for children undergoing long-term treatment. The corporate communications staff at M+H has now taken the lead by planning events and inviting volunteers to spend time with the children. Each month, M+H organizes an event, choosing a theme and planning details to fit the theme. For example, past activities have focused on drawing with crayons, table football competitions, and arts and crafts. The volunteers have also invited folk artists to demonstrate traditional Chinese arts. In addition, M+H organizes small gifts for the children, such as crayons or instant cameras, at Christmastime. Through this project, Mann+Hummel helps children with blood diseases and cancer, and their parents, by easing their burden. Such emotional support can also play a beneficial role during the healing process.



## MANN+HUMMEL FILTER (SHANGHAI)

CARING FOR LEFTOVER KIDS IN THE COUNTRYSIDE AREA

In China, one-fifth of all children are left behind in rural areas while their parents live and work elsewhere. Around 90 percent of these children reside with their grandparents and more than two million of them are thought to be living alone. Mann+Hummel has been addressing this problem since 2012. The company donates books, sporting equipment and teaching aids to the Loutang School in Shanghai, Jinan Tibet Middle School and Gongan Hope Primary School in Liuzhou. Of the students attending those schools, 90 percent have been left behind. In 2016, Mann+Hummel expanded the project to include its Bengbu plant by cooperating with Bengbu Yuwangmiao School, which is located in the mountains and almost all of whose students are left behind. Volunteers visited the school and asked the kids to share their wishes, such as going to see their parents. Mann+Hummel plans to fulfill some of these wishes. In 2016, the company also donated six second-hand laptops to Gongan Hope School to make it possible for the children there to communicate with their parents. Through this project, Mann+Hummel hopes to help the children feel they are cared for by the community and society.



## MELCHERS (GUANGZHOU)

CCFC PROJECT - CROSS CULTURAL FOOD CHARITY PROJECT

Most companies believe that having a handicap is necessarily a disadvantage for an employee. Melchers, however, shows that this is absolutely not the case. After all, due to their situation, individuals with a disability have learned to think differently and are therefore very creative. In cooperation with the Guangzhou English Training Centre for the Handicapped, Melchers organized a summer internship for four young students from China and Germany with and without disabilities. In the occasion of the 150th anniversary of Melchers Asia, the result is a cookbook with 150 recipes translated into three languages, collected from all Melchers offices and subsidiaries. The cross cultural food charity project was a perfect tool for making friends across cultures, religions and genders. The project proofed that sharing food, flavors and ideas, people can overcome prejudices and misapprehensions, thereby achieving more together. By realizing this project, Melchers achieved its goal of increasing intercultural communication within the Melchers team and among the interns, and decreasing the fear of having a person with disabilities as a colleague. The cookbook now serves as a bridge between people with differences and everybody at the company is looking forward to enjoy cross-cultural dishes.





# MUBEA AUTOMOTIVE COMPONENTS (TAICANG)

## KIDS FOOTBALL – GROWING UP IN A MORE NATURAL WAY

“The most important thing about football is that it is not just football.” In keeping with that motto, Mubea launched its Kids Football project in 2014 to introduce the German approach to soccer to employees’ children. The goal is to close the gap by emphasizing physical strength and health, courage and endurance, team spirit and cooperation. The approach is different from traditional Chinese sports for youngsters, which tend to be more intense and competitive. In this project, every youngster is given the chance to play with the ball and develop in a more natural way – without a strict list of dos and don’ts from a professional coach. Since they are not pushed too hard, the kids are very enthusiastic during the weekly Friday-night training sessions, gradually finding their own understanding of match rules and their own way of taking on the role of striker, midfielder, defender or goal-keeper. What’s more, the children learn how to adjust their styles by practicing with random partners. Since China is playing an increasingly significant role in the process of globalization and has higher expectations for its future talents, we hope to help prepare the younger generation for coming challenges at an early age.



