

上海外商投资企业 扶贫案例报告

CASE REPORTS ON POVERTY ALLEVIATION IN CHINA
BY FOREIGN-INVESTED COMPANIES




上海市外商投资协会
SHANGHAI FOREIGN INVESTMENT ASSOCIATION



Shanghai Daily
上海日报

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序

值此《上海外商投资企业扶贫案例报告》汇编发布之际，我谨代表上海市人民对外友好协会致以衷心的祝贺！

中国的历史是一部为摆脱贫困，艰难求索、卓绝斗争的历史，承继着中华民族世代的憧憬和梦想。新中国成立后，中国政府始终把减贫摆在治国理政的突出位置，2015年以来，更是以前所未有的力度推进脱贫攻坚工作。

2020年是脱贫攻坚伟大工程的收官之年，上海市外商投资协会发起“外企扶贫成果”优秀案例征集，得到了会员企业的积极响应，共申报57个案例，汇编成为本报告，记述了多年来外商投资企业发挥各自优势，以多种方式精准帮扶中国贫困群体，为我国脱贫攻坚事业做出的积极努力和重要贡献。我们赞赏外商投资企业所展现出的国际大爱和扎根中国的责任担当。本报告所载案例也正是实践人类命运共同体构建的最真实写照，此时发布，意义重大。

上海市人民对外友好协会是从事对外民间交往的人民团体。上海市外商投资协会作为上海市友协的理事单位，在推动中外民间的合作交流中承担着共同的责任和使命。希望两家协会能够通力合作，更加广泛地联系和服务在沪外商投资企业和外籍友人，为建设更美好的上海，建设更美好的人类大家庭共同努力。

沙海林

上海市人民对外友好协会会长

Case Reports of Poverty Alleviation in China by Shanghai-based Foreign-invested Enterprises

Foreword

On behalf of the Shanghai People's Association for Friendship with Foreign Countries, I would like to express the warmest congratulations on the release of the Case Reports on Poverty Alleviation in China by Shanghai-based Foreign-invested Enterprises!

The Chinese history is one of arduous exploration and struggle to get rid of poverty, which reflects the expectation and dream of the Chinese nation for generations. Since the founding of the People's Republic of China, the government has always put poverty reduction at a prominent position in governing the country. Particularly since 2015, it has made unprecedented efforts in promoting poverty alleviation.

In 2020, the concluding year of the uphill battle of poverty elimination, the Shanghai Foreign Investment Association called for cases of foreign enterprises' poverty alleviation achievements, which received positive feedbacks from member enterprises. A total of 57 cases were submitted and compiled into this report, a record of how foreign-invested enterprises have leveraged their respective advantages over the years to help the impoverished in China in varied targeted ways and made positive efforts for an important contribution to China's poverty alleviation course. We highly appreciate the great love and compassion of foreign-invested enterprises and their strong commitment to China. The release of this report is highly relevant, as its cases are true reflections of building a community of a shared future for mankind.

The Shanghai People's Association for Friendship with Foreign Countries is a people's organization engaged in non-governmental exchanges with foreign countries. The Shanghai Foreign Investment Association is a group council member of the former and shares common mission and responsibility of promoting people-to-people exchange and cooperation between China and the rest of the world. I hope the two organizations will work closely together to reach out to and serve foreign investors and foreign nationals in Shanghai and strive for a better Shanghai and a better human family.

SHA Hailin
President of Shanghai People's Association
for Friendship with Foreign Countries

聚力扶贫，汇爱同行

外资企业是参与扶贫的重要社会力量，在中国的扶贫开发工作中发挥了积极的作用。上海市外商投资协会的会员企业中有不少企业积极响应国家“脱贫攻坚”号召，主动对接精准扶贫项目并取得了出色的成绩。

协会于2020年6月和10月发起两轮“外企扶贫成果”优秀案例征集，收到了来自57家会员企业的案例，覆盖产业扶贫、健康扶贫、教育扶贫、就业赋能扶贫、基建扶贫等多个领域，体现东西部扶贫协作和对口支援工作的新探索、新成就。这些案例通过协会微信公众号连载，得到了会员企业和社会各界的广泛关注。为了更好地宣传外企助力脱贫攻坚的成果，促进经验分享及借鉴，上海市外商投资协会携手上海日报社、上海市人民对外友好协会编辑和发行了《上海外商投资企业扶贫案例报告》。

我们真诚地感谢各外商投资企业为中国扶贫攻坚事业所作出的巨大努力和贡献，也期待与更多的外商投资企业、政府、社会组织、公益机构等一起，共同推进中国的公益事业！

黄峰

上海市外商投资协会会长

Alleviating Poverty Together with Love

Foreign-invested enterprises are important social forces involved in poverty alleviation and have played an active role in China's poverty alleviation. Many of the member companies of the Shanghai Foreign Investment Association have actively responded to the country's call for fight against poverty, actively engaged in targeted poverty alleviation projects and achieved outstanding results.

The association initiated two rounds of collection of outstanding cases of foreign-invested enterprise in poverty alleviation in June and October 2020, and received cases from 57 member companies, covering poverty alleviation through business linkage, health care, education, improving vocational skill, improving infrastructure and other fields, reflecting new practices and achievements of the eastern and western poverty alleviation cooperation. These cases were shared through the association's official WeChat account, and received extensive attention from member companies and the public. In order to better promote the results and share experiences of foreign-invested enterprises in supporting poverty alleviation, Shanghai Foreign Investment Association, together with Shanghai Daily and Shanghai People's Association for Friendship with Foreign Countries, edited and issued the Case Reports on Poverty Alleviation in China by Foreign-invested Companies.

We sincerely thank all foreign-invested enterprises for their tremendous efforts and contributions to China's poverty alleviation cause, and we look forward to working with more foreign-invested enterprises, governmental and social organizations to jointly promote China's public welfare cause!

HUANG Feng
Chairman of Shanghai Foreign Investment Association

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丰富乡村教学资源， 关注信息化时代教育扶贫

Enriching education resources in rural areas with
focus on poverty alleviation in information age

企业介绍

液化空气集团总部位于法国巴黎，成立于1902年，是全球工业与健康领域气体、技术和服务的领导者。公司业务遍及78个国家/地区，员工约6.45万人，为超过380万名客户与患者提供服务。

液化空气集团早在1916年就进入中国，上世纪70年代开始向中国提供空分设备。经过多年的稳步发展，目前在中国设有近100家工厂，遍布40多个城市，拥有约5000名员工。集团在华主要经营范围包括工业及医用气体的运营，家庭健康服务，工程与制造业务，以及全球市场与技术部和上海创新园从事的创新业务。依托于集团的长期战略与全球资源，公司聚焦能源、环境、高科技和健康等领域，以迎接挑战并创造新的市场机遇。

案例介绍

扶贫先扶智，儿童的成长是家庭生活和社会发展的重中之重，因此教育扶贫是精准扶贫的坚固基



石。在当今信息流通加速、技术飞速发展的数字化时代，电脑是查询信息、学习知识、助力成长的必备工具。液化空气了解到，由于缺乏电脑设备，一些乡村学校无法顺利开展电脑技能教育，很多孩子无法通过电脑了解外部世界。由此，液化空气中国开展了“液空电脑教室”项目，希望丰富乡村学校的教学资源，帮助孩子更好地掌握不可或缺的知识 and 技能、与快速变化的世界建立更多联系。

“液空电脑教室”项目于 2012 年发起，公司通过合作的公益组织对内部闲置电脑进行规范再生，之后捐赠给贫困地区的乡村学校，帮助学校建立电脑教室，同时提供其他相关学习辅助用品。教室建成后，液化空气会提供远程维护、软硬件升级、现场教学、反馈收集、替换回收报废电脑等持续不断的后续支持。此外，液化空气中国当地志愿者也定期前往学校，分享安全、科普、环保等多方面的知识，开拓孩子们的眼界。

自项目启动以来，液化空气中国已在合肥、茂名、伊春、大同、成都和延安等地的 7 所学校建立 7 间电脑教室，共捐赠 200 多台再生电脑，惠及 3000 多名学生。

2019 年，第 7 个“液空电脑教室”落户富县南教场小学，51 台再生电脑成为孩子们通往信息世界的桥梁。关于新建的电脑教室，富县南教场小学的张校长表示：“原有的电脑老旧无法正常开机，非常影响孩子们的学习和实际操作。今后孩子们再也不用多人合用一台电脑上课了。你们真的是雪中送炭，非常感谢液化空气给予乡村孩子的关爱！”与此同时，液化空气中国的志愿者们也为南教场小学的学生带来一堂生动的儿童安全讲座，通过趣味实验以及互动游戏向学生们传递了过马路、等待校车以及骑行等方面的安全知识。“液空电脑教室”项目得到了延安市富县教育局和富县工业园区管委会的大力支持，他们肯定了液化空气在支持儿童教育和社区共建方面所作出的努力。

责任始终位于液化空气集团的核心。公司一直致力于推动当地经济发展、保护生命与环境、同时支持社区的成长与繁荣。通过“液空电脑教室”项目，液化空气将“教育扶贫”“环保”“循环经济”等理念有机结合，促进了资源的循环再利用，在减少废旧电脑对环境污染的同时，更是满足了乡村学校对电脑教学的迫切需求，改善了孩子们的学习环境，帮助更多的儿童跟上信息化时代的步伐。未来，液化空气将继续为更多地区的儿童带去知识与关怀，全面助力儿童成长。

Company Profile

Founded in 1902, Air Liquide Group is a world leader in gases, technologies and services for industry and health with its headquarters in Paris, France. The company has businesses in 78 countries and regions with about 64,500 employees and provides services to more than 3.8 million customers and patients.

Air Liquide Group entered China as early as 1916 and began to provide air separation equipment to China in the 1970s. After years of steady development, there are currently nearly 100 plants in the country with around 5,000 employees in over 40 cities. The main business scope in China includes industrial and medical gas operations, home health services, engineering and construction, as well as the innovative activities by Global Markets & Technologies and Innovation Shanghai Campus. Relying on the long-term strategy and global resources of the group, the company focuses on energy, environment, high-tech and health fields to meet challenges and create new market opportunities.

Case Introduction

Poverty alleviation begins with raising the level of intelligence. As the growth of children is the top priority of families and social development, providing education in poverty-stricken areas is a solid cornerstone. With the fast speed of information flow and rapid development of technology, computers are an indispensable tool for searching information, learning knowledge and boosting growth. Air Liquide learned that some schools in rural areas weren't able to carry out computer courses due to lack of the equipment, so students couldn't get to know the outside world. As a result, Air Liquide China launched the “Air Liquide Computer Classroom” project, hoping to enrich

the teaching resources of countryside schools, help children better master the indispensable knowledge and skills and establish more connections with the rapidly changing world.

The Air Liquide Computer Classroom project was launched in 2012 and cooperated with a charity organization to reuse the computers that were left idle and donated the computers to rural schools in poverty-stricken areas, helping them set up computer classrooms and providing other study aids. After the classrooms were set up, Air Liquide China has continued to offer follow-up support including remote maintenance, software and hardware upgrades, on-site teaching, feedback collection and scrapped computers replacement and recycling. In addition, local volunteers from Air Liquide China also regularly visit the schools to share knowledge in safety, science and environmental protection, widening children's horizons.

Since the start of the project, Air Liquide China has established seven computer classrooms in seven schools in Hefei, Maoming, Yichun, Datong, Chengdu and Yan'an cities and donated more than 200 renewal computers, benefiting more than 3,000 students.

In 2019, the seventh Air Liquid Computer Classroom was set up in Nanjiaochang Primary School in Fuxian County of Yan'an City, Shaanxi Province, and more than 50 renewal computers became a window for children to have an access to the world of information. "The original computers were too old to be turned on, which greatly affected children's learning and practical operation. In the future, they will no longer need to share a computer with other students in class. You solved an urgent problem for us, and thank you very much for the care given by the Air Liquide China to the children in the countryside," said the principal surnamed Zhang, regarding the newly built computer classroom. At the same time, volunteers of Air Liquide China also provided a child safety lecture to the students in

a lively way. Experiments and interactive games conveyed safety knowledge about crossing the road, waiting for the school bus and riding to the school. The Air Liquid Computer Classroom project received strong support from the Fuxian County Education Bureau and the Fuxian County Industrial Park Management Committee. They gave the thumbs-up for Air Liquide China's efforts in supporting children's education and community building.

Responsibility is always a core value of Air Liquide Group. The company has been committed to promoting local economic development, protecting life and the environment and supporting the growth and prosperity of the community. Through the Air Liquide Computer Classroom project, Air Liquide China combines the concepts of educational poverty alleviation, environmental protection and circular economy to promote the recycling and reuse of resources. While reducing environmental pollution caused by waste computers, it meets the urgent need for computer teaching in rural schools and has improved the children's learning environment, helping more children keep up with the pace of the information age. In the future, Air Liquide China will continue to bring knowledge and care to children in more regions and fully assist their growth.

“爱心手牵手——西部儿童医疗项目”走进贵州遵义

‘Hand-in-hand charity medical project for children’
in Zunyi City of Guizhou Province

企业介绍

安利（中国）日用品有限公司成立于1995年。经过25年的发展，安利（中国）的经营区域已遍布全国31个省、直辖市和自治区，中国也成为安利全球最大的市场。安利始终认为：回馈社会是一个成功企业应尽的责任。25年来，安利一直关注中国儿童的健康成长，致力于环保实践和理念传播，大力推广志愿者服务事业。

2011年1月，经中华人民共和国民政部批准，安利公益基金会正式成立。安利公益基金会以专业、高效、透明的操作方式，汇聚安利员工、营销人员以及社会各界的爱心和力量，向弱势群体传递温暖，促进人与社会的和谐发展。

案例介绍

“爱心手牵手——西部儿童医疗项目”始于2004年，是安利上海分公司与上海市慈善基金会、共青团上海市委合作开展的公益项目。自1998年起，



团市委开展“上海市青年志愿者赴滇扶贫接力计划”，每年组织以上海医疗系统专业人士为主体的志愿者团队，赴云南多地开展医疗服务。除了正常的门诊、手术，医生志愿者们还到偏远贫困山村开展义诊，为当地医务人员进行相关培训。如遇在当地因医疗条件无法手术的疑难病历，则尽量接到上海进行手术治疗。对于这一长期坚持、落到实处、造福当地人民身体健康的项目，安利公司除了每年提供资金支持，还发动当地安利志愿者提供力所能及的帮助。

截至2018年，安利累计捐款400多万元，提供了近百万元的药品和医疗器器械，成功实施儿科、妇科免费手术近80例，总计受益儿童近5万人。因为该公益项目为改善西部儿童的健康、提升当地医疗水平做出了积极的贡献，项目曾荣获“第七届中国志愿服务项目奖”和“上海市志愿服务优秀品牌”等光荣称号。安利也因此项目荣获上海团市委授予的“爱心企业”、中华慈善总会颁发的“突出贡献奖”等荣誉称号。

国家提出“精准扶贫”战略之后，进一步提出“脱贫攻坚”。在此背景下，2018年，“爱心手牵手——西部儿童医疗项目”进一步扩大范围，走进贵州省遵义市。

2018年9月，安利会同上海交大医学院附属第九人民医院眼科专家组成的志愿者团队到访贵州省遵义市，对正安县第四小学的1000名儿童开展了视力检查和眼疾筛查，并建立儿童眼科档案。眼疾筛查时，九院医生发现了患有视网膜病变而家长并不知晓的孩子小俊（化名）。根据医生的判断，小俊右眼已经失明，左眼的视力也会快速降低，如不及时治疗，10岁的小俊将面临双目失明的危险。由于手术较为复杂，且小俊家庭较为贫困，九院专家、市慈善基金会以及安利公司当即讨论决定，请孩子到上海进行手术，并支持了全部手术费用。

2018年11月26日，小俊在母亲陪伴下来到上海。九院为他启动了绿色通道，仅用一天时间就做完了所有术前检查。由于小俊还有手指畸形，眼科和整复外科专家同时会诊，确定了玻璃体切除手术和手指整形术同时进行的方案，最终成功保住了小俊的左眼视力，也解决了他的拇指畸形。小俊在上海的一周里，从接机到送机，都由安利志愿者全程陪伴。

2019年7月，九院专家再次和上海市合作交流办、团市委的精准扶贫工作团队赶赴遵义。除了进一步为当地孩子进行眼疾筛查、眼科档案建立，还

专程给小俊做了术后复查。经复查，小俊术后恢复良好，左眼视力达到0.3，且较为稳定；右手拇指几乎不见异常，人也变得活泼起来。

安利为贵州儿童医疗首批资助15万余元，为贵州省遵义市贫困乡镇1000余名儿童进行眼疾筛查，并在当地小学和医院建立眼科档案，把孩子们的眼健康放到非常重要的位置。九院专家通过座谈、共同出诊、协同手术等方式对当地医生进行了培训，还通过义诊、筛查、讲解等方式对当地儿童家长进行了科普宣传，不但帮助贫困地区提升医疗水平，也提升了当地群众的医疗意识。

“爱心手牵手——西部儿童医疗项目”专注健康扶贫，契合国家战略。项目依托上海市慈善基金会和安利公益基金会的合作，建立起吸引社会各界进一步关注西部贫困地区的平台。通过沪上多家媒体对小俊来沪手术的宣传报道，进一步传播了上海支援西部的善举和安利的公益慈善理念。

“爱心手牵手——西部儿童医疗项目”符合上海市对口支援西部贫困省市的长期规划，从启动时就得到了沪滇两地团委及各级政府的支持和赞许。2018年，在“脱贫攻坚”的关键阶段，安利又走进贵州省遵义市，为革命老区的贫困躯体送去福音。该项目除了“送医下乡”，还起到传播健康理念的作用。

与此同时，2018年起，安利还进一步与上海市合作交流办、市慈善基金会、团市委合作，在继续推进医疗项目的同时，由上海志愿者收集当地儿童的“微心愿”，并通过“安利纽崔莱健康慈善慢跑”等平台筹集善款，帮助孩子们了却心愿、实现梦想。

今年，虽然受到疫情影响，无法举办大规模线下活动，但安利公司已经做好筹划，拟通过云跑步、线上打卡等方式，进行“你跑步、我捐款”活动，不间断地为西部贫困地区的儿童奉献爱心。

Company Profile

Set up in 1995, Amway China has a presence in 31 provinces, municipalities and autonomous regions, and China has become its largest market now. Amway has always believed that giving back to society is the responsibility of every successful company. For the past 25 years, Amway has been paying attention to the healthy growth of children in China and is committed to protecting the environment and spreading such idea while striving to promote volunteer services.

In January 2011, the Amway Charity Foundation was officially launched with the approval of China's Ministry of Civil Affairs. The foundation brings together the passion and the strength of Amway staff, sales representatives and people from all walks of life in a professional, efficient and transparent manner, passing warmth to disadvantaged groups and promoting the harmonious development of human and society.

Case Introduction

The "Hand-in-hand charity medical project for children in the western areas of China" was launched in 2004, in cooperation with the Shanghai Charity Foundation and the Youth League Shanghai Committee. Since 1998, the Youth League Shanghai Committee has carried out a poverty alleviation relay program for young volunteers from Shanghai to visit Yunnan Province in southwestern China.

Apart from normal outpatient and surgeries, the volunteers also visit remote and poor villages in mountainous areas to offer free clinical services and medical trainings to local doctors and nurses and arrange surgical treatments in Shanghai for those who suffer from complicated diseases that are not able to be cured due to the poor medical condition.

In order to carry out the physical health

program to benefit local residents, apart from continuous funding support every year, Amway mobilizes local Amway volunteers to give a helping hand.

By 2018, Amway had donated more than 4 million yuan (US\$617,776) to the program and provided medicine and medical appliances worth almost 1 million yuan, so that nearly 80 free operations for patients seeking pediatrics and gynecology treatments had been carried out, while about 50,000 children had benefited from it. The project won the 7th China Volunteer Service Project Award and the Excellent Brand of Shanghai Volunteer Service for improving the health of children and medical service in China's western areas. Amway was honored as a "Caring Enterprise" by the Youth League Shanghai Committee and "Outstanding Contribution Award" by China Charity Federation.

Chinese government has been carrying out "precise poverty alleviation" since 2014, and in 2017 it put forward the "poverty elimination campaign." In this context, the "hand-in-hand medical project for children in the western areas of China" covered Zunyi City of Guizhou Province in 2018.

In September 2018, Amway joined hands with ophthalmologists from Shanghai Ninth People's Hospital Affiliated to Jiao Tong University to visit Zunyi and carried out medical checks for 1,000 children at No. 4 Primary School of Zheng'an County. During the eye disease screening, doctors of the Shanghai Ninth People's Hospital found that a child named Xiaojun (anonym) had retinopathy which was unknown to the parents. According to the doctor's diagnosis, Xiaojun was blind in the right eye while his left-eye vision had rapidly been decreased as well. If not treated in time, 10-year-old Xiaojun would face imminent danger of complete blindness. Because the operation was complicated, and Xiaojun's family was relatively poor, experts from the Shanghai Ninth People's Hospital, the Shanghai Charity Foundation and

Amway immediately held a discussion and decided to take the child to Shanghai for the operation, and all the operation costs were covered.

On November 26, 2018, Xiaojun came to Shanghai with his mother. The Shanghai Ninth People's Hospital opened a green channel for him and completed all the preoperative examinations in just one day. As Xiaojun also had a finger deformity, the ophthalmology and plastic surgery experts held joint consultations to come up with a plan of performing eye operation and finger plastic surgery simultaneously. They successfully saved Xiaojun's left-eye vision and cleared his thumb deformity at one stroke instead of two operations. During Xiaojun's one-week stay in Shanghai, Amway volunteers accompanied him all the way from and to the airport.

In July 2019, experts from the Shanghai Ninth People's Hospital once again headed to Zunyi, along with the precision poverty alleviation work team of the Shanghai Cooperation Exchange Office and the Youth League Shanghai Committee. In addition to further screening for eye diseases and establishing ophthalmology files for local children, they also arranged a postoperative review for Xiaojun. Results showed that Xiaojun had recovered well after the operation with his left-eye vision at a relatively stable 0.3, and there were almost no abnormalities in his right thumb. The child had become lively as well.

Amway provided the first batch of more than 150,000 yuan for children's medical care in Guizhou to screen around 1,000 kids in poverty-stricken rural areas of Zunyi and established eye files in local primary schools and hospitals to put children's eye health in a prominent position. Experts from the Shanghai Ninth People's Hospital trained local doctors through seminars, joint out-patient services and collaborative operations. They also carried out popular science promotion among local

parents via free consultations, screenings and explanations, which not only helped improve the impoverished areas' medical standards but also raised local folks' medical awareness.

The project paid attention on health alleviation and correspondent to the national strategies. Relying on the cooperation between Shanghai Charity Foundation and Amway Charity Foundation, the project has established a platform to attract more attention from all walks of life in the western poor areas. Through the reports of Shanghai's media platform, the philanthropic project of Shanghai's western area alleviation project and Amway's concept of public welfare and charity are further spread.

The hand-in-hand charity medical project for children was in line with Shanghai's long-term plan for counterpart support to poor provinces and cities in western China and has been supported and praised by Youth League committees and governments at all levels in Shanghai and Yunnan since its launch. In 2018, at the critical stage of poverty alleviation, Amway went to Zunyi City, Guizhou Province, sending gospel to the poor areas of the old revolutionary base areas. The project not only launched the project to deliver medical treatment, but also spread the health idea to local residents.

Since 2018, Amway has furthered the cooperation with the Shanghai Cooperation Exchange Office, the Shanghai Charity Foundation and the Youth League Shanghai Committee. While continuing to push forward medical projects, Shanghai volunteers collect local children's "micro wishes" and help children realize their dreams by raising funds through platforms like the "Amway Nutrilite Health Run."

This year, large-scale offline events weren't being held due to the COVID-19, but Amway has planned "You Run, I Donate" activities through cloud running and online check-ins to continuously help children from the poor areas in western China.

科技改变生活，决胜脱贫攻坚

Technologies change life and win the battle against poverty

企业介绍

Apple 正式创立于 1977 年，总部位于美国加利福尼亚州。Apple 于 1984 年推出 Macintosh，为个人技术带来了巨大变革。今天，Apple 凭借 iPhone、iPad、Mac、Apple Watch 和 Apple TV 引领全球创新。Apple 的五个软件平台，iOS、iPadOS、macOS、watchOS 和 tvOS，带来所有 Apple 设备之间的顺畅使用体验，同时以 App Store、Apple Music、Apple Pay 和 iCloud 等突破性服务赋予人们更大的能力。Apple 的 10 万名员工致力于打造全球顶尖的产品，并让世界更加美好。

在中国，Apple 通过各种方式为中国经济、社会以及环境的发展作出贡献。截至 20120 年底，Apple 在中国大陆设立 9 家公司、70 家分公司，在大中华区开设 52 家零售店。除了专注于服务用户、投资经济、引领创新之外，Apple 始终坚持让我们身边每个人的生活变得更好，真正肩负起社会责任。



案例介绍

推动扶贫工作过程中，企业逐步成为这一链条上不可或缺的一环。Apple 立足自身资源与优势，更加关注教育不均衡加剧贫困代际传递，以及因自然灾害导致返贫等问题的解决。Apple 认为，精准扶贫的关键在于因地制宜，以科学的方法对贫困对象进行精准识别，根据贫困地区不同实际和不同需求，寻找当地潜在的经济增长点，充分开发地区优势资源，结合企业自身的产业、技术优势，不断探索创新产业扶贫模式，打造出产业脱贫的新“引擎”，帮助当地居民有效实现脱贫。

在 Apple，我们积极响应国家号召，助力实现全面脱贫，持续关注精准扶贫的最新动态，以市场化扶贫和共享价值为理念，通过教育扶贫、基础设施建设、产业帮扶等多项扶贫方式和举措，帮助贫困地区培养和提高可持续发展力。

智慧计划 — 打破教育边界，创造精彩人生

教育扶贫是打赢脱贫攻坚战的重要举措之一，也是阻断贫困代际传递的治本之策。2018 年，Apple 启动了“智慧计划”，号召人人参与，惠及人人，让世界更美好。为进一步助力中国的教育发展，特别是贫困地区数字化教学建设，2018 年 3 月，Apple 向中国发展研究基金会捐赠了 2500 万元，携手启动“贫困地区儿童发展数字化项目”，通过数字科技，引入优质教育资源，助力学龄前儿童的早期教育，促进中职学生的综合能力发展，倡导教育公平，缩小城乡差距。

“贫困地区儿童发展数字化项目”覆盖中国发展研究基金会儿童发展中心的三个重要项目——“一村一园：山村幼儿园计划”“慧育中国——山村入户早教计划”和“中等职业教育赢未来计划”。截至 2020 年 5 月，“贫困地区儿童发展数字化项目”已覆盖四川、青海、贵州等 11 省 19 市 28 区县，累计向试点地区下发数字设备 5000 余台（含 iPad、Apple TV、充电车等），课程卡 1000 张，组织设备使用 20 余次。项目直接受益人数超过 14 万，累计受益人次超过 25 万。

为推动“中等职业教育赢未来计划”的顺利实施，Apple 选择了四川省金堂县职业高级中学（金堂职中）和贵州装备制造职业学院作为首批试点学校。在金堂职中，Apple 和中国发展研究基金会支持金

堂职中信息化基础设施建设，提供了稳定、快速的无线网络环境，建设了 2 个数字化教室和 1 个资源共享工作坊，并提供了电子教材编写软件、教学应用程序及其他教学资源，配套提供互动教学平台及驻校工程师服务。在贵阳市的贵州装备制造职业学院里建立赢未来教育数字化项目 studio、数字化专用教室 1 间、以及电子阅览室 1 间。

善品公社 — 产业扶贫，建立可复制的产业样本

2013 年芦山地震后，Apple 积极向中国扶贫基金会捐赠资金，用于灾区紧急救援和灾后重建工作，如基础设施和善品公社建设。善品公社通过集合农民专业合作社、互联网与责任消费的力量，以更有效、更可持续的方式让农民从灾难中走出来，推动农业持续发展。

截至 2019 年 12 月，善品公社已经在四川、云南、山西、陕西、江西、新疆、吉林、内蒙古等 14 省 35 县 51 家合作社开展产业扶贫项目，其中含有 8 个深度贫困县、25 个国家扶贫开发重点县、2 个地震灾区县。扶贫产品涵盖生鲜、坚果、饮品和粮油四大类，受益农户达 23685 户，其中建档立卡贫困户有 2951 户，全年建立品控管理核心示范基地 62664.3 亩。

2017 年四川九寨沟发生 7.0 级地震后，Apple 支持善品公社平武中蜂产业扶贫项目，帮助平武县经济的恢复，带动贫困户发展，并在 2019 年逐步加大对九寨沟周边其他农民专业合作社的覆盖和扶持。作为首个项目扶持的产业生计发展合作社，平武县木皮乡小河村养蜂专业合作社优先让贫困户加入，在生产雇佣、产品采购和技术服务等方面设定贫困户优先，并在特定节日对贫困户进行慰问和物资发放。对于非社员贫困户，合作社主动提供免费参与培训及社区活动、溢价收购蜂蜜、低价出售农产品等服务，积极带动贫困户发展。2019 年，3 名社员赴北京参加中国扶贫基金会举办的扶贫“新农人”能力建设第一期培训班，开拓思路、提升能力。合作社年终分红总金额 11250 元，带动 19 户社员户均增收 592 元。

2020 年，在全球疫情的大环境里，Apple 充分考虑受疫情影响的贫困地区疫后经济恢复情况，探索长效扶贫机制以及教育扶贫的进一步创新。Apple“Apple 新冠肺炎援助基金”的部分资金支持教育扶贫和经济建设的长期项目，以振兴乡村和

培养未来扶贫人才。Apple 将支持以“新农人”为培养目标的合作社发展研究院, 利用 Apple 设备、技术和平台, 设立教学实训基地, 培养合作社领军人物。

通天之路 — 基建扶贫, 打造可持续发展模式

雅安地震造成芦山地区的基础设施遭受严重损坏, Apple 与中国扶贫基金会合作, 为当地修建了七条道路以及一套农田灌溉系统, 直接受益群众达 8839 人。其中, 在四川省宝兴县硃碛藏族乡嘎日村的达瓦更扎, 有一条“通天之路”将牧民往返牧场的时间由 3 天缩短到 3 小时。它为当地人民的出行带来了便利, 也为当地旅游业的发展创造了机会。达瓦更扎路修通后带动嘎日村 100 余户发展旅游业, 2017 年底, 嘎日村实现整体脱贫。从 2019 年至今, 达瓦更扎接待游客 2.3 万余人, 硃碛乡旅游产值达 5800 余万元。

Company Profile

Apple is a California corporation established in 1977. Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch and Apple TV. Apple's five software platforms — iOS, macOS, watchOS, tvOS and iPadOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay and iCloud. Apple's more than 100,000 employees are dedicated to making the best products on Earth and to creating a better world.

In China, Apple contributes to China's economic, social development and environmental protection in many ways. By the end of 2020, Apple has already established 9 companies and 70 branches in China's mainland China, and 52 retail stores in China. In addition to focusing on customer service, financial investment and technological innovations, Apple devotes to creating a better life for everyone by fulfilling our social responsibility.

Case Introduction

Companies have become an indispensable link in promoting poverty alleviation. Based on its resources and advantages, Apple has consistently paid attention to finding solutions to intergenerational transmission of poverty resulting from education inequality and reentering poverty status due to natural disasters. Apple believes that the key to poverty eradication is to adjust measures to local conditions and identify targeted objects by scientific approach. According to varying situations and needs, potential economic growth can be found, and local superior resources can be fully exploited. In this way, the practical

models of poverty alleviation have been established, and new engines that drive the development of the local industry have been created, which eventually contributes to poverty eradication.

At Apple, we have proactively responded to the country's call for realizing the goal of poverty alleviation, focusing on the latest information and grounding in market-oriented and benefit-sharing ideas through education, infrastructure construction and industrial assistance to cultivate and raise the power of sustainable development in the impoverished areas.

Zhihui Project: Breaking the boundaries of education and creating a wonderful life

To win the poverty alleviation battle, education is one of the key strategies and the fundamental solution to curb the intergenerational transmission of poverty. In 2018, Apple launched the Zhihui Project, calling on everyone to make the world a better place. To support the education development in China and digitalized teaching in poverty-stricken areas, Apple donated 25 million yuan (US\$3.83 million) to the China Development and Research Foundation (CDRF) to initiate the Digital Project for Children in Poverty Areas together. Apple has introduced high-quality resources, developed education of preschoolers and enhanced the comprehensive development of students in vocational schools through digital technology to narrow the gap between rural and urban areas in March 2018.

The program covered three major parts of the CDRF's Child Development Center including "One Village, One Preschool," "Rural Education and Child Health (China Reach)" and "Win the Future — Secondary Vocational Education Improvement." By May 2020, the Digital Project for Children in Poverty Areas had covered 28 districts and counties in 19 cities of

11 provinces, including Sichuan, Qinghai and Guizhou, distributing more than 5,000 digital devices (including iPad, Apple TV, electronic vehicles) and 1,000 cards for studying courses and organizing to use the device application for over 20 times. More than 140,000 students have benefitted from the program directly, and the cumulative number of the beneficiaries exceeded 250,000.

To carry forward the "Win the Future-Secondary Vocational Education Improvement" Apple chose Sichuan Jintang Vocational High School and Guizhou Equipment Manufacturing Vocational School to be the first batch of pilot schools. At Jintang Vocational High School, Apple and the CDRF promoted information infrastructure construction, including a stable and fast wireless network, two digitalized classrooms and a resource-sharing workshop, and provided tools and resources, such as a software for digital textbook compiling and a teaching application, an interactive teaching platform and a school-based engineer service. At Guizhou Equipment Manufacturing Vocational School, a digitalized studio, a digitalized classroom and an electronic reading room were built for the program.

The Shanpin Commune: Industrial poverty alleviation, building replicable industrial samples

After Lushan was hit by an earthquake in Ya'an City, Sichuan Province in 2013, Apple provided financial aid to the China Foundation for Poverty Alleviation (CFPA) in emergency rescue and post-disaster reconstruction including infrastructure construction and the setting up of the Shanpin Commune. Combining the strengths of the farmers' cooperatives, the Internet and "responsible consumption," the Shanpin Commune has helped farmers go out of the disastrous situation and promoted agricultural development in a more effective and sustainable way.

By the end of December 2019, the Shanpin Commune had carried out poverty alleviation projects at 51 farmers' cooperatives in 35 counties and prefectures of 14 provinces and autonomous regions, including Sichuan, Yunnan, Shanxi, Shaanxi, Jiangxi, Xinjiang, Jilin and Inner Mongolia. Eight counties of extreme poverty, 25 key counties of poverty alleviation and development and two earthquake-stricken counties were on the list. It provided fresh food, nuts, beverages, rice and oil with more than 23,000 households benefitted, including over 2,900 registered poor households. Besides, core demonstration base of quality control and administration was constructed covering 62,664 *mu* (4,178 hectares)

In 2017, after a magnitude 7.0 earthquake rocked Jiuzhaigou County in Sichuan Province, Apple supported the Pingwu Asian Honey Bee Industrial Poverty Alleviation program of the Shanpin Commune, aiding the recovery of economy of Pingwu County and driving the development of the poor households. The company also strengthened the cooperation with farmers' cooperatives around Jiuzhaigou in 2019. As the first industrial and living development cooperative supported by the Shanpin Commune, poor households had the priority to join the professional beekeeping cooperatives in Xiaohe Village of Mupi Township in Pingwu County. The poor households also had the priority in production, employment, purchasing and technology services. Visits were paid, and living materials were distributed to these households during festivals. For those impoverished households who were not a member of the cooperative, the cooperative also offered training and community activities for free, purchased honey at a premium price and sold the produce at a low price. In 2019, three members attended the CFPA "New Farmers" training course in Beijing to open their minds and lift their capabilities. This farmers' cooperative got an annual bonus of 11,250 yuan,

benefiting 19 members with an increase of 592 yuan income each.

In 2020, amid the global novel coronavirus outbreak, Apple set up a long-term mechanism for poverty alleviation by taking the economic situation of the impoverished areas into account and enhanced innovation in its educational approach. Part of the "Apple COVID-19 Aid Fund" was used to support the education and long-term economic construction to revitalize villages and cultivate talent for poverty alleviation campaign. Apple will also aid research and development institutes in farmers' cooperatives that aim at training "New Farmers" via Apple's devices, technology and platforms, establishing practical training bases and cultivating leading farmers in cooperatives.

The road to the sky: Long-term development through infrastructure construction

Severely damaged by the Ya'an earthquake, the infrastructure in Lushan was in urgent need of reconstruction. Apple has cooperated with the CFPA to build seven roads and an irrigation system, which directly benefited more than 8,800 people. Among these reconstructions, a road called "The Road to the Sky" located in Gaari Village of Dawaganza of Qiaoqi Tibetan Township in Sichuan's Baoxing County, shortened the time for herdsmen to travel to and from the pasture from three days to three hours. It has not only brought convenience to local people but also created opportunities for local tourism. After the road was built, more than 100 households started developing their travel business. Gaari Village got rid of poverty in 2017 and Dawaganza has welcomed over 23,000 tourists, with the output value of Qiaoqi Tibetan Township reaching more than 58 million yuan since 2019.

爱心教育扶贫活动，点亮大山里孩子们心中的光

Lighting up the heart of children from mountainous areas through love educational poverty alleviation

企业介绍

安波福公司是一家致力于为未来移动出行方式开发技术及解决方案，使移动出行更加安全、环保、互联的全球性科技公司。安波福中央电气（上海）有限公司（以下简称安波福中央电气）隶属于安波福集团下的连接器系统事业部，1996 年落户于上海市嘉定区安亭镇，公司现有员工近 2600 人，2020 年营业创收近 6 亿美金。

2009 年起，在安波福亚太区总裁杨晓明博士的号召下，公司设立了“志愿者委员会”，进一步将公益因子融入企业 DNA 中。从学校到社区敬老院，从邻近社区到贫困地区，从人文环境到自然环境，爱心致力于三大主题：“关爱他人”“支持教育”“保护环境”。10 多年来在杨晓明博士的大力支持下和志愿者委员会的积极组织下，全公司员工积极投身于爱心公益事业，在沪及其他地区共举办了百余场爱心公益活动，尤其在教育扶贫方面，做出了卓越的贡献。安波福相信，扶贫先扶智，越贫困的地方越需要办教育。为此，企业与云南省楚雄彝族自治州牟定县凤屯中心小学和上海市嘉定区杨林小学建立对口扶贫关系，连续多年开展爱心教育扶贫活动。



案例介绍

贫困地区教育扶贫：云南省楚雄彝族自治州牟定县凤屯中心小学

牟定县位于云南省中北部，山川秀美，纵横叠嶂，地势西北高、东南低。山区占牟定县总面积的90%，是典型的深山区县。少数民族人口占到总人口的20%。2018年起，安波福中央电气在嘉定区安亭镇团委的牵线下，与云南省楚雄州牟定县凤屯中心小学结对，连续3年开展教育扶贫活动。凤屯中心小学下设8所完小，学生总数大约800人左右，教师75人。以总校飒马完小为中心，最远的小学距此45公里左右。学校设有幼儿园、一年级至六年级，全部采用寄宿制。在最近3年国家及企业对教育支持下，校舍、教具、多媒体教育设施等硬件条件不断提升。

• 2018年：爱心支教，温暖到家

2018年7月，为准备9月的凤屯中心小学支教之行，安波福志愿者委员会在全公司发起了“书香暖心”捐赠活动，号召员工捐赠文具用品、课外读物等，与贫困地区的孩子携手并肩，心手相牵，让他们也能和大城市里的小朋友一样享受知识的快乐。捐赠活动得到了员工的大力支持，共募得7大箱爱心文具用品。此外，公司花费近4000元购买了崭新的生活用品及教学用品用于爱心捐赠。

2018年9月，安波福“支持教育”小组3名志愿者代表安波福中央电气全体员工，带着7大箱满满的爱心和关心来到凤屯中心小学，开启为期两天的爱心支教活动。两天的支教活动中，志愿者们和飒马总校的孩子一起参加升旗仪式，参观学校，翻地除草，走进农田，和可爱勤劳的孩子们一起劳作，体验农村生活的不易，并为孩子们分发了爱心文具和课外书籍，从一张张质朴的小脸蛋上看到了对知识的渴望和对未来的期待。此外，志愿者们还为孩子们精心准备了丰富有趣的科技课程，向孩子们介绍了安波福中央电气工厂的高科技——自动化组装线、自动化机器人、天车线等一系列现代化的制造科技。在生动有趣的讲解和热烈的问答互动中，孩子们深刻感受到了科技的魅力，志愿者们也鼓励孩子们好好学习，用知识改变命运，走出大山，有所作为，致富家乡。

与此同时，在和学校老师沟通中志愿者们了解

到，由于全校学生都为寄宿制，对于生活用品的需求非常大，希望能得到更多的社会爱心捐助。得知此信息，志愿者们在结束支教活动后，又先后在全公司发起两次爱心募捐活动，同时公司花费9000余元为孩子们购买了常用的生活用品寄往学校，并与学校一直保持密切联系，随时准备为孩子们提供生活上和学习上的支持。点滴温暖，都是全体安波福的人对大山里的孩子们的一份爱心。

• 2019年：线上课程，助力发展

2019年，为继续帮助云南省凤屯中心小学孩子们在学业上的发展，在和校方沟通之后，安波福中央电气为五年级的孩子们购买了猿辅导·语数英三门课程的线上秋季辅导班课程。通过线上学习，在有限的范围内，尽可能地使大山里的孩子和城市里的孩子享有一样的教育资源，进一步缩小因地域而造成的教育差距。面对新型的上课方式，孩子们展现出了极高的学习兴趣及热情，期末成绩普遍有所提高。

• 2020年：校服添暖意，爱心再接力

2020年是安波福对口扶贫云南省凤屯中心小学的第三年，在志愿者委员会的组织下，公司继续为孩子们提供生活上和学习上的支持。自8月以来，在与校方的密切沟通下，志愿者们联系校服供应商，为孩子们量身设计了125套属于云南省凤屯中心小学的校服，总计达15000余元。此外，由安波福员工自发为孩子们开发设计的“汽车发展史”直播课程也于10月底启动，旨在激发孩子们对于汽车和科技的兴趣。同时，安波福杯“我眼中的未来汽车”绘画比赛也如期举行，不仅激发了孩子们的想象力和创造力，也在孩子们心中播下一颗探索未来科技的种子。

未来，安波福中央电气还将与学校持续保持密切沟通，给孩子们提供更多生活上和学习上的支持。

邻近社区教育扶贫 — 上海市嘉定区杨林小学

上海市嘉定区杨林小学是一所农民工子弟小学，学校共有学生700多人。自2011年起，安波福中央电气与学校结对，九年来投入近7万余元开展了丰富的助学活动：建造图书角、篮球场、捐资捐物；带孩子们参观嘉定孔庙及烈士陵园，以及上海大众

工厂、自然博物馆等；定期与学校举办体育节、科技节，给孩子们介绍汽车自动化之旅、畅想未来移动出行方案，为发明创造团队颁发创新经费等。通过丰富多彩的活动，希望帮助孩子们树立自信心、开阔视野，激励他们去创新和探索未知。

安波福中央电气近几年在教育扶贫方面做出努力，始终坚持物质扶贫和精神扶贫双扶贫，号召全体员工积极参与到爱心扶贫活动中，持续不断地为贫困地区的学生提供教育资源和经济支持。未来，安波福将不断创新教育扶贫模式，因地制宜，解决不同群体的实际需求，帮助改善贫困地区孩子们的教育条件，充分践行企业社会责任，为祖国的脱贫攻坚贡献更多力量。

Company Profile

Aptiv is a global company committed to developing technologies and offering solutions to create a safer, greener and more connected future of mobility. Located in Anting Town of Shanghai's Jiading District, Aptiv Electrical Centers (Shanghai) Co Ltd is affiliated to Aptiv Group's Connection Systems. With around 2,600 employees, its annual revenue for 2020 reached US\$600 million.

Since 2009, under the call of Yang Xiaobo, CEO of Aptiv Asia Pacific, the company established a voluntary committee, taking a further step to integrate the public good into Aptiv's DNA. The commitment involves three major themes — "Care for Others," "Support Education" and "Environment Protection," which are embodied in the practice from schools to nursing homes, from communities to impoverished areas and from cultural environment to natural environment. Over the past decade, with the support from Yang and the voluntary committee, all the employees of Aptiv have participated in the public benefit projects. More than 100 public welfare events and activities have been carried out in Shanghai and other regions. Particular contributions have been made to the poverty alleviation by educational approach. Aptiv firmly believes that acquiring scientific knowledge is the premise for eradicating poverty and that education is desperately needed in poverty-stricken areas. Therefore, the company has established a dedicated partnership with Fengtun Central Primary School in Mouding County, Chuxiong Yi Autonomous Prefecture in Yunnan Province, and Yanglin Primary School in Jiading, having organized educational activities for years together to alleviate poverty.

Case Introduction

Poverty alleviation by educational approach in Fengtun Central Primary School in Mouding County, Chuxiong Yi Autonomous Prefecture, Yunnan Province

Mouding County is a typical Chinese remote county in the mountainous areas of Yunnan Province, with its inclining terrain low in the southeast and high in the northwest. Featuring beautiful rivers and chains of peaks, mountainous areas take up 90 percent of the county, and ethnic minorities account for 20 percent of the population. Led by the Youth League Committee of Anting Town, Aptiv Electrical Center partnered with Fengtun Central Primary School in the county to provide educational activities for three consecutive years. There are eight full-grade elementary schools set up under Fengtun Central Primary School, with nearly 800 students and 75 teachers. Taking Sama Full-grade Elementary School as the center, the farthest school is 45 kilometers away. These boarding schools provide education from kindergarten to the sixth grade. Over the past three years, thanks to the educational support from the country and enterprises, the schools' conditions, such as dormitories, teaching aids and multimedia facilities, have been significantly improved.

- **Year 2018: Voluntary teaching sent love and warmth to homes**

In July 2018, the Aptiv voluntary committee launched the activity "Books Donation with Kindness," calling on its employees to endow stationery and extracurricular books, with the aim of enabling impoverished children to acquire knowledge and enjoy reading like their counterparts in cities. Strongly supported by the employees, the donation activity raised seven big boxes of stationeries. Besides, the company spent an additional 4,000 yuan (US\$609) in

purchasing new school items and teaching supplies.

In September 2018, three volunteers of the "Support Education" group representing Aptiv Electrical Centers carried seven donation boxes of supplies to Fengtun Central Primary School and started a two-day voluntary teaching service. During the two days, volunteers not only attended the national flag raising ceremony with the students at Sama Primary School but also experienced the laborious life of extirpating weeds in the fields. When distributing the stationeries and extracurricular books, volunteers saw students yearning for knowledge and expecting towards the future. In addition, volunteers prepared colorful science and technology courses, introducing advanced technologies of Aptiv Electrical Centers, such as the automatic assembly line, automatic robots, the crane sliding line and other modernized manufacturing technologies. In the lectures and Q&A sessions, students were overwhelmed by the charm of science and technology. Volunteers encouraged them to change their destiny through knowledge and make a difference to their hometown by virtue of that knowledge.

When communicating with teachers, volunteers learned that there was a large demand for daily necessities for the boarding school system. Therefore, the schools hoped for more social aid. Informed of the needs, the volunteers initiated two rounds of donation at the company and delivered daily necessities worth more than 9,000 yuan to the schools. Aptiv Electrical Centers has kept in close touch with these schools and is always ready to satisfy the living and educational needs of the students. Crumbs of warmth are the concrete embodiment of Aptiv employees' love and care for the children living in the mountainous areas.

- **Year 2019: Online courses to assist development**

In 2019, Aptiv Electrical Centers continued supporting the development of the students'

schoolwork at Fengtun Central School. After communicating with the school, Aptiv Electrical Centers purchased online courses including Chinese, Mathematics and English from the Yuanfudao, a platform offering online education, for the fifth graders during the fall semester. Online learning enabled these students from the mountainous areas to enjoy educational resources on equal terms with urban students, further narrowing the regional education disparity. Students showed great interest in the courses and were highly engaged in learning, resulting in better performances in their final exams.

- **Year 2020: School uniforms add warmth, passing on love in a relay of kindness**

In the third year of supporting Fengtun Central Primary School, Aptiv Electrical Centers kept on providing assistance for schoolwork and daily necessities, with the help of the voluntary committee.

After a close communication with the school in August, the volunteers contacted the school uniform supplier and ordered 125 sets of tailored uniforms, worth more than 15,000 yuan, specially designed for students in Fengtun Central Primary School. Besides, “The Evolution of Cars,” a livestreaming course developed and designed by Aptiv staff, was launched at the end of October, aiming to arouse the students’ interest in car history and technologies. The Aptiv Cup Drawing Contest themed on “My Vision of Future Vehicles” was held, which not only stimulated the students’ imaginative and innovative ability but also sowed a seed in their hearts which will motivate them to explore technologies in the days ahead.

In the future, Aptiv Electrical Centers will maintain contact with the Fengtun Central Primary School and provide more daily necessities and school supplies for students.

approach at Yanglin Primary School in Jiading District

Yanglin Primary School in Shanghai’s Jiading District is a school for children of migrant workers, with their number exceeding 700. Since 2011, Aptiv Electrical Centers has established a partnership with the school and donated more than 70,000 yuan in developing diverse activities to assist the students, including building reading corners and basketball courts, donating supplements and taking kids to visit the Confucius Temple, martyrs cemetery, Shanghai Volkswagen Factory and the Shanghai Natural History Museum. Aptiv Electrical Centers and the school jointly held sports and science and technology festivals, introducing the development of automated cars and proposing solutions to the mobility problems in the future. They also provided subsidies to the teams that focus on invention and innovation. These rich and colorful activities helped build the students’ self-confidence, broaden their horizons and help them explore the unknown world.

In recent years, Aptiv Electrical Centers has made great efforts in poverty alleviation through education, always sticking to eradicate poverty on both material and spiritual levels and calling on all employees to actively participate in the activities and continuously provide educational resources and economic support for students in impoverished areas. In the future, Aptiv Electrical Centers will continue to innovate on the mode of poverty alleviation by educational approach, adapting measures to local conditions, solving the actual needs of different groups and helping improve the educational conditions of children in poverty-stricken areas. We will fully fulfill our social responsibility and make more contributions to poverty alleviation in China.

Poverty alleviation by educational

共享水资源，助力健康乡村生活

Sharing water resources for healthy village life

企业介绍

阿特拉斯·科普柯集团是一家有着近 150 年历史的全球性工业集团公司，总部位于瑞典斯德哥尔摩，客户遍及全球 180 多个国家 / 地区。截至 2019 年底，约有 3.9 万名来自 70 个国家的员工。

早在上世纪 20 年代，阿特拉斯·科普柯的产品就以从欧洲进口的方式初次涉足中国市场。1985 年，阿特拉斯·科普柯在北京成立在中国大陆的第一家代表处。时至今日，集团四大业务领域：压缩机技术、真空技术、工业技术、动力技术，均已全面进入中国，通过全球化网络及多品牌运营，为客户提供创新的压缩机、动力设备、真空技术解决方案、工业工具和装配系统等产品和服务。截至 2019 年底，阿特拉斯·科普柯在中国设有 13 个制造中心、2 个研发中心，以及 200 多家地方办事处，拥有员工近 6000 名。



案例介绍

自 1873 年成立以来，阿特拉斯·科普柯一直持续践行企业社会责任，以可持续发展的做事方式经营业务，从人、地球和利润三个方面来衡量成功，并基于六大重点关注领域——盈利、员工、道德、产品与服务、环境、安全与福利，设定一系列的集团目标。

“共享水资源”就是阿特拉斯·科普柯可持续发展的重要体现。水改变生活，享有清洁的饮用水和卫生设施是一项人权，也是阿特拉斯·科普柯在 1984 年创立“共享水资源”项目的核心理念。36 年以来，在员工每月自愿捐款的基础上，公司再投入两倍于员工捐赠的资金，致力于为有需要的人提供洁净的饮用水和卫生设施。

2004 年，“共享水资源”项目被引入中国，超过 3800 名中国区员工每月参与捐款。截至 2019 年底，共在云贵川、甘肃、陕西等地区完成了九个项目，包括建设蓄水池、公共厕所、垃圾处理池，完成自来水入户，开展卫生、健康和营养等方面的培训，改善儿童的健康状况，共有 27900 余人受益，其中包括 9240 名儿童。

第一个项目：宁夏隆德县

项目时间：2009.6-2011.7

受益人：2500 家农户、15187 位村民受益（包括 3708 名孩子）

第二个项目：陕西西乡县

项目时间：2011.9-2012.7

受益人：788 家农户、2868 位村民受益（包括 612 名孩子）

第三个项目：陕西佳县

项目时间：2012.10-2013.10

受益人：225 家农户、1620 位村民受益（包括 586 名孩子）

第四个项目：云南广南县

项目时间：2014.6-2015.11

受益人：260 家农户、1586 位村民受益（包括 586 名孩子）

第五个项目：四川布拖博日村

项目时间：2016.3-2017.3

受益人：1049 位村民、1500 头牲畜受益

其他捐赠项目：

- 提供菜种和蛋鸡，改善当地儿童的营养及健康状况。
- 组织全中国所有公司捐赠冬衣

第六个项目：四川布拖黑门子村、噶锅村

项目时间：2017.4-2018.3

受益人：181 家农户、918 位村民受益（包括 543 名孩子）

其他捐赠项目：

- 提供菜种和蛋鸡，改善当地儿童的营养及健康状况
- 组织全中国所有公司捐赠冬衣
- 公共厕所和垃圾处理池
- 烹饪、健康和营养方面的培训

第七个项目：四川布拖县扎台村项目

项目时间：2018.4-2018.12

受益人：589 位村民、141 名小学生和幼儿班孩子以及 8 位老师

其他捐赠项目：

- 组织全中国所有公司捐赠冬衣
- 蓄水池

第八个项目：云南红河

项目时间：2018.4-2018.12

受益人：6 所少数民族学校的 2721 名学生和 163 位老师

第九个项目：四川布拖牛角湾乡解放村

项目时间：2019.2-2019.12

受益人：193 家农户、1211 名村民、40 名幼儿班学生和 2 名老师

第十个项目：四川凉山拉果乡拉果村

项目时间：2020.7.1-2021.1.31

受益人：108 户农户，共计 531 名村民、632 名学生和 15 名老师

其他捐赠项目：

- 组织全中国所有公司捐赠冬衣
- 修建公共浴室，提高村民卫生健康现状
- 通过培训提升村民的传染病防治知识

Company Profile

The Atlas Copco Group is a global industrial company with a history of almost 150 years. Headquartered in Stockholm, Sweden, it boasts customers in more than 180 countries worldwide. By the end of 2019, it had approximately 39,000 employees in nearly 70 countries.

First entering the Chinese market in the 1920s by importing products from Europe, Atlas Copco established its first representative office in the Chinese mainland in Beijing in 1985. Today, the group's four business areas — compressor, vacuum, industrial and power technologies — are fully present in China, offering customers with innovative products and solutions including compressors, power equipment, solutions of vacuum technology, industrial tools and assembly systems through a global network and multi-brand operations. By the end of 2019, Atlas Copco had owned 13 manufacturing centers, two R&D centers and more than 200 local offices in China, with nearly 6,000 employees.

Case Introduction

Since its founding in 1873, Atlas Copco has continuously practiced corporate social responsibility by running its business in a sustainable way of doing things, measuring success in terms of people, planet and profit and setting a series of goals based on six key areas of focus — profitability, employees, ethics, products and services, environment, safety and welfare.

Atlas Copco's sustainable development is reflected in "Shared Water." Water changes lives, and access to clean drinking water and sanitation facilities is a human right that has been at the heart of Atlas Copco's "Shared Water" program since 1984. For 36 years, on

the basis of voluntary donation by employees every month, the company has invested twice as much as employees' donation, devoting itself to providing clean drinking water and sanitation facilities to those in need.

The "Shared Water" program was introduced to China in 2004, and over 3,800 employees in China participate in monthly donations. By the end of 2019, nine projects had been completed in Yunnan, Guizhou, Sichuan, Gansu and Shaanxi provinces, including the construction of reservoirs, public restrooms and waste disposal ponds. Running water is able to use in households, and trainings in hygiene, health and nutrition were offered to improve health conditions of children. More than 27,000 people benefited from the program, including over 9,000 children.

The first project: Longde County, Ningxia Hui Autonomous Region

Project period: 2009.6-2011.7

Beneficiaries: 2,500 farming households and 15,187 villagers (including 3,708 children)

The second project: Xixiang County, Shaanxi Province

Project period: 2011.9-2012.7

Beneficiaries: 788 farming households and 2,868 villagers (including 612 children)

The third project: Jiaxian County, Shaanxi Province

Project period: 2012.10-2013.10

Beneficiaries: 225 farming families and 1,620 villagers (including 586 children)

The fourth project: Guangnan County, Yunnan Province

Project period: 2014.6-2015.11

Beneficiaries: 260 farming households and 1,586

villagers (including 586 children)

The fifth project: Bori Village, Butuo County, Sichuan Province

Project time: 2016.3-2017.3

Beneficiaries: 1,049 villagers, 1,500 livestock

Other donation projects:

- Providing vegetable seeds and hens to improve the nutrition and health of local children.
- Organizing all companies in China to donate winter clothes.

The sixth project: Heimenzi and Gaguo villages, Butuo County, Sichuan Province

Project time: 2017.4-2018.3

Beneficiaries: 181 farming households, 918 villagers (including 543 children)

Other donation projects:

- Providing vegetable seeds and hens to improve the nutrition and health of local children.
- Organizing all companies in China to donate winter clothes.
- Constructing public restrooms and garbage disposal pool
- Providing training in cooking, health and nutrition

The seventh project: Zhatai Village, Butuo County, Sichuan Province

Project period: 2018.4-2018.12

Beneficiaries: 589 villagers, 141 children and eight teachers in primary schools and kindergartens

Other donation projects:

- Organizing all companies in China to donate winter clothes.
- Constructing water reservoir

The eighth project: Hani Yi

Autonomous Prefecture of Honghe, Yunnan Province

Project period: 2018.4-2018.12

Beneficiaries: 2,721 students and 163 teachers
in six minority schools

The ninth project: Jiefang Village, Niujaowan Township, Butuo County, Sichuan Province

Project period: 2019.2-12

Beneficiaries: 193 farming households, 1,211
villagers, 40 students and two teachers in
kindergarten

The 10th project: Laguo Village, Laguo Township, Liangshan Prefecture, Sichuan Province

Project period: 2020.7.1-2021.1.31

Beneficiaries: 108 farming households, 531
villagers, 632 students and 15 teachers

Other donation projects:

- Organizing all companies in China to donate winter clothes.
- Building public bathrooms to improve the hygiene and health status of villagers.
- Training villagers' knowledge of infectious disease prevention and control.

“共享健康，消除饥饿”， 赋能百姓创造更美好的生活

‘Health for all, Hunger for none’ to empower people to create a better life

企业介绍

拥有 157 年历史的拜耳作为最早进入中国的跨国企业之一，始终坚持以创新产品解决社会面临的健康、营养等重大挑战，并将可持续发展纳入业务战略，为社会和环境带来积极影响。怀揣“共享健康，消除饥饿”的愿景，拜耳的三大业务——处方药、健康消费品、作物科学致力于从生命科学领域入手，解决影响粮食供应、医疗保健、气候保护等迫切问题。

借助在中国长期积累的经验，拜耳不断培养本地创新能力，提供领先的产品和服务，满足中国医疗、保健、粮食供应的诸多需求，肩负企业责任，赋能百姓创造更美好的生活。

案例介绍

近年来，扶贫攻坚成为国家的重点工作之一，作为一家富有社会责任感的企业，拜耳始终坚持履行在华承诺，与国家重大战略同频共振，致力于为



中国幸福和繁荣的未来不断做出贡献。拜耳积极利用自身在医药与农业领域的专长，多方联手，通过创新、有效的方式，开展“农业扶贫”和“健康扶贫”并进，努力为我国扶贫攻坚事业做出贡献。

农业扶贫

• 复工复产，全力助农保丰收，维护国家粮食安全的同时，帮助保障农民基本生计

拜耳始终坚持以客户为先的宗旨不变、以创新技术服务中国种植者的承诺不变。拜耳在疫情期间努力帮助农民保生产，在为保障国内粮食安全做出贡献的同时，帮助农民打好小康之年农业丰收攻坚战，保障农民基础生计。

为保障疫情期间的农资产品市场供应，位于杭州经济技术开发区的拜耳作物科学生产基地经过不懈努力、争分夺秒，于2020年2月10日正式复工，是当地1460家企业中首批通过复工的18家企业之一。疫情之初，各地春耕生产受到了不同程度的影响。拜耳作物科学多地销售同事们坚守一线，面对物流停运、道路封闭、客户需要的产品断货等难题，驱车百余公里，自驾奔赴平台仓库，为客户送货上门。

同时，拜耳在悦农堂农户平台上特别推出“拜耳悦农大讲堂”，邀请国内十余名资深专家为广大悦农堂农户提供免费种植技术课程，充分利用拜耳悦农堂数字平台上已经成熟的在线课堂、农友互动等模块，开展共战“疫”，齐学习活动，在特殊时期更快、更好地服务广大农户，结合春耕中的实际问题等，提前储备农技知识。随着疫情发展，拜耳还有序开展下乡工作。销售团队通过电话与渠道客户沟通，同时深入一线，到县、镇实地了解情况，评估农资市场，与县级客户展望新一年的规划，探讨新产品合作事宜。

• 创新商业模式，帮助农民增产提效创造价值，助力农民增收

帮助农民增收，是扶贫攻坚的关键。改善全球1亿小农户生计，也是拜耳集团2030年可持续发展目标之一。除了为农民提供优质的产品和解决方案，助力打好丰收战，拜耳还积极创新商业模式，帮助农民增产提效创造价值，以提升农民的收入。

2019年，为进一步提高种植者产量和收益，拜耳推出升级版标准示范园和食品价值链合作项目——拜耳“我向往的田园”。该项目展示了先进种

植理念、创新植保产品、结合专业服务能力尝试产销对接来打通整个食品链环节，帮助农户做到收益最大化，深入产销对接，把更多好果推向市场。这有助于提升农户的品牌意识，进一步为种植者带来价值升级和产出增量，使种植者不仅种得好，还能卖得好。截至2019年底，拜耳“我向往的田园”已在21个省份推出240多个示范园、8个精品园，涉及8种关键作物，举行了超过300场观摩会。

健康扶贫

• 通过支持贫困省份人口疾病治疗，提高当地高质量医疗服务可及性

2019年6月，拜耳向中国扶贫基金会捐赠100万元人民币，在宁夏、青海等省开展拜耳“健康视界”公益项目。“健康视界”公益项目旨在帮助患有眼部疾病的老人，通过筛查、免费为他们做手术、帮助这些患者重见光明；通过线上疾病科普教育，超过20万公众参与，帮助公众认识疾病、积极治疗；同时，项目也帮助培训基层眼科医生，让当地的老百姓能够享受比较高级别的医疗服务。

• 通过基层医疗体系管理人员培训，提高贫困地区基础医疗水平及满足当地就医需求

“走进基层”基层卫生政策研讨项目是拜耳与国家卫健委于2013年携手发起的一项战略合作伙伴计划，由国家卫健委下属卫生发展研究中心与拜耳共同开展。2013年至今，项目已为来自全国31个省、市和自治区约7200名基层医疗体系管理人员提供了基层卫生政策及适宜技术培训，多维度支持提升基层医疗体系管理人员的理论知识、政策解读水平和业务管理能力。这其中包括面向来自于中西部贫困地区医疗卫生人员的培训，帮助提升他们所在地的基层医疗服务水平，更好满足贫困地区患者在当地的就医需求。

• 帮助预防出生缺陷及积极科普日常自我保健知识，提高大众人口整体健康素养

在中国，每年有80万至120万名出生缺陷儿，平均每30秒就有一名缺陷儿出生，提升大众对于“预防出生缺陷问题”的关注和科普教育意义重大。拜耳一直致力于提升公众的自我保健意识，为消费者提供高品质的自我保健解决方案。特别是预防出生缺陷和关注母婴健康方面，企业积极开展一系列健

康科普的工作,为“预防出生缺陷”公益事业尽一份力,给每一个宝宝最好的开始,践行我们赋能健康每一天的使命。

2019年,拜耳公益支持了由中国人口宣传教育中心提供指导,中国医药教育协会、世界卫生组织儿童卫生合作中心联合主办,上海市健康教育协会、《自我保健》杂志社承办的“2019无陷宝贝计划”,暨“无限未来—有备而来”预防出生缺陷健康教育万里行活动。

该活动通过内容丰富的线上、线下科普教育活动,为广大备孕及怀孕的妈妈提供优生优育知识宣教。预防出生缺陷健康教育万里行活动组织专家巡讲组,在国内出生率较高的6大省份的10个城市开展科普巡讲及义诊。巡讲期间,“爱孕大篷车”由上海出发,途径乌鲁木齐、济南、青岛、郑州及武汉共计9750公里,并在南充、乐山、泸州、广州及佛山开展线下宣讲,面向育龄人群及其家属进行婚检指导、健康讲座与咨询、健康科普材料发放等互动宣教活动。

此外,线上健康科普是拜耳一直探索和发展的重点领域。例如,疫情期间,拜耳与多个在线平台、健康类媒体、连锁药店(平安好医生、妈妈帮、人民日报健康客户端、北京日报、益丰大药房、国大药房等)合作,邀请各领域的专家开展一系列的健康科普直播,内容涉及母婴健康、消化道健康、皮肤护理、抗过敏等多个日常健康领域,为疫情期间宅家隔离的公众提供优质可及的健康教育知识,赋能健康每一天。

Company Profile

Bayer, with 157 years of history, is one of the earliest multinational companies to enter the Chinese market. The company is committed to addressing problems in health, nutrition and other areas via innovative products and adopting sustainable development as part of its business strategy, creating benefits for society and the environment. With its vision of “Health for all, Hunger for none,” Bayer strives to solve urgent problems in food supply, health care and climate protection that in life science field with three major business — pharmaceuticals, consumer health and crop science.

Leveraging on the experience that it has gained in China, Bayer continuously strengthens its innovation ability, providing leading products and services that meet the needs of China’s health care and food supply, shoulder the corporate responsibilities and empower people to create a better life.

Case Introduction

Over the years, poverty alleviation has been one of China’s top priorities. As a company with a strong sense of social responsibility, Bayer has always adhered to fulfill its commitments in China, resonating with major national strategies, and is committed to making continuous contributions to China’s happy and prosperous future. Bayer actively utilizes its expertise in the fields of health care and agriculture, work together to carry out “agricultural poverty alleviation” and “health poverty alleviation” through innovative and effective methods and strive to make contributions to poverty alleviation in China.

Poverty alleviation via agricultural approach

- **Helping farmers return to work and increase their productivity, protecting food safety and improving living conditions**

Bayer always puts customers first and provides farmers with innovative technical services. Amid the COVID-19 pandemic, Bayer has been assisting farmers to maintain their production, thereby not only ensuring the safety of food in the country, but also helping prepare farmers for the upcoming bumper year.

To ensure that the supply of materials used in the agricultural sector remains uninterrupted, Bayer Crop Science production base in the Hangzhou Economic and Development Area spared no effort to resume production following the COVID-19 outbreak. The company was among the first batch of 18 companies, out of 1,460, that were permitted to resume production since February 10, 2020. In the early stage, the pandemic affected last year's spring plowing. Despite disrupted logistics, blocked roads and a shortage of vital products, Bayer employees were at the front line, driving hundreds of miles to deliver products from warehouses to customers.

Bayer also invited more than 10 experts to provide free courses on planting technologies on the WeGrow, a WeChat mini app, which enabled farmers to acquire agronomic knowledge and interact with each other in a timely manner. The courses gave farmers a solid foundation in planting technologies and equip them with practical solutions for spring plowing. As the pandemic evolved, Bayer reached out to the rural areas. The sales team communicated with customers through phone calls as well as visited counties and towns to assess the agricultural materials market and discuss cooperation on innovative products and production plans for the coming year.

- **Creative innovative business approach assists farmers to enhance efficiency, create values and increase their income**

Increasing farmers' income is key to poverty

alleviation. Improving the livelihoods of the 100 million small farmers is part of Bayer Group's 2030 sustainable development goals. Apart from providing high-quality products and solutions, Bayer has also brought forth new ideas for its business model to promote productivity expansion and increase farmers' income.

In 2019, in order to increase farmers' productivity and income, Bayer launched "My Dream Field," demonstration parks which exhibited advanced planting concepts and crop protection products. The project leveraged Bayer's professional services in production and marketing to break down barriers in the food supply chain, thereby introducing high-quality products to the market. As brand awareness increased, the crops were being better cultivated, and products were selling better. By the end of 2019, "My Dream Field" had promoted more than 240 demonstration parks and eight boutique gardens in 21 provinces, involving eight major crops, and organized more than 300 on-site tours.

Poverty alleviation via the health approach

- **Enhancing the accessibility of local high-quality medical service by supporting the treatment of people in poor areas**

In June 2019, Bayer donated 1 million yuan (US\$154,533) to the China Foundation for Poverty Alleviation to develop the Bayer China Ophthalmology Care program in the Ningxia Hui Autonomous Region, Qinghai Province, and other provinces. The aim of the program is to help elderly people who suffer from eye diseases by providing free eye screening and free surgeries to improve their eyesight, while improving the quality of local medical services by strengthening knowledge on ophthalmology and training grassroots ophthalmologists. At the same time, more than 200,000 people participated in the online health literacy

education, raising public awareness about common diseases and the importance of active treatments.

