

— 2019 —



# 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



Vertretungen  
der Bundesrepublik Deutschland  
in der Volksrepublik China

| Bertelsmann Stiftung

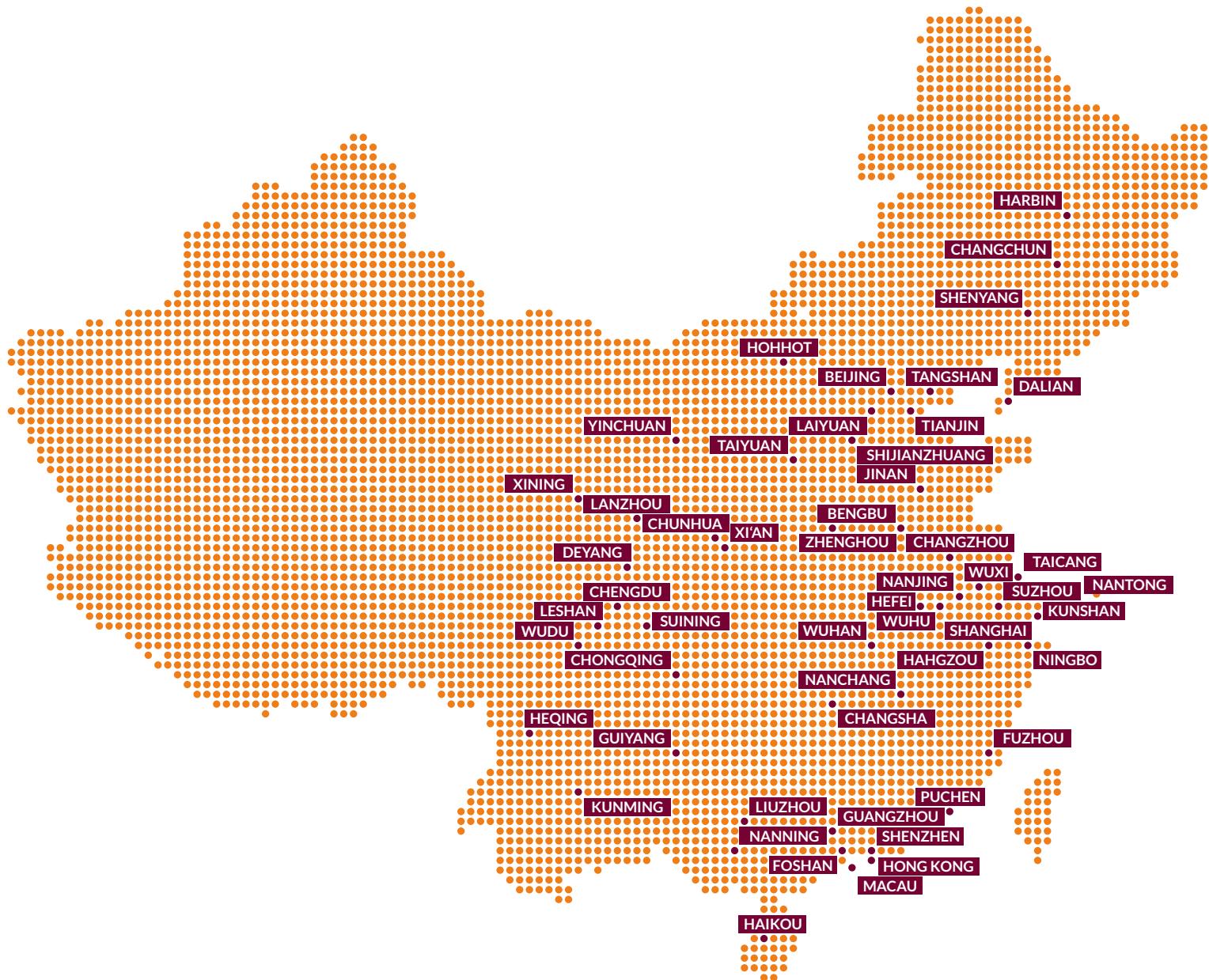


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# SHAPING THE WORLD TOGETHER

LIZ MOHN, VICE-CHAIRWOMAN  
OF THE BERTELSMANN STIFTUNG,  
EXECUTIVE BOARD



The world is undergoing great transformation. The major trends of globalization and multilateralism, demographic and technological change are putting increasing pressure on established institutions of global governance – namely, pressure to adapt to the consequences of these trends. At a time when technology could finally realize the promise of connecting the world into one global village, some forces are disconnecting the networks of trust and cooperation that have grown over the years. All of these challenges have created an atmosphere of uncertainty. Both China and Germany are looking for new solutions to tackle these developments.

Facing unstable times, we must never forget that times can change – or rather: They can be made to change, they can be shaped. However, in a world of such complexity, there is never just one adequate answer. Effective and practical initiatives that support new visions can only be implemented if the interests, expertise and contributions of all societal actors are included from the very beginning. No one country on its own can face any of the multiple challenges we are currently confronted with. If we long for a peaceful and just world with more social and economic stability, we have to communicate values, take responsibility and build trust in cooperation.

Cooperation means that not only must policy makers and civil society get involved in shaping a new tomorrow, the business community must do so as well. Since business actors are now, more than ever, local as well as global actors, the role they play when it comes to employees, customers and partners can never be overestimated. The More than a Market initiative is focusing on the German business actors in China that spare no effort when it comes to contributing to and shaping the society around them for the better. They do so via their culture of social responsibility, which also includes responsible corporate leadership.

The German companies' efforts would never have been successful were it not for the special relationship between China and Germany. Based on respect, trust and values, the Chinese-German partnership has been thriving for decades, resulting in fruitful collaborations benefitting many.

The More than a Market initiative, which is now in its fourth year, illustrates many of the great examples stemming from this partnership. The initiative is an attempt to show what can happen when people from different nations work together to help others, create a better world and shape the future.

# LEADING BY SUSTAINABLE EXAMPLE

SIMONE POHL, JENS HILDEBRANDT  
MAXIMILIAN BUTEK – GERMAN CHAMBER OF COMMERCE IN CHINA



2019, the Chinese Year of the Brown Earth Pig, marks a joint commemorative year in Sino-German history. We look back at 70 prosperous years since the proclamation of the People's Republic of China, and the founding of the Federal Republic of Germany. As the saying goes, "good things come in pairs"! During the last decades, foreign companies – and German companies, our members, in particular – increasingly invested in China and thereby giving back through the creation of jobs, shared knowledge and enriching the local market with goods and services of "Made in Germany" quality. The German Chamber of Commerce in China is honored to have been serving and representing its more than 2,300 members in the process of this ongoing development.

Building upon this solid foundation, we have been a strong advocate for German companies to strengthen their social engagement in Chinese society to leave a lasting impact for generations to come. Therefore, the German Chamber of Commerce and its members naturally regard China as "More Than a Market" and proudly engage in the thusly named joint initiative for corporate social responsibility (CSR). For the fourth year in a row, we have observed an increase in project submissions, which fill us with joy and shows that the initiative is gaining importance among our members. As companies in China face changes in their business models, innovation ecosystem and the regulatory environment, CSR programs are becoming an essential tool for engaging with local communities and leaving a

positive footprint. This year's Forum and Awards Gala highlights the successful measures that companies have implemented to manage these shifts and how companies can incorporate CSR strategies into their company DNA. Initiated projects range from increased educational access to employment opportunities for people with special needs, from combating poverty to engaging in culture, from sports programs for left-behind children to environmental protection, and many other matters which lay at the heart of China's sustainable development.

Constant change might ever be around the corner in the Middle Kingdom, but a lasting positive impression can only be achieved through a shared vision, trust, nurturing mutual benefits for both economies and their respective people. It is key to learn from one another and to provide mutual support to lead the way into a more sustainable, inclusive and overall better future for both our ambitious societies.

We would like to extend our utmost thanks and gratitude to all participating members and the incredible support of their employees, who have done an outstanding job in filling our initiative with life! It is gratifying to observe the significant impact "More Than a Market" has had so far and we hope that more and more members will continue to support us for years to come. We are proud to showcase all these inspiring projects in this publication.

# GERMAN COMPANIES TAKE RESPONSIBILITY FOR THE SOCIETY IN WHICH THEY OPERATE

DR. CLEMENS VON GOETZE,  
AMBASSADOR OF THE FEDERAL REPUBLIC OF  
GERMANY TO THE PEOPLE'S REPUBLIC OF CHINA



China is Germany's most important trading partner. But China is indeed much more than a market. China is an indispensable partner for tackling global questions as climate change and a rules-based world trade system. Bilaterally, Sino-German relations are not only close between the political leaders and our business communities, but thrive on many fields, in science, culture and sports, to name just a few. Growing numbers of visitors and students from China to Germany and vice versa show that Germans and Chinese are interested in each other. Without any doubt, our countries also have their differences, politically as well as economically. The more important it is to continue to foster understanding between our countries, act upon our values and principles and build trust.

"More than a Market" shows that German companies active in China do not only look for short term profits but do indeed want to contribute to further German-Chinese ties and mutual understanding in a much broader way. "More than a Market" highlights how German companies take responsibility for the society in which they operate. It showcases impressive examples of how they support local communities, engage with their supply chain partners and take care of people on the side-lines through charitable work or projects in sup-

port of education, protection of the environment and work safety. The Corporate Social Responsibility shown by the companies is a key element at the heart of the German social market economy model, based on a long tradition even dating back to the craft workshops and guilds of the Middle Ages.

Also today, in the age of globalisation, companies make crucial contributions to resolving global challenges like climate change, the fight against poverty and the protection of human rights. Most of the decisions taken by companies in fulfilling their social responsibility are not making the headlines. They are part of the management routines of responsibly led companies. "More than a Market" gives us a chance to shed a bit more light on these contributions of companies to the common good.

I am confident that "More than a Market" will continue to inspire others to develop more good practices and to represent a time-honoured German tradition. I would like to congratulate the German Chamber of Commerce and Bertelsmann Stiftung on this important initiative and wish it all success for the future.

# CHINA AND GERMANY ARE WORKING TOGETHER TO REACH THE GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT

WU KEN, AMBASSADOR TO GERMANY  
OF THE PEOPLE'S REPUBLIC OF CHINA



In 2018, the bilateral trade volume between China and Germany reached €19.3 billion, which was 9.4 percent above the previous year's level. That makes China Germany's largest trading partner for the third year in a row. Germany's companies have benefitted from China's policy of reform and openness, as have others. According to media reports, DAX30 companies have 700 business locations in China, and the revenue generated there by these firms accounts for some 16 percent of their total revenue. All in all, German businesses earned approximately €200 billion in China in 2018 – a new record. Many companies even generate more turnover in China than in Germany. German businesses in the automotive, insurance and banking sectors in particular are benefitting from China's new measures to increase openness. The ongoing improvement of the Chinese business environment has not only led more German companies to invest in China, it is also inspiring German businesses already active in the country to continually increase their level of investment.

During the last 41 years of reform and opening, China has become a stabilizing anchor for global economic growth and has made outstanding contributions to reaching the global goals for sustainable development. The share of people worldwide living in absolute poverty has fallen from almost 40 percent in the 1990s to a current level of some 8.6 percent. China has helped more than 700 million people escape poverty, thereby making a major contribution to the global fight against poverty. It is clear, however, that China's various regions are not all developing at the same rate and that considerable differences exist between urban and rural areas. More than 16 million people in the countryside still live in absolute poverty, and alleviating poverty remains a difficult challenge.

We therefore welcome German companies to continually develop the Chinese market. At the same time, we hope that these firms will assume social responsibility within the community and will work together to achieve the global goals for sustainable development.



# MORE THAN A MARKET

AN IMPACTFUL PLATFORM FOR COLLABORATION  
AMONG GERMAN COMPANIES IN CHINA

China is Germany's central trading partner in Asia. More than 5,000 German companies are present there. Exports to the People's Republic account for around two percent of Germany's gross domestic product. The companies' global business also stands or falls with their success in China. After all, production processes, supply chains and sales structures are deeply interwoven. For the German export industry, China is much more than just a market.

For China, conversely, Germany is more than just a supplier of investment and technology. As part of its reform policy, China is engaged in an intensive debate about the role companies can play in society. Germany's social market economy is a much-discussed model for creating social balance, enabling equal opportunities and strengthening social cohesion. Responsible entrepreneurship plays a central role here because it is an important instrument within the social market economy. It can have a positive impact on society if it creates win-win situations with benefits for the society and for the company.

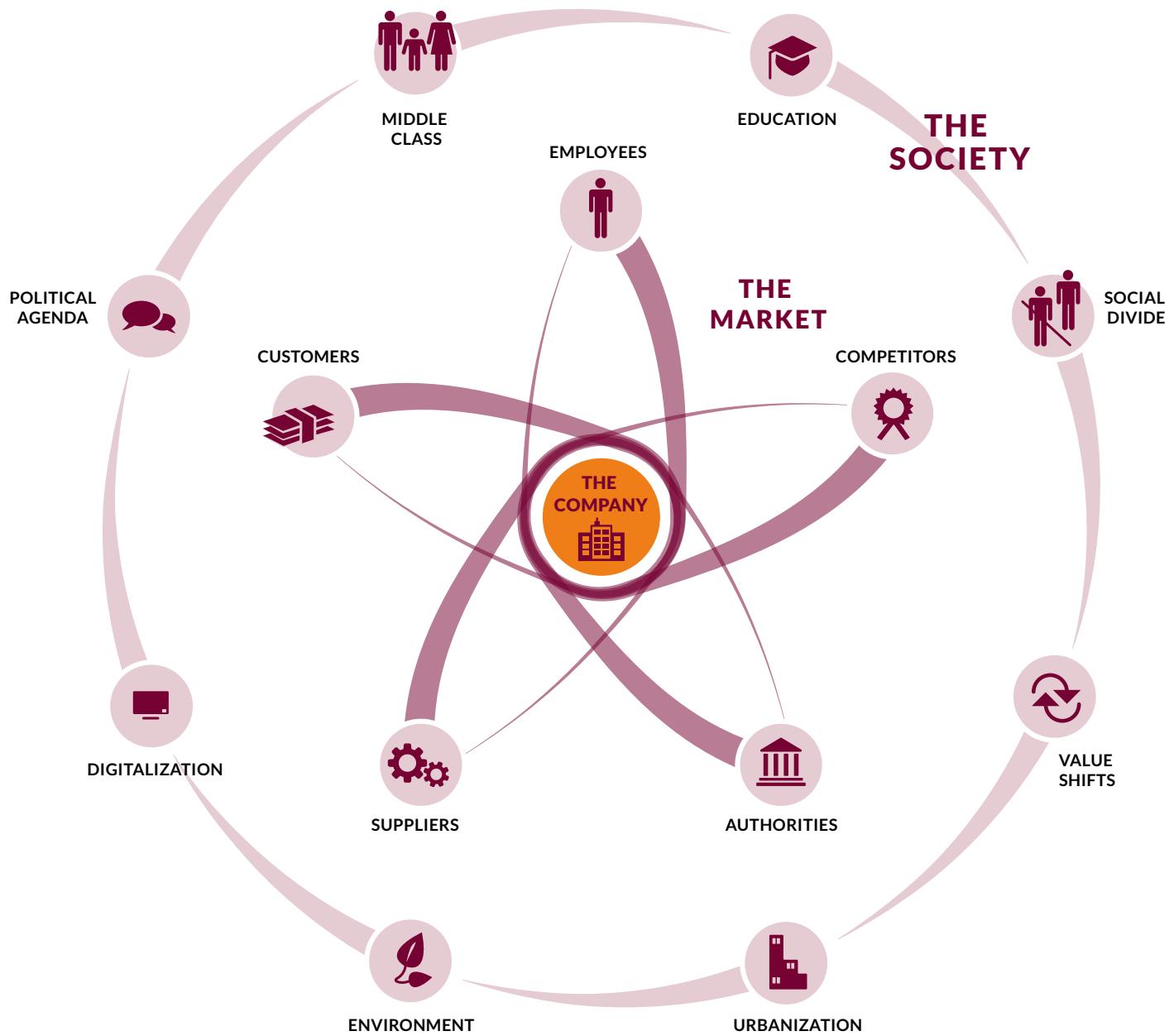
Since 2015, the More than a Market initiative has shown how German companies are increasingly dealing with social challenges in China and how they are reacting beyond their immediate business interests to those challenges, which are either not addressed at all or only inadequately by the state and other local actors. This means, almost by definition, that German companies are bringing social innovations to China.

The More than a Market initiative was launched in 2015 by the German Chamber of Commerce in China and the Bertelsmann Stiftung. Its founders had a clear vision: to shine a light on how German companies engage in Chinese society and to support them in developing more and better social projects.

Much has happened since the start of the initiative. For example, the More than a Market Awards were launched and are now being given for the fourth time in May 2019. The recipients have been selected from the more than 100 social projects that applied to participate. The companies driving these projects account for more than 500,000 jobs in China, around half the jobs created in the country by German businesses. This reflects German companies' strong and sincere commitment to contributing to China's sustainable development.

Due to the support of many like-minded and socially engaged people, the More than a Market initiative has established itself as a visible, impactful and outstanding platform for collaboration among German companies, enabling them to generate valuable support for good causes in China. There is still a lot to be done and we are aware of the learning journey that lies ahead of us.

This publication documents the social projects that applied to participate in the 2019 More than a Market Awards. We hope it will be an inspiration to all those designing, launching or implementing social projects. By sharing our learnings we continue to work towards a sustainable future for all. Since the intention of the initiative is to continue expanding the activities German companies engage in on behalf of Chinese society, we invite more companies and individuals to join the More than a Market initiative. There are many ways to get involved! We are looking forward to learning from you, helping you to connect with peers and partners, and supporting you in your passion for working towards a better society.



# CORPORATE SOCIAL RESPONSIBILITY FROM A GENDER EQUALITY PERSPECTIVE:

## HOW GERMAN COMPANIES CAN CONTRIBUTE TO SOCIAL CHANGE IN CHINA

Women represent 48.5% of China's population (World Bank, 2017). It is estimated that they contribute as much as 41% to the country's GDP, a higher share than in most regions (McKinsey Global Institute, 2015). This figure does not account for the immense value creation from unpaid labor: Chinese women take on the bulk of unpaid child-care and elder-care work, spending much more time than men do on these activities.

Women are also consumers and entrepreneurs. Take China's trillion-dollar e-commerce market: They spend more, shop more frequently and own over half of the online stores on Taobao, the country's biggest online marketplace by traffic (Chinadaily, 2016; AliResearch, 2015). With the rise of the "she economy," women are playing an outsized role as end users in China, deciding over the success or failure of products in the market. Chinese women are also better educated than their male compatriots on average, outnumbering them in tertiary education.

Given women's centrality to China's economy, foreign companies will naturally want to tap into this pool of consumers and talent so they can be successful in the world's most competitive market. As a result, understanding women's perspectives and ensuring that they enjoy equal opportunities in the workplace is not just ethically and morally desirable. It is a business strategy.

In fact, for the casual observer, it looks as though gender equality does not present much of a challenge in China's workplaces. A first look at the numbers seems to bear out the perception that the Chinese corporate world is doing just fine on this front. For instance, female participation in the workforce in China is higher than the global average – and higher than in some of the most developed economies, including the United States (World Bank, 2018). In addition, China is home to more female billionaires than any other country (BBC, 2018).

### KEY RECOMMENDATIONS FOR COMPANIES IN CHINA

- Investing in building women's leadership and entrepreneurial skills
- Creating a gender-equal workplace
- Implementing family-friendly policies such as remote working
- Empowering women in supply chains
- Challenging gender stereotypes through marketing and advertising

Yet the picture that emerges on closer inspection is quite different. For many companies in China, gender diversity is far from being regarded as a strategic priority. In recruitment, gender-based discrimination remains widespread, with better educated and childless women experiencing it more acutely (Technode, 2017b; People's Daily, 2016). Job ads reinforce gender stereotypes to a shocking degree and often overtly specify male applicants – even though this is illegal in China. Sadly, this is not the exception, it is the norm, and it is the case in many of the country's top companies, such as Alibaba, Tencent and Baidu, and even in the civil service (Human Rights Watch, 2018).

Women are also largely absent from Chinese boardrooms and managerial positions, a sign that career development and leadership opportunities remain scant. In addition, the average income of women in China is much lower than that of men – about 67 percent in cities, and a mere 56 percent in rural China (All-China Women's Federation, 2014; OECD, 2017). Leaving questions of fairness aside for the moment, it seems clear that this state of affairs leads to serious economic inefficiencies. Female talent in China is an underused resource. Companies, not least foreign ones, which recognize this and act on it can benefit significantly.

Corporate social responsibility (CSR) can be an effective instrument to advance and leverage gender equality, both as a corporate commitment to the community and as an organizational practice that shapes business operations on all levels. Through activities ranging from traditional philanthropy to gender-sensitive and inclusive stakeholder relations, company policies and reporting, German companies in China have the opportunity to boost their competitiveness and profitability – while making a long-term impact on the lives of their employees, the wider corporate world and society at large.

This More than a Market report is meant to shed light on the economic dividends of women's empowerment and on the challenges Chinese women are facing in and outside the workplace. It will also highlight some examples of best practice and suggest concrete steps German companies can take to close the gender gap.

### AN EFFECTIVE APPROACH TO GENDERING CSR

- Leadership commitment at CEO level
- Mindset shift from philanthropy to gender mainstreaming
- Gender perspective in company operations and stakeholder relations
- Organizational and cultural shift
- Clear targets, policies, processes and performance reviews
- Sex-disaggregated data in company reporting
- Careful choice of partners
- Smart use of digital technologies
- Willingness to address bias in key people processes
- Inclusion of marginalized groups

### RESOURCES FOR COMPANIES

- UN Women's Empowerment Principles (WEPS) and Reporting Guidance
- IFC-GRI guide *Embedding Gender in Sustainability Reporting*
- EDGE Standard and Certification

## The business case for gender equality

A growing body of evidence shows that gender equality correlates with economic growth and profitability. For example, if China matched the progress towards gender parity of the fastest-improving countries in its region, this could boost the Chinese GDP by US\$2.6 trillion annually by 2025, a 13% increase compared to a “business-as-usual” scenario (McKinsey Global Institute, 2018). Worldwide, advancing gender equality can add up to US\$12 trillion to global growth (McKinsey Global Institute, 2015).

Companies investing in a gender-diverse workforce and leadership also display demonstrably better financial returns. A study conducted on Fortune 500 firms for 19 consecutive years, for instance, showed that the 25 companies with the best record in promoting women to executive positions were between 18% and 69% more profitable than the median Fortune 500 competitors in their industries (Adler, 2001). A higher female representation on boards also improves economic performance (Catalyst, 2011) and social responsibility (Setó-Pamies, 2013).