# POLYMAX GROUP

## PMX SUMMER KINDERGARTEN

In China, around 61 million children under 18 years of age are left behind in the countryside when their parents move to the city to work – a figure that accounts for about 22 percent of all children in the country, and 38 percent of all rural children. Most parents only visit home once a year during the Spring Festival and even telephone contact is limited. Grandparents, moreover, cannot substitute fully for the parents of left-behind children. Polymax understands the value of family life and therefore wants to provide employees with emotional support in what can be a challenging situation. That is why the company’s owner and its management took the initiative and started PMX Summer Kindergarten, a program designed to promote employees’ well-being. Pragmatically reflecting the needs of migrant workers, the program offers a highly valued opportunity for parents to spend additional time with their children, time they would otherwise not have together. The kids, in turn, are happy to spend their summer vacation near their parents, in a safe and well-supervised environment in which they receive attentive care and can participate in meaningful extra-curricular activities.



## PORSCHE CHINA

### MOBILE EDUCATIONAL TRAINING AND RESOURCE UNITS (METRU)

After partnering with UNICEF to support the emergency response to the Wenchuan earthquake in 2008, Porsche China decided to improve the level of education by continuing this collaboration. Consequently, the project Mobile Educational Training and Resource Units (METRU) was established in 2009 to ensure that schools in remote areas are equipped with quality educational resources. METRU covers two counties in each of the western provinces of Yunnan, Sichuan and Gansu. The project aims to provide teaching materials and supplies and, most importantly, establish an outreach model that supports training and capacity-building for teachers. And since China is a culturally diverse country METRU developed a program tailored to the linguistic abilities of children from non-Han families in Yunnan, offering bilingual lessons in areas where languages other than Chinese are spoken. By the end of 2015 the contributions through METRU benefited 170,000 students and provided training for about 10,000 teachers at 665 schools in the provinces of Sichuan, Gansu and Yunnan.



## SAIC VOLKSWAGEN

### SAIC VOLKSEAGEN CHILD CARE CHILDREN'S MEDICAL ASSISTANCE

In 2016, the Chinese government vowed to carry out new measures to better protect children who are disadvantaged due to poverty, disabilities or lack of parental care. One major aspect is the vulnerable group's poor access to medical treatment. Through its Child Care – Children's Medical Assistance project, SAIC Volkswagen took action to address this problem the same year the measures were announced. The project's goal is to aid children suffering from serious illnesses, such as epilepsy, autistic disorder and congenital heart disease. SAIC Volkswagen therefore cooperated with Shanghai Charity Foundation, donating RMB 1 million to treat and, where possible, cure children suffering from such illnesses. Nearly 100 youngsters will benefit from the initial donation. Moreover, company staff visited patients several times to begin establishing a relationship and learn more about their needs. To raise public awareness, volunteers also took part in events arranged by the Shanghai Charity Foundation such as the annual charity road show. Through the Child Care – Children's Medical Assistance project, SAIC Volkswagen is advancing the right children have to timely access to appropriate health services.



## SGL GROUP

### CARE FOR GROWTH

The itinerant migrant population in China has increased rapidly over the last few years because of rapid economic growth and social change. The children of migrant workers move with their parents and become temporary residents of urban centers like Shanghai. Most of them cannot be admitted to normal Chinese schools for several reasons, including residence registration issues. Many go to schools managed and funded by the government for migrant children. Ensuring these children grow and develop as they should is a big challenge for society. Therefore, the main objective of SGL Group in China is caring for the children of rural migrant workers and providing them with a better education. As a result, the company has been committed to providing long-term assistance to the local children since 2014. In 2016, SGL Group launched two extracurricular activities with volunteers. The first offered practical training in first aid to more than 40 students at Xingguang Primary School. During the second, SGL volunteers took 40 students to visit the Shanghai Museum of Animation. Moreover, SGL Group donated new audio equipment to the school to improve educational quality there. By engaging with Xingguang Primary School, SGL Group is contributing to its long-term goal of enhancing schools for rural migrants in urban areas.



## SHANGHAI UNITED FAMILY HOSPITAL AND CLINICS

### UNITED FOUNDATION FOR CHINA'S HEALTH CHILDREN'S MEDICAL CARE PROGRAM

Even though China has developed at an unprecedented pace, 11.2 million people are still living on less than \$2 a day. Those born into poverty still do not have reliable access to basic social services such as medical care. This is especially true for children. United Foundation for China's Health (UFCH) was founded 15 years ago to help bridge this gap. UFCH has been working with the doctors, nurses and other medical staff at Shanghai United Family Hospital (SHU), who have been volunteering their time to provide much needed consultations and life-altering surgeries for disadvantaged patients. These selfless volunteers also provide on-site care in orphanages, even in some of China's most impoverished areas, including remote villages. In Shanghai they cooperate with the area's largest orphanages and hospices, including the Shanghai Baobei Foundation, Shanghai Baby Home, Mifan Mama and Lu Bing Foster Home. Last year alone, SHU doctors, nurses, and staff traveled four times to a state-owned orphanage, located in a remote village in Henan Province, to provide medical care to 120 orphans. This included height and weight checks for babies, along with medical evaluations and recommendations for follow-up care.