- **Improving local medical standards and meeting the local demand for healthcare by training local medical management staff**

“Go Rural,” a project focusing on primary healthcare, is a strategic cooperation between the National Health Commission and Bayer which started in 2013. With coordinated efforts of Bayer and the Health Development & Research Center affiliated with the NHC, the project has provided courses on healthcare policies and practical skills to about 7,200 administrative staff members in grassroots medical systems in 31 provinces, cities and autonomous regions. The courses strengthened theoretical knowledge and understanding of the relevant policies as well as enhanced management skills. The program also provided training for medical staff from poor regions in the middle and western parts of China to enhance basic medical services and better meet the demand for treatment.

- **Promoting the prevention of birth defects and knowledge of daily self-care to improve health**

In China, about 800,000 to 1.2 million children with birth defects are born every year, equivalent to one every 30 seconds. Therefore, it is crucial to raise awareness on the prevention of birth defects. Bayer helps raise awareness of self-care and provides consumers with high-quality self-care solutions, especially in maternal and child health and the birth-defects prevention, fulfilling Bayer’s mission of empowering the transformation of everyday health.

Bayer supported the “2019 Zero Birth Defects Baby Plan,” a health educational program of “Infinite Future with Prepared Plans” to prevent birth defects. The program was led by the China Population Communication Network, sponsored by the China Medical Education

Association and the Children Health Cooperation Center of the World Health Organization, and organized by the Shanghai Health Education Association and Self-care magazine.

The program was designed to educate mothers-to-be or those planning for pregnancy through various online and offline events. Covering a wide range of areas, a group of experts delivered lectures and saw patients on a voluntary basis in 10 cities in six provinces with relatively high birth rates. During the lecture tour, the “Love Caravan” took off from Shanghai and traveled to Urumqi, Jinan, Qingdao, Zhengzhou and Wuhan, covering a total distance of 9,750 kilometers. Experts also held lectures in the cities of Nanchong, Leshan, Luzhou, Guangzhou and Foshan for those in the reproductive age group, in addition to conducting premarital check-ups, answering health inquiries and distributing educational materials.

Improving health literacy has always been a key focus area of Bayer. For instance, in the midst of the COVID-19 pandemic, Bayer cooperated with multiple online platforms, healthcare-related media and chain pharmacies, including Ping An Good Doctor, Mom’s Gang, Health App of People’s Daily, Beijing Daily, Yifeng Pharmacy and Guoda Pharmacy, and invited experts from the relevant fields to hold a series of livestreaming activities. The content offered included maternal and child health, digestive health, skincare, anti-allergy tips and other everyday health-related fields, providing high-quality and accessible health education knowledge for the public who are isolated from home during the epidemic and empower the transformation of everyday health.

关爱妇女儿童，助力精准扶贫

Seeking precise poverty alleviation by caring for women and kids

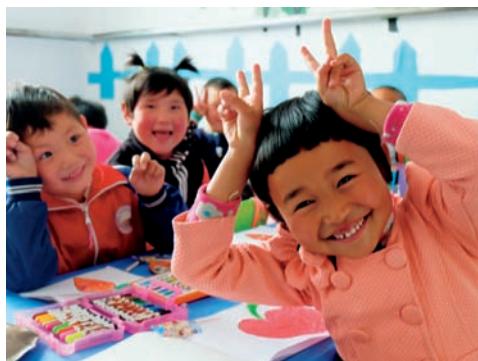
企业介绍

博世在 1909 年进入中国市场。企业主要生产和销售汽车零配件和售后市场产品、工业传动和控制技术、电动工具、安防和通讯系统、热力技术以及家用电器。2019 年，博世在中国经营着 59 家公司，合并销售额达到 1093 亿元人民币。截至 2019 年 12 月 31 日，公司在华员工人数约为 5.5 万名。

案例介绍

“阿妈的药园”乡村振兴扶贫发展项目

“阿妈的药园”乡村振兴扶贫发展项目“源于社区、基于社区”。企业秉持“儿童为本、区域持续发展”的理念，将支持 100 户社区妇女通过驯化种植中药材作为切入点，推行“企业 + 专业合作社（种植大户）+ 贫困户”的发展模式发展中药材产业。以市场需求为导向，确定药材种植品种；对农户进行现代药材种植管理技术培训，以现代科技为依托，科学种



植提升药材品质，实现提质增效；并给予农户农物资等支持，整合政府、社会资源，扶持贫困社区农户组织化、规范化、规模化发展高原特色药材产业；催化并培育社区妇女为主的互助组织，为贫困社区妇女赋权、赋能、激发社区内生动力，提升妇女的管理和运作能力，并在项目退出时，有能力持续推动药材产业的发展，推动乡村振兴，帮助她们提高收入，共赴小康社会，实现对美好生活的向往。

永胜县是国家级贫困县，项目社区青壮年大都外出打工，70%以上的妇女留守在家，还要从事农业生产。因受重男轻女思想的约束，她们大多没上过学或学历很低，虽在农村家庭中扮演了很重要的角色，却因为能力不足、见识不够，无法发出自己的声音。

项目社区以种植传统作物洋芋、苦荞、玉米等为主，由于受自然条件限制，产业单一，产值低，文化、农业技术较落后，经济基础薄弱。另一方面，项目区境内有着丰富的野生药材资源，很多地道药材畅销省内外，社区很多妇女也在家自发采摘、种植一些适宜当地生长的中药材，期望通过药材种植增加家庭收入。然而药材虽有一定面积种植，农户种植药材却存在很多问题和困难，比如：缺乏种植和管理方面技术、传统的药材种植方式破坏了社区的生态环境，以及现阶段留守妇女劳动力仍然为单家独户作战，合作意识不强等。

“阿妈的药园”乡村振兴扶贫发展项目为贫困社区妇女赋权和赋能，让其凭自己的努力增收脱贫，共赴小康社会，实现对美好生活的向往。同时，现代农业技术、设施在药材种植活动中的广泛运用，将增强贫困山区妇女发展现代农业的知识和技能。此外，药材营销企业+合作社（种植大户）+贫困户的产业发展模式，将产业利益相关方结成利益共同体，过程中形成优势互补，合作共赢，共同发展的观念意识。

“山村幼儿园”助学扶贫项目

2015年6月至2018年8月期间，博世中国慈善中心携手中国发展研究基金会帮助新疆阿勒泰地区建立偏远山村及教学点，实施“山村幼儿园计划”，力求探索儿童发展的中国式新路。该项目依据阿勒泰地区发展规划，结合牧民定居点，充分利用现有资源，以“走读”形式为3-6岁幼儿提供免费学前教育，开设山村“双语幼儿园”。博世中国慈善中心投入的640万元资金主要用于山村幼儿园幼教志愿者补贴、

培训，以及购置幼儿园设施设备、幼教玩具、幼儿加餐等。

“山村幼儿园”项目通过多种形式设点，扩大山村幼儿园覆盖范围，充分利用闲置教学点校舍、民房、村委会等场所建立山村幼儿园。此外，该项目整合各方资源，优化师资队伍，提升办园质量。如在县中心园建立资源室，收集各类教育教学资源，供各村级幼儿园交换循环使用，避免资源浪费。补充招募幼教志愿者，对志愿者开展专业能力建设。同时，山村幼儿园的建设还结合了当地乡土特色，尊重幼儿发展规律，丰富学前教育内涵。通过编印本土教材，宣传并传承，发扬哈萨克民族等少数民族的优秀传统文化，增进幼儿对祖国、家乡的了解，培养幼儿热爱祖国、热爱家乡的意识。

2015年，山村幼儿园没有启动的时候，这里是两个附属学前班，破旧的课桌、坑坑洼洼的地面和黑黑的室。因为没有经费，叶尔娜在这义务做了3年幼儿教师，没有拿到过一分钱工资。现在教育局维修了教室，配备了教玩具，新砌了围墙，不远的地方正在新建一所标准化的幼儿园。重要的是，通过山村幼儿园项目补充了2名幼教志愿者，叶尔娜老师终于拿到工作补贴，生活也有了保障。2017年6月调研时，大班幼儿正在用流利的普通话唱毕业歌。

山村幼儿园项目的实施，解决了离中心幼儿园远而无法接受学前教育的适龄幼儿上幼儿园难的问题，受到偏远村庄家长们的一致好评。同时，该项目也促进了家长们对幼儿教育的进一步认识，纠正了他们对幼儿教育小学化倾向的错误理解。通过项目改建及新建幼儿园为幼儿创造了干净有利于身心健康的学习环境、提供了各种安全、卫生的活动材料，并在各种培训中提高了幼儿教师的专业能力。这一系列的工作，都使得山村幼儿园的孩子们能够健康、快乐成长。

截至2018年，项目的三个试点县（市）共设立山村幼儿园104所，160个山村幼儿班，共计3837名幼儿受益。阿勒泰地区（包括阿勒泰市，吉木乃县，青河县三地）山村幼儿园计划的实施，给农牧地区幼儿提供了公平发展的机会。受“山村幼儿园”办园模式启发，阿勒泰地区于2016年初启动实施了“雏鹰工程”，致力于让所有农牧民孩子都能接收到免费的、公平的、正规的学前教育。

Company Profile

Entering the Chinese market in 1909, Bosch engages in producing and selling auto parts and aftermarket products, industrial transmission and control technology, electric tools, security and communication systems, thermal technology and household appliances. By 2019, Bosch had operated 59 companies in China with total sales of 109.3 billion yuan (US\$16.07 billion) and has 55,000 employees in China.

Case Introduction

‘Mom’s Herbal Garden’ — rural revitalization and poverty alleviation development program

The “Mom’s Herbal Garden” rural revitalization and poverty alleviation development program originated from and is based on the community. The company adheres to the concept of “child-oriented and regional sustainable development” and will support women at 100 households in communities to cultivate traditional Chinese medicines through domestication as an entry point and implement the development model of integrating enterprises, professional cooperatives and poor households to develop the TMC industry. We will give guidance to the women according to market demand to determine the varieties of medicinal materials and train farmers with modern medicinal planting management techniques, relying on modern technology to plant scientifically, improve the quality of medicines and achieve improvement in quality and efficiency. We also provide farmers with agricultural materials and integrate government and social resources to develop the highland medicinal material industry in poor communities. We work as catalysts and cultivate mutual aid organizations dominated by women in the community, empower

women in poor communities, stimulate the endogenous motivation of the community and improve women’s management and operation capabilities. After the project is ended, they can keep driving the development of the medicinal material industry, promote rural revitalization, help local women increase their income, enter a well-off society and realize their dreams for a better life.

Yongsheng County in Yunnan Province is a national-level poverty-stricken county with most of the young adults working outside the county. More than 70 percent of women staying at home are still engaged in agricultural production. Due to the deep-rooted patriarchal idea, most of them have never gone to school or studied in very limited years. Although they played a very important role in rural families, they were unable to speak out for themselves because of insufficient ability and insight.

The women in the communities of the project mainly grow traditional crops such as potatoes, tartarian buckwheat and corn. Due to the limitation of natural conditions, the agricultural technology was relatively backward, and the economic foundation was weak with single industry and low output value. On the other hand, there are abundant resources of wild traditional Chinese medicine resources in the area. Many authentic medicinal materials sold well inside and outside the province. A lot of women in the communities also spontaneously picked and planted some traditional Chinese medicinal materials suitable for local growth, hoping to increase their family’s income through medicinal planting. However, although medicinal materials were planted, farmers had many problems and difficulties such as a lack of planting and management techniques which has resulted in destroying the ecological environment of the communities. Also, the left-behind female labor force still struggles on their own, without the sense of cooperation.

The “Mom’s Herbal Garden” project enables

women in poor areas to increase their income and enter a moderately well-off society at a faster pace. At the same time, the extensive use of modern agricultural technologies and facilities in medicinal planting will enhance the knowledge and skills of women in poor mountainous areas to develop in modern ways. The integration of medicinal materials marketing companies, cooperatives and poor households forms a community of industry stakeholders, fostering a concept of complementary advantages, win-win cooperation and the sense of common development in the process.

‘Kindergarten in Mountainous Villages’ program assisting poverty alleviation through education

From June 2015 to August 2018, the Bosch China Charity Center worked with the China Development Research Foundation to help establish teaching sites in remote mountain villages of the Altay Prefecture in the Xinjiang Uygur Autonomous Region and implement the “Kindergarten in Mountainous Villages” program, striving to explore a new way for children’s development in Chinese style. Based on the development plan of the Altay Prefecture, the project combined the settlements of herdsmen and made full use of existing resources to provide free preschool education for children between 3 and 6 years old in the form of “daytime school” and set up bilingual kindergartens in mountainous villages. The fund of 6.4 million yuan invested by the Bosch China Charity Center is mainly used for subsidies and training for preschool volunteers in kindergartens, as well as the purchase of kindergarten facilities, equipment, toys and extra meals for children.

The “Kindergarten for Mountainous Villages” program expanded the coverage of kindergartens in mountainous villages and made full use of idle teaching sites, houses, village committees and other places to establish

mountain village kindergartens. The project integrated various resources, optimized the teaching staff and improved the quality of the kindergartens. For example, the resource room was set up in the county’s central kindergarten to collect various educational and teaching resources for exchange and reusing among village-level kindergartens to avoid a waste of resources. The project recruited volunteers for preschool education and provided professional training for volunteers. These kindergartens aim to combine local characteristics, follow the development of children and enrich the preschool education. The project aimed to inherit and spread the outstanding traditional culture of ethnic minorities such as Kazakh, enhancing children’s knowledge of the motherland and hometown and cultivating their awareness of loving motherland and hometown through compiling teaching materials with local specialty.

Before the “Kindergarten for Mountainous Villages” program was launched in 2015, there were only two affiliated preschool classes there with dilapidated desks, bumpy ground and dark classrooms. Due to a lack of funding, Yerna had worked as a kindergarten teacher for three years without pay. Now the education bureau has revamped the classrooms, equipped them with teaching toys and built new walls. A standardized kindergarten is being built not far away. It is more important that two preschool volunteers were sent to the school as part of the project, and teacher Yerna finally received subsidies so that her life quality has been guaranteed. During a survey in June 2017, children in the top class can sing songs in fluent Mandarin.

The “Kindergarten for Mountainous Villages” project has helped families who live far from local kindergartens and couldn’t receive preschool education to overcome these difficulties and won a high reputation among parents. The project helped parents

further understand early childhood education and correct their misunderstanding of the tendency toward primary education. Through reconstruction and new construction of kindergartens, a new learning environment, which was good to physical and mental health of kids, has been built with safe and hygienic materials, while the capability of kindergarten teachers has been improved through training. This series of work has enabled the children in the village kindergartens to grow up happily and in good health.

As of 2018, 104 kindergartens with 160 classes had been set up in the three pilot counties and cities of the project, benefiting 3,837 children in total. The implementation of the program in Altay Prefecture including Altay City, Jeminay County and Qinghe County provides fair development opportunities for children in farming and pastoral areas. Inspired by the “Kindergarten for mountainous villages” program, the Altay Prefecture launched the “Eyas Project” in early 2016, striving to allow children of all farmers and herders to receive free, fair and formal preschool education in the future.

博仁泽学，格桑花开

Lightening their future with your heart

企业介绍

创立于 1908 年的博泽是全球汽车零部件行业的第四大家族企业。全球每两辆新车至少配备了一件博泽产品。公司在 24 个国家和地区设有 65 个驻地，拥有约 2.5 万名员工，2020 年营业额达 51 亿欧元。博泽于 1996 年开始在中国开展业务，并一直成长至今。如今，这个机电一体化专家已在中国六大汽车产业重镇（上海、北京、长春、重庆、武汉和广州）拥有 12 处驻地，其产品线和研发能力均实现本土化。公司目前在中国拥有约 3600 名员工，2020 年营业额约 86 亿人民币。

案例介绍

作为一家以人为本的百年家族企业，博泽充分意识到肩负的社会责任。2016 年起，博泽中国携手格桑花公益组织在青海黄南州第二民族中学建立了“博泽班”，为当地 30 名家境贫困、品学兼优的高中生提供高中阶段学费。格桑花是由青海省教育



厅主管的非营利性民间公益组织，以贫困作为助学标准，通过改善西部素质教育环境，帮助西部地区青少年身心健康成长与综合素质提升，促进他们未来发展和进步。除此之外，博泽还资助了“班级图书角”，方便学生借阅书籍的同时，也能切实培养他们良好的阅读习惯。捐赠的图书都由学校精心挑选，符合高中生的阅读需求。

老师告诉我们，相比物质上的援助，孩子们更需要的是心灵上的关怀与支持。由此，博泽于2017年开始举办“博泽中国青年营”，邀请孩子们走出大山，来博泽上海总部参观，为他们提供走进外企的职业体验机会，与志愿者“爸爸妈妈们”亲密互动，帮助他们进一步理解未来职业生涯的计划。活动后，志愿者们都自发地与学生们结对成“伙伴”，让远在青海的他们也能体会到关怀和温暖。公司还邀请上海部分本地高中生参与“博泽中国青年营”活动，为年龄相仿，不同地域的青少年之间建立一个互相交流的平台，拓展彼此的视野。

截至2020年底，博泽中国在该项目上已投入超过70万元人民币。此外，超过60名博泽志愿者在该项目上投入超1500个小时。如今公司资助的“博泽班”第一批30位资助学生已于2019年7月毕业，其中共有17位考入高等院校继续求学。该项目对于开拓当地学生的视野，明晰人生发展规划及提升当地人才储备均起到了积极的推动作用。

Company Profile

Founded in 1908, Brose is the world's fourth-largest family-owned automotive supplier. At least one of every two new vehicles is equipped with at least one Brose product. Around 25,000 employees at 65 locations in 24 countries and regions generated a turnover of 5.1 billion euros in 2020. Brose entered China in 1996 and has been growing ever since. Today, the mechatronic specialist has 12 sites in six most important automotive regions in China, including Shanghai, Beijing, Changchun, Chongqing, Wuhan and Guangzhou, and has localized its entire product portfolio as well as its research and development expertise in the country. The company currently employs around 3,600 people in China and generated a turnover of approximately 8.6 billion yuan in 2020.

Case Introduction

As a century-old people-oriented family-owned company, Brose is fully aware of its social responsibilities. Brose China has joined hands with Gasanghua Education's Aid Organization, a non-profit and non-government organization administered by Qinghai Education Department, to establish a "Brose class" at Huangnan No. 2 Ethnic High School in Qinghai Province since 2016 to provide tuition fees for 30 local high school students who are poor but perform well academically. The organization uses poverty as the standard for education aid and puts many efforts into improving well-rounded education environment in western China, aiming to help promote the physical and mental health as well as comprehensive capabilities of teenagers in western regions to facilitate a better future for them. In addition, the company has set up a book corner for easy borrowing, which also effectively cultivates students' reading habit. Each donated book is carefully selected by the

school to meet the reading needs of high school students.

A teacher told us that children needed more psychological care and support besides material aid. As a result, Brose organized the first “Gasanghua Brose Day” in 2017, inviting students to visit Brose’s Shanghai headquarters. The camp offered them a career experience opportunity in a foreign firm to help them get a clearer picture of future career plans. The volunteer “moms” and “dads” paired up with them and engaged in close interaction, providing care and warmth. Brose also invited some high school students in Shanghai to the camp with them, enabling students of similar ages from different regions to communicate with each other and expand their horizons.

By the end of 2020, Brose’s donation amount had exceeded 700,000 yuan, including tuition fees for 30 students during their three-year high-school stint and for the exploration activities in Shanghai. In addition, more than 60 Brose volunteers devoted approximately 1,500 hours on this project. The first group of 30 sponsored students from the “Brose class” graduated in July 2019, with 17 of them admitted to colleges and universities to continue their education. The project has played a positive role in expanding the horizons of local students, clarifying their life development plans and enhancing the local talent pool.

“爱”满天下, “心”系成长

‘Love’ to the world, ‘heart’ with the growth

企业介绍

兄弟(中国)商业有限公司成立于2005年,是兄弟集团在中国产品销售与服务的外商独资企业。兄弟(中国)的事业领域包括打印及解决方案事业、新事业,以及家用机器事业。兄弟(中国)通过位于上海的总部和设立于北京、广州、成都、沈阳、西安、武汉的分公司,及遍布多地的众多经销商与维修站构建起了覆盖全国的营销服务网络。依托集团旗下分设于深圳、珠海、台湾的生产工厂和在杭州的开发公司,在国内实现了开发、生产、销售三位一体的供应体制,用高质量的产品与服务为中国顾客提供优良的产品体验。

获得高质量的教育是改善人民生活 and 实现可持续发展的基础。兄弟(中国)自成立之初,就提出了“在中国诞生,伴中国成长”的口号。公司非常重视所在地区的儿童教育,持续开展着帮助贫困学生的爱心助学项目,其中包括对重点贫穷地区的学生进行教育扶贫,支持支教活动,捐助周边地区的贫困学生。



案例介绍

重点区域教育扶贫，改善当地学习条件

2019 年，兄弟（中国）与红河州红河县垵玛乡独格村进行村企结对，围绕建档立卡贫困户脱贫出列，深化双方帮扶协作。

垵玛乡独格村位于红河县西部，由于地处偏远乡村，土地贫瘠，交通不便，很难发展农业养殖业。很多家庭父母常年外出务工，学生跟随老人在家生活，留守儿童现象严重，饮食生活条件较差。独格小学创办于 1966 年，由于校舍建设时间较长，基础设施不足，学生上课条件较差。

兄弟（中国）了解到该情况，响应政府号召，为云南省红河州红河县垵玛乡独格村小学捐助资金，用于购置学生课桌椅和贫困住校生行李（被子、床单、被套等），并改善学生的餐食。同时，兄弟（中国）也捐赠了多台打印机以及相关耗材，以丰富当地学校的办公设备，为学生们打造更好的学习环境。

同年，兄弟（中国）携手“梦想加油站”，踏上援疆路途，通过为期一周的公益支教行，支援新疆巴楚县教育工作。兄弟（中国）为支教活动捐赠了多台打印机与缝纫机。此外，公司还在“梦想加油站”的巴楚工作站，面向上海援疆品牌“小胡杨”的志愿者老师，开展了创意布艺手工课程的培训，培养当地的志愿者力量，以辐射更多巴楚的学校和社区。

地区社会多年深耕，持续资助社区贫困学生

兄弟（中国）深知真正的可持续发展是深耕本地与企业发展的相互作用。

兄弟（中国）从成立之初就十分关注所在城市的发展。兄弟（中国）从 2003 年至今，持续开展资助上海总部周边社区贫困学生的助学活动，资助贫困学生完成高中/大学学业。除了资助资金外，兄弟（中国）也十分关注每个学生的成长，每年都会举办寓教于乐的活动，为素质教育的养成添砖加瓦，如举办面塑文化体验课，宣传非物质文化遗产，让学生和员工体验非遗的魅力。

同时，兄弟（中国）还开展过号召员工给贫困学校捐书的“爱心书库”（累计捐出 3238 本），以及利用 Brother 缝纫机制作刺绣衣物、毛巾等礼品赠送学校的“爱心绣坊”等活动。

2003 年开始，爱心助学活动累计帮助学生 50 名，其中上海地区学生 40 名，广州 10 名。目前，有 15 名学生在资助下已完成学业（高中/大学）毕业，资助年份从 1 年~12 年不等，68% 的学生资助超过 5 年。兄弟（中国）也非常鼓励受资助或参与活动的学生，在完成学业后到公司就业。

在联合国可持续发展目标的指引下，兄弟（中国）将继续通过爱心助学项目，帮助贫困儿童，改善其学习环境，并且邀请更多的利益相关方与合作伙伴一同参与，为实现可持续发展而不断努力！

Company Profile

Established in 2005, Brother China Commercial Co Ltd is a wholly foreign-owned enterprise of Brother Group specializing in sales and services in China. Brother China's businesses include printing and solutions, new businesses development and home machine business. Through its headquarters in Shanghai and branches in Beijing, Guangzhou, Chengdu, Shenyang, Xi'an and Wuhan, Brother China has established a nationwide network of marketing services. Relying on the group's production plants in Shenzhen, Zhuhai and Taiwan, as well as the development company in Hangzhou, the group has realized a three-in-one supply system integrating development, production and sales, which has brought high-quality products and services to Chinese customers.

High-quality education is the basis for improving people's lives and achieving sustainable development. Brother China, since its inception, has put forward the slogan of "Born in China and grow with China." The company attaches great importance to children's education in the regions where we are located and continues to carry out love-aid programs to help poor students, including offering education to students in key poverty-stricken areas, supporting volunteer teaching activities and donating money and resources to poor students in surrounding areas.

Case Introduction

Poverty alleviation through education in key regions and improvement of local learning conditions

To deepen mutual poverty assistance and cooperation, Brothers China established an enterprise at Duge Village in Yunnan Province's Honghe Hani and Yi Autonomous Prefecture to help the villagers shake off poverty in 2019.

Due to the barren land and inconvenient transportation, it is difficult to develop agriculture and breeding industries here. Many parents leave their children with their grandparents to work in other cities all year around. The left-behind children stay in poor living conditions, and students have a poor studying environment as the school was built in 1966 with no repair afterward, lacking of basic infrastructure as well.

After Brother China learned of the situation, it responded to the government's call to donate money to the Primary School of Duge Village for purchasing desks and chairs for students and necessities including quilts, duvet cover and bed sheets for poor students who live on campus. Improved meals are offered as well. Brother China also donated a number of printers and consumables to local schools to enrich the office equipment and create a better studying environment.

In the same year, Brother China joined hands with the "Dream Gas Station" project to aid the education work in Bachu County in northwest China's Xinjiang Uygur Autonomous Region through a week-long voluntary supporting education. Brother China donated a number of printers and sewing machines for educational activities. The company has carried out training courses on creative cloth handicraft at the Bachu workshop of the "Dream Gas Station" for volunteer teachers of "Little Populus," the Shanghai-Xinjiang aid brand, cultivating local volunteers and promoting the campaign to more schools and communities in Bachu.

Making continuous efforts to support poor students in the community

Brother China knows that real sustainable development is the interaction between local society and enterprises.

The company has paid close attention to the development of regional society since

its establishment and has carried out aid activities for poor students in communities near Shanghai's headquarters to help them complete high school or university studies. In addition to offering the fund, Brother China also pays close attention to the growth of every student. The company holds activities combining education with recreation to promote quality education every year, such as launching dough figurines culture experience courses to promote intangible cultural heritage, so that students and its employees can experience the charm of such intangible cultural heritage.

Brother China has also carried out activities such as "Love Bookstore," which has donated more than 3,000 books, to call on employees to donate books to schools in poverty-stricken areas and "Love Embroidery Workshop," using Brother's sewing machines to make embroidered clothes, towels and other gifts for needy schools.

The campaign has helped 50 students since 2003. Among them, 40 are students from Shanghai and 10 from Guangzhou. Fifteen of them have completed their high school or university education with the financial assistance. The funding projects range from one year to 12 years. Fifty-eight percent of them have been subsidized for more than five years. Brother China also encourages students who are funded by the campaign to work in the company after completing their studies.

Under the guidance of the sustainable development goals of the United Nations, Brother China will continue to help poor children improve their studying environment through love education programs and invite more stakeholders and partners to participate in the program to make continuous efforts to achieve sustainable development.

携手你我，酿造更美好的世界

Bringing people together for a better world

企业介绍

百威亚太控股有限公司是亚太地区领先的啤酒公司。拥有逾 600 年酿酒历史，生产、进口、推广、经销及出售超过 50 个啤酒组合，包括全球品牌百威、时代及科罗娜，以及本土品牌如哈尔滨、雪津、拳击猫。百威亚太的主要市场为中国、韩国、印度和越南。

案例介绍

“携手你我，酿造更美好世界。”这是百威亚太的宗旨，也是百威亚太一直在践行的承诺。我们热衷于帮扶社区，无论大小。作为亚太领先的啤酒公司，百威致力于帮扶、解决我们经营所在区域错综复杂的问题，在业务所到之处积极参与社区建设。只有社会繁荣发展，我们的业务才能繁荣发展。

在教育扶贫方面，我们承诺在兴建酿酒厂的每个中国城市，均捐建一所希望爱心小学。自 2010 年 11 月 22 日，百威在中国捐建的第一所希望小学——



云南金平希望小学建立后，爱的接力棒就在不断传递。伴随着百威在中国的快速发展，截至 2020 年 5 月，百威在全中国已经捐建希望、爱心小学 29 所。

在产业扶贫方面，为了践行企业责任，百威亚太积极响应扶贫政策，将产品与扶贫项目有机结合，开创扶贫助农新模式。从 2019 年至今，我们先后在漳州、吉水、安岳开展了针对荔枝、大米、青柠产业的“授人以渔、多方助力”乡村振兴项目。

百威希望爱心小学项目

社会帮扶是携手酿造更美好世界的最佳方法之一。我们热心参与亚太地区大大小小的社区发展。在我们“每一个工厂所在的中国城市捐建一所希望小学、爱心小学”的承诺下，截至今年 5 月，百威中国已帮助兴建了 29 所希望小学、爱心小学。

与此同时，由百威各地工厂和销售办事处的同事自发组织的志愿者团队会定期前往学校探访，为学校补给各类生活用品、学习用品，并开展丰富多彩的各类文体课外活动，鼓励学生们心存高远，未来与百威中国一起建设美好世界！

例如，在哈尔滨市，我们在三所学校分别捐款开设三间机器人教室，以协助学童发展人工智能及机器人科技的知识。同时，也确保绝不向学童推销我们的酒精饮品及产品。

今年，在新冠肺炎疫情常态化防控下，百威中国又针对 24 所百威希望小学捐赠卫生防疫物资。特殊时期的捐赠过程中，我们遇到了种种问题，比如偏远地区交通的不便利，以及特殊物资捐赠的困难，但是为了让同学们能够在安全健康的环境下学习生活，我们竭尽全力克服了这些困难，最终将物资送达。

身为亚太地区领先的啤酒公司，我们坚信有责任帮扶我们经营所在地的社区更繁荣、健康的发展。作为有社会责任感的企業，百威中国将继续传播爱心，感恩回馈社会。

百威中国青柠扶贫项目，让青柠挂满锣鼓

一瓶酒、一颗青柠、一个园，百威中国积极响应国家扶贫政策，对四川省资阳市安岳县双龙街乡锣鼓村进行点对点帮扶。

整个项目中，我们都秉持“授人以渔”的理念，从生产环节直接切入，聘请专业青柠种植技术服务

团队以技术支撑，从理论授课到下乡实地学习，从“柠檬小队”观摩到施肥、采果技能比拼，从根本上提高当地贫困户自给自足的能力。同时，投入资金，帮助他们改造农田，增设农业设备，添加保花保果药剂，来提高坐果率。

值得一提的是，整个项目中的劳动力均由当地贫困户组成，为贫困户提供了就业岗位，我们还计划向村民传授抖音、淘宝直播卖货的方式，希望通过兴起的互联网渠道和平台重新焕发下沉市场的活力。

通过青柠培植扶贫项目，我们还将借势旗下品牌科罗娜青柠园项目的影响力，由当地县委县政府、商务局等牵头，捆绑帮扶地区青柠销售，让搭配青柠饮用的科罗娜更香醇清爽。以此，实现将科罗娜销售“最后一公里”和原产地“最初一公里”直连。这也是百威亚太作为亚太领先的啤酒制造商首次从“酒伴 CP 角度”深入到线下产业链改造，并对种植端到消费端深度整合，将产品与扶贫项目达到有机结合，通过自身产品活力激发扶贫点经济效能，开创扶贫助农新模式，从根本上实现乡村振兴的目的。

百威中国漳州花样荔枝项目

啤酒“泡”上荔枝，是自己人的味道。雪津荔枝啤酒只采用新鲜原果压榨，与“花样漳州，爱荔丰收”项目一拍即合，将只属于夏日的清爽甜美秘密封藏，推动农产品及雪津荔枝啤酒品牌的网络营销，助力农产品电商“品牌化、标准化、网货化”进程。

每一瓶雪津荔枝啤酒，都会有 5% 的荔枝原浆。2020 年，通过当地商务局牵头，我们计划通过“花样漳州，爱荔丰收”项目，以高于市场收购价的价格，采购建档立卡贫困户种植的荔枝。借助雪津荔枝啤酒的品牌特色促进消费，多管齐下助力产区农户增收。

百威中国大米扶贫项目，吃出暖暖爱意

水满田畴稻叶齐，日光穿树晓烟低。金滩镇隶属于江西省吉安市吉水县，有两个建档立卡贫困村。他们的农业以水稻为主，粮食年产量每亩 650 公斤。百威将工厂职工食堂大米的刚性需求与农户出产挂钩，与扶贫办认证企业合作实现二次加工，从源头直采，保证大米质量的同时又减少中间环节，以略高的成本做到让利于农户，实现消费扶贫。

2019 年 12 月，我们选择莆田工厂作为试点。以莆田工厂为例，使用一周金滩镇大米，我们可以帮助当地的贫困居民增收 3600 元。使用一个月为当地贫困居民增收 1.5 万元，相当于为当地小学生提供免费午餐 1250 份，购买书籍 1500 册。

百威在中国已有 29 家酿酒厂，我们计划从 2020 年起，逐步向全国推广大米扶贫项目，将这个田间地头故事说给百威中国的 2.3 万员工听。以金滩镇为起点，画出一个从田间地头到百威餐桌的故事。

Company Profile

Budweiser Brewing Company APAC Limited is a leading beer company in the Asia Pacific region. With over 600 years of brewing history, Budweiser brews, imports, markets, distributes and sells a portfolio of more than 50 beer brands, including global brands of Budweiser, Stella Artois and Corona and local brands such as Harbin, Sedrin and Boxing Cat Brewery. Budweiser Asia Pacific's principal markets are China, South Korea, India and Vietnam.

Case Introduction

“Bring people together for a better world” is the dream of Budweiser APAC and a commitment that the company has been adhering to. We are passionate about helping communities, big and small. As a leading beer company in Asia Pacific, Budweiser is committed to helping and solving complicated problems in regions where the companies are located and actively participates in community construction wherever the business goes. Our business develops as society prospers.

In terms of education poverty alleviation, we are committed to building a “Hope” primary school in every city in China where our breweries are built. Since November 22, 2010, when the first Hope primary school — Yunnan Jinping Hope Primary School — was established, with donations from Budweiser, we have continued passing on our love across the country. With the company's rapid development in China, Budweiser had funded 29 Hope primary schools by May 2020.

In regard to industrial poverty alleviation, Budweiser Asia Pacific responded positively to the Chinese government's poverty alleviation policies to fulfill its corporate social responsibility. We organically combine products with poverty alleviation projects to create a new

model of poverty alleviation and agriculture assistance. Since 2019, we have carried out rural revitalization projects in the lychee, rice and lime industries in Zhangzhou City (Fujian Province), Jishui County (Jiangxi Province) and Anyue County (Sichuan Province), respectively.

Budweiser Hope primary school project

Social assistance is one of the best ways to make a better world together. We are passionate about participating in community development in the Asia Pacific region. Under our commitment to “Donating a Hope primary school in the Chinese cities where each factory is located,” Budweiser China had built 29 Hope primary schools by May 2020.

The volunteer teams organized by colleagues at Budweiser’s local factories and sales offices visit the schools regularly to provide all kinds of daily necessities and learning supplies and hold various kinds of culture and sports activities to encourage students to have a high mind and build a better world together with Budweiser China in the future.

For example, Budweiser donated money to set up three robot classrooms in three schools in Harbin, Heilongjiang Province, to help students develop their knowledge of artificial intelligence and robotic technology. We ensure that we never sell alcoholic drinks and products to children.

Last year, Budweiser China donated health and epidemic prevention materials to 24 Budweiser Hope primary schools under regular COVID-19 prevention and control. During the special period of the epidemic, we encountered various problems in the donation process, such as inconvenient transportation in remote areas and difficulties in donating special materials. However, in order to enable students to keep learning and live in a safe and healthy environment, we made every effort to overcome these difficulties and

finally delivered the materials.

As a leading beer company, we firmly believe that we have a responsibility to help communities achieve a more prosperous and healthy development. As a company with a sense of social responsibility, Budweiser China will continue spreading love to society and expressing our gratitude.

Budweiser China lime poverty alleviation project — a bottle of wine, a lime and a garden

Budweiser China actively responded to the national poverty alleviation policies and provided point-to-point assistance to Luogu Village in Anyue County of Sichuan Province.

Throughout the project, we adhered to the concept of “teaching people to fish.” We directly started with the production link and employed a professional lime planting service team to provide technical support, from theoretical teaching to field study in the countryside, from “lemon team” observation to fertilization and fruit picking skills to fundamentally improve the self-sufficiency ability of local poor households. At the same time, we have invested funds to help them transform their farmland, purchase agricultural equipment, add chemicals to protect flowers and fruits and improve the fruit setting percentage.

In addition, it is worth mentioning that the project’s labor force was composed of local poor households. This is also a way to provide jobs for the poor. We also planned to teach the villagers how to sell products on livestreaming platforms such as Douyin and Taobao Live, hoping to revitalize the sinking market through emerging online channels and platforms.

The poverty alleviation project of lime cultivation will also take advantage of the influence of Corona Lime Garden to promote the sales of lime in the area with the support of the local government and make Corona more fragrant and refreshing. Under the

circumstances, Corona will realize the direct connection of the “last kilometer” of sales and the “first kilometer” of planting and, set up poverty alleviation points for lime across the country. This is also the first time that Budweiser Asia Pacific has gone deep into the transformation of offline industrial chain from the perspective of “wine couple” and has deeply integrated planting and the consumer end. We organically combine the products with poverty alleviation projects, stimulate the economic efficiency of such areas through their own products and create a new model of poverty alleviation and agricultural assistance to achieve the goal of rural revitalization.

Budweiser China Zhangzhou floral lychee project

Lychee flavor beer is our own taste. Sedrin Lychee Beer is made of fresh fruit, which fits the “Harvest Lychee and Love in Floral Zhangzhou” project. The project promoted online marketing of agricultural products and the Sedrin Lychee Beer brand and advanced the “branding, standardization and online shopping” process of agricultural e-commerce.

Every bottle of Sedrin Lychee Beer contains 5 percent of lychee puree. In 2020, under the leadership of the local commerce bureau, we planned to purchase lychee planted by poor households at a price higher than the market rate through the project. Thanks to the brand characteristics of Sedrin Lychee Beer, we have promoted consumption and increased local farmers’ income.

Budweiser China poverty alleviation project of Jintan rice

Located in Jishui County of Ji’an City in Jiangxi Province, Jintan Town has two registered poverty-stricken villages. The main crop of the town is paddy, with an annual grain yield of 650 kilograms per mu (667 square meters).

Budweiser met the rigid demand of rice in the factory staff canteen with farmers’ output. The project cooperated with enterprises certified by the Poverty Alleviation Office to realize secondary processing. It directly purchased rice from the source, ensured the quality of rice and reduced the intermediate channels to give more benefits to farmers to realize poverty alleviation.

In December 2019, Budweiser chose its Putian factory as a pilot plant and directly purchased rice from farmers in Jintan Town to supply the factory’s canteens for a week, which made the poor households’ income increase by 3,600 yuan (US\$557). It can increase the monthly income of local poor residents by 15,000 yuan, which is equivalent to 1,250 sets of free lunches and 1,500 books for local primary school students.

Moreover, Budweiser has 29 wineries in China, and we plan to gradually promote the poverty alleviation project to the whole country since 2020, and tell the story to 23,000 employees of Budweiser China which begun from the rice fields of Jintan Town and ended at dining tables across the country.

妈妈制造 & 轻轻一挂, 予他温暖

‘Mom Handwork Cooperative’ and ‘Hangers warmth people’ projects give warm to others

企业介绍

西雅衣家隶属于荷兰 BRENNINKMEIJER 家族, 始创于 1841, 距今已有近 180 年历史, 是世界著名服装零售企业之一。公司迄今为止在欧洲、拉美及亚洲的 21 个国家内从事服饰产品的批发零售业务, 全球拥有近 1900 家实体门店, 每天为到店的 200 万位消费者提供时尚、年轻的服装服饰产品。全球目前员工人数超过 5.1 万名。西雅衣家(中国)商业有限公司 C&A China 于 2005 在上海长宁区注册成立, 2007 年 C&A China 的第一家门店在上海市开业, 标志着 C&A 品牌正式进入中国市场, 为广大中国消费者带来更多的时尚消费选择。

案例介绍

C&A 始终坚持可持续发展, 从可持续产品、可持续供应、可持续生活三方面践行可持续发展承诺。同时, 公司关心公益事业, 2015 年开展“轻轻一挂, 予他温暖”项目为河南山区孩子送去温暖冬衣, 增



添学习设施设备；2018 年与中国妇女发展基金会合作开展“妈妈制造”项目，提供鲁绣培训及订单机会，帮助山东莒县的 60 名妇女实现居家就业；2018 年与上海联劝公益基金会合作开展“海惠留守妈妈”项目，帮助四川省凉山的留守母亲通过学习以更加健康和适宜的方式饲养黑毛猪继而增加收入、改善其在面对外来交易商时的弱势处境；2019 年开展了“失依儿童关爱项目”，帮助四川省眉山市青神县中岩村、安家坝村和黄莺岭村 17 名失依儿童，缓解其本人及家庭的经济压力，正面影响失依儿童身心健康成长。

妈妈制造合作社

随着中国经济的发展，越来越多的农村年轻劳动力选择去城市打工，而他们的孩子、妻子和年迈父母则留守在家乡。其中留守的妇女，或多或少传承着某种手工技艺。这些根植于本乡本土，来源于劳动生活，体现了广大劳动人民繁衍生息脉络的手工技艺，是在长期的创作、积累、传承、演变的过程中形成的。传统手工技艺是人类社会丰富多彩和无比珍贵的遗产，是我们应当守护、继承、甚至发扬光大的。

C&A 通过与中国妇女发展基金会合作，以“妈妈制造合作社”的形式将妈妈的手艺与东方美学相结合，以鲁绣为切入点，令手工技艺创造价值。一门手艺就是一片天地，“妈妈制造”项目引导和支持低收入家庭的妇女能够利用手工获得报酬，实现居家就业，继而改善她们的生活状况。

2018 年，C&A 基金会向中国妇女发展基金会妈妈制造项目捐赠 169189.94 元。当年 10 月，“妈妈制造山东莒县鲁绣合作社”在山东莒县库山乡正式挂牌成立，这里是妈妈们的培训、学习的教室，也是手工刺绣制作的工作室。合作社吸纳了 60 名妇女作为固定社员，帮助她们实现就地就业。同时，培训人数超过 200 人次，帮助留守妈妈们学习和提高鲁绣的技艺。自合作社建立以来，妈妈制造项目组为山东莒县鲁绣合作社发展提供 12180 元收入的订单，带动 16 名低收入妇女参与绣制就业，通过订单平均每人增加 800 元左右的收入。

轻轻一挂，予他温暖

在中国的贫困山区生活的儿童，买一件衣服，对他们而言可能也是一种奢望。C&A 希望通过自身

与消费者的共同努力，为山区的孩子们送去一个温暖的冬天，一个趣味的童年。

2015 年 12 月 10 日 -2016 年 1 月 6 日，在线下实体门店，C&A 改造了上海正大广场门店的部分试衣间成为“C&A Changing Room”——一个可以改变生活的试衣间。当消费者将试穿的衣服挂在改造过的挂架上后，屏幕中会自动出现贫困地区的儿童影像动画（当衣服挂上时，会展现出孩子躺着温暖的床上、幸福地睡着的图像；而当衣服取下时，会转变成孩子躺在冰冷的地上的图像），配合动情的语音提示，鼓励消费者扫描衣物上的条形码，以此打印出对应不同的折扣券。消费者在享受打折实惠的同时，也可以根据自己的意愿捐出一定折扣金额，以高于打印折扣券的价格购买该款产品，多支付的折扣金额成为善款，帮助山区的孩子们。同时，C&A 也会同步捐出与消费者多支付金额等额的善款，携手共同完成孩子们的心愿。“C&A Changing Room”最终实现捐款 5 万元，通过与河南省林州市桂林镇张家庄小学定向签约，为学校添置了教学用具、体育器材、音乐设备等用品，帮助孩子们可以在设施设备更加齐全的环境中接受教育，强身健体。

同期，C&A 在线上与中国青少年发展基金会合作，展开微公益线上转发捐赠活动。在活动期间，微博平台相关内容的每一个有效转发，C&A 就会捐出 5 元，累积的金额用于为贫困地区孩子购买崭新温暖的冬衣，让孩子们实现新年穿新衣的愿望。

最终，“轻轻一挂，予他温暖”的活动为山区的孩子募集了 5 万元的善款及价值近万元的冬衣。该次公益项目，通过融合数字化的手段，让慈善变得更生动，让 C&A 与消费者紧密携手为贫困地区基础教育的发展贡献一份力量，活动也进一步激发了更多消费者在消费升级时代对山区孩子们的关注。

Company Profile

C&A was founded by the Brenninkmeijer family in the Netherlands in 1841. With a history of nearly 180 years, C&A has evolved into a famous retail company in the textile industry. It has entered 21 markets in Europe, Latin America and Asia in the wholesale and retail business of apparel products. With nearly 1,900 stores around the world, C&A provides fashionable and young apparel products to 2 million consumers offline and more online every day. The number of employees worldwide currently exceeds 51,000. C&A China was registered and established in Changning District of Shanghai in 2005. In 2007, C&A China's first store opened in Shanghai, marking the official entry of the C&A brand into the Chinese market and bringing Chinese consumers more fashion choices.

Case Introduction

C&A always adheres and fulfills its sustainable development commitments from three aspects — sustainable products, supply and life. At the same time, the company pays much attention to charity. In 2015, C&A China sent clothes to children in the mountainous areas of Henan Province in central China to keep them warm in winter and donated studying facilities and equipment. In 2018, C&A China cooperated with the China Women's Development Foundation (CWDF) to launch the "Mom's Handwork" project which has helped 60 women in Juxian County of Shandong Province work at home by providing training of Lu embroidery and the opportunity of orders. In the same year, C&A China cooperated with the Shanghai United Foundation to launch the "Haihui Left-behind Mothers" project to help left-behind mothers in Liangshan, Sichuan Province, raise black-fur pigs in a healthier and more appropriate way to increase their income and improve their situation in the face

of traders from other areas. The Haihui project is dedicated to poverty alleviation and the sustainable development of rural communities. In 2019, C&A launched the "Children Care Project for Those Who Lost Their Guardians" to help 17 children from Zhongyan, Anjiaba and Huangyingling villages in Qingshen County of Meishan City in Sichuan ease their financial burden and eliminate the bad effect to make them live in healthy environment.

Mom Handwork Cooperative

With the development of China's economy, an increasing number of youths from rural areas chooses to work in cities as migrant workers, while their kids, wives and parents stay in their hometowns. Some of the left-behind wives possess some handcraft skills. These traditional handcraft skills which are formed through long-term creation, accumulation, inheritance and evolution, are the valuable heritage of the society.

C&A China cooperated with the China Women's Development Foundation to launch the "Mom Handwork" project, helping women in Juxian County to work at home and improve their living standard by placing orders for them to do Lu embroidery works. It is popular in Shandong and surrounding areas.

In 2018, C&A Foundation donated 169,189 yuan (US\$24,880) to the CWDF. In October 2018, Mom Handwork Lu Embroidery Cooperative in Juxian County was officially set up in Kushan Township of Juxian County. The cooperative serves as a classroom for women to receive training and as a workshop to make embroidery by hand. Sixty women registered with the cooperative as fixed members, and more than 200 people have since received training to improve their skills. The project has received orders worth 12,180 yuan, helping 16 women with low income to increase 800 yuan earnings on average to improve their livelihood.

Hangers warm people

For children in China's mountainous areas, buying new clothes might still be a luxury. C&A hopes to send them warmth and fun for winter by joining hands with customers.

From December 10, 2015 to January 6, 2016, C&A renovated part of the changing rooms in Shanghai Super Brand Mall outlet to a "C&A Changing Room," which aimed to change lives. When customers hung clothes on the clothes hangers, a video showing images of children from poor areas would appear on the screen automatically, showing images of children lying on a warm bed and falling asleep happily. When the clothes were taken off from the hangers, the video would show images of the children lying on cold ground. The video encouraged customers to scan the codes on the clothes to get different coupons with emotional messages. Customers could enjoy discounts with the coupons or donate money for children from mountainous areas. C&A would also donate the same amount of money paid by the customers to fulfill children's wish in mountainous areas. "C&A Changing Room" program has collected donations of 50,000 yuan and purchased teaching, sports and music equipment for Zhangjiazhuang Primary School in Guilin Town of Linzhou City in Henan Province, helping students receive a better education and build up their bodies.

C&A cooperated with the China Youth Development Foundation to carry out online donation activities and charities. C&A donated 5 yuan for each forwarding of the charity information on the Weibo platform. The donated money was used for children from poor areas to buy new clothes in winter and fulfill their dreams of wearing new clothes in the Spring Festival.

The program collected 50,000 yuan in donation and clothes with a value of nearly 10,000 yuan for kids from mountainous areas. C&A also joined hands with customers to

make efforts to the development of the basic education in poor areas, raising the awareness of customers to focus on children from mountainous areas during the consumption upgrading era in cities.

滋养世界，助力脱贫攻坚战

Nourishing the world
and supporting poverty alleviation

企业介绍

嘉吉成立于 1865 年，在全球范围内提供食品、农业、金融和工业产品及服务。公司业务覆盖 70 个国家和地区，拥有超过 15 万名员工。嘉吉的使命是成为以安全、可靠和负责任的方式滋养世界的领导者。

嘉吉在中国的业务发展起源于上世纪 70 年代首个《中美联合公报》发布之时。如今，嘉吉的足迹已遍布全国。迄今为止，嘉吉在中国大陆拥有 1 万多名员工，40 多个运营点，业务涵盖谷物油籽价值链、动物营养、蛋白、淀粉及淀粉糖、油脂解决方案、增稠稳定解决方案、金融、美丽护理和金属等。

案例介绍

嘉吉全球每年把税前利润的 2% 投入到企业社会责任工作中，用于三大领域：滋养世界、保护地球和造福社区。在中国，嘉吉一直致力于农村和农民发展、粮食安全和营养改善以及环境保护。企业



积极与全球农户合作，帮助他们提高生产力、增加收入、改善生活条件。截至目前，嘉吉帮助新建、修缮和支持了40多所农村小学，培训农民350多万人次，为农村贫困儿童捐赠了30多万份营养餐，并种植超过12万棵树木。

产业扶贫 — 农民培训项目

借助全球化运营的百年经验，嘉吉通过捐助、免费培训等多种形式，努力帮助中国农民增收。在中国，嘉吉与政府和非政府组织合作，利用自身在农业和食品行业的业务专长，致力于帮助提高农民产量和收入，为精准扶贫工作贡献微薄之力。

2017年，嘉吉与国际慈善机构国际小母牛组织及其合作伙伴四川海惠助贫服务中心合作，共同发起精准扶贫项目，通过支持当地农民养殖肉鸡、蛋鸡，帮助450个贫困农户增加收入、摆脱贫困，最终实现可持续发展。参与该项目的150个农户分别领到100套鸡苗。这些农户在扩大自己的鸡群养殖规模后，再各自将100套鸡苗赠与其他农户，用于帮扶更多农民。迄今为止，四川青神县安家坝村和中岩村的400多户家庭已通过养鸡项目受益。此外，该项目还力求帮助农民将产品卖向市场，接受援助的农户将参与关于嘉吉和其他专业机构提供的养殖和农场管理相关的一系列培训。截至2018年，安家坝村项目农户户均增收在3000元以上，中岩村65%的项目农户户均增收2500元以上。

2017年，嘉吉还与中国妇女发展基金会在重庆共同发起“@她创业计划 — 科技培训促进生猪养殖项目”。企业通过为当地生猪养殖农民提供科技培训，提升农场管理、食品安全和养殖效率，帮助贫困农户增加收入、摆脱贫困，最终实现可持续发展。重庆地处西南山区，在专业养殖领域仍然面临着诸多挑战。此次联合培训项目中，嘉吉在第一年投入100万元人民币开展试点。项目汇集了来自嘉吉公司和行业专家的专业知识，农民们将在培训期间学习饲料管理、畜牧产业、农场管理、食品安全等领域的较佳实践经验。在此期间，项目还将在当地资助建设5-6个“巾帼示范农场”，提供农场升级服务。嘉吉的专家也会走访农场，提供升级过程中的培训和指导。

从2015年至2018年，嘉吉还和国家粮食局合作，为吉林省玉米种植农民捐赠了400套经科学设计的组合式储粮仓，实现粮食立体储存，减少粮食

仓储阶段的浪费，提升粮食品质和农民收入。经测算，嘉吉捐赠的经组合式储粮仓，使用该仓型存储的玉米，比“地趴”储存的生霉粒减少10%，单仓减损1.75吨，按当年临储玉米价格2000元/吨计算，单仓农户增加收入3500元。嘉吉公司捐赠的400套储粮仓共减损700吨，农户共增收140万元。

在上海，在静安区政府和上海慈善基金会的支持牵头下，2019年嘉吉捐赠了10万元用于支持静安区在云南文山州广南县的“百企结百村”精准扶贫行动，助力云南欠发达地区农民的脱贫和发展。

健康扶贫 — 营养嘉餐项目

报告显示，虽然中国城乡儿童及青少年的营养状况有了较大的改善，营养不足比例持续降低，然而部分人群仍然面临着营养不良的状况。中国六岁以下儿童生长迟缓比例为8.1%，导致营养不良的主要原因是膳食质量不佳。

从2015年起，嘉吉“营养嘉餐”项目共向来自甘肃、山西、湖北和四川凉山州等省市的1200多名贫困儿童捐赠包含鸡蛋和牛奶在内的营养餐包，助其消除饥饿和营养改善，截至目前共计捐赠营养餐包32万份。

灾后援助

新冠疫情爆发以来，为抵抗疫情，嘉吉向中国红十字基金会捐赠200万元现金，支持武汉火神山医院建设，并捐赠价值100万元防护物资支持疫情防控。嘉吉各地公司和工厂还纷纷向当地医院捐赠数万只医用口罩。

汶川、玉树地震发生后，嘉吉迅速响应，先后捐款800多万元人民币支持公益机构的紧急救援工作，并积极参与灾后恢复重建长期项目。2008年-2011年期间，来自全国各地的嘉吉志愿者曾先后三次前往汶川、玉树灾区，参与灾区儿童的心理康复志愿服务。2010年7月，东北吉林遭遇近百年来最大的水灾，造成当地农户的巨大损失。嘉吉志愿者在灾情发生后的第一时间联系受灾农户，捐赠农用设备并运用嘉吉全球化的农业技术和专长帮助他们进行生产恢复建设。

Company Profile

Founded in 1865, Cargill has been providing food, agriculture, financial and industrial products and services to the world. With 155,000 employees in 70 countries and regions, the company has taken the lead in nourishing the world in a safe, reliable and responsible way.

Soon after the 1970s when the China-US Joint Communique was issued, Cargill started its business in China. Now the company's footprint has spread across the country where it boasts 10,000 employees and more than 40 operation branches. The business in China includes agriculture supply chain, animal nutrition, protein, bioindustry, starches and sweeteners, oil and fats solutions, finance, beauty and personal care and metals.

Case Introduction

Each year, Cargill Global spends 2 percent of its pre-tax earnings to fulfill its corporate social responsibility commitment in three major fields — nourishing our world, protecting our planet and enriching our communities. In China, Cargill is committed to the development of rural areas and farmers, food security and environment protection. By proactively cooperating with farming households across the globe, Cargill helps enhance productivity, increase farmers' income and improve their livelihoods. So far, the company has supported the renovation and construction of more than 40 primary schools in China's rural areas, trained more than 3.5 million farmers, offered over 300,000 nutritive meals to impoverished children and planted more than 120,000 trees.

Poverty alleviation by industrial approach — Empowering the farmers

By virtue of its global operation experience for over a century, Cargill has helped increase farmers' incomes through charitable giving and

free training. In China, with governmental and non-governmental cooperation, Cargill has given full play to its specialty in agriculture and food industry, thus increasing the productivity and profits and contributing to targeted poverty alleviation.

In 2017, Cargill with Heifer Project International and the Sichuan Haihui Poverty Alleviation Service Center jointly launched a targeted poverty alleviation project. By supporting raising broilers and layers, the project lifted more than 450 households out of poverty, increased their incomes and eventually realized sustainable development. The 150 households, who received 100 sets of baby chicks, expanded the scale of their chicken flock, reproduced 100 sets of baby chicks and gave them to other farmers. So far, more than 400 households have benefited from poultry raising in Anjiaba and Zhongyan villages of Qingshen County, Sichuan Province. Besides, the project has tried to promote the farmers' produce in the market. In addition, the households who received the aid also took serial training courses on breeding and farm management provided by Cargill and other professional institutions. By the end of 2018, Anjiaba Village saw an increase of income of 3,000 yuan (US\$458.1) per household, and about 65 percent of households in Zhongyan Village enjoyed more than 2,500 yuan gain in income.

In 2017, Cargill and the China Women's Development Foundation jointly launched the “@Her Startup Business Plan,” a project that provided hog-breeding technology training. Cargill aimed to realize sustainable development through improving the farm management and food safety, breeding efficiency, increasing the incomes of the impoverished households and alleviating poverty. Chongqing still faces challenges in terms of specialized breeding, due to its location in the southwest mountainous area. In the first year of this collaborative training project, Cargill invested 1 million yuan

to implement a pilot program, through which the farmers not only acquired specialized breeding knowledge from experts but also gained practical experience in courses such as feedstuff administration, husbandry industry, farm management and food safety.

The six demonstration farms run by local women were supported and built by the project where farm-upgrading services including training and guidance were offered by Cargill experts.

From 2015 to 2018, Cargill also cooperated with the State Administration of Grain and donated 400 sets of scientifically designed assembled grain storages to corn-planting farmers in Jilin Province, realizing stereoscopic storage, reducing waste during the storage period, improving the grain quality and raising farmers' incomes. According to estimates, the corns stored in the assembled grain storages produced 10 percent less moldy kernel and reduced 1.75 tons of waste compared with those stored on the ground. Based on the price of storage corn that year at 2,000 yuan per ton, the income of a single household rose by 3,500 yuan. Four hundred assembled grain storages reduced waste by about 700 tons, which brought an increase of 1.4 million yuan in profit to local farming households.

In 2019, led by Shanghai's Jing'an District and the Shanghai Charity Foundation, Cargill donated 100,000 yuan to support the "100 Enterprises Help 100 Villages" project, a targeted poverty alleviation action in Guangnan County in Wenshan Zhuang and Miao Autonomous Prefecture of Yunnan Province. This project has facilitated poverty eradication progress and the development of underdeveloped areas in southwestern provinces.

Poverty alleviation by health approach — Nutrition Improvement project

A recent report demonstrates that though the nutritional status of children and

adolescents in urban and rural China has improved significantly, with the proportion of undernourished children declining, some still face the malnutrition problem. In China, the delayed growth rate of children under 6 is 8.1 percent, while the main cause of malnutrition is poor dietary.

Since 2015, Cargill has donated nutritious meal packages of eggs and milk to more than 1,200 impoverished children in Gansu, Shanxi and Hubei provinces as well as Liangshan Yi Autonomous Prefecture of Sichuan Province, in a bid to help them eliminate hunger and improve nutrition. So far, more than 320,000 nutritious meal packages have been donated and delivered.

Aid after COVID-19

Since the outbreak of COVID-19, Cargill has donated 2 million yuan to the Chinese Red Cross Foundation to support the construction of Huoshenshan Hospital in Wuhan and donated 1-million-yuan worth of protective materials to support epidemic prevention and control. Companies and factories of Cargill in all localities have donated tens of thousands of surgical masks to respective local hospitals.

After the Wenchuan and Yushu earthquakes, Cargill responded quickly and donated more than 8 million yuan to assist the emergency relief work of public welfare organizations and proactively participated in long-term post-disaster recovery and reconstruction. From 2008 to 2011, Cargill volunteers across China went to Wenchuan and Yushu three times to provide psychological rehabilitation services for children in the disaster-stricken areas. In July 2010, Jilin Province was hit by the worst floods that happened in nearly a century, causing huge losses to local farmers. Cargill volunteers contacted the disaster-affected farmers immediately, donated agricultural equipment and made use of Cargill's globalized agricultural technology and specialty to help them with production recovery and reconstruction.

授人以渔，全渠道扶贫兴农

Teaching people how to fish to alleviate poverty through all channels

企业介绍

家乐福 1995 年正式进入中国大陆市场，是最早一批在中国开展业务的外资零售企业之一。目前家乐福中国在全国 52 个城市发展了约 228 家商店的销售网络，每家店都为顾客准备了 4 万多种商品和多方位的专业服务。同时，家乐福中国拥有近 5000 万会员，具有广泛的品牌影响力。2019 年 9 月，家乐福中国正式加入苏宁易购集团，成为苏宁易购集团旗下大快消板块的核心，是苏宁智慧零售版图的重要组成部分。

案例介绍

多年来，家乐福在推动中国零售业发展，保障市场供应，解决就业和培养零售人才等方面做出了不懈的努力。同时，家乐福中国始终践行企业社会责任，通过产业扶贫、消费扶贫、教育扶贫三管齐下，形成了具有企业特色的扶贫模式。



产业扶贫

家乐福中国自 2007 年开始尝试直采模式，秉持“扶贫帮困”的原则，深入全国贫困地区，寻找具有当地特色的扶贫产品。2020 年，家乐福中国陆续采购新疆库尔勒香梨、阿克苏苹果，四川攀枝花芒果、会理石榴，云南宾川红提，安徽砀山黄冠梨，黑龙江林甸番茄等产品，采购金额超过 7000 万元，为农民提供了稳定的销售渠道。同时，在云南宾川、黑龙江绥化兰西、新疆和田（南瓜）、安徽砀山（油桃）建立直采基地 20 余个，面积近 6 万亩，惠及农户近 6000 人。

家乐福中国坚信，授人以鱼不如授人以渔，扶贫工作最重要的是调动扶贫对象的积极性、主动性，发挥其脱贫的主体作用，将“要我脱贫”转变为“我要脱贫”。因此，家乐福中国坚持以“造血式”扶持为目标，将扶贫与扶志、扶智相结合，充分激发农牧民脱贫致富的内在动力和自我发展能力。

2015 年，家乐福中国在新疆阿勒泰地区启动“农牧民技能培训暨创业扶持”项目，为当地贫困农牧民提供每户 3-5 万元的一年期无息贷款，供农牧民购买良种牛羊，鼓励他们发展畜牧业。家乐福中国还组织技术专家为农牧民进行集中培训，定期到农户家中实地走访，在养殖实践中提供全程的技术支持。截至目前，家乐福中国在新疆已成功资助五期创业扶持项目，累计向阿勒泰地区近百位青年农牧民发放小额无息贷款 355 万元，间接受益人群超过 3000 人次，户均增收 3 万元以上，还款率达 99% 以上。

该项目激发了广大青年农牧民的创业热情，有效促进了阿勒泰地区庭院养殖经济的发展，为贫困农牧民脱贫致富打下了坚实的基础。作为项目点之一的青河县，更是在多方努力下，在 2017 年摘掉了国家级贫困县的帽子，其中少不了像家乐福中国一样的爱心企业在扶贫工作上所做的努力和付出。

消费扶贫

2020 年是国家脱贫攻坚收官之年。响应国务院扶贫办号召，家乐福中国自 9 月起开展“消费扶贫月”活动，陆续在北京、上海、涿州、石家庄、昆明、重庆、广州、深圳等多个城市 60 多家门店设立长期的“消费扶贫专区”，销售来自于新疆、广西、云南、四川、贵州等地区的特色扶贫产品。截至 10 月底，销量超过 3000 万元。家乐福中国计划在年底前将“消

费扶贫专区”拓展至武汉、长沙、成都、沈阳、大连等全国 15 座城市、近百家门店。

2020 年 11 月 17 日，家乐福中国广州员村店举办“东西部协作扶贫产品产销对接进超市”启动仪式，销售四川大凉山盐源苹果、贵州毕节白萝卜、密目哈密瓜等 20 余款国家扶贫攻坚重点区域产品，利用线下门店优势，在助农惠民的同时，推动社会“以购代捐”。

教育扶贫

家乐福中国一直关注儿童的成长和教育，投入 1000 万在全国贫困地区设立了 18 所希望小学，资助贫困失学儿童重返校园，改善农村办学条件。

为了给留守儿童带来更多的关爱，2016 年，家乐福中国与中国儿童少年基金会合作启动“儿童快乐家园”项目，在北京、上海、合肥、广州、贵州惠水、贵州丛江、黑龙江林甸和云南文山等地建立 8 所儿童快乐家园，为留守儿童提供托管服务、家庭教育指导、心理咨询等服务。同时以“儿童快乐家园”为阵地，开展亲子视频、亲子课堂、亲子阅读、亲子游戏，以增进亲情交流，加强家庭教育科学知识的宣传普及，优化留守儿童成长的家庭及社会环境。

扶贫是一场持久战攻坚战，需要社会各个阶层的力量共同努力完成。回顾这些年的扶贫工作，家乐福中国做到了科学谋划、聚合资源，结合苏宁集团的优势，联合商务部市场建设司、各地区扶贫合作交流机构，以及中国商业联合会、中国蔬菜流通协会、各地外商投资协会等相关方，共同搭建可持续的扶贫模式，努力实现贫困人群、政府、社会、企业的多方共赢。

Company Profile

Carrefour entered the Chinese mainland market in 1995 and is one of the first foreign-funded retail companies to conduct business in China. At present, Carrefour China has developed a sales network of 228 stores in 52 cities across the country. Each store provides more than 40,000 products and diversified professional services for customers. Carrefour China has nearly 50 million members with a massive brand influence. In September 2019, Carrefour China officially joined Suning.com Group, becoming the core of Suning.com Group's FMCG (fast moving commercial goods) segment and an important part of Suning's smart retail landscape.

Case Introduction

Over the years, Carrefour has made unremitting efforts to promote the development of China's retail industry, ensuring market supply, solving employment issues and cultivating retail talent. At the same time, Carrefour China has always fulfilled its corporate social responsibility and formed a poverty alleviation model with corporate characteristics through the three-pronged approach of industry, consumer and education.

Industrial poverty alleviation

Carrefour China has been experimenting with the direct procurement model since 2007. Adhering to the principle of "helping the poor," Carrefour China has gone deep into poverty-stricken areas across the country and looked for products with local characteristics. In 2020, Carrefour China purchased Korla pears and Aksu apples in Xinjiang, Panzhihua mangoes and Huili pomegranates in Sichuan, Binchuan red grapes in Yunnan, Dangshan yellow crown pears

in Anhui, Lindian tomatoes in Heilongjiang and other products. The purchase amount exceeded 70 million yuan (US\$10.7 million) and provides a stable sales channel for farmers. More than 20 bases have been established in Yunnan's Binchuan County, Heilongjiang's Lanxi County, Xinjiang's Hotan Prefecture (pumpkin) and Anhui's Dangshan (nectarine), covering an area of nearly 60,000 *mu* (240 square kilometers), benefiting nearly 6,000 farmers.

Carrefour China firmly believes that "teaching one how to fish is better than feeding him the fish." The most important thing in poverty alleviation is to mobilize the enthusiasm and initiative of the poverty alleviation targets, leverage their main role in poverty alleviation and transform the thought of "the government wants me to get rid of poverty" into "I want to get rid of poverty" ethos. Therefore, Carrefour China combines poverty alleviation with aspirations and intelligence to fully stimulate farmers' and herdsmen's internal motivation and self-development ability to get rid of poverty.

In 2015, Carrefour China launched the "Skills Training and Entrepreneurship Support for Farmers and Herdsmen" project in Altay Prefecture, providing local poor farmers and herdsmen with a one-year interest-free loan of 30,000 to 50,000 yuan per household to purchase good-breed cattle and sheep. Carrefour China also organizes technical experts to launch intensive trainings for farmers and herdsmen and regularly visit farmers' homes to provide technical support throughout the breeding process. So far, Carrefour China has funded five phases of entrepreneurial support projects in Xinjiang and has issued 3.55 million yuan in small interest-free loans to nearly 100 young farmers and herdsmen in Altay, benefiting more than 3,000 people indirectly, while the average household income has risen by over 30,000 yuan.

The project has stimulated the entrepreneurial enthusiasm of young farmers

and herdsman, effectively promoted the development of the courtyard farming economy in Altay and laid a solid foundation for poverty alleviation. As one of the project sites, Qinghe County was no longer a national poverty-stricken county in 2017 through various efforts.

Consumer poverty alleviation

The year 2020 marked the conclusion of the country's targeted poverty alleviation campaign. In response to the call of the Office of Poverty Alleviation of the State Council, Carrefour China launched the "Consumer Poverty Alleviation Month" activity from September 2020 and has established long-term "Consumer Poverty Alleviation" zones in more than 60 stores in Beijing, Shanghai, Zhuozhou, Shijiazhuang, Kunming, Chongqing, Guangzhou, Shenzhen and other cities. The "Special Zone" sells characteristic poverty alleviation products from Xinjiang, Guangxi, Yunnan, Sichuan and Guizhou. As of the end of October, 2020, sales exceeded 30 million yuan, and Carrefour China expanded the "Consumer Poverty Alleviation" zones to nearly 100 stores in 15 cities across the country, including Wuhan, Changsha, Chengdu, Shenyang and Dalian.