One explanation might be the greater diversity of perspectives different individuals bring to decision-making. Innovative solutions often emerge when different voices can challenge each other. Employee satisfaction may be another factor: People are the most valuable asset of any corporation. Employees – including female employees – feel more motivated to live up to their potential at work if they know that they are treated fairly and their contribution is valued. Whatever the reason for the positive correlation between gender equality and business performance, the effects are simply remarkable. This is why smart companies are increasingly realizing that diversity and inclusion are real sources of competitive advantage, correlating strongly with profitability and value creation (McKinsey, 2018). In China’s rapidly changing market, talent management and retention, consumer orientation, company reputation and employee happiness are all unusually challenging, and a commitment to gender equality is a strong predictor of how successful companies will be at finding solutions for these challenges.

Emerging technologies such as artificial intelligence (AI) are a further factor of change pressing in the same direction. The digital age is set to revolutionize the nature of work. It will reward those organizations that are able to nimbly adapt their processes and culture in an employee-oriented manner – and this includes female employees. In addition, it appears that in a digitally mature, inclusive and risk-taking environment, women are slightly more likely than men to produce greater financial outputs and to invest more in their organizations, provided that the leadership model, pipeline and development are open and clearly defined (Deloitte and Lean In China, 2018).

This is to say that leveraging female talent does not simply mean “hiring more women.” While measures such as Germany’s board quotas may help to boost senior appointments, payoffs of sustained policies that facilitate talented women to rise throughout corporate ranks are demonstrably higher (PIIE, 2016). A genuine commitment to inclusion and a willingness to listen on the part of the company’s leadership is equally essential in order to fully unleash the potential of female employees (Harvard Business Review, 2013). Understanding the barriers Chinese women face and the demands they articulate is thus a necessary first step if companies are to profit from taking gender equality seriously – both economically and with regards to developing gender-sensitive CSR strategies.

## Chinese women and economic empowerment: Old gender norms, new demands

In 2018, China’s position in the World Economic Forum’s Global Gender Gap ranking fell for the ninth consecutive year, coming in at 100 among the 144 countries listed (WEF, 2018). Just over a decade ago, China was ranked 63rd. This is a sign that women have been missing out on the benefits of the country’s rapid economic reforms. The severe lack of political participation is to blame for this trend, as is the incredibly skewed sex ratio at birth – a byproduct of decades of family planning and selective abortions encouraged by a cultural preference for sons. But there is still more to this: The survey also found that women earn 36% less than men for doing similar work,



## THE PROBLEM IN CHINA

**37** – Number of places China fell in the WEF's Global Gender Gap ranking (2006–2018)

**+60%** – Share of unpaid work done by women compared to men

**36%** – Women's pay for similar work compared to men's

**70%** – Female workers who were sexually harassed in Guangdong's factories

**9%** – Decline in women's labor force participation between 1990 and 2013

**9.4%** – Percentage of female board directors of publicly traded companies

**20%** – Firms with women as top managers



## ... AND WORLDWIDE

**41.9%** – Global gender gap in economic participation and opportunity

**34%** – Managerial positions held by women

**+50%** – Women's time spent on unpaid work compared to that of men

Gender **wage gap**

Gap in access to **financial services**

## WHY GENDER DIVERSITY MATTERS FOR COMPANIES IN CHINA

**US\$2.6 trillion** – Potential GDP gain from gender equality

**41%** – Women's contribution to China's GDP, compared to global average of 37%

**Over 50%** – Taobao stores owned by women

**Nearly 70%** – Share of women managing family finances

## ... AND WORLDWIDE

**US\$12 trillion** – potential contribution of gender equality to global growth

**+18–69%** – Profitability of firms with female executives compared to their competitors

Better **economic returns** and greater social responsibility

Greater **consumer** attraction and **talent** retention, better **reputation**

a sign that women do not only cluster in low-paying industries and low-ranking positions, they are also discriminated against despite protective legislation. In addition, only one out of five firms have women in their top management.

But China's performance in the ranking also reflects an underlying structural issue: The double burden that continues to constrain Chinese women's potential, as they are still seen as natural caregivers by a patriarchal culture. On top of working days that are on average 44 minutes longer, women take on over twice as much unpaid housework and care work as men do. This is especially true for mothers in the 25-34 age group and who have children under the age of six, 72% of whom were employed in 2010 (ACWF, 2011). Not surprisingly, missed career advancement opportunities due to childbearing are the biggest obstacle to women gaining promotion (China.org.cn, 2018).

These disparities risk hurting the Chinese economy. At a time when the Chinese workforce is shrinking and the population is aging rapidly (Financial Times, 2019), more and more Chinese women opt out of the professional world. In fact, women's share of the labor force, while still very high, has declined steadily since 1990, following rapid economic transformations and marketization (ILO, 2015; OECD, 2017). Reforms have brought tremendous prosperity, but also exacerbated social inequalities. Diminished employment opportunities, a widened gender wage gap, lack of subsidized childcare, and a resurgence of traditional gender norms and stereotypes all make it particularly difficult for Chinese women to maintain a healthy balance between work and life.

A closer look at the data also reveals that the decline in labor force participation has mostly hit urban women, which is particularly troubling given that 60% of the population will likely be urban by 2020. The public discourse on this issue is partly to blame. An aggressive media campaign initiated around 2007 labelled urban, educated, single women over the age of 27 as "leftover women." This label has stuck. It is now a fixture in Chinese conversations about gender issues, and it has further discouraged many young women from pursu-

ing a career (Hong Fincher, 2013). According to surveys conducted in 2000 and 2010, the notion that women should marry well and focus on family instead of following professional ambitions has become more popular (Sixth Tone, 2018).

These conservative gender norms are prevalent across society at large and infiltrate the corporate world. They combine with – and largely explain – other factors, such as a retirement age that is five to ten years lower for women, very limited paternity leave and a recent "two-child" campaign which is further encouraging employment discrimination (Economist, 2018). This makes the lack of work-life balance an increasingly pressing concern (Deloitte and Lean In China, 2018; Zhaopin, 2018). Many capable and talented women are being forced to choose between family and career, while employers are hesitant to hire and promote them as they fear that they might take maternity leave twice. Sometimes recruiters simply see women as less suitable for certain positions (Human Rights Watch, 2018). These stereotypes may also hurt women's confidence in their own abilities, further hampering their career advancement.

On top of these types of discriminations, social norms make the workplace less inclusive and safe for many women. A 2017 survey by the recruitment platform Zhilian Zhaopin found that 80% of female respondents had experienced sexism at work (Zhaopin, 2018). In 2013, up to 70% of female workers in Guangzhou's factories had been sexually harassed (China Labor Bulletin, 2018). Gender roles at home exacerbate this problem. As a study on the impact of widespread gender-based domestic violence (DV) on the workplace has revealed, violence generates extensive costs for employers due to reduced productivity, missed work hours and staff turnover (Asia Foundation, 2017). But awareness remains limited, as do company policy responses.

Other notable barriers to empowerment exist in entrepreneurship. Contrary to upbeat media reports, China's vibrant tech world is still overwhelmingly male. Women only account for 16% of Internet company founders (Technode, 2017a). There are countercurrents, however. Venture capital funds such as Teja Ventures and accelera-

tors like TechBase champion new gender-sensitive investment strategies. More and more women are becoming co-founders and investors, mentoring other women or sponsoring initiatives to support female-led startups like Virginia Tan's She Loves Tech competition.

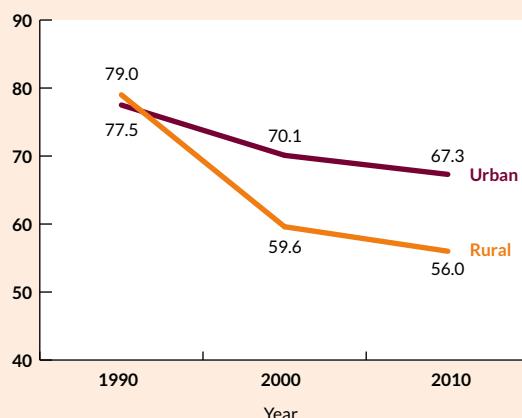
With rapid technological change and the growing influence of millennials, women are becoming more assertive and confident. They increasingly equate success with self-achievement and purpose, rank these goals highest (61.3%) above family and marriage and demand more flexible and equal company policies (Forbes, 2019). And, crucially, the same survey by Lean In China and Deloitte last year found that Chinese men also want a healthy work-life balance, something that has been confirmed by other studies (Catalyst, 2012). To the extent that family plays an important role in personal life, this finding challenges the traditional stereotype according to which women care more about having a healthy balance between their career and family responsibilities than men do.

German companies in China cannot afford to overlook these bottom-up demands for change in corporate culture and social norms. Moreover, in designing their social engagement strategies, it would be beneficial for companies to address the intersection between gender and broader social inequalities. For instance, rural women make up as much as 60% of the agricultural workforce in some provinces (UN Women, 2016) and are often disproportionately affected by poverty, particularly elderly women; this group lacks access to good, affordable education, healthcare, maternity leave and childcare facilities, as well as pensions and elder care. The same is true of female migrant workers.

These overlapping problems show that setting aside gender equality as "women's issues" and treating it as a separate set of problems is suboptimal. There is a better way, namely taking a holistic and gender-sensitive approach to CSR by integrating and mainstreaming gender issues in corporate policies and stakeholder relations at all levels.

## CHINESE WOMEN'S INCOME

as percent of men's



Source: author's elaboration based on the results of ACWF's First, Second and Third Survey on the Status of Women

## Gender and CSR: Companies as drivers of social change

Even in China's state-led economy, the private sector is increasingly accountable to society. Businesses now have considerable influence on how public goods are delivered and social norms are shaped. As private companies have come to play an increasingly important role in public life globally, CSR concepts have moved beyond philanthropy. They now include corporate responsibility across the entire marketplace, the workplace and society at large. In all these settings, seeing women as stakeholders – employees, consumers, suppliers, investors, civil society representatives – helps formulate a more gender-aware approach to CSR (Grosser, 2009).

This is where the concept of gender mainstreaming comes in. Rather than simply addressing "women's issues," companies must reorganize and improve their processes so that gender equality is incorporated "in all policies, at all levels, and at all stages" (Council of Europe, 1998). Gender mainstreaming combines technical tools, such as monitoring and reporting, with political ones, namely women's par-

ticipation in decision-making. Such a holistic approach does not focus on women's special needs and disadvantages, but rather on the very structures engendering them – such as long working hours combined with limited paternity leave – which can be addressed through more family-friendly company policies for both genders. In this way, companies can become agents of change beyond the workplace and, at the same time, drive future growth and economic prosperity.

Companies seeking guidance in mainstreaming gender into their operations may find a gold standard of best practices in the United Nation's Women Empowerment Principles (WEPs; UN Global Compact, 2011). Any CEO can sign in and implement these guidelines to advance gender equality, including by using sex-disaggregated data in sustainability reporting to clearly communicate objectives, actions and impact to company stakeholders.

The WEPs, complemented by a practical Gender Gap Analysis Tool, include: leadership commitment to gender equality (with specific metrics, targets and incentives for managers such as performance reviews); equal opportunity and non-discrimination (for instance equal pay, re-entry opportunities for mothers, and flexible working options); safety and freedom from violence; education, training and professional development for women; business development, supply chain and marketing practices that empower women; community engagement and advocacy; and transparent measurement of progress and reporting.

With regard to reporting, the GRI-FCI guide is another useful tool (International Finance Corporation and Global Reporting Initiative, 2009). It helps companies track and measure their progress across a number of organizational objectives. Among these are diversity and equality in management, an unbiased wage system, a grievance system against gender-based discrimination, promotion of female entrepreneurship and supplier diversity, contribution to the well-being of both men and women in the community, absence of gender discrimination in advertising, and gender-sensitive investment strategies.

In China, given the main challenges outlined in this report, considerable opportunities exist to utilize the WEPs in the following areas: developing women's leadership and entrepreneurial skills with an eye on the most vulnerable groups, ensuring equal treatment in the workplace, mitigating the burden of unpaid care, empowering women in the supply chain and investing in shifting social attitudes towards gender roles. These recommendations will now be briefly presented, along with some examples that illustrate the challenges and opportunities which CSR is facing in the world's second largest economy.

### **1. Developing women's leadership and entrepreneurial skills**

It is critical to remove gender-specific barriers that prevent women from reaching the top, in and outside the workplace. Digital technologies can play an important role in doing so. The German software multinational SAP is an excellent example of a company that takes a holistic approach to gender diversity and inclusion in a male-dominated industry. SAP works with UN Women in China to close the gender gap in innovation, technology and entrepreneurship. The program SHE CAN, which shows the potential of public-private partnerships in China, leverages technological innovation to empower female entrepreneurs in the digital age. Over 100,000 rural and blue-collar women will participate in the training and capacity building offered by this program (ACWF, 2017).

SAP also promotes leadership development through mentorship and sponsorship inside the corporate world. Its Business Women's Network, a success story showcased by More than a Market last year, has helped over 5,000 women build relationships and share experiences and skills. The Chinese ridesharing giant Didi Chuxing invested in a similar platform to support female employees growing within the company (Financial Times, 2018). There is ample evidence that the availability of female role models is crucial to achieving gender equality, particularly as it can eliminate organizational prejudice towards female leaders and encourage more female staff to aspire to senior roles. Some mentorship and leadership development plat-

forms such as Lean In China (励媖中国) have immense expertise and resources and make them available for interested partners.

## **2. Creating equality at the workplace**

Companies operating in China need to more vigorously eliminate discrimination at the workplace. Establishing fair criteria for recruitment, remuneration and promotion – and making sure that managers comply – is key to eradicating inequality from people processes, where unconscious gender bias is often an issue. Technologies such as text mining and machine learning can be used to spot discrimination in job descriptions and performance reviews. However, since algorithms can inherit gender bias from the data they train on, fostering a truly inclusive corporate culture is a necessary precondition.

Firmenich China has been particularly successful at this. The company is an affiliate of the Switzerland-based perfume and taste company, and it was one of the four companies in China to receive the independent EDGE (Economic Dividends for Gender Equality) certification. EDGE measures performance across talent pipeline, pay equity, effectiveness of policies and practices that ensure equitable career flows, and inclusiveness of the corporate culture (Finanz Nachrichten, 2019). Firmenich adopted a holistic approach to gender diversity that encompasses, among other actions, equal pay, training and mentorship of female employees, CEO-level commitment to senior female leader development as a core HR strategy, and a virtual career development network for women.

Implementing diversity and inclusion in the workplace often proves challenging for companies. This is because it requires a mindset shift from mere legal compliance and charity to an understanding of gender diversity as a true source of competitive advantage, creativity and innovation. Mentorship can help here as well. In addition, companies can consider establishing regular focus groups with managers and female employees to identify specific ideas, concerns and reactions to those concerns. Firms can also be proactive in reaching out to female talents through data collection efforts and dedicated

job fairs, which could target undervalued groups such as disabled women.

## **3. Mitigating the burden of unpaid care through family-friendly policies**

Closely related to the above recommendations, companies can reduce the disproportionate burden of unpaid care work on women. Several multinationals in China, such as IBM and Merck, stepped in to address their employees' concern for a healthier work-life balance. They did so with measures such as flexible work schedules and telecommuting options (Catalyst, 2012). While IBM seems to have given up on telecommuting, experiments with flexible and remote working options at Chinese online travel giant Ctrip have benefited employees while strongly improving performance and reducing costs (Ctrip, 2018; Bloom et al., 2015). It is perhaps no coincidence that women make up over half of the workforce and one-third of senior management at Ctrip.

Similarly, Ctrip set up a daycare center in Shanghai run by a third party. However, a child abuse scandal underscored that choosing the right partners is a prerequisite that needs to be taken very seriously (Caixin, 2017). With this in mind, several factories in China joined an initiative launched by the international Center for Child Rights and Corporate Social Responsibility (CCR CSR) to set up supervised and safe daycare spaces for migrant workers' children (CCR CSR, 2019). Identifying the right partners from the public, private and non-governmental sectors guarantees greater economic and social impact and creates scope for mutual learning.

Another model that could be applied to China – where parental leave for fathers is limited to seven to 15 days in most provinces – is PwC's Full Circle program, which allows both men and women to leave the company temporarily for care reasons, while giving them continued access to training and guaranteeing them the option to return to their careers (EVE, 2017). The economic and social benefits of these initiatives ultimately offset the investment required.

Starbucks seems to expect a similar return on investment. The company offered to pay health insurance for more than 10,000 uncovered parents of their Chinese employees (Bloomberg, 2017). As China's elderly population is expected to reach one-third of the total by 2050 (Xinhua, 2018), the currently disproportionate burden of care on women will only increase – unless corrective measures are taken. It is also remarkable that as much as 68% of Chinese elders without care are women (IDRC, 2017). Family-friendly corporate policies give the company a “big face” and they can be a genuine contribution to solving very real problems.

#### **4. Empowering women in the supply chain**

To the extent that companies have a say in their supply chains, good corporate citizenship does not end at the company's doors – it includes the suppliers as well. If it were otherwise, companies could simply “outsource” their responsibility. Some stories illustrate opportunities and challenges CSR faces in this regard.

Partnering with the China Women's Development Foundation (CWDF), Walmart combined targeted poverty relief efforts in rural areas with training and technical support for micro-entrepreneurs, particularly mothers in impoverished regions (China Development Brief, 2017). The company also tried to implement gender-sensitive sourcing, working with a network of women-owned suppliers across China (China Daily, 2015). In spite of these initiatives, the latest sexual harassment scandal at Walmart stores and suppliers in China (OpenDemocracy, 2018) shows that keeping complex and extensive operations and supply chains under control requires investment, especially at multinational corporations with deep pockets.

Gender-sensitive risk assessment, due diligence, reporting and monitoring mechanisms to ensure that female workers at all levels are safe from gender-based violence (GBV) will all contribute to improving the situation. Examples of laudable efforts in China include the Levi Strauss Foundation and its partner, the Asia Foundation. The two recently launched a special program to curb sexual harassment

in the garment industry, with guidelines and training for employers (Asia Foundation, 2019).

Coca Cola's 5by20 program, which aims to empower five million female entrepreneurs by 2020 in partnership with international donors, governments and civil society, is another success story built on a holistic approach to that applies gender mainstreaming to the entire supply chain. It consists of training, access to microfinancing and merchandising, and peer mentorship (UN Global Compact, 2018). This approach could be replicated in China, where some programs providing training and financing for female business owners have already yielded good results, such as Goldman Sachs' 10,000 Women and its Women Entrepreneurs Opportunity Facility initiatives (APEC).

#### **5. Challenging social norms**

The fifth recommendation is to address the root causes of inequality. Family-friendly policies already shape attitudes and beliefs towards gender roles. In addition, companies can challenge social norms by promoting public awareness of gender equality through public relations, advertising and marketing. The gains from these efforts in terms of brand reputation and sales (World Federation of Advertisers, 2018) can be greater for those firms in China who target a young, urban and female consumer base.

A case in point is the Japanese beauty brand SK-II, which in 2016 commissioned an ad addressing the stigma against “leftover women” (SK-II, 2016). Similarly, the CEO of Proya Cosmetics joined the UN's advocacy campaign HeForShe. This is a global solidarity movement that engages organizations and individuals, particularly men, as agents of change who speak out in support of women's rights (HeForShe). In this context, Proya's CEO pledged to make the workplace more suited to the needs of both genders by building toilets with a ratio of 3:1 for female to male cubicles, so that there would no longer be lengthy lines at women's restrooms (All-China Women's Federation, 2014). Personal commitment from the top and the presence of

male leaders who advocate for and mentor women can make a huge difference.

## CSR and beyond

This selective overview shows that there are many effective approaches for companies in China. These are, of course, not limited to CSR. Firms can tap into unmet market demands – precisely by improving women's lives, like Mia, China's biggest cross-border online retailer of maternal and children's supplies, or the Swedish company Bonzun, which designed an innovative e-health app for pregnant women in China. Investors can also consider sponsoring more female-led ventures.

In terms of philanthropic CSR initiatives, firms could better integrate gender into their practices by better aligning them with the needs of women and girls as well. If companies already invest in education, they could advance gender equality by sponsoring STEM literacy for girls, like Samsung China does in partnership with China Women's Development Foundation. If they champion sustainable sourcing, they could take women's greater vulnerability to poverty, food insecurity, violence and climate change into account.

Ultimately, companies have much to gain from integrating gender diversity policies into their operations from the top down. This requires clear managerial commitments to equality at all levels, including relationships with external stakeholders. Explicit and structured targets, processes and well-established channels are equally necessary, as are performance reviews, evaluations and functional reporting systems. Advancing gender equality in the vast Chinese market is not an easy task, but it is one that can benefit society at large. It can also bring tangible economic and non-economic returns to forward-thinking companies willing to make the investment. Those will be the players really driving growth and development in the years to come.



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# CASE STORIES

BMW

BOEHRINGER INGELHEIM

BOSCH

BRUGGER

E.G.O. COMPONENTS

EDSCHA

FREUDENBERG

GERMAN SCHOOL SHANGHAI-HONGQIAO

GSN ELECTRONICS

HAPE

HENKEL

MERCK

METRO

OASE LIVING-WATER

SIEMENS

SIG COMBIBLOC

SHAREHOUSE

TAICANG INCLUSION FACTORY

VOLKSWAGEN

WACKER CHEMICALS





# BMW CHINA AUTOMOTIVE TRADING & BMW BRILLIANCE AUTOMOTIVE

## BMW CHINA CULTURAL JOURNEY

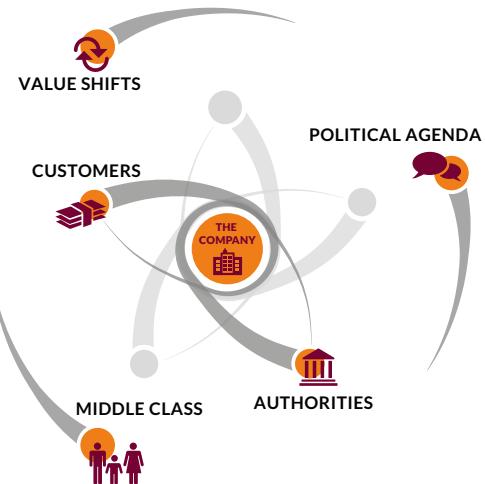
### SOCIAL CHALLENGES

Even though it may be impossible to quantify, it is clear that many intangible aspects of traditional culture in China are vanishing. This is true of many traditional crafts and everyday customs, and of languages and folk art. To some degree, this is to be expected given the influence of electronic media, the economic development China is undergoing and the country's unified, national education system. Traditional practices that once were valued no longer seem useful to many people. The challenge is therefore to protect China's rich Intangible Cultural Heritage (ICH) by finding innovative applications for these venerable practices.