## SHUNDE KAUTEX PLASTICS TECHNOLOGY

DUAL VOCATIONAL EDUCATION BASED ON GERMAN STANDARDS

China is currently in need of nearly 10 million highly skilled workers. The government has therefore pledged to improve vocational education and training in order to reduce the shortage of skilled workers. In 2016, in response to this situation, Shunde Kautex Plastics launched its Vocational Education and Training project, which allows students to train to the standards used in Germany. To realize the project, which will initially run for three years, the company joined forces with the government of Guangdong and the local Light Industrial Technology School. Additional support is being provided by the German Chamber of Commerce. To date, Shunde Kautex has signed a cooperative agreement with the school; as a next step, practical training will be implemented at Shunde Kautex. The project will thus benefit students by allowing them to expand their practical skills and prepare for entering the job market. The company will benefit by being able to recruit qualified staff. By supporting education and training in China, Shunde Kautex wants to make a long-term contribution to reducing China's shortage of skilled workers.



## SIEMENS CHINA

SIEMENS EMPLOYEE VOLUNTEER ASSOCIATION (SEVA)

Employees want to actively contribute to their company's CSR goals for social and environmental issues. This is also true in China, where a rising middle class expects companies to engage in society and become an integral part of the ecosystem in which people live and work. To encourage and reward volunteering by creating opportunities for employees to engage with their peers in effective volunteer projects, Siemens launched the Siemens Employee Volunteer Association (SEVA) in 2012. It is a company-wide platform and focuses on three areas: access to technology, access to education and sustaining community. For example, the Siemens I-Green Education Program focuses on the children of migrant workers in Chinese primary schools. Employees volunteer to educate the children, their families and their communities on the issue of environmental protection. The program has been rolled out at 10 schools in 9 cities, benefiting over 20,000 students. Thanks to the more than 20,000 hours volunteered so far, the project has benefited tens of thousands of people throughout the country and is a significant contribution to public welfare.



# THYSSENKRUPP CHINA

## SUNSHINE 365 FUND'S ELEVATOR SAFETY CAMPAIGN

In 2014, there were 3.6 million elevators in use in China. That same year, 36 people died in accidents involving elevators. The Chinese government subsequently launched a campaign to supervise the use and maintenance of elevators nationwide. As a leading elevator manufacturer, Thyssenkrupp believes it has the responsibility to prevent accidents caused by the incorrect use of elevators by increasing public awareness and knowledge. As a result, the company launched a campaign to encourage people to use elevators safely. It organized 125 events at 87 universities, not only providing students with the relevant safety information but with career guidance as well. Moreover, 45 events were held at kindergartens and other venues to help increase children's safety awareness through playful learning activities. Events were also held in railway stations to disseminate the relevant safety knowledge among the public. In total, the staff at 69 Thyssenkrupp sites organized activities to promote guidelines for using elevators safely.



# TURCK CHINA COMPANIES

## SUSTAINABLE IMPROVEMENTS TO LEARNING ENVIRONMENTS AND SCHOOL CONDITIONS

Recent years have witnessed sharp growth in government expenditures on public education in China, with annual per capita spending rising from \$42 in 2009 to \$1,450 today. Yet 80 percent of these funds have been spent on urban areas and higher education. Students in rural areas, especially in poverty-stricken ones, have therefore lagged far behind their urban counterparts in terms of having the appropriate educational environments, developing favorable study habits and being motivated to learn. Turck China has always put education high on its CSR agenda. For example, it has funded the Turck Scholarship ever since it was established and has donated financial and material resources to underprivileged primary schools in rural areas. In 2016, Turck worked during the summer vacation to transform the muddy and potholed 200-square-meter playground at Yangzhuang Primary School in Dongtuanbu Township into one that was smooth and safe. In cooperation with Tianjin United Education Assistance Foundation, Turck China also financed a Book Corner for the school, equipping it with the necessary supplies including over 200 books. The company's commitment thus offered hope and brighter prospects to the 11 students and one teacher at the remote one-classroom primary school located high in the mountains.