On November 17, 2020, Carrefour China Guangzhou Yuancun Store held the launch ceremony to connect the production and marketing of products from east to west, selling more than 20 items from national poverty-stricken areas, including Yanyuan apples in Sichuan's Daliang Mountain and Bijie white radish and cantaloupe melons in Guizhou.

Education for poverty alleviation

Carrefour China has always been concerned about the growth and education of children. It invested 10 million yuan to set up 18 Hope primary schools in poverty-stricken areas across the country, subsidized poor drop-out children to return to school and improved rural school

conditions.

In 2016, to provide more care to left-behind children, Carrefour China and the China Children and Teenagers' Fund launched the "Happy Home for Children" project in Beijing, Shanghai, Hefei in Anhui Province, Guangzhou in Guangdong Province, Huishui and Congjiang in Guizhou Province and Lindian in Heilongjiang Province and established eight happy homes for children in Wenshan, Yunnan and other places with care services, family education guidance and psychological counseling. Parent-child videos, classrooms, reading and games were held to enhance family communication and social environment of left-behind children.

Poverty alleviation is a protracted battle that requires the joint efforts of all sectors of society. Over the years, Carrefour China has united with Suning Group, the Market Construction Department of the Ministry of Commerce, various regional poverty alleviation cooperation and exchange agencies, as well as the China Federation of Commerce, the China Vegetable Circulation Association and foreign investment in various regions, to jointly build a sustainable poverty alleviation model for the poor, the government, society and enterprises.

云南支教公益行， 让爱点亮梦想“家”

Education support charity trip to Yunnan lights a dream 'home' with love

企业介绍

招商银行 1987 年成立于中国改革开放的最前沿——深圳蛇口，是中国境内第一家完全由企业法人持股的股份制商业银行，股东包含 A 股与 H 股，是国家从体制外推动银行业改革的第一家试点银行。

成立 33 年来，招商银行始终坚持“因您而变”的经营服务理念，品牌知名度日益提升。在英国权威金融杂志《银行家》公布的全球银行 1000 强榜单中，招商银行按一级资本在 2019 年排名第 19 位，比 2018 年提高 1 个位次；而在全球银行品牌价值 500 强榜单上，招商银行已进入了全球 10 强，2019 年位列第 9 位。在《财富》世界 500 强榜单中，招商银行连续 8 年入榜，2019 年名列世界第 188 位。

案例介绍

“黄墙金瓦稻田麦浪，这里的秋天洒满阳光；公路汽车穿山而过，我的家乡会越变越好……”行



驶在乡间的小路上，上海分行志愿者们不禁哼出那首动听的原创歌谣《用书画点亮的成长》。

2019年11月中旬，分行团委志愿者团队再出发走向云南大山深处，延续招行上海分行“爱满葵园”的梦想脚步，开展2019年“用爱点亮梦想‘家’”主题公益支教活动，为下莲小学、茨芭小学、城塘小学送去新的物资和课程，让孩子们“爱@上一节课”，感受艺术的滋养。

温暖稚心，招行手造点亮童心

“大山深处，当繁星还未来得及挂上夜空，我们希望有一束光能够点亮童心……”怀着这样的初心，作为今年云南公益行的前站，10月中旬，上海分行团委DIY温暖小夜灯活动全行温情启动，近50组家庭齐聚上宾生活广场。

遇见手造，创意来袭，招行宝宝们体验创造的乐趣，迸发无限创意力。孩子们同爸妈一起小心翼翼地用向日葵、小奶牛等玻璃工艺品点缀着灯座，用雪花泥装饰着灯罩，他们期望梦幻灯光能够成为山区孩子们梦中的五彩祥云。“妈妈，我做的小夜灯真的会被送到云南山区孩子们的手里吗？”制作完成后，一位员工的孩子轻声问道，员工笑着点了点头。

就这样，制作成功的爱心小夜灯带着招行宝宝们的期望奔赴云南山区。茨芭小学的手工课堂上，孩子们围绕着来自上海的夜灯旁，仔细听着志愿者的讲解，小心制作，大胆尝试，选材、粘贴、拼装，不一会儿，五颜六色的材料在孩子们的手上变成了一盏盏栩栩如生的小夜灯。一个孩子说：“我要把我的小夜灯作为礼物回赠给上海的小朋友。”

一缕秋风，凉意渐袭；一盏夜灯，足以点亮大山孩子们的童心，给爱以光彩，实现“梦”的交流。

捐书赠课，为大山“书”送精彩

我们所拥有的生活，他们或许无法企及；我们所阅读的书本，他们或许特别渴望。爱在传递，我们的脚步不停，让爱点亮梦想，让阳光洒满书屋课堂。

本次云南公益行捐赠“大白象”书籍共计近1300册，旋转书架12组，其中包含童话书、工具书、科普知识书、绘本、世界名著等等。下莲、茨芭、城塘三所小学因此受益，看到孩子们围绕着摆满书

籍的书架欢呼雀跃，志愿者脸上浮出一丝欣慰的笑容。

下莲小学的阅读课上，孩子们将故事书举过小脑袋，满脸期待地对着志愿者老师喊道：老师，我想听这个故事！在老师讲述的故事中，孩子们或用手托着腮，静静听着，亦或兴奋地举起小手，抢着“剧透”故事的结尾。

爱心助教为孩子们带来一堂课，丰富山区课程设置，一本书、一段充满爱的故事，好好学习，快乐成长，给爱以滋养，实现“情”的交流。

童声飘扬，歌唱祖国70华诞

红歌代代传，歌声颂祖国。茨芭小学的课堂上，师生济济一堂，齐声同唱《我和我的祖国》，用最真诚的歌声向祖国70华诞献礼，稚嫩的童声美妙又纯净。嘹亮的歌声表达了师生对党和祖国的深深热爱和美好祝愿，更是激发了孩子们将满腔的爱国热情转化为当下的刻苦学习，鼓励大山孩子们树目标，立大志，走出去，看世界。

去年，志愿者团队再次将原创歌曲《用书画点亮的成长》唱到了全新的地方，将歌词抄在黑板上，粉笔的粉末在空中飘荡，阳光照耀下闪烁着不一样的光芒。孩子们忙着跟唱，一个个快乐的音符，拼凑出口中简单的幸福，唱出他们的心声和梦想。

始于一点初心，在支教的路上，我们用歌声唱出美好，期待未来为孩子们的艺术成长之路指明方向。一个音符，一首童谣，给爱以声响，实现“乐”的交流。

贺卡传情，用一纸连接你我

当孩子们内心纯真的感恩之心被激发后，再加上他们独有的无限创意，会擦出怎样的火花？

贺卡DIY课上，爱心助教引导孩子主动关注周围，关注身边人对自己的成长所付出的一切，引导孩子们用美好的语言向最感谢的人说一句感恩的话，配上美丽的手绘做一张专属感恩卡。

“我要感谢爸爸妈妈”“我要感谢老师”“我要感谢招商银行的大哥哥大姐姐”……就这样，孩子们在“爱”的氛围中，懂得“爱”、学会“爱”、体验“爱”、表达“爱”。

七彩卡纸折出曲线边，爱心、气球、向日葵斑斓点缀，彩色水笔在纸上摩挲着，似乎想写出心中

无尽的爱。看来我们在孩子们心中埋下爱的种子，早已生根发芽。一张贺卡，承载着孩子们对爱的理解，我们仿佛看到了他们怀揣着一颗感恩的心，向阳成长的样子。给爱以温度，实现“心”的交流。

创意手工，童心巧手绘家园

“在你们的脑海中，家是什么样子，有什么特点呢？”伴随着爱心助教的问题，孩子们开启了捏出“我的家园”粘土 DIY 创作之旅。在志愿者的讲解下，大家了解了粘土的特性和基本制作方法，当鲜艳色彩的粘土分发到孩子们的手上时，他们十分兴奋，按捺不住动起手来，通过一点一点地揉、搓、捏、贴，雪人、企鹅、鸡窝、花朵等各种形象从孩子们的手中绽放。

这是我的家，这也是我的梦想“家”，我爱小家，更爱我的国家……孩子们在木板上，用画笔手绘五星红旗，用雪花泥捏出天安门和 70 年字样，用自己的方式祝愿祖国越来越好。

2020 年是上海分行志愿者连续第四年来到对口扶贫村送课，三天虽短，但意义非凡。老师们的热情善良，孩子们的改变成长，欣慰、感动、不舍让志愿者们难以忘怀。让爱点亮梦想“家”，我们坚信给爱以梦想的力量，将会实现更多的可能，期待下一个感人故事。

Company Profile

China Merchants Bank was established in 1987, at the forefront of China's reform and opening-up policy in Shekou Community in Shenzhen City of Guangdong Province. It is the first joint-stock commercial bank in China wholly owned by corporate legal entities. The shareholders include those who hold A and H shares. The bank was the first pilot bank in China that the state used to promote reform outside the banking industry.

Since its establishment 33 years ago, CMB has always adhered to its business and service concept — “Change Because of You.” Its brand recognition has kept increasing. On the Top 1000 World Banks list published by The Banker, a leading British financial magazine, CMB ranked 19th in terms of tier 1 capital in 2019, up one position compared with 2018. On the 2019 Top 500 Banking Brands list, the bank ranked the 9th. CMB has been on the Fortune Global 500 list for eight consecutive years, on which it ranked 188th worldwide in 2019.

Case Introduction

“Yellow walls, golden tiles, rice fields and wheat waves, the autumn here is full of sunshine; cars pass through the highway in the mountains; my hometown will become more prosperous.” Driving on country roads, volunteers from CMB's Shanghai branch couldn't help humming that song created by themselves — “Using Books and Paintings to Light Up the Growth.”

In mid-November 2019, volunteers from the Youth League Shanghai Committee set off again to the depths of the mountainous regions in Yunnan Province, to further carry out the bank's public welfare activity — “Love from the Sunflower Garden.” They launched their 2019 volunteer teaching activities with the theme of

“Light up a Dream Home with Love,” to send goods and provide courses to Xialian, Ciba and Chengtang primary schools, offering children an art class “Love@One Class.”

Warm the childish hearts — CMB lights up children’s world by handmade night lights

“In the mountainous regions, when stars are still climbing up the night sky, we hope there will be a ray of lights that can illuminate the inner world of the children.” Bearing this intention, the Youth League CMB’s Shanghai branch launched a night light DIY activity in mid-October as a prelude to its 2020 Yunnan Charity Tour. Nearly 50 groups of families took part in the night lights DIY activity at Life Hub @ Up Bund in Hongkou District in Shanghai.

During the DIY activity, children of CMB employees enjoyed the fun of creation, igniting their unlimited imagination. The children, together with their parents, carefully decorated the lamp holders with glass crafts in the shapes of sunflowers or small cows, using foam putty to decorate lampshades. CMB hoped the dreamy lights could become the colorful clouds in the dreams of the children in the mountainous regions. “Mom, will the night light I make really reach children in the mountainous areas of Yunnan?” one child asked after completing his handcraft. The mom who was the employee of CMB smiled and nodded.

Then, the night lights bearing the expectations of children of CMB employees were delivered to Yunnan’s mountainous areas. In the art and craft class at Ciba Primary School, children gathered around the night lights from Shanghai and listened carefully to the explanations from volunteers. They also made their own night lights with careful making and bold attempt. Before long, children held their handmade colorful night lights, after they picked materials, pasted and assembled. “I want to give my small night light back to the kids in

Shanghai as a gift,” said one child.

Though the autumn wind had cooled down in the area, the night lights were warm and lit up the inner world of children in the mountainous areas. It was a glorious exchange of love.

Donate books and make life wonderful in the mountainous regions

They may not have a life we cherish, but they may eagerly long for books we have read.

We are passing love with nonstop footsteps. We allow love to light up their dreams and pour the sunshine into the classroom.

CMB’s Shanghai branch donated nearly 1,300 books and 12 sets of rotating bookshelves to the “Big White Elephant, Little Bookshelf” during its Yunnan charity tour project. The books included fairytale, reference, popular science and picture books and world classics. The beneficiaries were Xialian, Ciba and Chengtang primary schools. Upon seeing the children cheering around the bookshelves filled with books, the volunteers smiled with relief.

“Teacher, I want to hear this story, please!” children raised their storybooks over their heads and said to the volunteer teacher expectantly during one reading class at Xialian Primary School. While the teacher read the story, the children either put their little hands on their cheeks listening quietly, or raised their hands excitedly to play as a spoilsport by revealing some bits of the story.

The volunteers brought a lesson to the children and enriched their curriculum. A donated book and a story full of love encouraged the children to study hard and grow up happily, nurturing them with love and communicating with love.

Children’s voices cherish the 70th anniversary of the motherland

Songs in praise of the motherland are passed on from generation to generation. At

a classroom in Ciba Primary School, teachers and students gathered together to sing “My Motherland and Me” in unison, hailing the motherland’s 70th birthday with their most sincere voice which was beautiful and pure. The loud sound expressed deep love and best wishes from teachers and students for the motherland and inspired children to inject their patriotic enthusiasm into their studies, encouraging them to set goals, establish ambitions, walk out and see the world.

Last year, the volunteer team once again brought their original song “Using Books and Paintings to Light Up the Growth” to other places. The lyrics was copied on the blackboard by chalks which powder floated in the air, shining different lights under the sunshine. The children followed their teacher and sang. They sang their aspirations and dreams through delighted music notes one after another.

Starting with sincere intentions, the volunteers sang beautiful songs on their way to teach the children and looked forward to guiding the children to a road of art. A note and a rhyme made sound for love and realized the communication through “music.”

Greeting cards connect you and me

When the innocent and grateful feelings of children were stimulated, what kind of thoughts would they spark with their unique and infinite creativity?

In the greeting cards DIY class, assistant volunteer teachers gave a guidance to the children to actively pay attention to their surroundings and the people who cared for them. Then they guided the children to say some words of gratitude to people they felt most grateful for. The children were also asked to write it down on the thanksgiving card with beautifully hand-painted pictures.

“I want to thank my mom and dad.” “I want to thank my teacher.” “I want to thank

volunteers from China Merchants Bank.” In this way, the children knew how to “love” and express “love” in a caring atmosphere.

The colorful paper cards were folded with curved edges, with patterns of hearts, balloons and sunflowers as their decoration. The children rubbed the papers with colored pens, as if wanting to write down the endless love from their heart. It seemed that the volunteers had planted the seeds of love in their hearts, which was taking root and sprouting. Every card showed the children’s understanding of love with a grateful heart growing under the sunshine. Volunteers gave them the warm love, realizing the communication through “heart.”

Creative craftsmanship with children hand-painting their homes

“What is your home like in your mind, and what is its characteristics?” As the volunteers teachers asked these questions, the children started their DIY creation journey to their clay “home.” After the volunteers gave a brief explanation, each child learned about the characteristics of clay and the basic clay figure making method. When the brightly colored clay was distributed to the children, they were very excited and could not hold back their hands. They kneaded, pinched, pasted and made various images such as snowman, penguin, chicken coop and flowers.

“This is my home, and this is my dream ‘home.’ I love my family and love my country even more.” Children painted pictures of the five-star national flag on the wood boards and made the words “Tian’anmen Square” and “70 years” in foam putty, wishing their motherland a better future in their unique way.

The year 2020 was the fourth consecutive year that volunteers from CMB’s Shanghai branch visited their corresponding poverty alleviation village to deliver classes. They felt deeply touched during the three-day trip. The enthusiasm and kindness of the teachers,

the change and growth in the children, the gratification, the touch and the reluctance to leave remained as unforgettable memories for the volunteers. Let love light up the dream “home,” and we firmly believe that powering love with dreams will realize more possibilities. We are looking forward to the next touching story.

关注教育，我们是认真的

We are serious about education

企业介绍

康宁公司成立于 1851 年，总部位于美国纽约州康宁市。超过 169 年来，康宁凭借在特殊玻璃、陶瓷、光学物理领域的精湛专业知识，开发出众多创造了新行业并改变人类生活的产品和工艺。

康宁公司 2019 年全年核心销售额达到 117 亿美元，2020 年美国财富 500 强排名第 277 位。康宁积极参与中国的发展已有 40 年。今天，康宁在中国的投资与该地区新兴市场的趋势紧密结合。康宁是光通信、显示科技、环境科技、生命科学及特殊材料领域的市场领导者。

案例介绍

康宁中国一对一爱心助学活动

自 2006 年起，康宁与四川雅安市荥经县构建起爱心捐助的桥梁，开展“一对一”爱心助学活动，至今已经是第 14 个年头。14 年来，康宁坚持帮助



当地贫困学生家庭减轻学费负担，改善教学环境。迄今为止，已有超过千名康宁员工参加到该项目中，资助资金总计逾 100 万元，帮助了近 2000 名孩子完成学业。

一对一爱心助学活动于每年 10 月启动，荣经县团委会更新贫困学生名单，康宁中国将爱心员工与贫困学生进行一对一匹配。从小学到高中，我们的员工不仅会捐助不同年级的学生学费，还会将自己的心意和期望化成文字书信，与小朋友交流。孩子们需要的不仅仅是生活与学习上的照顾和帮助，更需要心灵上的沟通。康宁一贯注重人才的培养与教育，一对一助学活动不仅可以帮助孩子们实现理想，更能为社会培育所需的人才。

康宁玻璃课堂

关注教育已经成为康宁公司的传统。2018 年康宁启动“康宁玻璃课堂”项目，支持偏远地区的小学生获得更好的科普教育，帮助他们开拓视野，培养科技素养。

2018 年，康宁在四川当地招募热心公益事业的大学生，他们的才华和热情也为这一项目注入了更多的活力。大学生志愿者和康宁员工一同为荣经县精道二小和成都 SOS 儿童村的一百多名孩子上了精彩一课，细致讲解了特殊玻璃、陶瓷材料和光纤的相关知识，课堂上有趣的互动深深吸引着每一个孩子。

2019 年，康宁志愿者直接作为讲师走进课堂，为上海和重庆地区的小学生们科普了玻璃的起源、分类、制作工艺等知识，并结合视频与互动，给孩子们解开了材料科学的奥秘。

爱飞翔乡村教师培训

“爱飞翔乡村教师培训”是著名主持人崔永元于 2007 年发起的一个公益项目，至今已度过了十三个年头，覆盖了两千多名乡村教师。因为发现很多老师从未了解外面的世界，发现城乡教育资源的不平衡，因此，把乡村老师带到城市里，让他们坐一次飞机、听一场讲座、乘一趟火车、到市民家庭做客一天、体验现代城市的发展，是当时发起项目的初衷。

爱飞翔通过带领乡村教师走出大山看世界，以开阔视野、改变观念的体验式培训提升乡村教师的

综合素质。一个乡村老师可能影响的孩子成百上千，只有老师的坚守与尽责才能为孩子的未来撑起足够的天地。

自 2013 年起，康宁连续六年参与“爱飞翔乡村教师培训”活动。从“我为乡村教师买张票”“我圆乡村孩子小心愿”到“爱飞翔公益讲堂”“我邀乡村教师来做客”，我们在公司内部积极开展了一系列招募活动，并资助来自国内不同地区的乡村教师来到上海参加爱飞翔培训，让“爱飞翔”的公益力量在康宁中国不断积聚攀升。

除以上项目外，康宁中国各地工厂每年都会自行开展关爱农民工子弟学校学生、慰问特殊教育儿童等公益爱心活动。这些活动不仅覆盖了康宁中国所有运营实体，更得到了各地工厂及办公室的大力支持和帮助，同时也为员工们提供了一个自愿奉献爱心、参与公益实现志愿者心愿的平台。

教育扶贫始终是康宁关注的重要领域之一。我们相信，为孩子们提供平等和优质的教育机会与提供基础教育物资扶持同样重要。在创新的道路上，康宁公司从未止步，回馈社区的理念也在持续付诸行动。我们将继续坚持对企业社会责任的长期承诺，秉持企业社会责任的理念，与合作伙伴共同践行企业社会责任。

Company Profile

Founded in 1851, Corning Inc is headquartered in Corning City, New York, the US. To date, Corning has developed many products and techniques that have created new industries and changed human lives with its superb expertise in the fields of special glass, ceramics and optical physics.

Corning's full-year core sales in 2019 reached US\$11.7 billion, and it ranked the 277th on the Fortune 500 list in 2020. The company has been actively involved in the China's economic development for 40 years. Today, Corning's investment in China is closely integrated with the trends in emerging markets in the region. It is a market leader in optical communications, display technology, environmental technology, life sciences and special materials.

Case Introduction

Corning China one-to-one education aid

Since 2006, Corning has been donating to Yingjing County in Ya'an City of Sichuan Province. Over the past 14 years, Corning, through its one-to-one education aid activity, has been helping local students from poverty-stricken families reduce their tuition burden and improve their study environment. Thousands of Corning employees have participated in the project, contributing more than 1 million yuan (US\$154,300) and helping nearly 2,000 children complete their studies.

The one-to-one education aid activity is launched in October each year. The Yingjing County Youth League Committee updates the list of needy students, and Corning China matches its charitable employees one-to-one with the students. The employees not only provide with tuition fees for students in

different grades from elementary school to high school, but also write letters to them, expressing their wishes and expectations. The students not only need care and help in their study, but also sincere communication. Corning always pays attention to talent training and education. The one-to-one student assistance activities not only help children realize their dreams, but also train talent that are actually needed in society.

Corning Glass Classroom

Supporting education has become a tradition of Corning. In 2018, Corning launched the "Corning Glass Classroom" project to support elementary school students in remote areas of China, helping them receive science education, broaden their horizons and cultivate technological literacy.

In 2018, Corning recruited college students who were enthusiastic about public welfare undertakings in Sichuan Province. Their talents and enthusiasm also injected more vitality into this project. College student volunteers and Corning employees gave a wonderful lesson to more than 100 children in Yandao No. 2 Primary School in Yingjing County and Chengdu SOS Children's Village. They explained the related knowledge of special glass, ceramic materials and optical fiber in detail. Interesting interactions in the class deeply attracted the child.

In 2019, volunteers from Corning gave lectures to the children. They offered popular science education on the origin, classification and craftsmanship of glass for elementary school students in Shanghai and Chongqing. Videos and interactions were also added to help the children understand the mysteries in material science.

Ifly Rural Teacher Training

The Ifly Rural Teacher Training Program is a public welfare project initiated by famous

host Cui Yongyuan in 2007. In the past 13 years it has benefited more than 2,000 rural teachers. Many teachers in rural areas have never walked out of their hometown nor had a chance to discover the imbalance between urban and rural educational resources. Therefore, the project's intention was to bring rural teachers to big cities, by taking a flight, listening to a lecture, taking a train, spending a day as a guest with a city dweller's family and experiencing developments in a modern city.

Ifly leads rural teachers to walk out of the mountains and see the world to improve their comprehensive qualities through experiential training that not only broadens their horizons but also changes their concepts. A village teacher therefore may continue to influence hundreds of children. Only through the teachers' perseverance and responsibility can we make a future for the children.

Since 2013, Corning has participated in the Ifly Rural Teacher Training Program for six consecutive years. From "buying a ticket for rural teachers," "fulfilling a wish for rural children" to "Ifly public welfare lectures" and "inviting rural teachers to my home," Corning has actively carried out a series of recruitment activities within the company and funded rural teachers from different regions to visit Shanghai and participate in the Ifly training program. The public welfare forces of "Ifly" are continuing to build up in Corning China.

In addition to these projects, Corning's factories in all parts of China also carry out charitable activities every year such as caring for children at schools of migrant workers' offspring and visiting children in special education schools. These activities, which have been carried out through all operating entities of Corning China, have received strong support and help from Corning's factories and offices in various regions in China. At the same time, the activities also serve as a platform for Corning staff to voluntarily contribute their love and

realize charitable wishes.

Poverty alleviation through education has always been one of Corning's key focal points. We believe that providing children with equal and high-quality educational opportunities is as important as providing them with basic education material support. In terms of innovation, Corning has never stopped, and the concept of giving back to the community is being continuously put into action. We will continue to uphold our long-term commitment to corporate social responsibility and practice corporate social responsibility with our partners.

共推联动、赋能电商， 打通消费扶贫的最后一公里

Joint efforts with e-commerce to break the last kilometer of poverty alleviation through consumption

企业介绍

达达集团（纳斯达克股票代码：DADA）是中国领先的本地即时零售和配送平台，于2014年在上海成立，2020年6月在美国纳斯达克交易所挂牌上市。

达达快送是达达集团旗下中国领先的本地即时配送平台，以众包为核心运力模式，搭建起由即时配、落地配构成的全场景服务体系，服务于各行业知名企业、中小企业与个人用户。京东到家是达达集团旗下中国领先的本地即时零售平台，依托达达快送和零售合作伙伴，为消费者提供超市便利、生鲜果蔬、医药健康等海量商品约1小时配送到家的即时消费服务体验。截至2020年二季度，达达快送业务覆盖全国2500多个县区市，京东到家业务覆盖全国约1000多个县区市。截至2020年底，达达快送业务覆盖全国2700多个县区市，京东到家业务覆盖全国约1400多个县区市。



案例介绍

共推联动，助力形成扶贫新局面

达达集团是上海市杨浦区内的一家重点企业，成立仅6年即已取得跨越式发展，业务覆盖超全国2300个县区市，累计融资金额超90亿人民币。飞速成长的同时，达达集团一直致力于企业社会责任建设，努力回馈社会，积极参与社会公益活动、助力区域经济社会发展。

上海市杨浦区一直以来把深化东西部扶贫协作和对口支援作为一项重要任务，承担了3个地市、7个县的对口帮扶任务。2019对口支援消费扶贫活动，是在杨浦区政府合作交流办的牵头指导下，由达达集团的合作伙伴——杨浦区商贸集团负责对口支援扶贫地区特色农产品的现场采购、跨省运输和仓储中转，由达达集团提供免费的电商和物流配送公益支持（提供的服务总价值60万元人民币）。该项目共推联动，构建和形成了政府牵头、国企发力、民企共推的良性扶贫机制，带动了更多社会力量参与决战脱贫攻坚和促进乡村振兴，开创了活泼生动的扶贫新局面。

开展扶贫项目期间，参与各方及区内各单位均对此种联动模式高度褒奖，认为共推联动的方式，更好发动了有志于扶贫的力量参与，更好发挥了各方信息、技术、平台等优势并优化资源配置。推动扶贫工作从“输血”式扶贫转为“造血”式扶贫，形成了“人人皆可帮、人人皆愿帮”的大扶贫格局，助推扶贫效果的阶梯式提升。

电商赋能，助力打造扶贫新模式

参与扶贫大业，我们的理念是：应充分发挥平台优势、科技优势、电商优势和物流优势，从本地即时零售和配送平台的定位出发，赋能同区域有意愿参与扶贫、但缺乏电商基础的合作伙伴，增长其扶贫能力，共同为决战脱贫攻坚做出贡献。

扶贫期间，达达集团充分发挥互联网平台企业的电商和配送优势，将合作伙伴的“扶贫馆”快速上线至京东到家平台上开展在线售卖，给予费用全免和流量支持；设计了印有“扶贫馆”跳转二维码的兑换券，方便区内机关企事业单位及上海热心市民购买；由达达快送提供物流配送公益支持，将7000多份“杨浦对口帮扶地区消费扶贫大礼包”即时配送到家。一系列组合拳打出，极大提升了下单

购买扶贫大礼包的区内各单位干部、职工及上海热心市民的消费服务体验。

此种新型的电商消费扶贫模式，扩大了帮扶工作的受众面、吸引力和影响力，获得了杨浦区内各单位及上海热心市民的交口称赞，真正实现“便利扶贫、快捷扶贫、即时扶贫”。在电商赋能模式的助推下，2019年杨浦扶贫大礼包累计销售超7000份，总金额超200万元人民币，同比2018年大幅增长。

在电商赋能模式的助推下，2019、2020两年，共计销售杨浦扶贫大礼包约18000份，总金额近600万人民币。同比往年大幅增长。

本案例也入选上海市网商商会评选的“2019上海电商扶贫优秀案例”。

达达集团创始人、董事会主席兼CEO蒯佳祺表示：在飞速成长的同时，达达集团一直致力于企业社会责任建设，努力回馈社会，积极参与社会公益活动、助力区域经济社会发展，充分体现了一个优秀社会企业应有的责任与担当。此次在新型赋能模式下开展的电商消费扶贫，发挥了本地即时零售和配送平台特有的技术、模式、流量优势，为决胜脱贫攻坚做出了自己的贡献，我们为此感到骄傲和自豪。未来，达达集团将启动集团层面的统筹项目“达公益”，继续推出更多公益计划，持续为爱发声，不停歇地上演一个个美好的公益故事，伴随梦想和希望，一直，在路上！

Company Profile

Founded in Shanghai in 2014, Dada Group is a leading on-demand retail and delivery platform in China. In June 2020, Dada Group began trading on the Nasdaq Global Market, under the ticker symbol “DADA.”

Dada Now is China's leading local on-demand delivery platform under Dada Group. With crowdsourcing as its core operation model, it has built a full-scenario service system consisting of intra-city delivery and last-mile delivery, serving well-known enterprises, SMEs and individual users in various industries.

JD Daojia (JDDJ) is China's leading local on-demand retail platform under Dada Group, partnering with Dada Now and retail partners to provide consumers with an on-demand shopping experience with one-hour delivery for a large number of fresh fruits and vegetables, medicine and other supermarket merchandize. By the end of 2020, Dada Now's service covered over 2,700 cities and counties, while JD Daojia covered about 1,400 cities and counties in China.

Case Introduction

Joint efforts on the new poverty alleviation layout

As a key enterprise in Shanghai's Yangpu District, Dada Group has grown by leaps and bounds for the past five years since its establishment, with business covering over 2,700 counties and cities across China and the accumulative financing amount reaching more than 9 billion yuan (US\$1.36 billion). Dada is committed to its corporate social responsibility, repaying society, actively participating in social welfare activities and helping regional economic and social development.

Yangpu has made it an important task to deepen poverty alleviation in China's western region by pairing partnerships including three

cities and seven counties at the moment. In 2019, the matching poverty alleviation campaign was sponsored by the Cooperation and Exchange Office of Yangpu District government. Yangpu Commercial and Trade Group, Dada's partner, purchased specialty produce from the partnering poverty-stricken areas on site, transported them across provinces and stocked them. Dada provided e-commerce and logistics, which valued 600,000 yuan, for free. The project was jointly promoted and formed a benign mechanism of poverty alleviation led by the government, powered by state-owned enterprises and jointly facilitated by private companies, which drove more social strength to be a part of fighting against poverty and revitalizing rural areas and created a brand-new and active vision for poverty alleviation.

The mechanism has been highly commended by all parties involved. The joint promotion was deemed a better way to pool and distribute resources of information, technology and platform. Apart from giving out resources, the poverty alleviation encouraged the target regions to be independent and built their own resources, which has created the vision of “everyone is able to help and everyone is willing to help” and greatly boosted the poverty alleviation effect.

E-commerce empowers the new poverty alleviation mode

During the poverty alleviation, we took full advantage of our strength in the platform, technology, e-commerce and logistics. Oriented from the platform for local on-demand retail and delivery, we gathered partners who were willing to take part but with no e-commerce experience to contribute together.

During the process, as an Internet platform, Dada utilized its advantages in delivery to launch the “Poverty Alleviation Station” on JD Daojia platform. Coupons printed with QR code of the Poverty Alleviation Station were designed

for residents to scan and purchase. Dada Now was in charge of delivering the 7,000 packages from the regions that were under Yangpu poverty alleviation campaign to people's home. The process has greatly improved the shopping experience of residents.

Such a new mode allowed more of those who wanted to be part of such project and has won reputation from companies and residents involved. It has made the channel for a convenient, quick and instant poverty alleviation. Driven by e-commerce empowerment, 18,000 poverty alleviation packages were sold in Yangpu in 2019 and 2020, which amounted to more than 6 million yuan and witnessed a great increase compared to the previous year.

The case has been included in the "2019 Exemplary E-commerce Supporting Poverty Relief Cases" by the Shanghai E-Purchasing Chamber of Commerce.

"While growing rapidly, the group has always been committed to its corporate social responsibility, making efforts to give back to society, actively participating in social welfare activities and supporting regional economic and social development, which fully represents an outstanding firm's commitment," said Philip Kuai, founder, chairman and CEO of Dada Group. "The new mode of poverty alleviation through e-commerce consumption has brought into full play of the technology, mode and flow through on-demand retail and delivery platform, making contributions to the fight against the poverty which made us so proud," Kuai added. "In future, Dada Group will initiate a project called 'Dada Public Welfare,' continuing to launch more public welfare programs and carrying out public welfare events with dream and hope."

开展扶贫行动，助力健康中国

Favoring the strategies of 'Health China' through poverty alleviation projects

企业介绍

自上世纪 80 年代末进入中国市场以来，中国现已成为达能全球第二大市场。截至 2019 年，达能在中国拥有 8 家工厂和约 8200 名员工，占达能全球销售收入约 9%。达能清楚地了解中国市场的巨大潜力，并不断加强对中国市场的承诺。如今，达能的三大核心业务（专业特殊营养、饮用水和饮料、基础乳制品和植物基产品）均在中国市场获得了长足的发展。达能在中国拥有众多知名品牌，如爱他美、诺优能、牛栏牌、可瑞康、纽迪希亚、脉动、依云、Vega One 和碧悠等。社会进步与商业成功并重是达能的企业经营理念。在中国，达能通过开展健康与营养、环境保护、志愿服务等相关项目落实这一理念，助力“健康中国”和“美丽中国”战略。

案例介绍

在健康与营养方面，达能早在 1998 年就与中国疾病预防控制中心合作成立了“达能营养中心（中



国)”，以提高公众对营养和健康之间互相关系的认知度。截至 2019 年，该中心已在中国资助了超过 251 个项目，累计资助金额 4378 万元，为中国学者的膳食营养研究提供了巨大的支持。2018 年，达能携手中国妇女发展基金会发起“彩虹关爱计划”公益行动，计划在 5 年内帮助 3000 名苯丙酮尿症 (PKU) 儿童健康快乐成长。达能还通过提供营养包产品，累计帮助了约 20 万家庭，计划未来为 100 万名儿童提供营养补充。

在环保方面，达能在中国携手合作伙伴推广绿色能源。目前，光伏发电已应用于达能的两大饮料工厂，为减少碳排放做出了积极贡献。此外，达能还携手深圳市红树林湿地保护基金会和全国自然教育网络，通过环境宣教提高人们对自然的关爱。

在志愿者服务方面，截至 2019 年底，达能中国员工累计投入超过 4.2 万志愿服务小时，回馈社区，履行企业社会责任。此外，2020 年初，在中国人民奋力抗击疫情的关键时刻，达能全球驰援，捐赠款物累计近 2300 万元，包括捐赠药品和脉动维生素饮料，紧急利用全球网络采购并捐赠口罩、负压救护车、ECMO (体外膜肺氧合仪) 等物资，并捐建黄冈救治中心，助力打赢疫情防控阻击战。

扶贫行动

2019 年 11 月 6 日，中法经济峰会胜利闭幕。随后，在中国商务部部长钟山和法国经济与财政部长勒梅尔的共同见证下，达能中国与中国商务部签署了一份谅解备忘录，将全力支持中国的脱贫攻坚战略。这份谅解备忘录的签署，成为达能中国助力精准扶贫的里程碑。

达能自 2018 年以来，已通过产业、教育、健康、电商等多种帮扶方式，在湖南、安徽、甘肃、黑龙江、河南、河北等省份的多个城市开展精准扶贫活动。

2019 年 12 月，达能和中国商务部的首个扶贫项目点在湖南省国家贫困县城步县落地，达能通过捐赠营养包和电脑设备，批量采购当地农产品，为当地企业提供食品安全培训等举措，推动城步县健康、教育和经济等领域的发展。

在 2020 达能志愿者月之际，达能中国开展了面向员工的“在线扶贫”志愿服务活动，邀请广大员工和公司一起，参与到助力贫困地区脱贫致富的行动中来。

• 健康扶贫

达能作为食品企业，充分发挥公司在营养健康方面的优势，为贫困地区的儿童营养发展做贡献，先后累计捐赠市场价值超过 300 万元人民币的营养包，帮助超过 4000 名贫困地区儿童改善营养健康状况。同时，公司还在贫困地区举办了营养培训，帮助育儿人群了解最新的儿童营养健康知识。

• 产业扶贫

达能充分发挥自身在乳制品方面的经验和优势，为湖南城步两家当地的乳制品企业 40 多名技术骨干开展了食品安全和法律法规相关的培训，帮助当地企业提高了相关的知识储备，理解国家最新的政策法规要求，分享了操作实践。

• 电商扶贫和消费扶贫

在湖南城步和黑龙江同江，为了帮助当地经济的可持续发展，达能和当地扶贫小组一起，推动农民合作社的电商发展。不仅通过公司集体采购当地农产品的方式助力当地农民合作社的发展，同时公司还举办了扶贫主题活动，呼吁全体员工都参与到消费扶贫的活动之中来。2020 年，达能已采购了超过 30 万元人民的农产品。此外，公司还帮助农民合作社更多地尝试网络直播带货、网络卖货等多种方式，拓展贫困地区农民合作社的商务能力。

• 教育扶贫

达能向扶贫项目点捐赠笔记本电脑设备，帮助当地村扶贫项目组、学校改善 IT 设施能力，目前已捐赠了 350 台价值 70 万元人民币的电脑。

Company Profile

Since the late 1980s when Danone first entered China, the country has grown to become the second largest market in the world. By the end of 2019, Danone had possessed eight factories and about 8,200 employees in China, which took up about 9 percent of its global sales. The firm clearly understands the enormous potential of the Chinese market and has been continuously beefing up its commitments to China. So far, Danone's three core businesses — specialized nutrition, water and essential dairy and plant-based products — have made considerable strides in the Chinese market, fostering a group of renowned brands, including Aptamil, Nutrilon, Cow & Gate, Karicare, Nutricia, Mizone, Evian, Vega One and Activia. Balancing social progress and commercial success is Danone's management concept embodied in a series of related projects, such as Health and Nutrition, Environmental Protection and Voluntary Service, which favor the strategies of "Health China" and "Charming China."

Case Introduction

From the health and nutrition perspective, Danone, cooperating with the Chinese Center for Disease Control and Prevention, established the Danone Nutrition Center (China) in 1998, aiming to boost public awareness of the relationship between health and nutrition. By 2019, the center had sponsored more than 251 programs and donated 43.78 million yuan (US\$6.53 million), which also greatly supported the dietary nutrition research for Chinese scholars. In 2018, Danone and the China Women Development Foundation jointly launched a public benefit project called "Rainbow Caring," which was designed to help 3,000 children who suffer from phenylketonuria to grow up

healthily in five years. By providing nutrition packages, Danone has aided about 200,000 families and plans to provide nutritional supplement for 1,000,000 children in the future.

In terms of environmental protection, Danone, with its business partners, promotes green power in China. Photovoltaic power generation system has been applied to Danone's two major beverage factories, contributing to mitigating carbon emissions. Besides, Danone cooperated with the China Nature Education Network and the Shenzhen Mangrove Conservation Foundation to appeal to people to take care of nature.

Apropos the voluntary service, by the end of 2019, Danone's employees had devoted more than 42,000 service hours to giving back to the community and fulfilling their social responsibilities. In addition, amid the fight against COVID-19, Danone poured its worldwide resources of relief materials worth about 23 million yuan into China, including medical aid and Mizone vitamin beverages. Danone also made use of its global network to purchase and donate surgical masks, negative pressure isolation ambulances, extracorporeal membrane oxygenation to China and built the Huanggang Care Center to assist the epidemic prevention and control.

Actions on poverty alleviation

On November 6, 2019, the China-France Economic Summit concluded successfully. Subsequently, witnessed by Zhong Shan, Chinese minister of Commerce, and Bruno Le Maire, French minister of Economy and Finance, Danone (China) and the Ministry of Commerce of China signed a memorandum of understating to fully support China's poverty alleviation strategy. The signing of the MoU marked a milestone in Danone (China)'s targeted poverty alleviation efforts.

Since 2018, Danone has carried out targeted

poverty alleviation activities in many cities in Hunan, Anhui, Gansu, Heilongjiang, Henan, Hebei and other provinces through support in industries, education, health, e-commerce and other sectors.

In December 2019, the first poverty alleviation project, with coordinated efforts of Danone and the Ministry of Commerce, was launched in Chengbu County, a national poverty-stricken area in Hunan Province. Danone promoted the development of health, education and economy in Chengbu by donating nutrition packages and computer equipment, purchasing local agricultural products and providing food safety training for local enterprises.

On the occasion of Danone Volunteers Month 2020, Danone (China) launched a volunteer service called “Online Poverty Alleviation,” encouraging employees to participate in helping the poor lift themselves out of poverty.

- **Poverty alleviation by health approach**

As a food enterprise, Danone makes full use of its advantages in respect of nutrition and health to contribute to children’s nutritional development in China’s poverty-stricken areas. It has donated nutritional packages with a market value of more than 3 million yuan, helping more than 4,000 children in poor areas to improve their nutritional health condition. At the same time, the company has also organized nutrition training to help people to acquire latest knowledge about children’s nutrition and health.

- **Poverty alleviation by industrial approach**

By virtue of its experience and advantages in dairy production, Danone conducted training sessions on food safety and conveyed relevant rules and regulations for more than 40 technical backbones of two local dairy enterprises in Chengbu. This helped the local enterprises to fill the gaps in dairy-related knowledge,

understand the latest policies and regulations and share operational practices.

- **Poverty alleviation by e-commerce and consumption**

To support the sustainable economic development in Chengbu, Hunan Province and Tongjiang, Heilongjiang Province, Danone worked with local poverty alleviation groups to promote e-commerce among farmers’ cooperatives. It not only helped local farmers’ cooperatives via batch purchases of agricultural products, but also held poverty-alleviation activities which encouraged all employees to participate in poverty alleviation by consumption. By 2020, Danone had purchased agricultural products worth more than 300,000 yuan. Moreover, the company created favorable channels and commercial modes to elevate the business capacity of the farmers’ cooperatives, such as livestreaming and online sales.

- **Poverty alleviation by educational approach**

Danone donated 350 laptop computers worth 700,000 yuan to poverty-stricken areas and improved the IT facilities at local impoverished teams and schools.

“戴尔—希望工程中国青少年 21 世纪技能培训项目” 助力科技扶贫

‘Dell — Project Hope, 21st Century Skills Training Program for Chinese Youth’ alleviating poverty with science and technology

企业介绍

戴尔科技集团以科技创新推动人类进步为使命，提供从边缘计算到数据中心再到云的全面解决方案，不仅服务于当今的应用，而且致力于我们正在进入的多云世界，通过 IT、生产力、安全、服务和应用转型驱动业务转型，为客户提供实现数字化转型不可或缺的基础架构，帮助机构、企业和个人构建数字化未来。

作为负责任的企业公民，戴尔始终致力于推动人类进步，让技术和专业知识发挥最大的效用，从而最大程度地造福于人类和世界。自 2015 年宣布“在中国，为中国” 4.0 战略，戴尔公司进一步推动中国公益事业发展，持续关注欠发达地区学生的教育问题。

案例介绍

以戴尔与中国青少年发展基金会共同开展的“戴尔-希望工程中国青少年 21 世纪技能培训项目”为例，



这一项目自 2010 年启动并持续至今，旨在重点帮扶城市外来务工人员子女以及偏远欠发达地区的留守儿童，帮助他们通过科技手段培养 21 世纪技能。多年来，戴尔公益通过携手中国青少年发展基金会“希望工程”，不断为欠发达地区的学生与教师提供先进的硬件、软件以及培训等多方面的支持，旨在提升学生的科技素养，激发青少年的想象力与创造力。

“戴尔 - 希望工程中国青少年 21 世纪技能培训项目”为年度公益项目，实施跨度为每年 8 月 1 日至次年 7 月 31 日。项目采取戴尔与中国青少年发展基金会希望工程事业部共同制定年度项目发展方向及培训计划为基础，由戴尔及希望工程各出 1-2 名项目工作人员作为核心成员，通过吸取并利用优秀社会辅助资源，为项目学校教师与学生提供有针对性的培训与辅导。

项目每年至少进行 1 次项目教师面对面培训以及经验交流分享，并通过网上答疑为教师提供后续支持。每年暑期前，项目学校会根据培训项目公布的当年大赛主题，有针对性地在学生中间开展参赛项目准备工作，并按照要求携带参赛作品参加大赛。参赛成果是检验学生学习结果的重要评比手段。

每年，项目都会邀请项目学校的师生代表组成团队，集中到北京、上海、厦门、成都等城市，举办一年一度的“戴尔 - 希望工程中国青少年 21 世纪技能大赛”。戴尔科技集团大中华区总裁黄陈宏博士每年都会出席“戴尔 - 希望工程”“21 世纪技能大赛”的开幕式，并观摩小选手们 Scratch 作品，就作品和孩子们交流提问。通过现场的交流和切磋，小选手们增长了见识、增强了学习兴趣。我们很高兴看到我们的项目和资源能切实的帮助更多的孩子培养科技素养。

每年的年度大赛均紧扣社会热点，如 2016 年大赛主题为“资源再生，绿色发展”，2017 年度大赛主题为“美的地球我智造”，连续两年紧扣环保主题，旨在引导学生关注社会问题、通过编程大赛培养关键性思维能力与解决问题的能力；2018 年则以“智敬未来”为主题，鼓励学生关注智能制造、智慧城市等概念，并在教师的指导下完成项目作品；项目在北京、成都、厦门三地开展了区域优秀案例展示及评选活动。

以 2018 年度区域赛为例，在本次大赛三个赛区的竞争中，分别涌现出了不少优秀作品。其中，厦门赛区冠军团队北京百年农工子弟职业学校为我们展示了“智能陪伴老人”的 Scratch 创意作品。该作品通过 Scratch 展示了他们对未来可以陪伴孤

寡老人机器人各类功能的畅想，包括根据天气的变化为老年人搭配合适厚度的衣服、根据老年人的身体状况自助在网上进行选购菜品并合理搭配饮食、提醒老年人检测身体指标、感知老年人的情绪与老年人聊天等。参赛团队还结合 makeymakey 板子将老人的血压、血糖等数据进行录入分析，进而对老人的身体进行评估并提出合理的建议。该作品软件与硬件巧妙结合，展现了他们对未来智能陪伴老人机器人的奇思妙想，充分表达了人工智能需要遵从以人为本的原则，并以崭新的视角和互动性呼吁大家关爱孤寡老人。

2017 年度大赛，大连市沙河口昌平小学参赛团队则展示了由学生们创作的“机器人小 P” Scratch 创意作品。该作品通过 Scratch 对机器人的控制器进行程序设计，实时检测空气中 PM2.5/PM10 的值，并随时随地根据所监测的空气质量给出健康指引。该作品与硬件巧妙结合，添加了 mCore 微控制器，获取传感器数据并对数据进行处理，根据编写的程序输出信号以控制外部设备，还通过气体传感器来检测大气 PM2.5，并利用数码管显示器显示空气质量。LED 表情面板的接入，让机器人小 P 通过哭或笑的表情就可以判断空气质量的好坏。该作品充分表达了学生对身边备受关注的节约能源与空气治理问题的理解，并以新颖的视角和互动性呼吁大家形成环保意识。

中国青少年发展基金会党委副书记、常务副秘书长杨晓禹表示：“信息技术有着促进教育公平的独特优势，我们希望将科技企业和教育机构的优质资源输送到贫困学校，借助先进的科学教育资源和理念，培养贫困地区青少年的科学兴趣、培育他们的科学梦想。同时，我们也希望通过大赛的举办，能够为孩子们提供科技实践与思维创新的平台，让受助学生实现从‘被动接受帮助’向‘主动寻求突破’的转变，使他们成长为适应时代发展的创新型高素质人才。”

戴尔大中华区政府事务副总裁周兵表示：“利用企业的专长做公益才能够做得持续、长久，有影响力。与中国青基会合作的公益项目充分利用了戴尔在创新科技领域的专长，以授人以渔的方式，帮助欠发达地区的孩子们与更加优质的教育资源接轨。我们很高兴通过这个项目能够帮助缩小城乡教育的鸿沟，另一方面，我们也欣喜地看到孩子们被前沿创新科技激发而产生的惊人创造力，以及他们利用科技帮助社会弱势群体的行动力，这正是该项目的重要意义所在。”

Company Profile

Dell Technologies is committed to creating technologies that drive human progress as its purpose and provides comprehensive solutions from edge computing, data center to cloud platform. The company not only serves today's applications but is also committed to the multi-cloud world we are entering. Dell provides customers with the essential infrastructure for digital transformation through IT, work force, security, service and application transformation to drive business transformation and help institutions, enterprises and individuals build their digitized future.

As a responsible corporate citizen, Dell has always been committed to promoting human progress to give full play to technology and its expertise and benefiting mankind and the world to the greatest extent. Since Dell's announcement of the "In China, For China" 4.0 strategy in 2015, the company has further promoted the development of China's public welfare undertakings and has continued to pay attention to educational issues of students in underdeveloped areas.

Case Introduction

Take the "Dell-Project Hope, 21st Century Skills Training Program for Chinese Youth," which was jointly launched by Dell and the China Youth Development Foundation (CYDF), as an example. The project, launched in 2010, aims to help left-behind children of migrant workers in underdeveloped areas to develop technological skills. Over the years, Dell's charity campaign has continuously provided advanced hardware, software and training support to students and teachers in underdeveloped areas via the CYDF's Project Hope. The project aims to improve students' technological literacy and stimulate imagination and creativity of

youngsters.

The "Dell — Project Hope, 21st Century Skills Training Program for Chinese Youth" is an annual public welfare project, and the implementation spans from August 1 to July 31 of the next year. The project is based on the annual project development orientation and training plan jointly formulated by Dell and CYDF's project department. Dell and Project Hope, each with one or two project members as core personnel, provide targeted training and guidance for teachers and students in project schools by introducing and utilizing outstanding social assistance resources.

A face-to-face training and experience sharing are held at least once a year, and follow-up supports for teachers via online consultation will be provided. Before the summer vacation every year, students in the project schools will carry out preparation work according to the theme of the competition announced through the training project and bring the entries to the competition as required. The competition is an important means of evaluating students' learning results.

Every year, representatives of teachers and students from Project Hope schools team up and attend the annual "Dell-Project Hope China Youth 21st Century Skills Competition" in cities including Beijing, Shanghai, Xiamen and Chengdu. Dr. Huang Chenhong, president of Dell Technologies China, attends the opening ceremony of the competition every year to check the Scratch works, a programming software developed by Massachusetts Institute of Technology for those who are above 8, of the young participants and exchanges ideas about the works with them. Through on-site communication and discussions, the young competitors acquire knowledge and interest in learning. We are very happy to see that our projects and resources can effectively help more children develop scientific and technological literacy.

Every year, the annual competition is closely related to social buzzwords. For example, the theme of the 2016 competition was “resource regeneration and green development,” and the theme of the 2017 competition was “building a beautiful world with intelligence.” The themes are closely related to environmental protection, drawing students’ attention to social issues and cultivating their critical thinking and problem-solving skills. In 2018, students were encouraged to pay attention to concepts such as smart manufacturing and smart cities with the theme of “smart respect for the future.” Students completed the projects under the guidance of their teachers. The demonstration and selection activities of regional outstanding cases have been carried out in Beijing, Chengdu and Xiamen.

For example, many excellent works emerged in the three competition areas in the 2018 regional competition. Among them, the champion team, Beijing Bainian Agricultural Workers Vocational School from Xiamen competition area, showed us the Scratch creative works of “Intelligence accompanying the elderly.” The work showed their imagination of various functions of robots that can take care of the elderly in the future through Scratch, including finding suitable clothes for them according to the weather, purchasing food online in reference with a reasonable match according to the physical condition of the elderly, reminding the elderly of checking their physical indicators, perceiving their emotions and chatting with them. The participating teams also used the makeymakey board to collect and analyze the blood pressure and blood sugar data of the elderly, then evaluate their health condition and make reasonable suggestions. The project smartly combined software and hardware to show their ideas that future intelligent robots can apply to the elderly, and the artificial intelligence is based on human-oriented principles. The work also appealed to

everyone to care for the lonely elderly in a new perspective and interactive method.

In the 2017 competition, the team of Dalian Shahekou Changping Primary School displayed the “Robot P” Scratch work. Students used Scratch to program the robot controller to detect the density of PM2.5/PM10 in the air in real time and give health guidelines based on the monitored air quality anytime and anywhere. The work was cleverly combined with hardware, adding mCore micro controller to obtain sensor data to process the information, control external equipment based on the written output signals to detect atmospheric PM2.5 through gas sensors and used digital tube to display air quality. The access of the LED expression panel allowed little “Robot P” to evaluate the air quality and display the results with facial expressions such as crying or smiling. This work fully expressed students’ understanding in the fields of energy conservation and air quality issues that are of great concern and called on everyone to form environmental protection awareness with a novel perspective and interaction.

“Information technology has unique advantages in promoting fair education. We hope to transfer high-quality resources from technology companies and educational institutions to schools in poverty-stricken areas and cultivate the interest of young people in science with advanced scientific and educational resources and concepts,” said Yang Xiaoyu, deputy Party secretary and executive deputy general secretary of the CYDF. “We also hope that we can provide children with a platform for scientific and technological practice and innovative thinking through the competition, so that the students can actively seek breakthroughs instead of passively accepting assistance, helping them grow into innovative and high-quality talent that adapt to the development of the times.”

“Only by giving full play to an enterprise’s

expertise can we do public welfare undertakings persistently and influentially. The public welfare project in cooperation with the CYDF makes full use of Dell's expertise in the field of innovation and technology to help children in underdeveloped areas receive better educational resources. We are very happy that this project can narrow the gap between urban and rural education," said Zhou Bing, vice president and general manager of government affairs of Dell Technologies China. "On the other hand, we are also delighted to see children's creativity inspired by cutting-edge innovation and technology, and their ability to help disadvantaged groups in society with technology. This is the real significance of this project."

“智力帮扶”，谱写云南普洱 “产业蓝图”

Poverty alleviation through ‘intelligence assistance’
drawing ‘industrial blueprint’
for Pu’er City in Yunnan Province

企业介绍

德勤是全球最大的第三方专业服务机构，全球网络遍及 150 多个国家，在审计、管理咨询、风险咨询、财务咨询、税务以及法律咨询等众多业务领域方面均为业内领军者。2020 财年，德勤全球合计营收达 476 亿美元，营收规模位列全球前 500 强。

德勤于 1917 年进入中国，至今已开启在华发展的百年新篇章。德勤中国总部落户于上海市黄浦区，是黄浦区的龙头企业。近年来，德勤为国内各级政府、城市及区域累计提供了 300 个以上的区域产业发展咨询服务项目，被全球权威评级机构 Vault 评为全球第一的政府公共服务咨询机构，在区域经济发展和产业促进方面具备丰富的服务经验及深刻的行业洞见。

案例介绍

云南省普洱市长期面临财政收入较低、产业内生动力不足、贫困面较大、贫困程度深的问题，全



市 2018 年一般公共预算收入仅位居云南省第十位。截至 2019 年 7 月，普洱市有 5 个深度贫困乡（镇）、295 个深度贫困村、约 15.98 万贫困人口。

上海市于 1998 年开始对口帮扶云南省，其中上海市黄浦区对口帮扶云南省普洱市。德勤中国总部正坐落于黄浦区，与上海市及黄浦区政府有深厚的渊源及合作关系。作为上海市黄浦区三大“千亿产业”之一——专业服务业的龙头企业，德勤基于在区域产业规划方面的专业服务能力，受黄浦区政府邀约，依托“顶级智库资源”开展“云南省普洱市的产业顶层设计”工作，积极探索通过“智力帮扶”支持沪滇扶贫协作，助力黄浦区依托区域产业优势和企业资源打造对口扶贫工作中的亮点工程。

不同于传统扶贫方式，本次项目创新性地探索了“智力帮扶”模式，尝试从深层次原因破解普洱市的产业发展之道，“授之以渔，扶之以智”，助力普洱市通过科学合理的产业发展不断优化产业结构、实现税收扩容并拓展就业机会，进而推动群众致富、助力脱贫攻坚，从根本性、长远性解决普洱市贫困问题。相比传统帮扶形式，“智力帮扶”具有覆盖群众更广、扶贫效益更深远、可持续性更强的特点。

2019 年 8 月起，德勤中国相关领导及项目课题组赴普洱进行拜访调研，通过近一个月时间对普洱市全市开展了充分的调研走访，与普洱市领导及主要部门进行充分沟通交流，详细整理了市领导和 21 个主要部门相关领导对本次项目的期望及对普洱市未来经济发展的建议和看法，并对普洱市九县一区的 28 家重点企业开展深度走访调研，系统梳理了当地企业的核心诉求。

在深度走访调研的同时，德勤积极发挥全球视角优势，通过系统研究国际国内重要发展趋势、整理分析普洱市产业发展、财政税收、自然资源等相关数据，识别出普洱市在承接东部产业转移、发挥沿边区位优势以及实现本地特色资源有效转化方面的三大关键瓶颈制约。同时通过对标 10 个国内外卓越对标案例、系统梳理超过 20 万家企业布局信息，并佐以大量的数据支撑和可行性分析，创新提出了“绿色工业引领、顶级 IP 造势、特色服务赋能”的普洱市发展核心思路。

通过前瞻思考、科学验证、系统规划，德勤基于普洱市发展核心思路，对普洱市产业体系重新梳理及定位，明确了各产业的重点细分发展领域及其发展优先级，同时提出了普洱市在发展普洱茶、林

产业等方面的发展策略建议，为普洱市产业发展明确新定位、找准新方向、导入新动能。

德勤提供的产业规划服务系统性地帮助普洱市识别区域经济发展的痛点和问题，并通过提出针对性的产业发展战略，助力普洱市经济发展与脱贫攻坚工作。目前项目的成效已开始逐步体现，且必将在未来产生更深远的影响：

- 该项目成果受到普洱市政府领导的充分认可，被给予“兼具高度和深度”“操作性、可行性强，理论和实践结合紧密”等高度评价。
- 该项目为普洱市政府领导带来了新的理念输入，普洱市在全市“十四五”规划的编制中，大量吸收融合了项目成果的核心观点及建议。
- 该项目成果坚定了普洱市“十四五”期间的主导产业定位。例如，普洱市委市政府认同将林产业提升至全市主导产业核心位置，并通过积极争取，全市林业龙头企业云景林纸与标杆项目景谷“双百”产业园建设项目双双入选省“双百”工程，是全省“双百”工程中唯一的林业项目以及普洱市唯一入选的产业类项目。

德勤本次项目采取的“智力帮扶”方式获得广泛认可，建立了“智力帮扶”的标杆实践。对此，学习强国、中新网、普洱日报等多家官方媒体给予了宣传报道。

同时基于该次扶贫实践的良好成效，上海市徐汇区进而邀请德勤为其对口帮扶的云南红河州提供屏边县投资报告编制服务。德勤通过客观梳理屏边县整体投资环境，为有意投资屏边县的客商提供全面的屏边县投资情况，进一步助力红河州招商引资和脱贫攻坚工作。

Company Profile

Deloitte Touche Tohmatsu is the largest third-party professional service provider in the world. With operations in more than 150 nations, Deloitte is a leading global provider of audit and assurance, management consulting, financial advisory, risk advisory, tax, legal consulting and related services.

In fiscal year of 2020, Deloitte's total revenue reached US\$47.6 billion, ranking among Fortune Global 500 companies.

Entering China in 1917, Deloitte has opened a new chapter with a century of development in the country. Located in Huangpu District, Shanghai, Deloitte China is a leading enterprise in the district. In recent years, Deloitte has provided more than 300 regional industry development consulting services for domestic governments, cities and regions at all levels. It has been rated as the world's No. 1 government public service consulting agency by Vault, the global authoritative rating agency. Deloitte has rich service experience and profound industry insights in promoting regional economic and industrial development.

Case Introduction

Pu'er City in Yunnan Province has long faced the problems of low fiscal income, insufficient industrial endogenous motivation and severe poverty in large areas. The city's general public budget revenue in 2018 ranked only 10th among eight cities and eight autonomous prefectures in Yunnan. As of July 2019, there were five deeply impoverished townships, 295 deeply impoverished villages and approximately 159,800 people in poverty in Pu'er.

Shanghai began assisting Yunnan with a poverty alleviation program in 1998, and Huangpu District has been assisting Pu'er City since then. Deloitte China headquarters

has a deep relationship and cooperation with Shanghai and Huangpu District governments. As a leading enterprise in the professional service industry and one of the three "industries with revenue of over 100 billion yuan" in Huangpu, Deloitte was invited by the district government because of its professional service capabilities in regional industrial planning and top think tank resources to carry out "top-level design of industrial development in Pu'er City." Deloitte actively explored support for the Shanghai-Yunnan poverty alleviation collaboration through intelligence assistance and has helped Huangpu District set up successful examples in poverty alleviation work by relying on regional industrial advantages and corporate resources.

Different from traditional poverty alleviation methods, the project explored the "intelligence assistance" model innovatively, striving to seek solutions for difficulties during Pu'er's industrial development and helping the city with the idea of an old saying — teaching them to fish and helping them with the wisdom. Through scientific and reasonable industrial development, we aimed to improve the industrial structure and expanded tax income and employment opportunities to help locals get rid of poverty and solved the poverty problem with a fundamental and long-term perspective. Compared with traditional forms of assistance, "intelligent assistance" had the characteristics of covering a wider range of people, having more profound benefits of poverty alleviation and better sustainability.

Deloitte China and the project team visited Pu'er in August 2019 and had been there for nearly one month to thoroughly understand the poverty situation. During the time, we fully communicated with leaders and related departments in Pu'er and had a detailed understanding of the expectations and suggestions on economic development from city leaders in different departments. We also visited

and investigated 28 key enterprises in nine counties and one district of Pu'er to get their requests and needs systematically.

In addition to the visits and investigations, Deloitte team took full advantage of its global vision to identify three bottlenecks of Pu'er when the city took over the industry transitions from the east, took advantage of its geographical location and realized effective use of local resources by analyzing data of industrial development, fiscal and tax revenue and natural resources. After studying 10 excellent cases from home and abroad and sorting the companies' information of more than 200,000 enterprises, Deloitte put forward an innovative core development concept of Pu'er dubbed as "leading the green industry, building up top IP momentum and empowering characteristic service."

Deloitte reorganized and positioned Pu'er's industrial layout through forward thinking, scientific verification and systematic planning, clarifying the key development areas and priorities of each industry and proposing the development strategy based on the core concepts. Deloitte put forward suggestions including the development of Pu'er tea and forestry industry to clarify new position, find new directions and introduce new drive for the development of the city.

The industrial planning services provided by Deloitte helped Pu'er identify the pain points and problems of regional economic development and assisted the economic development and poverty alleviation work by proposing targeted industrial development strategies. The effectiveness of the current project has begun to manifest, and it will definitely have a more profound impact in the future:

- The results of the project were fully recognized by leaders of the Pu'er City, and it was highly praised for putting forward the concepts in the height and depth, as well as the operability, strong feasibility and close integration of theory and practice.

- The project has given new ideas to government leaders of Pu'er. In the preparation of its 14th Five-Year Plan, Pu'er City has absorbed a large number of core views and suggestions from the results of the project.
- The achievement of the project has confirmed the leading industrial position of Pu'er during the 14th Five-Year Plan period. For example, the CPC Pu'er Committee and the city government agreed to promote the forestry industry to the core position of the city's leading industries, and through active efforts, the city's leading forestry company Yunjing Forest Paper and Double Hundred Industrial Park, a benchmark construction project in Jinggu County, were both included in the provincial "Double Hundred" project list. They were the only two forestry projects in the list and the only two industrial projects selected by Pu'er City.

Deloitte's "intelligence assistance" approach adopted in this project has been widely recognized, setting a benchmark for the practice of "intelligence assistance." Many official media such as Xuexi.cn, China News Service and Pu'er Daily covered the project.

At the same time, Shanghai's Xuhui District invited Deloitte to provide investment report compilation services for its counterpart Pingbian County in Yunnan's Hani-Yi Autonomous Prefecture of Honghe, based on the good results of this poverty alleviation project.

By analyzing the investment environment of Pingbian County, Deloitte provided comprehensive investment information about the county to merchants who intended to invest in Pingbian and was further assisting Honghe Prefecture in attracting investment and lifting people out of poverty.

多元扶贫，多特瑞在行动

dōTERRA in action to alleviate poverty
in mutiple ways

企业介绍

美国多特瑞公司成立于 2008 年，总部位于美国犹他州，是全球最大的芳香护理和精油企业之一，产品包括精油和居家生活产品。目前，多特瑞的业务已遍布全球 140 多个国家和地区，拥有超过 900 万名顾客，年营业额超 20 亿美元。

多特瑞（上海）商贸有限公司是美国多特瑞在华开设的全资子公司，2014 年 5 月在上海注册成立，同年 12 月正式营业。目前是一家线上销售，线下体验，专营多特瑞品牌商品的新零售企业。

中国区是多特瑞除美国本土以外的全球第二大业务市场。2018 年，多特瑞中国被上海市政府认定为跨国公司地区总部，同期，位于上海市奉贤区的首座中国工厂和首个海外实验室启动建设。



案例介绍

多特瑞中国成立以来，就坚持以发展企业、回馈社会为己任，积极参与社会各项公益事业。截至目前，多特瑞中国已累计捐赠达人民币 4400 余万元（含承诺），并计划 10 年内，投入 1 亿元慈善基金，帮助 10 万个家庭提升生活品质。

自 2017 年起，为了积极响应党中央脱贫攻坚工作的要求，多特瑞在已有公益扶贫工作的基础上，自觉加强对“三区三州”等深度贫困地区的关注，研发各类公益项目，希望能够以产业扶贫、教育扶贫、健康扶贫等多种方式，帮助当地居民早日脱贫。2017 年至今，多特瑞已联合中国发展研究基金会、中国妇女发展基金会、上海慈善基金会及多家专业单位和公益组织等，先后发起并执行扶贫项目共计 32 个。

产业扶贫 可持续的减贫之路

“授人以鱼，不如授人以渔。”“授鱼”再多，也只能解决一定时段的困难，无法阻止贫困的代际传递，无法拔除穷根；只有为贫困群众培育可持续的产业，才能从根本上实现脱贫。

在精准扶贫工作中，多特瑞积极探索因地制宜的产业扶贫模式，推动“互惠合作采购计划”这一全球计划在中国落户。公司在云南、广西等地采集优质精油原料的同时，也为种植户们提供与资源相应的培训教育，以维持长久的合作关系。此举强有力地推进了贫困地区的现代产业化进程，加快带领困难群众走上逐步脱贫的道路。

在疫情期间，多特瑞加大收购云南的经济作物山鸡椒，并将山鸡椒精油指定为公益产品，销售所得款项 100% 捐献给多特瑞携手关爱基金，用于持续援助湖北等地抗击疫情，以及贫困地区妇女创业帮扶、贫困地区医疗帮扶等公益扶贫项目。

多特瑞有多年的产业扶贫经验，同时也非常注重把生态保护和脱贫攻坚结合起来，这对于实现贫困地区的产业结构优化有重要意义。广西乐业是多特瑞枫香香薰精油的重要原料产地，但当地的农户在采集枫香树脂时常常采用乱刀砍伐的原始方式，导致树木伤痕累累，不仅对枫香树的生长造成影响，还会造成大量的非正常死亡。多特瑞通过和南京林业大学合作，研究枫香树的可持续开发和利用方法，并将相关技术传授给当地农户，实现可

持续的减贫之路。

多特瑞还和中国妇女发展基金会合作，共同发起“多特瑞携手关爱基金—益家帮扶创业计划”，依托中国妇女发展基金会“@ 她创业计划 - 母亲创业循环金项目”，向贫困地区有创业需求的妇女和家庭提供小额贷款循环金以及无偿帮扶款。目前，多特瑞已累计投入 160 万元，帮助 14 个妇女创业项目扎根云南、贵州、湖南、重庆、湖北等地区，为当地 900 多名贫困妇女及其家庭实现经济独立。

教育扶贫 根本性的脱贫道路

摆脱贫困需要智慧和能力，教育是挖穷根的根本性举措。习近平主席强调：“扶贫必扶智。让贫困地区的孩子们接受良好教育，是扶贫开发的重要任务，也是阻断贫困代际传递的重要途径。”

自 2019 年起，多特瑞与中国发展研究基金会合作，参与“一村一园：山村幼儿园计划”，承诺三年内向云南富宁总计捐赠 300 万元人民币，用于改善当地 30 所幼儿园的教学、生活、体育等设施。每年都将有 900 多名孩子因此受益，他们也能够像其他的孩子一样，在家门口设施完善的幼儿园里，在洒满阳光的教室里，健康、平安、快乐地成长。

此外，多特瑞还与中国妇女发展基金会、上海慈善基金会合作，累计捐赠超过 110 万元人民币，先后在四川广元、江西全南、甘肃瓜州、贵州望谟、陕西延安等五地援建六所乡村小学，因地制宜地改善当地学校教学和办学环境。

面对新冠疫情，多特瑞越发感到儿童乡村健康教育的重要性，而这也可以有效改善贫困地区的教育软实力，进一步为贫困地区基础教育水平的提升带去保障和希望。为此，多特瑞和中国妇女发展基金会新发起“手卫未来—乡村儿童卫生教育”项目，第一站落地于脱贫攻坚的主战场—四川大凉山。项目注重对儿童的健康教育，将每年捐赠 2.5 万袋洗手液助力凉山州 300 所幼儿园以正确教育孩子健康知识，并通过对孩子的教育逐步影响其家庭，助力凉山彝族自治州精准扶贫和乡村振兴的工作。

健康扶贫 我们一直都在路上

白血病、罕见性疾病等重大疾病，是少年儿童的“杀手”。由于许多家庭经济能力的限制，导致许多病童得不到有效治疗。多特瑞积极为这些身患

重病却无力支付高额医疗费力的贫困患儿家庭提供无偿帮助。2018年9月及2019年5月，由上海市慈善基金会和多特瑞共同发起成立的“多特瑞携手关爱基金”与上海交通大学医学院附属瑞金医院以及国家儿童医学中心（上海儿童医学中心）开展合作，先后共计捐款900万元，计划帮助超过200个患有重大疾病的贫困患儿家庭，切实减轻病童家庭的负担。

除了对单一个体进行帮扶，多特瑞更着力于推进偏远贫困地区医疗服务水平的提升，让当地的大病儿童在家门口就能得到及时有效的医治。2020年5月，上海市慈善基金会多特瑞携手关爱基金向新疆喀什、西藏日喀则、云南文山地区共计捐赠150万元人民币，用于资助当地大病儿童的筛查及救治，使贫困地区家庭得以走出“因病致贫”的恶性循环，真正达到健康扶贫的目的。

文旅扶贫 既要青山也要金山

2020年9月，中国铁路上海局集团有限公司携手上海市静安区文化和旅游局、云南省文山自治州人民政府联合推出“静安-文山号”旅游扶贫专列，并由多特瑞独家赞助。

文山壮族苗族自治州地处云南东南部，是滇桂黔旅游带的重要节点，也是中外游客的重要旅游目的地，素有“滇桂走廊”之称。境内美丽的自然风光和多彩的人文环境是文山脱贫的优势，亮出旅游名片就能让“好风景”变成“好钱景”。

本次专列的开通不仅为广大上海市民提供了更加优质实惠、高性价比的旅游出行方案，有效满足上海市民的出行需求，同时也将直接带动当地旅游景点、餐饮、住宿、购物、文化、休闲等全产业链的发展，有效增加当地贫困人群的就业增收机会，帮助他们早日实现脱贫致富，有效发挥文旅产业在深度贫困地区脱贫攻坚中的带动和促进作用。

Company Profile

Established in 2008 and headquartered in Utah, US, dōTERRA is one of the world's largest aroma care and essential oil companies. At present, dōTERRA's business has spread to more than 140 countries and regions around the world, with more than 9 million customers and an annual turnover exceeding US\$2 billion.

dōTERRA (Shanghai) Trading Co Ltd is a wholly-owned subsidiary in China established by dōTERRA in December 2014. It is a new retail enterprise specializing in online sales and offline experience.