### PROJECT APPROACH

BMW China Culture Journey program was launched in 2007, which is committed to exploring Chinese traditional culture and promoting the inheritance and development of ICH. In 2016, guided by the principle of "teaching a man how to fish rather than giving him a fish", BMW co-founded the Tsinghua BMW Innovation Center for ICH Safeguarding in partnership with Tsinghua University's Academy of Arts and Design, to explore innovative models for ICH safeguarding, upgrading its vision from solely providing donations to enabling ICH inheritors, such as assisting them in the design of ICH works creative transformation. The program also explored a series of innovative approaches aimed at integrating ICH into modern life. First is to promote ICH safeguarding through inno-

vative communication. For the past three consecutive years, BMW launched ICH-themed Tour Guides, in collaboration with Mafengwo, a highly popular tourism community of young people to incent regional culture travel; explored creative channels popular with young generations such as on-site livestreaming; and partnered with the SDX Joint Publishing Company to create the ICH pop-up showroom at Beijing Sanlitun, where the creative works of inheritors were displayed to the public. Second is to promote ICH artwork consumption though innovative methods. In 2018, the program partnered with the social enterprise - SHOKAY, to design the "Yushu Impression" Series of Products and products which are now available on BMW online retail platforms. BMW receives no proceeds from

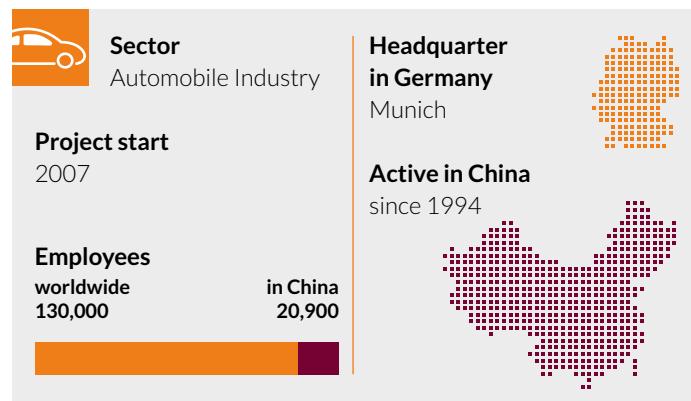


the sales while SHOKAY will also return a portion of sale profits to Tibetan cooperatives, to lift the local population out of poverty sustainably and effectively.

### VALUE ADDED

For the CSR perspective: to date, BMW China Culture Journey has already selected 30 inheritors for further training at the Innovation Center; the three series of ICH-themed tour guides have reached more than 2 million views and downloads; The sales of "Yushu Impression" Series Products reached over RMB 300,000. For the PR & communication perspective: more than 3,271 clippings were collected to promote the awareness of ICH safeguarding; by leveraging the on-site livestreaming, the program successfully attracted over 1.3 million audiences on the People's Daily APP.

## KEY FIGURES



### LESSONS LEARNED

First is enabling. Guided by the principle of “teaching a man how to fish rather than giving him fish”, the program well-leveraged the platform of Tsinghua BMW Innovation Center to enable the ICH inheritors, and provide the resources they need to develop business. Deriving from the platform, a variety of programs have been developed, such as the “designer & inheritor” cross-over projects. Newly produced creative products have entered the market. Second is to create shared value. BMW China Culture Journey is a perfect illustration of BMW Strategic Corporate Social Responsibility and commitment to create ‘shared value’ amongst stakeholders including BMW associates, dealers, car owners, partners and social resources including KOLs and media, to join the cause of

safeguarding traditional culture. Fully exercising BMW’s brand influence, BMW China Culture Journey has become the “sustainable public platform”

to enable inheritors and create shared value among BMW associates, dealers, car owners, partners and the society, helping integrate ICH into modern life.



## CASE STORY

# BOEHRINGER INGELHEIM

## DEVELOP VETERINARIAN TALENTS IN CHINA

### SOCIAL CHALLENGES

Although it is hard to imagine today, malnourishment was a real problem in China just a few decades ago. In 1971, people in China had, on average, a daily intake of just 1,800 calories. In the West, this is equivalent to a diet for losing weight. Since then, calorie intake in China has doubled and is now roughly the same as in the West. The single biggest change in the Chinese diet has been the consumption of meat, which has grown by more than 400 percent since 1971 and has more than doubled since 1991. This means that livestock populations and the industries relating to them have grown rapidly. It also means that there is a lack of well-trained, professional veterinarians in China – at least 300,000 more are currently needed. This situation must be remedied if the quality and safe-

ty of animal husbandry in China is to be safeguarded.

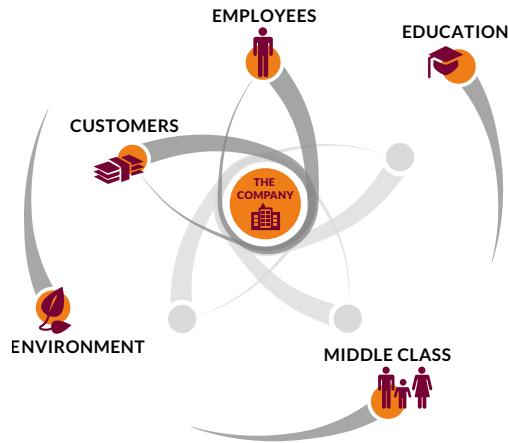
### PROJECT APPROACH

In 2006, Boehringer Ingelheim (BI) established the Boehringer Ingelheim Scholarship program. So far a total of 14 scholarship projects, as identified by the program, have been carried out with 12 Chinese agricultural universities, institutes and colleges to attract more students to the field of veterinary medicine. In recent years, the company has extended the program and added new projects to it. In doing so, it has paid special attention to bringing veterinary know-how to remoter parts of China, such as the country's rural borderlands. To maximize spillover effects and extend support to locations where it is really needed, BI has partnered with various local branches of

the China Veterinary Drug Association, for instance in Tibet, Inner Mongolia and Qinghai. Further partners include the relevant departments in provincial governments. The result is that local authorities, industry associations and private enterprises all collaborate to achieve the program's goals. The program is strictly meant to benefit animal husbandry on site ultimately, and product promotion in any form is strictly excluded. BI and its partners conduct quarterly surveys to collect feedback so they can adapt the program to local needs and ensure its overall quality.

### VALUE ADDED

Nearly 1,000 students have participated since the launch of the Boehringer Ingelheim Scholarship program in 2006. Some RMB 4 million has been

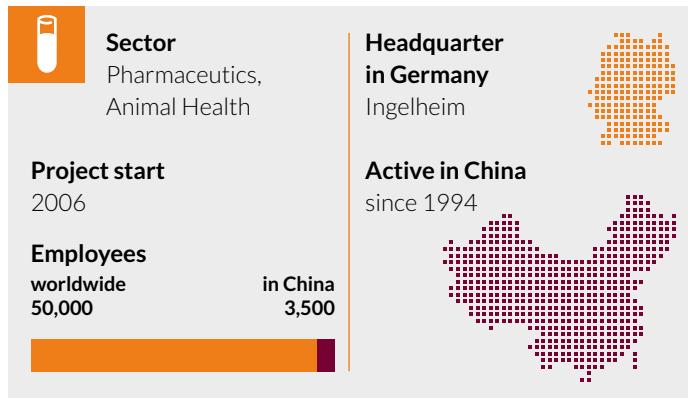


disbursed as scholarships. In addition, BI's training programs for local veterinarians have reached more than 800 individuals working in remote rural areas where solid training is especially needed.

### IDEAS FOR THE FUTURE

In the future, BI will extend its programs to train even more veterinarians in China. In 2019, BI intends to launch a new initiative called Sending Technology to the Countryside to expand its training programs in remote rural regions. In addition to training vets, the project will target farm workers, providing them with practical skills for sustainable farming.

## KEY FIGURES



## CASE STORY

# BOSCH (CHINA) INVESTMENT

## BOSCH UNIVERSITY PROGRAM

### SOCIAL CHALLENGES

When they succeed in attending university in China, students from poor families often encounter difficulties. For example, they must live on a tight budget, which can exclude them from participating in social activities with others. Coming from a disadvantaged background, they also frequently lack the cultural capital that would allow them to keep up with their peers. This can increase exclusion even further, seriously affecting their success at university and, consequently, on the job market. The challenge is to help these students both financially and socially, so that their university years are a success.

### PROJECT APPROACH

This is why the Bosch China Charity Center set up its University Freshman Program in 2011. Its aim is to alleviate poverty by providing financial support and creating educational opportunities. Each year, for instance, the project provides students from 13 universities with a bursary of between RMB 2,000 and RMB 5,000, depending on living expenses in the relevant region. The project entrusts its partner universities with determining the right amount.

Bosch also organized two study tours for students from universities across China. The participants met in Shanghai, where they took part in workshops and team-building programs and

established connections with NGOs.

In 2016, the Bosch China Charity Center also set up the Dream Fund, which is affiliated with the bursary program. The fund allows bursary students to realize their social initiatives and start-up plans. Bosch employees volunteer to coach the students, so that the students and their initiatives can take advantage of the volunteers' business experience and project management skills.

### VALUE ADDED

So far, 2,894 students from 13 universities have benefitted from Bosch's bursary program. In addition, 49 projects involving 352 students have been funded

by the Dream Fund since 2016. The project's topics have ranged from aid for the children of migrant workers and care for the elderly to projects on ecological sustainability.

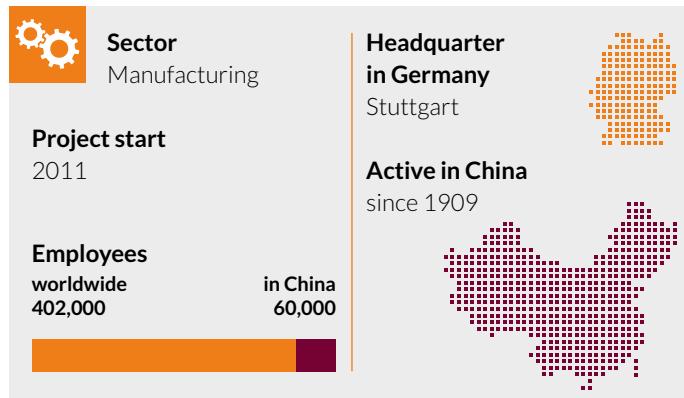
Bosch provided the funding for these projects, which totaled RMB 14.55 million. This included RMB 13.82 million in bursary grants and RMB 0.75 million for the Dream Fund.

### LESSONS LEARNED

Usually, there are several grants available to students at each university – for instance, from the government, from other companies and from foundations. Communicating with the university faculty is therefore important when selecting beneficiaries and



## KEY FIGURES



designing the grant's goals, so that no overlap or redundancy results.

### IDEAS FOR THE FUTURE

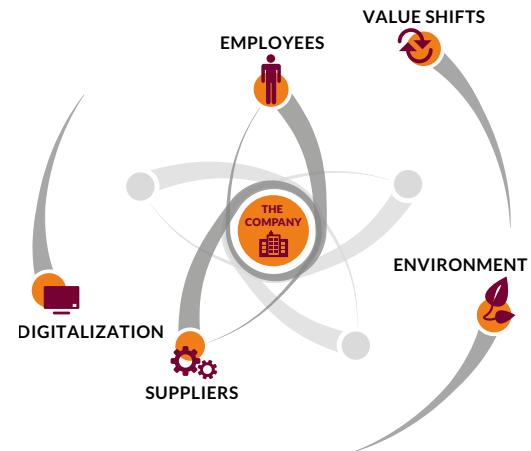
Bosch plans to extend the programs in the future. Starting this year, the company will work with the international student organization ENACTUS to invite the best Dream Fund team from each university to Bosch Headquarters in Shanghai so they can present the results of their social initiatives. The goal is to motivate students receiving support and encourage more social projects. For the same reason, the program will also increase the number of workshops on leadership and project design.



## CASE STORY

# BRUGGER MAGNETSYSTEME

## INCREASING SUSTAINABILITY IN MAGNET SUPPLY CHAINS



### SOCIAL CHALLENGES

Rare-earth magnets are essential components for products as diverse as computer hard drives, wind turbine generators, headphones, electric cars and guitars. But apart from being exceedingly useful, rare-earth elements are also dangerous. All parts of rare-earth supply chain pose serious risks with regards to health, environmental protection and worker safety. While China is the major source of these elements and the government classifies them as a strategic resource to which special rules apply, many of the buyers are located abroad.

### PROJECT APPROACH

As one of the leading companies in the production of magnets BRUGGER's production and supply chain effects the lives of multiple individuals. BRUGGER addresses its social responsi-

bility through its CSR strategy that started in 2014. To ensure a sustainable longterm concept, BRUGGER partnered with Nanjing University's EHS Center and professional audit enterprises, aiming at a win-win situation especially for its suppliers. The project team, led by Miriam Fritz of Berners Consulting, conducted audits and a comprehensive supply-chain study and organized CSR trainings. The team of Nanjing University's EHS Center, led by Dr. Wang Shi, contributed to the project with its expertise and its reputation as a leading Chinese authority in the field, thereby increasing the project's credibility among suppliers. The project team carried out initial audits and a comprehensive upstream supply-chain study and organized training events in corporate social responsibility. With the co-financing of the

German Ministry for Economic Cooperation and Development the project reached four suppliers of BRUGGER. The project helped suppliers to implement CSR plans.

### VALUE ADDED

From the start, the project increased the CSR performance among owners, managers and staff at the suppliers. On top of significantly increased EHS improvements employees at supplier companies benefited from better work contracts. Brugger's suppliers continue to improve their CSR performances. Some of Brugger's suppliers have developed their business much faster as a result of the project and even acquired new customers. Furthermore, the suppliers have become much more transparent about their own supply chains. More suppliers and traders have

asked to become CSR-certified by the project. BRUGGER also established the development of the FairMagnet certificate of which all suppliers are now a member of. While the certificate is still developing, the system aims at establishing transparency and safe working conditions, and at the same time reducing environmental pollution.

### LESSONS LEARNED

Brugger found a number of factors particularly important for the project's success. A comprehensive project concept and the direct involvement of top management, was very important. Having an experienced project team is equally important, as is having a reputable and credible Chinese partner, in this case a leading university. Financial incentives were a significant factor and the co-financing from the

## KEY FIGURES



### Sector

Rare earth magnet systems

### Project start

2014

### Employees

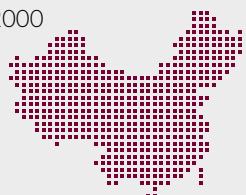
worldwide  
100

### Headquarter in Germany

Hardt

### Active in China

since 2000



German government were very useful. The government considers parts of the supply chain to be of national importance and they cannot be included in the project as a result.

### IDEAS FOR THE FUTURE

The cooperation with its suppliers will continue and further develop. In addition, Brugger is expanding its focus to other parts of the supply chain. Brugger also seeks like-minded German companies to join the FairMagnet initiative.



## CASE STORY

# E.G.O. COMPONENTS

## SUMMER CAMP FOR LEFT-BEHIND CHILDREN

### SOCIAL CHALLENGES

One of the most important factors contributing to China's economic success over the past 40 years has been a highly mobile labor force. Some 277 million people, more than one-third of the country's working population, are rural migrant workers who have left their villages to find employment in factory towns. Their mobility, however, comes at considerable personal cost. Even though the workers are key to China's success, urban authorities often exclude them from social services at their workplaces, such as welfare programs and public child care. This is why many migrant workers leave their children behind, to be cared for by their extended families. Under these conditions, it is not possible to have a normal family life. Mitigating this problem is among the biggest challenges in Chinese society.

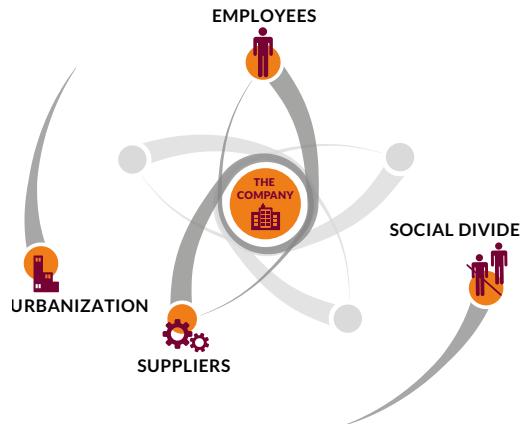
### PROJECT APPROACH

More than two-thirds of the 680 employees at E.G.O. Components Taicang are migrant workers who do not live with their families and who are often very far from home. Under normal conditions, these people would see their families only once a year, during the main holidays at Chinese New Year. The company therefore gives these employees the opportunity to bring their children to Taicang for a Summer Camp which runs for six weeks during the children's summer vacation. The Summer Camp took place for the first time in 2016. It was very successful, and the company has continued to organize it every year since then. This allows family members to spend precious time together and experience a normal family life. About 80 children take part in the program

each year. During the Summer Camp, internal and external volunteers organize daily activities for the children while their parents are at work. The activities take place from 8 am to 4:30 pm and they include English lessons, dancing, painting, music, pottery, swimming, martial arts, sports and team building. Excursions to Shanghai and Taicang are also part of the program, making it possible for the children to learn more about their parents' work environment. After work, the children stay with their parents until the next morning.

### VALUE ADDED

The Summer Camp contributes to reuniting families who are otherwise separated. Moreover, the children take part in many fun and useful activities which are normally not accessible to them. They also learn about a

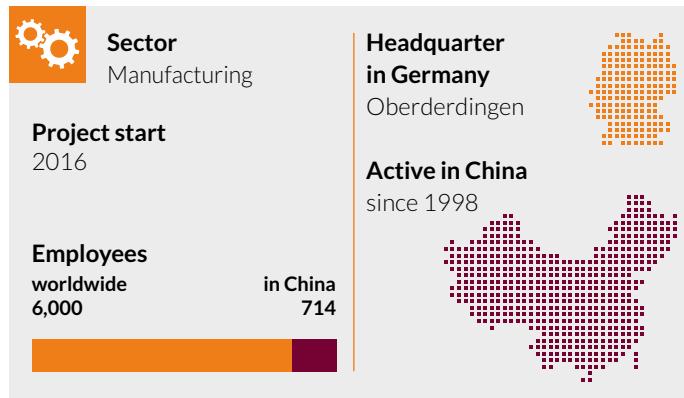


part of China they did not know before. The program also has economic benefits. A high turnover rate among migrant workers – usually the result of family issues – is a serious problem for companies. The Summer Camp is an effective way of addressing this challenge.

### LESSONS LEARNED

Many other companies and organizations in Taicang have visited the Summer Camp, confirming that projects like this are necessary. Many of the children have participated in the summer camp several years in a row – additional proof that the camp is fulfilling its mission. Each year, special attention is paid to creating new activities and courses for the children, ensuring that the "regulars" do not simply repeat what they have done the year before.

## KEY FIGURES



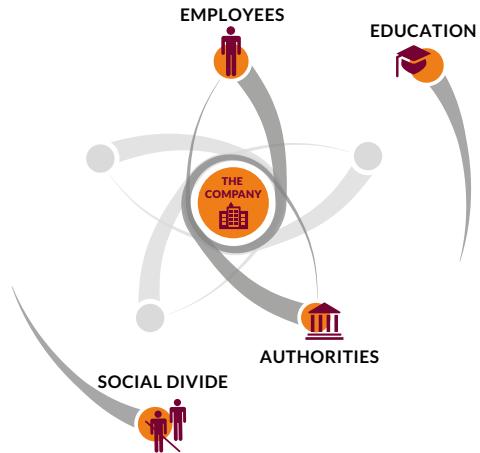
## IDEAS FOR THE FUTURE

Reuniting parents and children at Taicang is good for everyone, which is why E.G.O. intends to continue the Summer Camp in the future. The organizers will also continue using employees' suggestions to improve the program. Many companies and institutions in the area have supported the summer camp in a variety of extremely useful ways, and E.G.O. is looking forward to expanding the cooperation with its partners.



# EDSCHA AUTOMOTIVE TECHNOLOGY (SHANGHAI)

## EDSCHA MOVES – DEVELOPMENT AID FOR YUNNAN KIDS



### SOCIAL CHALLENGE

Even as China has seen economic development on an unprecedented scale throughout the past 40 years, regional imbalances have increased. To some extent, this is a side effect of success. China's coastal and urban regions have pulled ahead so quickly that remote, rural areas by now frequently look as though they could not possibly belong to the same country. This is also true of education in China. In rural parts, schools are often severely under equipped and underfunded and struggle to provide the bare necessities. This imbalance in education further exacerbates the disadvantages that rural children are already suffering anyway. The challenge is to mitigate this situation and to find ways to help rural schools in need.

### PROJECT APPROACH

This is a monumental task, but helping one school at a time will steadily improve the situation. In order to do just this, Edscha in 2018 identified a suitable school in Fugong County, Yunnan Province. From the start, the company intended to build up a long term cooperation with the school, as this is the best way to genuinely understand the situation on site and thus to provide effective help. The Edscha team then raised funds through a charity basar and organised the 3000 km trip from Shanghai to Yunnan for a fact finding mission. The trip also served to transport equipment, and the volunteers gave lessons in the school. The volunteers also established, together with the teacher on site, how best to support the school in the future.

### VALUE ADDED

The initial steps of the project have delivered "first aid" to the school in Yunnan. The fact finding mission also established personal rapport between the volunteers and the teacher and students on site. Crucially, the trip enabled the volunteers to determine what form of help the school needs most, namely clothes and school uniforms, classroom equipment, renovation work as well as improvements of hygiene. An increased budget for teacher training is also part of the program.

### IDEAS FOR THE FUTURE

Edscha will continue to support the school, provide regular, reliable help and expand its cooperation over time. A next trip to Yunnan is already planned. It will be longer than the first one, to allow the volunteers more flexibility while on site, and as a result of the project's initial steps, the aid it will deliver will be more targeted and specific.

### LESSONS LEARNED

Aiming for a long term partnership turned out to be the right decision. After providing first help through the initial trip, Edscha is now in a better position to help more.

## KEY FIGURES



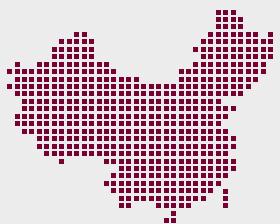
**Sector**  
Automotive

**Active in China**  
since 1994

**Project start**  
2016

**Employees**  
worldwide  
5,000+

in China  
1,500+



## CASE STORY

# FREUDENBERG CHEMICAL SPECIALITIES

## I LOVE ROBOTS PROGRAM

### SOCIAL CHALLENGES

The Chinese school system focuses on theoretical learning and exam results. As a consequence, practical skills are often neglected. This has several downsides. On the one hand, an unbalanced approach to education is simply not good for the children. On the other hand, the strong focus on book learning also has practical consequences. Upon graduation, young people in China are not well prepared to cope with the need for practical, hands on skills in the workplace. Many Chinese parents try to balance the curriculum by enrolling their children in extracurricular activities. These, however, are so costly that many students are excluded from them. The challenge is to help these students.