## VAILLANT GROUP (CHINA)

### VAILLANT'S PARTNERSHIP WITH SOS CHILDREN'S VILLAGES

In China, the Qin Mountains and Huai River serve as the north-south divide for determining the presence of indoor heating. District heating is available north of the boundary, while inhabitants of cities and towns to the south suffer during harsh, cold winters. So do the children at the SOS Children's Villages located there. In addressing this problem, Vaillant and SOS Children's Villages agreed to form a strategic partnership. The company donated heating equipment to SOS Children's Villages in Chengdu in 2014. The same year, Vaillant donated materials worth RMB 50,000 and made nearly 1,000 books available to the SOS Children's Village in Tibet. The books had been contributed by people nationwide during Vaillant's Used Books for Green Plants project. In 2016, Vaillant launched the #vaillant smile campaign which was aimed at motivating staff and members of the community to get involved. The campaign is meant to raise public awareness for charitable giving and to tie in to Vaillant China's 2017 donation to SOS Children's Villages. The purpose of SOS Children's Villages is to give orphans a home and let them re-experience maternal love and family warmth. Heating systems provided by Vaillant can make children feel warm during the winter, which makes this a partnership of special significance.



## VOITH PAPER CHINA

### VOITH & FUTURE

The rapid development of China's urban economy has attracted a huge flow of the rural population to the major conurbations. The quality of the education of the children of migrant workers does not always reach the same level as their city counterparts. In order to empower their confidence by 'Igniting their Dreams,' Voith Paper is working closely together with the local government, education bureau, social administration and Red Cross, to improve this situation. The program started with a class of 77 children at one selected school. The company provided the class with learning materials and also arranged a special one-day "open class." During the class, the Voith Paper employees gave the children English names with inspiring meanings. They also introduced the papermaking process and through the use of interactive tools and games, taught children about the importance of recycling and sustainability. The students enjoyed the experience and had a much better understanding of the importance of taking care of the environment. Voith Paper will therefore build on this initial success and implement the 'Voith and Future' program to ensure this type of event is repeated on a regular basis.



## VOLKSWAGEN (CHINA) INVESTMENT

### YOUTH ENVIRONMENT AMBASSADOR ACTION & EDUCATION PROGRAM

The Youth Environment Ambassador Action & Education Program (YEAAEP) was launched in 2016 by Volkswagen Group China and the Goethe-Institut. The program promotes awareness of environmental protection and conservation among students and teachers at the schools collaborating with the Goethe-Institut in the Schools: Partner for the Future (PASCH) initiative. Twenty-four PASCH schools, supported by the Goethe-Institut in 14 cities across China, are taking part in the 10-month program, which focuses on three areas: forests, climate and resource efficiency. Experts from environmental organizations, such as WWF and the Beijing Forestry University, have worked together with experts on German as a foreign language to compile a teaching manual for the program. A key feature is the planning and implementation of sustainable environmental protection projects by groups in each school and in surrounding areas. On completion of YEAAEP, all participating PASCH schools will be honored with an environmental protection award and each student will receive a Young Environmental Ambassador certificate.



## WENZEL MEASURING MACHINES (SHANGHAI)

### WENZEL WESTERN CHINA PUBLIC STUDENT WELFARE PROJECT

Poor rural areas in China suffer from high dropout rates among students at schools and universities. Focusing on the poverty-stricken areas in western China, Wenzel provides assistance that can help excellent yet poor secondary students and undergraduates get an in-depth education and technical training, and successfully complete their schooling and studies despite financial hardships. To achieve this objective, Wenzel joined forces with Shanghai Kindness & Wisdom Public Foundation in 2016. The partnership is part of the foundation's Flower in Spring and Yield Fruit in Autumn program, which was launched in 2011. The company supports the foundation's work through charity walks, summer camps, clothing donations and other activities. These efforts all aim at improving education for rural students and enhancing their technical skills, thereby providing them with a solid foundation for finding a decent job.