China is the company's second largest business market in the world following the US. In 2018, DōTERRA China was recognized by the Shanghai government as the regional headquarters of a multinational company. Construction for the first Chinese factory and first overseas laboratory in suburban Fengxian District also started that year.

Case Introduction

Since its establishment, DōTERRA China has insisted on contributing to society, having donated more than 44 million yuan (US\$6.7 million) and planning to invest 100 million yuan in charity funds in the next 10 years to help 100,000 families improve their quality of life.

Since 2017, in order to respond to the country's poverty alleviation requirements, dōTERRA has consciously focused its attention on deeply impoverished areas and has developed various public welfare projects to help local residents get rid of poverty through various means including industrial, educational and health poverty alleviation. Since 2017, dōTERRA has cooperated with the China Development Research Foundation, the China Women's Development Foundation, the Shanghai Charity Foundation and a number of professional units

to carry out 32 poverty alleviation projects.

Industrial poverty alleviation: A sustainable road to poverty reduction

dōTERRA actively explores the industrial poverty alleviation mode based on local status quo. While collecting raw materials of essential oil with high quality in Yunnan Province, Guangxi Zhuang Autonomous Region and other places, the company also provided growers with training and education according to the resources to maintain a long-term cooperative relationship. This move has strongly promoted the modern industrialization process in impoverished areas.

During the outbreak of novel coronavirus, dōTERRA increased its purchase of Yunnan's litsea cubeba and designated its essential oil as a public welfare product. All of the sales proceeds were donated to dōTERRA's Hand-in-hand Caring Fund for continuous assistance to Hubei Province and other places to fight against the epidemic, as well as public welfare poverty alleviation projects such as women's entrepreneurship assistance and medical assistance in poor areas.

dōTERRA focuses on the combination of ecological protection and poverty alleviation, which is of great significance to the optimization of the industrial structure in poor areas. Guangxi is an important raw material producing zone for dōTERRA's liquidambar scented essential oil. However, local farmers often used primitive cutting methods when collecting liquidambar scented resin, which led to scarred trees. It not only affected the growth of the plant but also caused a large number of abnormal deaths. Through cooperation with Nanjing Forestry University, dōTERRA studied the sustainable development and utilization methods of liquidambar trees and taught relevant technologies to local farmers.

dōTERRA also cooperated with the China

Women's Development Foundation to jointly launch the "dōTERRA Hand-in-hand Care Fund — Yijia Assistance Business Plan."

Through the China Women's Development Foundation's "@Raise Her Business Plan — Mother Entrepreneurship Recycle Fund Project," women and families in poverty-stricken areas who look to start a business were provided with small loan and free assistance. So far, dōTERRA has invested 1.6 million yuan to help 14 women's start-up businesses projects take root in Yunnan, Guizhou, Hunan and Hubei provinces and Chongqing. More than 900 poor local women and their families have achieved economic independence.

Education: A fundamental measure to poverty alleviation

Since 2019, dōTERRA has cooperated with the China Development Research Foundation to participate in the "One Village, One Kindergarten: Mountain Village Kindergarten Project" and promised to donate 3 million yuan to Funing County in Yunnan within three years to support 30 local kindergartens, benefiting more than 900 children every year so that they could also grow up healthily, safely and happily in a well-equipped kindergarten and a sunny classroom.

In addition, dōTERRA has also cooperated with the China Women's Development Foundation and the Shanghai Charity Foundation, donating more than 1.1 million yuan to build six rural primary schools in Guangyuan, Quannan, Guazhou, Wangmo and Yan'an in Sichuan, Jiangxi, Gansu, Guizhou and Shaanxi provinces, improving the environment of local schools.

Facing the COVID-19, dōTERRA noticed the importance of children's health education in rural areas. dōTERRA and the China Women's Development Foundation launched a new project "Hand Guarding the Future — Rural Children's

Health Education.” The project focuses on children’s health education and will donate 25,000 bags of hand sanitizer each year to help 300 kindergartens in Liangshan Prefecture in Sichuan and educate children on health and hygiene knowledge.

Health poverty alleviation: We are always on the road

Major diseases such as leukemia and rare diseases are killers of children. Due to the financial limitations of many families, sick children cannot receive effective treatment. dōTERRA actively provided free assistance to poor families with children who were seriously ill but weren’t able to afford the high medical expenses. In September 2018 and May 2019, the dōTERRA Hand-in-hand Caring Fund, which was jointly initiated by the Shanghai Charity Foundation and dōTERRA, Ruijin Hospital and Shanghai Children’s Medical Center, donated 9 million yuan to help more than 200 families with children suffering from major diseases.

In addition to helping individuals, dōTERRA also focuses on promoting the improvement of medical services in remote and poor areas, so that local children with serious illnesses can receive timely and effective treatment at home. In May 2020, the dōTERRA Hand-in hand Caring Fund of Shanghai Charity Foundation donated 1.5 million yuan for the screening and treatment for children with serious illnesses in Kashgar Prefecture in the Xinjiang Uygur Autonomous Region, Shigatse of the Tibet Autonomous Region and Wenshan Zhuang and Miao Autonomous Prefecture in Yunnan.

Poverty alleviation through cultural tourism

In September 2020, China Railway Shanghai Group Co Ltd, together with the Shanghai Jing’an District Culture and Tourism Bureau and the government of the Wenshan Autonomous

Prefecture of Yunnan Province, jointly launched the Jing’an-Wenshan poverty alleviation train sponsored by dōTERRA.

Located in southeastern Yunnan, Wenshan Prefecture is an important place of the Yunnan-Guangxi-Guizhou tourism belt and a key destination for Chinese and foreign tourists.

Known as the Yunnan-Guangxi Corridor, the beautiful natural scenery and colorful human environment in the territory contribute to Wenshan’s poverty alleviation.

The project not only provided high-quality and affordable travel plans for the majority of Shanghai residents, but also directly drove local tourist attractions, catering, accommodation, shopping, culture and leisure. The development of the entire industry chain has effectively increased the employment and income of local poor people.

无止境，不缺席， 公益始终在路上

No end, no absence

Public welfare is always on the road

企业介绍

段和段律师事务所创立于1993年，为全中国第一家由中国司法部特批的回国留学生私人出资并拥有的合伙制律师事务所。历经28年的发展，段和段已成为中国最具特色和知名度的综合性律师事务所之一，持之以恒地向客户提供高品质的法律服务，并在涉外法律服务以及中国律师国际化领域享有不可动摇的领先地位。

目前，段和段在全球拥有30间办公室，员工总数突破千人。凭借完善的法律服务网络和专业体系，段和段能够为客户提供全方位、一站式的法律服务解决方案。如今，段和段依循有节奏、有计划、有设计、有现实目标的发展思路，朝着中国律所高度国际化、优质品牌化和适度规模化的方向一步一个脚印地实践。

案例介绍

重庆是我国中西部地区唯一一个直辖市，正在



朝一线城市发展迈进，然而这个直辖市内还有十四个贫困县。

段和段的律师以自己的法律知识服务于社会、服务于当事人，其宗旨与目标是维护司法公正、实现公平正义、推动法治进步。2018年，段和段重庆办公室开展了主题鲜明、形式多样、内容丰富、极具效果与效应的主题公益活动，包括公益基层普法、公益培训咨询、公益爱心援助三大板块内容，涵盖农业援助、基层服务、老人援助、患儿援助等公益领域，参与公益员工人数占律所总人数70%以上，援助对象约千余人次。

寒冬送温暖，笑意驱风寒，敬老院爱心捐助

2018年1月30日，段和段重庆办公室来到重庆铜梁安溪镇慈善敬老院，开展“敬老爱老、温暖迎春”为主题的公益捐助活动，为老人们送上节日关怀和新春祝福。

安溪镇是铜梁最偏远的南部山区镇，是政府重点扶贫的区域之一。律所的小伙伴们来到慈善敬老院时正值寒冬，但敬老院没有任何取暖设备，生病的老人盖着已经陈旧的被子取暖，身体好一点的老人在院里踱步驱寒。他们精心奉上为老人们挑选的暖冬礼物——几十床大棉被，老人们心里感受到温暖和感动的同时，也为他们的暖冬行动赋予了更实在的意义。

知识帮扶，基层普法在行动

2018年3月8日，段和段重庆办公室开展主题为“参观农村建设新成就 助推涉农企业新发展”农业普法公益活动，为重庆铜梁西部农林大世界的农民和涉农企业送去法律服务。合伙人杜兵律师带领律所年轻律师和党员律师，来到铜梁区西部农林大世界，向当地人们和企业开展农业法律大宣传，对农业经营主体进行法律大帮扶，送去涉农法律知识和提供法律服务。

2018年4月24日，段和段重庆办公室开展“拥抱新时代，学习新宪法”为主题的公益《宪法》培训会，办公室顾问雷振老师进行主讲，向渝中区人大七星岗代表组的代表，七星岗街道商会的各位会员、街道党政领导班子及全体机关干部、社区党委书记、副书记以及各社区民情联络员共计80余人

进行了公益培训。

2018年12月4日系国家宪法日，2018年12月2日至8日为我国首个宪法宣传周，段和段重庆办公室开展了主题为“传播法治理念，弘扬宪法精神”的宪法宣讲活动。律所的骨干律师来到著名商圈大坪时代天街，亲口讲法、亲耳听问、亲身解疑，以接地气的方式，向人民群众开展宪法宣传和法律普及。

2018年6月28日，段和段重庆办公室前往重庆市渝中区菜园坝街道平安街社区开展以“跟党走，随法行”为主题的社区公益咨询活动，深入基层普法，真心服务群众。

援边支藏，西南一心，助学募捐播希望

2018年9月，段和段重庆办公室收到来自西藏昌都市察雅县的援助函，立即开展了对该县中小学的助学募捐活动。

西藏昌都市察雅县地处西藏昌都市东部地区，是国家级深度贫困县，全县辖3镇10乡，153个行政村，总人口53628人，有藏、汉、白等民族，其中藏族占总人口的99.8%。由于察雅县地形多为高山深谷，海拔较高，高原气候显著，交通极为不便。察雅县人民主要以务农为主，当地经济情况欠佳，教育事业水平十分落后，办学条件十分艰苦。

段和段重庆办公室经察雅县重庆援藏工作队介绍了当地情况，参与到对察雅县中小学的帮扶行动中，号召倡议段和段重庆办公室全所律师参与对察雅县中小学的公益募捐中，将募捐款项全部用于为学习条件艰苦的学生购置书籍、学习用具、教学用具等，为改善西藏地区乡村办学条件贡献力量。

持善心，行善行，用爱点亮患儿生命

2018年12月28日下午，段和段重庆办公室联合民革南岸区委南坪一支部、重庆山城志愿服务中心、重庆儿童救助基金会、重庆医科大学附属儿童医院血液肿瘤中心，发起了“给予生命更多美好”儿童医院新年联欢会暨生日礼物计划。

重庆医科大学附属儿童医院血液肿瘤中心是一个非常特殊的地方，这里的儿童都是患有白血病、淋巴瘤、遗传性血液病等恶性血液疾病的孩子，他们有的只有几岁，有的十几岁，有的等待合适的造血干细胞移植，有的还未找到合适的救治方法。他

们手臂上全是为治疗插满的针头，头发也因治疗掉得稀少，他们一次次进入手术室，一次次徘徊在生与死的边缘，父母和医生护士是他们最常见的伙伴。生活在同一片蓝天下，他们也应当有同样精彩的生活，段和段重庆办公室的小伙伴们为丰富这些重病孩子的住院生活，为患儿及家庭提供支持、关怀与希望，策划发起了这场公益爱心计划。

多年来，段和段重庆办公室坚持公益初心，用专业成就公益，用小爱传递大爱，用实际行动惠及民生。他们年轻，但他们持续丰富。他们弱小，但他们借力行善。无止境，不缺席，段和段公益始终在路上。

Company Profile

Founded in 1993, Duan & Duan was the first law firm in China to be privately funded and owned by returning students from abroad with special approval from the Ministry of Justice. After 28 years of development, Duan & Duan has become one of the most distinctive and well-known comprehensive law firms in China, consistently providing high-quality legal services to clients and enjoying an unshakable leadership in the fields of foreign-related legal services and internationalization of Chinese lawyers.

Currently, Duan & Duan has 30 offices around the world, and its total number of employees exceeds 1,000. It is dedicated to providing clients with the full spectrum of one-stop legal service solutions. Today, Duan & Duan follows a rhythmic, planned, designed and realistic development approach, practicing one step at a time in the direction of becoming a highly internationalized, high-quality branded and moderately scaled Chinese law firm.

Case Introduction

As the only municipality in the central and western regions of China, Chongqing is developing toward a first-tier city, yet there are still 14 poor counties.

The lawyers of Duan & Duan serve society and clients with their legal knowledge. Their goal is to maintain justice, achieve fairness and integrity and promote the progress of the rule of law. In 2018, Duan & Duan Chongqing office carried out thematic public welfare activities with distinctive themes which took various forms, were rich in content and had a great effect, including public welfare grassroots legal literacy and public welfare training and consultation. Seventy percent of the staff involved in public interest activities, and around 1,000 people were aided in the areas

of agricultural assistance, grassroots services, elderly and children assistance.

Sending warmth in winter, smiling to drive away the wind and cold, donating to elderly homes with love

On January 30, 2018, Duan & Duan Chongqing office visited the Charity Home for the Elderly in Tongliang District's Anxi Town of Chongqing to carry out a public welfare donation activity, with the theme of "Respecting and Loving the Elderly, Welcoming the Warm Spring," while bringing holiday care and New Year's wishes to the elderly.

Anxi Town is the most remote southern mountainous town in Tongliang and is one of the government's key poverty alleviation areas. The law firm's partners went to the elderly charity home in the middle of winter, finding that the home did not have any heating facility. The sick elderly were covered in old quilts, while the healthy ones were pacing around the home to keep warm. Partners presented dozens of large quilts which were especially chosen for the seniors. The elderly not only felt warm but were touched in their hearts. It achieved a real meaning of the action of providing a warm winter for these old people.

Knowledge assistance, grassroots law popularization in action

On March 8, 2018, the Chongqing office of Duan & Duan carried out an agricultural law promotion event, providing legal services to farmers and agriculture-related firms in the western agricultural and forestry zone of Tongliang. With the theme of "Visiting new achievements in rural construction and promoting new development of agriculture-related enterprises," partner Du Bing led the law firm's young lawyers and Party members to the region to promote agricultural law among local

people and enterprises, provide legal assistance to agricultural business entities, deliver agricultural-related legal knowledge and provide legal services.

Then the Chongqing office held a public welfare training session themed on "Embracing the new era and learning the new Constitution" on April 24, 2018. Lei Zhen, office consultant, gave the lecture to more than 80 people including members of the Qixinggang group of the Yuzhong District People's Congress and the chamber of commerce, the community Party and government leadership team and community public information liaison officers of Qixinggang subdistrict.

On June 28, 2018, Duan & Duan Chongqing office headed to the Ping'an Street Community of Caiyuanba subdistrict in Yuzhong District to carry out community public welfare consultation activities on the theme of "Follow the Party, Follow the Law," promoting law to grassroots and serving the public.

The National Constitution Day is on December 4. As December 2 to 8, 2018 was the first constitutional week, Duan & Duan Chongqing office carried out activities to spread constitutional knowledge. Its lawyers visited Daping Paradise Walk, a popular business area, to explain the law, answering questions and carrying out constitutional promotion and legal popularization among people.

Support the border and Tibet regions and bring hope by fundraising to schools

In September 2018, after receiving a letter from Zhagyab Prefecture of Changdu City in the Tibet Autonomous Region, the Chongqing office launched a fundraising event to help primary and secondary schools in the county quickly.

Located in the eastern region of Changdu, Zhagyab is a highly poverty-stricken prefecture of national level, with three towns, 10 counties

and 153 administrative villages. It owns a population of some 53,000 including Tibetan, Han and Bai ethnic groups, with Tibetans accounting for 99.8 percent. The terrain of Zhagyab is mostly high mountains and deep valleys with high altitude and highland climate, while traffic is extremely inconvenient. Residents in Zhagyab mainly live by farming. The local economy is in bad condition, and the education lags far behind the rest of China. Schools are also very poor.

After learning the status quo, the Chongqing office of Duan & Duan participated in the campaign to help primary and secondary schools in the county. The office urged its lawyers to participate in the fundraising for schools in the prefecture, using all the money raised to buy books and studying facilities for students in difficult conditions and teaching tools for teachers to make a contribution to improve school conditions in rural areas in Tibet.

Hold a good heart, do good work and light up the lives of children with love

On the afternoon of December 28, 2018, Duan & Duan Chongqing office, together with the first Nanping branch of the Nan'an District Committee of the Democratic Revolution, Shancheng Volunteers, Chongqing Children's Aid Foundation and the Hematological Oncology Center of the Children's Hospital of Chongqing Medical University, launched the "Give Life More Good" — a New Year Party and Birthday Gift Program in the hospital.

The Hematology Oncology Center of Children's Hospital of Chongqing Medical University is a very special place, where children suffering from leukemia, lymphoma, hereditary blood diseases and other malignant blood diseases are treated. Some of them are only a few years old, some are teenagers, others are waiting for suitable blood stem cell

transplantation, and some have not yet found a suitable cure. Their arms are full of needles inserted for treatment, and their hair is thinning out due to medication. They enter the operating room again and again, hovering on the edge of life and death, and their parents, doctors and nurses are their most common companions. Living under the same blue sky, they should also have the same wonderful life. Partners of Duan & Duan Chongqing office planned and launched this charity love program in order to enrich the hospital life of these seriously ill children and provide support, care and hope for the affected children and their families.

Over the years, Duan & Duan Chongqing office has adhered to the original aspiration of public welfare, using professional achievements for public welfare, passing on great love with small gestures and benefiting people's livelihood with practical action. They are young, but they continue to enrich their lives. They are weak, but they lend their strength to do good. Duan & Duan is always on the road of public welfare with no end and no absence.

爱心传递， 责任关怀， 助力扶贫攻坚

Passing on love and promoting responsible care to support poverty alleviation

企业介绍

杜邦公司提供以科技为基础的材料、原料和解决方案，致力于成为全球创新推动者之一，为各行各业和人们的日常生活带来革新。我们的员工运用多样化的科学技术和专业经验，协助客户推进他们的创意，在电子、交通、建筑、水处理、健康和保健和工作防护等关键市场提供重要的创新。

案例介绍

2019 温暖过冬——杜邦亚太采购服务中心爱心旧衣回收活动

当得知有这样一群孩子——只有一两件破旧的棉衣，在天寒地冻的大山里，顶着瑟瑟寒风往返于学校和家之间，手脚生满了冻疮。杜邦亚太采购服务中心的员工们非常心疼，紧急与昆山市乐文社区和乐和社区合作，举办爱心旧衣回收活动。

通过举办三场活动，杜邦亚太采购服务中心共为孩子们募集了400公斤的衣物！这些衣物被送往



毕节市大方县大溪镇和甘孜藏族自治州新龙县，为那里的孩子们，带去冬天的温暖。每一件衣物都经过认真筛选，希望孩子们可以收到更整洁更御寒的衣服。

让爱传递，助力大姚未来

杜邦上海工会响应上级中智工会的号召，2018、2019 连续两年，向云南大姚地区捐赠文具、图书 660 册，服装 180 套，以及学校课桌椅 200 套。杜邦上海工会负责同志也连续两年跟随中智工会扶贫小组，远赴千里之外的云南大姚地区进行扶贫考察、奉献爱心，以实际行动支援国家贫困政策。通过实地走访大姚县金碧小学，杜邦了解了当地学生的学习情况，为他们带去了学习用品，希望能给同学们带去实际帮助，并勉励他们努力学习，争取全面发展，实现梦想。

杜邦上海工会也将继续与浦东扶贫机构联系，继续公司的扶贫行动。

东莞杜邦携手太平海关开展扶贫项目

东莞杜邦电子材料有限公司联合黄埔海关隶属太平海关前往广东韶关市翁源县富陂村开展爱心扶贫活动。东莞杜邦电子材料有限公司总经理刘晓英代表东莞杜邦向富陂村捐赠善款 20 万元，用于该村道路拓宽与路灯建设工程，彰显杜邦公司一贯秉承的社会责任关怀理念。

扶贫慰问队一行还深入贫困户家庭并召开座谈会，详细了解扶贫村精准扶贫开展情况、群众家庭生活生产状况，以及目前面临的困难、脱贫打算等问题，并向他们赠送了慰问品。

大手牵小手益童做环保——“最自然”电子成像张家港基地环保系列活动

杜邦张家港科波西公司联合张家港暨阳青少年发展中心，邀请了社区白云小学的小朋友来到杜邦公司的电子材料工厂，身临其境地感受了世界级一流科技企业怎样通过科技和创新给我们的生活带来健康和便利。整洁的工厂让小学生们大呼：“哇，原来化工厂也可以这么环保美丽。”

趣味盎然的破冰团建、启动仪式、垃圾分类比赛、净水器制作、环保沙龙和一句话宣言的分享，让同学们在寓教于乐中提升环保意识，坚定了践行环保理念。

Company Profile

DuPont is a global innovation leader with technology-based materials and solutions that help transform industries and everyday life. Our employees apply diverse science and expertise to help customers advance their best ideas and deliver essential innovations in key markets including electronics, transportation, construction, water, healthcare and worker safety.

Case Introduction

Bringing warmth in 2019 winter — Old clothes donation activity of DuPont Asia Pacific Procurement Service Center

When learning that a group of children had to travel between school and home through mountains in winter with only one or two pieces of worn-out cotton clothes and suffered frostbite on their hands and feet, employees of DuPont Asia Pacific Procurement Service Center were very depressed. They quickly cooperated with Lewen and Lehe communities in Kunshan City in Jiangsu Province to organize an old clothes collection charity activity.

DuPont Asia Pacific Procurement Service Center collected 400 kilograms of clothes for the children through three events. The clothes were sent to Daxi Town of Dafang County in Bijie City of Guizhou Province and Xinlong County in Ganzi Tibetan Autonomous Prefecture of Sichuan Province to bring warmth to the children there. Each piece of garment was carefully selected in the hope that the children would receive neat and warm clothes.

Passing love and building the future of Dayao

Responding to the call of the China

International Intellectech (Shanghai) Co, DuPont Shanghai donated stationeries, 660 books, 180 sets of clothes and 200 sets of school desks and chairs to Dayao County of Chuxiong Yi Autonomous Prefecture in Yunnan Province in 2018 and 2019. Representatives of DuPont Shanghai labor union also joined the CIIC's poverty alleviation team in 2018 and 2019, traveling thousands of miles to Dayao to support the national poverty alleviation policy with action. During the visit of the Jinbi Primary School in Dayao, DuPont learned the situation of local students. The team brought school supplies to them and encouraged them to study hard and strive for all-round development to realize their dreams.

DuPont Shanghai will keep in touch with the Pudong poverty alleviation organization to continue the company's poverty alleviation initiatives.

DuPont Dongguan Electronic Materials joins hands with Taiping Customs on poverty alleviation program

DuPont Dongguan Electronic Materials Co Ltd joined hands with Huangpu Customs affiliated to Taiping Customs to carry out poverty alleviation activities in Fupi Village of Wengyuan County in Shaoguan City, Guangdong Province. On behalf of DuPont Dongguan, Liu Xiaoying, general manager of DuPont Dongguan Electronic Materials Co Ltd, donated 200,000 yuan (US\$30,540) to Fupi Village for the road widening and street lights installation projects, demonstrating DuPont's social responsibility and care.

The poverty alleviation team also met with poor households, learning the details of the poverty alleviation work, their family life and production conditions, as well as the current difficulties and other issues. The team also offered them with some daily necessities.

Series of environmental protection activities in DuPont Zhangjiagang — 'The most natural' electronic imaging environmental protection program

DuPont Zhangjiagang Keboxi Company, together with the Zhangjiagang Jiyang Youth Development Center, invited children from Baiyun Primary School to visit DuPont's electronic materials factory to experience how a world-class technology company brings health and convenience to daily life through technology and innovation. The clean factory came as a surprise for the elementary school students who couldn't help saying: "Wow, a chemical factory can be so environmentally-friendly and beautiful, too."

A series of activities including fun ice-breaking group building, launch ceremony, garbage sorting competition, water purifier making, an environmental protection salon and a one-sentence declaration sharing helped students raise the awareness to protect the environment and taught them how to firmly practice the concept of environmental protection in a fun and educational way.

扶贫先扶智， 助力偏远地区青少年成长

Powering the growth of young people in rural areas
with education programs

企业介绍

作为一家全球动力管理公司，伊顿致力于通过提供更为可靠、高效和安全的动力管理技术，提高人类生活品质和环境质量。伊顿提供各种节能高效的解决方案，以帮助客户更有效、更安全、更具可持续性地管理电力、流体动力和机械动力。2019年，伊顿公司销售额达 214 亿美元，全球汇聚了约 92000 名员工，产品覆盖超过 175 个国家和地区。

伊顿公司深耕中国市场二十余年，自 1993 年进入中国市场后，迅速发展在中国的业务。2004 年，伊顿亚太区总部从香港迁至上海长宁区。如今，伊顿公司旗下已有许多产品实现中国制造，节能高效、绿色生产制造的理念已融入到伊顿绿色工厂和可持续发展的方方面面。

案例介绍

伊顿公司从成立初期就带着支持慈善和公益事业的“基因”。伊顿的创始人约瑟夫·伊顿先生，在



公司创立之初，早在1915年就参与、发起设立了美国克里夫兰公益慈善联合会。

“共建美好社区”是伊顿愿景中不可缺少的一部分。在全球各地，支持伊顿所在的社区，让大家安居乐业，是每个伊顿人不可推卸的责任。伊顿捐赠资金支持社区公益项目，还向公益组织匹配员工的个人捐赠，并鼓励员工参与公益组织治理和社区志愿服务。在中国，伊顿重点关注公益领域的教育公平、环境保护和社会创新。

扶贫重在扶智： 伊顿 — 上师大中西部教育项目

“人才是企业发展的立身之本。在中国，我们将教育视作伊顿公益战略的一个重点。我们希望通过推动教育公平，赋予偏远地区的青少年以平等参与竞争的机会，从而广泛地培育创新人才，贡献于社会的持续创新。”时任伊顿公司亚太区首席财务官金岩在2018年伊顿 — 上师大中西部教育项目总结会议上表示。

一个真实的故事，来自2019年伊顿 — 上师大中西部教育项目的一位大学生支教老师的日记：

“……之后的第二节晚自习，在走廊与她相遇，她主动过来和我打招呼，我问她是否愿和我聊聊，她应允了。她是外出务工两年后复读考入安龙一中的。忆起几年前，她潸然泪下。当时，年迈的父母已无劳动能力，大姐读职校，二姐远嫁他乡，只剩下她与父母相伴。她和父亲去山上背石头，盖起了家里两间遇雨则漏的小平房，可谁知，天降不幸于这个艰难的家庭，父亲被查出患肺结核。正读初二的她再三思考斟酌后不得不选择辍学，和刚职校毕业的大姐外出务工，每月定时往家里汇钱，给父亲治病的同时拜托表哥修缮房屋。可父亲还是过世了，留下了她们母女四个。之后因为精准扶贫政策的落实，家里情况有所好转，帮扶人也问她是否想要继续读书，在之前班主任的鼓励下，她扛住压力，选择继续学业，参加中考，考取了安龙一中。

如今的她，除了课堂学习外，会利用课余时间，去操场打打篮球，踢踢足球，各类体育项目皆想有所接触；也谈到喜欢舞蹈，小时候会跟着电视上学习，现在仍然喜爱舞蹈；想要学习乐器，想要学习绘画……此刻的她，脸上洋溢着迷人笑容。现在的她度过了那段艰难时期，未来可期。我被她的故事所感动，久久未缓过劲，从未想象过如此娇小的

姑娘隐藏着如此巨大的能量，更无法想象她是如何度过那些流泪入睡的漫漫长夜。”

中国西部地区由于地理位置相对闭塞，经济发展缓慢，使得当地教育、尤其是农村和偏远山区的教育发展明显滞后，限制了当地学生的成长发展空间。从2006年开始，伊顿与上海师范大学教育发展基金会合作中西部教育项目，与贵州安龙一中学校结对，将专项基金定向用于该校的教育质量提升。资金投入包括：贵州安龙一中教师来沪培训、上师大师范生赴贵州顶岗教育实习、设立贵州安龙一中励志奖学金，以及捐赠图书教学设备等物资。迄今为止，伊顿基金向该项目捐赠善款及实物超过300万元人民币，超过80名教师及十余万名学生直接受益，参与上师大支教大学生志愿者近140余位，覆盖高中9门课程，每年平均教学900课时，14年间累计教学量1万余课时。

为了全面支持安龙当地的教育事业发展，培养教师立德树人，2020年1月10-11日，伊顿中国、上师大教育发展基金会、安龙县教育局、安龙县第一中学共同举办首届“伊顿基金 贵州安龙教育论坛”。论坛以促进教师专业发展为主线，邀请了上海师范大学教育学院副教授王维臣等四位专家从教师修养、新高考改革、教师教育科研等主题开展一系列讲座，安龙县中小学教师360余人参加。

教育扶贫并非一朝一夕，而是细水长流才能见成效。经过伊顿中国、上海师范大学教育发展基金会和安龙一中等多方的努力和共同合作，“伊顿基金”项目在十四年里取得了不少成果。

首先，贵州安龙一中的教研水平得到提升。截至目前，安龙一中教师共有2项中国教育学会“十二五”科研规划课题、3项贵州省基础教育教学实验课题、21项黔西南州基础教育教学科研课题、17项安龙县基础教育教学科研课题。教师的专业化水平也得到了较为显著的提升，名师、特级教师、正高级教师、名师工作室经历了从无到有，目前该校有贵州省特级教师2名、教学名师2名、骨干教师8名，有研究生学历的教师达到了26名。部分优秀教师还被县教育局聘为州优秀教师讲学团，带动、引领全州教育，提高当地教学水平。

其次，教育物资的捐赠和奖学金的设立也丰富了当地的教育资源，激励了当地学生勤奋学习，积极上进。2010年到2020年十年间，已有超过2000人次受到奖励，为贵州安龙县培养优秀人才起到了推动作用。另外，当地学生通过了解支教志

愿者的学习与成长经历，开阔了视野，树立了榜样，提升了能力，或将成为他们未来人生道路上的一笔财富。

再次，上海师范大学的师范生也通过志愿者活动了解中国教育发展现状，锻炼了为人师表的技能，坚定了教书育人的理想。

“我们学校现在所有的班级都是多媒体教室，还建有网络教室和电视电话视频系统、以及录播教室，可以通过在线直播授课或教学微视频，实现县域内、与发达地区名校课堂资源共享……”安龙一中校长赵煦说，“我们学校的硬件正在逐步改善，但教育软实力仍需要不断提升。上海师大、伊顿公司与我们学校结缘十四年，既给予了我们很多帮助，也见证了我们学校的发展历程，未来我们将着力打造教育内涵发展，让我们贵州安龙的学生们不仅能够自信地走出大山，更能够应对全球化的机遇与挑战。”

扶贫贵在扶志： 点亮微心愿 + 志愿者公益行

为助力上海市长宁区对口帮扶云南地区脱贫攻坚，伊顿公司加入“长宁临空园区公益扶贫联盟”。企业对口帮扶山村学校，捐赠 16 余万元善款修缮校园围墙，并组织点亮微心愿、云南绿春公益行活动，以教育扶贫小行动，践行精准扶贫大战略。

• 点亮微心愿 四海伊家人

2019 年圣诞前夕，在上海市长宁区临空园区和云南省红河州绿春县教育局的协助下，伊顿中国 CSR 团队收集到了 203 个山村学校学生的新年微心愿。企业在公司内部发起了“点亮微心愿”活动，号召员工认领微心愿捐赠礼物，帮助学生们实现愿望。这也是伊顿中国继 2018 年认领贵州高中学生的微心愿和 2019 年认领河北青龙农村学生的微心愿后，组织的第三次“点亮微心愿”活动。

“我的心愿是过年的时候，爸爸妈妈可以回家过年。因为他们好几年都没有回来了，所以我想让他们回来。”

“春节快到了，希望常在外打工的父母可以早回家，过一个团团圆圆的春节。”

“我的梦想是长大以后当一名赛车手。”

“我希望我能成为一名歌星。”

“我希望能考上好大学。”

“愿明天会更好，期末考试还有 13 天，加油！期末考试考一个好成绩。每年都能看到流星雨。”

“我的心愿是长大以后当一名优秀的语文老师，教更多的学生。我希望我教的每一个学生都可以考上大学，每个学生都很听话。我的家虽然不是很有钱，但是我家的人可以吃上一口饭，我们就足够了。每年过年我的爸爸妈妈没有时间回来，今年会回来过年。”

“我的心愿是到了这一年能让家人们过上好日子，还有村民们过上好日子。”

这一个个的心愿，流露出的是对父母对家乡珍贵而朴素的情感，对未来美好生活的憧憬。

不到 24 个小时，这些在线上发布的微心愿被全国各地的伊顿员工陆续认领。随后的几天里，伊顿员工们准备了礼物写下了新年祝福卡，陆陆续续寄到了伊顿在上海的亚太区总部办公室。然后，多位伊顿员工志愿者们帮忙打包分类整理了礼物，在春节假期前寄往了云南的山村学校。

因为新冠疫情的影响，2020 年的春天，来得有些晚，但是依然不影响人们对它的期待。经过了漫长的“寒假”，5 月初，云南省红河州绿春县牛孔镇中心小学的孩子们迎来了开学，也迎来了来自伊顿公司两百多名志愿者们的礼物。这些礼物，载着我们志愿者们的爱和期许，化成春风轻拂孩子们稚嫩可爱的脸庞，甜美的笑容里透出由衷的喜悦。这份喜悦是给伊顿志愿者们最好的反馈，也是送给我们这些大朋友最好的礼物！

云南省红河州绿春县牛孔镇中心小学的教导主任毕武丽老师给伊顿员工志愿者们写来了一封信，感谢大家用心又贴心的新年礼物！

伊顿公司微心愿活动的志愿者们：

“你们好！”

给孩子们的礼物已经收到了，非常感谢你们的用心，爱心与真心，让我们小小的校园充满了“明媚的春光”，每个孩子的脸上都洋溢着无比高兴的笑，因为他们都收到了对于他们来说最美好的礼物！孩子们拿到这一份份如此用心又特别礼物，兴奋地对我说：“老师，我的愿望终于实现了！感谢这些叔叔、阿姨！”那一刻我从孩子们的眼里看到了光，如此的幸福，如此的美好！是你们的这一份份珍贵的爱心圆满了这一群大山里孩子们的童年！

我代表我们牛孔镇中心小学的全校师生对伊顿公司微心愿活动的志愿者们表示由衷的感谢，感

谢各位爱心人士对孩子们殷切关爱，这个春天因为有你们的助力而更加的美好，更加的温暖！”

教导主任 毕武丽
2020 年 5 月 20 日

• 志愿者公益行

平掌街小学始建于 1958 年，现有 4 个教学班，教师 5 人。在校学生 104 人，全校女生 50 人，男生 54；在校寄宿生 104 人，其中建档立卡学生 97 人。自办学以来，在各级政府和社会各界的支持下，学校已经建有校舍、宿舍、厨房、洗手间等设施。由于经费短缺，平掌街小学现有的校园围墙仅建有一部分，还有部分校园与附近的农地直接相连，仅用铁丝等搭建了临时隔离网。这类临时隔离网，缺乏安全防护，不利于校园的日常教学管理，并且现在所有的学生均为寄宿生，开放的校园对于夜间在校住宿的学生也存在极大的安全隐患。

伊顿公司对口帮扶山村小学，捐赠 16 余万元善款修缮校园围墙。10 月 7 日，17 位来自上海、北京、宁波、深圳和昆明的伊顿员工志愿者，参与为期 5 天的云南绿春公益行，来到云南省红河州绿春县参与到山村小学的围墙修建工作。志愿者们还为 104 位小学生辅导语文数学，开展了卫生健康、电气安全等志愿课堂，进行了趣味运动会。

伊顿在中国的公益项目合作伙伴仁人家园为修缮校园围墙项目提供技术支持和监督管理。围墙项目将改善校园的基础设施及环境，让学生们得以在安全的环境中学习及生活。

伊顿亚太区 IT 副总裁李晓恩表示：“‘凭我一己之力无法改变世界，但是我在水中投入一颗石子，以激起许多涟漪’，特蕾莎修女的这句话，我很喜欢。我们已经做了许多尝试，给学校带去正面的影响，相信我们每个人都有受益。现在，是时候让我们成为‘涟漪’把我们的经历分享出去了。”

Company Profile

As a global power management company, Eaton's mission is to improve the quality of life and the environment through the use of power management technologies and services. We provide sustainable solutions that help our customers effectively manage electrical, hydraulic and mechanical power — more safely, more efficiently and more reliably. In 2019, Eaton's sales reached US\$21.4 billion, with approximately 92,000 employees worldwide and products covering more than 175 countries and regions.

Eaton has been deeply rooting in the Chinese market for more than 20 years. Since entering the Chinese market in 1993, Eaton has rapidly developed its business in China. In 2004, Eaton's Asia Pacific headquarters moved from Hong Kong to Shanghai. Today, we make most products for all of Eaton's distinct business here, and the concepts of energy saving, high efficiency and green manufacturing have been integrated into Eaton's green factories and all aspects of sustainable development.

Case Introduction

Eaton has carried the “gene” to support charity and public welfare. Joseph Eaton, the founder, participated in and initiated the establishment of The Cleveland Federation for Charity and Philanthropy in 1915 when the company was founded.

“Making our communities stronger” is one of Eaton's aspirational goals. It is the responsibility of every Eaton employee to support the communities where we work and live. Eaton donates funds to support community charity projects and also encourages personal donations from employees to charity organizations as well as serve in the board of charity organizations and get involved in

community services. In China, Eaton focuses on quality education, environmental protection and social innovation on community programs.

Poverty alleviation through knowledge, technology and thought: Eaton-Shanghai Normal University Midwestern Education Project

“Talent is the foundation of the development of a company. In China, we regard education as a focus of Eaton’s philanthropy strategy. We hope to give young people in rural areas equal opportunities to participate in competition by promoting fairness in education, cultivate innovative talent and contribute to the continuous innovation of society,” Jin Yan, the then CFO of Eaton APAC, said at the 2018 Eaton-Shanghai Normal University Midwest Education Project meeting.

Following is a true story comes from the diary of a college student who involved in the Eaton-Shanghai Normal University Midwest Education Project in 2019:

“... After the self-study class at night, I met her in the corridor. She said hello to me first. I asked her if she would like to talk to me, and she agreed. She was admitted by Anlong No. 1 High School after two-year migrant work. Recalling the past few years, she bursted into tears. At that time, the elderly parents were unable to work and the eldest sister was studying in a vocational school, while the second sister was married away from home, leaving her with her parents at home. She and her father went to the mountain to collect stones to build two small bungalows that would leak when it rained. Unfortunately, her father was diagnosed as tuberculosis. That was when she was a 8th grader, and she had to drop out of school after thorough consideration. Then she went out to work with her eldest sister who had just graduated from a vocational school. She sent money to her parents every month for the treatment of her father and asked her cousin

to repair the house. But his father passed away, leaving behind her mother and another two sisters. Later, because of the implementation of the targeted poverty alleviation policy, the family’s situation improved. The helper also asked her if she wanted to continue studying. With the encouragement of the former head teacher, she resisted the pressure, choosing to continue her studies and take the high school entrance examination.”

“Nowadays, in addition to studying in class, she spends her spare time on playing basketball, football and all kinds of sports. She also likes dancing. She learned from TV when she was little and now is still fond of dancing. She also wants to learn playing musical instrument and painting. She is wearing a charming smile. She has passed through that difficult period now, and the future can be expected. I was touched by her story, and it took me a long time to calm down. I never imagined such a petite girl would hide such a huge energy and even can’t imagine how she passed those long nights when she fell asleep in tears.”

Due to the relatively closed geographical location and slow economic development in western China, the development of local education, especially in rural areas and remote mountainous areas, has significantly lagged behind, limiting the growth and development of local students. Since 2006, Eaton has cooperated with the Shanghai Normal University Education Foundation to focus on the Midwest education project, pairing with Guizhou Anlong No. 1 High School and donating the special fund to improving the education quality of the school. The fund includes to help Guizhou Anlong No. 1 High School teachers come to Shanghai for training, encourage students at Shanghai Normal University to go to Guizhou for educational internship, establish scholarship at Guizhou Anlong No. 1 High School and donate books, teaching equipment and other materials. So far, the Eaton special fund has donated more

than 3 million yuan (US\$462,900) to the project. More than 80 teachers and 100,000 students in Guizhou have directly benefited. Nearly 140 students from Shanghai Normal University have participated in the project, covering nine high school courses, 900 hours on average per year and 10,000 hours in 14 years.

In order to fully support the development of local education in Anlong County, Eaton China co-hosted the first “Eaton Guizhou Anlong Education Forum” with Shanghai Normal University Education Foundation, Anlong County Education Bureau and Anlong County No. 1 High School on January 10 and 11, 2020. The forum focused on promoting the professional development of teachers and invited four experts including Wang Weichen, associate professor of the Education School of Shanghai Normal University, to give a series of lectures on the topics of teachers’ training, reform of the new college entrance examination, teacher education and scientific research. More than 360 primary and middle school teachers in Anlong County participated.

Poverty alleviation through education requires persistence. Through the efforts and cooperation of Eaton China, Shanghai Normal University Education Foundation and Anlong No. 1 High School, the “Eaton Fund” project has achieved progress in the past 14 years.

First of all, the teaching and research level of Guizhou Anlong No. 1 High School has been improved. Up to now, the teachers of Anlong No. 1 High School have two research projects in the 12th Five-Year Plan of the Chinese Education Society, three basic education teaching experimental projects in Guizhou Province, 21 basic education research projects in Qianxinan Autonomous Prefecture and 17 educational experiment projects of scientific research of basic education in Anlong County. The professional level of teachers has also been significantly improved. Teacher systems have been set up from zero. At present, the school

has two special-grade teachers of Guizhou Province, two master teachers, eight key teachers and 26 teachers with graduate diploma. Some excellent teachers have been hired as the excellent teachers lecture group by the prefecture education bureau to drive and lead education in the prefecture and improve local teaching standards.

Secondly, the donation of educational materials and the establishment of scholarships have also enriched local educational resources and encouraged local students to study diligently and actively. Between 2010 and 2020, more than 2,000 people have been rewarded the scholarship which has played a role in cultivating outstanding talent in Anlong County. In addition, the local students broadened their horizons, set an example and improved their abilities through knowing the study and growth experience of volunteers, which may become a wealth of their future life.

Thirdly, students from Shanghai Normal University also learned about the current situation of China’s education development through volunteer activities, exercised their skills as teachers and strengthened their ideals of teaching and educating.

“All classrooms in our school are now equipped with multimedia equipment. There are also network classrooms, videotelephone systems and recording and broadcasting classrooms. Through livestreaming or micro-videos teaching, classroom resources can be shared with famous schools in the county and developed areas,” said Zhao Xu, principal of Anlong No. 1 High School. “Our school’s hardware is gradually improving, but the soft power of education still needs to be continuously strengthened. Shanghai Normal University and Eaton have supported our school for 14 years, not only having given us a lot of help but also having witnessed the development of our school. In the future, we will focus on building the development of educational

connotation, so that our students in Anlong can not only confidently walk out of the mountains, but also be able to adapt with the opportunities and challenges of globalization.”

Poverty alleviation lies in triggering aspirations: Adopt a wish and volunteer charity trip

In order to help regions in Yunnan that paired with Changning District in Shanghai to eliminate poverty, Eaton joined the philanthropy and poverty alleviation alliance of Changning Linkong Business Park. The company assisted the mountain village schools by donating more than 160,000 yuan to build the campus wall and organized activities including “Adopt a Wish” program and volunteer trip in Luchun County in Yunnan to support education projects through small actions and implement the grand strategy of targeted poverty alleviation.

- **Eaton employees in China adopt wishes of rural children**

Before the Christmas in 2019, with the help from Linkong Business Park and the education bureau of Luchun County, Eaton China CSR team collected 203 new year’s wishes from students in a mountain village school. The company launched the “Adopt a Wish” program, calling on employees to help students realize their wishes. This was also the third event that Eaton China launched among its employees in China after supporting high school students in Guizhou in 2018 and rural students in Qinglong Manchu Autonomous Prefecture in Hebei Province in 2019.

“My wish is that mom and dad can go home for the Spring Festival because they haven’t come back for several years, so I want them to come back.”

“The Spring Festival is coming soon. I hope my parents who often work outside can go home early and have a happy Spring Festival.”

“My dream is to be a racing car driver when

I grow up.”

“I wish I could become a singer.”

“I hope to be admitted to a good university.”

“I hope tomorrow will be better. The final exam has only 13 days left. Come on! Wish a good result in the final exam. And I hope I can see a meteor shower every year.”

“My wish is to be an excellent Chinese teacher when I grow up and teach more students. I hope that every student I teach can be admitted to university, and every student is very obedient. Although my home is not rich, we feel enough if my family can have food to eat. My parents didn’t have time to come back to celebrate the Spring Festival, so hope they will come back this year.”

“My wish is that this year will allow my family to live a good life, and the villagers will live a good life.”

The wishes revealed the precious and simple feelings of children to their parents for their hometown and their longing for a better life in the future.

Within 24 hours, these wishes were posted online and were adopted by Eaton employees across the country. In the following days, Eaton employees prepared for gifts and wrote New Year greeting cards which were sent to Eaton’s Asia Pacific headquarters in Shanghai. Then, a number of Eaton employee volunteers helped pack and sort the gifts and sent them to the village schools in Yunnan before the Spring Festival.

Due to the COVID-19, the spring of 2020 came a bit late, but it still did not affect people’s expectations for it. After a long “winter vacation,” in early May, the children of Niukong Town Elementary School in Luchun County, Honghe Prefecture, Yunnan Province welcomed the start of school and also received gifts from more than 200 volunteers from Eaton. These gifts, carrying the love and expectations of our volunteers, turned into a spring breeze and brushed the children’s immature and lovely

faces. Their sweet smiles revealed heartfelt joy which was the best feedback for Eaton volunteers.

Bi Wuli, dean of Niukong Town Central Primary School, wrote a letter to Eaton employee volunteers, expressing gratitude to everyone for their heartfelt and thoughtful New Year's gifts.

To volunteers of Eaton's "Adopt a Wish" Program:

Hello!

The gifts for the children have been received. Thank you very much for your hard work, love and sincerity, so that our small campus is full of "bright spring light." Every child's face is filled with a very happy smile, because they all received the most beautiful gift for them! When the children received these special gifts with such care, they excitedly said to me: "Teacher, my wish has finally come true! Thanks to these uncles and aunts!" At that moment, I saw light in the eyes of the children, so happy and beautiful! It is your precious love that has completed the childhood of this group of children in the mountains!

On behalf of the teachers and students of our Niukong Town Primary School, I would like to express my sincere gratitude to the volunteers of Eaton's Adopt a Wish program and all the caring for the children. This spring will be more beautiful and warmer because of your help.

Dean Bi Wuli
May 20, 2020

• Volunteers' trip

Pingzhang Street Primary School was founded in 1958 and currently has four teaching classes with five teachers. There are 104 students, 50 girls and 54 boys, in the board school. Ninety-seven of them are students from low-income families. With the support of governments at all levels and all walks of life, the school has built facilities including school

buildings, dormitories, kitchens and restrooms. Due to the shortage of funds, only a part of the campus walls were built, while some part of the campus was directly connected to nearby farmland. The facility lacked safety protection, which was not good for the daily management of the school. Since all the students were living on campus, an open campus like this was a safety loophole for students at night.

Eaton assisted the school and donated more than 160,000 yuan for the campus refurbishment project. On October 7, 17 Eaton employee volunteers from Shanghai, Beijing, Ningbo, Shenzhen and Kunming participated in the five-day Yunnan Luchun volunteer trip and participated in the construction of the campus wall. Volunteers also tutored Chinese and mathematics for the 104 students, had voluntary classes on hygiene, electricity safety and held fun sports games.

Habitat for Humanity China, one of Eaton's community program partners in China, provided technical support, supervision and management for the campus refurbishment project. The project would improve the infrastructure and environment of the campus, allowing students to study and live in a safe environment.

"I like Mother Teresa's words: 'I alone cannot change the world, but I can cast a stone across the water to create many ripples.' We have made many attempts to bring a positive impact to the school, and I believe that each of us will benefit. Now, it's time for us to become 'ripples' and share our experience," said SiaoEung Ly, vice president of IT, Eaton APAC.

赋能英语教学，助力乡村教育

Unleashing the power of English teaching to assist the education in countryside

企业介绍

英孚教育成立于 1965 年，是一家全球教育培训公司，主要致力于语言培训、出国留学游学、学位课程和文化交流等项目。秉承“教育，让世界无界”的使命，企业社会责任已经成为英孚教育的企业 DNA，从员工到高管，英孚正用自身的文化和行动，影响着更多员工、学员乃至社会各界人士，共同努力和奉献，一起实践企业使命。

案例介绍

“英孚全球助学计划——中国乡村英语教师培训”项目

英孚教育一直关注社会弱势群体以及教育资源分配不公平地区的英语教育现状与可改善的空间，我们发现扎根于乡村的英语教师普遍自身英语水平不高，缺乏专业的英语培训。同时，由于授课压力大任务重，进行自我提升的时间较少，而且获得优



质资源的机会不多，直接导致乡村小学的学生输在起跑线上。

2017 年，英孚教育发起了“英孚全球助学计划——中国乡村英语教师培训”项目，旨在改善欠发达地区的教育水平，使他们获得教育均等与优质教育资源的机会。2018 年，英孚教育与中央电化教育馆达成战略合作，由中央电教馆通过各省电教馆系统遴选和组织教师，以“教育+互联网”的方式促进优质资源共享，计划三年内通过项目培训乡村英语教师 3000 名以上。截至 2020 年，项目已覆盖甘肃、青海、宁夏、四川、云南和广西六省。

“英孚全球助学计划——中国乡村英语教师培训”没有选择直接捐款捐物的方式，我们更想通过自己擅长的领域切实有效地帮助真正需要教育扶贫的地区。我们选择捐出我们最有价值的资源：教师与学术，进而通过提升乡村教师本身的英语水平，从根本上解决西部英语教育所面临的“师资匮乏”的问题，从而让更多的孩子能够有机会接受优质的英语教育，走出大山，走向世界。

“英孚全球助学计划——中国乡村英语教师培训”项目每期历时一学年，分三个阶段进行。第一阶段为定制化的英语提升计划，每年英孚教育为 1000 余名乡村英语教师提供为期 6 个月的定制化线上英语培训课程，提高英语教师本身的语言能力、语言知识，以及与英语听说读写相关的策略与技能。第二、三阶段为菁英教师成长计划，从第一阶段所有参加线上培训的教师中甄选 100 名表现优异者，参加由英孚培训师提供的线下 2-3 天集中英语教学技能专项培训。专项培训结束后，由专家进行统一笔试面试，从 100 名教师中再选出 10 名，参加为期 10 天左右的英孚海外培训课程。

为确保项目能够按照计划如期高效地完成，英孚教育企业社会责任团队与中央电教馆一起成立项目工作组，发挥双方优势进行分工协作。

英孚教育运用自己在教育领域多年的专业积累，联合内部多个部门为本次培训开发了专属高质量课程。英孚企业解决方案为乡村教师们提供总时长超过 2000 小时的免费线上英语学习课程，并配备 7x24 的在线客服服务，以确保线上课程可以如期开课并顺利进行。其次，由英孚青少年英语，英孚成人英语以及外籍教师发展部门组成的专业培训师也为此次培训设计了各种形式的线下培训课程。再次，英孚海外游学为最终通过前两轮选拔和学习的 10 名优秀乡村英语教师提供为期一周的海外培训，为

乡村英语教师提供一个在地道纯正的英语环境中深造的机会。

作为教育部下属的致力于教育信息化的机构，中央电教馆则利用自己多年来在线上培训的项目运营经验，奔赴各省市地方沟通合作，确保项目可以顺利从中央落实到地方，使得真正有需求的乡村教师可以从此项目中收益。另外，各地方电教馆还成立项目跟进小组，积极跟进乡村教师们的学习，确保学习效果。

2018-2019 学年，“英孚全球助学计划——中国乡村英语教师培训”第一阶段线上培训共覆盖五省乡村英语教师 1000 人，开课成功率达到 90% 以上，其中 60% 的乡村教师完成了 2 个级别的学习目标，其中 100 余名特别积极的乡村教师在 6 个月内完成全部 16 级别的在线学习课程。第二阶段线下培训出席率达 98%，所有参训教师均 100% 积极参与全部线下 2 天的集中培训课程，11 名优秀乡村英语教师远赴英国参加海外培训。

2019-2020 学年，项目第一阶段线上培训已于 4 月圆满结束，覆盖六省乡村英语教师 1100 余人，开课成功率达 98%，其中 74% 的乡村英语教师完成了 2 个级别的学习目标，其中 120 余名特别积极的乡村教师在 6 个月内完成全部 16 级别的在线学习课程。

2019 年项目屡获殊荣，获得了来自社会和行业各界的一致肯定：

- 在由中国英国商会主办，联合国协办的 2019 年度社会影响力颁奖典礼上荣获 2019 年度社会影响力大奖“教育平等奖”
- 在由中国欧盟商会主办的可持续商业大赏上荣获“企业社会共享价值大奖”
- 在由上海美商会主办的年度企业社会责任颁奖典礼上荣获“企业社会责任领导力优秀奖”
- 在环球网教育盛典上获得年度教育盛典优秀案例

Company Profile

Education First is a global education company focusing on language, academic, cultural exchange and educational travel programs. Founded in Sweden in 1965, EF is proud to be among the first and now one of the largest English education providers in China. With the mission of opening the world through education, we always take corporate social responsibility as a significant part of our DNA. Based on our initiatives, we hope to inspire more employees, students and a broader community to support our mission to open the world through education.

Case Introduction

EF Global Classroom — China Rural English Teacher Training Program

EF initiated the “EF Global Classroom — China Rural English Teacher Training” program in 2017 and is dedicated to providing educational support to those who may not have the opportunity or access to quality education. In 2018, EF launched a three-year Rural English Teacher Training Program in partnership with the National Center for Educational Technology (NCET), an institution under China’s Ministry of Education. The NCET leverages its national network to pick out targeted rural teachers, and EF aims to train over 3,000 rural English teachers within three years. By 2020, the program had covered rural English teachers in six provinces and autonomous areas including Sichuan, Qinghai, Gansu, Guangxi, Yunnan and Ningxia.

Through the history and expertise of more than 50 years, as well as advanced learning platforms, the program contributes to the government’s poverty alleviation efforts and development of education in western China and empowers more rural teachers and students to

confidently speak English on the world stage. By sharing our expertise, instilling our passion for education and igniting love for learning with dedicated rural teachers, more rural students can have access to advanced and quality English education.

The program comprises three phases during each academic year. During the first phase, EF provides free, customized six-month online English courses which are composed of 16 levels of English learning courses and 25 group lessons to 1,000 rural English teachers. A hundred most active teachers are selected to join a two-day, in-person intensive offline training session with a focus on teaching methodologies in the second phase. The top 10 rural English teachers are selected through tests and interviews to join a week-long educational training tour abroad in the third phase.

To ensure the success of the program, EF collaborates with the NCET to expand the strengths of both organizations.

A variety of functions and resources within EF are involved in the development of quality training courses for the Rural English Teacher Training Program. Corporate Solutions, known as EF’s B2B division, developed six-month online courses for the first group of 1,000 rural English teachers. These courses with 2,000 hours are served as the foundation for the program, as attaining an acceptable level of English proficiency is the first step of future skill-based training. EF’s customer service representatives are also on hand to provide 24/7 online support to ensure all rural English teachers are able to take the online courses smoothly. Customized offline training composed of plenary sessions, breakout sessions and “Life Club” sessions are delivered by a group of professional trainers from EF’s Kids and Teens, English Center and Teacher Recruitment and Training divisions. Rather than giving theory-based classroom-style lectures, EF trainers have created an interactive learning environment that empower rural English teachers to speak up and be creative.

The Life Club sessions, which are available across our centers, offer socially-driven learning experiences to help connect teachers around the country. EF's Language Travel division has designed and customized an intensive one-week educational course abroad, creating an authentic English cultural learning experience. This has provided the rural teachers a unique opportunity to study and improve in an international environment.

As an institution specializing in educational informatization affiliated to Ministry of Education, NCET has used its online training management experience to operate the program at the national level and cooperated with local authorities to ensure the targeted rural teachers could benefit from the program. Local centers for education informatization also set up a working committee to follow up rural teachers' study progress and learning outcomes.

In addition, the Selection Committee for the Rural English Teacher Training Program was established to ensure each selection process is unbiased, fair and open. The Selection Committee was composed of representatives from NCET, EF and professional EF trainers. All selection criteria were announced beforehand, and the entire evaluation process was supervised by the Selection Committee. All rural teachers' overall scores and rankings were released by the Selection Committee.

EF has always paid close attention to China's education industry, especially with regards to the further development of English-language education. Over the years, we have noticed the gap between education quality, particularly in English, between eastern and western regions, as well as urban and rural areas due to the limitation of resources. In order to improve the quality of local education, especially that of English education, it is necessary to improve the personal language level and teaching abilities of teachers in the first place.

In the 2018-2019 academic year, the first

phase of "EF Global Classroom — China Rural English Teacher Training" program covered over 1,000 rural English teachers from five provinces, with 90 percent success rate. Sixty percent of rural English teachers finished study goals of two levels, while more than 100 teachers were especially active, completing 16 levels of online courses in six months. In the second phase, the attendee of the offline training reached 98 percent, all of whom took active part in the following two-day intensive offline training session, with 11 teachers awarded the title of the best performing teacher and having finished their overseas training at the EF International Language Cambridge Campus.

The first phase of the 2020 program came to a successful conclusion in last April. Over 1,100 rural English teachers from six provinces with 98 percent course completion rate finished their online learning journey with EF, among which 74 percent of the teachers reached the study goal of two levels. More than 120 active teachers completed all 16-level online courses within six months.

It is gratifying that EF's Rural English Teacher Training program received many CSR awards and social recognition in 2019 including:

- The "Equality in Education Award" at the 2019 China Social Impact Awards held by the British Chamber of Commerce
- The "Corporate Social Value Award" at the 2019 Sustainable Business Awards Ceremony held by the European Chamber of Commerce
- The "Corporate Social Responsibility Leadership Award" at the 2019 annual CSR award
- The Best annual CSR case in education industry by Huanqiu.com

艾默生，让爱不陌生

With love, there are no strangers

企业介绍

艾默生是一家全球性的技术、软件、工程与制造公司，为工业、商业及住宅市场客户提供创新性解决方案。成立于 1890 年，总部位于美国密苏里州圣路易斯市，现有员工约 83,500 人，2020 年全球销售额达 168 亿美元。公司通过艾默生自动化解决方案和艾默生商住解决方案开展业务。艾默生中国从上世纪 70 年代末进入中国，如今已发展成为集设计、采购、生产、研发，和销售、市场、服务一体化的解决方案提供商。

艾默生始终实行“在中国，为中国”的区域化市场策略。业务转型后，艾默生在中国 10 个城市设立了 30 家企业，其中包括 17 家工程及研发中心，以更快、更贴近中国及亚洲市场。

案例介绍

作为全球企业公民，艾默生一直认真履行企业公民责任，致力于提高并改善人们的生活环境，使艾默



生经营所在地的社区在生活和方面更具吸引力。艾默生在全球发布的 2019 年度企业社会责任报告中,从变革行业、卓越运营、人才培养及社区贡献四方面,系统地阐述了艾默生负责任地运营等相关内容,展现出艾默生的社会责任担当。

对于艾默生来说,参与一个公益慈善项目,不仅仅是捐一笔钱,而是全员、全心、全过程地投入。全程参与、持续跟进、效果评估、员工参与,是我们参与公益慈善事业的原则。作为一家全球性公司,艾默生致力于改善全球范围内运营所在地的社区发展,秉承企业统一的慈善主题,鼓励员工积极参与,为非盈利和慈善组织提供支持。

艾默生扎根中国市场 40 余载,业务取得蓬勃发展的同时,公益足迹遍布中国多个地方。2009 年,艾默生中国慈善项目成立,关注教育、健康与人道援助、社区建设等三大领域,并与中国红十字基金会、中国妇女发展基金会、中国扶贫基金会等公益机构开展合作。

基础设施项目 — “大地之爱,母亲水窖”

中国水资源分布不均,尤其是中西部地区水资源匮乏一直困扰着当地人民的生活,威胁着村民们的健康和当地农业经济的发展。了解到这样的情况后,艾默生决定与中国妇女发展基金会合作参与“大地之爱,母亲水窖”项目。通过捐建供水工程,改善了贫困地区农民的饮水条件、提高生活质量及促进农业经济发展。

项目人心声:“艾默生成立了由公司管理层和员工组成的专门项目组,负责执行该项目。项目组在云南项目考察期间,看到沿路有很多援建的水窖,并得知这些水窖很多已经废置,原因是水源不稳定,没有持续的供水能力。如何确保我们援建的水窖能为当地的村民带来持续的干净水源,如何让公司的慈善捐款用到实处,肩头上背负着艾默生人期望的项目组成员感到了很大压力。

为贯彻公司慈善项目的原则,项目组在项目立项前,必须在每年的枯水期飞到项目点,亲自考察水源点。无论水源点在山脚,还是在山的另外一边;不管是要走靠砍刀开的野路子,还是要走五六个小时的山路,我们都坚持要到达水源点,为的就是肩头上的责任。为很好地管理我们的项目,我们还向专业的施工公司了解铺设水管的管材质量要求和市场价格。对于所铺设管道的用量以及水窖在特殊地

理环境下所要求的管材质量,我们都设立了标准。项目组自豪地说我们把艾默生擅长的项目管理用在了慈善项目上。

水窖建好后,项目组邀请志愿者参与项目的验收,他们是来自于全国各地业务部门的管理团队及员工。项目建好两年后,我们会再到项目村进行效果评估,了解供水系统是否完好,是否给村民带来实际的帮扶,让参与的志愿者感受我们的慈善精神,连陪同我们的当地政府也向我们竖起了大拇指。”

至今为止,艾默生投入人民币 700 多万元,在云南省共援建了 12 个集中供水工程,项目集中在云南中西南饮水困难的地区,受益村民近 8000 人。同时,公司发动员工和分公司捐赠冬衣和物品,义卖农产品等帮扶当地的村民。公司还为当地教育条件艰苦的小学提供奖学金及捐赠学习用品和校服的活动。

广东乳源危房改造项目

2011 年,公司了解到广东乳源瑶族同胞聚居的地方,相对贫困,许多当地人仍住在七八十年前用泥砖、陶瓦屋顶搭建而成的、卫生条件极差的老房子里。这些危房在遭遇洪水及台风等的自然灾害时,变得不堪一击。经过实地考察后,公司决定捐资帮助乳源县方武村的 56 户贫困村民重建危旧房屋,使他们住上安全的住房。公司也组织了志愿者活动,让他们亲自到项目村参与建设新房活动,了解项目的进度。

教育扶助项目

教育是百年大计,校园是孩子们成长的摇篮。艾默生的教育扶贫项目旨在为培养未来领袖和各类人才提供基础教育平台和相关援助。公司自 2010 年开始支持中国扶贫基金会发起的“新长城计划”,每年为贫困大学生提供资助,迄今为止已投入人民币 300 余万元,资助了 1200 名困难大学生。同时为他们举办成长培训,邀请他们参观公司的生产设施,提供实习机会,为他们的未来发展之路创造条件。凭借卓越贡献,艾默生多次荣获中国扶贫基金会杰出贡献奖。

为了让我们的慈善精神扩展到更多领域和人群,我们在项目所在地开展暑期支教活动。支教队伍也包括了员工子女,以及我们资助的困难大学生,让

他们有机会参与活动，回报社会。在支教活动中，因为条件限制，志愿者只能在当地的教室里铺上简易床垫和衣而睡，但大家凭借着爱心和热诚投入公益，也让他们自己获益颇深。

另外，艾默生要求在全球范围内，特别是公司业务运营所在社区发挥表率作用，通过鼓励 STEM（科学、技术、工程、数学）相关的教育以及增强在 STEM 相关领域职业的认知来为培养下一代领导者做好准备。艾默生于 2015 年发起“We Love STEM”活动，为员工子女和运营所在社区的青少年举办“We Love STEM 日”活动，帮助年轻人探索 STEM 领域。艾默生已在 12 个国家 / 地区举办了 23 场“We Love STEM”活动，有 1800 多名志愿者为 1700 多名学生提供志愿服务。

医疗救助项目

2016 年，我们参与了中国红十字会启动的“博爱校医室”项目，助力经济欠发达地区的教育卫生事业。我们在贵州 4 所学校援建了校医室，为大量的留守儿童提供了年度体检，以及早发现潜在的疾病，同时普及卫生常识教育，进行心理辅导等。

在中国西南、西北地区，因为海拔高，当地的居民因为医疗条件的匮乏，缺乏足够的产前检查，是儿童先天性心脏病的高发地区。2012 年以来，艾默生持续资助中国红十字基金会的“天使阳光”先心病患儿筛查救助行动，致力帮助中国西部地区的先心病患儿及早获得医疗救助，让他们通过筛查，及时获得手术治疗。艾默生的资助每年可帮助约 25 名儿童接受医疗救助，员工也会通过捐款和医院志愿服务尽自己一份力。迄今我们共投入 300 余万元，为 200 名儿童提供了手术费的援助。近年更把我们的资助从云南、陕西、贵州扩展到了新疆。在阳光下、田野上自由地奔跑，不再是他们遥不可及的梦想。

“在艾默生，我们高度重视践行高标准的企业公民责任。2019 年，我们在促进可持续发展方面取得重大进展，对此我深感自豪”，艾默生董事长兼首席执行官范大为 (David N. Farr) 表示，“在持续为关键行业提供创新的同时，我们始终坚持自身价值观的指导，不懈努力，致力于创造更美好的世界”。

Company Profile

Emerson is a leading global technology, software, engineering and manufacturing company providing innovative solutions for customers in industrial, commercial and residential markets. Founded in St. Louis, Missouri, USA, in 1890, Emerson employs around 83,500 people and had sales of US\$16.8 billion globally in 2020. The company conducts business through Emerson Automation Solutions and Emerson Commercial and Residential Solutions. Emerson entered China market in late 1970s and has now developed into a solution provider of design, procurement, production, research and development, together with sales, marketing and service.

Emerson has always implemented the regional marketing strategy of “In China, For China.” Emerson has established 29 legal entities, including 18 engineering centers to get closer to the Chinese and Asian markets.

Case Introduction

As a global corporate citizen, Emerson has been earnestly fulfilling its corporate citizenship responsibilities, being committed to improving people's living environment and making the communities where Emerson operates more attractive in terms of living and work. In 2019 Corporate Social Responsibility Report released globally, Emerson explained its responsible operation and other related content from four aspects — transforming industries, operating responsibly, investing in people and strengthening communities — to demonstrate its social responsibility.