### APPROACH

This is why Freudenberg in 2016 decided to provide Chinese students with fun and instructive extracurricular activities, free of charge. The company decided that it would initiate and sponsor classes to build and program robots -- this is popular among the children, and it also has real world applications, such as coding. The first "I love Robots" classes started in 2017 in Shanghai and have since been running regularly. In order to facilitate this, Freudenberg partnered, among others, with Golden Sun Education Training Center, an educational firm in Shanghai. Golden Sun provides the venue, while Freudenberg and its other partners provide the funds and company volunteers participate in teaching the children and planning and organizing the classes.

### ADDED VALUE

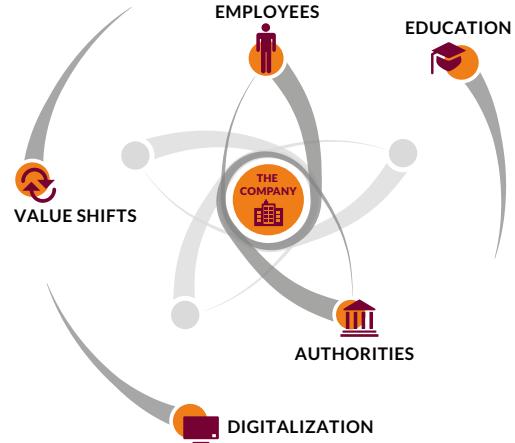
The program offers regular classes in which the children learn multiple skills, such as building remote-controlled robots and writing code to control these robots. Freudenberg provided the funding and has donated 16 computers, 7 projectors and 16 sets of Lego to the project. In addition, company volunteers organize the lessons, take part in the classes and supervise the program's implementation. So far, there are 16 students. Since Freudenberg has upgraded Golden Sun's venues for this purpose, the project will be able to accept more participants in the future.

### LESSONS LEARNED

It emerged that during the first term, the budgeting had been too close to the initial cost estimate, so Freudenberg provided an additional budget as the project was running. Next time around, the company will plan for some headroom to allow for more flexibility.

### IDEAS FOR THE FUTURE

The project was initiated by a number of Freudenberg volunteers. Initially, however, the project management lacked a formal structure. In the future, the company will build up a project team and involve more employees in the program. Freudenberg also intends to extend the project's scope and organize similar activities in additional venues.



## KEY FIGURES



Sector  
Chemistry

### Project start

2017

### Employees

worldwide  
32,000

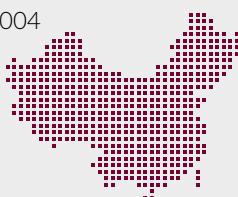
in China  
100



Headquarter  
in Germany  
Munich



Active in China  
since 2004



# GERMAN SCHOOL SHANGHAI HONGQIAO

## PROJECT “ILLUMINE +” EYE CARE OUTREACH

### SOCIAL CHALLENGES

In recent years, China is increasingly perceived as a superpower and presents itself as such. At the same time, the country still has many of the characteristics of a developing country, and this is especially true with regards to the social inclusion -- or lack thereof -- of people with disabilities and, more particularly, to the difficulties children with disabilities have to gain access to education. The gap between urban and rural areas and between different regions causes further challenges. Early intervention and preschool education for blind children is a case in point -- timely help is of the essence to ensure their future education.

### PROJECT APPROACH

This is why the German School Shanghai Hongqiao, together with its partner, the NGO Mifan Mama, runs a comprehensive program for the benefit of poor children to provide measures for the prevention, treatment and rehabilitation of visual impairments. In order to contribute to prevention and treatment, volunteers from the German school and its partner, along with doctors and nurses, go on field trips in rural and small town China to visit schools, hospitals and local NGOs. Free checkups and information on how to avoid or treat problems before they become serious are provided for

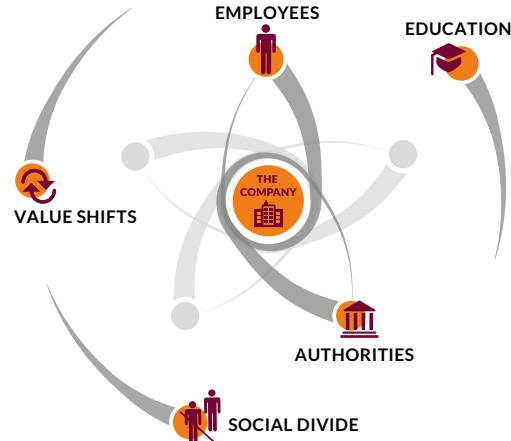
all participating children, and the volunteers organise and financially support treatment, including surgery, when needed. An additional, important part of the project is to motivate local hospitals and NGOs to carry out similar work once the project team has moved on.

As for rehabilitation, the project's efforts are focused on the Shining Star orphanage for blind children in Shanghai. The German school is supporting the orphanage since 2012, through fundraising and a long standing volunteer program.

### VALUE ADDED

So far, the project has provided medical checkups for 3,000 children donated 147 pairs of glasses and arranged surgical treatment for 13 children who would otherwise have lost their eyesight altogether.

Encouraging local hospitals and NGOs on site to carry out similar work is also showing considerable results. For instance, after the project carried out its work in Henan Province, the local Youth Foundation carried right on and reached more than 20,000 students -- exactly the kind of multiplier effect that the project had aimed at.



## KEY FIGURES



Sector  
Education

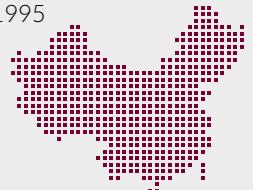
Headquarter  
Shanghai

### Project start

2012

Active in China  
since 1995

Employees  
in China  
180



## LESSONS LEARNED

Initially, the project intended to bring foreign doctors and nurses to its trips into rural China. But it soon emerged that this was not practical due to the language barrier and a host of other problems. The project has taken a different approach -- cooperation with local medical staff. Combining the more international outlook of the project partners with local expertise has proved to be effective.

## IDEAS FOR THE FUTURE

The German school will continue to contribute to this project by volunteer work in Shanghai and during field trips as well as by donating money to pay for the education, surgery and the support of needy children.



## CASE STORY

# GSN ELECTRONICS (SHENZHEN)

## GSN LIVING WAGE PROJECT

### SOCIAL CHALLENGES

Global value chains have created many opportunities and many problems. On the one hand, offshoring production to countries where labour is cheaper while retaining research and design in high income countries really did produce an opening for developing countries to grow an industrial base. China is the most impressive example of this effect, and has by now moved up the value chain a good deal. On the other hand, if labour cost is one of the chief criteria, the international division of labour runs a risk of permanently depressing wages in low income countries, even to the point where a regular income is not enough to live on. The challenge is to balance the different aspects of international labour division in such a way that everybody gets a fair share out of it.

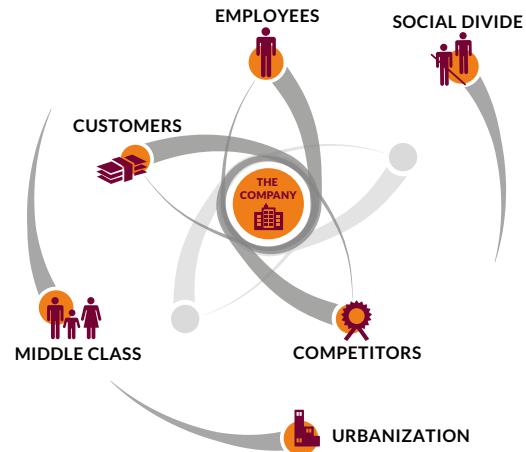
### PROJECT APPROACH

This is precisely what GSN Electronics set out to do. Since 2013, the company is taking radical measures in order to run a truly sustainable business -- and this includes economic, ecological and social sustainability. GSN hereby follows the eco-social business concept TRI-MONY by company founder Frank Martin Pueschel, striving for a Triple Economic Harmony. This disruptive eco-social concept contains four innovative elements, and the most radical of those is that the annual profit is being divided into 3 equal parts. One part is reserved for the shareholders and company owners. The other 2 parts are strictly designated to finance the company's commitment to Social Corporate Responsibility and Corporate Citizenship. The objective is to transform monetary profit into

social benefits to the maximum reasonable extent. As a part of this general program, GSN Electronics (Shenzhen) has adopted, in October 2018, a Living Wage scheme which provides not only skilled office staff but also mostly unskilled assembly workers with a fair opportunity to earn a regular monthly living wage of at least RMB 3,600 without any overtime work – during a regular 5-day working week of 40 hours with 2 full rest days on the weekend. The GSN Living Wage refers to the living wage report for urban Shenzhen estimated by the Global Living Wage Coalition.

### ADDED VALUE

As a result, GSN employees in Shenzhen receive a number of benefits that are, sadly, not the norm. These include a proper wage, full social insurance in-

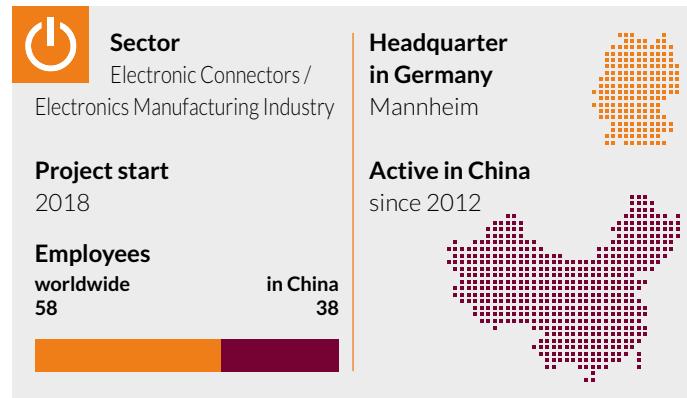


cluding a housing allowance, continuous training, regular working hours, fully compensated overtime and an overtime within 9 hours per week. 15 days of paid annual leave are also a part of the package, as are an additional 10 days of paid annual "See your child" leave for migrant workers who left their child behind in their hometown. As a result, workers at GSN appear to be happier, work better in teams, are more focused and more productive at work and are loyal to the company. Worker retention, a perennial problem in China, is not an issue at GSN.

### LESSONS LEARNED

The program was not accepted within the company at first. The workers insisted on excessive working hours to secure their overtime pay. Meanwhile, office staff questioned the workers'

## KEY FIGURES



entitlement to a living wage as that would reduce the social status gap between them. Effective progress could only be made after the local management team was dismissed due to denial of collaboration. Once the new cooperative management board was in place, GSN established an internal stakeholder dialog to address all concerns and to re-establish mutual trust. Through team-building events, trainings and workshops, GSN was able to get the full support of all relevant staff.

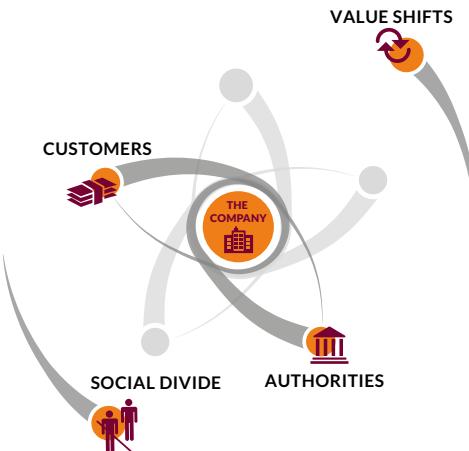
### IDEAS FOR THE FUTURE

GSN will continue its commitment of social and ecological sustainability. In particular, the company will give priority to improving the quality of life of so-called left-behind children of rural migrant workers in China through its "See Your Child" pro-

gram. GSN intends to expand the program to all manufacturing facilities within its supply chain in Shenzhen. Furthermore, GSN will take efforts to promote its

disruptive eco-social business concept TRI-MONY as a template for a new kind of business model in the world of Corporate Responsibility.





## CASE STORY

# HAPE HOLDING

WE CARE, WE SHARE

### SOCIAL CHALLENGE

While poverty worldwide has been in decline for many years now -- the number of people living in absolute poverty has fallen by more than 60 percent in the past 30 years -- poverty has by no means gone away. This is also true of many children who are in need of help due to economic or political circumstances or because they are in poor health, whether it be in refugee centres, orphanages or hospitals. One challenge is to help them in such a way that they can be free of worry at least some of the time and experience childhood as much as possible under the circumstances.

### PROJECT APPROACH

In order to make a contribution to this, Hape initiated its global charity program We Care, We Share in 2016. Under this program, for each set of Hape toy building blocks purchased anywhere in the world, one toy is donated to a child in need. Hape selects the countries and recipients and customizes the toys to their needs. The company also carefully inspects the toys before shipping them to their destinations. Several international NGOs including Save the Children, Plan-International, UNICEF, and Beilun Charity Federation are Hape's partners in this project. They help the company with customs clearance and transport and with determining the recipients of the donations. For local distribution, the company selects Hape Ambassadors who deliver the toys in person and who spend one day with the children in question.

### VALUE ADDED

By the end of 2018, the program benefited more than 12,000 children around the world. Hape donated toys to children in kindergartens in Nepal, refugee camps in Syria, children's hospital in Afghanistan, to early childhood care and development centres in Zimbabwe and to refugee camps in Greece, as well as to 59 autism rehabilitation centres, 1 pediatric palliative care organization and 1 children park in China. In 2018, Hape also donated toys valued at over RMB 2.2 million to schools in poverty-stricken areas in Qinghai and Jilin Provinces in China.

### LESSONS LEARNED

In order to make the donations transparent, Hape enables customers to trace who receives the donations if possible. Protecting the privacy of the recipients, however, is important. This is why Hape only makes the donations traceable if formal permission is given by the children and their legal guardians.

### PLANS FOR THE FUTURE

We Care, we Share is a long term project. In order to ensure its effectiveness, Hape revisits the beneficiaries every six months and reevaluates the countries and beneficiaries once a year. Hape will continue its program and expand its scope so that more children can benefit from it in the future.

## KEY FIGURES



### Sector

Baby and children's  
toys industry

### Project start

2016

### Employees

worldwide  
1,000+

in China  
1,000+

### Headquarter in Germany

Mücke

### Active in China

since 1992



## CASE STORY

# HENKEL (CHINA) INVESTMENT

## FLYING HOPE

### SOCIAL CHALLENGES

Environmental degradation is a problem everywhere. In China, it is especially alarming. Given the speed and scale of Chinese urbanization and industrialization, viable habitats for many animal species are shrinking and, in some cases, disappearing. Many species, such as the Chinese alligator, are therefore threatened with extinction; some, such as the South China tiger and the Yangtze River dolphin, are already functionally extinct. Finding strategies that strike a balance between providing prosperity for humans and ensuring viable environments for animals is an issue of global proportions, one that China also faces. Naturally, no one initiative alone can overcome this problem. The challenge, therefore, is to contribute, however modestly, to improving the situation.

### PROJECT APPROACH

Henkel's project Flying Hope aims to save the life of an endangered bird species, the spoon-billed sandpiper. There are only about 250 to 450 pairs of these birds left. The decline of the species is in large part due to land reclamation in East Asia, which has destroyed wetlands, leaving very limited habitat for Spoonbilled Sandpiper and other water bird species. While, sadly, prospects for the species seem to be dire, Henkel's Flying Hope project works to extend the sandpiper's "deadline" by another 10 years – to buy time for finding a long-term solution. Since 2016, Henkel started to sponsor its Chinese partner "Spoonbilled Sandpiper in China" for its field studies in the wetlands of Rudong County – situated in the Yangtze River Delta on the coast of Jiangsu

Province – to learn about the sandpiper's migration patterns, and via Henkel's Flying Hope project, to draw more attention of Sandpiper's protection, and environment protection, and environment protection in the Yangtze River Delta area. The studies provide local authorities with the data necessary to make informed, sustainable decisions. Meanwhile, Henkel organized a variety of charity events to raise funds for the project and scaled up its work with local schools to increase awareness among students and their families. For instance, Flying Hope initiated a painting competition among the students, maximizing its scope by having an online vote, which attracted more than 5,000 people who determined the winner. In 2018, Flying Hope entered a new phase. Since then, the project has been working with

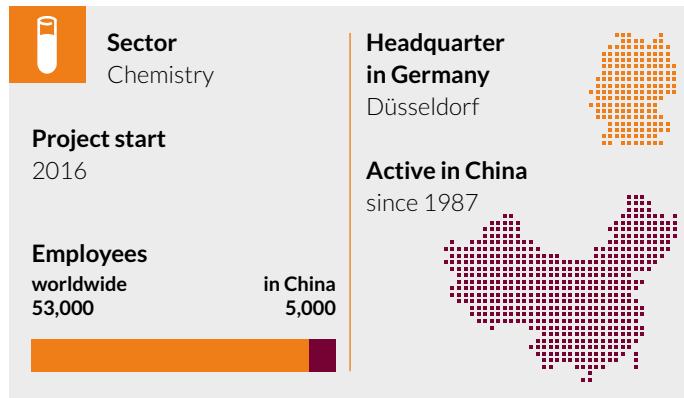
fishermen from the local communities, holding discussions and workshops. The aim is to help local stakeholders develop strategies that save the sandpiper from extinction – while also protecting the livelihood of fishermen and the other citizens of Rudong County.

### VALUE ADDED

While it is still an open question if the sandpiper can be saved, Flying Hope has created a situation which might make that outcome possible. The project succeeded in alerting local authorities to the problem and supplying them with the information they need to make the appropriate decisions. Similarly, Flying Hope succeeded in involving local fishermen in the project. Efforts to raise awareness in the surrounding area and get people interested have



## KEY FIGURES



also produced encouraging results. For instance, several bird-watching clubs have been established in Rudong County, and local schools continue to involve students and their parents in the project.

### LESSONS LEARNED

It is clear that protecting a bird species would not succeed if it happened at the expense of the local community. This is why Flying Hope cooperates with local authorities and citizens to develop strategies that enable the communities affected to prosper in a sustainable manner.

### IDEAS FOR THE FUTURE

Flying Hope will continue to work with local stakeholders such as fishermen's cooperatives. The project will also evolve by partnering with local schools. In addition, Henkel intends to

involve more volunteers in the project – both by recruiting Henkel employees and by bringing other companies on board. The long-term goal is to protect the left intertidal area in Yellow sea, providing the necessary habitat for millions of migratory shorebirds, Spoonbilled Sandpiper and over dozens of other endangered species.



## CASE STORY

# MERCK HOLDING

## CLEAN WATER PROJECT

### SOCIAL CHALLENGES

In China, there is still a large gap of development between urban and rural areas, not only in economical areas but also in the field of sanitary. For example, clean water is a must to ensure good health. Unfortunately, this basic need is not met in all regions across China.

### PROJECT APPROACH

Merck China initiated the project of Clean Water that aims to ensure clean water for school children in remote areas. For this project Merck cooperates with the One Foundation, a Chinese NGO. Merck donates RMB 1.00 each day for each employee in China to finance the installation of purification facilities for

drinking water in rural schools. In addition, Merck donates water analysis machines to local communities to help monitor and improve their water resources. Merck employees provided training on water quality testing instruments and shared Merck's water expertise with local communities.

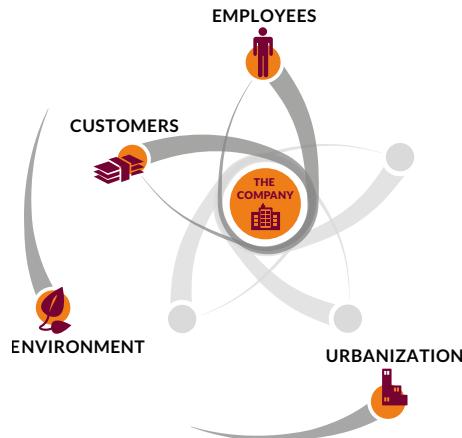
### VALUE ADDED

In 2018, a total of RMB 1,184,424 was collected, helping 15,000 students in 33 rural schools gain access to clean drinking water. In addition, Merck China's Life Science Sector donated 20 sets of water quality testing instruments to help local communities test and monitor water quality. As part of the proj-

ect, 16 volunteers from Merck visited four rural schools, checking the performance of the purification facilities and organizing experiments with the students. In 2019, Merck's total donations to this project will reach RMB 1,386,999, reflecting the increased number of employees in China.

### LESSONS LEARNED

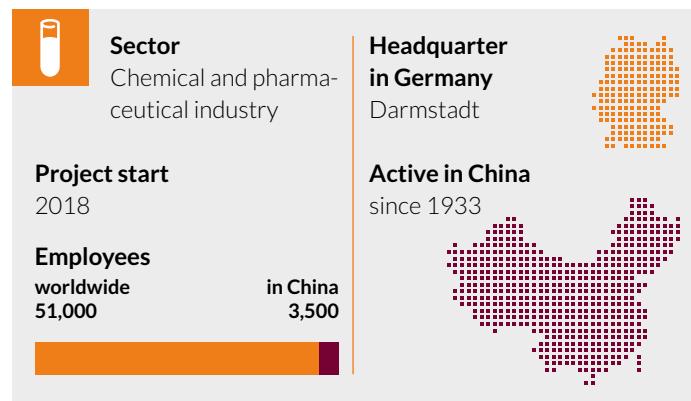
Maintenance of the donated machines will prove vital to ensure the long-term effects of the Clean Water project. Meanwhile, the sanitary problems in rural areas with water shortage are still severe as body hygiene is kept to a minimum to save on water. Further development in this area is therefore crucial.



### IDEAS FOR THE FUTURE

Due to more employees in 2019 Merck's donations will rise to RMB 1,386,999. Together with One Foundation Merck will continue to support the schools with water filters in the next three years. Merck's senior management team is now actively developing more CSR projects focusing on education, health and environment. Merck's senior management team is now actively developing more CSR projects focusing on Global Health, Sustainable Solutions and Broad Minds.

## KEY FIGURES





## CASE STORY

# METRO CHINA

## METRO GREEN STORES

### SOCIAL CHALLENGES

It is a truth nearly universally acknowledged that good stewardship of the environment is crucial, and that reducing CO<sub>2</sub> emissions is a central part of it. Some of this work needs to be done at a high level of decision making -- governments committing whole countries to the reduction of their emissions. But a great deal of it depends on decisions of individuals and other private actors such as companies. The challenge is for everyone -- especially those in positions of influence -- to contribute to ecological sustainability.

### PROJECT APPROACH

This is why Metro started its Green Store initiative in 2015. The aim is increasingly to integrate innovative technologies that serve to reduce each store's ecological footprint. This

includes the installation of solar panels, rain water collection and recycling.. In practise, this means renovating and upgrading every single store. To approach this matter methodically, Metro divided its ecological measures into 4 categories: Lowering emissions, utilizing renewable energy, smart management and energy recycling. These categories include a host of measures from upgrading cooling systems and air conditioning to be more energy efficient and by installing charging stations for electric vehicles to installing solar panels on store walls, roofs and car park canopies to residual heat collection.