## ZF (CHINA) INVESTMENT

### CHILD ROAD SAFETY CAMPAIGN

More than 18,500 young people under the age of 14 die in traffic accidents in China every year, making it the leading cause of death for this age group. In response, ZF has pledged its resources to a long-term campaign that promotes safety knowledge and skills among the Chinese public, with a particular focus on children and young people, the most vulnerable group on the road. The Child Road Safety Campaign was therefore launched in China in 2008 to educate teenagers on the topics of vehicle and road safety. Through visual, auditory and tactile experiences, not to mention lively activities, it deepens youngsters' awareness and understanding of safe driving. In view of how children learn, moreover, it created an attractive and appealing cartoon character, "Safety Bunny," and multimedia teaching materials, thus making safety education more interesting and readily accepted by children. To date, about 60 road safety activities have been held in kindergartens and schools throughout the country, thus contributing greatly to child road safety in China.












Big love  
Beyond Donation!

NGOS


<b>GESANGHUA EDUCATION'S AID</b>		
	<p>is a non-governmental organization working with students, often in China's poverty-stricken western areas.</p>	
	<p><b>Established</b> 2005</p>	<p><b>Website</b> gesanghua.org</p>
	<p><b>Partner</b> Brose</p>	<p><b>Chinese Name</b> 格桑花西部助学</p>
<b>ENACTUS</b>		
	<p>is an international nonprofit organization with its headquarters in the US. It is dedicated to inspiring students to improve the world through entrepreneurial action. They provide a platform for teams of outstanding university students to create community development projects.</p>	
	<p><b>Established</b> 1975 (2002 in China)</p>	<p><b>Website</b> enactus.org</p>
	<p><b>Partner</b> Covestro, SAP</p>	<p><b>Chinese Name</b> 创行中国</p>
<b>TIANJIN UNITED EDUCATION ASSISTANCE FOUNDATION</b>		
	<p>is a non-governmental, charitable organization based in Tianjin, China. It is dedicated to improving rural education in China. They have developed long-term relationships with local and international corporations, grantmaking organizations, universities, and other nonprofit organizations.</p>	
	<p><b>Established</b> 2005</p>	<p><b>Website</b> tj.xinhuanet.com/web/ueafc/index.htm</p>
	<p><b>Partner</b> Turk</p>	<p><b>Chinese Name</b> 天津市联合助学基金会</p>
<b>MIFAN MAMA</b>		
	<p>is a Scottish-registered NGO operating in China which provides food, clothing, educational support, medical support and equipment to orphanages. It has built a residential home for blind and partially sighted orphans and funded heart surgeries and eye surgeries and ongoing care.</p>	
	<p><b>Established</b> 2008</p>	<p><b>Website</b> mifanmama.com</p>
	<p><b>Partner</b> Deutsche Schule Hongqiao</p>	<p><b>Chinese Name</b> 米饭妈妈</p>


AGENCIES,  
CONSULTANCIES

<b>COMMUNITY ROOTS CHINA</b>		
	<p>is a registered Corporate Social Responsibility agency, providing corporate clients with a choice of charitable programs, benefiting children born in adverse conditions. Their key programs are: One Heart Gift Bags, Education Sponsorship, Capital Projects, "Bookworm" Programs.</p>	
	<p><b>Established</b> 2011</p>	<p><b>Website</b> communityrootschina.org</p>
	<p><b>Partner</b> Freudenberg, Century 3</p>	<p><b>Chinese Name</b> CRC慈善</p>

HORIZON CORPORATE VOLUNTEER CONSULTANCY		
	<p>is a small organization in the social services industry. It is providing integrated solutions for volunteering and operating management for governmental departments in Beijing, Shanghai, Guangzhou, Chengdu.</p>	
	Established 2010	Website <a href="http://hvcchina.com">hvcchina.com</a>
	Partner Siemens, B. Braun, Celanese	Chinese Name 和众泽益

## FOUNDATIONS



CHINA CHILDREN AND TEENAGERS' FOUNDATION		
	<p>is China's first national public fund-raising foundation and operates under the governance of the All-China Women's Federation (ACWF). Their purpose is to care for, foster, educate children and teenagers in China and to assist the government in improving children's education and welfare conditions.</p>	
	Established 1981	Website <a href="http://en.cctf.org.cn/abouten/">en.cctf.org.cn/abouten/</a>
	Partner Beiersdorf	Chinese Name 中国儿童少年基金会