To Emerson, participating in charity programs is not just a donation of money, but a full-staff, whole-hearted and whole-process investment. Full participation, continuous follow-up, effective evaluation and employee

participation are our principles for participating in charity. As a global company, Emerson is committed to improving the development of communities where it operates all around the world, adhering to its unified charity theme, encouraging employees to participate actively and providing support to non-profit and charitable organizations.

Having been in China for more than 40 years, Emerson has participated in charity activities in many areas while developed its own business rapidly. In 2009, the Emerson China Charity Project was set up, focusing on education, health and humane assistance, as well as community building. Emerson has been cooperating with the China Red Cross Foundation, the China Women's Development Foundation, the China Foundation for Poverty Alleviation and other public welfare organizations.

Infrastructure project — Water Cellar for Mothers

The uneven distribution of water resources in China, especially in the central and western regions, has been plaguing the lives of local people, threatening the health of villagers and the development of the local agricultural economy. After getting to know of these difficulties, Emerson decided to join hands with the China Women's Development Foundation to join the Water Cellar for Mothers project. By donating water supplying facilities, the charity project improved the drinking water conditions and living quality of farmers in poor areas and accelerated the development of the agricultural economy.

Voice of the project participants: "Emerson has set up a special project team composed of company management and employees to be responsible for the implementation of the project. During the inspection of Yunnan, the project team found that there were many water cellars along the roads which were also donated by charity and learned that many of these water

cellars have been abandoned because of unstable water source and lacking of continuous water supply. How to ensure that the water cellars donated by Emerson can bring continuous clean water to local villagers and the company's charitable donations are used effectively were questions that plagued the minds of project team members who bear Emerson's expectations and felt a lot of pressure.

In accordance with the principles of company's charity project, the project team must fly to the project site to inspect the water source during the dry season each year before the project is approved. Whether the water source is at the foot of the mountain or on the other side of the mountain and no matter walking along a wild road using machetes or a five- or six-hour trek in the mountains, we insist on reaching the water source to make sure it is usable. To manage our project well, we also learned from professional construction companies about the quality requirements and market prices of pipes for transporting water. We set up standards for the amount of pipes building and the requirement of the pipe quality used under water cellar which is a special environment. The project team proudly claimed that they have used what Emerson's proven excellent project management capacity on the charity projects.

After the water cellar is built, the project team invites volunteers from the management teams and employees from business departments across the country to inspect the project. We will evaluate the project again two years after the project is completed to make sure the water supply system is in good condition and the system brings practical assistance to villagers, so that the participating volunteers can feel our charitable spirit. Local government officials have given us a thumbs-up."

So far, Emerson has invested more than 7 million yuan (US\$1.06 million) to set up 12

centralized water supply facilities in Yunnan which benefit nearly 8,000 villagers in the central and southern part of the province where villagers are short of drinking water. Emerson has called for employees and its subsidiaries to donate clothes and commodities for winter and help sell the agricultural products from local villagers. Emerson also provides scholarships and donates school supplies and uniforms for local primary schools in difficult conditions.

Renovation project of houses in danger in Ruyuan Yao Autonomous County of Guangdong Province

In 2011, Emerson learned that Ruyuan Yao Autonomous Prefecture in Guangdong Province is relatively poor. Many locals still live in dilapidated houses with mud bricks and terracotta roofs that were built 70 or 80 years ago. The sanitary conditions are very poor. These dilapidated houses are vulnerable to natural disasters such as floods and typhoons. After on-site inspections, Emerson decided to donate money to help 56 poor households rebuild their dilapidated houses in Fangwu Village of Ruyuan Prefecture so that they can live with no worries. The company also organized volunteer activities to participate in the construction of new houses as well as learn about the project's progress.

Educational assistance projects

Education is a fundamental task crucial for generations to come, and the school is the cradle of children's growth. Emerson's poverty alleviation by education project aims to provide a basic education platform and related assistance for cultivating future leaders and various talent. Since 2010, the company has supported the "New Great Wall Project," initiated by the China Foundation for Poverty Alleviation, providing financial aid to impoverished college students every year. Emerson has invested more than 3 million yuan to support 1,200 college

students with financial difficulties. Emerson organized training for them, invited them to visit the company's production facilities, provided internship opportunities and created opportunities for their future development. With outstanding contributions, Emerson has won the Outstanding Contribution Award of China Foundation for Poverty Alleviation many times.

To expand our philanthropic spirit to more fields and people, Emerson has carried out voluntary teaching activities in summer. The volunteer team also includes children of Emerson's employees, as well as the college students we sponsored, so that they have the opportunities to participate in activities and give back to society. During the activities, volunteers sleep with simple mattresses and clothes in local classrooms due to prevalent conditions, but they benefited a lot from the activities through their love and enthusiasm for public welfare.

In addition, it is incumbent upon Emerson to play a leading role on a global scale, especially in the communities where the company operates, by encouraging STEM (science, technology, engineering, mathematics) related education and enhancing the awareness of careers in STEM-related fields to cultivate the next-generation leaders. Emerson launched "We Love STEM" campaign in 2015 to organize the "We Love STEM Day" activities for children of employees and young people in the communities where it operates, helping young people explore the STEM field. Emerson has organized 23 "We Love STEM" activities in 12 countries and regions, with more than 1,800 volunteers providing voluntary services to over 1,700 students.

Medical aid projects

In 2016, Emerson participated in the "Fraternity School Clinic" project launched by the China Red Cross Foundation to boost education and health in underdeveloped areas. The company assisted the construction

of school clinics in four schools in Guizhou Province, provided annual physical examinations and early detection of potential diseases for a large number of children whose parents work in faraway cities as migrant workers and carried out health education and psychological counseling for them.

Due to the high altitude in southwest and northwest China, local residents lack adequate prenatal check-ups and medical facilities, which results in the high rate of congenital heart disease among children. Since 2012, Emerson has provided funds for the “Angel Sunshine” screening and rescue operation for children with congenital heart disease following the initiation by the China Red Cross Foundation. Emerson is committed to helping those children in western China obtain medical assistance as soon as possible through screening and receive timely surgery and treatment. Emerson’s funding can help approximately 25 children receive medical assistance each year, and employees also make contributions through donations and hospital volunteer services. We have donated more than 3 million yuan (US\$464,400) to provide surgical assistance to 200 children. In recent years, the funding covers Yunnan, Shaanxi and Guizhou provinces and Xinjiang Uygur Autonomous Region. Thus, running freely under the sunshine and in the fields is no longer an unattainable dream for children.

“At Emerson, we attach great importance to practicing the responsibilities of corporate citizenship with high standards. In 2019, we made significant progress in promoting sustainable development. I am very proud of this,” David N. Farr, Emerson’s chairman and CEO, said. “While continuing to provide innovation for key industries, we always adhere to the guidance of our own values, making unremitting efforts and striving to create a better world.”

“睛”彩童年， 让山区孩子看到更清晰的世界

‘Seeing the Colorful Childhood’ program allows kids from mountainous areas to see the world with a clearer vision

企业介绍

依视路于 1995 年进入中国设立公司，制造生产高质量的视光产品。迄今为止，中国已成为依视路集团全球范围内最大的生产加工基地，拥有 1 万多名员工，分销网络遍布全国。在中国，依视路及其合作伙伴为上亿中国消费者提供优质解决方案和眼健康产品，从而使他们看得更清晰。依视路于 2004 年联合天津市眼科医院，共同建设天津万里路视光职业培训学校，累计培养超过 2.5 万名眼视光人才。

依视路中国秉承“改善视力，改善生活”的集团使命，为中国消费者带来全球领先的视光产品、技术和理念。与此同时，依视路也不断与社会各界力量一起，倡导眼健康意识的建立和提高，并为行业培养专业人才，促进产业的长远发展。

案例介绍

眼睛是人体最重要的导航系统，超过 80% 的



外部信息是通过眼睛接收的。视力问题若不能及时矫正，会产生一系列不利影响。依视路集团是一个有着 170 年悠长历史的跨国企业，作为一家百年企业，它有着清晰的使命，那就是通过改善人们的视力，让人们的生活更美好。为此，依视路集团自 2008 年起相继在美国、印度、新加坡、加拿大等国成立了依视路视力基金会。2016 年 9 月，经上海市民政局批准，上海依视路视力健康基金会（以下简称“依视路视力基金会”）正式成立。自成立之日起，依视路视力基金会便决心打造一个开放透明的视觉健康公益平台，通过和社会各方合作，汇聚全社会的爱心和专业力量，消除贫困人群的视力不良问题，让他们生活因此得以改善。

近年来，中国青少年的近视问题越来越引起社会的高度关注。尤其在广大农村和偏远地区，由于基础眼科筛查和诊疗资源不足，很多孩子的视力问题不能得到及时发现和诊治。如何让生活在偏远地区的儿童青少年视力问题得以改善，成为了依视路视力基金会的工作重点。

很多人都认为农村孩子不容易近视，这其实是一个误解。在我国的云南、青海、西藏，常年阳光炽烈，户外的强光、紫外线、普遍不足的室内照明和缺失的眼健康教育，使得这些地区学龄儿童的眼健康问题尤为严峻。

“睛彩童年”青少年近视防控公益计划就是一个针对中国儿童青少年视力健康问题的公益项目，通过开展视力筛查和宣传教育，帮助儿童、青少年了解自己的视力情况，并获得爱眼护眼健康知识。项目还为被确诊为屈光不正的贫困学生提供公益眼镜的验配。

在西藏日喀则市江孜县热索乡小学读六年级的藏族小学生平措次仁，一年级时就配了远视眼镜，到了三年级曾跟爸妈说戴眼镜头晕恶心，爸妈说等他六年级再带他去看医生，这期间眼镜摔坏了家里也没给再配。从那之后到现在，他上课、上学、放学都没有了眼镜，也就没有安全感。因为长期不戴眼镜，如今他裸眼视力只有 0.1/0.15，远视度数高达 1250 度，并引发远视性弱视。这样的例子，在高原和西部偏远山区绝不是个案。若不是作为志愿者参与了“睛彩童年·点亮明眸”西藏日喀则义诊活动，依视路的很多员工都以为山区孩子的视力或许要优于城市的孩子。

2020 年 9 月 16 日-28 日，依视路视力基金会在上海市人民政府合作交流办公室的支持下，携手

上海普瑞公益基金会、日喀则市江孜县卫健委和日喀则市江孜县教育局，飞越 4300 公里来到日喀则，共同为当地视力不良的学生进行眼科检查、免费配镜，同时也为江孜、西藏乃至全国的健康扶贫工作贡献力量。

本次公益活动共计为江孜全县 19 个乡镇的 2822 名中小學生开展眼健康服务，覆盖了江孜县所有初中及小学 5-6 年级所有视力有问题学生。检查项目包括医学验光、电脑验光、插片验光、眼轴测量、眼压眼底等检查，预警视力不良问题，并为患有屈光不正的孩子免费配镜。依视路视力基金会为其中 2139 名需要视力矫正的孩子们捐赠公益眼镜，以帮助孩子们重见清晰“视”界。

“睛彩童年”在云南

2015 年初开始，依视路基金会开始和“点亮眼睛”公益组织合作，共同在云南省开展视觉健康公益计划，至今已连续合作五年。五年来，“睛彩童年”公益项目已走进云南香格里拉，云南保山市龙陵县和盈江县，云南昭通市巧家县、楚雄州禄丰县等二十多个县，为近 1000 所义务教育阶段的中小學生开展视觉健康促进项目，通过为学校培养爱眼大使，指导爱眼大使们组织学校视力健康讲座和视力初筛，并组织医生进入学校提供专业验光、配镜，为当地的孩子提供全面的视力问题解决方案。

“睛彩童年”在青海

2018 年，依视路视力基金会开始关注高原地区儿童青少年的视觉健康，在青海省的三江源地区开展“睛彩童年”公益项目。位于青藏高原腹地的三江源地区，平均海拔在 4200 米以上。由于紫外线照射强烈、落后的医疗条件及防护意识的缺乏，当地学生的视力存在着诸多问题。三年来，“睛彩童年”已在青海省玉树地区为 6000 多名儿童青少年进行视力筛查，公益配镜近 2000 副。在果洛地区开展的视觉健康教育活动，为当地的中小學生进行了爱眼、护眼知识科普，同时捐赠了 2000 副儿童太阳镜，为当地儿童提供高原视力防护。

“睛彩童年”在西藏

2020 年 9 月，“睛彩童年”公益项目来到了西藏

日喀则地区。江孜，地处藏南高原，平均海拔高达4300米，年平均日照时长高达5000个小时，紫外线强烈导致各种眼病高发。加之该县居民98%都是藏民，从事农牧业为主，长期以来对孩子视力保护重视不够，包括家长自身对视力的防护意识也非常薄弱，更不清楚自己孩子是否近视、是否需要配镜等等，这直接影响了孩子的视力健康。孩子的近视问题，成了当地脱贫摘帽之后，政府有关部门和上海对口支援江孜工作小组，亟待解决的一项重点难点工作。当地学生有了学习的机会，不能让视力问题成为扶贫扶智路上的绊脚石。这次在江孜开展的公益行动与江孜县卫健委精准对接需求，助力改善广大江孜青少年的视力健康，有效巩固江孜县脱贫攻坚成果。

从2015年开始，“睛彩童年”已在全国27省市自治区落地实施，为学生、家长和老师举办爱眼护眼公益讲座超过1500场，为近250万儿童青少年提供视力筛查，并为其中超过20万名贫困学生捐赠公益眼镜。

关于依视路视力基金会

作为依视路集团发起成立的慈善组织，依视路视力基金会致力于“消除不良视力”及其可能造成的终身影响，帮助贫困地区的人们通过改善视力来改善生活。

自2014年进入中国以来，依视路视力基金会一直致力于改善贫困地区人口的生活质量，已在中国27省60市开展眼健康促进项目，累计为近250万学生提供免费视力筛查，并为其中超过20万名需要视力矫正的贫困学生提供免费验光配镜。

在此基础上，依视路视力基金会还积极探索可持续的视力问题解决模式，开启视光中心项目，即与项目本地卫生机构合作，培养视光专业人才，支持其长期运作，促进行业的长远和健康发展。

Company Profile

Essilor Inc entered China in 1995 to establish a company for manufacturing high-quality optical products. To date, China has become the largest production and processing base of Essilor Group in the world, with more than 10,000 employees and a distribution network spread across the country. In China, Essilor and its partners provide high-quality solutions and eye health products to hundreds of millions of Chinese consumers so that they can see more clearly. Essilor cooperated with Tianjin Eye Hospital in 2004 to jointly set up Tianjin Varilux Optometry Training School which has cultivated more than 25,000 optometry talent.

Essilor China adheres to the mission of “Improving lives by improving sight,” bringing the world’s leading optical products to Chinese consumers with advanced technologies and concepts. At the same time, Essilor continues to work with all sectors of society to raise awareness of and improve eye health, as well as train professionals to promote the long-term development of the industry.

Case Introduction

Eyes are the most important navigation system of the human body with more than 80 percent of external information being received through eyes. If vision problems are not corrected in time, it can lead to a series of adverse effects. Essilor Group is a multinational company with a history of 170 years. As a century-old company, it has a clear mission to improve people’s eyesight and make people’s lives better. For this reason, the Essilor Group has established the Essilor Vision Foundation in the United States, India, Singapore, Canada and other countries since 2008. In September 2016, the Shanghai Essilor Vision Foundation was launched with the approval of the Shanghai

Civil Affairs Bureau. Since its establishment, the Essilor Vision Foundation has been determined to create an open and transparent public welfare platform for visual health. Through cooperation with all parties in society, Essilor Vision Foundation pools the love and professional strength of the whole society to eliminate poor eyesight problems of people in impoverished areas, helping them improve their life quality.

In recent years, Chinese youth myopia has drawn increasing attention from the whole society. In the vast rural and remote areas, many children's vision problems cannot be detected and diagnosed in time due to insufficient basic eye screening, diagnosis and treatment facilities. How to improve the vision problems of children and adolescents living in remote areas has become the focus of the Essilor Vision Foundation's work.

Many people think that children in rural areas are not prone to myopia, which is a misunderstanding. The sun blazes all year round in Yunnan and Qinghai provinces as well as the Tibet Autonomous Region. The strong outdoor light, ultraviolet rays, insufficient indoor lighting and lack of eye health education have made the eye health problems of children in these areas tremendously serious.

The "Seeing the Colorful Childhood" Youth Myopia Prevention and Control Public Welfare Program was to improve the vision health of Chinese children and adolescents. Through vision screening and education promotion, children and adolescents could understand their own vision conditions and get knowledge on eye protection. The project also provided eyeglasses as public welfare for impoverished students who were diagnosed with refractive errors.

A sixth-grade student at the Elementary School of Resuo Township in Gyangze County of Tibet began wearing hyperopia glasses in his first grade. In the third grade, he told his parents that he felt dizzy and nauseated when wearing the glasses. The parents told him that

they could only take him to see a doctor when he enters the sixth grade. His family didn't buy a new one even when his glasses was broken. Since then, he had no glasses and, therefore, no sense of security. Because he had not worn glasses for a long time, his uncorrected visual acuity was only 0.1/0.15, and his hyperopia degree was as high as 1,250 degrees, which caused hyperopia amblyopia.

Examples abound in the highlands and remote mountainous areas of the west. Many Essilor staff would have assumed that the eyesight of children in mountainous areas was better than those of urban children before they participated in the free clinic of "Seeing the Colorful Childhood, Lighting Up Clear Eyes."

The Shanghai Essilor Vision Foundation, with the support of the Cooperation and Exchange Office of Shanghai, joined hands with the Shanghai Purui Charity Foundation, the Health Commission and Education Bureau of Gyangze County in Xigaze for a public welfare campaign on September 16-28, 2020. They flew over 4,300 kilometers to Xigaze to jointly conduct eye examinations and supply free glasses for local students with poor eyesight. They also contributed to poverty alleviation work in Gyangze, Tibet and the rest of the country.

They carried out eye health services for 2,822 students of primary and middle schools in all the 19 townships of Gyangze County during the activity, covering all the students with vision problems in the 5th and 6th grades in all primary and middle schools. The inspection items included medical optometry, computer optometry, insertion optometry, axial measurement, intraocular pressure and fundus examinations, offering early warning of poor vision problems and free glasses for children with refractive errors. The Essilor Vision Foundation donated glasses to 2,139 children who were in need of vision correction to help them regain a clear vision.

“Seeing the Colorful Childhood” program in Yunnan Province

Since the beginning of 2015, the Essilor Vision Foundation has been cooperating with the “Education In Sight” charity organization to jointly develop a visual health charity plan which has been carried out for five consecutive years in Yunnan. In the past five years, the “Seeing the Colorful Childhood” charity project has entered more than 20 counties, including Shangri-La, Longling and Yingjiang counties of Baoshan City, Qiaojia County of Zhaotong City and Lufeng County of Chuxiong Yi Autonomous Prefecture, carrying out vision health programs for students at compulsory education stages in nearly 1,000 schools through training “eyes care ambassadors” for schools, guiding “eyes care ambassadors” to organize vision health lectures and preliminary vision screening, sending doctors to provide professional optometry services and glasses for local children at schools and providing comprehensive solutions for vision problems.

‘Seeing the Colorful Childhood’ program in Qinghai Province

In 2018, the Essilor Vision Foundation turned its attention to the vision health of children and adolescents in the plateau area of Qinghai Province and launched the “Seeing the Colorful Childhood” charity project in the Sanjiangyuan region. The Sanjiangyuan region, located in the hinterland of the Qinghai-Tibet Plateau, has an average elevation of 4,200 meters. Due to strong ultraviolet radiation, backward medical conditions and lack of awareness of visual protection, local students have many eyesight problems. Over the past three years, the charity project has helped more than 6,000 children and adolescents with visual screening in Yushu Tibetan Autonomous Prefecture in Qinghai and has supplied nearly 2,000 pairs of eyeglasses for public welfare.

The visual health education activities have been carried out in the Golog Tibetan Autonomous Prefecture in Qinghai, imparting knowledge about eye-care to local primary and middle school students and donating 2,000 pairs of sunglasses for local children in the plateau.

‘Seeing the Colorful Childhood’ program in Tibet

In September 2020, the “Seeing the Colorful Childhood” charity project was introduced to Xigaze, Tibet. Gyangze, located in the southern Tibet Plateau, has an average elevation of 4,300 meters and an average annual sunshine duration of up to 5,000 hours. The strong ultraviolet rays cause a high incidence of various eye diseases. In addition, 98 percent of the county residents are Tibetans, mainly engaged in agriculture and animal husbandry. For a long time, they have not paid enough attention to the protection of their children’s eyesight. The parents’ awareness about their own visual protection is also very weak, which directly affects their children’s eye health. The children’s myopia problem is really acute, needing urgent solution from government departments and Shanghai counterpart support teams working in Gyangze. Since local students have the opportunity to study in schools, their vision problems shouldn’t become the obstacle on the road to the poverty alleviation. The public welfare action carried out in Gyangze, precisely matching the needs of the Gyangze County Health Commission, helping improve the visual health of a vast number of youths and effectively consolidating the poverty alleviation achievements of Gyangze County.

Since 2015, the “Seeing the Colorful Childhood” activities have been carried out in 27 provinces, municipalities and autonomous regions across China. More than 1,500 lectures on eyes protection have been held for students, parents and teachers, and nearly 2.5 million children and adolescents have been screened for vision health problems. Among them, over 200,000 poor students have received free glasses.

About Essilor Vision Foundation

As a charity organization founded by Essilor Group, the Essilor Vision Foundation is committed to eliminating poor vision and its possible lifelong impact, helping people in poor areas improve their lives by enhancing their vision.

Since entering China in 2014, the Essilor Vision Foundation has been committed to improving the life quality of people in poverty-stricken areas. It has launched vision health projects in 60 cities of 27 provinces in China, providing free vision screening to nearly 2.5 million students and free optometry glasses for over 200,000 poor students who need vision correction.

On this basis, the Essilor Vision Foundation will explore sustainable vision problem solving models and launch the vision center project, cooperating with local hospitals to cultivate vision care professionals, supporting its long-term operation and promoting the long-term and healthy development of the vision health industry.

大山深处，传递爱心，梦想启航

Passing on love and setting sail for dreams deep in the mountains

企业介绍

通用汽车致力于创造“零事故、零排放、零拥堵”的美好未来，为消费者提供更安全、更优化、可持续的出行解决方案。通用汽车及其子公司与合资企业在全中国范围内销售凯迪拉克、别克、雪佛兰、GMC、霍顿、宝骏及五菱等品牌的汽车产品。通用汽车还拥有全球汽车安保服务领导品牌安吉星以及自动驾驶和共享出行品牌 Cruise。

通用汽车及其合资企业在中国拥有员工总数逾 5.8 万名。我们在中国生产和销售的乘用车和商用车产品包括别克、凯迪拉克、雪佛兰、宝骏及五菱等品牌，所提供的产品系列之丰富位居所有在华跨国汽车企业前列。2018 年，通用汽车及合资企业全年在华零售销量超过 364 万辆。

案例介绍

教育是创造美好未来的关键。通用汽车中国及其合资公司长期以来支持教育事业的发展。我们致



力于帮助贫困学生获得接受教育的机会。我们通过山村幼儿园项目资助留守儿童，员工志愿者前往偏远地区支教，帮助那里的孩子扩展视野、启迪心智。为贫困儿童创造有利的早期发展环境，提供高质量的早期养育和学前教育公共服务，能够帮助其打破贫困的代际传递，缩小区域和城乡之间的发展差距，促进社会公平。

从2016年起，通用汽车中国携手中国发展研究基金会开展“一村一园”计划（原名“山村幼儿园”计划），助力中国最底层20%的贫困儿童平等获得学前教育。除了资助之外，通用汽车员工志愿者每年前往贫困地区，为那里的孩子带去精心准备的课程，帮助他们发展语言、认知、情感、行为等能力。

青海乐都，走进山村幼儿园

2018年9月16日，通用汽车第三批员工志愿者远赴青海乐都，21名志愿者穿越大半个中国为7所山村幼儿园的百余名学前儿童带去关怀和教育支持。

乐都是国家级贫困县，交通条件并不是特别完善。志愿者们每天往返幼儿园要花费近两个小时。但山路上的颠簸，并不能减弱志愿者们内心的火热。他们抓紧每天的“通勤”时间，互相试讲、交流经验。教具的缺乏也难不倒心灵手巧的志愿者，用上随手可见的材料——纸杯、纸箱、塑料瓶……一个个由手工教具组成的生活情景，就这样被布置起来。

在行前为期1个月的培训中，志愿者们精心准备了手工绘画、音乐、体育、舞蹈等课程，并不断丰富自己的教学形式、调整教学风格，力图通过丰富活泼的活动，寓教于乐，帮助山区的孩子们提高综合能力。孩子们非常珍惜志愿者们服务的四天学习新知识的机会。他们年纪尚小，还不太会写字，也不会说什么漂亮话，最大胆的孩子不过是给老师们一个大大的拥抱，说一句“喜欢老师”；更多的感谢通过一张张灿烂的笑脸表达出来。

从上海到青海，两千多公里的距离，阻挡不了心与心的靠近。为期四天的支教活动，志愿者们表现出了通用汽车人热心公益的赤子之心。四天的时间，或许不能教会山村里的孩子们很多东西，但是却让他们看到了山外不一样的世界，也让志愿者们获得了不一样的生命体验。

用心实践，打造爱心厨房

经过2016、2017两年的实践，通用汽车收集

员工志愿者的反馈意见，立足当地实际，挖掘山村孩子们的深层需要，直面孩子们上学过程中亟待解决的问题。在2018年的活动中，通用汽车捐赠厨房用具，为山村幼儿园的孩子们修建了爱心厨房。

山村幼儿园里很大一部分孩子上学得走一公里的路，午休的时候家里人没有时间来给他们送饭或是接他们回家吃饭，他们的午餐通常就是早上从家里拿的馍馍。“看到朝夕相处的孩子们从书包里拿出了已经变冷变硬的馍馍，谁能把自己手上的热盒饭吃下去呢？”第三次来到青海支教的志愿者张夏妮很高兴幼儿园能够修建厨房。小小厨房传递温暖和爱的力量，让孩子们都能吃上热腾腾的饭菜。

经过分组，每个幼儿园都有一位通用汽车志愿者善于烹饪，他们用心制定菜谱，将大山外的家常味道和最真诚的关爱带给山村里的孩子。同时，通用汽车还联手日记美食达人，共同开发“快手菜谱”，教给负责厨房的老师，来丰富幼儿园的菜色。菜谱利用当地食材，在保证孩子们的营养的情况下，不加重老师和幼儿园的负担。

湖南桑植，充满爱与关怀

2019年内，由20名通用汽车中国志愿者组成的团队，来到位于湖南西北边陲的张家界市桑植县。桑植县，以农业为主，为国家级贫困县，当地95%的孩子是留守儿童，年人均可支配收入4000元左右。桑植县的师资力量非常匮乏，当地的老师没有经过系统的培训，也没有完整的教材。教学进度全靠教师个人把握，教学质量无法保障，总体教育水平有待提高。

我们的志愿者团队于2019年10月，自上海出发，飞往湖南张家界，再分别前往支教的学校。为孩子带去精心准备的各种课程，包含语言、科学、美术、音乐和户外体育活动。在为期四天的志愿者支教活动中，20位志愿者为112名当地儿童授课。除了教授知识之外，通用中国的志愿者们还给孩子们带去了捐赠的各类图书。这些书籍，都是通用中国的员工在活动前为孩子们捐赠的，虽然他们不能每个人都参与在桑植县的活动中，但也由志愿者们带去了他们对当地孩子满满的爱与关心。

通用汽车于2016年开始资助山村幼儿园计划。这一学前教育计划旨在为3至6岁孩子的成长提供帮助。通过该计划，通用汽车中国公司的志愿者们已经为618名偏远山区儿童的早期成长教育贡献了自己的一份力量。

2018 年，通用汽车全球执行副总裁兼通用汽车中国公司总裁钱惠康先生说到，“通用汽车致力于打造一个智能、安全和可持续发展的社区，能够为中国各地有需要的人们，尤其是年轻一代提供帮助，公司以及我们的员工都感到非常骄傲。”

2019 年，中国发展研究基金会秘书长卢迈表示，“我们感谢通用汽车中国及其员工志愿者长期的支持，正是由于他们的帮助使得来自贫困家庭的儿童能够提升语言水平、身体素质和社交技能。孩子们在这一阶段的所学将受益终身。”

通用汽车中国将教育作为企业社会责任活动的支柱之一。通用汽车及其合资公司在中国开展了一系列活动，包括：教育推进伙伴计划，培养了数以千计的中国大学生成为新一代汽车行业专业人才；雪佛兰红粉笔乡村教育计划，数十年如一日地致力于组织爱心志愿者走进中国的偏远山村；凯迪拉克“小狮子计划”，支持并激励那些主动学习互联网+教学的优秀乡村教师，以改善乡村网络教育。

Company Profile

General Motors is committed to creating a bright future of “zero accidents, zero emissions and zero congestion” and providing consumers with safer, more optimized and more sustainable travel solutions. GM and its subsidiaries and joint ventures provide automotive products for brands such as Cadillac, Buick, Chevrolet, GMC, Holden, Baojun and Wuling worldwide. GM also owns On Star, a leading global automotive security service brand and Cruise, a driverless and shared-travel brand.

GM and its joint ventures have more than 58,000 employees in China. The passenger car and commercial vehicle products we produce and sell in China include brands Buick, Cadillac, Chevrolet, Baojun and Wuling, and the rich product series we provide are at the forefront of all multinational automobile companies in China. In 2018, the annual retail sales of General Motors and its joint ventures in China exceeded 3.64 million vehicles.

Case Introduction

Education is the key to a better future. GM China and its joint ventures have long supported the development of education. We are committed to helping poor students gain access to education. We fund left-behind children through kindergarten programs in mountainous villages and send staff volunteers to support education in remote areas. Creating a favorable early development environment for poor children and providing high-quality public services for early parenting and preschool education can help them break the intergenerational transmission of poverty, narrow the development gap between urban and rural areas and promote social equality.

Beginning in 2016, GM China joined “One Village One Preschool” program, which was named “Village Kindergarten” program, launched

by China Development Research Foundation to help the bottom 20 percent of impoverished children in China earn equal access to preschool education. In addition to funding, GM staff volunteers went to poverty-stricken areas every year to bring well-prepared courses for children there, helping them develop language, cognitive, emotional and behavioral abilities.

On September 16, 2018, the third group of GM employee volunteers went to Ledu District in Haidong City of Qinghai Province. Twenty-one volunteers traveled from across China, bringing care and education support to more than 100 preschool children in seven mountain village kindergartens.

Ledu is a state-level poor district with bad road conditions. It took nearly two hours for the volunteers to travel to and from the kindergarten every day. But the bumps on the mountain road did not stop their enthusiasm. They hurried up their daily “commuting” time to try out lectures and exchange experiences with each other. The lack of teaching aids was no impediment for the ingenious volunteers who used readily visible materials — paper cups, cartons, plastic bottles. Every life scenes composed of handmade teaching aids were arranged in this way.

During the one-month training before the trip, volunteers carefully prepared courses such as hand-painting, music, sports and dance and constantly enriched their teaching methods, adjusted their teaching styles and tried to educate children through rich and lively activities. The children cherished the opportunity to learn new knowledge during the four-day volunteer service. They were young with little writing skills but expressed their thanks through their brilliant smile.

A distance of more than 2,000 kilometers from Shanghai to Qinghai could not stop the approach of hearts. During the four-day activity, volunteers displayed the enthusiastic philanthropy of the GM crew. Four days may not be enough to teach the children in mountain

villages many things, but it allowed them to see a different world outside the mountains and also allowed the volunteers to have a different life experience.

Creating love kitchens

After two years of practice in 2016 and 2017, GM collected feedback from employee volunteers based on local reality, tapped the deep-rooted needs of the children in mountain villages and looked at students’ problems that needed urgent solutions. In 2018, GM donated kitchen utensils to build a caring kitchen for children in the village kindergarten.

A large number of children in the village kindergarten have to walk 1 kilometer to school. During the lunch break, family members don’t have time to bring them meals or take them home for meals. Their lunch was usually steamed buns brought from home in the morning. “Seeing the children take out the cold and hard steamed buns out of their schoolbags was not a good sight. But now they have a hot box lunch in their hands,” said Zhang Xani, a volunteer who went to Qinghai for the third time, expressing his pleasure at the kitchen built for the kindergarten. The small kitchen conveys the power of warmth and love, so that children can eat hot meals.

Each kindergarten was designated a GM volunteer who was good at cooking. The volunteers carefully formulated recipes, bringing the homely taste and the sincerest care to children in the mountains. At the same time, GM has also teamed up with food experts to develop a “simple recipe” with Rishiji, a platform sharing beautifully shot and photos and edited recipes with storytelling, to enrich the kindergarten dishes. The recipes use local ingredients to ensure the children’s nutrition without burdening teachers and kindergartens.

Full of love and care in Sangzhi, Hunan Province

In 2019, a team of 20 GM China volunteers went to Sangzhi County in Zhangjiajie of Hunan Province. Sangzhi County is a state-level poverty-stricken county dominated by agriculture. Ninety-five percent of local children are left behind, and the annual per capita disposable income is about 4,000 yuan (US\$600). There is a scarcity of teaching staff in the county. Local teachers have not been systematically trained and there is no adequate teaching material. The quality of teaching cannot be guaranteed, and the overall education level needs improvement.

GM's volunteer team flew from Shanghai in October 2019 to Zhangjiajie to support local schools, with courses prepared for children, including language, science, art, music and outdoor sports activities. During the four-day volunteer teaching activity, 20 volunteers taught 112 local children. In addition to teaching knowledge, volunteers also brought various books donated by GM China employees to the children.

General Motors began funding mountain village kindergartens in 2016. This pre-school education program is designed to help children from 3 to 6 years old. Through this program, volunteers from GM China have contributed to the early growth education of 618 children in remote mountainous areas.

"General Motors is committed to creating a smart, safe and sustainable community that can help people in need across China. The company and our employees are especially proud of the help provided for the younger generation," said Matt Tsien, chief technology officer of global GM, in 2018.

"We are grateful to GM China and its employee volunteers for their long-term support. It is because of their help that children from poor families can improve their language skills, physical fitness and social skills. What children learn at this stage will benefit their whole life," said Lu Mai, general secretary of the China Development Research Foundation, in 2019.

GM China regards education as one of the pillars of corporate social responsibility projects. GM and its joint ventures have carried out a series of activities in China, including the Partners for the PACE Center which has trained thousands of Chinese college graduates to become a new generation of professionals in the automotive industry. The Chevrolet Red Chalk Program is dedicated to organizing caring volunteers to remote mountain villages in China for decades, and Cadillac's "Little Lion Project" supports and inspires outstanding rural teachers who actively learn the Internet + teaching to improve rural online education.

集善扶贫健康行

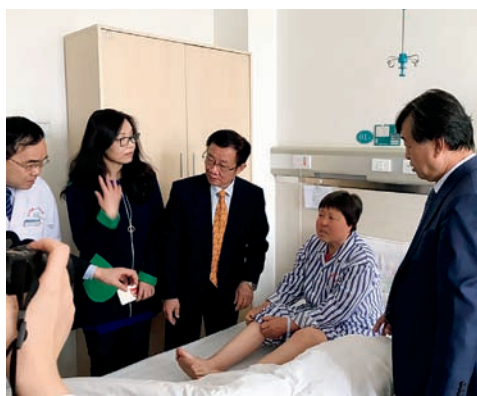
Health trip to gather good will and alleviate poverty

企业简介

佳通轮胎始创于新加坡，有超过 60 年的行业经验，在全球轮胎行业中排名第 12，拥有多家轮胎制造厂，畅销全球 130 多个国家。佳通轮胎（中国）公司是佳通轮胎在中国地区的总部，是中国轮胎行业中拥有最大销售网络的企业之一，并含有 2.6 万个销售终端。其中 2 万家主要销售乘用车胎，乘用车胎的配套及替换市场份额已连续多年占据国内市场领先地位。

案例介绍

2018 年，我国农村有贫困人口 6000 多万，其中贫困残疾人有 1000 多万，占全国贫困人口总数的 1/6，半数以上“因病致残，因残致贫”。他们也是贫困程度最深，脱贫难度最大，返贫率最高的特殊困难群体。根据中央关于实施精准扶贫，齐心协力打赢脱贫攻坚战的战略部署，中国残疾人福利基金会紧紧围绕国务院扶贫办的工作重点，按照“一



户一扶、一人一策、一病一方”的办法，开展“集善扶贫健康行”系列公益项目，全面落实各项政策措施，做到精确到户、精准到人、精准到病。

西部地区山高路远，居住环境差，由于饮水、饮食和气候等原因，大骨节等多种骨关节地方病的发病率很高，导致贫困群众因病致贫致残的情况非常严重。中国残疾人福利基金会高度重视并积极推动“集善扶贫健康行”骨关节项目的实施。2018年，佳通轮胎（中国）投资有限公司向中国残疾人福利基金会捐赠善款500万元，用于开展“集善扶贫健康行”骨关节项目，帮助丧失劳动能力的患者置换膝、髌关节手术，对中西部综合医院的骨科医生进行培训，留下了一支不走的专家团队。

在各省残联、基金会的大力配合下，中国残疾人福利基金会工作人员陪同骨科专家深入到老少边穷地区，走入农村贫困病患家中，对患有骨关节病的患者进行逐一筛查，凡是能进行手术治疗的病困人员，依据扶贫办贫困人员档案和低保人员登记表，为其建档立卡，及时给予免费手术治疗。截止目前，按照“一户一扶、一人一策、一病一方”的办法，每例平均资助4.5万元，公司的捐赠款在新疆、安徽、云南、甘肃等地共实施98例膝、髌关节置换手术，手术均由专家主刀，在国家与地方现有的医疗报销体制后，为患者提供自费部分的资助，真正做到“零”支出，做到精准到人，真扶贫，扶真贫。

截至目前，术后患者关节功能恢复良好，未出现相关并发症，对手术效果非常满意。同时中国残疾人福利基金会与各项目医院的医生们建立了密切的联系，通过他们对患者进行术后康复指导及定期复查，并进行长期随访。由于基层医院手术条件的限制，病情严重、手术复杂的病人被接到中国康复研究中心实施手术，项目为赴京治疗的疑难患者及其家属提供交通、食宿等费用。

“集善扶贫健康行”骨关节项目为贫困骨关节患者解除病痛，使他们能够恢复身体功能，自力更生，重新融入社会，参加生产劳动，从根本上解决家庭基本困难，为患者们摆脱贫困创造了条件。

此外，2009年至2016年期间，佳通轮胎还连续向中国残疾人福利基金会捐赠2375万元人民币，资助基金会开展“集善工程·启明行动”，为全国近两万个贫困家庭中的白内障患者免费实施了复明手术。

Company Profile

Giti Tire, founded in Singapore, has more than 60 years of experience in the industry and is ranked 12th in the global tire industry. The company has tire manufacturing plants worldwide with its products sold in over 130 countries. Giti Tire (China) Corporation, the regional headquarters of Giti Tire in China, has the largest sales network in the Chinese tire industry with 26,000 sales terminals. Among them, 20,000 terminals mainly sell passenger tires with the business leading the domestic market for many years.

Case Introduction

In 2018, there were more than 60 million impoverished people in China's rural areas. Among them, 10 million had disabilities, accounting for one sixth of the poverty-stricken people in China. More than half of them suffer from illness and disability, which leads to the poverty situation. They are also among the group that is the most impoverished and the most difficult to get out of poverty and has the highest rate of turning back to poverty. The China Foundation for Disabled Persons (CFDP) carried out the poverty alleviation health project in accordance with the “one family, one person, one policy and one disease” approach, which refers to a series of public welfare projects and comprehensive implementation of policies and measures to achieve the goal of household precision, people precision and precision to the disease.

The incidence of endemic bone and joint diseases in China's western region is high due to many factors including water quality, daily diet and climate. The CFDP attached great importance to the situation and promoted the implementation of the “Health Trip to Gather Good Will and Alleviate Poverty” project. In

2018, Giti Tire donated 5 million yuan (US\$765,625) to the project to help patients receive bones and joints and knee joints replacements surgery and train orthopedists at central and western general hospitals to build a professional local medical team.

With the cooperation of provincial disability federations and foundations, the staff of the CFDP and orthopedic experts visited remote and poor areas to screen osteoarthritis patients. Medical files were established for those who could be cured through surgeries, and free surgeries were provided in time. Up to now, Giti Tire has donated an average of 45,000 yuan per case in Xinjiang, Anhui, Yunnan and Gansu, having helped 98 cases of bones and joints and knee joints replacements surgeries, all done by experts. Giti Tire provided financial support after the reimbursement from the medical system, realizing zero expense and accurate poverty alleviation for patients.

So far, the patients' joints functions have recovered well without any complications. They are very satisfied with the surgeries. Now, CFDP has established close contact with doctors, offering services including postoperative rehabilitation guidance and regular re-examinations, as well as long-term follow-up visits. Due to the limited operation conditions in primary hospitals, patients with severe and complicated surgical conditions were sent to the China Rehabilitation Research Center in Beijing for surgery and expenses including transportation, dining and accommodation for both the patients and the families were covered.

The "Health Trip to Gather Good Will and Alleviate Poverty" project relieved the pain of patients and helped them recover their physical functions, become self-reliant, reintegrate into society and go back to work. The project has solved basic family difficulties fundamentally and created conditions for patients to get rid of poverty.

In addition, Giti Tire donated 23.75 million

yuan to the CFDP from 2009 to 2016 to launch the "Gathering Good Will, Brightening the Eyes" project. It has provided free cataract surgeries for nearly 20,000 poor families.

科技教育，助力脱贫攻坚

Sci-tech education to help alleviate poverty

企业介绍

惠普公司始创于 1939 年，是全球领先的打印和个人系统技术公司，总部位于美国硅谷。一直以来，惠普致力于创新技术缔造美好生活。中国惠普成立于 1985 年，总部设在北京，是中国首家中美高科技合资企业。目前，中国惠普有数千名在华员工，并在杭州、北京、天津、大连、上海、海南、重庆和武汉等地设立了分公司及办事处。此外，惠普还在 1200 多个城市县成立了 1800 多家服务网点，在全国拥有 400 名在线工程师和超过 3100 名服务网点工程师。惠普广泛的业务范围以及先进的技术确立了惠普在中国的打印和个人系统产品市场的领先地位。

案例介绍

惠普“在中国，为中国”战略

在惠普，可持续发展一直是公司运营的基本原



则。在环境、社会和社区三大板块下，惠普在供应链责任、打造循环式低碳经济、公益教育、多元化和包容等领域长期投入并树立了行业典范。进入中国的三十多年来，本着“在中国，为中国”的发展战略，中国惠普始终将“做优秀的企业公民”作为立身中国之本，开展了丰富的社会责任项目，为中国的经济和社会发展做出了巨大贡献。

2008 年为汶川大地震受灾群众捐赠价值 2400 万人民币的现金和设备；2010 年为青海玉树地震灾区捐献 270 万人民币，成立“中科院珠峰站惠普环境科普实验室”；2011 年，为缩小城乡数字鸿沟，惠普宣布向中国农村地区捐献 1 万台电脑；2012 年，向中国联合国教科文组织全国委员会捐赠 100 万美元，设立“中国教育创新基金”，以通过教师培训促进中国教育发展。

科技扶贫，辐射全国

作为一家高科技公司，惠普一直以来致力于通过科技的力量改善资源匮乏地区的教育质量，实现惠普全球“提升 1 亿人学习效果”的“优质教育”战略目标，为联合国可持续发展目标 4“优质教育”及目标 10“减少不平等”作出持续贡献。

2018 年 9 月，在精准扶贫攻坚战决胜期，中国惠普积极响应国家战略，本着以科技赋能教育的愿景，与深耕在素养教育领域十年的上海真爱梦想公益基金会携手启动“惠普助学，点亮未来”产品捐赠公益项目。企业先后成功开展两批捐赠，共计 8200 台高科技打印机被发放至全国 27 个省份的 4000 多所中小学校，惠及近 223 万名师生。据不完全统计，捐赠地区覆盖了 138 个国家级贫困县。

小小的打印设备，切实改善了学校的教学设备和办学条件，让老师们的教学办公变得更便捷高效，也为孩子们提供了更丰富的学习素材，从而获得更好的学习体验。除了产品捐赠，惠普在全国各地举办了共计 14 场地区性交流与走访活动，惠普高层与志愿者们积极参与，与当地教育部门、学校 and 孩子们近距离互动。受益地区的教育局领导和学校老师们纷纷表示：“感谢中国惠普与真爱梦想带来的科技与梦想”“希望继续携手，丰富本地教育教学资源，共创美好蓝图”。作为 2018 年真爱梦想的第一大企业捐赠方，中国惠普被授予“真爱之星”荣誉并获得特别致敬。惠普的打印机捐赠项目不仅积极响应了国家精准扶贫战略的号召，为促进教育均衡发展

贡献一份力量，也体现了惠普一直所奉行的“在中国，为中国”的理念。

志愿服务，精准帮扶

“推动社会进步的责任不能只由少数人承担，这是每个人都应当分担的责任。”这是惠普创始人之一戴维·帕卡德 (Dave Packard) 对企业社会责任的阐述。在这一信念的引导下，惠普通过政策激励、资源支持、荣誉嘉奖，多层次、全方位地为员工自下而上地开展志愿行动赋能，充分激发员工的自驱力和创造力。惠普设有统一、透明的志愿者激励政策，让每名员工每月都享有 4 小时的志愿者带薪假期。在公司的大力赋能和支持下，中国惠普员工在教育、环保、健康、社区四大领域开展了不计其数的志愿行动。迄今为止，中国惠普志愿者协会已经在全国各地拥有 13 支小分队，每个小分队都由员工自发组成，累计开展了 869 次活动，超过 3900 人次参与，服务时长达 10 万多小时。在 2018 年的 12 月 5 日世界志愿者日上，中国惠普发布了《爱心点亮希望——惠普志愿者在中国》电子版案例手册，分享惠普公司的志愿精神和责任实践，传播与倡导责任理念。

在扶贫行动方面，惠普员工贡献自己的时间、技能和爱心，自发积极地参与扶贫志愿服务。惠普在上海有两支志愿者小分队一直专注于贫困地区的助学活动。星光公益小分队联合上海张江党委，分别于 2012 年资助了宁夏回族自治区固原市西吉县平峰中学的 7 名孩子，2018 年资助了云南省普洱镇沅县古城中学的 15 名孩子。惠普的员工对这些贫困地区的孩子进行一对一资助，不仅为孩子们提供完成从初中到高中六年学业所需要的物质支持，还会定期与孩子们沟通交流学习和生活情况，从心理上关心他们，让孩子们多一些温暖多一些笑容，健康快乐地成长。

萤火虫公益小分队 2014 年通过君爱公益发展服务中心了解到四川山区贫困学生的情况，开始资助平武地区一名学生。2015 年起，萤火虫公益成立四川助学项目，专门开展对四川黑水县孩子的资助。截至目前，已完成四个年度的助学工作，累计资助 36 位学生。目前资助黑水县学生 34 人，平武山区学生 1 人，其中有 4 位学生 2018 年已升入大专和本科院校。项目所有善款都是通过惠普员工组织的义卖捐赠活动筹集而得。惠普员工对贫困地区孩子

和家庭的帮助，让他们有信心可以读更多的书，用知识改变自己的未来，也让山区的孩子们感受到来自惠普员工的关爱，并把这一份爱延续下去。

此外，惠普的员工志愿者还连续多年邀请贫困地区的儿童来到惠普公司，为孩子们开展夏令营和科技体验等活动，丰富孩子们的视野。惠普大连的员工志愿者联合杉树计划的大学生支教计划举办了多次爱心义卖，筹集善款用于购买学习和生活用品，捐赠给了四川大凉山的 8 所学校（51 名支教老师，24 个班级，1349 名学生）。另外，惠普大连的员工志愿者还连续多年收集衣物、文具、玩具、书籍等爱心物品，捐赠给贵州及四川藏区贫困山区。这些点滴的行动，正是惠普志愿者精神的真实写照。

2019 年 6 月 25 日，中国惠普有限公司凭借在企业践行社会责任、实现责任品牌可持续发展等方面的突出表现，荣登“2019 中国企业公民责任品牌 60 强”榜单。这项殊荣是对中国惠普一直以来自觉履行社会责任、积极回馈社会、争做优秀企业公民的肯定和褒扬。

惠普深知，惠普在中国的发展，离不开这片土壤给予惠普的信任、支持和滋养。因此，惠普始终心怀感恩之心，致力践行“惠普之道”，希望通过惠普的科技、产品和志愿者活动，携手政府、公益机构助力国家和社会的可持续发展。展望未来，中国惠普将继续不遗余力地推进企业社会责任战略，用行动诠释责任品牌的内涵，进一步深化责任行动，拓展社会影响力，让惠普的发展真正惠及全世界每个人、每个组织、每个社区。

Company Profile

Founded in 1939, HP Inc is a global leading company in printing and personal systems technology headquartered in Silicon Valley in the US and has been dedicated to innovating technology for a beautiful life. HP China was founded in 1985 with its headquarters in Beijing. It is the first Sino-US high-tech joint venture in China. Now HP China has thousands of employees in China as well as branches in Hangzhou, Beijing, Tianjin, Dalian, Shanghai, Hainan, Chongqing and Wuhan. In addition, HP has established over 1,800 service stations in more than 1,200 cities, with 400 online engineers and over 3,100 engineers in service stations nationwide. HP's broad business scope and advanced technologies have built itself as the market leader in printing and personal system market in China.

Case Introduction

HP 'In China, For China' strategy

Sustainable development has been a basic operational principle for HP. In the three sectors of environment, society and community, HP has made a long-term investment and served as an industrial example in supply chain responsibility, building a circular low-carbon economy, public-interest education, diversity and inclusiveness. Over the past 30 years since its entry into China, HP China has oriented towards its development strategy of "In China, For China" and aims to be an "exemplary corporate citizen." It has carried out a slew of social responsibility projects and made great contributions to the economic and social development of China. In 2008, HP donated 24 million yuan (US\$3.7 million) in cash and equipment to people affected by the Wenchuan earthquake. In 2010, it donated 2.7 million yuan to earthquake victims in Yushu,

Qinghai Province and set up the HP Environment Science Laboratory at the Mount Qomolangma Station of Chinese Academy of Sciences. In 2011, HP announced that it would donate 10,000 computers to rural areas in China to narrow the digital development gap between urban and rural areas. In 2012, the company donated US\$1 million to the China National Commission for UNESCO to establish the “Chinese Education Innovation Fund” to promote the development of education in China through teacher training.

Sci-tech poverty alleviation to radiate within the country

As a hi-tech company, HP has been dedicated to improving the quality of education through technology in the areas where resources are short, achieving the strategic goal of “quality education” in “improving the study outcome for 100 million people” around the world and contributing to the United Nations’ sustainable development goal 4 of “quality education” and goal 10 of “reducing inequalities.”

In the key stage of the targeted fight against poverty in September 2018, HP China responded to the national campaign actively with a vision to empower education through science and technology. A donation project “HP Study Sponsor to Light Up the Future” was launched in cooperation with the Adream Foundation, an organization in Shanghai that has worked in quality education for a decade. The donation was made in two batches. Altogether 8,200 hi-tech printers were sent to over 4,000 primary and middle schools in 27 provinces, benefitting 2.23 million students and teachers. Based on incomplete statistics, the donation has covered 138 national-level poverty-stricken counties.

The printers may not be a big deal, but they have indeed improved the teaching conditions in schools, allowing the teaching process to be more convenient and efficient and providing more learning materials and better learning experience for children. Apart from product

donation, HP has held 14 regional exchanges and visits nationwide, with senior management staff and volunteers involving, and brought local education authorities, schools and students together. Teachers and education authorities in the beneficiary regions said they appreciated the technology brought by HP and Adream Foundation and hoped that the cooperation would continue to enrich local educational resources and create a better future. As one of the major corporate donors of Adream Foundation, HP China was honored as the “Star of ADream.” Its printer donation project not only responded to the national precise poverty alleviation program but also spurred a step further for balanced education development, in line with its “In China, For China” strategy.

Precise support for poverty alleviation with voluntary services

“The betterment of society is not a job to be left to a few. It’s a responsibility to be shared by all,” Dave Packard, a founder of HP, said when talking about corporate social responsibility. These guidelines encourage HP employees to take part in voluntary work through policy, resources and honorary support and are urged to be self-driven and innovative. There is a thorough and transparent incentive policy system that offers each employee four-hour paid volunteer work each month. With such support from the company, HP staff have done plenty of voluntary work in the areas of education, environmental protection, health and community. The HP Volunteer Association currently has 13 teams nationwide, each of which was formed spontaneously. They have carried out altogether 869 activities involving over 3,900 people and more than 100,000 hours. On December 5, 2018, the International Volunteer Day, HP China launched an e-version of its brochure which contains cases of its voluntary works in China, to share its voluntary spirit and responsible practices and promote its ideals.

HP staff have volunteered to be on poverty alleviation work with their time, skills and love. Two HP voluntary teams in Shanghai have been doing work to support impoverished regions. The Starlight Team worked together with the Party committee in Zhangjiang, Shanghai, and subsidized seven children from Pingfeng Middle School in Xiji County in Guyuan City of Ningxia Hui Autonomous Region in 2012 and 15 children from Gucheng Middle School in Zhenyuan County in Pu'er City of Yunnan Province in 2018. The support for the children was carried out one-by-one, not only providing material support for the children to complete their six-year study from middle to high school, but also communicating with them on issues of life and studies. Volunteers will care about their psychological needs and bring them warmth and smiles so they can grow up happily and healthily.

The Firefly Team, on the other hand, learned about students in a remote area of Sichuan Province through the Unilove Charity Development and Service Center in 2014 and began to fund a student in Pingwu County. In 2015, Firefly started a study support project in the province, especially serving children in Heishui County. The work has been going on for four years, helping altogether 36 students. The project now supports 34 students in Heishui and one student in Pingwu, among whom four were admitted to colleges and universities in 2018. All funds for the project were raised through HP staff's charity sales. Their support for the children and their families allowed the students to have faith that they could study more and changed their future with knowledge. The children could feel the care and support from HP staff, and such care could be extended to the next generation.

Besides, HP volunteers have been inviting children from poverty-stricken areas to the company for years, holding summer camps and sci-tech experience activities to broaden

their horizon. The volunteers from HP Dalian branch collaborated with university students teaching project of Cedar Highrise, a non-profit center focusing on the development of vocational ability, to hold several charity fairs to raise money to buy study materials and other daily products for eight schools in Liangshan Yi Autonomous Prefecture in Sichuan including 1,349 students in 24 classes and 51 voluntary teachers. HP Dalian volunteers have been donating clothes, stationery, toys and books to impoverished regions in Guizhou and Tibetan area in Sichuan. These deeds are a testimony of the HP volunteers' spirits.

On June 25, 2019, HP China was listed among the "2019 China Top 60 Corporate Citizen Responsibility Brand" for its outstanding performances in social responsibility and sustainable development. It is a medal that recognizes HP's efforts to give back to society and for acting as an exemplary corporate citizen over the years.

HP understands that its development in China is deeply rooted in the trust, support and cultivation that the place has bestowed on it, and it is thus grateful to carry on its duty. Through its technology, products and voluntary work, HP hopes to support sustainable development in society in cooperation with the governments and non-profit organizations. HP China will spare no effort in the future to push forward its corporate social responsibility strategy, illustrate its ethos with actions, enhance its responsibility coverage and expand its social influence, in allowing its own development to benefit every individual, organization and community.

因地制宜，助力脱贫攻坚战

Tailored measures to help locals fight against poverty

企业介绍

1943 年，英格瓦·坎普拉德先生在瑞典创立宜家品牌。秉承“为大众创造更美好的日常生活”的愿景，宜家致力于提供种类繁多，美观实用，老百姓买得起的家居用品。自 1998 年在上海开设大陆地区第一家商场以来，宜家目前在中国大陆运营着 32 家商场、1 家小型商场、1 家城市店、2 家体验店、4 个分拨中心和 7 个配送中心，电子商务业务已覆盖 227 个中国城市。2020 年 3 月，宜家天猫旗舰店正式上线，同期上线宜家家居购物 APP。2021 年 3 月，宜家上线微信小程序商城。

案例介绍

2018 年底，为响应中央坚决打赢脱贫攻坚战决定精神，落实上海市“百企结百村”精准扶贫行动，宜家（中国）投资有限公司（“宜家”）与云南省红河州石屏县牛街镇迭亩龙村确定了携手奔小康协议，由宜家利用自身资源优势深入开展“三带两转”帮



扶活动。在协议框架下,宜家愿贯彻执行“益于人类、益于地球”的企业可持续发展战略,发挥自身优势,帮助改善边远山区公共环境,为当地的社区与民众创造更美好的日常生活。

2019年5-8月间,宜家先后派出设计与项目管理团队赴当地考察,走访当地的贫困户,细致了解群众所想,关心当地居民的需求,同时将项目与公司优势及战略相结合,因地制宜。2019年7月,宜家与石屏县人民政府扶贫开发办公室签署协议,由宜家负责石屏县图书馆、老旭甸小学教室和牛街镇迭亩龙村村民活动室的重新设计与改造,并提供相关产品(办公桌椅、儿童用品等)和安装服务。

2019年8月26日至27日,来自宜家成都商场和服务办公室的12名志愿者来到云南山区,开展志愿者服务活动,将美好生活带入云南山区。志愿者为当地小学生提供了丰富的课外活动节目,并与当地政府展开深入交流。同时,宜家还为村委会办公室更新了阅读空间、村民接待室以及会议室,为当地打造美观、实用的公共社区空间。在交流期间,宜家许多同事参与其中,与居民及小学生一起动手,为彼此带来新的视角与想法。

同时,为响应中央精准扶贫的号召,志愿者走访4户当地的贫困家庭,了解他们的生活状况,并送上实用的宜家产品,希望能为他们带来生活的温暖。

本次改造,宜家共向当地捐赠6000多件家具产品,项目总计捐助金额为人民币75.7万元。

同样在云南,2019年5月,宜家松江分拨中心携手上海市松江区洞泾镇政府领导前往云南省曼洪市勐遮镇,走访了洞泾镇的沪滇帮扶项目对象,加入到勐遮镇的教育扶贫事业中。8月10日,149件宜家产品顺利送达幼儿园,并于8月底由当地服务人员完成安装。9月4日,4名志愿者带着公司的祝福,启程赶往云南,与孩子们一起拼装玩具、画画,品尝宜家食品,一起认识宜家,与孩子们共同开启新学期的新篇章。

扶贫项目为当地带来的每一点变化,都让宜家践行“为大众创造更美好的日常生活”愿景有了更多的意义;扶贫项目中每一张孩子的笑脸,都让宜家有了更多坚持的动力。2020年,宜家仍将积极投身于扶贫工作中。不仅如此,宜家会在儿童关爱领域的项目中,覆盖更多贫困儿童,通过多形式的互动,让他们在快乐中成长,为更多贫困儿童创造更美好的日常生活。

党的十八大以来,中国开辟精准扶贫新时代,每年减贫1000万人以上。这项工作既有战略眼光,又能脚踏实地,已成为国际社会在对中国脱贫事业观察中形成的共识。作为中国改革开放的重要参与者和见证者,宜家很荣幸作为外资在中国扶贫力量的一份子,为中国的扶贫工作和社会发展贡献新的力量。2020是中国脱贫攻坚的决胜之年,我们坚信实现民族复兴的步伐必将在决胜脱贫攻坚中激越铿锵。宜家愿与外资同行一起努力,响应中国政府打赢脱贫攻坚战的号召,积极承担社会责任,主动对接精准扶贫、精准脱贫,争取取得更突出的帮扶成绩。

Company Profile

Ingvar Kamprad founded IKEA in Sweden in 1943. Celebrating a vision of “creating a better daily life for the public,” IKEA is committed to providing a wide range of beautiful and practical household products that are affordable to ordinary people. Since it opened its first store in the Chinese mainland in Shanghai in 1998, IKEA has so far been operating 32 stores, one small-scale store, one IKEA city shop, two experience centers, four distribution centers and seven customer distribution units in the Chinese mainland. Its e-commerce business has covered 227 cities in China. In March 2020, IKEA’s Tmall flagship store was officially launched together with the IKEA shopping app. In March 2021, IKEA launched its WeChat mini-program to offer consumers with more channels in on-line shopping.

Case Introduction

In the end of 2018, IKEA (China) Investment Co Ltd (“IKEA”) joined hands with Diemulong Village, Niujie Town, Shiping County of Honghe Prefecture in Yunnan Province, to carry out the central government’s call to win the fight against poverty and implement Shanghai’s targeted poverty alleviation action of “100 Enterprises Help 100 Villages.” The two sides signed agreements to build a well-off society with IKEA using its own resources to launch “Three Bring, Two Conversion” poverty alleviation activity which means to bring talent, materials and industrial investment to the impoverished areas and converse local ideas and the appearance of villages. Under the agreement, IKEA was willing to implement its sustainability strategy of “People Planet Positive” and to use its own resources to help improve the environment in remote mountainous areas and create a better daily life for many local communities and their people.

From May to August 2019, IKEA sent groups of its design and project management teams to Yunnan where the team members visited poor households, inquired about people’s thoughts and needs and combined the projects with both the company’s strengths and strategies and the conditions of the local areas. In July 2019, IKEA signed an agreement with the poverty alleviation and development office of Shiping County to redesign and renovate Shiping County Library, classrooms of Laoxudian Primary School and the villagers’ activity room in Diemulong Village of Niujie Town and provide related products, such as office tables and chairs and children’s products, as well as the installation service.

On August 26 and 27, 2019, twelve volunteers from IKEA Chengdu store and Shanghai service office visited Yunnan’s mountainous area to offer volunteer service, hoping to bring a better everyday life to the local community. Volunteers provided rich extracurricular activities for local primary school students and conducted deep exchanges with the local government. At the same time, IKEA also gave a facelift for the villagers’ activity room (including reading space, reception room and meeting room), creating a beautiful and practical public community space for the local area. During their visit, employees from IKEA worked with residents and elementary school students, sharing new perspectives and ideas with each other.

Meanwhile, to fulfill the central government’s call for targeted poverty alleviation, volunteers visited four local poverty-stricken families to inquire about their living conditions and sent practical IKEA products as gifts, in the hope to offer them some help in life.

During the renovation, IKEA donated more than 6,000 pieces of products worth 757,000 yuan (US\$117,259).

Another IKEA poverty alleviation case also happened in Yunnan. In May 2019, IKEA Songjiang Distribution Center and officials

from Dongjing Town in Songjiang District of Shanghai visited Mengzhe Town, Manhong City of Yunnan Province and went to households in Dongjing's Shanghai-Yunnan assistance project, joining Mengzhe Town's education for poverty alleviation cause. On August 10, 2019, 149 IKEA products were successfully delivered to the local kindergarten, and their installation was completed by its local service personnel at the end of August. On September 4, four volunteers, bearing the company's blessings, set out to Yunnan to assemble toys, draw pictures, share IKEA food and stories with the children and together start a new chapter in the new semester.

Every change that the poverty alleviation project has brought to the local area makes IKEA feel more confident to implement its vision of "creating a better everyday life for the many people." Every child's smiling face that volunteers from IKEA saw in their poverty alleviation project makes IKEA feel more determined to further carry out the project. IKEA continued to actively participate in poverty alleviation works in 2020. In addition, IKEA included more impoverished children in its child-care project, created a better life for them and help them grow up happily through multiple forms of interactions.

Since the 18th National Congress of the Communist Party of China, the country has entered a new era of targeted poverty alleviation by reducing poverty for more than 10 million people every year. This work is being carried out with both a strategic vision and a down-to-earth approach, and a consensus has been reached within the international community when China's poverty alleviation efforts were acknowledged and recognized. As a participant in and witness to China's reform and opening-up, IKEA is honored to be a member of the foreign-funded poverty alleviation taskforce in China and continues to contribute to the poverty alleviation work and social development.

2020 was a year of decisive victory for China's poverty alleviation, and we firmly believe that the pace of national rejuvenation will become quicker and more forcible amid the decisive victory of poverty alleviation. IKEA is willing to work together with its counterparts to carry out the Chinese government's call to win the battle against poverty, actively fulfilling its social responsibilities, while taking the initiative to support targeted poverty alleviation and strive to achieve more outstanding results.

梦想之路，“捷”伴未来

A shared dream, a future together

企业介绍

作为英国最大的汽车制造商，捷豹路虎拥有凝聚辉煌历史的捷豹和豪华全地形 SUV 品牌路虎，两个品牌均以迷人设计、领先科技和非凡性能成为引领现代豪华车潮流的标志。自 2010 年进入中国市场以来，捷豹路虎在上海、北京、广州和成都四地设立办事处，并在全国范围内拥有 240 多家授权经销商，致力于为中国消费者提供优质产品与尊崇服务。植根中国、面向未来，捷豹路虎不断丰富产品布局，推进国产化进程。

捷豹路虎中国始终将企业社会责任作为企业战略的重要组成部分，不断深入践行对中国市场的长期承诺。其与中国宋庆龄基金会于 2014 年共同成立的“中国宋庆龄基金会捷豹路虎中国青少年梦想基金”，是中国汽车领域第一支专注于青少年成长与发展的公益基金。自梦想基金启动以来，捷豹路虎中国已投入近一亿元，截至目前，已惠及超过 50 万名青少年。

梦想基金立足创新素质教育、社会关爱、中英交流、灾难救助四大领域，致力于为更多青少年播



上梦想的翅膀，带去成长的力量和充满希望的未来。其中在社会关爱领域，捷豹路虎通过“路虎关爱无止境——青少年视力关爱项目”助力健康扶贫，通过希望小学项目助力教育扶贫，为偏远地区弱势儿童带去希望与光明。

案例介绍

健康扶贫——路虎关爱无止境 青少年视力关爱项目

据不完全统计，我国有超过 60% 的青少年患有不同程度的眼部疾病。随着这个比例逐年上涨，青少年的视力健康问题变得愈发严峻。尤其是在西部偏远地区，由于基础卫生知识薄弱、交通闭塞、医疗条件匮乏等原因，罹患眼疾的儿童往往得不到及时救治。

为改善中国偏远地区青少年视力健康，捷豹路虎于 2014 年启动了“路虎关爱无止境——青少年视力关爱项目”。该项目隶属于中国宋庆龄基金会捷豹路虎中国青少年梦想基金的社会关爱领域，是路虎“发现无止境”品牌精神在公益领域的延伸。

自 2014 年青少年视力关爱项目启动至今的 7 年时间里，北京同仁医院作为项目的重要合作伙伴，派遣实力雄厚的专家团队为包括云南、新疆、贵州、四川、宁夏、甘肃西部六个省份的青少年提供免费的视力检查和矫正治疗，获益地区涵盖四川凉山州和宁夏彭阳县等国家级贫困县。

为了提高当地的医疗水平，更长远地帮助当地的眼疾儿童，青少年视力关爱项目持续践行“授人以渔”的公益理念，共为受助地区的基层医院捐赠了总价值 720 万元的医疗设备，为当地基层医生开展眼科培训，并通过“同仁专家主刀——基层医生观摩并协助”的模式，共同完成手术救治，从而有效提高当地眼科医疗水平，在更长周期内使更多人受益。

截至目前，项目已为超过 20 万名儿童提供免费视力检查，为 16000 多名儿童免费配镜，4000 名家境贫困的眼疾患儿获得了矫正手术和训练治疗，治愈率达 100%，总计惠及超过 20 万偏远地区青少年。

教育扶贫——捷豹路虎希望小学项目

在中国深耕公益事业多年的捷豹路虎，2014 年与云南捷豹路虎希望小学结缘。云南昭通是全国脱

贫攻坚任务最重的地级市之一，希望小学位于云南昭通巧家县，原名为草皮地小学。

2014 年，云南昭通发生 6.5 级地震，草皮地小学被严重破坏。幸运的是，地震发生两天后，捷豹路虎中国通过中国青少年发展基金会紧急捐资 500 万元人民币，帮助学校进行灾后重建。2015 年，学校师生们搬进了崭新的教学楼。新校区占地面积 1.5 万平方米，为周边 32 个小组的 6500 位村民的孩子们提供教育，学校也因此更名为捷豹路虎希望小学。

同时，在过去的 7 年里，秉承“让乡村孩子接受公平、有质量的教育”的信念，捷豹路虎对这所学校开展了一系列、持续性的扶贫关爱活动，通过“梦想课堂”“暖冬行动”等公益项目，提升学校的教学设施水平、师资力量，并持续性地给当地学生送去关爱和温暖：

• 梦想课堂支教项目

自 2016 年 9 月起，捷豹路虎中国携手专业的支教 NGO“为中国而教”，开启“梦想课堂”支教项目，以此帮助昭通希望小学，改善云南当地落后的教育生态，为孩子提供平等学习、平等追逐梦想的机会。

该项目秉承持续改善的理念，定期向学校派遣 8 名支教老师长期任教，使学校师生比实现从 1:40 到 1:20 的转变，有效缓解了现有的教学压力。

“梦想课堂”开展至今，希望小学整体成绩排名从全镇倒数上升到前五，捷豹路虎中国还帮助学校新增了英语、音乐、体育等课程，提升了学校的素质教育水平。同时，项目还把志愿者和当地老师也纳入了受益版图，通过系统化的培训有效帮助他们实现教学技能的提升，持续回馈基层教育。

• 梦想伙伴导师计划

充分考虑志愿者老师在支教结束后需要重返社会的切实需求，捷豹路虎中国于 2017 年 9 月启动了“梦想伙伴导师计划”。

该项目通过科学的双向匹配机制，在捷豹路虎中国全公司范围内筛选出 8 名员工，以导师的身份与志愿者结成梦想伙伴，开展一对一的帮扶。

在一年的定期交流期间，捷豹路虎员工结合个人的经验与专长，帮助志愿者老师更加自信地重返职场，在支教结束之后，实现工作经验的平稳过渡。

• 暖冬行动

从 2015 年起，捷豹路虎连续六年开展“暖冬

行动”，集结员工、车主、经销商、媒体以及社会公众的力量，持续改善学校硬件设施，持之以恒地给予孩子们关爱。

2015年12月开展的“暖冬行动”，通过腾讯乐捐平台为昭通希望学校后续建设和过冬衣物筹集了超过60万元善款，为孩子们提供了校服、暖心礼包，为学校修建了饮水设备、图书室、多媒体教室。这些捐赠不仅让近800名孩子温暖过冬，也极大地改善了学校软硬件教学设施。

2017年1月，暖冬行动之“春泥行动”借助公益众筹资金16余万元，用于添置学校宿舍所需用品，并利用20万企业捐助的启动资金，用于添置办公设备、教学器材、生活用品等，帮助改善学校的教学环境，提高孩子们的生活质量。

2018年1月，“让爱不再失联——暖冬行动2018”为希望小学的176名留守儿童购置了电话手表，让孩子们及时表达对父母的思念和牵挂。捷豹路虎员工还自发为全校近700名孩子送去了防风服、保暖鞋袜，让孩子们温暖过冬。

2018年12月，捷豹路虎启动“2019暖冬行动”，首次在公司内部发起冬衣捐赠活动，来自13个部门的53名同事共捐赠近500件冬衣，并在寒假开始前送到了孩子们手中。此外，在第二年的1月份还发起了面向公众的线上募捐与公司内部的爱心拍卖活动，支援希望小学建设。2019年3月25日，捷豹路虎与全国各地路虎车主前往希望小学探访，共同见证宿舍淋浴间建设项目的启动。

2020年初，捷豹路虎中国启动了第五次“暖冬行动”。来自捷豹路虎四个办事处的员工总共捐赠了600多件冬衣和玩具，帮助希望小学的孩子们温暖过冬。同时，捷豹路虎还计划出资30万，用于为孩子们添置校服、棉服、宿舍必需品等。公司此前为希望小学出资修建的宿舍淋浴卫生间也已经在新学期投入使用。

2021年1月，捷豹路虎中国启动第六次“暖冬行动”，持续关爱希望小学的孩子们。来自捷豹路虎四个办事处的员工总共捐赠了900多件冬衣和玩具，帮助希望小学的孩子们温暖过冬。同时，捷豹路虎还启动“梦想课堂+”项目，面向企业内部员工招募“筑梦老师”，为希望小学的孩子们带去远程兴趣课堂。项目还将发挥众多合作伙伴的师资及线上教育优势，为学校提供优质的教育资源，缩小与城市的教育差距，用实际行动推动教育公平。

• 留守儿童之家

2018年9月，捷豹路虎携手专业社工组织，在希望小学建立“儿童之家”，从课外生活监管与陪伴及心理健康辅导两个维度，开展丰富的兴趣小组及课业辅导小组，提升留守儿童的综合素质，促进他们的心理健康发展。“儿童之家”开设三年来，开展了丰富多彩的活动，为孩子们弥补了因家长不在身边带来的家庭教育和亲情的缺失，帮助他们消除孤独感和无助感，培养了积极向上的心态。

• 青少年健康护航项目

2020年新冠肺炎疫情爆发初期，捷豹路虎第一时间捐资800万元，全力以赴抗击疫情。其中300万元由捷豹路虎中国捐赠给中国宋庆龄基金会，用以开展“青少年健康护航项目”。

在援助湖北疫情严重地区小学外，项目还将昭通捷豹路虎希望小学作为援助对象，全方位落实疫后心理援助，打造从学校到家庭的全方位“疫”后关爱体系，将疫情的危机转化为全新的教育契机。

Company Profile

Jaguar Land Rover, the United Kingdom's largest automotive manufacturer, built two iconic British car brands — Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles, and Jaguar, one of the world's premier luxury sports saloon and sports car marques. Both brands are hallmarks of modern luxury with attractive design, cutting-edge technology and exceptional performance. Since entering the Chinese market in 2010, JLR has been committed to offering premium products and services and has set up offices in Shanghai, Beijing, Guangzhou and Chengdu with over 240 dealers nationwide. In the spirit of "deepening roots in China and looking to the future," JLR continues to enrich its product portfolio and step up the localization process.