Metro is working to achieve the goal of integrating green and smart technologies in its daily business. To achieve its long term aim it renovated three of

its stores in China, namely the stores in Dongguan, Shanghai Putuo and Jinan. To ensure a green building standard Metro orientated its renovation methods on the Chinese label of 3-Star Green Building label and the US label of Leadership in Energy and Environmental Design (LEED) Gold standard. Measures concentrated on technologies that lower emissions, new ways of utilizing solar systems and smart management technologies. On top of that, new systems were put into place that support energy recycling.

### VALUE ADDED

So far, Metro has completely upgraded 3 of its stores in China, while partially upgrading more than 40 in an ongoing process. Fully upgraded Green Stores consume 50 percent less energy per annum than conventional

stores. The partial upgrades also make a significant difference. For example, 17 stores so far have installed rooftop solar panels which produce about 20 percent of the store's electricity consumption.

Energy efficiency is further increased, for instance, through highly efficient air conditioning systems that reduce electricity consumption by 25 percent. While reducing carbon emissions and energy consumption, the Green Stores also make life easier for customers, for example those who come to the stores by electric vehicles. Ecologically upgrading the stores also raises awareness among the customers as well as among Metro employees.

### LESSONS LEARNED

The process of renovating and upgrading a store while maintain-

## KEY FIGURES



### Sector

Retail/Wholesale

### Project start

2015

### Employees

worldwide  
150,000

in China  
11,000



### Headquarter in Germany

Düsseldorf



### Active in China

since 1995



ing daily business is a challenge. In order to ensure smooth operations and successful upgrades, Metro established a specialized team to facilitate and monitor the ongoing process.

### IDEAS FOR THE FUTURE

METRO aims to reduce its worldwide carbon emissions by 50 % by in the year 2030 (compared to 2011 levels). More stores will be equipped with smart technologies and energy saving measures.



## CASE STORY

# OASE LIVING-WATER (TAICANG)

## HELPING POOR STUDENTS IN THE COUNTRYSIDE

### SOCIAL CHALLENGE

Differences between country and city are a perennial problem in China. Anyone who has ever had the opportunity to leave the wealthy cities such as Shanghai, Shenzhen or Beijing and travel to the remoter parts of the country will have been struck by the contrast between urban and rural life. This was also the case for the OASE-employee Pan Chunming. Unlike most other people, however, he decided that he was personally going to do something about it.

### PROJECT APPROACH

In 2012, Pan Chunming became aware of the plight of a mountain village school in Guangxi Province. The village in which the school is located is so remote that the trip there requires hiking and bivouacking for several

days. Pan, together with some of his friends, took it upon himself to literally carry books, sport equipment, food and other donations to the school. This effort has the additional benefit that Pan stays in touch personally with the students and teachers. In this manner, he can also make sure that the donations actually arrive in the school – and he is in a position to form a clear idea of what the school might need next time.

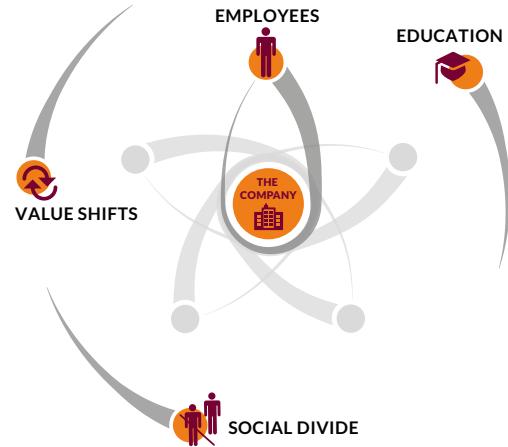
### ADDED VALUE

Through his private initiative, Pan Chunming has been able to provide a needy school in an impoverished mountain village with regular, reliable help – delivered by hand. His personal effort, including raising funds and awareness, over time has snowballed into a much larger cam-

paign. By now, it has managed to draw in friends and colleagues, several German companies and the Chinese communist party committee in the area where OASE is located. As a result, the project now is well placed to provide help on a much larger scale than was initially possible.

### LESSONS LEARNED

The trip to the village remains challenging and requires careful preparation. In addition, the participants soon realized that they should bring their own food so that they would not become a burden for the school during their stay. In order to ensure that the collected materials will actually reach the children, the project makes a point to donate materials in kind and to distribute them personally.



### IDEAS FOR THE FUTURE

The project so far has been very successful at bringing new partners on board. It intends to find more partners still – both enterprises and individual participants – so that more children can benefit from it.

## KEY FIGURES

**Sector**

Irrigation systems

**Project start**

2012

**Employees**

worldwide

750

in China

210

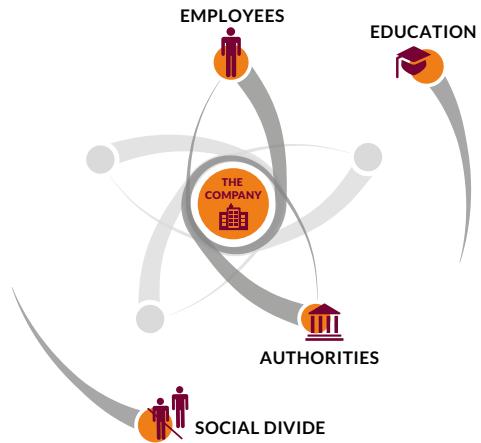
**Headquarter in Germany**

Hörstel

**Active in China**

since 2007





## CASE STORY

# SHAREHOUSE (NANJING)

## PFRANG ASSOCIATION

### SOCIAL CHALLENGES

In theory, every child in China has the right to nine years of tuition-free education. In practice, many children do not attend school or they drop out early. One reason for this, especially in rural China, is that schools are centralized in more densely populated areas, whereas a large number of students live on farms in isolated villages, often so far from their school that a daily commute is out of the question. These students need to live at school and therefore cannot help their families with the farm work. Moreover, they must pay for their room and board, something many cannot afford. This means that a significant number of students do not complete the six years of elementary school and three years of junior middle school that are compulsory, at least on

paper. Moreover, they must pay for senior middle school, the additional three years required to go to university, putting higher education out of reach for many of them. The challenge is therefore to help rural children obtain a proper education.

### PROJECT APPROACH

In 2000, all four members of the Pfrang family were murdered by burglars in their home in Nanjing, where they had been living for many years. In order to keep their memory alive, their friends started a charitable organization, which acts in their name: the Pfrang Association. The association's purpose is to support school children from poor families in rural Anhui and Jiangsu Provinces, where Nanjing is located. The focus is mainly on the many rural children who drop out during the

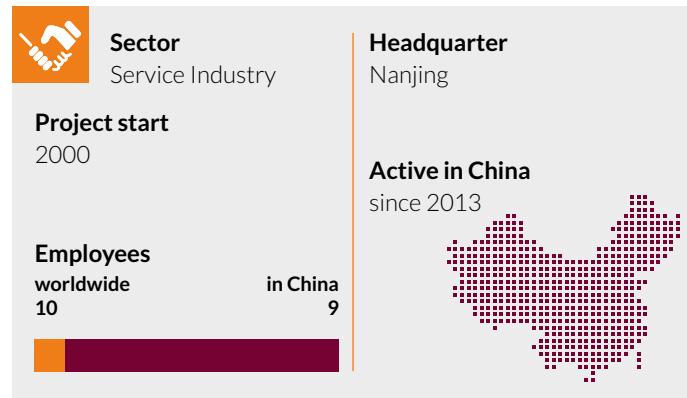
first nine years of school for financial reasons. Those who are doing well at school can receive funding for a further three years, making them eligible for university. During the 18 years since its inception, the Pfrang Association has relied on volunteers who donate their time and energy for fundraising. The majority of volunteers are expats in Nanjing and teachers at Nanjing International School (NIS). Fundraising activities include organizing events, such as galas and sports days, and making and selling merchandise. NIS has become an important partner for the association and plays a central role in its fundraising activities. Students at NIS have the opportunity to work closely with the association, for instance by designing fundraising projects and visiting students supported by Pfrang. Last year for the first

time, a group of Pfrang students visited Nanjing and stayed at the homes of NIS families. NIS also provides the venue for bigger fundraising events free of charge. In addition, the association has partnered with Amity Foundation, an experienced NGO dedicated to meeting the needs of poor children. The German state of Baden-Württemberg supported the association early on by making the resources in its local office available for use. The Pfrang Association is now run from the Nanjing office of Sharehouse, a small German company, with the assistance of Julia Guesten, managing partner, who has supported the association from the very start.

### VALUE ADDED

Even when compared with the charitable efforts of much larger organizations, the Pfrang Asso-

## KEY FIGURES



ciation has had an astonishing impact. In the current school year alone, the association is supporting 324 students in 18 schools in Anhui and Jiangsu Provinces. Over the years, the association has supported over 1,000 students, each of them for several years. Many of these students have gone on to university.

### LESSONS LEARNED

The association has been able to grow, thus extending its help to an increasing number of students. Unfortunately, it is beyond the scope of the association to provide further assistance to the students once they complete their education, such as offering career advice or making contacts with potential employers. Moreover, the turnover rate of volunteers at the association is relative high since many are expats, which

adds to the challenge. On a positive note, the number of Chinese volunteers and donors has been increasing over the years.

### IDEAS FOR THE FUTURE

The Pfrang Association would like to build an alumni support system for its students to offer continued support after they complete their education. However, this will only be possible if the association hires paid staff to carry out the required administrative work. The association is considering ways to generate sustainable funding to reach this goal, for instance by cooperating with a social enterprise.



## CASE STORY

# SIEMENS CHINA

## SIEMENS I-GREEN EDUCATION PROGRAM – UNIVERSITY STUDENT SUMMER PROJECT

### SOCIAL CHALLENGES

Educational inequality is a perennial problem in China. Children of migrant workers or those in remote and rural parts of the country are especially affected, something that exacerbates the disadvantages they already face relative to their wealthier and urban peers. This pertains to all areas of education, including awareness of the need for environmental protection and the science and technology relating to it. Given that nearly half of China's population lives in rural settings, it is a massive challenge. Addressing it will require effective support for individual schools, not to mention possibilities for scaling such help.

### PROJECT APPROACH

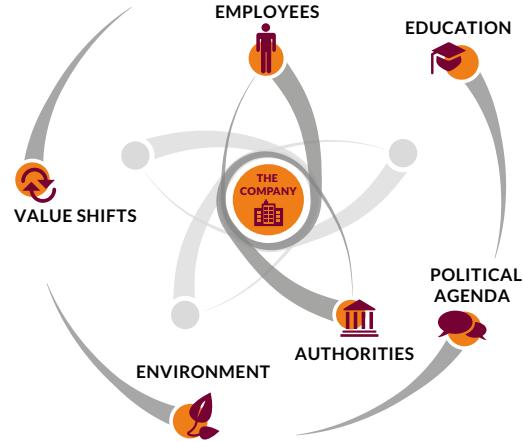
As one of the education projects, I-Green Education Program is a flagship project of Siemens'

efforts in education for China's migrant children to raise their awareness of science and technology of environmental protection. It is a nationwide program for migrant children in China's primary schools. It aims to raise their awareness of environmental protection and scientific innovation and help them better integrate into city life. The program has been running since 2009. It involves thousands of Siemens volunteers and benefits tens of thousands of schoolchildren. Siemens has also used the program to develop a custom-made I-Green curriculum, which has been further refined over the years. Each year employee volunteers teamed up and gave I-Green lectures at schools. Leveraging I-Green curriculum, the I-Green University Students Summer Project focused on bringing the concept of science

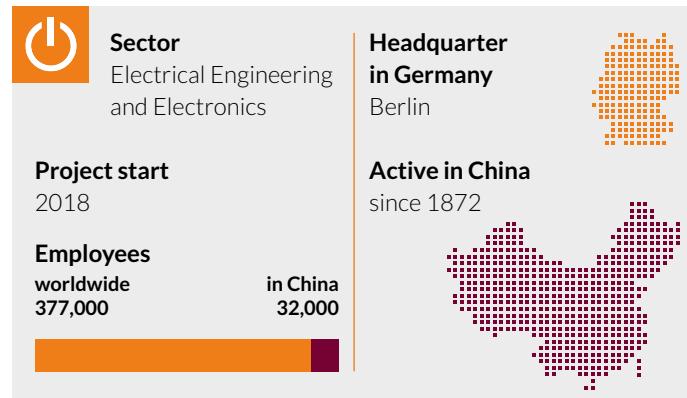
and environmental protection to the children in the Belt and Road regions in China through university students' summer social practices. In 2018, Siemens leveraged the I-Green curriculum to scale up this program. The company partnered with eight of China's institutions of higher education, including the country's top three universities – Peking, Tongji and Tsinghua – to create and fund teams of student volunteers. These volunteers are giving summer courses, based on the I-Green curriculum, to teachers and students in primary and middle schools in rural China. At the same time, the teams are invited to modify and extend the curriculum based on their own expertise and on specific on-site needs. The idea is to utilize the initiative's momentum, while also contributing to it by emphasizing environmental issues.

### VALUE ADDED

In its first year, the expanded program attracted 341 student volunteers from China's leading universities. They taught 1,900 hours of I-Green classes and carried out additional practical activities for a total of 214 days. They volunteered on site at 18 locations throughout China in 14 different provinces and regions involved in the Belt and Road Initiative. Their efforts benefitted more than 5,700 primary and secondary students in poor, rural areas. The program reached an additional audience of 170,000 through social media campaigns. It also created many connections between urban college students and rural families. In addition, it made university students more aware of social and environmental challenges.



## KEY FIGURES



### LESSONS LEARNED

Siemens paid special attention to ensuring there was effective communication between universities and rural schools. This was important so that the college students' willingness to help could be channelled in ways that are actually useful and meet the real learning needs of rural students. In addition, Siemens volunteers have been involved in the project throughout, supporting it with their expertise. The results show that the communication between these three groups is crucial and that it needs further improvement.

### IDEAS FOR THE FUTURE

In 2019, the project will be expanded to support 10 teams from 10 universities. Based on the I-Green curriculum, university students will be invited to upgrade and modify the courses

and adapt them to the specific needs on site. In addition, a mentorship program will be launched in 2019. This means that experienced Siemens volunteers will take part as mentors to provide professional support and guidance for student teams.



## CASE STORY

# SIG COMBIBLOC (SUZHOU)

## VOC EMISSION REDUCTION PROJECT

### SOCIAL CHALLENGES

Over the past decades, China's economic success has been nothing short of spectacular. But this has come at a cost: environmental degradation and destruction, which are unusually severe in China. This is especially true with regards to air pollution, and it has reached the point where Chinese cities are known around the world for their unhealthy air. While many initiatives – both governmental and private – are underway to remedy this problem, there are so many contributing factors that addressing it requires all stakeholders to do what they can.

### PROJECT APPROACH

Volatile organic compounds (VOC) emitted during production processes are contributing to air pollution. Therefore, in 2016, SIG Suzhou began iden-

tifying ways to reduce the VOC emissions of its own production processes. The company invested more than RMB 10 million to modify its production lines and to install a new treatment system for its emissions. In order to maximize the impact, SIG took great care to select the best supplier. In the end, it chose the US-based company TANN, as it was able to supply and install one of the most advanced treatment systems available today.

### ADDED VALUE

SIG Suzhou managed to reduce its VOC emissions by more than 900 tons per year while simultaneously reducing the environmental impact of its printing processes. It has therefore been able to contribute significantly to the overall emission targets in Jiangsu Province. The provincial government of Jiangsu consid-

ers SIG's project exemplary and promotes it as a model of best practice. Meanwhile, SIG shared its project design with other companies and with government authorities, further increasing the program's reach and impact.

### LESSONS LEARNED

It is crucial to evaluate offers from suppliers very carefully. Not all suppliers can deliver what they promise, so it is important to look at the details of each proposal and get to know the suppliers on site. Data collection and analysis are equally important. In addition, it is advisable to plan a certain buffer with regards to production.

### IDEAS FOR THE FUTURE

The company will continue to work to minimize its environmental footprint resulting from waste, energy consumption and



## KEY FIGURES



### Sector

Aseptic packaging for food and beverage

### Project start

2016

### Employees

worldwide  
5,000

in China  
830

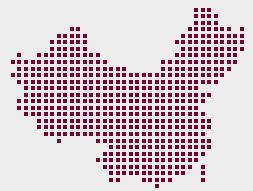


### Headquarter

Neuhausen

### Active in China

since 1985



## CASE STORY

# TAICANG INCLUSION FACTORY

## FLEX MECHANICAL INCLUSIVE FACTORY

### SOCIAL CHALLENGES

The majority of people in China with intellectual, mental or physical disabilities live in poverty, and relatively few are gainfully employed. Even though laws have been passed and administrative measures taken in the past two decades which have had some positive impact, the situation remains difficult. Although there are now more than 3,000 employment service centers in China for people with disabilities, the jobless rate remains daunting. The challenge is to give people with disabilities the chance to participate in the workforce. This enables them to earn a living while engaging actively in society. It also means they can develop their professional and social skills and, ultimately, improve their quality of life. Education and job training are a crucial part of achieving this goal.

### PROJECT APPROACH

The Taicang Inclusion Factory is a long-standing project that was founded to provide precisely this kind of education and training. The factory has been operating since 2015 and over the years it has gradually expanded its programs to provide more comprehensive support for people with disabilities. In 2017, it teamed up with the company Flex Zhuhai to develop a joint program, the Mechanical Inclusive Factory (MIF), launched in October 2018. MIF is now a manufacturing unit within Flex where all the operators are people with intellectual disabilities.

### VALUE ADDED

The main purpose of the Taicang Inclusion Factory is to provide quality vocational training for people with disabilities, along with opportunities for gainful

employment. The partnership of Taicang Inclusion Factory with Flex Zhuhai ensures to create more jobs for people with mental disabilities, eleven of whom are now employed by Flex. Doing genuinely useful work not only boosts self-esteem, it puts the new employees in a position to support themselves and their families.

### LESSONS LEARNED

In its initial phase, the Taicang Inclusion Factory largely focused on designing the curriculum and facilitating cooperation with various stakeholders. The partnership between the Inclusion Factory and Flex Zhuhai are an important part of this development. While having a daily work routine ensures a socio-economical safety for Flex's employees the program faced many challenges. One of the

challenges comes in the form of concerned family members who fear that their children may not be able to perform the task. The second challenge is posed by the daycare units for people with intellectual disabilities; these daycare units provide activities and as registered daycare units they are financially supported by the government which entitles them to provide their protégées with a monthly subsidy. The families are afraid to lose the subsidy if they will try to enroll their children in any place other than the day care.

### IDEAS FOR THE FUTURE

The aim is to create the conditions that will allow the Taicang Inclusion Factory to be replicated across China. The workshop will continue to expand its programs and partnerships in order to achieve that goal.



## KEY FIGURES



**Sector**  
Welfare Company

**Headquarter**  
Taicang

**Project start**

2018

**Active in China**  
since 2014

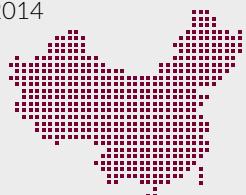
**Employees**

worldwide

35

in China

35



## CASE STORY

# VOLKSWAGEN AUTOMATIC TRANSMISSION TIANJIN

## WORK2WORK INTERN PROGRAM

### SOCIAL CHALLENGES

As the most populous country in the world, China also has the largest number of people with disabilities, approximately 83 million individuals. Although progress has been made in integrating people with disabilities into society, the situation remains challenging. This pertains to virtually all aspects of everyday life, and it is especially true of the situation on the job market. Unemployment rates among disabled people in China are very high. The problem is deeply ingrained and there is no quick fix. Over time, however, many individual efforts can add up, making a real difference.

### PROJECT APPROACH

The Work2Work project is a long-standing program carried out at Volkswagen worldwide to create opportunities for employ-

ees with performance impairments. This can include impairments due to sickness or injury; it also includes people with disabilities. In order to enhance the program, VW Automatic Transmission in Tianjin started the Work2Work Internship Program in 2018 in cooperation with the Faculty of Engineering for the Deaf at the University of Technology in Tianjin.

The internship program is meant to help disabled undergraduates experience a real work environment and social inclusion before full employment at a company. Additional objectives are to provide the undergraduates with a realistic appreciation of workplace requirements, equip them with practical skills and give them direct feedback, all of which will be useful on the job market upon graduation.

The internship program begins with a campus tour for the candidates, including talks with people with disabilities who are already VW employees in Tianjin. Further, there is an Open Day where the undergraduates can visit the plant, gaining a first-hand impression of the workplace and the products before they interview for an internship.

During the internship – which lasts between three and six months – the students receive feedback from HR multiple times. Feedback is also made available to their university. This facilitates cooperation between VW and the Faculty of Engineering and improves the program on an ongoing basis.

### VALUE ADDED

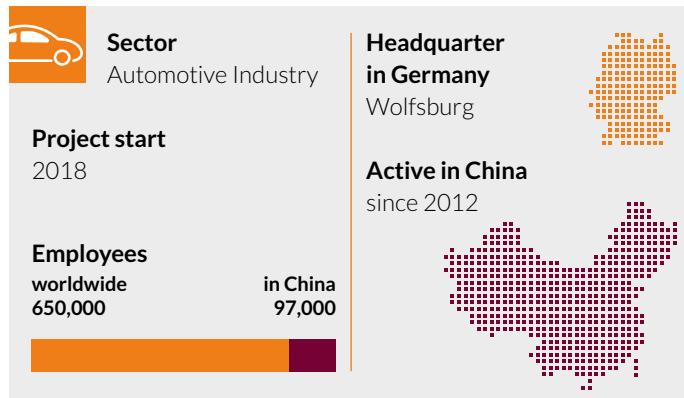
The internship program in Tianjin is still new and will finish its pilot round with 12 interns in July 2019. The degree to which the program will be extended will be determined over time as the project develops. It is already clear, however, that all participants benefit from the program. It is good for VW Tianjin, because the company can train and develop the right candidates before employment. Similarly, interns gain experience at a reputable multinational company and get the opportunity to further develop their careers.

### LESSONS LEARNED

The project is running as planned, although it has emerged that communication can be challenging. The company continues to train the relevant business managers on site, espe-



## KEY FIGURES



cially with regards to objectives and giving positive feedback to the interns.

### IDEAS FOR THE FUTURE

The company plans to extend the internship program by forming partnerships with additional universities in Beijing and Changchun. Expanding the scope by adding partners could create synergies throughout China, increasing inclusion of university students with disabilities.

In addition, as a founding member of the Global Business and Disability Network China, VW Tianjin will share its experiences with the other member organizations to further promote inclusion throughout the country.