CHINA SOCIAL ASSISTANCE FOUNDATION		
	<p>is registered with and governed by the Ministry of Civil Affairs. They provide living, medical care and educational assistance to those in need and support the poor in urban and rural areas to improve their living conditions. They also support research on the social assistance system and provide consultancy for charitable activities.</p>	
	Established 2009	Website <a href="http://csaf.org.cn/en/about_us/">csaf.org.cn/en/about_us/</a>
	Partner Rose Plastic	Chinese Name 中华社会救助基金会


SHANGHAI CHARITY FOUNDATION		
	<p>is involved in various charity events in the city to raise funds for helping senior citizens, supporting the young, sponsoring education and supporting orphans.</p>	
	Established 1994	Website <a href="http://scf.org.cn">scf.org.cn</a>
	Partner SAIC Volkswagen, Metro	Chinese Name 上海市慈善基金会

OVERSEAS CHINESE CHARITY FOUNDATION		
	<p>is an independent, non-governmental organization with its headquarters in the US. It helps underprivileged children in impoverished rural areas of China receive education and improve the quality of education in rural China.</p>	
	Established 1992	Website <a href="http://ocef.org/english">ocef.org/english</a>
	Partner Shanghai United Family Hospital and Clinics	Chinese Name 海外中国教育基金会


FOUNDATIONS

CHILDREN'S HOPE FOUNDATION'S	
	<p>partners in China and the US sponsor 18 Little Homes of Hope where families with seriously ill children can stay with their kids as they receive vital medical treatment.</p>
	<p><b>Established</b> 1992</p>
	<p><b>Website</b> <a href="http://childrenshope.net/category/in-china/">childrenshope.net/category/in-china/</a></p>
<p><b>Partner</b> Freudenberg</p>	<p><b>Chinese Name</b> 儿童希望救助基金会在</p>
LIFELINE EXPRESS	
	<p>raises money to support the operation in custom built Eye-Trains, equipped with the latest medical equipment and eye care technology.</p>
	<p><b>Established</b> 1997</p>
	<p><b>Website</b> <a href="http://lxenglish.com/index.php">lxenglish.com/index.php</a></p>
<p><b>Partner</b> Zeiss</p>	<p><b>Chinese Name</b> 健康快车</p>

SOCIAL ENTERPRISE

NETSPRING	
	<p>is a social enterprise in China which strives to achieve a sustainable business model in order to help more poverty-stricken children and protect the environment in the long run. Their mission is to build green IT classrooms by repairing obsolete computers for underprivileged children and to teach about recycling e-waste.</p>
	<p><b>Established</b> 2012</p>
	<p><b>Website</b> <a href="http://netspringworld.com">netspringworld.com</a></p>
<p><b>Partner</b> Freudenberg, Covestro</p>	<p><b>Chinese Name</b> 汇益泽</p>

FUND

UNICEF'S	
	<p>work focuses on seven areas: health and nutrition; education; child protection; water and sanitation; HIV and AIDS; social policy; and emergency preparedness and response. They work by developing demonstration models and approaches in rural poor and urban marginalized communities and support governments to replicate the approach.</p>
	<p><b>Established</b> 1946</p>
	<p><b>Website</b> <a href="http://unicef.cn/en/">unicef.cn/en/</a></p>
<p><b>Partner</b> Hape, Porsche</p>	<p><b>Chinese Name</b> 联合国儿童基金会</p>

INSTITUTIONS, ORGANIZATIONS

SOS CHILDREN'S VILLAGES	
	<p>is a welfare institution for the care of orphans, which is a cooperative effort made by SOS-Kinderdorf International and the Chinese Government. Every village has 12-18 families while each family usually fosters 7-8 kids aged below 14 with a single woman recruited to act as a mother.</p>
	<p><b>Established</b> 1949 (1984 the first SOS Children's village in China was built)</p>
	<p><b>Website</b> <a href="http://sosenglish.mca.gov.cn/">sosenglish.mca.gov.cn/</a></p>
<p><b>Partner</b> Vaillant</p>	<p><b>Chinese Name</b> SOS儿童村</p>