JLR regards corporate social responsibility as a key part of its corporate strategy and a long-term commitment to the Chinese market. In 2014, in partnership with the China Soong Ching Ling Foundation, JLR launched the Jaguar Land Rover China Children & Youth Dream Fund, the first CSR fund in the Chinese auto industry dedicated to children and youth development. Since its foundation, JLR China has invested around 100 million yuan (US\$15.15 million), benefiting over 500,000 young people in China.

Focusing on creative education, social care, Sino-UK cultural exchanges and disaster relief, the Dream Fund is dedicated to supporting young people to achieve their potential, realize their dreams and secure a promising future. Specifically, on social care, JLR initiated the Land Rover Never StopCaring — Journey for Vision Program and Hope School Program, respectively, to improve the health and education conditions for impoverished children in poverty-stricken areas.

Case Introduction

Poverty alleviation in health care

— Land Rover Never Stop Caring- Journey for Vision Program

Over 60 percent of Chinese youths suffer from eye diseases, according to incomplete statistics. The ever-rising percentage signifies an ever severe vision problem among young people. Particularly in the remote western areas, many young patients cannot receive timely treatment due to the lack of basic sanitation knowledge, transportation barriers and poor medical condition.

To improve the adolescent vision health in the remote and underprivileged areas in China, JLR initiated the Land Rover Never StopCaring — Journey for Vision Program to assist the poverty alleviation in health care in 2014. The program belonged to the joint efforts of China Soong Ching Ling Foundation and JLR China Youth Dream Found in social care field, an extension of the "Above and Beyond" brand spirit in charity area.

Since the program was launched in 2014, our strategic partner Beijing Tongren Hospital has sent teams of ophthalmologists to offer free vision screening and vision corrective surgery for six western provinces and regions including Yunnan, Guizhou, Sichuan and Gansu provinces and Xinjiang Uygur and Ningxia Hui autonomous regions. Areas that benefited from the program cover national-level poverty-stricken counties such as Liangshan Yi Autonomous Prefecture in Sichuan and Pengyang County in Ningxia.

Following JLR's "teaching a man to fish" CSR concept, the Journey for Vision Program has donated 7.2-million-yuan worth of medical equipment for local hospitals to improve local medical conditions and help local children with eye disease in a long term. On top of that, the program also provided local doctors with professional training and surgical observation and assistance opportunities in an effort to promote their medical skills and benefit more people in the long run.

The program has provided free eye screening

for over 200,000 children, 16,000 of whom received free prescription glasses and 4,000 of whom completed corrective treatment and surgery with 100 percent recovery rate, benefiting over 200,000 teenagers in remote areas.

Poverty alleviation in education — JLR Hope School Program

JLR's ties with the Hope school dates back to 2014. The JLR Hope School, formerly called Caopidi Elementary School, is located in Qiaojia County of Zhaotong City in Yunnan Province, one of the key poverty alleviation areas in China.

In 2014, the school was severely damaged in a 6.5-magnitude earthquake. JLR China immediately donated 5 million yuan via the China Youth Development Foundation two days after the earthquake to support its reconstruction. In 2015, teachers and students moved to the new campus covering an area of 15,000 square meters and offering education to 6,500 children in 32 residential communities nearby.

Over the past seven years, in the spirit of “presenting equality and quality education to rural students,” JLR has carried out a host of sustained poverty alleviation initiatives, including “Dream Class” and “Warming Winter Action” to improve school's facilities and faculty quality and bring continued love and care to local students.

• Dream Class Program

In September 2016, JLR launched the Dream Class Program in partnership with Teach Future China, a non-governmental organization dedicated to furnishing volunteer teachers to improve the backward education conditions, at the JLR Hope School and to provide local students with equal access to education opportunities and to pursue their dreams.

Guided by the sustainable-improvement principle, the program regularly sent eight volunteer teachers to the Hope School, elevating

the teacher-student ratio from 1:40 to 1:20, effectively relieving the pressure on the under-manned staff.

Since the launch of the Dream Class program, the school's overall ranking in the town has raised from the bottom to the top five. The introduction of new courses such as English, music and PE also helped advance the school's well-rounded education. Meanwhile, the program involved both local and volunteer teachers in its beneficiary list, raising their teaching skills by all-round training to benefit more students.

• Dream Mentor Program

To help volunteer teachers tackle challenges they faced when they returned to their workplace, JLR China launched the Dream Mentor Program in September 2017.

By means of the science-based two-way matching approach, JLR China selected eight employees working as career mentors to offer one-to-one guidance for eight volunteer teachers.

With a year-long supportive communication and guidance drawing on employees' personal experience and expertise, the volunteer teachers were all able to make a smooth career transition upon conclusion of the volunteer work and return to their workplace with confidence.

• Warming Winter Action

Starting from 2015, JLR has conducted Warming Winter Action by drawing strengths from employees, customers, dealers, media and the wider public in an effort to continuously improve school facilities and deliver loving care.

The first Warming Winter Action was launched in December 2015 to improve school facilities and provide children with warm clothes ahead of the harsh winter. The initiative raised 600,000 yuan, via online platform Tencent Public Welfare, for school uniforms, gift packs, drinkable water supply equipment, and the construction of reading room and multi-

media classroom. The first Warming Winter Action not only brought a warm winter for the 800 children, but also significantly upgraded teaching facilities of the school.

Nest Action, part of the Warming Winter Action, was rolled out in January 2017. The initiative raised 160,000 yuan via charitable fundraising for dormitory necessities and 200,000 yuan via corporate donation for office and teaching facilities, as well as daily supplies, to improve the school environment and living quality for the students.

2018 Warming Winter Action focused on caring for left-behind children. JLR donated watch phones for 176 children, enabling them to keep in touch with their migrant parents. In addition, JLR employees conducted spontaneous donations by sending windbreakers and thermal shoes and socks for 700 students, helping them withstand the cold winter.

In December 2018, 2019 Warming Winter Action was launched by calling on staff to donate winter clothes. Nearly 500 pieces of winter clothes donated by 53 JLR employees from 13 departments were handed to the kids before the winter vacation. On top of that, in January, an online public fundraising and staff charity auction campaign was initiated in support to the construction of the Hope School. On March 3, 2019, JLR visited the Hope School with Land Rover's customers nationwide, jointly witnessing the launch ceremony of the bathroom construction project in students' dormitories.

The fifth wave of Warming Winter Action was launched in early 2020. Six hundred pieces of winter clothes and toys were donated to Hope School's kids by JLR staff of four offices. Meanwhile, JLR planned to invest 300,000 yuan to buy school uniforms, winter clothes and dormitory necessities. What's more, the newly equipped bathroom was put into use in that semester.

In January 2021, JLR China officially launched the sixth round of Warming Winter

Action. As the first step, Winter Clothes Donation Campaign was overwhelmingly supported by colleagues across four offices. Over 900 items of winter clothes and toys were collected. JLR also kicked off the Dream Class+ programme, through which it can not only recruit Dream Teachers inside the company delivering remote extracurricular classes, but also leverage the advantages of teaching team and online education of various partners. By doing so, it will provide quality education resources for Hope School, narrow the gap of education with cities and advance equal education.

• Left-behind Children Center

In September 2018, JLR set up the Left-behind Children Center in partnership with a professional social welfare organization. Focusing on students' extra-curricular supervision and mental health tutoring, the center is committed to carrying out a wide range of extra-curricular activities and after-class instructions to improve children's all-round development.

• Youth Health Defending Program

Facing the abrupt novel coronavirus, JLR immediately donated 8 million yuan at the earliest possible time in an all-out effort to fight against the outbreak. Of the total, 3 million yuan was specially earmarked for the China Soong Ching Ling Foundation to initiate the "Youth Health Defending Program."

Apart from the financial support to elementary schools in the worst-affected areas in Hubei Province, JLR initiated a post-pandemic mental health education program targeting the JLR Hope School and other underprivileged primary schools in Hubei. The all-around initiative was aimed at building an integrated post-pandemic caring system to benefit both schools and family members and has transformed the pandemic crisis into a new education opportunity.

聚梦想，爱同行

Gathering the dreams and further on with love

企业介绍

聚信国际融资租赁股份有限公司（“聚信租赁”）成立于 2009 年 5 月，是一家经上海市商务委员会审批通过而设立的中外合资性质的融资租赁公司。公司以“服务民生体系，助力实体经济”为使命，以“成为卓越、可信赖的融资租赁服务商”为企业愿景，专注于教育、医疗和公用事业行业的租赁细分市场，为全国中小企事业单位提供专业的租赁解决方案。

案例介绍

作为中国外商投资企业协会常务理事单位、中国外商投资企业协会租赁业工作委员会副会长单位，聚信租赁积极探索、开拓创新，全力支持协会工作。公司热心公益事业，勇担社会责任。

云南省爱心助学公益项目

2018 年上半年，为支持云南省红河州地区扶贫



事业，进一步做好精准扶贫工作，聚信租赁与上海市徐汇区妇联取得沟通，并于4月份赴红河州当地贫困县进行公益考察。在了解贫困小学的实际情况及生活需求之后，企业当即决定与云南红河州四个贫困县结对签署捐赠协议，为当地小学建立爱心图书室，支持当地学子的健康成长及教育事业的发展。

2018年9月5日，聚信租赁志愿者服务队抵达云南省红河州，为三所贫困县小学送去1500本图书画册、350件体育用品及若干教学设备等学校急需的物资，帮助小学筹建爱心图书室。同时，公司发起“上海·泸西·元阳三地小学生阅读结对活动”，通过共读一本书、分享读后感、交流一封信的形式，激发阅读兴趣，开拓视野丰富知识面。

2019年7月2日，聚信租赁公益再出发。由多个聚信租赁家庭和志愿者组成的志愿者服务队，远赴千里之外的云南省红河州开展爱心夏令营活动，为大山里的孩子们送去爱心物资。聚信租赁志愿者服务队首先回访了去年捐助过的泸西县两所贫困小学，抱一抱长高长大的孩子们，听一听他们的生活近况。小志愿者们和当地孩子一起上课、一起玩耍、一起吃饭，在互动中传递满满爱意。7月4日前往石屏县两所贫困小学进行爱心图书室及物资捐赠，分别为每所小学送去近400本图书画册、80套体育用品以及40套教学设备等学校急需的物资，帮助小学筹建爱心图书室。

此外，2018年聚信租赁参与了徐汇区“百企结百村、携手奔小康”精准扶贫行动，与云南省红河州元阳县沙拉托乡草果洞村形成结对帮扶关系。聚信租赁了解到草果洞村贫困情况后，主动作为、尽力而为、慷慨解囊、真情相助，及时为草果洞村提供了帮扶资金。这些资金主要用于草果洞小学购买教学设备、完善教育设施，促进当地教育教学环境的改善。在各方努力和帮助下，元阳县已于今年5月成功脱贫摘帽。聚信租赁获得了由徐汇区政府授予的“百企结百村 携手奔小康”荣誉奖杯以及捐助证书。

国之强在于少年强，少年强在于教育强。聚信租赁规划未来几年，将继续向山区贫困小学捐赠图书以支持建立校园图书室，还将捐赠生活设备、教学设备、体育用品等多种物资，为当地教育事业的发展尽一份绵薄之力。公司将持续关注关爱山区儿童的成长健康，公益活动也将以更多形式让爱的力量一路传承。

其他扶贫成果

聚信租赁除了开展公益活动帮助改善贫困县的教育、医疗环境，还通过融资租赁业务对贫困县进行金融支持。公司深入贯彻落实《关于金融助推脱贫攻坚的实施意见》，认真学习党中央精神，牢记肩负的社会责任，以优质融资租赁服务精准对接脱贫攻坚多元化融资需求。聚信租赁大力支持贫困地区医疗、教育、水利、能源等公共服务和基础设施建设，充分发挥融资租赁工具的灵活、高效、及时等特点，与传统金融渠道形成优势互补，以切实的金融资源积极推动贫困地区民生工程等基础设施的发展建设。

公司业务覆盖华东、华南、华中、西南、西北等各大区域，深入到贵州、云南、湖南、四川等金融资源相对匮乏的省份。自2012年为第一家贫困县医疗行业客户提供金融支持开始，截至2020年5月底，聚信租赁合作的贫困县客户数量占公司客户总数的1/5，支持金额近百亿元，涉及全国17个省份，117个贫困县。在聚信租赁等社会各界力量的共同支持下，这些贫困县已多数完成脱贫。

“精准扶贫，精准脱贫”，聚信租赁通过提供高效、多元化的金融服务，探索更精准、更有效的扶贫模式，帮助贫困县尽快实现脱贫摘帽，为我国全面打赢脱贫攻坚战贡献坚实的力量。

Company Profile

Founded in May 2009 upon approval by the Shanghai Commission of Commerce, Juxin International Financial Leasing Co Ltd is a Sino-foreign financial leasing joint venture. With a mission to “serve the people’s livelihood and empower the real economy” and a vision of becoming an excellent and reliable financial leasing service provider, Juxin Leasing specializes in quality education, health care, public utilities and other industries, providing small and medium-sized enterprises and public institutions with leasing solutions.

Case Introduction

As an executive member and vice president in the leasing industries of the China Association of Enterprises with Foreign Investment, Juxin Leasing not only fully supports the work of associations with an exploring and pioneering spirit but also fulfills its corporate social responsibilities, devoting itself to public welfare.

Aiding impoverished students in Yunnan Province

In the first half of 2018, Juxin Leasing, together the Women’s Federation of Xuhui District, Shanghai, paid an inspection visit to poverty-stricken areas in Honghe Hani-Yi Autonomous Prefecture of Yunnan Province in April to further implement targeted poverty alleviation. Informed of the conditions and requirements of local primary schools, Juxin Leasing at once decided to sign a donation agreement and provided four impoverished counties in Honghe Prefecture with partner assistance, including building libraries, favoring the healthy growth of students and promoting the development of education.

On September 5, 2018, volunteers of

Juxin Leasing arrived in Honghe Prefecture to deliver much-needed materials to three primary schools, including 1,500 books and painting albums, 350 sets of sports equipment and many teaching materials, for building libraries. Meanwhile, Juxin Leasing promoted an activity that connected primary school students from Shanghai and Luxi and Yuanyang counties in Honghe Prefecture by sharing a book, a book review and a letter to raise students’ interest in reading, enriching their knowledge and broadening their horizons.

On July 2, 2019, a team consisted of volunteers and warmhearted families from the company set out to Honghe Prefecture to carry out the activity of love summer camp, delivering materials for the children in mountains. Volunteers first visited two primary schools in Luxi County that received donations the previous year, meeting the kids and listening to their recent development. They also attended their classes and had meals with them, passing on kindness and happiness through the interactions. On July 4, volunteers went to two primary schools in Shiping County, bringing 400 books and painting albums, 80 sets of sports equipment and 40 sets of teaching materials to them. Juxin Leasing also planned to raise funds for building a school library.

In 2018, Juxin Leasing participated in “100 Enterprises Help 100 Villages, Achieve Moderate Prosperity,” a targeted poverty alleviation campaign organized by Shanghai’s Xuhui District, and formed a partnership with Caoguodong Village of Yuanyang County in Honghe Prefecture. Having learned the poor condition of Caoguodong Village, Juxin Leasing took the initiative in raising money and provided timely assistance funds. These funds were mainly used to purchase teaching equipment and upgrade educational facilities at Caoguodong Primary School to improve local education and teaching conditions. With the coordinated efforts of all parties, Yuanyang

County was successfully removed from poverty status in May 2020. Juxin Leasing received an honorary trophy and donation certificate for the “100 Enterprises Help 100 Villages, Achieve the Moderate Prosperity” campaign by Xuhui District.

As the saying goes that the strength of a country lies on its youth, and the strength of its youth lies on the education. In the next few years, Juxin Leasing will continue to donate books to impoverished primary schools in mountainous areas to support the establishment of school libraries. Living necessities, teaching equipment, sports supplies and other materials will be delivered to schools to make a contribution to the development of local education. Sustained attention will be paid to the growth and health of children in mountainous areas, and the power of love will be carried forward via multiple patterns of public welfare activities.

Other achievements in poverty alleviation

In addition to carrying out public welfare activities to help improve the education and medical condition of poverty-stricken counties, Juxin Leasing has also provided financial assistance via its financial leasing business. The company thoroughly implements the Opinions on the Implementation of the Financial Promotion for Poverty Alleviation, earnestly studies the spirit of the CPC Central Committee, bears in mind its social responsibilities and precisely matches diverse financing needs of poverty alleviation with high-quality financial leasing services. Juxin Leasing has greatly supported the construction of infrastructure and public services in impoverished regions, such as health, education, water conservancy and energy. Giving full play to its flexible, efficient and timely financial leasing tool, Juxin Leasing has achieved mutual complementarity with traditional financial channels, proactively

promoting the development of infrastructure construction related to people's livelihood in poverty-stricken areas based on its tangible financial resources.

The company's business covers east China, south China, central China, southwest China and northwest China and goes further into Guizhou, Yunnan, Hunan and Sichuan provinces where financial resources are relatively scarce. In 2012, Juxin Leasing offered financial support to its first customer from an impoverished county. The number of customers from impoverished counties accounted for one-fifth of Juxin Leasing's total customers by the end of May 2020, with nearly 10 billion yuan (US\$1.5 billion) involved, covering 17 provinces and 117 poverty counties in China. Supported by many other social forces, Juxin Leasing has helped most of these counties get rid of poverty.

To alleviate and get rid of poverty precisely, Juxin Leasing has explored a more precise and effective model by providing efficient and diversified financial services to help eradicate poverty from impoverished counties as soon as possible and made a solid contribution to China's overall victory in the poverty alleviation battle.

聚焦国家深度贫困地区，助力“三区三州”女性踏上追梦之旅

Focusing on national-level poverty-stricken areas to help women in ‘Three Regions, Three Prefectures’ chase their dreams

企业介绍

欧莱雅致力于美丽事业已有超过 100 年的历史。集团旗下拥有 34 个多元而互补的国际品牌，在全球拥有 82600 名员工。身为全球化妆品巨头，欧莱雅的销售覆盖全渠道：大众市场、百货公司、药妆店与药房、美发沙龙、旅游零售、品牌零售和电子商务等。欧莱雅战略的核心是研发与创新，一支 3885 人的研发与创新团队专门致力于满足全球各地消费者对美的需求和向往。

欧莱雅在 1997 年进入中国。欧莱雅中国的总部位于上海，并在全国设有五个办事处。目前在中国拥有 22 品牌，一个研发和创新中心，一个培训中心，两家工厂分别位于苏州和宜昌，以及五个分销中心，共有超过 8100 名员工。作为中国最佳企业公民之一，欧莱雅中国始终贯彻落实集团提出的“美丽，与众共享 — 可持续发展承诺 2020”。



案例介绍

“美丽事业，美好人生”公益培训项目是欧莱雅企业基金会发起的全球支柱项目之一，也是集团“美丽，与众共享”2020可持续发展战略的重要组成部分。该项目旨在为相对弱势的群体提供美的领域的免费专业技能培训，利用企业百年“美”的专长，通过“授人以渔”的创新公益理念，帮助他们获得一技之长的同时，增强自信并更好地融入社会，找到属于自己的一席之地。项目自2009年发起至今，已在30多个国家和地区开展，受益人数超过1万名。

2015年，欧莱雅中国携手中国妇女发展基金会并达成战略共识，双方计划到2020年前，在全国范围内至少受益8000名弱势女性。通过“美丽事业，美好人生”所开创的美容美发专业技能培训模式，创新落实精准扶贫工作，重点扶持弱势女性群体，帮助她们在美的行业获得就业甚至是创业的机会，为实现脱贫目标奉献绵薄之力。截至2019年6月，项目已在全国9座城市建立了23个合作培训点，累计受益5000多名学员。

2019年10月15日，成都欧莱雅全球明星公益项目——“美丽事业，美好人生”首个“三区三州”特色班入学开班仪式在四川国际标榜职业学院举行。在落地中国的第一个五年之际，项目全面探索升级“扶智授渔”的公益培训创新模式，打破往届培训开班只能惠及当地弱势女性的地域局限，通过聚焦并带领“三区三州”深度贫困地区女性“走出来”，为她们提供免费专业技能培训，提升她们的就业、创业能力，助力国家打赢脱贫攻坚战。来自四川省甘孜州泸定县及青海省的10名贫困弱势女性离开贫瘠的家乡，在标榜学院的“美丽事业，美好人生”培训点开启人生追梦之旅的全新篇章。

通过“校园义卖”及“99公益日”线上众筹等多种创新“自我造血”模式的努力，项目成功发动大众公益力量，为本次“三区三州”特色班募集资金，推动公益培训的可持续发展。同时，借由“99公益日”全网平台，欧莱雅也让更多人看到在中国最贫困的地区，仍然有一群乐观向上的女性，贫困和地域限制无法阻止她们追梦的步伐。值得一提的是，欧莱雅中国的5名员工还通过此次众筹期间的内部选拔活动，变身“欧家助梦官”。他们有幸作为志愿者代表前往学员家乡四川泸定进行探访，与受益学员建立互助结队关系，陪同她们前往培训点报到开学，用实际行动支持她们的追梦之旅。通过这一交流平

台的建立，都市白领与来自山区的弱势女性首次建立了对话，成为了追梦路上同行的伙伴。该选拔活动同时也充分发挥了欧莱雅中国员工在企业社会责任领域的主观能动性，首次让员工代表亲临集团公益项目开展的地区进行实地感受和体验，让公益善举融入他们的工作和生活，并进一步加深员工对企业的荣誉感及归属感。

本期参加培训的10名学员中，7名来自四川省泸定县，3名来自青海省西宁市和互助县，年均家庭收入均在国家规定贫困线以下。本该是挥洒青春的花样年华，重重大山却阻断了她们追梦的目光、压弯了她们生活的脊梁。在开班仪式上，来自四川省泸定县的学员夏春雁动情地说道：“感谢欧莱雅与标榜学院，让我有幸得到此次参加公益技能培训的机会，帮我走出大山，拥有追梦的可能。感谢欧家助梦官在这一路上对我的关爱与鼓励，我会不负大家的殷切希望努力学习，在为他人带来美好的形象的同时，也为自己和家人带去更安定的生活。”

作为“美丽事业，美好人生”项目在中国的首个培训执行合作伙伴，也是唯一专注开展美发技能培训的培训点，过去五年来，四川国际标榜职业学院与欧莱雅通力合作，共开展了5期公益美发培训班。受益150名学员，就业比率达83%，为美容美发行业注入公益新力量。四川国际标榜职业学院院长刘一沛表示：“我们非常荣幸能与欧莱雅合作，发挥标榜在美容美发领域的专业教学和行业就业的优势，为‘三区三州’尽绵薄之力，帮助当地弱势女性获得一技之长，成功就业创业，开启‘出彩’人生！”

欧莱雅中国副总裁兰珍珍表示：“在‘美丽事业，美好人生’进入中国的第五个年头，我们不仅不断在升级和探索‘授人以渔’的创新公益培训模式，也想到要将内部员工充分调动起来，希望能够助力和陪伴‘三区三州’的这些贫困女性完成她们的追梦之旅，成为一路上的见证者、助力者、扶持者，这也是‘扶贫’同‘扶智’与‘扶志’紧密结合的体现。随着培训的展开，这10名走出大山的女性也将开启为期3个月的美妆美发培训学习。预祝她们学业有成，在这段追梦的旅途上绽放自信与美丽，收获技能，成就梦想！”

欧莱雅集团始终关注公益项目的可持续性，通过长期的实践，逐步提升社会的关注，吸引更多的人共同参与。“美丽事业，美好人生”公益培训项目作为欧莱雅企业基金会的支柱项目之一，同时也是集团于2013年发布的“美丽，与众共享”2020可

持续发展承诺的重要组成部分。该承诺包括了集团在可持续创新、可持续生产、可持续生活方式以及可持续发展四大方面的努力。欧莱雅希望通过该项目能够实现“让所有人拥有美”的美丽践行，期待用“美”的力量改变更多女性的生活，并为集团最终实现 10 万低收入者就业这一目标做出重要贡献。

Company Profile

L'Oréal has been committed to the beauty industry for more than 100 years. The group has 34 diverse and complementary international brands and 82,600 employees worldwide. As a global cosmetics giant, L'Oréal sells across all channels including mass market, department stores, cosmeceuticals and drugstores, hair salons, travel retail, brand retail and e-commerce. Research and innovation are at the heart of L'Oréal's strategy, with an R&D and innovation team of 3,885 people dedicated to meeting consumers' aspiration and needs for beauty around the world.

L'Oréal entered China in 1997 with its headquarters settled in Shanghai and five offices across the country. It now has 22 brands, a development and innovation center, a training center, two factories in Suzhou and Yichang cities and five distribution centers as well as more than 8,100 employees in China. As one of the best corporate citizens in China, L'Oréal China has been fulfilling the group's goal of "Sharing Beauty with All — Commitment of Sustainability Development 2020."

Case Introduction

The non-profit training program "Beauty for a Better Life" is one of L'Oréal Foundation's global pillar projects and an important part of the group's "Sharing Beauty with All — Sustainability Development 2020" strategy. The program aims to provide free professional skills training in the beauty industry for the relatively disadvantaged groups, using the company's centuries-old expertise in the industry and the innovative charity idea of "teaching people how to fish instead of giving them fish" to help them stand on their own feet, boost their confidence to get better involved in society and find a place of their own. Since its launch in 2009,

the program has been implemented in over 30 countries and regions, benefiting more than 10,000 people.

In 2015, L'Oréal China joined hands with the China Women's Development Foundation to benefit at least 8,000 disadvantaged women nationwide by 2020. Through "Beauty for a Better Life" project, the professional facial and hairdressing skill training mode, precise poverty alleviation work has been implemented innovatively, focusing on support for disadvantaged women, helping them get employed or even start their own business in the beauty industry, which has contributed to the goal of poverty alleviation. By June 2019, the project had established 23 cooperation training sites in nine cities across China, benefiting more than 5,000 trainees.

On October 15, 2019, the Chengdu L'Oréal Global Star non-profit project, the first feature class of "Beauty for a Better Life" in "Three Regions and Three Prefectures," deep impoverished regions in Tibet, Qinghai, Sichuan, Gansu and Yunnan, was unveiled at Polus International College in Sichuan Province. It was the fifth year since the program settled in China, and it has explored and upgraded the mode and made a step forward so that it not only benefitted disadvantaged women locally, but also helped them come to the outside world, providing them with free professional skills training and enhancing their employment and start-up abilities to help the country win the battle against poverty. Ten disadvantaged women from Sichuan and Qinghai provinces left their barren hometowns to start a new chapter of their dream journey to the Polus International College.

Through many "self-supporting" efforts like school charity sales and "99 Giving Day" online crowdfunding, the project successfully mobilized the public and raised funds not only to support the feature class but also for the sustainable development of the training

project. At the same time, through the "99 Giving Day" platform, L'Oréal also allows people to see that in the poorest areas of China there are still these optimistic women who will not stop chasing their dreams despite of the poverty and other limitations. Five employees from L'Oréal China were selected during the crowdfunding to be volunteers to visit Luding County in Sichuan's Ganzi Tibetan Autonomous Prefecture, hometown of some trainees. They established mutual rapport with the trainees, accompanied them to report to the training site and personally supported them in their dream pursuit. The communication platform connected urban white-collar workers and disadvantaged women from mountainous areas for the first time and made them partners on the way to pursue the latter's dreams. The selection also allowed L'Oréal employees to play an active role in assuming corporate social responsibility by visiting the areas on behalf of the group. It made charitable behavior as part of their work and life and promoted a sense of honor and belonging to a corporate.

Of the 10 trainees, seven are from Luding County and three are from Xining City and Huzhu County of Qinghai where the average annual household income all below the poverty line set by the state. At such young age when people are usually supposed to be enjoying their time, they were limited by the birthplace and burdened by life. "Thanks to L'Oréal and Polus give me the opportunity to become one part in the training team. It helps me to get out of the mountains and have the possibility to pursue my dream. Thanks to the love and encouragement from L'Oréal volunteers along the way. I will live up to everyone's hope and study hard, bringing beauty to others and a more stable life for myself and my family," said Xia Chunyan, a trainee from Luding, at the opening ceremony.

As the first execution partner for the "Beauty for a Better Life" training in China and the only training site focusing on hairdressing

skills, Polus has cooperated with L'Oréal for the past five years and conducted five sessions of hairdressing training. In the past five years, Polus has cooperated with L'Oréal to conduct five public welfare hairdressing courses. A hundred and fifty trainees have benefited from the training and 83 percent of them have been employed, a new force supported by public interest. "We are honored to cooperate with L'Oréal and take advantage of our strength in professional teaching and employment in beauty and hairdressing areas, making efforts for three regions and three prefectures to empower local disadvantaged women to gain a skill, succeed in employment and entrepreneurship and start a splendid future," said Liu Yipei, head of Polus.

"This is the fifth year of the 'Beauty for a Better Life' program in China and we have been exploring and upgrading the non-profit training mode of 'teaching people to fish instead of giving them the fish' and mobilizing our staff to accompany and support disadvantaged women in the three regions and three prefectures to pursue their dreams. They have served as witnesses, partners and supporters along the way, and it has been a kind of support with not only funds, but also knowledge and ambition," said Lan Zhenzhen, vice president of L'Oréal China. "As the training starts, these 10 women out of the mountains will also kick off their three-month beauty and hairdressing training session. We wish them a success in their studies and hope they will blossom with confidence and beauty on this journey of dream pursuit by harvesting their skills and achieving their dreams!"

L'Oréal Group has always been concerned about the sustainability of its public interest projects. Through long-term efforts, it has gradually drawn social attention, attracting more people to be a part of the project. "Beauty for a Better Life" is one of the pillar projects of the L'Oréal Foundation and an important part of the group's "Sharing Beauty with All — Sustainability

Development 2020" launched in 2013. This commitment includes the group's efforts in the four areas of sustainable innovation, production, lifestyle and development. L'Oréal hopes to achieve its vision of "Beauty for All" through the project, change the lives of more women with the power of beauty and realize the group's ultimate goal of allowing 100,000 low-income people to gain employment in the end.

关注留守儿童，点亮美好未来

Paying attention to left-behind children and lighting up the beautiful future

企业介绍

朗盛是全球领先的特殊化学品供应商。2020 年销售总额为 61 亿欧元，在全球拥有约 1.4 万名员工，分布在 33 个国家。朗盛的核心业务包括开发、生产及销售化学中间体产品、添加剂、特殊化学品与塑料。朗盛已被纳入领先的道琼斯可持续发展指数 (DJSI 全球及欧洲) 和富时社会责任指数 (FTSE4Good) 中。

如今朗盛在大中华区拥有约 1500 名员工，15 家下属企业，7 个研发中心以及 8 处生产基地。朗盛与当地的合作伙伴密切合作，开发以市场为导向的解决方案以满足当地市场需求。

案例介绍

遂川县位于江西西南部，2018 年末总人口约 62 万，曾是国家重点扶贫开发县。由于长期贫困，60% 左右的男劳动力外出务工，老人和儿童则留守家园。由于地区经济发展的不平衡，留守儿童已成



为日益突出的社会问题之一。截至 2018 年，全国共有农村留守儿童 697 万人。据统计，截至 2015 年，遂川县约有 3.5 万留守儿童。留守儿童或由亲戚代管，或缺乏亲人陪伴，生活、学习、心理等方面的需要难以得到满足。为帮助当地实现教育脱贫的目标，朗盛致力于通过长期支持遂川教育，积极改善当地教育环境，以助当地孩子塑造更好的未来。

早在 2010 年，朗盛无锡工会就开始通过“麦田教育基金”为遂川县留守学生捐助学费。此后，朗盛常州工会也加入到该项目中。工会原计划在当地建立“朗盛班”，然而，该计划的实施面临较大困难——身处遂川县不同山区的孩子受限于路途，无法集中上课，且问题难以在短期内彻底解决。2015 年初，朗盛常州工会考虑通过资助的形式，成立朗盛爱心小学。

2016 年 1 月 12 日，在朗盛常州工会、遂川志愿者协会和遂川共青团县委的共同努力下，朗盛爱心小学正式在江西省遂川县珠田乡揭牌，并举行了揭牌和捐赠仪式。

“少年智则国智，少年强则国强，百年大计，教育为本。我们希望通过教育资助，可以为当地的留守儿童在未来的人生道路上点亮一盏明灯。”朗盛(常州)有限公司董事总经理胡东祺在揭牌仪式上说道。

成立朗盛爱心小学初期，朗盛常州工会为学校捐赠了电脑、化学实验包等硬件设施。此后，工会每年向朗盛爱心小学捐助 6 万元，用于学校基础设施建设，教育条件的改善以及优秀学生奖励、老师补助等。项目既为教师的劳动提供了物质保障，也确保当地学生能够长期拥有相对良好的教育环境。

此外，工会还号召员工对当地贫困家庭的孩子实行一对一资助，资助对象从小学、初中到高中。目前，已有三十多名员工参与到结对资助当中，并且每年都在增加。2018 年，有两个受资助的孩子考上了中国传媒大学等知名高校。

每年，工会都会组织资助人看望受资助学生家庭，关心他们生活的方方面面。通过走访，可以让一对一资助的员工深入了解资助对象的生活学习情况，并给他们带去文具、衣服、慰问金等。这也有助于帮扶对象间建立更牢固的信任关系，能够在一定程度上缓解留守儿童可能遭受的心理压力和其他问题。

在一次实地走访中，朗盛同事了解到，对遂川县的很多孩子来说，上学并不是件易事。有一名当地的留守儿童，当时只有 11 岁。她每天都要步行一

个多小时的崎岖山路去上课，加之家庭收入微薄，求学之路异常艰难。朗盛不仅给她发放助学金以减轻其家庭负担，更鼓励她在任何情况下都不要放弃学习。在后期的捐赠中，朗盛将路途因素纳入了教育帮扶项目的考量之中，最终促成了朗盛爱心小学的落地。

朗盛爱心小学的建立，改善了贫困地区的教育资源，提升了当地教育条件。通过捐赠学校所需的教育物资和硬件设施，助学项目保证了爱心小学设立初期的顺利运作。通过资助贫困学生，避免了受资助学生因家庭经济条件而失学的状况，保证他们在当下能够获得所需的教育，未来有希望获得更好的发展前景。

朗盛常州工会和无锡工会在综合实际因素与项目目标的基础上，通过上述方式，以教育为切入点，兼顾贫困地区留守儿童的身心健康、学业发展等方面，充分发挥外资企业的社会责任意识，助力当地实行教育脱贫。

据报道，2018 年，遂川县实现地区生产总值 129.58 亿元，实现财政总收入 16.08 亿元。2019 年 4 月 28 日，江西省人民政府决定遂川县退出贫困县。朗盛将一如既往地支持遂川县的教育产业，关注当地留守儿童状况，致力于通过教育帮助当地学生拥有更美好的未来。

Company Profile

LANXESS is a global leading company engaging in specialty chemicals with sales of 6.1 billion euros (US\$8.29 billion) in 2020. The company has about 14,300 employees in 33 countries and regions. The core business of LANXESS is the development, manufacturing and marketing of chemical intermediates, additives, specialty chemicals and plastics. LANXESS has been listed on the Dow Jones Sustainability World and Europe Indices and FTSE4Good.

The company now has 15 subsidiaries, seven R&D centers and eight production bases with around 1,500 employees in China. The company works closely with its local partners to develop market-oriented solutions that meet local market needs.

Case Introduction

Suichuan County is located in southwestern part of Jiangxi Province, with a population of approximately 620,000 at the end of 2018. It was once a national key poverty alleviation development county. Due to the long-term poverty, about 60 percent of male laborers go to other parts of China to work, while the elderly and children stay at home. Left-behind children have become one of the increasingly prominent social problems for the unbalanced regional economic development. As of 2018, there were 6.97 million left-behind children in rural areas across the country. According to statistics, as of 2015, there were about 35,000 left-behind children in Suichuan County. Left-behind children are either taken care of by relatives, or even with no company of any one, which results to be difficult to meet the needs of their life, study and psychology. In order to help locals achieve the goal of poverty alleviation through education, LANXESS has been committed to improving the local education environment

through long-term support for education in Suichuan to help local children shape a better future.

As early as 2010, the LANXESS (Wuxi) began to provide left-behind students in Suichuan County with tuition fees through the “Ryefield Education Fund.” Since then, the LANXESS (Changzhou) has also joined the project. It originally planned to establish a “LANXESS Class” in the local area. However, the plan faced great difficulties, as the children in different mountainous areas in Suichuan were unable to join classes together due to the long distance, which couldn’t be completely solved in a short period of time. At the beginning of 2015, the LANXESS (Changzhou) considered to set up the LANXESS Love Primary School through donations.

On January 12, 2016, with the joint efforts of the LANXESS (Changzhou), the Suichuan Volunteers Association and the Communist Youth League Suichuan County Committee, the LANXESS Love Primary School was officially inaugurated in Zhutian Township of the county, along with a donation ceremony.

“As the old Chinese saying goes that the wisdom of young people leads to the wisdom of the country, while the strong young people make the country strong, and education is the foundation of a century-old plan. We hope that we can illuminate the future of local left-behind children through educational fund,” said Hu Dongqi, director and general manager of LANXESS (Changzhou) Co Ltd, at the unveiling ceremony.

At the beginning of the establishment of the LANXESS Love Primary School, the LANXESS (Changzhou) donated hardware facilities including computers and chemical experiment kits to the school. The company has since donated 60,000 yuan (US\$9,188) every year to the LANXESS Love Primary School for the construction of school’s infrastructure, improvement of educational conditions, awards

for outstanding students and subsidies for teachers. The project not only provided material guarantee for teachers, but also ensured that local students could have a relatively good educational environment for a long time.

In addition, the LANXESS (Changzhou) called on employees to carry out one-to-one sponsor relation with children from poor local families in elementary, middle and high schools. Currently, more than 30 employees have participated in pair funding, and the number is increasing every year. In 2018, two sponsored children were admitted to well-known universities including the Communication University of China in Beijing.

Every year, the company organizes sponsors to visit the families of sponsored students and care about every aspect of their lives. Through visits, employees can have an in-depth understanding of the life and learning situation of the sponsored student and bring them stationery, clothes and financial aid, which also helps to establish a stronger relationship of trust between the recipients and relieve the psychological pressure and other problems that left-behind children may suffer.

During a field visit, LANXESS colleagues learned that it wasn't easy for many children in Suichuan County to go to school. There is a 11-year-old left-behind child, had to walk more than an hour through rugged mountain roads every day to school. Her family income was very low, making the road of education extremely difficult. LANXESS not only gave her a scholarship to reduce her family's burden, but also encouraged her not to give up her studies under any circumstances. In a later donation, LANXESS took the road factor into consideration of the education assistance project, which contributed to the launch of the LANXESS Love Primary School.

The establishment of the LANXESS Love Primary School has improved educational resources in poverty-stricken areas and

enhanced local educational conditions. Through the donation of educational materials and hardware facilities required by the school, the student assistance project has ensured the smooth operation of the Love Primary School in its initial stage. By subsidizing poor students, it makes sure that the subsidized students can't quit schools due to poor financial conditions. It also ensures that they can get the education they need now and hope to have a better development in the future.

Based on the integration of actual factors and project objectives, LANXESS Changzhou and LANXESS Wuxi helped alleviate poverty through above methods, with education as the starting point, taking physical and mental health and academic development into account and giving full play to the social responsibility awareness as foreign-funded enterprises.

According to reports, Suichuan County achieved a GDP of 12.96 billion yuan and regional fiscal revenue of 1.61 billion yuan in 2018, and Jiangxi government removed the title of impoverished county of Suichuan County on April 28, 2019. LANXESS will continue to support education in Suichuan County and pay attention to the situation of local left-behind children, being committed to helping local students have a better future through education.

给我绵薄之力，助力边陲孤老

Helping the elderly in remote areas with our efforts

企业介绍

上海联恒异氰酸酯有限公司，由巴斯夫、亨斯迈、中石化上海高桥石化、上海华谊集团、上海氯碱化工共同投资组建。公司位于杭州湾北岸的漕泾上海化学工业区 D1 地块，由外方巴斯夫和亨斯迈提供 MDI、氯化氢催化氧化等的生产技术，由上海华谊集团、中石化高桥和上海氯碱化工提供生产用原材料和服务，所生产的粗 MDI 产品全部供应给巴斯夫和亨斯迈下属工厂。

公司成立于 2003 年，占地面积约 130 亩。2006 年 9 月一期建成开车，2018 年 8 月二期投入商业运行。公司注册资本近 20 亿元，投资总额近 59 亿元人民币，具备粗 MDI 年产能 59 万吨。

案例介绍

到 2020 年现行标准下的农村贫困人口全部脱贫，是党中央向全国人民作出的郑重承诺，必须如期实现。今年是脱贫攻坚战最后一年，收官之年又



遭遇疫情影响，各项工作任务更重、要求更高。上海联恒公司作为上海化工区的主体装置企业，始终意识到自身的责任并用实际行动积极回报社会，支持国家的各项政策的推行。

受新冠疫情的爆发和持续影响，虽然企业面临的经济形势比较严峻，但是作为一家有担当的跨国化工企业，在上海化工区企业协会的牵头组织下，通过当地红十字会，上海联恒公司对口为云南扶贫项目宁洱县中心敬老院休闲活动设施建设捐赠人民币 3 万元，资金于今年 9 月到位。

远在万里之遥的宁洱哈尼族彝族自治县中心敬老院地处山区，受基础条件和经济发展水平制约，福利事业发展缓慢。中心敬老院距县城 6 公里，占地面积 14.28 亩，建筑面积 2846.37 平方米，原有床位 136 张。有护理人员 15 人，在院供养人数 94 人，其中男 79 人，女 15 人，聋哑 15 人，盲 7 人，智障 16 人，肢残 10 人，年龄最大 90 岁，生活不能自理、需特级护理 17 人。近年来，由于老龄化加快，宁洱县中心敬老院已无法满足当前的需求，致使广大五保老人集中供养的问题长期未能解决。

一方有难，大家来帮。得到上海联恒捐助的扶贫项目宁洱县中心敬老院休闲活动设施项目精心规划，于 10 月 30 日破土动工。项目涵盖凉亭钢架青瓦顶建设、大理石花岗石休闲桌椅建设、鹅卵石步行道建设、排水沟管道建设、地基平整建设、水电绿化栽种花草种树建设。项目预计 12 月初完工。

项目建设改造完善宁洱县中心敬老院内基础设施，为特困供养人员提供完善适用的生活、娱乐、休闲等养老服务，大大提升特困人员的生活整体质量。

上海联恒秉承跨国企业的兼容并蓄的多元文化及和谐发展理念，积极践行企业社会责任。上海联恒人相信“不积跬步无以至千里”，让我们用一点一滴实实在在的努力，帮助有需要的弱势群体，为国家扶贫收官尽一份绵薄之力。

Company Profile

Jointly invested by BASF, Huntsman, Sinopec Shanghai Gaoqiao Petrochemical, Shanghai Huayi Group and Shanghai Chlor-Alkali Chemical, Shanghai Lianheng Isocyanate Co is located at the D1 plot of Shanghai Chemical Industry Park at the northern coast of Hangzhou Bay. BASF and Huntsman provide the production technology of MDI and catalytic oxidation of hydrogen chloride, while Shanghai Huayi Group, Sinopec Shanghai Gaoqiao Petrochemical and Shanghai Chlor-alkali Chemical provide raw materials and services for production. All the crude MDI products are supplied to the affiliated plants of BASF and Huntsman.

The company was established in 2003, covering an area of about 130 *mu* (8.7 hectare). The first phase was completed and put into operation in September 2006. And the second phase was put into commercial operation in August 2018. The company's registered capital is nearly 2 billion yuan (US\$300 million), with a total investment of nearly 5.9 billion yuan and an annual production capacity of 590,000 tons of crude MDI.

Case Introduction

The rural poverty elimination under current standard is a solemn commitment made by the CPC Central Committee to the people of the country, and it must be achieved as scheduled. The year 2020 was the last year of the battle against poverty, and was hit by the novel coronavirus, so the tasks were heavier and more demanding. Shanghai Lianheng, as the main installation enterprise in the Shanghai Chemical Industry Park, is always aware of its responsibility and takes practical actions to actively repay the society and support the implementation of national policies.

As the COVID-19, which has severely

affected the economic situation, Shanghai Lianheng, as a responsible multinational company, donated 30,000 yuan through the local Red Cross Society for the construction of leisure activity facilities at the Ning'er County Center for the Elderly, the poverty alleviation project in Yunnan Province under the lead of Shanghai Chemistry Industry Park Enterprises Association. The fund was in place in September 2020.

Located in a mountainous area in Hani and Yi Autonomous Prefecture, the Ning'er County Center for the Elderly was subject to the constraints of basic conditions and economic development level. The development of welfare undertakings was therefore slow. The nursing home was 6 kilometers from the county downtown and covers an area of 14.28 *mu* (9,520 square meters), with more than 130 beds. There were 15 nursing staff and 94 people, including 79 men and 15 women, in the nursing home, 15 of whom were deaf, seven blind, 16 mentally handicapped, 10 physically disabled and 17 people who couldn't take care of themselves and needed special care. The oldest resident was 90 years old. In recent years, due to the aging problem, the Ning'er County Center for the Elderly had been unable to meet the current demand, which resulted in the lack of care for the elderly in the countryside for a long term.

A saying goes that when a part is in trouble, everyone comes to help. The construction project for leisure activity facilities at the nursing home, which was donated by Shanghai Lianheng, was carefully planned and launched on October 30, 2020. The project covered the construction of steel frame and tile roof of the pavilion, leisure tables and chairs made of marble granite, cobblestone walking paths, drainage ditches and pipes, foundation leveling, water and electricity, and greenery planting of flowers, grasses and trees. The project has been finished in December.

The project construction has renovated

and improved the infrastructure in the Ning'er County Center for the Elderly, providing the special group with comprehensive and applicable living, entertainment, leisure and other elderly services, greatly enhancing the quality of life of the group with special difficulties.

Shanghai Lianheng adheres to the multicultural and harmonious development concept of multinational enterprises and actively practices corporate social responsibility. Its staff believe that "a journey of a thousand miles begins with a single step," so we will help the disadvantaged groups in need with bit by bit of practical efforts and make a modest contribution to the national poverty alleviation.

爱心助学，助力未来农业变革 人才培养

Supporting education to train talent for future
agricultural transformation

企业介绍

路易达孚集团（以下简称“路易达孚”）是全球领先的农产品贸易和加工企业，运用遍布全球的影响力和广泛的资产网络向全世界的客户和消费者提供安全、有效及可靠的服务，在关键的时间将恰当的产品供应到正确的地方。路易达孚多元化的业务组合贯穿于从农场到餐桌的全价值链，涉及广泛的业务平台。自 1851 年以来，路易达孚业务逐渐壮大，涵盖了谷物油籽、大米、海运、全球市场、咖啡、棉花、糖和果汁等领域。每年，路易达孚在全球范围内种植、加工和运输约 8000 万吨农产品，为全球约 5 亿人提供食品和衣物。路易达孚在全球拥有 6 个业务区域，涵盖 8 个业务平台，在世界 100 多个国家拥有 1.7 万余名员工。

路易达孚于 1973 年首次开启与中国的棉花贸易，并于 1994 年和 1995 年，先后在上海和北京成立办事处。2005 年，路易达孚成为首家获准在华从事农产品贸易的外商独资企业。通过持续稳步发展，路易达孚北亚区目前在华业务涵盖 8 大业务平台，运营十余处办事处与资产，拥有近 1000 名员工，并成为了路易达孚全球贸易流的重要组成部分之一。



案例介绍

爱心助学项目

10月，路易达孚北亚区在国家级贫困县——湖南省城步苗族自治县，开展了“情系城步，爱心助学”捐赠活动。城步县属于商务部定点扶贫县。塔溪村和恒洲村属于深度贫困村，位置偏僻，交通闭塞，制约了当地经济发展。

我们向塔溪村和恒州村捐献了书包和学习套装240套，共覆盖228位中小学生和学龄前儿童，并为本科生、村干部、扶贫干部等提供笔记本电脑20台。

我们希望此次捐赠项目能够助力贫困学生们的学业，帮助他们实现梦想，未来为家乡发展做出贡献。

为社区赋能，投入教育资源帮助当地青少年和儿童，我们希望通过这些点滴的努力为实现联合国可持续发展目标不断添砖加瓦。

“乡村创变者”可持续农业青年行动

2020年，路易达孚基金会、路易达孚集团与中国大学生知行促进计划联合发起的“乡村创变者”可持续农业青年行动，旨在为更可持续的农业发展培养青年人才，鼓励大学生在当地开展可持续农业调研、传播可持续农业知识、传授可持续农业技术并完成可持续农业青年行动，给出适合在当地实施的可持续农业项目和技术建议。

路易达孚“乡村创变者”可持续农业青年行动为大学生团队深度赋能，邀请中国农业大学、中国农业科学院、路易达孚集团多位专家老师开展线上培训，介绍可持续农业发展概况、讲解实际应用方法及指导技术平台操作。经过系统培训的大学生团队把《可持续农业实用手册》和养分专家APP带到田间地头 and 农户家中，并结合当地需求，开展了减肥、节水、增收等农业活动和多项精准扶贫行动，提交了丰富的项目成果，为乡村振兴贡献青春力量。

“乡村创变者”项目积极响应“精准扶贫”国家政策，结合疫情防控常态化要求，支持6所高校立项团队共106名学生于7月-8月开展返乡实践活动，帮助550+中小农户解决实际问题，助力乡村振兴，推动中国可持续农业发展。

Company Profile

Louis Dreyfus Company is a leading merchant and processor of agricultural goods. We leverage our global reach and extensive asset network to serve our customers and consumers around the world, delivering the right products to the right location and at the right time — safely, responsibly and reliably. Our activities span the entire value chain from farm to fork, across a broad range of business lines (platforms). Since 1851 our portfolio has grown to include grains and oilseeds, rice, sea transportation, global markets, coffee, cotton, sugar and juice. We help provide food and clothes to some 500 million people every year by originating, processing and transporting approximately 80 million tons of products. Structured as a matrix organization of six regions and eight platforms, Louis Dreyfus Company is active in over 100 countries and employs approximately 17,000 people globally.

LDC has been at the forefront of global trade with China since our first cotton trade in 1973. We established offices in Shanghai and Beijing between 1994 and 1995 and became the first foreign merchandizing company to buy and sell agricultural products in the country in 2005. Our presence in China continues to grow steadily, covering eight platforms with close to 1,000 employees. Backed by a strong heritage and long trading history, LDC now enjoys a presence throughout the value chain, operating fixed assets and merchandizing a wide range of commodities in nearly every province in China.

Case Introduction

In October, 2020, Louis Dreyfus North Asia region launched a donation campaign in Chengbu Miao Autonomous Prefecture of Hunan Province, a national poverty-stricken county, to help students with love. Chengbu Prefecture

is a designated poverty alleviation county by the Ministry of Commerce. Taxi and Hengzhou villages are deeply impoverished with remote locations and lack of transportation which limits the development of local economy.

The company donated 240 sets of school bags and learning kits to 228 children in kindergartens, elementary and middle schools and provided 20 laptops for undergraduates, village officers and poverty alleviation officers in Taxi and Hengzhou villages.

We hope that the donation program can assist the studies of poor students, helping them realize their dreams and contributing to the development of their hometown in the future.

We hope our donations can contribute to achieving the United Nations sustainable development goals by empowering communities and investing in education resources to assist local teenagers and children.

The ‘Village Change Makers’ Sustainable Agriculture Youth Initiative

In 2020, the Louis Dreyfus Foundation, together with the Louis Dreyfus Group and the China Education Support Project, collaborated on the “Village Change Makers” Sustainable Agriculture Youth Initiative, aiming to cultivate young people for more sustainable agricultural development, encourage university students to carry out local sustainable agriculture research, spread knowledge about sustainable agriculture, teach sustainable agriculture techniques, complete sustainable agriculture practice research reports and give recommendations on sustainable agriculture projects and techniques suitable for local implementation.

To raise the awareness and enhance the ability of college students, the “Village Change Makers” Sustainable Agriculture Youth Initiative invited experts from China Agricultural University, the Chinese Academy of Agricultural Sciences and Louis Dreyfus Group to offer

online trainings, including the introduction of sustainable agriculture development, explanation of the practical application and guidance of the technical platform operation. Through systematic training, students brought the “Practical Handbook of Sustainable Agriculture” and the Nutrient Expert app to farmers and carried out agricultural activities combining local needs, including fertilizer reduction, water conservation, harvest increase and many precise poverty alleviation actions, submitting rich project results to contribute to rural revitalization.

In response to the government’s targeted poverty alleviation and following the normalization of epidemic prevention and control, the “Village Change Makers” project has supported 106 students from six universities to carry out practical activities in their hometowns from July to August in 2020, helping over 550 small and medium-sized farming households to solve practical problems and promote the development of sustainable agriculture in China.

爱心捐赠，扶贫济困

Love donation helps the poor and needy

企业介绍

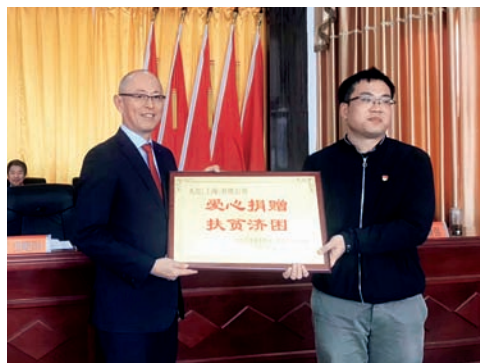
丸红（上海）有限公司是丸红株式会在华全资子公司，是一家大型综合商社，主要从事化学品、纺织品、纸制品、机械和船舶、金属、食品等的批发、佣金代理、进出口贸易以及相关投资业务。丸红在 15 个城市拥有 17 个当地法人和办事处，投资企业数合计 66 家。

案例介绍

丸红（上海）有限公司的社训为“正、新、和”。企业通过公正透明的公益活动，努力成为对社会经济发展和地球环境保护有所贡献并引以为豪的企业。

云南大理弥渡县德苴乡爱心捐赠活动

2020 年 1 月 28 日下午，丸红中国副总代表、丸红（上海）有限公司董事长兼总经理小川良典一



行到德苴乡举行学生就餐补助捐赠仪式。

小川良典先生在捐赠仪式上讲话，表达了公司对德苴乡困难学生的牵挂与关心，及愿意携手其他外资企业一道承担扶贫济困社会责任的良好愿望。小川良典先生代表丸红（上海）有限公司向德苴乡太平完小、李丰完小、金星完小 171 名学生捐赠首批就餐补助 7 万元。

受助学生代表向公司表达了诚挚的谢意，中共弥渡县委常委、弥渡县人民政府副县长张晓阳向公司颁发了奖牌。捐赠仪式结束后，丸红中国副总代表、丸红（上海）有限公司董事长兼总经理小川良典，丸红（上海）有限公司副总经理兼市场开发部部长周为民，丸红（上海）有限公司人事总务部部长远藤洋明，丸红（上海）有限公司农业事业部部长兼昆明分公司负责人藤原澄久，丸红（上海）有限公司昆明分公司经理章彦珏，丸红（上海）有限公司法务部课长崔浩波一行在县委常委、县人民政府副县长张晓阳等人的陪同下参观了太平完小，全面了解了学校硬件建设以及学生在校生活学习的情况。

Company Profile

Marubeni (Shanghai) Co Ltd is a wholly owned subsidiary of Marubeni Corporation in China and is a large comprehensive trading company engaged in wholesale, commission agency, import and export trade related to chemicals, textiles, paper products, machinery and ships, metals and food products. The company has 17 local corporations and offices in 15 cities, with a total of 66 invested companies.

Case Introduction

The motto of Marubeni (Shanghai) Co Ltd is “righteousness, newness and harmony.” Through fair and transparent public welfare activities, the company strives to make contribution to social and economic development and global environmental protection that makes it proud.

Donation activity in Deju Township, Maidu County, Dali City, Yunnan Province

On the afternoon of January 28, 2020, Ogawa Yoshinori, vice general representative of Marubeni China and president and general manager of Marubeni (Shanghai) Co Ltd, and his delegation visited Deju Township to hold a donation ceremony of student meal subsidies.

Ogawa spoke at the donation ceremony, expressing the company's concern and care for students in need in Deju Township and its willingness to join other foreign companies in taking on the social responsibility to help the poor and needy. On behalf of Marubeni Shanghai, Ogawa donated the first batch of 70,000 yuan (US\$10,815) to 171 students of Taiping, Lifeng and Jinxing full-grade primary schools in Deju Township for meal subsidies.

The representatives of the sponsored

students expressed their sincere gratitude to the company, and Zhang Xiaoyang, deputy director of Midu County, presented a medal to the company. After the donation ceremony, Ogawa and Zhang visited Taiping Full-grade Primary School together with Zhou Weimin, deputy general manager and head of market development department, Todo Hiroaki, head of human resources and general affairs department, Fujiwara Sumihisa, head of agricultural department and Kunming branch, Zhang Yanjue, manager of Kunming branch, and Cui Haobo, head of legal affairs department. They had a comprehensive understanding of the school's hardware construction and the students' living and learning situation.

用戏剧的力量，为乡村儿童播种新希望

The power of drama bringing new hope for children in rural areas

企业介绍

宝洁公司始创于 1837 年，目前是世界上最大的日用消费品公司之一，财富世界 500 强企业。公司产品包括美容美发、居家护理、家庭健康护理等十大品类 65 个领先品牌，销往全球 180 个国家和地区。

宝洁公司于 1988 年进入中国大陆，目前在广州、北京、上海、成都、天津、苏州等地设有多家工厂、物流中心和运营机构，在华投资总额近二十亿美元。33 年来，宝洁在中国业务发展迅速，中国成为宝洁全球第二大市场和业务增长速度最快的区域市场之一。公司旗下品牌飘柔、舒肤佳、Olay、帮宝适、汰渍及吉列等品牌在各自的产品领域内都领先于市场。

案例介绍

与宝洁全球一样，在中国，宝洁始终坚持“亲近生活，美化生活”的宗旨，通过细微而有意义的



方式，不断美化消费者的生活。这一宗旨不仅仅体现在宝洁公司的产品品牌和服务上，更体现在宝洁企业公民责任中。宝洁不仅致力于成为中国商业的一部分，更有志于成为构建中国未来的一分子，成为社会中一股积极向上和向善的力量。多年来，宝洁中国一直通过环保以及社会责任等方面的一系列努力，积极承担和践行作为企业公民的责任，并积极分享企业社会责任理念和实践。

1996 年来，宝洁已在全国范围内捐建希望小学 200 所，受益儿童超过 30 万。随着中国扶贫攻坚战略的全面深入，宝洁发现，守护乡村儿童不仅局限于单向的捐款捐物。“扶贫先扶志，扶贫先扶智”成为同等重要的投入方向。自 2014 年起，宝洁开始探索“公益+艺术+教育”的公益创新模式，从物资捐赠转变到聚焦精神层面影响；坚持“授人以鱼不如授人以渔”的理念，从传统的单向给予到参与式互动。2018 年起，宝洁中国联合中国青少年发展基金会、国家大剧院共同启动三年公益项目，并将先进的教育性戏剧教学方法带入乡村，帮助乡村儿童全面发展。2020 年，一场疫情让健康成为最受关注的议题。宝洁将公益创新模式继续深化为：公益+艺术+健康教育，通过戏剧教学法与健康课的结合，形成一堂寓教于乐的宝洁快乐健康课，不仅让孩子们收获强健的体魄，更打开孩子们的心灵、赋予他们进行自我表达的力量，响应习总书记提出的为青少年“提供新助力，播种新希望”号召，为乡村儿童播种健康新希望。

“相信艺术的力量”，宝洁希望小学项目深化健康教育

2020 是国家决战脱贫攻坚，布局乡村振兴的关键之年，亦是宝洁支持希望工程五年计划的承前启后之年。扶贫先扶志，扶贫先扶智，后疫情时代，乡村孩子的健康意识有所提高，但是开展系统的健康教育仍然十分重要。

“今年，宝洁中国在中国青基会的支持下发布了《乡村中小学健康教育调研报告》，宝洁大中华区传播与公关副总裁许有杰提到，“我们聆听了 6405 名教师和 48597 名中小學生及其家长的声音，他们当中超过 80% 的人支持打破传统单向输出，采用更加多元的形式传递和吸收健康知识。我们是以一所样板校的一堂健康教育课加上一台儿童剧，去展望 200 所宝洁希望小学，甚至是全国 2 万所希望小

学发展的可能性和方向，通过从精神层面及健康教育触动乡村儿童，帮助他们健康成长。”

2018 年以来，教育性戏剧的教学法已应用到 200 所宝洁希望小学的课堂。参加完各期培训的老师们回到课堂上，与学生们一同把教室变剧场、讲台变舞台，以戏剧艺术为教学“道具”探索语文、数学、科学、美术、音乐、体育等学科的教学实践。

今年，先进的教育性戏剧教学理念来到了健康教育的课堂。2020 年，突发的疫情凸显健康教育的重要。防疫新常态下，快乐健康课不仅守护了孩子们的健康小习惯，更是让健康教育不走寻常路，让孩子们愿意学、记得住，还能坚持做。

宝洁希望小学首批掌握教育性戏剧教学法的老师们带领他们的学生与众不同的健康课中，用原创的戏剧立体书、手影舞剧、论坛剧场等，传达正确洗手、刷牙等健康知识。防疫期间，孩子们亲手制作了充满想象力和个人风格的洗手“戏剧立体书”，大家可以看到他们是如何在故事创作中传达防疫期间洗手、戴口罩防飞沫等防疫健康小知识的。通过教师培训，宝洁快乐戏剧健康课将继续深入到 60-70 所希望小学，超过 2 万名乡村孩子将亲身感受到艺术在自我健康成长中的实践力量。

8 月 26 日，国家大剧院小剧场，在严格落实防控措施的前提下，一场别样的快乐健康课正在呈现。这是一场打破传统你说我听式的健康课，来自宝洁希望小学的孩子在老师们的带领下，自主创作，用戏剧立体书、手影舞剧等形式展现着自己理解的健康和防疫知识。

“倾听孩子的声音”，成长应该被听见，身心健康才是成长的基础

支持希望工程 24 周年来，宝洁携旗下品牌不仅关注健康教育，更在精神层面给予乡村儿童成长的支持，“倾听孩子的声音，相信艺术的力量”公益合作不断挖掘乡村儿童潜在力量，三年来，通过儿童剧的形式鼓励乡村儿童表达自我。去年，来自安徽潜山宝洁希望小学的 16 位孩子，经过 41 天儿童剧的刻苦训练，从零表演经验蜕变成能站上国家大剧院的舞台熠熠发光的小演员，演绎出自己的《小心愿》。

《小心愿》是根据宝洁希望小学真实素材改编的第二部原创儿童剧。去年，由于疫情导致各项工作周期被压缩，但在各方的共同努力下，孩子们不

仅成功登上了舞台，还成功完成了“宝洁快乐健康课”的首次展示。孩子们精彩自信的表现，更加坚定了我们“公益+艺术+健康”教育的道路。未来，宝洁将会继续深化“播种健康新希望”，让快乐健康课走入更多的乡村课堂，让更多的乡村儿童健康快乐成长。

随着“倾听孩子的声音，相信艺术的力量”公益项目向“公益+艺术+健康”教育的不断深化，宝洁公益同行者的队伍也在不断壮大，今年更是携手了Bilibili。作为首席媒体合作伙伴，Bilibili将孩子们精彩的表演进行了全程直播；未来，《小心愿》的原声专辑也将通过第三方音乐平台将孩子们的声音传递给更多关心他们的社会各界爱心人士。

通过不断探索与实践，“倾听孩子的声音，相信艺术的力量”公益项目做出了很多的突破，始终不变的是要让孩子们的声音被越来越多地听见，也要借助艺术的力量为他们插上健康成长的翅膀。宝洁相信，艺术可以立志，成长理应快乐，有健康才有未来！

宝洁旗下品牌积极支持健康扶贫工作

舒肤佳进入中国的28年来一直致力于推动中国洗手教育的发展。从1997年开启健康教育项目，至今已覆盖25个省份，为超过8000万儿童培养正确洗手习惯。舒肤佳自2020年起开启#健康传中国#教育与公益项目，致力于向1亿人普及卫生知识与正确洗手习惯。每1天舒肤佳都将为超过300名山区儿童提供洗手教育及设施。每多1名参与者，舒肤佳承诺多为1名山区儿童提供洗手教育及设施。截至2020年11月24日，洗手计划项目在15个省份，740所乡村学校实施，安装5007台洗手设备，累积受益人数约30万

护舒宝品牌自2019年起发起了#我就是女生#乡村学校厕所改造计划，将一间间希望小学的旱厕，改造成设施齐备、光线充足、干净卫生的厕所。护舒宝预计在未来10年，改造50所乡村学校厕所，守护25,000女生的自信心。

Company Profile

Founded in 1837, Procter & Gamble is one of the world's largest consumer goods enterprises and a Fortune 500 company. The company's products cover 65 leading brands in 10 categories, including beauty and health, home care and family health care, and are sold in 180 countries and regions around the world.