## CASE STORY

# WACKER CHEMICALS (CHINA)

## LONG-TERM READING-COMPANION

### SOCIAL CHALLENGES

As a very active enterprise in China, Wacker possess a lot of insight in local communities. Especially “grassroot” projects promise to have far reaching positive consequences for China’s society. At the same time companies face the bigger challenge, namely identifying and tapping the potential of a large number of people. How can companies access input and then effectively plan and design socially useful projects that have an impact?

### PROJECT APPROACH

To maximize its social input Wacker runs a variety of programs to support schools and children in need all over China. In doing so, it makes a point to value long-term commitments. Shanghai Children’s Home, an orphanage, is a prime example.

In 2017, Wacker volunteers started to support the facility by setting up a library there. The volunteers stayed in touch with the orphanage and soon realized that an effective system was lacking for managing the new library and that many books had remained unpacked. This prompted the volunteers to continue their work at the orphanage by setting up a book management system for its library. Gradually, they realized that many children lacked the motivation and encouragement to read, so it became clear what the project’s next step should be: launching a reading-companion program for the youngsters.

### VALUE ADDED

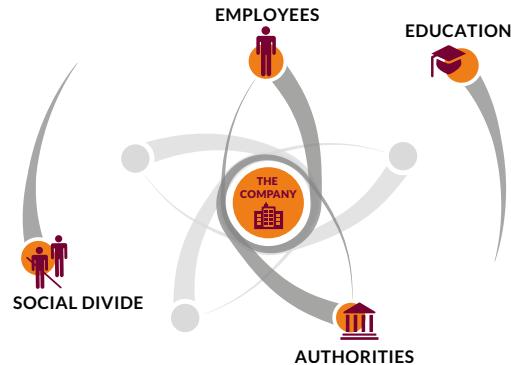
Every two months, four to six Wacker employees engage in a two-hour reading session with the children. Six sessions for orphans between the ages of 6 and 8 have taken place so far, improving the children’s interest in books and their reading abilities by providing reading companion and arranging handworks related to the stories they read. To support its employees in their volunteer work, Wacker is granting every employee one day yearly of paid leave and a yearly travel allowance of RMB 150 to participate in charitable activities. Wacker has also supported many other schools throughout China by donating books, setting up libraries and establishing sponsorships for poor students. It even rebuilt a primary school in Sichuan after the region was struck by a major earthquake in 2008.

### LESSONS LEARNED

During the book management project, Wacker employees noticed that the children needed more encouragement to become interested in reading. It was not enough to simply put some books in front of them, if they were not familiar with everyday reading. Special care was necessary to develop their interests and habits in reading. Therefore, the concept of a long-term reading-companion program was developed. This sustainable project was well received by the teachers.

### IDEAS FOR THE FUTURE

Sustainability is a key principle of Wacker CSR. The Shanghai Children’s Home Reading Support Program will be a long-term project. New projects to further support the education of children will be implemented in the future.



## KEY FIGURES



**Sector**  
Chemicals

**Project start**

2017

**Employees**

worldwide  
14,500

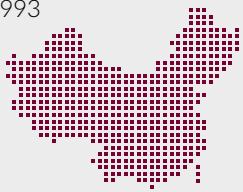
in China  
1,000



**Headquarter in Germany**  
Munich



**Active in China**  
since 1993



# CASE ABSTRACTS

ADIDAS  
AICHELIN  
ALBA  
B. BRAUN  
BASF  
BAYER  
BEIERSDORF  
BHS CORRUGATED MACHINERY  
BOC (LINDE)  
BOSCH  
BOSCH REXROTH  
BROSE  
BRÜCKNER  
BUURTZORG  
CELANESE  
CENTURY 3  
CHANGSHA BACH'S BAKERY  
CONTINENTAL  
DHL GLOBAL FORWARDING  
DR. BECKMANN – DELTA PRONATURA  
DRÄXLMAIER GROUP  
DURAVIT  
EVONIK  
FAURECIA CLEAN MOBILITY  
FESTO  
FIDUCIA  
GRAND KEMPINSKI  
HAERING PRECISION  
HARMONY SHANGHAI  
HELLA CORPORATE CENTER  
K.D.F. DISTRIBUTION

KAERCHER CLEANING TECHNOLOG  
KERN-LIEBERS  
KNAUF NEW BUILDING MATERIAL  
KPMG  
LANXESS  
MANN+HUMMEL  
MANN+HUMMEL FILTER  
MARQUARDT SWITCHES  
MERCK DISPLAY MATERIALS  
MOLLERTECH  
MR CHINA  
MUBEA  
NINGBO BRANOPAC  
NINGBO SILK TREND GARMENTS  
NOK-FREUDENBERG OILSEAL  
NORD-LOCK  
PORSCHE  
PULCRA SPECIALTY CHEMICALS  
RENYI YONG CHUN KUNGFU CENTER  
ROSE PLASTIC  
SAIC VOLKSWAGEN  
SAP LABS  
SCHAEFFLER  
SIEMENS  
TAICANG DAWT  
TAICANG ROUNDTABLE  
THYSSENKRUPP  
TROLLI  
TÜV RHEINLAND  
WAGO ELECTRONIC  
ZAMA PRECISION INDUSTRIES

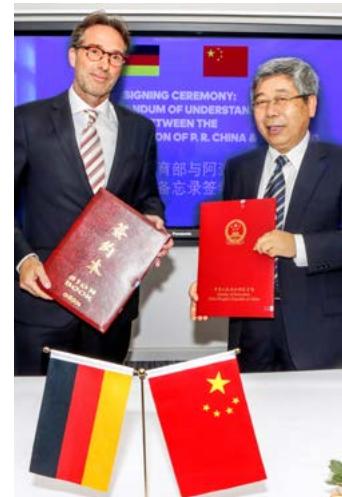




## ADIDAS

### ADIDAS SCHOOL FOOTBALL PROGRAM

Since 2015, adidas has worked closely with the MOE to achieve tangible successes in sports development for youths. By Jun 30th 2018, adidas has provided resources to the MOE's training of over 17,000 teachers and supported its summer and winter training camps for approximately 3,000 children. adidas has also donated more than 180,000 balls to over 3,000 schools across the country, enabling over 1 million students to enjoy football. On July 11th 2018, adidas and MOE announced the expansion of a successful partnership for the next three years to promote China's school sport development and bilateral sport exchange between youths. Under the extended partnership, adidas will support the promotion and development of youth football and basketball leagues, competitions, elite training camps, and other events and activities. adidas will also play an important role in continuously promoting innovations in sports education and lead coach-to-coach trainings with its vast global resources and experience. Aligned with the purpose and vision of jointly promoting friendly exchange and cooperation of youths between China and Germany, adidas will facilitate youth sport exchange programs, such as friendly matches and training camps, as well as collaborations between the MOE and top German football clubs and youth sport institutions. adidas will also remain committed to supporting poverty-alleviation projects as part of the newly signed MOU.



## AICHELIN HEAT TREATMENT SYSTEMS (BEIJING)

### WINDOW ON THE WORLD FOR LITTLE SWAN PUBLIC WELFARE ELEMENTARY SCHOOL

In Chinese cities, the household registration system known as hukou governs access to social services ranging from medical treatment to public child care and education. Since migrant workers are not granted a hukou at their place of work, their children cannot go to public school, with dire consequences. Migrants have therefore begun establishing their own schools to ensure their children get the nine years of education that are considered the minimum in China. These institutions face a serious lack of funding and expertise and, as a result, they require outside help. The Little Swan School in Beijing is a case in point. Its headmaster, Yan Zhaoshi, is a volunteer who gave up his job as an engineer to work on behalf of the school and its around 300 pupils. Aichelin "adopted" the school in 2017. Since then, the company has been supporting it by donating desks, tables, PCs, laptops, books, supplies and storage space. Aichelin's volunteers also offer extracurricular courses and activities. For example, they take the students to soccer matches, and they offer a series of lectures called "Window on the World." Migrant workers and their children often suffer from isolation and a lack of opportunities to participate in society. The activities and lectures are therefore designed to give the children a wider perspective.



# ALBA BERLIN BASKETBALLTEAM

## LANGUAGE & BASKETBALL

Fostering dialogue between people from different cultures is important, especially in today's globalized world. Alba Berlin uses basketball as a tool for intercultural exchange. The first event in China, a basketball weekend, took place in 2013 at the German School in Shanghai Hongqiao. Since then, the company has regularly organized similar events at other locations, such as the German Embassy School in Beijing, the Swiss German International School in Hong Kong and Tongji University in Shanghai. In 2016, the project expanded to the Kindergarten level, with a first teacher's workshop in Shanghai, and in 2018, the first two basketball and language camps for Chinese student groups took place in Berlin. Its tournaments in Beijing, Shanghai and Hong Kong reach several hundred students each year. Alba also continues to co-host PASCH basketball tournaments. PASCH, which is short for "partner schools," is an international network of more than 2,000 schools that have a connection to Germany. There are about 120 such schools in China. Their students are the main beneficiaries, improving their language skills while simultaneously engaging in professional basketball training and tournaments organized by ALBA.



# B. BRAUN MEDICAL (SHANGHAI) INT'L TRADING

## RUN FOR LOVE – B. BRAUN HALF-MARATHON CHARITY RUN

As part of its long-standing program to help children with cerebral palsy, B. Braun organized half marathons in 24 cities throughout China. These charity runs took place on October 20, 2018. More than 1,000 employees and their families participated, raising RMB 42,000. The proceeds support the treatment and education of children in need at the Xuhui CereCare Center in Shanghai. Run for Love is part of the B. Braun for Children program, which has been assisting children with cerebral palsy since 2014. The company provides support in a variety of ways, including through monthly employee visits to the children and annual events for all employees – such as Run for Love – that raise funds and awareness.



## BASF

### BASF'S GOODWILL TEACHER PROGRAM

Chinese students face great pressure in their exam results beginning from their early school days. Extracurricular training is therefore a necessity for every student. This is an especially grave problem for students of less wealthy families. Since 2005, BASF supports the Shanghai Association of Persons with Physical Disability in their initiative "Intellectual Assistance to the Disabled", where BASF employees teach oral English classes. Every Sunday the students attend a 40 minutes class at Shanghai Shinan Middle School. In addition BASF established a scholarship program in 2006 for students participating in the Goodwill Teacher program. Up until today 440 teenagers from 420 families benefited, some even graduated from university and studied abroad. The scholarship profited 285 teenagers with a volume of RMB 413.000 yuan and 380 BASF employees volunteered as English teachers in the Goodwill Teacher program.



## BAYER (CHINA)

### BAYER CHILDREN CARE PROGRAM

Helping children in need is obviously a worthy cause, and Bayer has built its corporate social responsibility programs around it, both in China and internationally. This includes cooperating with and supporting NGOs, promoting volunteer activities and education programs, and collecting and making donations. For example, Bayer China's internship program Plant Your Future is designed to benefit young people with mental disabilities by providing them with job training at Bayer. Another case in point is Bayer's Grant4Impact program. Its aim is to identify and fund start-ups with a social angle – to help leverage social innovations outside of the company as well. Bayer also supports ill-equipped schools by donating used computers from the company. In order to make sure that Bayer's Green IT Classroom project really is "green," the company and its partners make sure that once these computers reach the end of their life cycle in the schools, they will be disposed of in an appropriate and environmentally friendly way. In 2018, Bayer's various programs relating to child care in China reached more than 2,600 beneficiaries.



# BEIERSDORF

WE CARE – EDUCATION, CHILDREN, YOUTH

We Care is Beiersdorf's global program to involve its employees worldwide in its activities promoting ecological sustainability and social responsibility. In 2018, the theme in China was education, children and youth. This included raising funds for teaching materials for children in need, for instance through the company's Christmas events benefitting impoverished children. It also included support for projects which improve literacy and education in Tibet. In cooperation with the international student organization Enacts, Beiersdorf also provided training for university students to improve their chances on the job market after graduation. The single biggest component of Beiersdorf's education programs in China in 2018 was the Campus Innovation Competition, which leverages the ingenuity of college students to tackle social issues among disadvantaged groups. Still ongoing, the competition involves seven teams of university students, mentored by Beiersdorf volunteers, which develop concrete, actionable plans to address social issues. Beiersdorf has committed RMB 210,000 to this project. The winners will be chosen in March 2019.



## BHS CORRUGATED MACHINERY (SHANGHAI)

DUAL VOCATIONAL EDUCATION TRAINING PROGRAM

A lack of practical training and skilled workers in China is a long-standing problem, both for companies and for young people looking for employment. This is why BHS began expanding its own training program in October 2016. The program is modelled on Germany's successful "dual approach" to vocational training, which combines practical skills and theoretical knowledge. There are currently 39 students taking part in BHS's dual training program. Local teachers and German teacher-trainers are working on site to develop the curriculum and ensure its quality. As a next step, BHS will open its program to external companies and institutes and extend it across several provinces in China. The goal is to strengthen the concept of dual training in the country and, ultimately, help companies hire skilled workers and young people find good jobs.



## BOC CHINA HOLDINGS (MEMBER OF THE LINDE GROUP)

### HYDROGEN FUELING STATIONS FOR CLEANER BUSES AND CARS IN CHINA

Linde is a world leader when it comes to building and operating hydrogen fueling stations (HFS). To promote hydrogen as the ultimate renewable energy in China and Asia, Linde and its Chinese joint-venture partners are attempting to build an HFS network in Shanghai. Since 2017, they have been investing in, building and operating “filling stations” for fuel-cell buses and passenger cars in the city. In order to maximize the impact, Linde is focusing on particularly relevant routes or “corridors” through the city, including the bus lines linking Shanghai Chemical Industrial Park also known as “SCIP”, and other public transportation hubs to promote the clean mobility agenda across the region and country. Linde and its partners aim to establish three to five such stations in Shanghai by 2020 and 15 to 20 by 2025. Ultimately, the target is to build a network of stations throughout the Yangtze River Delta – an area with approximately 80 million inhabitants.



## BOSCH (CHINA) INVESTMENT

### DEPLOYING CO2 REDUCTION AND ENERGY EFFICIENCY IN BOSCH CHINA

Recognizing climate change as a global challenge, Bosch decided to reduce its relative CO2 emissions by 35 % in 2020 compared to 2007. Bosch China has actively implemented energy efficiency activities in the region. Through an internal CO2 reduction network and sharing platform, a self-assessment on CO2 maturity model for all locations and conducted peer assessment on energy saving potentials. Many energy efficiency projects have been implemented in Bosch China locations, e.g. Zhuhai plant utilized free cooling. Qingdao plant installed online energy management platform which helps to realize energy supply on demand and achieve energy saving. Those proved projects have been transferred across Bosch China locations. In 2017, Bosch China had reduced its relative CO2 emissions by 48.3 % compared to 2011, and increased its production of renewable energy by 18.8 % comparing to 2016.



# BOSCH REXROTH (BEIJING) HYDRAULIC

## VOC TREATMENT SYSTEM FOR IMPROVING AIR QUALITY IN BEIJING

Although Bosch's facilities in Beijing already met Chinese legal requirements for waste gas emissions, the company took the initiative and further improved its performance – quite dramatically. The challenge mainly pertained to volatile organic compounds (VOC) generated by the firm's painting line. Bosch installed a new VOC treatment system in the second half of 2017. Since then, the company has managed to reduce its VOC emissions by more than three-quarters, from 9.3 tons to just over two tons. Bosch's successful effort has been recognized with numerous awards. Since the company utilizes advanced methods for its VOC treatment, it has also become a benchmark for similar projects elsewhere in China.



# BOSCH REXROTH (BEIJING) HYDRAULIC

## GOGREEN @PKP

Energy efficiency and the reduction of CO<sub>2</sub> emissions are important goals everywhere, and they are especially urgent in China, where urbanization and industrialization are happening at unprecedented scale and speed. The Chinese government remains committed to achieving the targets set out in the Paris Climate Agreement. At the same time, individual companies are also called upon to do their bit. This is why Bosch Rexroth continues to run its long-standing GoGreen initiative. The project managed to reduce CO<sub>2</sub> relative emissions at Bosch Rexroth in Beijing by no less than 70 percent between 2009 and 2018. It did so by optimizing its production processes, by implementing energy-saving projects and by educating its workforce.



## BROSE MILLION TREE PROJECT

Soil erosion has become a major problem for grassland ecosystem. Local herders and farmers are threatened with the loss of their livelihoods as desertification progresses at an alarming rate. Brose collaborates with the Shanghai Roots and Shoots Million Trees Project in order to counteract this trend. Together, the partners have planted 22,000 trees in Inner Mongolia and Ningxia in the last three years. This effort has reduced carbon emissions by about 8,900 kilograms and slowed desertification. Raising awareness is also an important part of Brose's program. The company therefore organizes public lectures to help local residents better understand the extent of desertification and its consequences. Brose and Roots and Shoots also make a point of including the local population in the project – especially in the planting, maintaining and monitoring of the trees – to better integrate the project within the community, thus making it more sustainable.



## BROSE CHANGCHUN AUTOMOTIVE SYSTEMS

### SPONSOR CHANGCHUN CHILD WELFARE HOME

Since 2006, Brose Changchun sponsors the Changchun Child Welfare Home. Brose visits and sends festival greetings to the kids while also providing the Welfare Home with various necessities. The donations represent the will to improve the children's life environment. The general manager of Changchun plant Mr. Yin Shixian is the main actor inside and outside the company. While improving the children's life it also creates a positive image of Brose in China.



# BRÜCKNER GROUP (CHINA)

YES, WE CARE

Although plastic poses a serious challenge to the environment, modern society is heavily dependent on its use, since it is a lightweight substance that is both stable and durable. Yet those same characteristics also make it a threat to the environment. Brückner is part of the plastics and packaging industry, which is why the company cares about the proper use of plastic. In 2017, Brückner started its Yes, We Care initiative at all its locations worldwide, including in China. The initiative's goal is to help minimize the environmental impact of plastic production and use. It does this by implementing a comprehensive program for waste reduction and separation, continuously improving production cycles and optimizing energy efficiency. Brückner is equally committed to further adapting its service portfolio in order to further extend the reach of its recycling program – so that the advantages of using plastic can be maximized even as the disadvantages are minimized.



# BUURTZORG NEIGHBORHOOD CARE ASIA

BETTER CARE AT HOME AT LOWER COST

Until fairly recently, children in China were expected to care for their elderly parents. This has become increasingly difficult, since China is no longer an agrarian society and integrating work and family life is far more of a challenge than in the past. Because of the country's One Child Policy, moreover, each married couple now needs to assist four parents. Further, China is aging rapidly and may become the first country to get old before it gets rich. Buurtzorg Neighborhood Care addresses this problem with a care model designed to enable old people to live in their own homes and communities as long and as independently as possible. Nurses are trained in setting up and orchestrating individualized care for each patient, in addition to addressing medical needs. This means making use of informal networks, such as family members, neighbors and volunteers, while accessing the formal support available from care workers, community hospitals and doctors. Buurtzorg's ICT system also plays an important role, since it provides a tool for managing the entire care process and ensuring its quality. This is especially important in China, where nurses generally lack experience in home care, since most education and training still takes place in hospitals. In the past three years, 4,000 patients have already benefited from Buurtzorg's home-care program. This year, the company will be active in 9 cities in China, providing care to elderly in need in their communities. It plans also to start up the Buurtzorg Academy to train nurses, care workers and family members specifically in meeting home-care needs.



## CELANESE (CHINA) HOLDING

### HANDMADE BEARS FOR SHANGHAI BABY HOME

In most respects, China is no longer a developing country. Even so, public services are not yet consistently available, and this is especially true in the area of public health care. People without financial means are often unsure of where they can obtain even essential medical help. Nobody is as penniless as an orphaned infant, which is why Celanese decided in 2018 to support Baby Home, an NGO in Shanghai, by providing money, marketing expertise and toys. This activity marks the 100th university of Celanese core value "Improving the world. The company donated roughly \$32,000 to Baby Home to make it possible for three orphaned infants to undergo surgery. Company volunteers have also made 300 teddy bears by hand, partly for the orphans cared for by Baby Home, partly as gifts given to others to raise awareness of the infants' plight. Celanese sees its cooperation with Baby Home as a long-term partnership and part of the company's overall volunteer challenge. Worldwide, Celanese employees have volunteered nearly 400,000 hours of their time for charitable causes since 2013.



## CENTURY 3 (SHANGHAI)

### BETTER SCHOOLS AND BETTER HOMES

Century 3 began sponsoring rural schools in China's remote Yunnan Province in May 2018. As a first step, a team of employees visited the schools in question and equipped them with refurbished computers. Next, the team developed computer labs and regular training sessions to increase digital literacy at the schools. In addition, Century 3 used its initial school project to scale up its efforts and establish a standard procedure for refurbishing computers no longer used in its offices and donating them to rural schools. In a separate project also carried out in 2018, volunteers from Century 3 participated in a house building program organized by global non-profit organization Habitat for Humanity to provide adequate housing for impoverished families in Vietnam. Two hundred volunteers from Century 3 worldwide joined forces as part of the project to build houses for 20 families.



# CHANGSHA BACH'S BAKERY

## EMPLOYMENT OF PEOPLE WITH HEARING IMPAIRMENT

Since 2011, Bach's Bakery is training and employing deaf people in China. From 2011 until 2014, German master bakers and confectioners conducted the training which is now overseen by Uwe Brützer, the company's owner, who already had experience in hearing and speech training for deaf children. The program is funded by the income generated by Bach's Bakery, meaning the project supports itself. It brings the trainees to a skill level that enables them to work in other bakeries later on. Providing the participants with a useful skill like this improves their working and living conditions and increases their self-esteem. It also makes it possible for them to support themselves and their families.



# CONTINENTAL AUTOMOTIVE CHANGCHUN

## GOVERNMENT-ENTERPRISE COOPERATION AND PRECISION POVERTY ALLEVIATION

One of the challenges when making donations is ensuring that those donations make sense. This is why Continental Changchun launched a program that takes a grassroots approach. Carried out together with the Red Cross and local governments as partners, the program aims to alleviate poverty in underdeveloped villages in Jilin Province. During the pilot project, Continental focused on Xishun Village and, especially, its 23 poorest households. Nobody knows a village like the people who live there, which is why Continental invited the local village committee to design programs tailored to address actual needs in the community. Continental then funded these programs with a donation of RMB 40,000. The money went towards medical aid, the creation of job opportunities that fit the skills on site, the purchase of the necessary equipment and a range of similar measures. In 2018, the company and its partners applied the same approach to support renovation work at Changbaishan High School, making a donation totaling RMB 50,000. In 2019, Continental will expand its program for poverty alleviation.



## CONTINENTAL AUTOMOTIVE SYSTEMS (SHANGHAI)

### LEGO CLASS

Continental Automotive Systems Shanghai has a long-standing partnership with Loutang Primary School, where most of the students are children of migrant workers. Continental makes regular donations to the school and to individual students. The company also promotes the school among its employees, many of whom are themselves migrant workers. Since March 2018, 29 employee volunteers from the plant lead by the plant manager and the department heads have been teaching monthly "Lego classes" at the school. Topics include Chinese history, biology and aerospace engineering. The students from 9th to 11th grade learn about these topics before and build theme based model creations using Lego bricks. In addition, the volunteers from Continental give the school a "big face," both underlining that the company is committed to supporting the school and creating awareness.