<b>RED CROSS SOCIETY OF CHINA</b>				
	<p>is a humanitarian social relief organization. It has been involved in assisting wounded soldiers, helping refugees in times of conflict and providing assistance to disaster victims. The Red Cross Society of China (RCSC) acts under the aegis of the Chinese government.</p>			
	<table border="1"> <tbody> <tr> <td>Established 1904</td> <td>Website <a href="http://redcross.org.cn">redcross.org.cn</a></td> </tr> <tr> <td>Partner Voith, Wacker</td> <td>Chinese Name 中国红十字会</td> </tr> </tbody> </table>	Established 1904	Website <a href="http://redcross.org.cn">redcross.org.cn</a>	Partner Voith, Wacker
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Partner Voith, Wacker	Chinese Name 中国红十字会			
<b>SAVE THE CHILDREN</b>				
	<p>works across five thematic sectors: child protection, child rights governance, education, health, and humanitarian response. In collaboration with local communities, partners, and government, they work to ensure that all children, regardless of their background or abilities, receive quality services in China.</p>			
	<table border="1"> <tbody> <tr> <td>Established In China since early 1980's</td> <td>Website <a href="http://china.savethechildren.net/">china.savethechildren.net/</a></td> </tr> <tr> <td>Partner Hape</td> <td>Chinese Name 救助儿童会</td> </tr> </tbody> </table>	Established In China since early 1980's	Website <a href="http://china.savethechildren.net/">china.savethechildren.net/</a>	Partner Hape
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Partner Hape	Chinese Name 救助儿童会			
<b>WUXI CHILDREN WELFARE CENTER</b>				
<p>Wuxi Children Welfare Center</p>	<p>The history of Wuxi Children Welfare Center can be traced back to the Qing-Dynasty. Over the years, the organization established a people-and children-oriented concept, working in the areas of parenting, medical, nursing, rehabilitation, education and social work.</p>			
	<table border="1"> <tbody> <tr> <td>Established 1796</td> <td>Website <a href="http://wuxi04205.11467.com/">wuxi04205.11467.com/</a></td> </tr> <tr> <td>Partner Kempinski</td> <td>Chinese Name 无锡市儿童福利院</td> </tr> </tbody> </table>	Established 1796	Website <a href="http://wuxi04205.11467.com/">wuxi04205.11467.com/</a>	Partner Kempinski
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Partner Kempinski	Chinese Name 无锡市儿童福利院			
<b>PLAN INTERNATIONAL</b>				
	<p>is a development and humanitarian organization that advances children's rights and equality for girls. They empower children, young people and communities to make vital changes that tackle the root causes of discrimination against girls, exclusion and vulnerability.</p>			
	<table border="1"> <tbody> <tr> <td>Established 1937</td> <td>Website <a href="http://plan-international.org/china">plan-international.org/china</a></td> </tr> <tr> <td>Partner Hape</td> <td>Chinese Name 国际计划（中国）</td> </tr> </tbody> </table>	Established 1937	Website <a href="http://plan-international.org/china">plan-international.org/china</a>	Partner Hape
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Partner Hape	Chinese Name 国际计划（中国）			
<b>SNOW LOTUS GRANT-IN-AID PROVIDERS' UNION</b>				
	<p>is a private non-profit social group, made up by union-members, donors and volunteers.</p>			
	<table border="1"> <tbody> <tr> <td>Established 2014</td> <td>Website <a href="http://szzxw.org">szzxw.org</a></td> </tr> <tr> <td>Partner M&amp;M Software</td> <td>Chinese Name 苏州工业园区雪花助学联合会</td> </tr> </tbody> </table>	Established 2014	Website <a href="http://szzxw.org">szzxw.org</a>	Partner M&M Software
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Partner M&M Software	Chinese Name 苏州工业园区雪花助学联合会			
<b>BOSTON EDUCATION INTERNATIONAL, INC.</b>				
	<p>is an US-based online education, overseas studies and volunteerism consulting company.</p>			
	<table border="1"> <tbody> <tr> <td>Established 2010</td> <td>Website <a href="http://boston-education.org/">boston-education.org/</a></td> </tr> <tr> <td>Partner Rose Plastic</td> <td>Chinese Name 波士顿国际教育</td> </tr> </tbody> </table>	Established 2010	Website <a href="http://boston-education.org/">boston-education.org/</a>	Partner Rose Plastic
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Partner Rose Plastic	Chinese Name 波士顿国际教育			

## IMPRINT

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