Entering China's market in 1988, P&G now has factories, logistics centers and operating organizations in Beijing, Chengdu, Guangzhou, Shanghai, Suzhou, Tianjin and other cities, with a total investment of nearly US\$2 billion in China. Over the past 33 years, P&G's business in China has developed rapidly. China has become its second largest and one of the fastest growing market in the world. The company's brands Rejoice, Safeguard, Olay, Pampers, Tide and Gillette are leading the market in their product areas, respectively.

Case Introduction

P&G has always adhered to the tenet of "touching lives, improving life," continuously improving consumers' lives in subtle and meaningful ways, which is not only reflected in P&G's brands and services, but also in P&G's corporate citizen responsibility. P&G is not only committed to becoming a part of business in the country, but also aspiring to become a member of China's future and a positive and good force in society. Over the years, P&G has been actively undertaking and practicing its citizenship through a series of efforts in environmental sustainability and community impact to actively share corporate social responsibility concepts and practices.

Since 1996, P&G China has donated to 200 Hope primary schools nationwide, benefiting more than 300,000 children. With the comprehensive deepening of China's poverty

alleviation strategy, P&G found that to protect rural children was not limited to a one-way donation. The idea of “aspirations and wisdom first” has become an important guidance. Since 2014, P&G started to explore the “Public welfare + Art + Education” innovative mode of public welfare, from material donation to focusing on spiritual influence, adhering to the concept of “teaching people to fish instead of giving people the fish” and transforming from traditional one-way giving to participatory interaction. Since 2018, P&G China, together with the China Youth Development Foundation and the National Center for Performing Arts in Beijing, launched a three-year public welfare project, bringing the teaching methods of advanced educational drama into rural areas to help rural children develop in an all-round way. In 2020, the epidemic made the health the most concerned issue. P&G will continue to deepen the innovation mode into “Public welfare + Art + Health education.” Through the combination of drama teaching method and the health class, a P&G Happy Health Class was formed which not only enabled children to gain strong physique, but also opened their hearts and gave them the power of self-expression. In response to Party Secretary-general Xi Jinping’s proposal of “providing new help and sowing new hope” for young people, P&G will sow a healthy new hope for children in the countryside.

‘Believe in the power of art’ — P&G Hope Primary School deepening the health education

The year 2020 was a crucial one in the fight against poverty alleviation in China. It was also the last year of P&G’s five-year Project Hope plan. Following the idea of “aspiration and wisdom first,” rural children’s health awareness has been improved, but carrying out health education is still of vast importance.

“This year, with the support of the China Youth Foundation, P&G China released the

Research Report on Health Education in Rural Primary and Middle Schools,” Rene Co, vice president of communications at P&G China, said. “After listening to more than 6,400 teachers and over 48,000 students and their parents, we found more than 80 percent of them supported to break the traditional way of teaching and adopted more diverse forms to transmit and absorb health knowledge. We hope the health education class and children’s play can bring hopes for 200 P&G Hope primary schools, or even the development of 20,000 Hope primary schools throughout the country, helping them grow healthily through spiritual and health education.”

Since 2018, the educational drama teaching method has been adopted in the classrooms of 200 P&G Hope primary schools. Teachers who participated in training sessions returned to the schools taking classrooms as theaters and podiums as stages, using drama and art as teaching tools to explore the teaching method including Chinese, mathematics, science, art, music and sports.

Last year, the health education class adopted the advanced educational drama teaching method as the sudden outbreak of the novel coronavirus highlighted the importance of health education. Under the new normal of epidemic prevention, a Happy Health Class not only helped children develop better health habits, but also made them willing to learn, remember and follow it.

Under the leadership of the first group of teachers, who mastered the educational drama teaching method, in P&G Hope primary schools, students enjoyed self-made pop-up drama books, hand-shadow dance and forum theaters and learned the right way of washing hands and brushing teeth. During the epidemic prevention period, children made the hand-washing pop-up drama books with imagination and personal style on their own. They conveyed epidemic prevention and health knowledge such

as washing hands and wearing masks to prevent droplets. Through teachers' training, Happy Drama Health Class of P&G has brought to 60 to 70 Hope primary schools with more than 20,000 rural kids experiencing the power of art during their healthy growth.

On August 26, 2020, a Happy Healthy Class was held in the National Center for the Performing Arts under the premise of the strict epidemic prevention and control measures. This is a health class that broke the tradition. Under the leadership of the teachers, children from P&G Hope primary schools prepared creative works, showing their understanding of health and epidemic prevention knowledge in the form of pop-up drama books and hand-shadow dance drama.

'Listen to the voice of children' — Growth should be heard, and physical and mental health are the foundation of growth

Having supported the Project Hope for 24 years, P&G and its brands have not only paid attention to health education, but also supported the growth of rural children on a spiritual level. The "Listen to Children's Voices, Believe in the Power of Art" public welfare project has continued to tap the potential power of rural children. In the past three years, the program has encouraged rural children to express themselves through staging dramas. Last year, 16 children, with no performing experience before, from P&G Hope Primary School in Qianshan City of Anhui Province, performed on the stage of National Grand Theater after a 41-day intense training.

"Little Wish" is the second original children's play adapted from the real stories of P&G Hope primary school. With the joint efforts, children performed on the stage and completed the first display of the P&G Happy Health Class, despite the novel coronavirus this year. The wonderful and confident performance has

strengthened our commitment to the path of "Public welfare, Art, Health" education. P&G will continue to deepen the "sowing health for new hope," bringing the Happy Health Class to more rural schools to help more rural children grow up healthily and happily.

As the "Listen to Children's Voices, Believe in the Power of Art" public welfare project continues to deepen the "Public welfare + Art + Health" education idea, the number in the P&G public welfare team has also been growing, and we have joined hands with Bilibili, a video sharing platform, last year. As the chief media partner, Bilibili livestreamed the children's wonderful performances. In the future, the album of the original soundtrack of "Little Wish" will also pass on the children's voices to more caring people from all walks of life through third-party music platforms.

Through continuous exploration and practice, the "Listen to Children's Voices, Believe in the Power of Art" public welfare project has made many breakthroughs. What remains unchanged is the vision to spread children's voices heard more and more and help them grow healthier with the power of art. P&G believes that children can find their life goals through art, live in a happy life and have a bright future with good health.

Brands under the P&G actively support the work of poverty alleviation via health

Entering China 28 years ago, Safeguard is committed to driving the development of the education of washing hands in China. The health education project has covered 25 provinces with 80 million children having cultivated the correct habit of washing hands, since the launch of the project in 1997. It launched the "Health Spreading China" education and community project since 2020, devoting itself to promoting hygiene knowledge and correct hand-washing habits. Safeguard will provide the education and

facilities to more than 300 children in mountain regions every day. The hand-washing project had been carried out in 740 rural schools in 15 provinces, and more than 5,000 hand-washing equipment had been installed, benefiting around 300,000 people by November 24, 2020.

Whisper initiated “Like a Girl” restrooms renovation project in rural schools in 2019, building restrooms with well-equipped facilities and bright and clean environment. It is estimated that more than 50 restrooms in rural schools will be renovated with around 25,000 girls being benefited in the following 10 years.

热心公益，助力教育扶贫

Ardent in public welfare, helping poverty alleviation through education

企业介绍

科凯集团是拥有专业化学品制造工艺和个性化解决方案的全球知名供应商，集团总部位于德国。始于汉高技术，从1876盖里茨里德工厂开始，科凯经历了不同的历史发展阶段，积累了丰富的经验，140多年来，科凯不断突破创新，逐步成为皮革、纺织和化纤三大行业中首屈一指的专业化学品和定制解决方案制造商。科凯集团在助力中国经济发展的同时，始终铭记企业的社会责任，尽自己的微薄力量去帮助弱势群体和贫困儿童，运用自己科研技术力量，不断创新开发出更多对环境和人类有益的化工产品，造福子孙后代和我们的绿色家园。

案例介绍

全方位捐助基础教育

2014年9月，一个偶然的机会，得知四川省雅安市荥经县五宪乡中心小学在日常教学中，缺乏相



应的教学设备。在与校方的沟通下，切实了解了学校的实际需求后，科凯决定捐赠一批二手电脑。企业筹备了“科凯电脑教室”，让更多的同学能够更方便地了解掌握电脑知识，学会电脑操作。捐赠筹备电脑教室的同时，科凯还捐赠了用于教学的电视机、文具套装等学习用品。

2015年6月，捐赠电子白板多媒体教学设备一套，用于电子化教学。

2016年，捐赠阶梯课桌一整套。科凯员工自发捐赠二手书籍100本。

2017年，捐赠第二批二手电脑，约8台。

2018年，捐赠700本1-5年级的课外书刊，为学校的图书室藏书添砖加瓦。

5年不间断的捐赠，为科凯今后更多的公益捐赠打下基础，同时也为今后企业投身公益事业拓宽了思路。科凯也了解了不同的捐赠方式，从多角度切实帮助到学校，让更多的师生受益。

助学贫困优等生

科凯大中华区的生产基地坐落在上海金山，与金山石化工业学校有着相当紧密的联系。金山工厂里24%的员工，都是从这所国内知名的化工专业学校毕业的。每年，学校会有很多优秀实习生到公司来学习实践。从和学校老师的日常沟通中获知，学校里其实有很多贫困学生，家庭条件艰苦，经济拮据，但是他们从不怕苦，也从不因为贫困而自暴自弃。相反，有很多贫困生其实是学校里品学兼优的优等生，不仅是全班同学的榜样，更是老师的好帮手。

为了能切实帮助这些贫困优等生，科凯在2017年设立了“科凯化工助学基金”。基金旨在尽绵薄之力，在经济上帮助这些学生，解决他们的后顾之忧，让他们能专心学习。“助学基金”每学期以现金形式资助20位由学校提名的贫困优等生，每人每学期600元现金。虽然金额不高，但贵在坚持，意在让学生感受到来自社会的关爱。

“科凯化工助学基金”的设立，接地气地帮助这些就在身边的学生。在加强与学校合作的同时，该项目也能让更多的学生了解并认识科凯，更好地展现企业本身形象。

助力高中莘莘学子

2019年底，科凯得知位于革命老区河南省信

阳市新县乡的千斤职业高级中学缺乏电子教学设备。教师学生因教学设备缺乏，不能顺利进行相关课程的教学和学习。适逢公司正在更新一批手提电脑，于是当即将换下的10台电脑重新配置好后，捐赠给远在千里之外的千斤职高。没想到，突如其来的疫情中断了快递运输，电脑迟迟未能发货。为了能在第一时间帮助学校恢复移动办公和网络教学，公司在3月初恢复快递时，马不停蹄将电脑运到了学校，填补了学校多年来电子化办公和教学的空白。开学上课后，每个年级均能分配到一台电脑，用于平时的教学。

作为信阳市新县唯一一所农村高中，千斤职业高级中学文化积淀深厚，育人氛围浓郁，是新县西部教育的一颗明珠。该校自建校以来，为西部六乡培养了众多技能型人才，为高校输送了大批优秀毕业生，被誉为新县西部人才成长的摇篮。

信息化的时代，信息化教育的缺席令人忧虑。科凯此次捐赠的电脑设备，填补了新县农村信息化教育的空白，让学生走出了学习条件简陋的困境。

作为一家全球性专业化工企业，科凯在不断向前发展的同时，一直身体力行地积极承担和履行社会责任，传递正能量。对于长期致力于社会公益事业，科凯充满决心和信心！

Company Profile

Pulcra, with its headquarters in Germany, is a global company with core competencies in the development and manufacture of innovative specialty chemicals. Originally from Henkel, Pulcra has experienced different phases of development and growth in the past 140 years and become a global well-known expertise in providing auxiliaries for leather, textile and fibre industries since the first manufacturing site was set up in Geretsried in Germany in 1876. As a responsible corporation, Pulcra focuses on sustainability, helping vulnerable group, using our technology to make green and clean products and at last, benefit our home planet.

Case Introduction

In September 2014, Pulcra Chemicals learned by chance that Wuxian Town Central Primary School in Yingjing County, Ya'an City of Sichuan Province, was lack of digital teaching equipment. After a talk with school authorities, the company was informed about the needs of the school and decided to donate a batch of second-hand computers. Pulcra Chemicals set up a "Pulcra Computer Classroom" so that more students can understand and master computer knowledge and learn computer operations earlier and at convenience. In addition to the computer classroom, Pulcra Chemicals also donated school facilities such as television sets and stationery sets for students.

In June 2015, Pulcra Chemicals donated an electronic whiteboard in multimedia teaching set.

This was followed by the company's donation of a complete set of desks for the school's lecture hall in 2016. Pulcra GC employees voluntarily donated 100 second-hand books. In 2017, the company donated the second batch of eight second-hand computers.

The following year, Pulcra Chemicals donated 700 extracurricular books for the first to fifth graders to enlarge the collection of the school's library.

The five-year continuous donation laid the foundation for more charity work that Pulcra would do in the future and broadened the company's way of thinking for future charity works. The company also learned about different ways of donation and helped the school from multiple perspectives, so that more teachers and students would benefit from the good deeds.

Helping top students from poverty-stricken families

Pulcra GC manufacturing site is located in Shanghai's Jinshan District, and the site management has a close relationship with the Jinshan Petrochemical Industry School. Twenty-four percent of employees in the company's Jinshan plant graduated from this well-known vocational school. Each year many students from the school come to the company to start their internships. From daily communication with the school teachers, Pulcra Chemicals realized that there were actually many students from poor families. In spite of their poor conditions and financial constraints, they were never afraid of hardships and never gave up their dreams. On the contrary, many poor students actually excelled at school and boasted good character and good academic performance. They were not only role models in class, but also good helpers for teachers.

In order to effectively help these poor but excellent students, Pulcra Chemicals established the Pulcra Chemicals Education Fund in 2017. The fund aims to do its utmost to help these students in finance, solving their worries and allowing them to concentrate on their studies. The education fund subsidizes 20 poor and excellent students recommended by the school

in cash every semester. Each student is granted 600 yuan (US\$72.8) in cash per semester. Although the amount is not large, the company perseveres in its donation with the intention of letting the students feel society's care.

With the launch of Pulcra Chemicals Education Fund, students can be subsidized through local help. While strengthening cooperation with the school, the project has also enabled more students to understand and know more about Pulcra.

Help high school students

At the end of 2019 Pulcra learned that Qianjin Vocational High School in Xinxian Town, Xinyang City of Henan Province, an old revolutionary area, lacked digital teaching equipment, which resulted that teachers and students were unable to carry out related courses smoothly. It was when the company was updating a batch of laptops, so 10 laptops with the latest hardware and software were donated to the school. Due to the sudden outbreak of COVID-19, courier service was interrupted. In order to help the school resume mobile office and online teaching at the first attempt, the company rushed the computers to the school as soon as the express delivery resumed in early March. The school now for the first time has its own electronic teaching facilities. When the new semester started, each grade was assigned a laptop for teaching.

As the only senior middle school in Xinxian Town, Xinyang City, Qianjin Vocational High School, a key school in the western part of Xinyang, has a rich culture and a strong education atmosphere. Since its establishment, the school has cultivated many skilled talent for six townships of the education of Xinyang and sent a large number of outstanding graduates to colleges and universities. It is known as the cradle of talent of the education of Xinxian Town.

In the information age, the absence of

information education is worrying. The computer equipment donated by Pulcra this time filled the gaps in rural information education in Xinxian Town and helped students get out of the poor learning condition.

As a well-known chemical company, Pulcra will fulfill its social responsibilities and deliver positive energy while continuing to move forward. The company is full of determination and confidence for its long-term commitment to social welfare undertakings.

投入教育扶贫， 弥合青少年技能差距

Narrowing youth skill gaps by education to relieve poverty

企业介绍

普华永道秉承“解决重要问题，营造社会诚信”的企业使命，成员机构组成的网络遍及 155 个国家和地区，有超过 28 万名员工，致力于在审计、咨询及税务领域提供高质量的服务。

普华永道中国内地、香港地区及澳门地区成员机构根据各地适用的法律协作运营。目前，企业员工总数超过 2 万人，其中包括逾 800 名合伙人。我们分布于以下城市：北京、上海、香港、沈阳、天津、大连、济南、青岛、郑州、西安、南京、合肥、苏州、武汉、成都、杭州、宁波、重庆、长沙、昆明、厦门、广州、深圳、澳门、海口、珠海、贵阳。

案例介绍

一直以来，通过优质的教育项目激发儿童和青少年的最大潜能是普华永道企业责任的关注重点。让每一位儿童，特别是偏远、贫困地区的儿童，也能接受优质教育和技能培训，是当下所面临的巨大



挑战之一。我们致力于开展针对贫困地区儿童和青少年的教育和技能培训，包括财经素养、科技、数字化和其他辅助性技能，以帮助他们培养能力并为迎接机遇做好准备。

上海真爱梦想公益基金会（简称“真爱梦想”）是普华永道中国长期合作的主要公益伙伴之一，我们的合作旨在帮助中国农村地区的儿童和青年缩小技能和机会差距。

2018 年开始，我们就资助真爱梦想开发了一套新的财经素养课程，每年能够令数以万计的中学生受益。自 2019 年至 2020 年，184 名教师在国内的 103 所学校教授了这项新课程，让超过 1.4 万多名学生从中受益。

2019 年，我们积极响应“精准扶贫”政策，普华永道中国的员工通过参与公司内部的大型健步筹款活动，用所筹善款在云南省弥渡县捐建了四个真爱梦想发起的“梦想中心”教室。这些教室配备了平板电脑、书籍和多媒体学习工具，并为学校的老师提供相应的培训材料，帮助当地的学生们缩小数字技能差距。

在新冠肺炎大流行期间，国内的多所学校处于关闭状态的情况下，我们还与真爱梦想共同制作“真爱之声”，通过音频和文字的形式，帮助居家学习的孩子持续学习。其中涉及的主题包括：网络上的个人数据隐私、个人信用、批判性思维、创新、数据素养和社交媒体，与时俱进的教会孩子如何在网络上保护自己的隐私，甄别虚假信息。这些数字化技能，帮助那些疫情期间大量接触电脑和网络的乡村孩子树立对网络和数字化的正确认识，合理利用，避免沉迷。自 2020 年发布以来，六大主题的音频节目在真爱梦想的官方频道已有超过千万次的点击。

除了与真爱梦想的合作项目之外，在过去的十年中，我们还与很多关注乡村儿童教育的慈善组织合作，捐赠教育设备、捐赠教育项目、输送员工志愿者。例如，自 2015 年以来，普华永道中国与社会企业汇益泽合作，在四川省南充市搭建绿色电脑教室。通过捐赠翻新的笔记本电脑、支持数字教育项目、互联网搭建、教师培训和日常维护等，帮助偏远地区的儿童接触科技并培养他们的电脑技能。

普华永道全球网络期望到 2022 年 7 月前实现投资 1500 万个人、公益慈善组织、小微企业和社会企业的未来和成长，最大化地提升他们的潜能。随着项目的持续推进，我们在儿童和青少年教育方面投入的重点将会是“新时代、新技能”。这一数字

化时代的技能提升项目与乡村振兴战略中的“弥合城乡数字鸿沟”目标结合，将指导我们充分利用现有的资源、能力和关系网络，服务最需要帮助的群体。

Company Profile

At PwC, our purpose is to build trust in society and solve important problems. We are a network of firms in 155 countries with more than 280,000 people who are committed to delivering quality in assurance, advisory and tax services.

PwC Chinese Mainland, Hong Kong SAR and Macau SAR work together on a collaborative basis, subject to local applicable laws. Collectively, we have over 800 partners and more than 20,000 people located in these cities: Beijing, Shanghai, Hong Kong, Shenyang, Tianjin, Dalian, Jinan, Qingdao, Zhengzhou, Xi'an, Nanjing, Hefei, Suzhou, Wuhan, Chengdu, Hangzhou, Ningbo, Chongqing, Changsha, Kunming, Xiamen, Guangzhou, Shenzhen, Macau, Haikou, Zhuhai and Guiyang cities.

Case Introduction

Inspiring the maximum potential in children and teenagers through quality education programs has always been a focus of PwC's corporate responsibility. One of the challenges we face was delivering quality education and skills training to every child in remote and impoverished areas. We are committed to providing educational programs, including financial literacy, technology, digitization and other supporting skills, in a bid to equip the students with professional capabilities and prepare them for future opportunities.

For a long time, we have been working with Adream Foundation, one of PwC's long-term partners in China, with the aim of helping youngsters in rural China narrow the gap of skills and opportunities.

Since 2018, we have funded Adream Foundation to develop a new set of financial literacy course which can benefit tens of thousands of middle school students each year.

From 2019 to 2020, 184 teachers taught this new course in 103 schools in China, benefiting more than 14,000 students.

In 2019, PwC proactively responded to the government's targeted poverty alleviation policy and organized a firm-wide charitable step tournament. With the funds raised, PwC donated four "Dream Center" classrooms launched by Adream Foundation to Midu County in Yunnan Province. The classrooms were equipped with tablets, books and multimedia learning tools, as well as training materials for teachers to help students narrow the digital skills gap.

While many schools in China were closed during the outbreak of COVID-19, PwC worked with Adream Foundation and produced contents for their podcast programs in both audio and text formats to assist the home-schooled students to acquire knowledge. The topics of the learning materials included personal data privacy online, personal credit, critical thinking, innovation, data literacy and social media, which not only kept up with the times but also taught the students how to protect their privacy and spot misinformation. Given that the students had more access to computers during the pandemic, the digital skills could help them establish a correct understanding of the Internet and prevent them from getting addicted to computers. Since they were launched in 2020, the podcasts of our contributed six themes have been viewed by more than 10 million times on the official channel of Adream Foundation.

In addition to collaborative projects with Adream Foundation, PwC has also worked with many charitable organizations that focus on the education of rural children over the past 10 years, donating education equipment and sending volunteers. For instance, PwC China worked with Netspring to build a green IT classroom in Nanchong City, Sichuan Province.

This allowed students in remote areas to access to the technology and helped develop their computer skills through the donation

of retreaded laptops, the support for digital education program, setting up networks, teachers' training and providing routine maintenance.

PwC expects that it can achieve the goal of investing 15 million individuals, NGOs and micro and social enterprises by July 2022 and maximize their potential of their improvement. As we move forward, our investments in education will increasingly focus on the "New world. New skills." Combining this digital upskilling revolution with the goal of "bridging the urban-rural digital gap" in the rural revitalization, strategy will leverage our existing resources, capabilities and relationships to reach those who are most needed.

助力脱贫，高通在行动

Qualcomm leads the way in poverty alleviation

企业介绍

高通公司创立于1985年，总部设于美国加利福尼亚州圣迭戈市。公司始终以研发现行，不断突破移动科技的边界，通过“发明 — 分享 — 协作”的商业模式，为移动通信产业开创了全新可能，为生态伙伴的创新奠定基础。

在中国，高通公司开展业务已经超过20年。企业先后在北京、上海、深圳、西安和无锡开设子公司，在北京和上海设立了研发中心，在深圳设立全球首个创新中心，并在南京、重庆、青岛、南昌、杭州等地联合当地合作伙伴成立了联合创新中心。2016年，高通成立了高通（中国）控股有限公司，成为高通在中国投资的载体。秉承“植根中国，分享智慧，成就创新”的理念，高通与中国生态伙伴的合作已扩展到智能手机、集成电路、物联网、软件、汽车等众多行业，通过领先的技术和产品、共创价值的合作伙伴关系，以及在中国长期的投资和承诺，高通与中国企业、产业和社区的成长融为一体，密不可分。



案例介绍

作为一家致力于发明移动基础科技，从根本上改变了世界连接、计算与沟通方式的公司，高通对无线通信技术为人类带来的进步改变深谙于心。2006年，高通在全球范围内启动了“无线关爱”计划，致力于让无线技术惠及全球各地的欠发达社区，与合作伙伴一起培育创业精神、支持公共安全、改善医疗健康服务、缩小教育数字鸿沟以及推动环境可持续发展等。

截至2020年底，“无线关爱”计划已在全球48个国家开展了120多个项目。在中国，我们和90个合作伙伴在全国开展了共计18个项目，已惠及超过百万人。

教育是经济增长与繁荣的关键动力，无论贫富或远近，高通始终相信，先进的移动技术都能够为所有社区，特别是贫困地区带来高质量教育，帮助培养21世纪社会发展所需人才，支持中国建设创新型经济。因此，2015年起，高通通过“无线关爱”计划，开展了一系列助力扶贫的项目，其中以教育扶贫项目最具代表性。

教育类扶贫项目：“二十一世纪课堂”

基于教育信息化建设面临着一些挑战，比如优质教育信息资源总量不足，基础设施不完善，各级各类学校尤其是偏远地区中小学宽带入网率不高，不少教师特别是农村教师应用信息技术的能力不能满足教育教学需要、培养培训力度亟需加大等现状，2015年高通与中国儿童少年基金会合作开展“二十一世纪课堂”项目，旨在帮助贫困地区提升学校教师的教学能力和学生的学习能力，大力改善教学环境。

“二十一世纪课堂”一期项目在四川省广安市广安区和南充市仪陇县共三所试点中小学开展，共惠及约200名教师及4000名7至15岁的学生。所有参与项目的教师都配备具有3G/4G功能的平板电脑。这些平板电脑能用于与教室配置的多功能触控一体机进行互动，访问资源平台和智慧课堂管理系统。每一所学校的两个试点课堂中的学生也配备装有班级管理系统的平板电脑。学生可以通过平板电脑回顾课堂录像、获取参考资料、与同学和老师进行交流以及备考。此外，项目还实现了校园无线网络全覆盖；为试点学校的所有教室营造移动学习环

境并提供定制的教学和管理平台；为每所试点学校的两个试点班级配置学生平板及智慧课堂系统；为试点学校教师提供相关培训，包括如何使用新型移动设备设计课程，如何使用数字化平台，如何处理数字化内容，以及如何通过鼓励个性化学习改进教学成果等等。

项目一期针对参加项目的教师先后进行了七轮面对面培训。项目培训实施过程中，从项目学校参训教师的参与培训、课堂表现、实践操作等情况可以看出教师参与培训的积极性逐渐增强，参与培训人数较多、课堂气氛活跃，互动性强。从参训教师上机操作的熟练程度以及上交的微课作品来看，参训教师的信息技术能力已得到显著提高，已基本具备信息化教学理念。

基于项目一期所取得的成果和实施经验，高通与中国儿童少年基金会继续合作，于2017年在江西省赣州市全南县和于都县的三所试点中小学开展项目二期，截止目前已惠及约250名教师及5000名学生。2018年“二十一世纪课堂”项目开始了三期部署，并将首批试点选在黑龙江省同江市。目前项目已为同江市第二中学和第三中学配置了触摸交互一体机，共惠及340名教师及约3300名学生。由于新冠肺炎疫情，给学校的复课复学带来了极大的挑战。“二十一世纪课堂”项目第一时间向同江市的师生捐赠了笔记本电脑、手机和平板电脑等560余部移动电子设备，为贫困边境地区疫情期间的“停课不停学”提供支持，共惠及600名教师和3520名学生。

扶贫扶智类项目：硬件设备捐赠

除了“二十一世纪课堂”项目以外，高通还积极捐赠各类硬件设备，支持扶贫扶智。2018年6月，高通携手邵阳电信，面向湖南省城步县登记贫困家庭捐赠了800部4G智能手机及定制4G电信套餐，助力扶贫攻坚。

2018年和2019年，高通携手中国人民对外友好协会开展教育扶贫项目，为山西省吕梁市兴县，四川省巴中市巴中县、阿坝藏族羌族自治州的理县和茂县，陕西省榆林市绥德县、米脂县和子洲县中学的老师共捐赠了560台具有4G上网功能的笔记本电脑及一年无限量4G上网服务，使老师们可以随时随地使用移动设备上网、备课，丰富教学体验，改善教学质量。

医疗扶贫项目：“移动心健康”

2011年，高通启动“移动心健康”无线医疗项目。截至去年11月，我们面向偏远地区诊所的医疗服务人员，提供了总计2000余台搭载高通技术的心电图传感智能手机，协助48万患者进行了快速准确的心血管病筛查。随着5G时代的来临，在线学习、移动学习、终身学习已经成为当今时代的重要特征，也已经成为基层赋能、提升基层医务人员服务能力的重要手段。高通今年将和中国红十字会基金会合作，为湖北省基层医疗医务人员，提供突发事件应对、风险防控、5G在医疗领域应用等内容的在线培训，让基层医务人员为广大社区居民人群接提供更好的卫生健康服务。

产业扶贫项目：“智慧农业”

2020年是脱贫攻坚决战决胜之年，习近平总书记3月6日在决战决胜脱贫攻坚座谈会上提到，“为了确保高质量完成脱贫攻坚目标任务，在2020年要多措并举巩固成果，加大就业扶贫力度，加大产业扶贫力度”。为支持中国政府的脱贫攻坚努力，高通将和中国扶贫基金会合作开展科技助农“智慧农业”项目，推进贫困县区产业转型升级。一期项目将陆续在4个县试点开展，以合作社为组织基础，提高贫困县产业组织化程度，利用高通在5G、物联网等技术优势，建立智慧农业系统，将监测收集的数据进行分析以指导农业生产与品控。同时项目还将组织电商运营、营销推广及品牌打造和供应链管理等方面的技能培训，赋能新农人。“我们始终坚信，先进的移动技术能够为所有社区，特别是贫困地区带来平等的发展机遇，促进经济社会的可持续发展。通过‘智慧农业’项目，我们希望能够利用创新技术赋能传统农业，助力发展精细农业、高效农业、绿色农业等，提高农业质量效益和竞争力。”美国高通公司中国区董事长孟樸在接受人民网专访时表示，高通将依托在移动通信技术方面的优势，进一步参与并助力中国的脱贫攻坚和小康社会建设。

Company Profile

Founded in 1985, Qualcomm is headquartered in San Diego, California, the United States. The company has been developing to push forward the boundaries of mobile technology. With its current business mode of “invent-share-cooperate,” it has been creating a brand-new possibility for the mobile communications industry and laying the foundation for its eco-partners’ innovation.

Qualcomm has been doing business in China for more than 20 years. It has set up subsidiaries in Beijing, Shanghai, Shenzhen, Xi'an and Wuxi as well as two research and development centers in Beijing and Shanghai. It established its first global innovation center in Shenzhen and joint innovation centers in Nanjing, Chongqing, Qingdao, Nanchang and Hangzhou with local partners. In 2016, Qualcomm established Qualcomm (China) Holdings Ltd which serves as its investment channel in China. With the principle of “Rooted in China, Sharing Wisdom, Achieving Innovation,” Qualcomm’s cooperation with its Chinese eco-partners has extended to smartphones, integrated circuits, Internet of Things, software, automotive and many other industries. With its advanced technology and products, partners have created value together with its long-term investment and commitments in China, Qualcomm is intertwined with growth of China’s enterprises, industries and communities.

Case Introduction

As a company dedicated to inventing mobile infrastructure technologies that have fundamentally changed the way the world connects, computes and communicates, Qualcomm is well aware of the progress that wireless communications technology brings to humanity. In 2006, Qualcomm launched “Wireless Reach” program, a global program

dedicated to bringing wireless technology to underdeveloped communities around the world. Together with partners, the program aims to foster entrepreneurship, support public safety, improve health care, bridge the digital divide in education and promote environmental sustainability. By the end of 2020, it had carried out more than 120 projects in 48 countries and regions. In China, we are working with 90 partners on 18 projects, benefitting over one million people.

Education is a key driver of economic growth and prosperity. No matter the distance or the wealth level, Qualcomm always believes that advanced mobile technology can bring quality education to all communities, especially in impoverished areas, helping to develop talent that society needs in the 21st century and supporting China's innovative economy. Therefore, Qualcomm has kicked off a series of projects to help alleviate poverty through its Wireless Reach program, especially in education, since 2015.

Education poverty alleviation project: 'The 21st Century Classroom'

Based on the challenges faced in the construction of education informatization, such as insufficient quality education information and resources, incomplete infrastructure, low broadband access rates in schools at all levels, especially in remote areas, the fact that many teachers, especially those in rural areas, are unable to apply information technology to meet the teaching needs and thus require training, Qualcomm and the China Children and Teenagers' Fund launched the "21st Century Classroom" project in 2015, aiming to help enhance teachers' teaching ability and students' learning aptitude, significantly improving the education environment.

The first phase of the project has been piloted in three primary and secondary schools in Guang'an District in Guang'an City and

Yilong County in Nanchong City of Sichuan Province, benefiting around 200 teachers and 4,000 students aged between 7 and 15. All participating teachers are equipped with 3G/4G tablets which can be used to interact with multi-functional touch pads in the classroom and have access to resource platforms and smart classroom management systems. Students in the pilot classrooms are also equipped with tablets on the classroom management system. They can review classroom video and obtain reference materials, communicate with classmates and teachers and prepare for exams. In addition, the project provides a full campus wireless network coverage, offering a mobile learning environment and customized teaching and management platform, student tablets and smart classroom systems, training for teachers including how to design the classes with digital means and encouraging individual learning.

The first phase carried out seven rounds of face-to-face training to teachers in the project. In the process, they have demonstrated increasing involvement and positivity. The classroom atmosphere was active with constant interaction. The teachers also showed improved information ability with their proficiency of computer operations and submitted work.

Based on the outcome and experience from the first phase of the project, Qualcomm was continuing its cooperation with the fund and extended the second phase in three primary and middle schools in Quannan and Yudu counties in Ganzhou City of Jiangxi Province. It has so far benefited about 250 teachers and 5,000 students. In 2018, the project planned three phases with the first phase set in Tongjiang City in Heilongjiang Province. It has equipped Tongjiang No. 2 and No. 3 middle schools with touch interactive all-in-one machines, benefiting around 340 teachers and 3,300 students. The COVID-19 has posed a great challenge for normal operation in schools. The project equipped teachers and students in Tongjiang

with 560 sets of laptops, cell phones and tablets to support online classes and non-stop schooling during the novel coronavirus break, benefiting around 600 teachers and 3,520 students.

Smart poverty alleviation project: Hardware device donation

In June 2018, Qualcomm worked with Shaoyang Telecom to donate 800 4G smartphones equipped with customized 4G packages to registered poor families in Chengbu County, Hunan Province, to help alleviate the poverty.

In 2018 and 2019, Qualcomm joined hands with the Chinese People's Association for Friendship with Foreign Countries in an education poverty alleviation project, donating a total of 560 laptops with 4G Internet access and a one-year free 4G online service to counties in Shanxi, Sichuan and Shaanxi provinces so that teachers can use mobile devices to search online and prepare lessons at any time and any place, enriching the teaching experience and improving the mobile teaching quality.

Medical poverty alleviation project: 'Wireless Heart Health'

The "Wireless Heart Health" medical program was launched in 2011. As of November 2019, we had provided more than 2,000 ECG-sensing smartphones with Qualcomm technology to health-care providers in remote clinics, assisting 480,000 patients with rapid and accurate cardiovascular disease screening. With the coming of 5G era, online learning, mobile learning and life-long learning have become more important. It also has become a way to empower and improve the service capacity of primary health-care workers. Qualcomm is working with Chinese Red Cross Foundation this year to provide online training in emergency response, risk prevention and control, 5G application in the medical areas for primary

health-care workers in Hubei Province, so that they can provide better health services to the people in the community.

Industry poverty alleviation project: 'Smart Agriculture'

The year of 2020 was a decisive year for poverty alleviation. President Xi Jinping mentioned at a symposium focusing on a decisive victory of poverty alleviation that "to make sure a high-quality completion of poverty alleviation requires a combination of measures to consolidate the achievements and intensification of poverty alleviation through employment and industry in 2020." To support the efforts of Chinese government in poverty alleviation, Qualcomm will work with China Foundations for Poverty Alleviation to carry out the "Smart Agriculture" project, promoting the industrial transformation and upgrade in poor counties. The first phase has been carried out in four counties based on the cooperatives, leveraging Qualcomm's 5G and IoT technological advantages to establish a smart agriculture system that will analyze the data on agricultural production and quality control to improve industries in poverty-stricken counties. Skills training on e-commerce, marketing and promotion, branding and supply chain management will also be provided to new farmers. "We believe that advanced mobile technology can bring equal development opportunities to all communities, especially impoverished areas, and promote sustainable economic and social development. The 'Smart Agriculture' project will develop fine, efficient and green agriculture for agricultural efficiency and competence," said Frank Meng, chairman of Qualcomm China, in an exclusive interview with People's Daily. He also stated that Qualcomm would further play a role in China's poverty alleviation and well-off society construction by leveraging its advantages in mobile communication technology.

只因爱在心中

Only because love is in our hearts

企业介绍

广达电脑成立于1988年，是全球笔记本电脑专业研发设计制造的领导厂商。除了笔记本电脑领域，公司还将业务触角延伸到云端运算及企业网络系统解决方案、行动通讯技术、智能家庭产品、汽车电子、智能医疗、物联网及人工智能应用等市场，积极拓展产业领域、开创商机，并整合相关资源进行布局。

广达的生产及服务据点横跨亚洲、北美、拉丁美洲、欧洲及东南亚等地区，产品线横跨信息、通讯、消费性电子及云端运算等领域，并积极建构以台湾为主轴的研发与制造中心，整合美洲、欧洲和亚洲各厂，进而成就全球制造与销售的强势竞争力。

案例介绍

步履所向，是心中使命担当；繁花盛开，如广达爱泽深广。艰难的旅途，总有这样一群人，不畏颠簸泥泞，只为将爱播撒，让梦飞翔，他们有一个



共同的名字——广达集团爱心天使。广达集团爱心社自2010年成立开始，每年都会带着捐赠物资前往国内贫困地区，为当地的学子们送去援助以及深深的祝福。

每一次善举，都是广达人心系社会的体现。在不忘初心、砥砺前行的道路上，企业一面抓生产，重创新，不断超越自我；一面深明使命，慷慨解囊，将温暖与希望带给每一位在贫困中挣扎向前的莘莘学子们，在童稚的心灵里种下梦想的种子，望日后成长为国之栋梁。

2015年，甘肃靖远县北山小学、金川小学、西坪小学爱心之旅捐赠，广达提供了价值15万余元的文体及生活物资。这一年，爱心天使们走进甘肃靖远县，在那片贫瘠的黄土地洒下斑斑热汗，每一个脚印都凝结着他们殷切的关怀。裸露的红砖墙是生活的重担，颠簸坎坷的路途是挣扎生活的印记，孩子们一张张可爱的笑脸怀着感激之心迎接着爱心天使的到来。志愿者们触摸这片土地的脉搏，聆听学子们心灵的声音，一张张亲切的合影，一句句温暖的嘱托，化作爱意流淌与深深慰藉。

2016年，重庆丰都县双龙镇中心小学捐赠，广达提供了500多套课桌椅以及800套文体用品，价值近20万。这一年，爱心天使们走进山城深处，蜿蜒崎岖的路途、茫茫的山雾阻挡不了他们爱的脚步。“谢谢广达集团的叔叔阿姨们，等我们长大了一定要去广达上班！”孩子们童稚的声音像涓涓细流淌在天使们心上，更坚定了他们一直走下去，传递温暖的决心。

2017年，黑龙江绥滨镇中心校、绥滨县第三中学捐赠，我司共提供了价值20万元的新桌椅、讲台、电脑、以及文体用品等。这一次，凌晨出发，黄昏抵达，漫漫长旅的疲惫，被孩子们幸福洋溢的欢迎仪式一扫而空。爱心天使们为学生代表颁发学习用品，学生代表回赠锦旗及他们亲手制作的精美手工画，令天使们十分感动，触摸着一幅幅带着稚嫩与温度的作品，他们惊艳不已。

2018年，中国最北端——黑龙江漠河市图强中学、阿木尔第二小学捐赠，我司提供了课桌椅、讲台、文体用品等总价值20万元的学习物资。凌晨3点半起床，4点出发，转飞机两度，历经13小时到达目的地。因为有爱，不虚此行！温馨的捐赠仪式，爱心传递，感动满满。孩子们对广达捐赠的课桌椅十分爱惜，特意用桌套布保护起来！在校领导的带领下，天使们参观了中国最北版画，当地知名专业表演乐队——小白杨乐队也以饱满的热情迎接爱心

天使们的到来。在这片热土上蓬勃璀璨的艺术生命，激荡着天使们的心。漠河市湛蓝的天空，肆意的流云，见证了孩子们的成长，也在天使们的心房留下了深深的烙印。当地报社、电台纷纷报道了广达集团的此次爱心善举。捐赠归来，天使们又在心中规划了新的行程。

2019年，湖北长阳县枝柘坪小学捐赠之旅，我司提供了学生宿舍双层床、课桌椅、文体用品等价值15万元的学习物资。这群大山深处的孩子，高举着文具包欢欣鼓舞的笑脸，如暖阳一般洒在天使们的心房。孩子们为天使系上充满敬意与感恩的红领巾。在这郁绿的大山深处，天使们的爱浇灌着一颗颗充满希冀与渴望的心。学生代表发言，深深感谢爱心天使们的温暖之举，孩子们用童稚的歌声，可爱的舞蹈，传达着心中的热情与喜悦。回顾爱的每一帧画面，我们感慨万千。一张张笑脸承载着梦想与希望，烫金的锦旗是灼热的幸福，是大山深处的孩子们对我们爱的眷恋与浓浓祝福。

回顾广达爱的足迹，自2010年至今，广达集团爱心天使们身负使命，不畏艰难，怀揣期待与梦想到达全国多个省市贫困地区，为孩子们提供了价值数百万元的助学捐赠物资。来自海峡对岸，带着遥远的祝福，在扶贫助学的征途上，广达集团坚持不懈，尽心尽力谱写着属于自己的篇章。

走过的每一站，即使疲惫却充满力量，看着祖国的花朵们，能得到点滴的呵护滋养，都带给广达无限慰藉。谆谆教诲，拳拳之心，殷殷渴望，灼灼真言，都汇成爱的甘霖。每次捐赠，都撼动着天使们的心，推动着他们向更远、更贫困、更步履维艰的路途迈进，因为越走，越能感受到力量微薄。看着孩子们灿烂的笑容，愈加感受到这份扶助带来的深刻意义。汇小流以成江河，积跬步以致千里，爱心事业任重道远，广达集团将孜孜不倦，不辍耕耘，不改初心，肩负使命努力前行，将大爱传播得更远，惠泽更广。

风雨兼程，坚忍不拔，求实创新，攻坚向上。广达集团不仅仅是高科技电子产品生产基地，更是一个充满微笑、幸福、活力与朝气的集科技、管理、人文三位一体的现代化信息产业集团。“虚心求得真道理，用心必得善其事，开心因得美梦成”，我们一直以无懈可击的产品品质，日臻完美的设计理念，求真务实的专业态度，成为笔记本电脑代工艺的龙头标杆。

作为社会的责任担当，广达集团一直致力于慈善事业，成立爱心社，扶贫助学、帮扶残障人士、

慰问敬老院、参与社会公益活动等。每一份努力耕耘，都是广达集团大爱的体现，尽其所能向社会传递“真、善、美”的企业精神、“诚、信、爱”的企业准则，播种希望，造福社会。

Company Profile

Founded in 1988, Quanta Computer is a global leader in professional research and development, design and manufacturing of laptops. In addition to the laptop manufacturing, the company also extends its business to markets including cloud computing, enterprise network system solutions, mobile communication technology, smart home products, automotive electronics, smart health care, Internet of Things and artificial intelligence applications. The company actively expands its business scope, creates business opportunities and integrates relevant resources for industrial layout.

Quanta's production and service bases are located in Asia, North America, Latin America and Europe and its product lines span from information, communications, consuming electronics to cloud computing. It is actively constructing its R&D and manufacturing center in Taiwan and integrating resources from various factories in the United States, Europe and Asia to achieve a strong competitiveness in global manufacturing and sales.

Case Introduction

Going where you intend to go is the mission of Quanta, and the company hopes people's love is like blooming flowers. There always is a group of people who are not afraid of bumps and mud showing their love and fulfilling others' dreams. They have a name — Quanta Group Love Angels. Since its establishment in 2010, the Quanta Group Love Angels Club has sent donation materials to poverty-stricken areas in China each year to help local students.

Every act of kindness is a manifestation of Quanta people's concern for society. Forging ahead toward their original goal, the company, while focusing on production and innovation,

has a deep understanding of its social mission. It offers generous donations, warmth and hope to students who are struggling in poverty, “plants the seed of hope” in their hearts and helps them believe that they can grow into people of tremendous promise for their country in future.

In 2015, Quanta’s Love Angels trip benefited Beishan, Jinchuan and Xiping primary schools in Jingyuan County of Gansu Province. The company donated cultural, sports and daily materials worth more than 150,000 yuan (US\$23,220). When the Love Angels Club members walked into the region, they went emotional on seeing the barren yellow land, and every footprint they left was condensed with their ardent care. They saw how the bare red brick wall was loaded with the burden of life, and the bumpy road was a mark of local people’s struggling life. The local children welcomed the arrival of the club members with their lovely smiling faces and grateful looks. It was as if the volunteers could feel the pulse of the land while listening to the students talking. They took group photos with the children and reminded them over and over again of behaving and studying well. The students responded to their care and comforted them with their promises.

In 2016, Quanta donated more than 500 sets of desks and chairs and 800 sets of stationery and sports supplies worth about 200,000 yuan to Shuanglong Town Central Primary School in Fengdu County of Chongqing. The Love Angels Club members went to the mountainous city and trod along the winding and rugged roads amid vast mountainous fog. “Uncles and aunts from Quanta Group, thank you all! We want to work at Quanta when we grow up!” The impish voices from the children flowed through the hearts of the members, strengthening their determination to keep going and spreading love.

In 2017, Quanta donated new tables, chairs, podiums, computers and cultural and

sports supplies worth 200,000 yuan to Suibin Town Central School and Suibin County No. 3 Middle School in Heilongjiang Province. The club members started early in the morning and arrived at dusk, but the exhaustion of the long journey was swept away by the happy welcome ceremony from the children. The club members presented school supplies to student representatives, while the latter gave back pennants and exquisite hand-made paintings of their own to the club members.

In 2018, Quanta donated desks, chairs, podiums, cultural and sports supplies and other study materials worth 200,000 yuan to Tuqiang Middle School and Amuer No. 2 Primary School in Mohe City of Heilongjiang Province, the northernmost part of China. The members woke up at 3:30 in the morning, set off at 4am, transferred planes twice and arrived at the destination 13 hours later. Love made this trip worthwhile. The donation ceremony was filled with love and touching feelings. The children cherished the donated desks and chairs so much that they protected them with table covers. Guided by school authorities, the Love Angels Club members visited China’s northernmost prints, and the well-known local professional performing band, the Little Poplar Band, also welcomed the club members with full enthusiasm. The flourishing artistic life in this fertile land struck a chord in the hearts of the angels. The azure blue sky and the quickly flowing clouds in Mohe that had witnessed the growth of the children left a deep impression on them. Local newspapers and radio stations reported Quanta’s charity deed. Soon after completing this donation event, club members were already planning another itinerary of good-deed works.

In 2019, Quanta donated bunk beds for dormitories, desks, chairs and cultural and sports supplies worth 150,000 yuan to Zhizheping Primary School in Changyang County of Hubei Province. This group of children in the

mountains held up the stationery bags with their faces beaming like a warm sun. They tied red scarves around the Love Angels Club members' necks as a mark of respect and gratitude. The members felt as if they were igniting young hearts with hope. The student representatives delivered speeches and expressed their deep gratitude to the members. The children sang and danced to convey their enthusiasm and joy. When looking back at every frame of the lovely motion pictures, the club members became emotional. The smiling faces of the children's showed their dreams and hopes. The gilded pennants reminded the members of intense happiness and love and blessings from these children from the mountains.

Looking back on the footprints of Quanta's Love Angel Club since 2010, the members have been carrying out missions in spite of difficulties. They reached the impoverished areas of many provinces and cities across the country, with their hearts filled with expectations and dreams. They donated school materials worth millions of yuan to the children. Coming from the other side of the Taiwan Straits, Quanta Group, with far-reaching blessings, has been unremitting and dedicated to writing their own chapter on the journey of helping poor students.

Looking back on every stop we walked, even if we were tired, we were full of power. As long as the children, the flowers of the motherland, can get a bit of care and nourishment, Quanta Group employees will feel infinite comfort. Informed instructions, sincere wishes, ardent longing, touching consoling, all converged into a shower of love. Every donation moves the Love Angels Club members and pushes them to set off toward farther, more impoverished and more difficult paths. Because the further they go, the more they feel they can do with their limited strengths. Looking at the bright smiles on the children's faces, we realized the profound meaning of this poverty alleviation. As the old saying goes "converging small streams

to form rivers, and accumulating steps to reach thousands of miles," the cause of love has a long way to go. Quanta Group will work tirelessly, never change its original aspiration, shoulder the mission and work hard to spread love farther and benefit more.

With features including hard-working, persevering, truth-seeking, innovation and progress, Quanta Group is not only a production base for high-tech electronic products, but also a modern information industry group that integrates technology, management and humanities positively. Quanta Group will follow the idea of Sangzhe Town Youth Federation to "pursue the truth with a humble heart, do good deeds with a caring attitude and realize the dream in a happy mood." We have always been aspiring for impeccable product quality, keeping on perfecting design concepts and adopting a pragmatic professional attitude to become the leading benchmark in the laptop manufacturing industry.

As a responsible social enterprise, Quanta Group has always been committed to charity. It established the Love Angels Club to help poor students and the disabled, visit nursing homes and take part in social welfare activities. Every hard work is a manifestation of the great love of Quanta Group. And we will try our best to deliver the enterprise spirit of "truth, goodness and beauty" and principles of "honesty, faith and love" to society, sowing hope and benefiting the society.

精细扶贫，润物无声

Precise poverty alleviation benefiting people in need silently

企业介绍

作为全球体外诊断行业的佼佼者，罗氏诊断扎根中国 20 年，深耕细作，果实累累。收获的同时，罗氏诊断投桃报李，热心扶贫事业，在中国广袤的热土上写出了另一篇润物无声、大爱无言的美妙文章。罗氏诊断负责人深有感触地说：“这 20 年，罗氏诊断亲历了中国发展的瞩目成就，并随着 2001 年中国加入世贸进入发展快车道。罗氏诊断在华发展的经历，是世界好、中国好，中国好、世界更好的一个最好的例子。”

罗氏诊断 2000 年进入中国，成立了罗氏诊断产品（上海）有限公司，通过开发和提供先进医学诊断产品及解决方案，帮助医务人员提高诊疗效果。自进入中国，参与中国扶贫事业，寻求共同发展是罗氏诊断企业社会责任的重点，在中国领导人提出的专项扶贫、行业扶贫与社会扶贫理念中，罗氏诊断在健康、教育、科学技术、环境保护，特殊关爱等方面长年开展工作。



案例介绍

关爱儿童，阻断贫困代际传递

教育是阻断贫困代际传递、关乎贫困地区未来发展与根除贫困的关键。2009年，罗氏诊断中国与公益组织合作，在安徽阜阳南塘小学设立了第一个“罗氏诊断儿童文化中心”，修建图书馆，支持课外阅读，定期举办儿童健康安全教育和科学文化活动，启发儿童想象和表达能力，为孩子们创造更多的阅读和教育机会。罗氏诊断还定期组织员工前往儿童文化中心开展志愿日活动，在很多地区，罗氏诊断的志愿者活动日已经成为同学们每年期盼的欢乐节日。

截至2019年底，罗氏诊断儿童文化中心已覆盖浙江丽水、山东青州、沈阳铁岭、四川绵阳、陕西咸阳、山西大同、湖北恩施、安徽马鞍山、广西贺州、新疆乌鲁木齐等数个城市的14所学校，受益学生超过4000人。一位参与儿童教育项目的母亲说：“我做梦都没想过，我一个农村妇女，还能和老师一样，拿起书本为孩子讲故事，我的孩子以前怕和别人说话，现在开朗多了，这都是阅读带来的好处。”

2012年以后，各地扶贫工作成效显著，罗氏诊断志愿者来到项目学校，都能感受到村里道路设施、公厕、路灯条件不断改善，学校用上了投影仪和网络教学设施。有了更好的基础建设以后，罗氏诊断与公益组织也展开了灵活多样的线上阅读活动，山里的孩子们看世界越来越方便。从2019年开始，罗氏诊断儿童文化中心所在地区均已宣告脱贫，罗氏诊断将继续在项目地区，支持当地开展水平更高，理念更先进的儿童教育项目。

罗氏儿童义走是罗氏标志性的全球员工项目。2008年，罗氏诊断中国加入罗氏全球儿童义走的队伍，积极在中国本土开展此项公益活动，鼓励公司员工参与募捐，募集的款项用于“罗氏诊断儿童文化中心”建设发展，并帮助中国弱势儿童。截至2019年底，共计筹得员工与公司的捐款约118万元人民币。

除支持农村儿童教育之外，罗氏诊断关注到城市中有一类特殊人群——智障儿童家庭。2014年，罗氏诊断与上海特殊关爱基金会合作，资助上海地区智障学生等特殊困难群体的培训和教育。自2016年起，公司携手上海特殊关爱基金会，不仅为孩子们提供丰富的文体器材，还定期组织员工志愿者

以融入活动的形式帮助特殊儿童走向健康与自信。2017年，罗氏诊断中国向特殊关爱基金会捐款200万元人民币，用于资助特殊儿童的技能培训和教育。罗氏诊断在为特殊关爱项目捐赠的慈善活动中，一位爱心人士说：“善良比智商更重要。”目前，该项目已累计帮助500多名特殊儿童及其家庭。

关心妇女，提升一个民族健康水平

健康扶贫是脱贫攻坚的重中之重，因病致贫、因病返贫、因病难以脱贫是主要现象，罗氏诊断利用自身行业和技术优势，帮助贫困地区提升医疗检测和疾病筛查水平，开展健康教育，开展医务人员能力建设。

针对我国女性宫颈癌发病率呈逐年上升及年轻化趋势，为提高宫颈癌早诊率，罗氏诊断积极支持国家“两癌筛查”检测与农村妇女宫颈癌筛查培训项目。在原国家卫生计生委的指导下，支持中国妇幼保健协会，开展国家农村妇女宫颈癌筛查培训项目，进一步规范宫颈病变规范化处理。在2015至2017年期间，在河北、陕西、浙江、广东等6省培训了约1000名妇幼保健医师，提升了我国农村地区宫颈癌检测能力。2015年，罗氏诊断中国向上海市慈善基金会捐赠10万元人民币，用于支持基金会“姐妹情——妇女健康系列项目”，帮助患有宫颈癌、宫体癌、乳腺癌或卵巢癌并需要接受手术治疗的经济困难妇女。

2017年，罗氏诊断承担了湖北襄阳市“全市适龄妇女‘两癌’免费检查暨贫困‘两癌’患者救助”项目的宫颈癌筛查初筛任务。项目历时7个多月，据不完全统计，全市共完成初筛321133人，共查出宫颈癌癌前病变814人，宫颈癌确诊95人，近32万当地妇女及家庭从中受益。此外，公司通过向第三方独立医疗检测实验室提供先进的基因检测与实验室管理理念，保障更多中国女性获得拥有国际水准的“两癌筛查”检测服务。

2017年，都安全医疗广州诊所在建设“罗氏示范实验室”的基础上，开展了“两癌筛查”“挑战0宫颈癌”公益亮灯计划等女性关爱公益，通过活动向市民提供免费筛查的名额，增强了我国“两癌筛查”的普及率和影响力。

医疗援助，西藏贵州向发达地区看齐

2016年10月，罗氏诊断在上海市人民政府侨办、

上海援藏工作协调小组、上海市海外交流协会的支持下，跋涉 5000 公里前往西藏林芝、拉萨、日喀则等地，援助医学检验设备和试剂，用于心脏、传染病、肿瘤等疾病检测。时任上海市第八批援藏干部联络组组长倪俊南同志在日喀则向上海市海外交流协会和罗氏诊断代表介绍了上海援藏成就，时任日喀则市人民医院党组书记、副院长，上海组团式援藏医疗队队长张浩同志介绍了上海援建的日喀则医院新院区项目以及在上海援藏医疗队的支持下开展多学科诊疗服务和能力建设项目。听取了介绍后，代表团相信该院区检验科有能力操作捐赠的先进医学设备，进一步提升当地的诊疗水平。会后，代表团一行参观了即将落成的日喀则医院新院区。

2018 年 7 月，罗氏诊断随上海市商务委赴贵州扶贫考察。毕节地处三省交界，既是老区又是民族地区，基础设施与社会发展落后，山多人口多，深度贫困成为脱贫攻坚的坚中之坚。时任贵州省毕节市副市长、全国政协委员吴凡女士向罗氏诊断介绍了当地因出生缺陷导致家庭贫困和难以脱贫的情况。2019 年 3 月，罗氏诊断决定向毕节市红十字会捐赠价值人民币 150 万元的检验设备，用于毕节贫困区县妇女产前筛查，提高出生缺陷预防检测能力，促进精准脱贫和防止逆向返贫。在罗氏诊断的影响下，罗氏诊断合作伙伴金城检验在毕节投入 3000 万人民币，与毕节市卫生健康委共建毕节区域检验中心项目，这一项目将助力毕节打造中西部地区样板区域检验中心示范实验室，有力提升检验能力，实现检测水平与北京、上海等发达地区一致，让更多患者可以就近就地得到确诊。有关负责人表示，罗氏诊断将继续支持该区域检验中心建设和服务。

保护生态，走绿色发展道路

罗氏诊断立足中国市场，既看重不断提升的市场营商环境，更看重中国日趋改善的生态环境。在中国领导人提出的坚持保护环境作为基本国策，推动形成绿色发展方式和生活方式的理念下，2015 年，罗氏诊断正式加入“百万植树计划”，并与公益组织通过参与林地种植和树木移植，支持重建内蒙古通辽科尔沁沙地的生态系统，减缓沙漠化进程，更选派员工志愿者亲赴科尔沁沙地参与种植。截至 2019 年 12 月，罗氏诊断中国已累计种植 14500 棵树，公益林面积达 250.24 亩。2019 年度在科尔沁左翼后旗努古斯台镇境内种下 3500 棵樟子松，面积为 63.64 亩。罗氏诊断正在和 300 万通辽人民一

起，向沙地、荒山、沙丘进军，为修复当地生态环境建立一片可靠的防护屏障。

据介绍，科尔沁治沙事业取得巨大成就，林草如盖，流沙被锁，京津冀沙尘天气显著减少也得益于科尔沁治沙成果，中国四大沙漠之一的毛乌素沙漠即将在陕西版图上消失。中国的防沙治沙经验，正在引领着中国乃至世界防沙治沙工作的走向。

百年树人，着力培养高素质人才

2003 年罗氏诊断率先设立诊断行业内首个“罗氏诊断教育基金”，随后于 2010 年设立了“罗氏诊断研究基金”，加大对中国高校、科研人才培养的投入和扶植，鼓励更多具有学习钻研能力、科研创新能力的高素质人才积极投身于中国的医疗诊断事业。

经过 17 年耕耘，截至目前，教育基金已覆盖上海交通大学、复旦大学、广州医科大学、大连医科大学、南开大学、四川大学、浙江大学、温州医科大学、安徽医科大学、中南大学、石河子大学、宁夏医科大学、徐州医科大学、南京大学、南京医科大学、江苏大学、重庆医科大学和苏州大学等 18 所重点高校，累计惠及 1280 名学子。罗氏诊断研究基金已为 86 名科研人员提供支持。

罗氏诊断履行社会责任，助力中国扶贫和公益事业，得到了上海市政府相关委办局、公益项目所在地区的政府部门，社会公益组织的大力支持和指导。罗氏诊断的公益事迹得到社会广泛认可，所获国家及地方，媒体慈善和公益奖项不胜枚举。一位员工说：“我加入罗氏诊断，先是从罗氏诊断的公益荣誉墙来了解企业文化。罗氏诊断公益行动，既重视做什么，更看重受助地区和对象得到了什么。”

2020 年是中国脱贫攻坚的决胜之年，也是罗氏诊断在华 20 周年。罗氏诊断负责人表示，中国在人类减贫事业上成绩斐然，特别是在 2012 年以后，扶贫政策更加扎实精细，扶贫力度更加坚定深入，扶贫理念更加科学先进，罗氏诊断有幸在中国参与其中。未来依然有很多需要帮扶的人群和地区，在携手奔小康的事业上，依然将有罗氏诊断无言前行的身影。

Company Profile

As a leading supplier in vitro diagnostic solutions, Roche Diagnostics has been in China for 20 years and has achieved abundant business goals through careful operations. Roche Diagnostics not only cares about its own business but also poverty alleviation, helping people in need through precise poverty alleviation. "In the past 20 years, Roche Diagnostics has witnessed the remarkable achievements of China's development and has entered a fast track of development with China's accession to the World Trade Organization in 2001. The experience of Roche Diagnostics in China is the best example of 'good world, good China and good China, better world,'" said Roche Diagnostics chief with a deep feeling.

Roche Diagnostics entered China in 2000 and set up the Roche Diagnostics (Shanghai) Ltd which has helped medical workers improve the effectiveness of diagnosis and treatment by developing and providing advanced medical diagnostic products and solutions. Since the launch, Roche Diagnostics has taken up its social responsibilities by participating in China's poverty alleviation and seeking common development. In the specific, industrial and social poverty alleviation concepts proposed by Chinese leaders, Roche Diagnostics has been working in the fields of health, education, science and technology, environmental protection and care for the disabled.

Case Introduction

Caring for children and blocking inter-generational transmission of poverty

Education is the key to stop the passing of poverty from generation to generation as well as the future development of poor areas and eradication of poverty. In 2009, Roche Diagnostics China cooperated with public charity

organizations to set up the Children's Culture Center of Roche Diagnostics at Nantang Primary School in Fuyang, Anhui Province, the first of its kind in China. The culture center provides children with more opportunities to read and learn by setting up libraries, supporting extracurricular reading, regularly organizing health and safety education for children and holding scientific and cultural activities to inspire children's imagination and the capacity to express themselves. Roche Diagnostics also organizes employees to go to the children's culture center to carry out volunteer activities. In many areas, Roche Diagnostics' Volunteer Day has become a holiday that students look forward to every year.

By the end of 2019, Roche Diagnostics' children's culture centers had been set up at 14 schools in Lishui in Zhejiang Province, Qingzhou in Shandong Province, Tieling in Liaoning Province, Mianyang in Sichuan Province, Xianyang in Shaanxi Province, Datong in Shanxi Province, Enshi in Hubei Province, Ma'anshan in Anhui Province, Hezhou in the Guangxi Zhuang Autonomous Region and Urumqi in the Xinjiang Uygur Autonomous Region, benefiting more than 4,000 students. "I never imagined that I would be able to tell stories to kids like a teacher with a book in hand, because I'm a rural woman and my kid used to be afraid of talking to others. Now he is more outgoing. I believe these changes came from the benefit of reading," said a mother who joined an education project for children.

Since 2012, the poverty alleviation work in various places has achieved remarkable results. When the volunteers of Roche Diagnostics visited schools in the project, they could feel the continuous improvement in road facilities, public toilets and street lights in the villages. Projectors and online teaching facilities are available to teachers. With a better infrastructure, Roche Diagnostics and charity organizations launched flexible and diverse online reading activities, making it easier for

children in mountainous regions to see the world. Since 2019, all the areas where Roche Diagnostics children's culture centers are located have been removed the poverty title, but Roche Diagnostics will continue to support the development of higher level and more advanced education projects for children in these areas.

Roche's Charity Walking for Children is an iconic project for employees of Roche worldwide. Roche Diagnostics China joined it in 2008, having carried out the charity project in China and encouraging employees to donate for the construction of Roche Diagnostic children's culture centers. By the end of 2019, the project had collected around 1.18 million yuan (US\$179,500) from employees and the subsidiaries.

In addition to support the education of rural children, Roche Diagnostics pays attention to a special group of people in cities — families with mentally disabled children. In 2014, Roche Diagnostics cooperated with the Shanghai Special Care Foundation to fund the training and education of students with special difficulties including the intellectually disabled in Shanghai. Since 2016, the company has joined hands with the Shanghai Special Care Foundation to provide not only a wealth of cultural and sports equipment for children, but also organize employees to serve as volunteers, helping children with special needs to become healthier and more confident through activities. In 2017, Roche Diagnostics China donated 2 million yuan to the Shanghai Special Care Foundation for skills training and education for children with special needs. "Kindness is more important than IQ," said a participant at the charity event supported by Roche Diagnostics for the special care project. So far, the project has helped more than 500 children with intellectual disabilities.

Caring for women to raise the level of health of a nation

Poverty alleviation through improving

health is the top priority as it is common to see an endless loop of becoming poverty or turning back to poverty because of the sickness and thus making it hard to get rid of poverty. Roche Diagnostics uses its own industrial and technological advantages to help poor areas improve the medical testing and disease screening skills, carry out health education for people in need and enhance the professional ability of medical staff.

In response to the increasing incidence of cervical cancer among women in China and the trend of more young women suffering from the disease, Roche Diagnostics actively supports the national call of "Two Cancer Screening," including breast cancer and cervical cancer checks, for women and the cervical cancer screening training for women in rural areas to increase the rate of early diagnosis of cervical cancer. Under the guidance of the National Health Commission, Roche Diagnostics has been supporting the China Maternal and Child Health Association to carry out the national cervical cancer screening training program for women in rural areas to further standardize the treatment of cervical lesions. From 2015 to 2017, about 1,000 maternal and child health doctors received training in six provinces including Hebei, Shaanxi, Zhejiang and Guangdong, which improved the cervical cancer detection capacity in rural areas of China. In 2015, Roche Diagnostics China donated 100,000 yuan to the Shanghai Charity Foundation to support the "Sisterhood, Women's Health" project to help women who need surgeries for cervical cancer, uterine cancer, breast cancer or ovarian cancer but with financial difficulties.

In 2017, Roche Diagnostics undertook the initial cervical cancer screening task as part of the citywide project of free examinations for breast and cervical cancers for women in Xiangyang City of Hubei Province. The project lasted more than seven months, and more than 320,000 people accepted the initial examination

and benefited from it in the city. Eight hundred and fourteen women were diagnosed as precancerous cervical lesions, and 95 were diagnosed with cervical cancer. In addition, Roche Diagnostics provided advanced genetic tests and laboratory management concepts to the third-party independent medical testing laboratories to ensure that more Chinese women can receive the international-level screening services of the two cancers.

In 2017, Duo Health Guangzhou Clinic launched the “Two Cancer Screening” and “Zero Cervical Cancer Challenge” charity programs on the basis of the construction of the Roche Demonstration Laboratory, providing free screening to citizens through the activity. The examinations have increased the popularity and influence of “Two Cancer Screening” in China.

Medical assistance helps bring medical service in Tibet and Guizhou in line with the developed regions.

In October 2016, a team of Roche Diagnostics, with the support of the Overseas Chinese Affairs Office of Shanghai Government, the Shanghai Coordination Team for Aid to Tibet and the Shanghai Overseas Exchange Association, traveled 5,000 kilometers to Linzhi, Lhasa, Xigaze and other places in Tibet to assist with medical testing equipment and reagents which are used for the detection of heart, infectious diseases, tumors and other ailments. Ni Junnan, who was the leader of the eighth group of liaison team of Shanghai cadres in aid to Tibet at the time, introduced Shanghai’s achievements in aid to Tibet to the Shanghai Overseas Exchange Association and representatives of Roche Diagnostics in Xigaze. Zhang Hao, leader of the medical team to Tibet from Shanghai, unveiled the construction of a new branch of Xigaze Hospital and the launch of multidisciplinary diagnosis services under the support of the Shanghai-Tibet aiding medical team. After listening to the introduction, the delegation believed that the hospital’s clinical

laboratory was capable of operating the donated advanced medical equipment to further improve the ability of local diagnosis and treatment. The delegation visited the new branch of Xigaze Hospital that would be completed in the future afterward.

In July 2018, Roche Diagnostics joined the Shanghai Commission of Commerce to investigate poverty alleviation in Guizhou. Bijie City is located at the junction of Sichuan, Yunnan and Guizhou provinces. It has become the center of poverty alleviation for the lack of infrastructure and slow social development, with full of mountainous regions and a large population. Wu Fan, then vice mayor of Bijie and a member of the Central Committee of the Chinese People’s Political Consultative Conference, introduced the situation to the Roche Diagnostics team, saying that poverty there was caused by birth defects which made the family difficult to get out of poverty. In March 2019, Roche Diagnostics decided to donate test equipment worth 1.5 million yuan to the Bijie Red Cross Society for prenatal screening for women in poverty-stricken areas and counties in Bijie, which aimed to improve the ability to prevent and detect birth defects, promote precise poverty alleviation and prevent the return to poverty due to the illness. Under the influence of Roche Diagnostics, its partner KingMed Diagnostics Group invested 30 million yuan in Bijie to build the Bijie Regional Inspection Center project with the Bijie Health Commission. The project will help Bijie build a model regional inspection center in the central and western regions of China. The laboratory has effectively improved its test capabilities and achieved the same level of testing as those in developed areas such as Beijing and Shanghai, so that more diseases can be diagnosed in patients’ hometown. Roche Diagnostics will continue to support the construction and service of the regional inspection center.