## CONTINENTAL AUTOMOTIVE CHANGSHU

### CORPORATE SOCIAL RESPONSIBILITY @ HBS CHANGSHU PLANT CHINA

In 2017, Continental Changshu began supporting the local branch of the China Women's Federation by joining its Carnation Project. The aim of the project is to help women in need, for instance single mothers and cancer patients. Continental donated RMB 50,000 to the project. The same year, to encourage its employees to gain experience volunteering, the company started its Love and Blood Donation campaign, during which 166 employees donated blood. In December 2017, the Changshu plant manager and other volunteers also visited the local orphanage to distribute toys and candy to the children there. The visit, which was covered in local media and social media, was meant to raise awareness of the orphanage and its cause. In the future, Continental Changshu intends to involve more employees as volunteers. In addition, the company plans to donate laptops and to build a library for a primary school attended by the children of migrant workers.



# CONTINENTAL TIRES (CHINA)

## RTO AIR TREATMENT PROJECT

In the process of tire manufacturing, certain emission will be generated. So why not build a plant that makes the emission much cleaner? This is precisely what Continental Tires did in China. The cornerstone of the project was the installation, completed in 2018, of technology that treats the emission and sharply reduces the content contained in it. A recent investment of Continental tires Hefei plant is an equipment called a regenerative thermal oxidizer (RTO). While the company has always made a point of implementing best practices at its facilities in China and elsewhere, installing the RTO helped Continental to further purify the air at the Chinese plant to 5 mg per cubic meter. This is well below the standards set by regulators both in China and in the EU. RTOs are currently the most advanced technology for air treatment. The company is committed to its social responsibility, and by investing in advanced clean technology, it aims to build an environmentally friendly and leading technology tire plant.



# DHL GLOBAL FORWARDING (CHINA)

## GOGREEN – ONE, TWO TREE!

The demand for timber and the transformation of woodlands into farmland are long-standing factors driving deforestation in China. Since the 1980s, urbanization has become the new leading factor shrinking China's forests. The consequences, often drastic, include soil erosion and rising CO<sub>2</sub> levels. Helping local communities restock their woodlands is a crucial element in counteracting this trend. That is why DHL has set itself the goal of planting one million trees every year worldwide. As part of this effort, DHL Global Forwarding China planted 1,000 trees in five Chinese cities in 2018. DHL covered the costs while its partners selected the sites, provided the tree-planting expertise and oversaw the required training. The project is part of DHL's GoGreen, GoTeach and GoHelp initiative, which enables the company's employees to shape a better future for their communities.



## DR. BECKMANN DELTA PRONATURA ORANGE BACKPACK PROGRAM

There are approximately 4.6 million children with hearing impairments in China. This causes a multitude of problems, often resulting in children falling victim to traffic accidents. In order to remedy this, Audiology Development Foundation in China established "Orange backpack program" on March 3, 2016. Delta Pronatura (Nanjing) joined this program on 2018. The donation of a bright backpack aims to increase the children's visibility to reduce the likelihood of traffic accidents. In addition, the partners saw to it, that all backpacks are filled with crayons, colors and other painting equipment. Continuously More than 500 offline stores will present the Orange Backpack program in different cities, which will let more people know, understand, and participate in this program. Delta Pronatura (Nanjing) also supports 34 primary and junior high school students in Nanjing with scholarships and will increase the number of participants in future.



## DRÄXLMAIER CHINA YOUTH SKILLS UPGRADING PROGRAMME

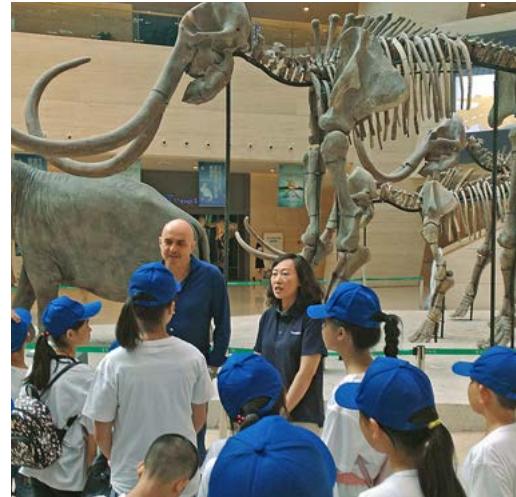
The transition from university to workplace is a big step and a real challenge. The soft skills required at work are not necessarily learned at university. According to a recent survey, many students are aware of this challenge and wish to improve their soft skills. This is why Dräxlmaier began organizing lessons in soft skills and good office behavior in 2018. In cooperation with the Li Zhou Commonwealth organization, Dräxlmaier offered three hours of training for college students with the joint participation of employee volunteers. The first class had 30 students and was very well received by the participants. Youth Skills Upgrading Programme is one of the social responsibility programmes of Dräxlmaier China, officially launched in 2018, Dräxlmaier plans to extend the program to additional students, offering one training course per quarter. This will be beneficial for everyone involved: Dräxlmaier will make contact with outstanding students, while the students will be able to improve their standing in China's competitive job-market and better integrate with society.



# DURAVIT (CHINA) SANITARYWARE

## SUSTAINABLE DEVELOPMENT EDUCATION

Environmental protection is essentially about good stewardship and ensuring we can pass on an intact, or at least livable, environment to our children – who will bear the same responsibility once they grow up. If they are to succeed, they need the right education. This is the motivation behind Duravit's project designed to help youngsters learn about sustainable development. Since 2018, Duravit has been collaborating with the Xing Wang Primary School in Chongqing, a vast megacity in central western China. As a first step, the project began raising awareness among the students at the school, partly through classroom activities, partly through visits to the Chongqing Natural History Museum. The visits are organized with the help of Duravit volunteers who also act as tour guides for the students. The museum tours focus on biodiversity and on the relationship between human activity and nature. As a next step, Duravit set up a "green multi-media classroom" at the school and furnished it with fully functional second-hand computers no longer needed at the company's offices. Duravit's IT department got the equipment up and running, from laying cables to installing software. It is also providing ongoing tech support. The project is still new and Duravit will use the experience gained to extend the project's scope in the future.



# EVONIK INDUSTRIES

## EVONIK CONTRIBUTES TO A SUSTAINABLE DEVELOPMENT IN CHINA

As a leading specialty chemicals company, Evonik is well placed to address issues around environmental protection. Evonik operates with the same standards globally and ensures 100% compliance with local laws and regulations. With the goal to reduce environmental impact, Evonik gives priority to intelligent processes to improve production processes, utilize resources more efficiently and optimize waste management. Our efforts in China include a system to monitor soil and groundwater conditions, improvements in waste management and optimizations of production processes at all Evonik sites in China. Overall, Evonik China reduced its greenhouse gas emissions by 9% in the period from 2012 to 2018. During the same period, waste-water quantity fell by 54% and fresh water consumption fell by 35%. In addition, Evonik opened an environmental process lab in Shanghai, in 2013. This lab provides pilot-scale experimental testing facilities for verifying and optimizing environmental processes. It produces solutions for both current and forthcoming investment projects in Asia.



## FAURECIA CLEAN MOBILITY

### CLEAN MOBILITY MONTH

In September 2018, employees of the Asia Pacific Division engaged in a one-month sport challenge all around Asia that supported one of Faurecia's core missions: fighting air pollution to improve air quality. Employees were encouraged to walk, hike, run and use their bikes as often as possible, for instance on the way to work or together with friends and colleagues on weekends. The contest pursued several objectives at once: It promoted a healthier lifestyle among employees and encouraged them to reduce their carbon footprint. There were five competing teams in total, one each from India, Japan, Korea and Thailand and one from the Shanghai headquarters. The total distance covered by employees during the month was converted into donations to local NGOs addressing environmental issues. In Shanghai, donations went to Shanghai Roots & Shoots, an organization running several projects focusing on sustainable development in China. The Shanghai team's donation amounted to RMB 4,000 – corresponding to 160 trees planted in Inner Mongolia to curb desertification, offset carbon emissions and stimulate the local economy. Faurecia plans to further develop the challenges by improving the digital app used for the event, enabling employees to share their distance covered while hiding their itinerary. It also hopes to find external sponsors, thereby enhancing the competition's funding. Moreover, the rules will be revised so that each activity is a separate category, e.g. running, cycling and walking/hiking.



## FESTO CHINA

### PARTNERSHIP WITH WORLD SKILLS FOR DEVELOPING OCCUPATIONAL EDUCATION IN CHINA

As the largest international skills competition, WorldSkills allows young people from across the globe to compete and be recognized as the best of the best in their chosen vocational area. China first joined WorldSkills in 2010. In 2012, Festo began cooperating with the Chinese Ministry of Human Resources and other authorities to support Chinese teams. A long-standing partner of WorldSkills, the company has since been selecting, equipping and training the best Chinese teams for the competition. Since China has been involved, Festo has sponsored all major WorldSkills China events by proposing rules and providing equipment and technical support. In addition, Festo and its Chinese partners initiated the mechatronics competition at WorldSkills China in 2012. The Chinese team trained by Festo won a silver medal at the WorldSkills competition held in Brazil in 2015. Two years later, at WorldSkills 2017 in Abu Dhabi, the team trained by Festo China won a gold medal, the first China has received at a WorldSkills mechatronics competition. Even more significant than winning medals is the fact that more and more people in China are becoming aware of occupational skills and their significance.



# FIDUCIA MANAGEMENT CONSULTANTS (SHANGHAI)

## FIDU-SHARE

Social issues in China are varied and wide-ranging: growing elderly population, serious environmental problems, and imbalances in social and economic development, to name but a few. This is why Fiducia encourages its employees to take part in CSR activities through its Fidu-Share campaign, running since 2010. The campaign consistently enlisted 20% of the company's employees, partnered with over 20 NGOs in Beijing, Shanghai and Shenzhen. In 2018, responding to the increasing engagement of its employees, Fiducia introduced a dedicated Fidu-Share 'Ambassadors' team to empower volunteers to create even more opportunities for giving back. For example, volunteers in Beijing started supporting the Fu Ti Yuan Retirement Home, while in Shanghai we took part in tree planting to support the city's goal to set up 30 country parks by 2040. Fidu-Share also supports children in need with scholarships to enable them to complete their education.



# GRAND KEMPINSKI HOTEL SHANGHAI

## KICK OFF - FOOTBALL PROJECT

The children of migrant workers in Chinese cities often do not have equal access to regular education. Instead, they have to make do in cheap private schools operating in a legal grey zone. These schools are typically underfunded and struggle to provide the bare necessities. This is why the Grand Kempinski Hotel Shanghai and its partners started the Kick Off project in 2016. It provides physical education (PE) classes and football training to migrant school children in Shanghai. PE is especially important for them, because they usually study in overcrowded classrooms with up to 60 children per class. The project is providing PE classes and football training to about 3,000 children at eight schools. In addition to the regular classes and training sessions, the partners have organized numerous events, including stadium visits in Shanghai and tournaments between the participating schools.



## HAERING PRECISION (TAICANG)

SINO-GERMAN FRIENDSHIP KINDERGARTEN

Most parents in China work full time, making child care challenging, especially if grandparents cannot provide support. In addition, Chinese-German families often find it difficult to decide if their children should attend a Chinese or German kindergarten. In order to address both problems, Haering Precision opened a Sino-German kindergarten in 2016. The kindergarten received support from the German Consulate in Shanghai and the Taicang Economic Development Area, with the German School Shanghai providing training for the educators. More than 30 children now participate in the kindergarten's program, which runs for two and a half years. An additional 10 children have already "graduated" to primary school. Although the kindergarten is bilingual, it adheres to German educational standards. Integrating these standards into a Chinese environment has proven somewhat difficult, but continuous adaptation and the inclusion of Chinese elements has helped address the situation. In the future, Haering intends to establish a more comprehensive Sino-German platform to further improve educational outcomes and increase mutual understanding.



## HARMONY SHANGHAI CULTURE & ART COMMUNICATION

INTERNATIONAL COMMUNITY DANCE PROJECT THE FOUR SEASONS

Even though China's largest cities have become far more international in the past decades, it is still surprisingly difficult for international students to become acquainted with Chinese families and vice versa -- they tend to live in parallel worlds. This is why Harmony Shanghai established the Community Dance Project in 2012. It is to foster co-operation between Chinese and international students. Each year, the dance classes consist of more than 100 students from different countries and with very different backgrounds. People with disabilities as well as the children of migrant workers perform together with students from Chinese and international schools. In 2018, Harmony Shanghai organized the 4th Community Dance Project to rehearse and perform Vivaldi's Four Seasons for 160 Chinese and international students. During their time together, the dancers acted as a team, helped each other, became friends – unimpeded by differences of nationality, class or health.



# HELLA CORPORATE CENTER CHINA

## HELLA LIBRARY PROJECT

The Hella Library Project works to improve children's literacy in rural areas and to provide educational resources for teachers in under-funded primary schools and orphanages. The program, which Hella launched together with its partner, the China Population Welfare Foundation, began in May 2018. So far, the Library Project has set up libraries and reading rooms in two elementary schools in Anhui and Fujian Province, reaching about 2,000 children and well over 60 teachers. In this first phase of the program, Hella has donated about 4,500 books for children aged 6 to 12. In the future, Hella plans to extend the scope of the program beyond the two provinces in which it is active so far.



# HELLA CORPORATE CENTER CHINA

## HELLA UNIVERSITY COOPERATION

It can be advantageous for both sides when technical universities cooperate with companies which make practical use of technological skills such as engineering. The companies benefit, because they come in contact with new talent, and so do the students, since working in the "real world" is a great opportunity to learn. The advantage for the educational institutions is that they receive feedback on the usefulness of their curricula. There is also a wider benefit, since partnerships between universities and companies tend to increase overall innovativeness. For all these reasons, the automotive part supplier Hella has been cooperating with 10 Chinese universities since 2011. The roster of partners includes some of the country's best higher education institutions. Hella has now supported about 1,000 students through scholarships, internships and practical projects, as well as competitions, for instance in the field of intelligent manufacturing. The company will continue this project and will be creating a new program to support school children as well.



## K.D.F. DISTRIBUTION (SHANGHAI)

LUPIN FOSTER

Children who suffer from illness or disability in China often do not have a straightforward path to obtaining medical treatment if they are orphaned or if their parents can't afford it. This pertains to medical issues that are relatively easy to address, such as cleft lips, as well as to chronic and potentially life-threatening problems such as congenital heart disease. To address this problem, a group of Chinese K.D.F employees set up the Lupin Foster relief fund and began raising money for orphaned children in need of medical treatment. K.D.F. has been supporting the fund since 2017 by paying for the treatment of several children, covering their living expenses and financing regular follow-up visits. So far, K.D.F. has donated RMB 168,000 to pay for medical treatments and other expenses for four children.



## KAERCHER CLEANING TECHNOLOGY (CHANGSHU)

DOUBLE NINTH FESTIVAL ACTIVITY FOR ELDERS

The Double Ninth Festival, observed on the ninth day of the ninth month, is an important traditional holiday in China and other countries in East Asia. Some elderly people have children who do not have the time to visit during the holiday. As a result, Kaercher and its Chinese partner Liu Shui Qin Chuan organized the Double Ninth Festival Activity to help such seniors in Changshu City. During the event, more than 100 elderly people and 200 volunteers participated in different group activities, such as singing, playing games and visiting the local opera. The goal of the project was to show respect and provide care for seniors, and to acknowledge the traditional value of xiao or filial piety. Kaercher plans to continue the program in the future.



# KERN-LIEBERS TAICANG

TAICANG GERMAN INDUSTRIE-MEISTER TRAINING CENTER (DTIT)

Finding skilled workers is a perennial problem for companies in China. This is why in 2018 Kern-Liebers Taicang introduced vocational training modeled on the German program for master craftsmen (Meister). Combining theory and practice, the program includes classroom training, online coursework and practical projects. Kern-Liebers developed the program, which is supported by the German Chamber of Commerce in Shanghai, after collecting suggestions from other well-known German companies in Taicang. The German Chamber of Commerce will issue master craftsman certificates for the trainees who pass the final examination. The aim is to train production supervisors, foremen, team leaders, shop floor management personnel and internal trainers. This will help companies find skilled staff while allowing employees to improve their standing at work.



# KNAUF NEW BUILDING MATERIAL (WUHU)

KNAUF BLUE

Transport is one of the main contributors to carbon emissions – the others being industry, energy and buildings – and logistics account for a significant amount of today's transport activities. This is why Knauf China is increasing its carbon efficiency, a move that is in line with Knauf's green supply chain management. In practice, this means that Knauf gives increasing weight to environmental factors when selecting its suppliers and its modes of transport. For instance, in 2017 Knauf shifted a major part of its shipments – 900,000 tons of material – from road to water transport. This measure alone kept 3,350 trucks off the road, equivalent to a traffic jam 1,000 kilometers long. In addition, Knauf is gradually increasing the share of natural-gas-fueled trucks in its fleet. Intermodal transport is another key factor, especially in terms of reducing cargo handling, since it improves security, reduces pollution and allows freight to be transported faster. Knauf also addresses the environmental impact of packaging material. It has replaced wooden pallets with scrap plasterboard and adjusted the position and quantity of packing belts and gaskets in its operations. The company intends to integrate the expertise thus gained by Knauf China into its global logistics operations.



## KPMG CHINA

### CSR INNOVATION PROJECT COMPETITION

Busy university students in China have little time to volunteer or participate in projects that address social problems. In spite of this, many students are passionate in driving positive change in society by developing innovative ideas – when given the chance. This is why KPMG initiated the Innovation Project Competition in 2016 along with its partner, the Youth Development Center, a Shanghai-based NGO. The project provides a platform for university students to learn about Sustainable Development Goals, develop their creative potential by proposing community programs that address social and environmental challenges. KPMG China employees take part as interviewers, mentors and judges, using their professional knowledge and skills to assist students with their proposals and helping turn those proposals into reality. So far, more than 3,000 students have participated in the program and 144 especially promising young leaders have been trained in the field of CSR. In the coming years, KPMG aims at inviting other corporate to join and encourage them to involve students in their own CSR programs.



## LANXESS CHEMICAL (CHINA)

### LANXESS/GOETHE-INSTITUT PARTNERSHIP

The partnership between Lanxess and the Goethe-Institut supports promising students from the cultural institute's partner schools in China. The goal is to prepare the students to study the natural sciences (particularly chemistry) at university and, subsequently, to begin a career in the chemical industry or a related field. To achieve this goal, the company has been providing selected students with internships since 2011 and has been awarding them scholarships since 2013. The internships and scholarships help the students bring their linguistic and science-related knowledge up to speed so they can attend university in Germany. Scholarships have been awarded to 16 students to date, and six recipients are now studying in the Federal Republic. In addition, 12 students have completed internships at Lanxess. The company is working to continually improve the program, for instance by creating new mentoring opportunities for the interns and by increasing support for the students in Germany.



# MANN + HUMMEL (CHINA)

WIX POWER

Migrant workers from rural China often leave their children behind when they seek employment in the city. Some 60 million children have at least one parent working away from home, while 9 million have two parents who are absent. Mann+Hummel has gotten involved to help these children. In 2018, the company began a project to support a primary school in Guizhou Province, the home province of many migrants who work in the Pearl River Delta. The project has raised RMB 100,000 so far. Together with its partner, the Lingshan Charity Foundation, the project has organized teacher training, opened a library, sponsored student meals and equipped the school with basic furniture, such as chairs, tables and bookshelves.



# MANN + HUMMEL FILTER (SHANGHAI)

CHARITY CYCLING EVENT

When it comes to philanthropy, the call to action can be particularly effective if you have a clear idea of whom you are helping. This is certainly the case with the charity cycling event that Mann+Hummel organized in November 2011. During the event, Mann+Hummel volunteers made donations to assist a young boy who lives with his impoverished family in a mountain village in Guizhou Province. Funds from other Mann+Hummel events are helping the boy's family to finance his education so he can attend university. The company has similar programs for other families. In addition to financing the education of children from poor families, the project also assists children facing health challenges.



# MARQUARDT SWITCHES (SHANGHAI)

## THE POWER OF GIVING

Many schools in rural China are woefully underfunded. These further increases the disadvantages rural children in China face compared to children from urban families – as a good education is the most effective way to escape rural poverty. Marquardt supports the Moujiayao Primary School in Gansu Province, one of the most economically underdeveloped parts of China, through financial and material donations. From November 2018 to present, Marquardt has collected over RMB 45,000 in donations through individual and team efforts and used the money to buy necessities for the students and their school. The purchased items included 180 thermos flasks, since winters in Gansu are extremely cold. They also included three printers and three computers, enabling the teachers to print out textbooks for students free of charge. Finally, the donations were also used to buy a slide for the school's playground. The slide has been installed at the beginning April 2019 – as a surprise for the children after the winter vacation. As a next step, Marquardt will organize second-hand book donations, to improve the school's library. The project also aims to build personal relationships between the students and Marquardt's employees and their families. Finally, the funding platform Marquardt established to finance the project's initial phase proved effective and the company will continue using it while extending its cooperation with the school.



# MERCK DISPLAY MATERIALS (SHANGHAI)

## GREEN CRYSTAL PROJECT

Many schools in China's less prosperous regions lack basic computer equipment. Learning even simple IT skills is not part of the curriculum as a result. At the same time, many people don't know what to do with their old tablet computers when they acquire newer models, so their old devices either remain unused or are disposed of in an environmentally hazardous way. Merck addresses both issues. The company encourages its employees to contribute redundant but still functional tablets to its Green Crystal Project, which then donates them to rural schools in China. All tablets are upgraded and equipped with educational software. Merck's NGO partner Pad for Hope trains the schools' teachers to maintain and manage the devices. To date, 50 second-hand tablets have been donated. In addition, Merck volunteers have visited two schools to give lessons on scientific subjects. In 2018, the company set up its Online Volunteer Platform, which allows employees to give additional classes via Internet without having to travel to the schools. So far, 80 volunteers from the company have contributed 4,500 hours for volunteer classes at the schools, helping more than 1,200 students. In the future, the company expects that 50 volunteers will participate each year in the platform, reaching over 600 students annually while volunteering about 1,200 hours of their time. Merck plans to expand the project with the goal of involving more partners and more schools.



# MOELLERTECH AUTOMOTIVE PARTS (LANGFANG)

## ENVIRONMENTAL PROTECTION

Air pollution is among the most serious challenges in China. This is why MoellerTech has always made a point to keep its emissions well below what is legally required. For instance, even before the company began its latest environmental project, its emissions in China already 90 percent lower than the regulatory standard. In 2017, MoellerTech decided that they can do still better and invested in new equipment to further reduce emissions of volatile organic compounds (VOC). The new VOC collection and treatment system now reduces MoellerTech's emissions by a further 40 percent. This means that overall, the company's waste gas emission is now at a mere 4 percent of the volume deemed acceptable by the government. MoellerTech will continue to invest in improvements of this kind.



# MR CHINA

## MR PRIMARY SCHOOL LIBRARY

China is a country of continental proportions, and even now some of its remoter regions remain isolated to a surprising degree. This is the case, for instance, in some parts of Yunnan Province, in China's deep south-west. This is why MR China is carrying out a project to support schools in rural Yunnan. The project began in 2011, when MR China partnered with the Chinese newspaper 21st Century, which helped identify the right school, Dilu Primary School, to receive assistance. The partners began supporting the school by creating a library, donating teaching materials and providing scholarships. They also arranged for lessons to be taught by volunteers. They provided support for five years, at which point they ascertained that conditions in the school had improved to a satisfactory degree. In 2016, this time acting on its own, MR China began assisting another school, Chele Primary School, in the same region and in a similar manner. So far, more than 60 MR China volunteers have participated in the project there. While support of this kind does not always need to be extensive to be effective, the company would like to extend the program's scope so that more children can benefit from it. As a result, MR China is now looking for partners, such as NGOs and other companies, to scale the project.



# MUBEA AUTOMOTIVE COMPONENT (TAICANG)

MUBEA HELPS FOUNDATION – GIVE PERSPECTIVES, ENSURE THE FUTURE

“Give perspectives, ensure the future.” The company’s 100-year anniversary in 2016 was the starting point for the newly established Mubea Helps foundation, launched in Germany and the US with a total foundation capital of €1,000,000. Mubea China approached the project through the Taicang Governmental Charitable Foundation with a start-up investment of RMB 500,000, focusing on education for children and young people. When an employee donates RMB 1, the company also donates 1 RMB, doubling the amount and encouraging more employees to get involved in this charity project. With the Mubea Helps foundation, the company aims to support people in need or those who through no fault of their own find themselves in a crisis situation. It also supports developmental aid and education for youth. For example, it carries out a series of activities, such as Mubea Grants which assists 24 students from low-incomes families, and the Transition Program, together with partners of Taicang Special School and Inclusion Factory, to aid two students with intellectual disabilities so they can better integrate into the labor market in the future. In addition, its Continuity Planning supports talented students on their future educational paths, since they often face the problem that their long-term study journey is blocked if they come from a low-income family. In the future, the company will further promote and actively expand its social engagement.



# MUBEA AUTOMOTIVE COMPONENT (TAICANG)

TAICANG KIDS FOOTBALL – YOUTH HEALTH CARE

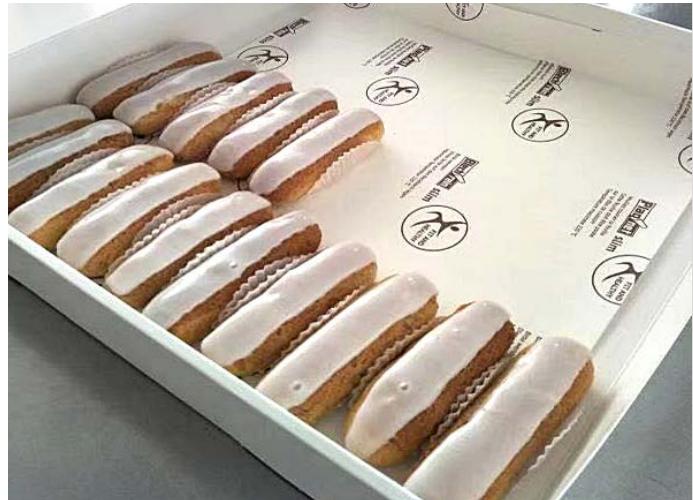
“The most important thing about football is that it is not just football.” In keeping with this motto, the Taicang Kids Football project, initiated in 2018, aims to provide an international platform for more and more Taicang youth to get to know football and fall in love with this sport. Together with other foreign companies, Mubea launched and organizes weekly training sessions in Taicang, held in English by professional coaches. The participating children include kids from low-incomes families. The youngsters are very enthusiastic during the training sessions, gradually finding their own understanding of the rules and better integrating into the whole team. It’s a good chance for them to learn about football in a fun and effective way, while building physical strength and health, courage and endurance, not to mention team spirit, which further boosts the development of kids football in Taicang. We will continue to expand the project, providing more chances for kids to get involved in Taicang.



## NINGBO BRANOPAC IMPORT AND EXPORT TRADE

### SHANGHAI YOUNG BAKERS

For disadvantaged young adults who had to drop out of school because of their family situation the costs for education is high enough that many of them cannot afford it. This also applies to vocational training. The organization Shanghai Young Bakers is helping to overcome this problem by offering free training to economically disadvantaged teenagers enabling them to find qualified jobs and lead independent lives after graduation. One subsidiary of the packaging company BRANOpac with four employees in China is supporting the program by providing its own premium baking paper to cover the program's needs. This support, together with sponsorships and financial contributions, ensures that the young apprentices receive a solid education.



## NINGBO SILK TREND GARMENTS

### POLYMAX SUMMER KINDERGARTEN

A pressing problem in China is that children of migrant workers rarely get to see their parents, who are away from home most of the time. Since 2009, Polymax has been ensuring that its migrant-worker employees in Ningbo can spend at least two months a year with their children. It does this by holding a summer camp for the children in July and August at the company itself. During the camp, Polymax organizes daily activities for the children, including visits to the zoo and museums, and picnics in the park. The children also meet the local fire brigade and talk with policemen and nurses, which is both fun and educational. Qualified teachers are on site to look after the children every day, and the firm turns a floor in the company building into a classroom, while making equipment for arts and sports available. This means the children are looked after while their parents are at work, and the families are together the rest of the time. All children have a need to be with their parents, which is why the company makes this possible for its employees for two months every year. The result is happier children and parents. This in itself is important to the company's owners and management. It also benefits the firm, because it makes it easier for employees to balance family life and work.



## CHANGCHUN NOK-FREUDENBERG OIL SEAL (CNF)

### SPECIAL CARE FOR SPECIAL CHILDREN

Since 2017, employees of Changchun NOK-Freudenberg Oil Seal (CNF) started the charity activities in the Rehabilitation Center for Disabled Children of Jilin Province, where children with autism/cebral palsy and down syndrome are taken care of. As volunteers, our employees visit the kids termly and join their parent-child game and Halloween Party and other activities. We bring them food, play games and give performances. Obviously, on the one hand interaction with volunteers and all kinds of activities make children's lives more colorful, and on the other hand, that's beneficial to their recovery. In 2018, CNF donated a new classroom, taking the special needs of the children into consideration. It is important to take on the responsibility to integrate these children into modern society not only as an obligation but also because these children deserve to be loved and taken care of. We realized that the kids fit into society become more and more important when we started this project. The program will also bring more attention to the special children.



## NORD-LOCK (SHANGHAI)

### DRAWING COURSES FOR PEOPLE WITH DISABILITIES

Life in China can be a challenge, and many people struggle to get by – something that is especially true for people with disabilities. As a result, in 2018 Nord-Lock began cooperating with Sunshine House, a school in Shanghai where people with disabilities can participate in art classes once a week. Nord-Lock chose Sunshine House as a partner because it is a well-established school that is also well integrated into the community in which Nord-Lock is situated. The result is a good fit for a long-term partnership. Nord-Lock not only provides funds but also materials for the art classes.



## PORSCHE (CHINA) MOTORS

PORSCHE "EMPOWERING THE FUTURE" YOUNG CHINESE ARTIST DEVELOPMENT

Succeeding as an artist, especially as a young artist, is not easy, which is why mentoring has always been crucial to the arts. In 2010, Porsche China began partnering with the Sichuan Fine Arts Institute to organize an annual art contest called "Empowering the Future." The contest provides a forum for young artists which allows them to gain experience and find an audience. Since 2017, Porsche has donated for the programme Porsche "Young Chinese Artist of the Year" (YAOY), which is organized by the Cc Foundation and supported by ART021 Shanghai Contemporary Art Fair, aiming to find and support the most innovative and pioneering new young artists in China, and to encourage them to advance in the exploration and practice of their art. The 2018-2019 YAOY Nominee's Exhibition will be presented in May 2019 at Beijing, with the theme of "What is it that makes today's LIFE so different".



## PULCRA SPECIALTY CHEMICALS (SHANGHAI)

PULCRA STUDENT AID

The Shanghai Petrochemical Academy is a well-known vocational school located in Shanghai Jinshan District. When Pulcra learned that students – including some of the academy's best – sometimes have to drop out because their families cannot afford to pay for their education, the company began partnering with the school to remedy the situation. Since 2017, Shanghai Petrochemical Academy has selected 20 of its best students who are struggling financially each semester and Pulcra has supported them by giving them scholarships. Not only does the company plan to expand the program in the future, it will also help scholarship recipients further their careers once they have graduated.



## RENYI YONG CHUN KUNGFU CENTER

### VIOLENCE FREE ZONE AT SCHOOL

Einstein said that “education is what remains after one has forgotten what one has learned in school.” And what could be more useful than acquiring skills for conflict resolution and for understanding how to keep a cool head even under pressure? That is why the 31 kung fu instructors at the Renyi Yong Chun Kungfu Center decided they could genuinely help school students by giving them kung fu lessons. Learning kung fu is beneficial since it can reduce bullying and violence in school. Since 2012, the center’s instructors have visited schools and taught more than 600 students. In contrast to the image presented by action movies, martial arts are much more about achieving a state of mental stillness and preventing violence. In addition kung fu helps to develop the confidence to face problems without resorting to violence. As kung fu is also about protecting loved ones, practicing it raises children’s awareness of social groups and encourages them to pay closer attention to the situation of their friends and classmates.



## ROSE PLASTIC (KUNSHAN)

### ROSE PLASTIC R3 (REDUCE, RECYCLE, REUSE)

Rose Plastic’s production facilities in China are located in a residential area in Kunshan City, Jiangsu Province. There are also several schools in the neighborhood, which makes it important to go the extra mile and pay close attention to the facility’s performance with regards to health, safety and the environment. In short, Rose acts as a good neighbor. To further improve its record, the company started its R3 Project in 2018. The three R’s stand for “reduce, recycle and reuse.” To reduce the amount of water pollution resulting from its business activities, Rose Plastic cleaned its rainwater and sewage network and installed a control valve which detects leakage, ensuring rainwater and wastewater no longer mix. In addition, the company reduced its noise emissions, increased its recycling activities and raised awareness of the relevant issues among its employees. As a result, waste at the company has been reduced by approximately 50 percent each month. The company also started a volunteer program to increase awareness in schools and other public institutions.



# SAIC VOLKSWAGEN AUTOMOTIVE

## WASTE MANAGEMENT PILOT PROJECT

After four decades of economic growth at extraordinary rates, China now has the largest industrial output in the world. While this is an astonishing success story from which many Chinese citizens have benefitted, it has also put a massive strain on the environment. SAIC Volkswagen is doing its bit to remedy this situation. For instance, it launched a new pilot project for waste management at its car plants in 2018. The aim of the project is to reduce waste by increasing recycling and reuse. This is done by optimizing the relevant equipment and by training all employees to classify waste accordingly. SAIC Volkswagen works to integrate these and other waste-saving strategies into its daily operations so that the program is of long-term benefit. By the end 2018, the project had reduced waste by 300 tons through recycling and reuse. In addition, employees and partners are being encouraged to take individual action as part of the project. In the future, SAIC Volkswagen will continue to increase the project's scope.



# SAP LABS CHINA

## SAP LABS CHINA DIGITAL SOCIAL INNOVATION FOR SUSTAINABILITY

The goal to find new innovative solutions to modern problems is pursued by SAP with the help of start-ups, NGOs, authorities and SAP's employees digital expertise. The platform of SAP Labs Digital Social Innovation created a meeting point for SAP employees and externals to create digital innovations to achieve this goal. SAP Labs China Digital Social Innovations strongest programs address environmental, as well as physical and psychological health issues. In terms of environmental protection, SAP Labs addresses the struggle with antibiotics overuse in the poultry farms. In 2017, SAP Labs China began to develop ways to apply Artificial Intelligence (AI), machine learning and the Internet of Things to the early diagnosis of livestock disease, reducing the mortality rate of chickens by 10 percent. Digital solutions can also be applied to health issues of humans. Around 1 million people die from lung cancer each year in China. Sap Argus program is a smart pre-screening solution for lung cancer based on machine learning solutions helping to find lung cancer at early stages to dramatically improve survival rates.



## SCHAFFLER HOLDING (CHINA)

### "ELECTRIC RACING DREAM" COMES TRUE

The production of greenhouse gasses is one of the major challenges of our time. E-mobility has an important role to play in addressing this issue. Realizing its full potential means generating awareness of and interest in the topic. Most of all, it means promoting research and development at all levels. This is why Schaeffler continues to be one of the leading players in Formula E racing. One way in which the company supports e-racing is through its cooperation with the young Chinese engineers on the DIAN racing team. The team is affiliated with the Automotive College and the New Energy Center at Tongji University in Shanghai. Since 2015 Schaeffler provides technical assistance and in-depth consulting and by supplying parts for the new racing car which DIAN develops each year. Through Schaeffler's support, the students gain exposure to market trends, access to cutting-edge technology, and they get the chance to run a project on their own. Schaeffler sees this as an investment in the future and a direct contribution to expanding the talent pool in the e-mobility sector.



## SIEMENS LIMITED CHINA

### ELECTRICITY SAFETY FOR TRADITIONAL VILLAGE

Usually taken for granted, electrical safety requires quality equipment that is installed by competent technicians. These prerequisites are frequently lacking in the world's remoter areas, something that is also true of many Chinese villages. This is why Siemens, together with its partners, has upgraded the electrical infrastructure in Yangpo, a village in China's southwestern Guizhou Province. Siemens donated RMB 60,000 worth of electrical equipment, such as low-voltage distribution boxes, lighting switches and sockets, to upgrade 20 old buildings housing 42 families. Company employees traveled to the village to install the equipment and train local workers. Siemens will provide additional training to local residents including electrical engineers. It also plans to extend the project to other villages.



# TAICANG GERMAN TECHNICIAN TRAINING CENTER (DAWT)

## TTT (TRAIN THE TRAINER) FOR TAICANG SINO-GERMAN HANDICAPPED WORKSHOP

The majority of people with intellectual, mental and physical disabilities in China live in poverty, and relatively few are gainfully employed. The TTT for Taicang Sino-German Handicapped Workshop is a long standing project that was founded to provide precisely this kind of education and training. The Workshop is operating since 2015, and over the years, it has gradually extended its programs to provide more comprehensive support for people with disabilities. Its cooperation with the Taicang German Technician Training Center (DAWT), started in 2017, is a recent addition. DAWT provides a teacher training program for the benefit of the Handicapped Workshop. The training includes topics such filing, sawing and other fitting skills, basic measurement devices, reading and understanding technical drawings, practice for using different tools to assemble parts as well as pedagogical skills. So far, the courses have been held twice, most recently during an 8-day workshop in March and April 2018. The Taicang German Technician Training Center(DAWT) will continue to hold annual programs for teacher training with the Taicang Handicapped Workshop.



## TAICANG ROUNDTABLE SINO-GERMAN CULTURAL EXCHANGE

There are more than 300 German-based enterprises in Taicang, and many of them have both Chinese and German employees. To increase intercultural exchange and strengthen the dialogue between the cultures, Taicang Roundtable is organizing the annual Oktoberfest since 13 years. Since 2006, Taicang Roundtable is in charge of organizing the venue, live music and the catering for the 5 to 6 days long event. In 2018, nearly 1400 guests visited the Oktoberfest every day. In addition, 2 German symphony orchestras visited Taicang in 2018, and their performances laid the foundation for further cultural exchange. The project is co-financed by the Taicang High-tech Industrial Development Zone.



## TAICANG ROUNDTABLE

ESTABLISHED TAICANG ENGINEER ASSOCIATION

The German dual vocational training system has already produced many certificated technicians in China. But these technicians only possess a certificate that is acknowledged in Germany. As this proves to be an inconvenience, the Taicang Roundtable initiated the founding of the Taicang Engineer Association. The official start of the Association was in November 2018 and already the association has more than 80 members and 15 experts from different German and Chinese enterprises. Their goal is to provide professional technical consultation, educational training and conducting additional qualification of engineers for Taicang based European enterprises. The Association's aim is to ultimately gain Chinese acknowledgment of the German certificate, so that dual vocational trainings will lead to a Chinese and German certificate. In the future, the Taicang Engineer Association plans to cooperate with Suzhou Municipal Human Resources and the Social Security Bureau to match the certificates.



## THYSSENKRUPP ELEVATOR (CHINA)

### TKEC – SUNSHINE 365 FUND

The tkEC Sunshine 365 Fund started out in 2012, it was meant to provide support for the company's employees when necessary. For instance, in cases of serious diseases, damages to families caused by natural disasters, deaths and other projects requiring care. Over time, the tkEC Sunshine 365 Fund has extended its scope and increasingly includes public welfare as well. These public contributions include, for instance, book donations for children in poor areas in China, construction work on campuses and dissemination of elevator safety knowledge. As a company with a deep sense of social responsibility, tkEC intends to further continue its contributions to public welfare.



# THYSSENKRUPP ELEVATORS

## THE FROZEN BOY'S LOVING BOOKSTORE PROJECT

Due to the lack of jobs in rural areas, many villagers leave their hometown, and their children remain behind to live with grandparents or in school dormitories. These children are known in China as “left-behind children” and there are approximately 60 million of them. The Frozen Boy's Loving Bookstore Project was inspired by a photo of a young boy standing in a classroom with his head and eyebrows covered in snow. The picture caused a stir in China, calling attention to the plight of students at rural schools. Consequently, the boy became known in Chinese media as the “Frozen Boy.” ThyssenKrupp employee Liu Dexiang in Kunming noticed that the Frozen Boy was from his own hometown in Yunnan Province. As a result, he contacted the principal of Zhuanshanbao Primary school. Through this first contact we learned that the students were short on children’s books and more than 80 percent of the pupils are left-behind children. He reported this situation to the public welfare project team of TKEC Sunshine 365 Fun. The project team launched the Frozen Boy's Loving Bookstore Project. Since then, the Frozen Boy's Loving Bookstore Project has donated more than 6,234 books to expand the library at the Frozen Boy's school. It has also provided a number of other essential items, ranging from school bags and toys to bookshelves, computers and teaching materials. In the future, the company will extend its program and sponsor meals for needy students at Zhuanshanbao Primary School, as their families are often unable to provide them with breakfast.



# TROLLI GUANGZHOU CONFECTIONERY

## SAVING POWER & GAS SAVING IMPLEMENTATION

The company focuses strongly on its Zero Waste Policy. To reduce its gas and energy consumption, Trolli worked together with water treatment, refrigeration system and air compressor specialists. Together they found new solutions to reduce energy consumption and energy lost from the boiler, refrigeration system and air compressor system. Many of the solutions were implemented in 2017 and 2018 and new projects are planned for 2019. The projects have led to intensified efforts to reduce energy consumption elsewhere. The implemented measures have already begun saving energy – up to 15.6 percent, for example, in electrical power from the air compressor system.



## TÜV RHEINLAND (SHANGHAI)

### DEVELOPING THE NEXT AMBASSADOR OF GREEN LIVING

The negative effects of climate change and environmental pollution can already be seen around the world. Changes in attitude and behavior are a precondition for remedying the challenges stemming from these problems. The best way to effect such change is through education – especially early education. This is why TÜV Rheinland collaborated with the All-China Environment Federation to create a comic book that tells six stories about recycling, garbage classification, hazardous waste treatment, green travel, wildlife protection and the conservation of the oceans. In the summer of 2018, the company also partnered with Zhonggu Charity to organize interactive classes on environmental protection at Nan You Primary School in Yunnan, using the comic book to increase awareness among the children there. With the help of Sowers Action and the ICTI Care Foundation, copies of the comic books were also donated to orphanages and schools in Yunnan and Sichuan, and to an after-school center in Qinyuan. Currently, the books mainly feature urban scenes. In the future, TÜV Rheinland and its partners will adapt the stories to rural environments, so that students in village schools can fully benefit from them as well.



## TÜV RHEINLAND (SHANGHAI)

### I FLYING – RURAL TEACHER TRAINING

Teaching is a highly attractive profession in China and comes with respect and status – in theory. In reality, many teachers are struggling, especially in the country's less economically developed western regions. This is especially true of rural areas, where many teachers face challenging conditions: too many students, inadequate pay, and schools underequipped to a degree that people in cities like Shanghai would find hard to imagine. As a result, many young teachers, especially those with above-average training, avoid positions in the remoter parts of China, preferring cities instead. To help overcome this problem, TÜV Rheinland supports a teacher training program for village teachers, together with its partner, the Shanghai East China Normal University Education Development Foundation. In 2018, 153 teachers in total joined the I flying program. TÜV Rheinland supported 4 teachers from Yunnan and Sichuan, making it possible for them to participate in a teachers' seminar in Shanghai – a form of advanced training that would otherwise not have been available to them.



# WAGO ELECTRONIC (TIANJIN)

CARING FOR SPECIAL GROUPS, TOGETHER WITH LOVE

Most people have the impulse to do good, and employers are well placed to make use of this desire, giving it coherence and direction. This is why Wago China set up its Community Service Volunteer Club in 2016. The club formed partnerships with well-established NGOs, which volunteers can join to support work at hospitals and at schools for children with disabilities. The volunteers provide assistance in a number of ways, such as teaching classes, raising funds, donating gifts and playing with children in need. Since 2018, Wago has also provided internships for young people with disabilities to help them gain the skills necessary to support themselves. Wago will continue to develop its Volunteer Club and to extend its network of partners.



# ZAMA PRECISION INDUSTRIES (HUIZHOU)

ZAMA VOCATIONAL TRAINING

Highly advanced production operations require highly skilled workers, but Chinese vocational and technical schools often struggle to provide curricula and training methods that are in sync with what is actually needed in the workplace. In 2015, ZAMA joined with three other German companies to launch a vocational training program based on the German educational system. So far, 90 people have participated in the program. Students are recruited from two Chinese schools, the Dongguan Technician College and the Huizhou Engineering Technology College, while the teachers come from Bildungswerk der Wirtschaft in Berlin und Brandenburg. Since the program aims to establish an approach based on the system of "dual vocational education" used in Germany, which combines practical skills and theoretical knowledge, German professionals on site play an important role in training both students and teachers. ZAMA's program also provides students with a stipend, insurance coverage and money to cover transportation and accommodation costs. The assistance amounts to RMB 100,000 per student over a period of three years.



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