Protecting ecological environment and taking the development path of environmental protection

Based on the Chinese market, Roche Diagnostics is focusing not only on the ever-improving business environment, but also on China's increasingly improved ecological environment. Under the Chinese leaders' philosophy of adhering to the protection of the environment as a basic national policy and promoting the formation of green development methods and lifestyles, Roche Diagnostics joined the "Millions of Trees Project" in 2015 and cooperated with non-profit organizations to participate in tree planting and trimming to support the reconstruction of the ecosystem of the Horqin sandy land in Tongliao City in the Inner Mongolia Autonomous Region to slow down the desertification process and to send employees as volunteers to the Horqin sandy land to participate in planting. As of December 2019, Roche Diagnostics China had planted around 14,500 trees, and the public welfare forest area reached 250.24 *mu* (16.7 hectare). In 2019, the firm planted 3,500 Mongolian pines covering an area of 63.64 *mu* (4.2 hectare) in Nugustai Town of Horqin. Roche Diagnostics is working with the 3 million people in Tongliao to build a reliable protective barrier to restore the local ecological environment in the sandy land, barren hills and dunes.

According to reports, great achievements in desertification control have been made in Horqin. The land is covered by forests and grass, and the quicksand is locked. The sand and dust storms have been significantly reduced in Beijing and Tianjin as well as Hebei Province thanks to sand control efforts in Horqin. The Mu Us Desert, one of the four major deserts in China, is slated to disappear in Shaanxi Province. The desertification prevention and control experience in China is leading the trend of desertification prevention and control around the world.

Raising high-quality talent for China's medical diagnosis industry

Roche Diagnostics took the lead to establish the first Roche Diagnostics Education Fund in the diagnostic industry in 2003 and then established the Roche Diagnostics Research Fund in 2010 to increase the investment, support in the training of Chinese universities and scientific research talent and encourage more high-quality talent with the capabilities of research and innovation to devote themselves to China's medical diagnosis industry.

The Roche Diagnostics Education Fund has covered 18 key universities in the past 17 years, benefiting 1,280 students in Shanghai Jiao Tong University, Fudan University, Guangzhou Medical University, Dalian Medical University, Nankai University, Sichuan University, Zhejiang University, Wenzhou Medical University, Anhui Medical University, Central South University, Shihezi University, Ningxia Medical University, Xuzhou Medical University, Nanjing University, Nanjing Medical University, Jiangsu University, Chongqing Medical University and Soochow University. The fund also provided the support for 86 researchers.

Roche Diagnostics fulfills its social responsibilities and helps China's poverty alleviation and public welfare undertakings, which has received strong support and guidance from relevant commissions and bureaus of Shanghai government, government departments in the areas where the public welfare projects are located and social welfare organizations. The public welfare projects by Roche Diagnostics have been widely recognized by society and have won numerous awards from national and local government departments, media and public welfare organizations. "When I joined Roche Diagnostics, I first learned about its corporate culture from the public welfare honor wall. Roche Diagnostics not only attaches importance to what it does, but also pays more attention to what the benefiting regions and

recipients get,” said an employee.

2020 was the year of decisive victory for China in the fight against poverty and also marked the 20th anniversary of Roche Diagnostics in China. A top executive of Roche Diagnostics stated that China has made great achievements in the cause of human poverty reduction. Especially after 2012, poverty alleviation policies have become more solid and refined, and poverty alleviation efforts have become more firm and in-depth with the poverty alleviation concept more scientific and advanced. Roche Diagnostics is honored to participate in this endeavor in China. There will still be many people and regions in need in the future, and Roche Diagnostics will continue to move forward silently toward a well-off society.

直采直供，爱心助农

Direct sourcing to support farmers with love

企业介绍

高鑫零售是中国领先零售商，集团旗下的欧尚、大润发是两大知名大卖场，集团还拥有高增长的电商业务。截至 2019 年 12 月 31 日，集团在全国 29 个省市自治区内 232 个城市共拥有 486 间门店，总建筑面积约为 1300 万平方米。

案例介绍

甘肃省天水市麦积区属国家扶贫开发工作重点县区，种植苹果是他们的主要收入来源。2019 年 11 月，大润发从媒体渠道得知甘肃天水的花牛苹果滞销，为了缓解花牛苹果外销压力，大润发第一时间主动联系了甘肃省商务厅，经省市区商务厅商务局多方协调，大润发联合总部与相关单位成功对接。

随后，大润发总部工作人员第一时间赶赴当地进行实地考察，详细了解花牛苹果的种植面积、品种、品质。经核实，花牛苹果符合产品质量审核标准。

当即，大润发各区采购联合相关单位立即下单



采购了115吨苹果。这次采售同价，平进平出，解决了花牛苹果销售缓慢问题，为麦积区脱贫攻坚和果农脱贫致富添砖加瓦。

遵义是上海的对口扶贫市，大润发一直积极投身对口扶贫项目。上海市商务委下属的上海市扶贫联盟于2019年7月初找到了大润发，希望大润发能为遵义做一些对口扶贫。

大润发快速响应，于当月底就前往贵州遵义桐梓县，进行方竹笋的考察和采购，9月即在上海的全部大润发以及欧尚门店上架该产品，并为该产品特别制作了宣传围板，在门店内播放方竹笋的宣传视频，以推动销售。2020年7月开始，大润发继续为遵义方竹笋的对口扶贫项目出力，在上海所有大润发以及欧尚门店进行陈列销售，直至10月方竹笋下市。

从2014年起，大润发就持续引进上海市援疆企业——闽龙实业有限公司的红枣以及核桃等产品，至今已有6年时间。该产品在新疆喀什泽普地区种植、收购、加工、包装，当地用工，当地纳税。基于市民对红枣以及核桃产品的喜爱，销售一路飘红。

2020年5月，经遵义商务局茅台扶贫组建议，由茅台集团驻道真帮扶工作队实际考察、调研道真县各地。随后，大润发决定加入茅台帮扶道真县活动，向茅台民政局账户捐赠了帮扶资金270万元，此资金将用于两个项目：

“大润发援建道真县食用菌冻库”，解决洛龙镇五一村、平模镇平模社区食用菌项目附属配套设施冻库建设。

“大润发道真县工青妇组织共筑梦桥”，解决上坝乡八一社区“新市民追梦桥”综合服务中心建设。

从2020年6月17日开始，大润发在上海5家店（闸北、杨浦、康桥、大宁、泗泾）设置了遵义扶贫专柜，将长期为遵义当地产品在上海的销售做好对接。

Company Profile

Sun Art Retail is a leading retailer in China with Auchan and RT-Mart, two well-known hypermarkets, and a rapidly growing e-commerce business. The group had 486 stores in 232 cities of 29 provinces and municipalities, covering an area of 13 million square meters by the end of 2019.

Case Introduction

Maiji District of Tianshui City, Gansu Province, is a key region for national poverty alleviation work. Apple planting is their main source of income. In November 2019, after learning from media that Huanian apples in Tianshui were not selling well, RT-Mart promptly contacted the Department of Commerce in Gansu, offering to help and relieve growers' pressure. Through efforts, RT-Mart was able to cooperate with related units.

RT-Mart staff then headed to Gansu to inspect on site and learned about the apple's planting area, variety and quality. The apples were later identified as qualified for sales.

RT-Mart then laid orders for 115 tons of apples which were sold at the purchasing price to boost sales to facilitate the poverty alleviation efforts of Maiji and local farmers.

Zunyi in Guizhou Province is a partner city of Shanghai in poverty alleviation, and RT-Mart has been actively engaged in relevant projects. The Shanghai Poverty Alleviation League under the Shanghai Commission of Commerce approached RT-Mart at the beginning of July 2019, suggesting that RT-Mart could play a part to support poverty alleviation efforts in Zunyi.

RT-Mart responded quickly and headed to Tongzi County in Zunyi at the end of the month to inspect and procure local bamboo shoots. The produce was promptly put on the shelves at all Auchan and RT-Mart stores in Shanghai. Special

promotion boards and introduction video were prepared in the supermarkets to promote the sale. In July 2020, RT-Mart continued to support the bamboo shoots in Zunyi as part of the poverty alleviation project and sold the produce at all Auchan and RT-Mart stores in Shanghai till the offseason in October.

Since 2014, RT-Mart has been introducing produce like red dates and walnuts from Minlong Co Ltd, a Shanghai-based company that supports the agricultural industry in the Xinjiang Uygur Autonomous Region. The produce is planted, purchased, processed, packaged, local worker hired and taxes paid in Zepu County in Xinjiang's Kashgar Prefecture. Sales have been growing as they are popular with Shanghai residents.

In May 2020, on suggestions from the Moutai poverty alleviation group in the Zunyi Bureau of Commerce, Moutai group's supporting work team in Daozhen County inspected and conducted researches in Daozhen Gelao and Miao Autonomous Prefecture in Guizhou. RT-Mart joined the event later and donated 2.7 million yuan to the following two projects:

Freezer for edible fungi in Daozhen County: Solving the construction of the edible fungi project with its facilities in Wuyi Village of Luolong Town and Pingmo Community of Pingmo Town.

Workers, women and youth community "Dream Bridge" in Daozhen County: Solving the construction of the "Residents' Dream Chasing Bridge" comprehensive service center in Bayi Community, Shangba Town.

RT-Mart set up special counters selling local food in Zunyi at its five outlets in Shanghai including Zhabei, Yangpu, Kangqiao, Daning and Sijing from June 17, 2020, and RT-Mart will sell local food in a long term.

化学成就你我， 责任点亮未来

Chemistry yields achievements in lives, social responsibilities brighten the future

企业介绍

沙特基础工业公司 (SABIC) 是世界知名的多元化化工企业，总部位于沙特利雅得。SABIC 的制造工厂遍布全球多个国家和地区，包括美洲、欧洲、中东和亚太地区，产品涵盖化学品、通用以及高性能塑料，农业营养素和钢铁。我们帮助客户在建筑、医疗设备、包装、农业营养素、电子电器、交通运输和清洁能源等关键终端市场发掘新的机会。

自上世纪 80 年代进入中国以来，SABIC 一直是中国实现可持续发展的成长伙伴。作为中国改革开放的见证者和参与者，SABIC 不断扩大在华投资以抓住新的发展机遇。以“化学成就你我™”为理念，SABIC 与多位中国行业领军企业建立了战略合作伙伴关系，并积极投身于推动中国“一带一路”倡议与“沙特 2030 愿景”的战略对接。

目前，SABIC 在上海拥有一座先进的研发中心，并在上海、广州和重庆建有三家工厂，业务范围遍及中国 14 个城市，拥有超过 1500 名员工。此外，SABIC 与中石化在天津还建有一家合资公司中沙天津石化有限公司 (SSTPC)，为中国打造了一座现代化的石化综合体。



案例介绍

2020 年，是具有里程碑意义的一年。这一年，我们不仅将迎来“十三五”规划的收官，更将通过全面打赢“脱贫攻坚战”，确保实现全面建成小康社会的目标。然而，2020 年，也注定是不平凡的一年。新冠肺炎病毒全球大流行，全世界范围内的所有国家都在经历一场没有硝烟的抗疫之战。

面对疫情，沙特基础工业公司（SABIC）迅速响应国家号召，捐款 800 万元人民币定向援助湖北省多家医院。同时，作为医疗卫生行业的关键上游企业，SABIC 充分发挥自身优势，通过紧急供给原材料以满足个人护理产品、医用产品及医疗设备的生产需求。全力为抗疫提供支持，彰显了 SABIC 负责任的企业公民形象以及对人类命运共同体概念的深切认同。

自 2019 年末至今，沙特基础工业开展了教育扶贫的相关企业社会责任活动，其中包括定向帮助云南偏远山区孩子，为他们带去一双新鞋、一个新书包的“爱履行爱满小书包”活动，以及针对新冠期间上网课有困难的孩子开展的“助学流浪包”项目。两个项目共计令云南、安徽、上海的超过 280 名小学生受益。

爱履行爱满小书包

在贫困偏远山区有大量的儿童没有鞋穿或者没有良好的健康卫生意识，“两年只有一双鞋、与兄弟姐妹合穿一双鞋、鞋穿到实在无法再穿了才能有新鞋”的情况随处可见。此外，很多孩子至今没有养成良好的洗漱习惯和正确的洗漱方法，对处于身体发育关键阶段的他们来说非常不利。除了生活经济条件相对落后之外，在学习方面，他们也难以接受到音乐、体育、美术等方面的教育，形成了较大的城乡教育落差。

SABIC 号召员工参与“爱履行爱满小书包”活动，通过亲手彩绘一双帆布鞋，为偏远地区的孩子带去舒适、健康和喜悦，给孩子们提供一双个性化、舒适好看的鞋子；同时，手工制作一册故事绘本，为孩子们提供一个机会，去看看外面的世界，满足他们的奇思妙想和好奇心。随书附上一盒彩色画笔，一面镜子、一把梳子，一起装入爱心书包，让孩子们可以每天梳理一番天使般的面容，开心地去上学，去收获更多知识和成长。

收到公司的活动号召后，重庆、南沙、北京、上海的同事一呼百应，一共有 200 多位 SABIC 员工参与了此次活动，于 2020 年元旦将 145 双鞋和 35 套书包送至云南省保山市昌宁县鸡飞镇完全小学的 180 位学生手中。

助学流量包

受 2020 年初新冠肺炎疫情的影响，全国中小学开始实施线上教育，学生在家中通过手机、电脑进行线上学习。然而，偏远山区的学校以及上海市的外来务工人员子弟学校中的部分学生，因为家庭经济条件问题，虽然大部分家庭拥有学习设备，但未安装宽带，同时移动网络流量价格又相对比较高，线上学习条件无法保障，线上课程困难亟待解决。一直关注国内儿童教育状况的 SABIC，发起了为孩子们捐赠网络数据流量的志愿服务项目。

在活动过程中，SABIC 志愿者们深入了解了部分困难家庭的孩子们的家庭和学习状况，并征集了用于网络课程的手机号码及运营商信息，进行精准的网络数据流量月包发放。项目分别针对云南省保山市鸡飞镇完小、安徽省宿州市砀山县赵屯乡汪屯小学、上海市浦东新区民办联营小学以及青浦区香花桥小学共 3 地 4 所小学进行了网络数据流量捐赠，共有 100 位家庭经济较困难的学生得到了 SABIC 助学流量包项目的捐赠。每一位受助的孩子，会根据不同的运营商收到 60-70G 的网络数据流量月包，满足一个月的网络课程学习需求。

云南省鸡飞镇完小校长表示：“孩子们年初领到了你们捐来的爱心书包、爱心鞋，这次又捐助我们线上学习的流量，体现了贵公司对农村教育事业无尽关怀和热心支持，你们的‘爱心之举’给我们送来了春天般的温暖，更激励着乡下孩子立志求学，实现更加灿烂辉煌的人生梦想！”

Company Profile

Headquartered in Riyadh, SABIC is a global leader in diversified chemicals. SABIC's manufacturing plants are located in many countries and regions around the world, including the Americas, Europe, the Middle East and the Asia-Pacific region. Its products include chemicals, general and high-performance plastics, agricultural nutrients and steel. We help customers discover new opportunities in key end markets such as construction, medical equipment, packaging, agricultural nutrients, electronic appliances, transportation and clean energy.

Since entering China in the 1980s, SABIC has been a partner for sustainable development in the country. As a witness of and participant in China's reform and opening-up, SABIC continues to expand its investment in China to seize new development opportunities. With the vision of "long-term relationships built on strong chemistry," SABIC has established strategic partnerships with a number of leading companies in China and is actively engaged in promoting the strategic connection between China's Belt and Road Initiative and "Saudi Vision 2030."

At present, SABIC has an advanced R&D center in Shanghai, and three factories in Shanghai, Guangzhou and Chongqing. The company's business covers 14 cities in China with more than 1,500 employees. In addition, SABIC and Sinopec have established Sinopec SABIC Tianjin Petrochemical Company Limited, a joint venture in north China's Tianjin, to create a modern petrochemical complex for China.

Case Introduction

Year 2020 was a year of landmarks. During the year, we not only embraced the last year of the 13th Five-Year Plan, but also pushed

to achieve the goal of building a moderately prosperous society in all respects through winning the "hard battle against poverty" comprehensively. However, year 2020 was destined to be an extraordinary year as the novel coronavirus pulled all nations together in the global battle against it.

Facing the COVID-19 pandemic, SABIC responded quickly to the call of the nation and donated 8 million yuan (US\$1.21 million) for hospitals in Hubei Province, former epicenter of the outbreak. SABIC took full advantage of its position as a key upstream enterprise in medical and health-care industry to meet the demand for personal care products, medical products and medical equipment through emergency supply of raw material. Providing support for the fight against the epidemic has best demonstrated SABIC's image as a responsible corporate citizen and its deep recognition of the concept of a community with a shared future for mankind.

Since the end of 2019, SABIC has carried out many activities in the fields of education and poverty alleviation to take its corporate social responsibility, including the "Love for fulfillment, schoolbags full of love" activity, aiming to help kids in remote mountainous areas in southwest China's Yunnan Province. With the activity, the kids received new shoes and schoolbags. We also carried out "student-assisted vagrant package" project for children who had difficulties to take online lessons during the novel coronavirus outbreak. The two projects have benefited more than 280 primary school students in Yunnan and Anhui provinces and Shanghai.

Love for fulfillment, schoolbags full of love

In the remote and poor mountainous areas in Yunnan Province, kids have no shoes, while some don't even have adequate health and hygiene concepts. It's common to see kids wearing a pair of shoes for two years, sharing

shoes with brothers or sisters, or only buying new shoes when the old ones can no longer be used. In addition, many children don't have good hygiene habits and correct personal hygiene methods, which is very detrimental to them at a critical stage of their physical development. Apart from poor living conditions and economic standards, they lack education in music, sport and art, revealing a huge gap between urban and rural education.

SABIC called on its employees to take part in the "Love for fulfillment, schoolbags full of love" activity, through which they brought comfort, health and joy to children in China's remote areas and provided them with pairs of personalized, comfortable and beautiful shoes. Employees handed crafted story books to provide children with an opportunity to see the outside world and satisfy their whims and curiosities. They also sent boxes of colored brushes, mirrors and combs in the schoolbags, so that children can go to school happily, harvest more knowledge and grow healthily.

More than 200 SABIC employees joined activities in Nansha City and Chongqing, Beijing and Shanghai during the New Year holiday of 2020. Also, 145 pairs of shoes and 35 schoolbags were sent to 180 students of Full-grade Primary School of Jifei Town in Yunnan Province.

Donating data packages for students to take online class

Students from primary, middle and high schools across the nation started to take classes online due to the COVID-19 from early 2020, using smartphones or computers as the medium.

For students from remote mountainous areas and families of migrant workers in Shanghai, most have the facilities but lack broadband telecom service due to poor financial conditions. In addition, mobile networks' data traffic prices are relatively high, making it

even more difficult for students to take online classes. So SABIC, which has always been concerned about children's education in China, initiated a voluntary service project to donate data traffic of mobile networks to children.

During the activity, volunteers of SABIC gained insight into the home and education status of some students from impoverished families. They collected the mobilephone numbers and details of mobile network operators for the online classes so that they could hand out the monthly data packages accurately. The project covered four primary schools including Full-grade Primary School of Jifei Town in Baoshan of Yunnan, Wangtun Primary School of Dangshan County of Suzhou City in Anhui Province, Lianying Primary School in Pudong New Area and Xianghuaqiao Primary School in Qingpu District in Shanghai. A hundred students received the donation of data packages from SABIC. Each of them received 60G to 70G data packages a month from operators of mobile networks, which is enough for them to take online classes for one month.

"The children have received the schoolbags and shoes you donated at the beginning of the year. This time we received your donation of data packages for our online learning, which shows your company's endless care and enthusiastic support for education in rural areas," said headmaster of Full-grade Primary School of Jifei Town surnamed Yu. "Your charity project brings us spring-like warmth and hope, which inspire the children from rural areas to study and realize a more brilliant dream in life!"

守护成长，筑梦凉山

A guardian and dream builder for children in Liangshan

企业介绍

赛诺菲是首批进入中国的跨国药企之一，自1982年进入中国市场以来，以中国人民的健康需求为战略核心，始终秉持“扎根中国、服务中国”的承诺。企业肩负着所在地人群的健康使命，为患者持续创新，不忘初心，伴随中国医药健康行业共同成长。

如今，作为值得信赖的行业领导者，赛诺菲的足迹遍及中国2000多个县市，为中国引入40余种高质量的创新药品和疫苗，同时惠及近千万名慢性病患者，以及数百位罕见病患者，助力“健康中国2030”建设。赛诺菲用38年的信任与承诺，以最高道德标准，致力为提升中国人民健康水平而努力，“让生命绽放”。

案例介绍

2017年，中央发布《关于支持深度贫困地区脱贫攻坚的实施意见》，明确了深度扶贫“三区三州”的方向，要求加强教育扶贫、兜底保障等工作。赛



诺菲积极响应政府号召，走入“三区三州”的深度贫困地区，落实对特殊贫困人口的全面援助，助力当地实现“两不愁三保障”。

四川省凉山彝族自治州的“失依儿童”数量约有 2 万人，由于父母亡故等原因，这些儿童无人抚养，生活得不到保障，且当地儿童失学、辍学现象比较普遍。为帮助大凉山的孩子们获得更好的教育资源，赛诺菲联合凉山州玛薇社工发展中心，陆续在四川省凉山彝族自治州美姑县、昭觉县的 4 所学校建立了以寄宿制为基础的“赛诺菲希望爱心班”，累计资助超过 263 万元，帮助 291 个失依儿童接受义务教育，为当地失依儿童提供生活、学习等支持，不仅让孩子重拾上学的机会，也回应了孩子成长的真实需求。

项目主要从物质生活、情感陪伴和全面赋能三个方面支持“赛诺菲希望爱心班”失依儿童的成长和教育。此外，赛诺菲也安排员工志愿者定期到访，为“爱心班”的学生们提供陪伴和健康知识。

持续支持凉山，校园生活无忧

“赛诺菲希望爱心班”为全寄宿制，全年共计 10 个月在校生活。项目为每个爱心班学生提供 300 元月补给，支持孩子们校园寄宿生活中的吃穿用度和健康保健。结合政府支持的寄宿制补贴和营养餐，“赛诺菲希望爱心班”项目为学生们安排每日营养餐，为孩子们成长发育提供充足的营养。在项目影响下，学生们告别了饥饿和早期营养不良，营养改善也为教育扶贫打下了良好的基础。

爱心陪伴守护，关注情绪健康

失依儿童自幼缺少来自父母的陪伴，获得的心理关爱不足，研究表明此类经历可能会导致孩子出现心理或行为问题。由此，“赛诺菲希望爱心班”项目提供了由专业社工老师面向失依儿童的辅导和陪伴，关注失依儿童的情绪健康。社工老师们以生活管理老师的角色进入项目，通过课程辅导和游戏体验，完成孩子的正向引导，弥补儿童情感缺失。社工老师还会进行家庭探访，鼓励寄养家庭支持失依儿童继续读书，确保更多的孩子不会中途辍学。

全面赋能，未来可塑

除了基本生活支持和情感陪伴，“赛诺菲希望爱

心班”项目还为学生提供正向引导，全面赋能。通过丰富的课外活动和特殊课程，拓宽学生的眼界，树立正确的价值观，在民族自信、职业发展、艺术教育、金融教育领域为学生打开新的大门。

推行彝族文化进校园，践行双文化教育

除了常规教育，项目将彝族文化融入课堂，通过教授彝族的传统习惯，风俗礼仪等民族文化，引导学生敞开心怀拥抱世界的同时，做文化自信的彝族人。双文化环境中长大的学生，未来会天然肩负起文化保护和文化传播的责任。他们或留在凉山，成为带领大家走向新世界的领袖；或走出大山，促进彝汉两族共融。

引入素质教育，推进学生全面发展

项目为孩子们开展素养教育，促进孩子多元发展，让孩子们可以变成勇敢、智慧、自信的彝族青年。项目社工们专门设计了职业发展课程，帮助“爱心班”的学生做出合理的职业规划。还针对彝族人民好客的特点，设置了财商教育课程，提升学生们的金融素养，管理并逐步积累财富。此外，项目也安排了艺术教育课程，以期培养他们的基础审美能力、基础鉴赏和创作能力，引导他们通过艺术表达情感，伴随积极的情绪和心态成长。

爱心家长志愿相伴，卫生课程守护健康

赛诺菲关注“爱心班”项目的孩子健康成长，员工们也自发奉献爱心，或成为远程资助学业的“爱心家长”，或成为定期探访的赛诺菲义工，以自己的方式关注支持着学生的学习生活。资助孩子学业的“爱心家长”，一部分会参与公司每年组织的“赛诺菲希望爱心班”凉山探访，深入大凉山，了解孩子们一年来的学习和生活情况，参与孩子们的毕业典礼，与孩子们平等对话。赛诺菲鼓励支持员工通过志愿服务的方式持续支持“爱心班”。赛诺菲成都义工团，每年自发前往凉山，为爱心班的孩子提供陪伴与健康教育。还依托自身在医疗健康领域的专长，为孩子们带来了健康常识课，减少孩子们由于不良生活习惯带来的健康隐患。

2020 年是脱贫攻坚决战决胜之年，也是赛诺菲中国走进大凉山的第 11 年。11 年来，赛诺菲坚守着与这片土地上这群特殊的孩子之间的承诺。让

人欣慰的是，我们在努力践行企业社会责任的同时，也换取了 291 个美梦成真的机会。我们希望为更多微小又伟大的梦想筑巢，为希望飞出凉山的孩子们插上有力的翅膀，让他们飞得更远更高。

Company Profile

Sanofi is one of the first multinational pharmaceutical companies to enter the Chinese market. Since 1982, Sanofi has been focusing on Chinese people's health needs and upholding its "Rooted in China, Serving China" commitment. Shouldering the mission to protect the health of people where the company is based, Sanofi bears in mind its original purpose and continues to innovate for patients while growing together with the Chinese medical and health industry.

Today, as a trustworthy industry leader, Sanofi has spread across more than 2,000 cities in China, introduced over 40 innovative medicines and vaccines with high quality, benefiting millions of chronic patients and those suffering from rare diseases and supported the construction of "Healthy China 2030." With the trust and commitment for 38 years, Sanofi complies with the highest ethical standards, strives to improve Chinese people's health and empowers life.

Case Introduction

In 2017, the State Council issued the Opinions on Supporting Poverty Alleviation in Profound Poverty-stricken Areas and made a clear direction of deepening the poverty alleviation in "Three Regions and Three Prefectures," including Tibet Autonomous Region, Tibetan regions in Qinghai, Sichuan, Gansu and Yunnan provinces, Hotan, Aksu, Kashgar, Kizilsu Kirghiz prefectures in southern Xinjiang, and Liangshan, Nujiang and Linxia prefectures in Sichuan, Yunnan and Gansu provinces. The opinion also promoted to alleviate the poverty through education. Then, Sanofi actively responded to the mission and went deep into the regions to provide help to the special poverty-stricken population and

facilitate local work to improve people's food, clothing, education, medical treatment and housing conditions.

About 20,000 children in Yi Autonomous Prefecture in Sichuan Province are growing up without the care of adults due to reasons like their parents passing away, which resulted that children's lives had no guarantee, and it is common for them to drop out of school. To help children in Liangshan obtain better educational resources, Sanofi cooperated with the Liangshan Yi Autonomous Prefecture Mawei Development Center to set up four "Sanofi Hope and Love Class," all of which are boarding schools, in Meigu and Zhaojue counties in Liangshan and donated over 2.63 million yuan (US\$400,000) to help more than 2,000 left-behind children receive compulsory education and give them support in lives and studies. The children are taken care of not just in education but also in their actual growing-up needs.

The project supports these left-behind children in terms of material life, emotional company and comprehensive abilities. Volunteers of Sanofi will pay visits regularly to share health knowledge with the students.

Support Liangshan for carefree school days

Sanofi's "Sanofi Hope and Love Class" is a boarding school with 10 months living on campus. The project provides each child with a monthly subsidy of 300 yuan to cover their accommodation and health expenditure.

Combined with the subsidies and nutrition diet supported by the government, "Sanofi Hope and Love Class" project provides enough daily nutrition to foster student's growth. It has also helped students get rid of hunger and malnutrition, and nutrition improvement also lays the foundation for poverty alleviation in education.

Love and company for emotional health

Research shows that the experience of lacking the care from parents can lead to psychological or behavioral problems, so the "Sanofi Hope and Love Class" project brought professional social workers to guide and accompany with the children, focusing on the emotion of them.

They appeared as teachers who helped manage children's lives. Through class tutoring and games, they guided children in a positive way and made up for their emotional loss.

They also visited the families of left-behind children, encouraging foster families to support them to continue their education, making sure that they would not drop out of school.

Comprehensive abilities to shape the future

Apart from the support in life and emotional company, the project also guided students positively and built their comprehensive strengths through plenty of curriculum courses and special lessons to broaden their vision, help them establish proper values and open a new door to their own nationality confidence, professional development, art and finance education.

Bringing in Yi culture for bicultural promotion in school

In addition to regular classes, the project brought the culture of Yi ethnic minority into the lessons, involving folk traditions and customs to make children feel proud about their Yi minority while embracing the world. Students growing up in such dual cultures will naturally undertake the responsibility to protect and promote their culture. Staying here in Liangshan, they will become leaders taking people out to see the world or walking out of Liangshan to

build bridges between Yi and Han peoples.

Introducing quality education for students' comprehensive development

Quality education that stimulates multiple development of children has been carried out through the project, nurturing them to be brave, smart and confident. Social workers designed career development courses for them and help them work out a reasonable career plan. Business courses have been set up to cultivate students' financial sense and helped them manage and accumulate money. Besides, art lessons were also arranged to develop their basic aesthetic, appreciation and creation abilities which would guide them to express themselves through art, and they could grow up with a positive mindset.

Passionate volunteers give company with hygiene lessons

Sanofi cares for the healthy growing of every child of the project with its staff donating funds to the project to become a "caring parent," while some volunteered to visit there regularly, paying attention to their lives and studies in their own ways. Some of the "caring parents" visit annually to see how the children have been in the past year in terms of life and studies, talk to them and attend their graduation ceremony. Sanofi also encourages its staff to support the class with voluntary work, so a volunteer group visits Liangshan each year, accompanying the children and providing health lessons based on their professional knowledge to decrease the health risks brought by negative habits.

The year 2020 was a decisive year in the battle against poverty and is the 11th year since Sanofi China launched its work in Liangshan. Over the years, Sanofi has kept its promise to this special group of children. It is comforting to know that when we make efforts

to fulfill our corporate social responsibility, we are rewarded with almost 300 opportunities for dreams to come true. We hope to pave the way for more small yet great dreams and empower the children in Liangshan with firm wings to fly higher and farther.

推进家园建设，引领产教融合 ——双管齐下助力国家扶贫工程

Promoting homeland construction and leading the integration of industry and education to help poverty alleviation

企业介绍

迅达集团于1874年成立于瑞士，以家族姓氏Schindler命名，是全球领先的电梯、自动扶梯、自动人行道及相关服务的供应商。迅达业务遍布于全球一百多个国家和地区，拥有超过6.6万名员工。迅达于1980年进入中国，成立了中国第一家工业性合资企业，并于2006年完成独资化，目前为100%瑞士迅达集团控股。2014年、2015年，位于上海嘉定的扶梯、电梯新工厂先后正式投产；2016年9月，迅达电梯中国区迁址嘉定园区，见证了瑞士迅达进一步扎根中国、立足长远的意愿。

四十年来，迅达中国以优质的产品和服务为中国的城市化发展，尤其是高层地标、商业地产、公共交通等做出了贡献。同时，迅达也通过各种形式在中国积极践行企业社会责任。

案例介绍

迅达品质，助力实现脱贫梦想

云南省昭通市靖安安置区是全国最大跨县易地



扶贫搬迁安置区，是脱贫攻坚的“头号工程”和标志性工程，按照“中央统筹、省负总责、市县抓落实”的工作机制，全力推进搬迁安置和后续扶持各项工作，涉及大关、彝良、永善、盐津、镇雄、昭阳区6县（区）299个贫困村的4万余名搬迁对象。建设项目占地面积2712.43亩，总建筑面积185.48万平方米，涉及安置住宅建筑面积109.56万平方米。住宅以17、15层高层为主，13层小高层为辅。迅达共为111栋社区建筑提供了222台迅达电梯设备及相关服务。

2019年1月，靖安新区异地扶贫搬迁建设总任务立项。得知消息后，迅达立即抽调精兵强将，以“迅达速度”创造记录：2019年6月电梯设备及安装合同签订，2019年7月电梯设备开始发货，2019年10月完成发货，2019年11月30日所有电梯设备完成安装，项目合同总工期，历时135天。为配合项目建设工期，迅达化被动为主动，指导项目组统一思想、科学组织、提前沟通、精心部署深入施工现场，克服现场施工条件复杂等重重困难，与安装合作方团结一致，为按时完成易地扶贫搬迁安置区建设任务提供了强有力的支持工作。项目安装工程高峰期投入工人180余人，分两班倒施工，171台设备同时作业。

迅达提供的所有电梯设备已于2020年7月底全部通过验收，4万多名贫困群众陆续入住，安全、放心地使用上迅达的电梯设备。迅达品质造就的靖安置区将成为广大搬迁群众的美丽新家园。

授人以渔，深化校企合作

瑞士以精密仪器制造闻名于世，通过专注于质量并不断追求卓越，向世人诠释了“工匠精神”，而这背后也是瑞士对职业教育发展的大力支持。

迅达电梯高度重视在中国的电梯职业教育培训，为中国电梯行业不断输送人才的同时，通过“授人以渔”的方式为贫困地区的年轻人创造改变人生的机会。2007年，迅达中国在业内率先建立深度校企合作机制，积极主导与高职院校合作开设电梯工程技术专业，带动相关、相近专业同步提升与发展，创办电梯学院，并在全国范围内不断拓展培训基地。截至目前，迅达在全国范围内的合作学校近百所，其中有29所深度合作院校，累计设备投资总费用超千万元，并派驻资深的培训专家进行运维。在迅达的校企合作中，更重要的是帮助合作院校从

招生、专业建设、课程定制、教材编写、教师培养、教学课件、实操练习、顶岗实习、对口就业给予全方位合作保障。

根据过去五年的不完全统计，迅达中国为合作院校累计提供了约7000人次的学生实习机会，其中招聘了逾2500名的技术学徒工，分别输送到一线维保、安装、生产以及迅达控股子公司，每年为合作院校毕业生提供近500个就业岗位。2019年12月，迅达集团中国区首席执行官施达毓先生在和上海市外商投资协会会长黄峰先生的会谈中了解到上海市东西部扶贫协作与对口支援典型案例，并表示身为勇于承担社会责任的企业公民，迅达愿为中国的扶贫事业贡献力量。

2020年，在上海市外商投资协会的支持下，迅达中国与上海市思麦公益基金会及上海房地产学校开展合作，帮助16位来自云南省红河州元阳县的学生到上海房地产学校就读2020级“思麦迅达班”智能楼宇专业。而这也推动迅达中国校企合作在更具针对性地以培训教育助力中国打赢“脱贫攻坚战”、促进贫困地区社会经济道路上迈出坚实的一步。

迅达有着来自云南不同地区的员工，他们曾在就读当地中职学校期间加入迅达实习，之后毕业并转正，成为高级工程师、转入分公司负责业务销售或是其它管理岗位，得到了良好的职业发展。这些员工的成功经历也促使迅达将目光投向中职教育。凭借业内领先的校企合作机制以及培养技术人才的丰富经验，迅达有足够的帮助这些来自元阳县的初中毕业生接受更优质的中等职业教育。

除了给予这16位来自元阳县的学生生活资助补贴外，迅达还将通过线上线下的课内外交流互动、课程及教学内容支持、提供顶岗实习机会等多个渠道为项目的后续进展提供全方位支持，全流程帮助学生健康成长，使他们能在专业领域掌握一技之长，摆脱贫困，实现发展。

Company Profile

Schindler Group was founded in Switzerland in 1874 and named after the founder. It is the world's leading supplier of elevators, escalators, moving walks and related services. Schindler has operations in more than 100 countries and regions around the world and has more than 66,000 employees.

Schindler entered China in 1980 and established China's first industrial joint venture. It turned to a wholly foreign-owned company in 2006 and is currently completely owned by the Swiss Schindler Group. In 2014 and 2015, the new escalator and elevator factories in Shanghai's Jiading District were officially put into production, and Schindler Elevator moved to Jiading in September 2016, which witnessed the vision of Schindler to further take root in China and build a long-term foundation.

Over the past four decades, Schindler China has contributed to China's urbanization development with high-quality products and services, especially high-rise landmarks, commercial real estate and public transportation. At the same time, Schindler has also actively implemented corporate social responsibility in China through various forms.

Case Introduction

Schindler's quality helps realize the dream of poverty alleviation

The Jing'an Resettlement Zone in Zhaotong City of Yunnan Province is the country's largest cross-county resettlement area for poverty alleviation and relocation. It is a landmark project for poverty alleviation, involving more than 40,000 people in 299 poor villages in six counties and districts including Daguan, Yiliang, Yongshan, Yanjin, Zhenxiong, and Zhaoyang. The construction project covers an area of 2712.43 *mu* (180.8 hectares), with a structure

area of 1.09 square kilometers and 1.85 square kilometers of residential buildings with 13, 15 or 17 floors. Schindler provided a total of 222 Schindler elevator equipment and related services for 111 community buildings.

In January 2019, the general task of poverty alleviation and relocation in Jing'an New District was established. After learning the news, Schindler immediately mobilized elite employees and set a record with a fast speed. The elevator equipment and installation contract was signed in June 2019. Then the elevator equipment began to be shipped in July, and the shipment was completed in October. On November 30, 2019, all elevator equipment finished installation. The total construction period of the project lasted only 135 days. In order to meet the project construction schedule, Schindler turned passive to active, guided the project team to collect ideas, organized scientifically, communicated in advance, overcame difficulties, such as complex construction conditions on site, and alliance with the installation partner to complete on time. During the peak period, more than 180 workers were sent to the construction on two shifts, and 171 pieces of equipment were operated at the same time.

All elevators provided by Schindler have passed the acceptance at the end of July 2020, and more than 40,000 poor people moved in to use Schindler's elevators safely and securely. The Jing'an resettlement area created by Schindler's quality has become a beautiful new home for the masses of relocated people.

Teach people how to fish and deepen school-enterprise cooperation

Switzerland is famous for its manufacturing of precision instrument throughout the world. By focusing on quality and pursuing excellence constantly, it has interpreted the "craftsmanship spirit" to the world, and behind this is Switzerland's strong support for the development of vocational education.

Schindler Elevator attaches great importance to elevator vocational education and training in China. While continuously delivering talent to the Chinese elevator industry, it has also created life-changing opportunities for young people in poverty-stricken areas through the method of “teaching people to fish.” In 2007, Schindler China took the lead in establishing an in-depth school-enterprise cooperation mechanism in the industry, actively leading the cooperation with higher vocational colleges to launch elevator engineering and technology majors, driving the development of related majors, establishing elevator academies and training bases throughout the nation. Up to now, Schindler has nearly 100 cooperative schools in China, including 29 in-depth cooperative schools, with a total equipment investment of over 10 million yuan (US\$1.4 million) and has dispatched senior training experts for operation and maintenance. In Schindler’s school-enterprise cooperation, it is key to help partner colleges and universities establish comprehensive cooperation from enrollment, major construction, curriculum customization, textbook compilation, teacher training, preparing courseware, practical exercises, internships and counterpart employment.

According to incomplete statistics for the past five years, Schindler China has provided about 7,000 student internship opportunities for partner institutions, including more than 2,500 technical apprentices who were sent to the frontline maintenance, installation and production, providing nearly 500 jobs for graduates of partner universities every year. In December 2019, Daryoush Ziai, CEO of Schindler China, learned about the cooperation of poverty alleviation between the east and west parts and typical cases of pairing assistance during a meeting with Huang Feng, chairman of the Shanghai Foreign Investment Association. As a corporate citizen who has the courage to take on social responsibility, Schindler is willing to

contribute to China’s poverty alleviation.

In 2020, with the support of Shanghai Foreign Investment Association, Schindler China cooperated with Shanghai Smile Foundation and Shanghai Real Estate School to help 16 students from Yuanyang County in Honghe Prefecture of Yunnan Province who studied in intelligent building at Shanghai Real Estate School. This also promoted Schindler’s school-enterprise cooperation in China to take a solid step on the road of more targeted training and education, helping China win the fight against poverty and promote the social and economic development in impoverished areas.

Schindler has employees from different regions in Yunnan who joined Schindler as an intern while attending a local secondary vocational school, then became senior engineers after graduation and transferred to a branch company to be responsible for business sales or other management positions. The successful experience of these employees also prompted Schindler to focus on secondary vocational education. With the industry’s leading school-enterprise cooperation mechanism and rich experience in cultivating technical talent, Schindler is capable of helping these middle school graduates from Yuanyang County receive better secondary vocational education.

In addition to giving these 16 students from Yuanyang County the living subsidies, Schindler will also provide support for the follow-up progress of the project through multiple channels, such as online and offline intra and extra-curricular exchanges and interactions, curriculum and teaching content support and internship opportunities with all-round support, and whole process to help students grow up healthily, so that they can master a skill in the professional field to get rid of poverty and achieve development.

爱心手牵手，百企对百村

‘Village-company partnership’ in targeted poverty alleviation

企业介绍

上海三菱电梯有限公司成立于1987年1月，由上海机电股份有限公司和日本三菱电机株式会社等四方合资组建。公司投资总额2亿美元。2020年销售电梯10万台，营业收入220亿元人民币。至2020年11月10日，上海三菱电梯已累计出厂交付100万台电梯。上海三菱电梯现有总部员工约2000人，分布在全国各地的分公司员工近1万余人。

公司以“为用户提供上上下下的享受，为社会创造更和谐的生活空间”为企业使命，秉承“以用户为中心，为用户创造价值”的企业价值观，坚持“务实、进取、创新、协同”的工作方针，为实现“成为受人尊敬的电梯企业，保持基业长青”的企业愿景不懈前行。



案例介绍

上海市奉贤区庄行镇浦秀村城乡结对综合帮扶项目

从2013年起，上海三菱电梯党委根据集团党委统一部署，积极做好第三轮城乡党组织结对帮扶工作，每年根据签约协议向结对的上海市奉贤区庄行镇浦秀村提供5万元帮扶款，5年共计25万元。

此外，根据集团党委工作要求，积极响应庄行镇提出的扶贫帮困专项基金募集倡议，从2016年起向庄行镇扶贫帮困专项基金捐助帮困款3万元，2年共计6万元。多次走访浦秀村，了解实际困难和需求，开展更有针对性的综合帮扶活动，送上帮困慰问金共计1.8万元。第三轮城乡党组织结对帮扶款总计32.8万元。

第四轮城乡党组织结对帮扶从2018年开始，至2022年底，5年将再提供共计25万元帮扶款。

为进一步深化综合帮扶工作，帮助庄行镇困难群体改善生活，2019年，上海三菱电梯采购了1.4万元庄行镇浦秀村果农种植的黄桃。2020年又采购了2.8万元黄桃，发放给防疫志愿者，作为高温慰问水果，这也进一步解决了当地农产品销售难的问题。

云南鲁木克村结对项目

云南省曲靖市富源县墨红镇鲁木克村，距墨红乡镇18公里，距县城72公里，临近贵州省。这个偏远村庄下辖5个村民小组，共有农业人口454户1812人，基础设施条件薄弱，经济结构单一，贫困面大，贫困程度深，贫困人口多，贫困因素复杂。

上海三菱电梯按照《关于开展“双一百”村企结对精准扶贫行动的通知》（沪合组办[2018]38号）要求及上海市国资委、上海电气集团统筹安排，经与当地协商后初步确定村企结对帮扶方案和措施。

• 结对帮扶

结对帮扶工作为期三年，每年计划出资15万元，三年共计45万元，从2018年至2020年结束，帮助解决贫困群众关心的急难愁问题。

• 基建扶贫

经镇、村、小组实地规划，并结合实际，通过

召开民主大会，充分听取群众意见后确定项目前期重点以建设鲁木克村的基础设施为主，安装太阳能路灯，改善群众的生产生活条件。

第一期计划2019年2月至2019年12月，出资30万元，由上海三菱电梯提供援滇项目资金30万元。

项目建成后产权属墨红镇鲁木克村委会小嘎那村集体所有，可有效改善群众生产生活条件，提升村庄整体发展实力，提高村民科技意识。在建设中，上海三菱电梯也注重保护传承当地少数民族的文化，房屋设计和路灯灯柱都包含彝族文化概念，这样就能使添置的硬件设置不显得那么突兀。据统计，项目的受益农户有84户，计369人，其中建档立卡贫困户18户，计79人。

第二期将出资15万元，计划于2020年下半年完成。

Company Profile

Shanghai Mitsubishi Elevator Co Ltd was established in January 1987 by a four-party joint venture, including Shanghai Mechanical & Electrical Industry Co Ltd and Mitsubishi Electric Corp, with an investment of US\$200 million. The company sold 100, 000 elevators in 2020, reaching an operating revenue of 22 billion yuan (US\$3.3 billion). By November 10, 2020, Shanghai Mitsubishi Elevator had shipped and delivered a total of 1 million elevators. It has nearly 2,000 employees in its headquarters and more than 10,000 employees in its branch companies across China.

With a vision to “become a respected and lasting elevator enterprise” and keeping faith in the working methods of being pragmatic, aggressive, innovative and cooperative, we always adhere to the philosophy of “providing the customers with enjoyable elevator service and the community with a more harmonious living space,” together with the core value of “customer centered and creating value to the customer.”

Case Introduction

Assistance partnership with Puxiu Village, Zhuanghang Town, Shanghai's Fengxian District

Since 2013, Shanghai Mitsubishi Elevator has proactively carried out the third-round work of establishing assistance partnership between urban and rural Party organizations. During 2013 to 2017, Shanghai Mitsubishi Elevator donated 50,000 yuan to Puxiu Village, according to the agreement.

In addition, we actively responded to the fundraising initiative for the poverty alleviation project in Zhuanghang Town as required by the group's Party Committee and have donated 60,000 yuan to Zhuanghang

for poverty alleviation since 2016. We also paid several visits to Puxiu Village to learn the actual difficulties and needs, in a bid to carry out more targeted and comprehensive assistance. We sent 18,000 yuan to help people in need. The third round of the urban-rural assistance partnership raised 328,000 yuan in total.

The fourth round of the project started in 2018 and will last till the end of 2022, which will also provide financial aid of 250,000 yuan over the five years.

To further deepen this comprehensive assistance partnership, in 2018, Shanghai Mitsubishi Elevator purchased yellow peaches worth 14,000 yuan grown by farmers in Puxiu Village to improve the livelihoods of the disadvantaged groups. In 2020, the company purchased 28,000 yuan worth of yellow peaches which were distributed to the volunteers who worked for the novel coronavirus prevention and control. Doing so not only solved the problem of slow sales of produce but also relieved summer heat for the volunteers with sweetness.

Assistance Partnership Project in Lumuke Village, Yunnan Province

Lumuke Village, located in Qujing City, Yunnan Province, is 18 kilometers from Mohong Township and 72 kilometers from Fuyuan County. This remote village manages five villagers' groups including 454 households of 1,812 people. The factors of poverty are complicated including weak infrastructure, single economic structure, wide range and deep extension of poverty and large poor popularity.

Shanghai Mitsubishi Elevator made a poverty alleviation plan in Lumuke Village, in accordance with the requirements of Notice on “Double Hundred” Targeted Poverty Alleviation by Village-Company Partnership and the coordinated arrangements by the State-owned Assets Supervision and Administration

Commission of Shanghai and Shanghai Electric Group, after consultation with the local government.

- **Pairing assistance**

The pairing assistance lasted for three years, with an annual donation of 150,000 yuan each year with 450,000 yuan in total from 2018 to the end of 2020, to help solve urgent problems and difficulties for the impoverished people.

- **Poverty alleviation by improving infrastructure**

After planning by groups, villages and town with the villagers' voice heard through a democratic assembly, Shanghai Mitsubishi Elevator eventually determined that the earlier stage of the poverty alleviation project should focus on infrastructure construction of Lumuke Village, including the installation of solar streetlights to improve villagers' living condition.

The first phase of the project from February 2019 to December 2019 was funded with 300,000 yuan by Shanghai Mitsubishi Elevator.

After the project was completed, the property rights belonged to Xiaogana Village of Lumuke Village Committee of Mohong Town. The project can effectively enhance the development of the village and raise villagers' awareness of science and technology. During the construction, Shanghai Mitsubishi Elevator focused on the protection of the local minority culture, such as the design of houses and road lamps with the culture of Yi minority, so that the infrastructure could naturally integrate into daily life. According to the estimates, the project has so far benefited 84 households of 369 people, including 18 impoverished households of 79 people.

民盟“天使工程”助力医疗扶贫

‘Angel Project’ empowering medical poverty alleviation with China Democratic League

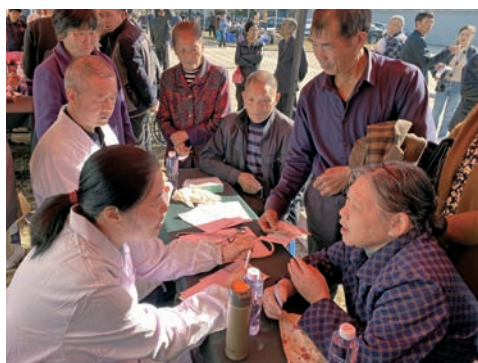
企业介绍

西门子医疗是一家拥有超过 170 年历史的总部位于德国的医疗技术公司。公司在全球范围内持有 1.8 万个专利，业务范围分布全球 70 多个国家，总计有约 5 万名员工。西门子医疗的目标是通过全面实现数字化医疗，助力医疗服务提供者在各自领域推进精准医疗、转化诊疗模式、改善患者体验，以全方位助力其提升价值。

案例介绍

多年来，西门子医疗一直把承担社会责任视为企业发展的必要条件，把参与健康扶贫作为服务社会的重要实践。民盟作为在中国共产党领导下的中国特色社会主义参政党，始终秉承“奔走国是 关注民生”的优良传统，积极参与健康中国建设，推动基层卫生事业发展和民生改善。

为推动解决医疗资源配置不均衡问题、助力分级诊疗体系建设，西门子医疗系统有限公司与民盟



中央社会服务部合作开展了天使系列医疗帮扶活动。目前,“天使系列”工程已开展了“微天使工程”(2014)、“超天使工程”(2015-2016)、“守护天使工程”(2017至今),截至目前已覆盖全国20个省份,近400家医院,涉及西门子CT、核磁共振、血管机、X线诊断、彩超、流水线等产品超过650台。从设备装备、医师培训等多方面、多角度推动基层医疗机构的能力提升,有效地推动了分级诊疗体系的建设。

这几年,西门子医疗与民盟中央社会服务部开展了一系列的医师培训和医院学科建设,例如:“天使健康行”大型义诊;乳腺筛查公益活动;“空中课堂”中华医学会远程体系化培训;“影像医学继续教育学分卡”帮助基层医院的医生提高专业能力并获得国家级I类学分;“天使日新计划”与新东方共同助力天使项目落地地区的学校图书馆建设、开展基层医生线上英文培训等等。另外,“双中心建设”是西门子医疗联合国家卫健委脑卒中防治委员会、中国胸痛中心等权威机构,支持医院优化产品方案,助力基层医院建立卒中、胸痛疾病的区域急救中心,以及医院相关学科建设。西门子医疗致力为医院提供长期服务保障,促进优质医疗资源高效共享,更好的解决县域群众看病就医问题,帮助提升天使医院所在区域的医疗卫生服务水平。

随着我国数字5G的正式商用化,西门子医疗紧跟国家政策,依托5G赋能医疗的大环境,数字化已经成为西门子医疗中国的战略重点之一。西门子5G远程CT、MR、超声远程操控技术的研发成功,从传统的“远程合作阅片”跨度到了“远程合作扫描”,5G物联网从医学影像数据产生的源头通过远程操作来把控数据准确性和提高扫描数据质量。同时借助5G网络或互联网,专家端可以为下级医院提供实时远程操控指导和专业支持。对于克服当今中国医疗水平不均衡,更好推动优质医疗资源下沉具有积极意义。目前已在福建省成功举办西门子医疗数字5G启动仪式,这意味着西门子医疗将与民盟一起为相关基层医疗机构提供5G解决方案,助力数字化医疗5G在中国的实施。

在抗击新冠疫情期间,西门子医疗第一时间驰援湖北抗疫,向湖北多地医院提供了急需的CT、超声等设备;公司和西门子中国共同捐赠价值1500万元人民币的医疗设备,西门子医疗员工自愿捐赠累计220万元。抗疫期间,西门子医疗和民盟一起向全国范围内项目落地的医院捐赠了约25万只医用外科口罩。

“精准扶贫、影像先行,影像精准、百县先行”,西门子医疗与民盟合作实施的“天使工程”,有效地提高了贫困地区乡镇卫生院、县级医院的影像装备和诊断水平,强化县域医院在分级诊疗中的关键作用,缓解老百姓看病难、看病贵的问题,为实现“大病不出县”提供有力支持,收到良好的社会反响。

Company Profile

Siemens Healthineers is a medical technology company headquartered in Germany with 170 years of history. It holds 18,000 patents globally and has over 50,000 employees in more than 70 countries. Our mission is to enable health-care providers to increase value by empowering them on their journey towards expanding precision medicine, transforming treatment models and improving patient experience, all enabled by digitalizing health care.

Case Introduction

Over the years, Siemens Healthineers has always regarded its social responsibility as a necessary condition for corporate development and the participation in poverty alleviation by lifting the level of health as an important practice to serve the society. The China Democratic League, as a socialist party with Chinese characteristics under the leadership of the Communist Party of China, has been adhering the tradition of “working out the major policies and paying attention to the people’s livelihoods,” proactively participating in the construction of a healthy China, promoting the grassroots health-care development and improving the people’s livelihood.

In order to help solve the problem of unbalanced allocation of medical resources and promote the construction of the hierarchical diagnosis and treatment system, Siemens Healthineers Ltd and the Social Service Department of the CDL Central Committee cooperated to carry out the “Angel Series” medical support activities. Now, the “Angel Series” project has carried out the “Mini Angels Project” (2014), “Super Angel Project” (2015-2016) and “Guardian Angel Project” (from 2017 till now), covering 20 provinces and nearly 400

hospitals and involving over 650 sets of Siemens products, including CT, MRI, DSA machine, X-ray diagnosis, color ultrasound and assembly line. The project has enhanced the capacity of grassroots medical institutions and promoted the construction of the hierarchical diagnosis and treatment system from various aspects, such as medical equipment and physician training.

Over the past few years, Siemens Healthineers and the Social Service Department of the CDL Central Committee have promoted a series of physician training and hospital discipline construction, such as the “Angel Health Trip” free clinic, charity activities for screening breast cancer, “Air Class” for remote systemic trainings held by Chinese Medical Association, “Credit Card for Continuing Education of Image Medicine” that helped grassroots doctors improve their professional skills and obtain state-level class I credits and the “Angel Daily Update Program,” which cooperated with the New Oriental School, helped build school libraries in the areas where the Angel programs were implemented and carried out online English training for grassroots doctors. In addition, Siemens Healthineers has joined hands with the Stroke Prevention and Control Committee of the National Health Commission and the China Chest Pain Center to support hospitals in optimizing their product solutions and helping them establish regional emergency centers for stroke and chest pain diseases, as well as building up related disciplines. Siemens Healthineers is committed to providing long-term service guarantee for the hospitals, promoting efficient sharing of superior quality medical resources, better solving the problem of access to medical care for the people in all localities and helping to improve the medical and health services in the region where angel hospitals are located.

With the commercialization of the 5G technology in China, digitalization has become

one of the strategic focuses of Siemens Healthineers China. Siemens Healthineers followed the policy and empowered the medical services by the 5G. Siemens 5G remote CT, MR and ultrasound remote control technology have been successfully developed, transforming from the traditional “remote collaborative image-reading” to “remote collaborative image-scanning.” The 5G Internet of Things enabled the remote operation to deliver the medical image and data in high accuracy. At the same time, with the help of the 5G network or the Internet, the expert side can provide real-time professional guidance support for the grassroots hospitals, which mark a great step in overcoming the imbalance of medical resources in China today and better offer quality medical resources to grassroots hospitals. The “5G Digitalization of Siemens Healthineers” launching ceremony was held in Fujian Province, which meant that Siemens Healthineers would cooperate with CDL to provide 5G solutions to relevant grassroots healthcare institutions, in a bid to implement medical 5G-digitalization in China.

During the fight against the COVID-19, Siemens Healthineers immediately aided Hubei Province, former epicenter, and provided intensively needed equipment including CT and ultrasound to many hospitals in Hubei. The company and Siemens China jointly donated medical equipment worth 15 million yuan (US\$2.3 million), while employees of Siemens Healthineers donated 2.2 million yuan. During the outbreak of novel coronavirus, Siemens Healthineers together with the CDL donated about 250,000 medical surgical masks to the hospitals where the Angel projects landed throughout China.

Siemens Healthineers followed the mission of providing “precise poverty alleviation, imaging first and accurate imaging in a hundred countries.” The Angel projects promoted and carried out by Siemens Healthineers in

cooperation with the CDL has effectively improved the imaging equipment and diagnostic level of the health centers and county hospitals in poverty-stricken areas, strengthened the function of county hospitals in the hierarchical diagnosis and treatment system, alleviated the problem of limited access to and high cost of medical treatment and provided powerful support for the realization of “curing the minor illness at the county hospital,” all of which have received good social response.

闪亮生活，美好世界

Lighting for brighter lives and a better world

企业介绍

昕诺飞（原飞利浦照明）是全球照明领导企业，致力于开启照明的非凡潜力，创造“闪亮生活，美好世界”。公司业务涵盖专业照明、消费照明、物联网照明。

飞利浦品牌的照明产品，Interact 智能互联照明系统和数据服务，改善了家居生活、美化了建筑和公共景观。2019 年，昕诺飞年销售额达 62 亿欧元，在全球 70 多个国家和地区拥有大约 3.6 万名员工。

案例介绍

在中国，昕诺飞积极履行企业公民义务，在可持续运营、创造经济价值的同时，已开展社会公益活动 20 多年。2016 年，昕诺飞在全球发布了下一个五年可持续发展计划——“闪亮生活，美好世界”，致力于全方位履行对可持续发展的承诺。昕诺飞中国充分发挥自身业务所长，调动企业自身及价值链上下游合作伙伴的力量，主要面向中西部地区开展了



一系列以“光”为主题的公益项目，截至目前累计帮扶对象已超过5万名。

专业技术与产品，点亮人生

2016年11月9日至11日，昕诺飞携手中华环境保护基金会，前往新疆叶城县柯克亚乡喀拉尤勒滚村、阿其克拜力都村、果萨斯村和塔尔阿格孜村开展了“点亮未来”公益项目的竣工验收系列活动。该项目应用环保节能的照明解决方案，为这四个电力匮乏的山村捐赠了140套太阳能LED路灯和2904只LED灯泡，解决了该地区夜间道路照明问题，改善了家庭照明条件，使1500户家庭的近6000人从中受益。

2016年12月12日，昕诺飞在四川省德阳市中江县会龙镇中心学校举行了“中西部地区中小学校校舍照明改善示范项目”捐赠仪式及志愿者活动。该项目在中国照明电器协会的指导下，为德阳三所中小学校捐赠了416套共计1100余件照明灯具，改善了全部52间教室的照明条件，获益师生近3000人。

2017年8月，昕诺飞支持“绿色光亮扶贫助困进千家”公益项目，向昆明市寻甸、禄劝两县捐赠LED照明产品，项目覆盖近3000户家庭，受益群众逾万人。“绿色光亮扶贫助困进千家”公益项目由中国质量认证中心及昆明市科技局主办，云南省绿色能源行业协会、中国可再生能源学会光伏专业委员会等机构共同承办，旨在将环保节能的照明产品应用在精准扶贫项目中，帮助贫困地区农户家庭节省电费支出的同时改善家庭照明条件。昕诺飞此次捐赠LED灯泡8000只，吊灯及台灯200盏，员工志愿者还走访当地村镇提供现场支持。

点亮未来 放飞梦想 — 江西西湖乡照明改善公益行动

2018年5月3日，在中国质量认证中心及其上海分中心、中华环境保护基金会的指导与支持下，昕诺飞走进位于赣皖交界山区的江西省景德镇市浮梁县西湖乡，向全乡4所小学及6个教学点捐赠了总价值逾30万元人民币的照明设备。该笔捐赠将极大改善10处校舍的照明条件，700余名师生及其家人将从中获益。

阅香情 耀未来 — 云南香格里拉教室照明改善公益行动

2017年11月，昕诺飞政府及公共事务部到香格里拉市东坝小学等三家学校做了照明方面的调研，确定香格里拉市学校教室照明需要进行改善，并与市教育局和多个学校进行沟通，拟定香格里拉市学校教室照明分批推进的原则，实行全市中小学校教室照明的改善。至2018年5月10日，第一批11所学校的2000套灯具全部到位。

2018年5月11日，由中华环境保护基金会和昕诺飞共同发起的“光，耀未来”公益项目在云南迪庆州香格里拉市正式启动实施。该项目拟为香格里拉全市中小学校提供教室照明现状评估及实施改造工程，以期通过科学系统的评估与设计，提升全市21所学校的教室照明条件。该项目得到了上海市驻迪庆工作小组、香格里拉市泸滇合作领导小组办公室的全程指导，以及香格里拉市教育局的大力支持，经过近半年的筹备，项目专家组对全部学校的照明现状做了摸底，并针对每所学校的实际情况制定了专门的改造方案。该项目于2018年底全面竣工，全市2万余名学生及教职工从中受益。

5月11日和12日，来自昕诺飞的近十余名志愿者走进香格里拉中小学校，开展了多项志愿服务工作。专业设计人员及技术类志愿者为各校电工提供了照明系统设计思路介绍与改造培训，有的志愿者深入山区学校收集落实照明现状与改善需求，还有的志愿者走进教室为学生讲授科普课程等，开展了形式多样的互动。

携手中国质量认证中心对甘孜贫困地区的学校和村民进行照明物资捐赠

梭坡乡小学坐落于甘孜藏族自治州丹巴县梭坡乡莫洛村大桥头，学生生源主要来自全乡的11个行政村，学校现设四个教学点——小学两所（梭坡乡小学和卜角顶完小）、幼儿园两所（卜角顶片区幼儿园和梭坡乡幼儿园），是一所乡村寄宿制学校。学校所在地自然条件恶劣，交通不便，历史上的受教育比例低，当地村民缺乏一技之长，主要靠打零工和务农维持生计，大多数学生家庭经济非常困难。中国质量认证中心成都分中心于2017年与该校达成结对帮扶意向，2020年春节期间，昕诺飞中国携手中国质量认证中心向该学校师生捐赠学习专用台灯300台，LED球泡1464个，受益人数约750人。

路灯照亮乡村 绿色点亮未来 — 湖南省古丈县太阳能路灯援助项目

湖南省湘西土家族苗族自治州古丈县地处偏远山区，曾是国家级深度贫困县（2020 年 2 月实现脱贫摘帽，退出贫困县行列）。过去，这里没有一盏路灯，太阳一落山，路上便不见一人。如果有事需要出门，村民只好打着手电筒，深一脚浅一脚地在山中摸黑前行。龙王湖村又以留守老人居多，没有路灯，更是埋下了安全隐患。2018 年，中华环境保护基金会联手昕诺飞（中国）投资有限公司，启动了在湖南省古丈县的“绿色点亮未来”太阳能路灯援助项目。2019 至 2020 年期间，为方便村民夜间出行，昕诺飞中国向古丈县的龙王湖村和崩山村共捐赠了 200 套总价值 100 万元的太阳能路灯，并提供安装方案、路灯验收、调试等技术保障，解决村民夜间出行难的问题。同时，该项目在发改委国家节能中心的指导下，完全按照其拟定的中国乡村太阳能路灯技术指导规范实施，是中国第一个示范性项目。2020 年 10 月，顺利完成专家评审和项目的验收。

光，超乎所见。它更存在于每一个被照亮、被温暖的心中。

展望未来，昕诺飞一如既往践行对可持续发展的承诺，持续回馈中国社会。

Company Profile

Signify (formerly Philips Lighting) is a world leader in lighting for professionals, consumers and the Internet of Things and dedicated to unlocking the extraordinary potential of “light for brighter lives and a better world.”

The lighting products, the Interact intelligent Internet lighting system and data services improve the living environment and beautify the buildings and public landscapes. In 2019, we reached an annual sale of 6.2 billion euro (49.8 billion yuan) and owned approximately 36,000 employees in over 70 countries.

Case Introduction

In China, Signify actively fulfills its corporate social responsibilities and has been conducting public welfare events for more than 20 years while operating sustainably and creating economic value. In 2016, Signify issued its next five-year global sustainable development plan — “Light for brighter lives and a better world” — committed to fulfilling its commitment to sustainable development in all aspects. By giving full play to its strengths and mobilizing the company itself and those partners within its value chain, Signify carried out a series of “light” themed public welfare projects, mainly in central and western China and has helped more than 50,000 people by far.

Professional technologies and products to light up the lives

From November 9 to 11, 2016, Signify, in partnership with the China Environmental Protection Foundation, visited Kalayoulegun, Aqikebailidu, Guosasi and Ta'er'agezi villages in Kekeya Township, Yecheng County, the Xinjiang Uygur Autonomous Region, to conduct

the complete approval for the “Light Up the Future” public service program. The program adopted environmentally-friendly and energy-saving lighting solutions and donated 140 solar-powered LED streetlights and 2,904 LED bulbs to the four electricity-lacking villages. The donation solved the road lighting problem at night and improved the lighting conditions for the local families, benefiting nearly 6,000 people in 1,500 households.

On December 12, 2016, Signify held a donation ceremony and provided voluntary service at Huilong Town Central Primary School in Zhongjiang County in Deyang City of Sichuan Province as its demonstration base of the “Lighting Improvement in Primary and Middle Schools in Midwest Project.” Under the guidance of the China Association of Lighting Industry, the project donated 416 lighting equipment for three primary and secondary schools in Deyang, which improved the lighting conditions in all 52 classrooms and benefited nearly 3,000 students and teachers.

In August 2017, Signify supported the “Green Light Poverty Alleviation for Thousands of Impoverished Households” public welfare project and donated LED lighting products to Xundian and Luquan counties in Kunming, Yunnan Province, covering nearly 3,000 households and benefiting more than 10,000 people. The project was sponsored by China Quality Certification Center (CQC) and Kunming science and technology bureau and co-organized by Yunnan Green Energy Industry Association and China Photovoltaic Society, which aimed to apply environmentally-friendly and energy-saving lighting products to help the families in poverty-stricken areas. To reduce the electricity costs and improve the lighting conditions, Signify donated 8,000 LED bulbs and 200 pendant lamps and table lamps to the impoverished families and sent volunteers to provide on-site service.

Lighting up the future and flying Your dreams — Charity action of improving lighting condition in Xihu Township, Jiangxi Province

On May 3, 2018, under the guidance and support of CQC, CQC Shanghai branch and the China Environmental Protection Foundation (CEPF), Signify donated more than 300,000 yuan worth of lighting equipment to four elementary schools and six teaching stations in Xihu Township in Fuliang County in Jingdezhen City of Jiangxi Province, a poverty-stricken area located in the mountainous area along the Jiangxi-Anhui border. The donation greatly improved the lighting conditions of the 10 school buildings and benefited more than 700 teachers and students as well as their families.

Minhang-Shangri-La love, lighting up the future — Charity action of improving classroom lighting conditions in Shangri-La, Yunnan Province

In November 2017, the governmental and public affairs department of Signify paid an investigation visit to three schools in Shangri-La and conducted lighting conditions research in classrooms, the result of which indicated an instant change. Thus, Signify cooperated with the city’s education bureau, contacted several local schools and decided to improve the classroom lighting conditions in batches for the primary and middle schools. By May 10, 2018, the first batch of 2,000 sets of lighting equipment for 11 schools had all been installed.

On May 11, 2018, Signify and CEPF jointly initiated and implemented the “Light for Better Learning” public welfare project in Shangri-La City in Diqing Prefecture of Yunnan Province. Aimed to assess the classroom lighting conditions and renovate the lighting facilities, the project improved the lighting conditions for 21 primary and middle schools in Shangri-

La, according to scientific design and systemic assessment. With the support of the city's education bureau, the Shanghai work group based in Diqing Prefecture and the Shanghai-Yunnan cooperation office in Shangri-La, investigated the schools' lighting conditions for half year and made renovation plans for each school. The project was completed by the end of 2018, benefiting more than 20,000 students and faculties.

On May 11 and 12, 2018, about 10 Signify volunteers visited the primary and middle schools in Shangri-La and carried out voluntary services. The professional designers and technicians provided training to the schools' electricians on lighting system design. Some volunteers went to the schools in mountainous areas to inspect the lighting conditions and collect the requirements, while others delivered science lectures for the students via diverse interactions.

Donation by Signify and CQC to the schools and villagers in impoverished areas in Ganzi Prefecture

Located in Moluo Village, Danba County, Ganzi Tibetan Autonomous Prefecture, Suopo Township Primary School has four teaching spots — two primary schools (Suopo Township Primary School and Bojiaoding Complete Primary School) and two kindergartens (Suopo Township Kindergarten and Bojiaoding District Kindergarten), with its students enrolled from 11 administrative villages. Due to the severe natural condition and poor transportation infrastructure, the literacy rate of the population is relatively low, and the villagers lack vocational skills. The villagers make their livings mainly on odd jobs and farming, and most students' families are in great difficulty. In 2017, the CQC Chengdu center established a twinning partnership with those schools. During the Spring Festival in 2020, Signify China and CQC donated 300 lamps, especially for study, and

1,464 LED bulbs to the teachers and students, benefiting nearly 750 people.

Streetlights lighting up the countryside, green lighting up the future — Solar Streetlights Poverty Assistant Program in Guzhang County of Hunan Province

Guzhang County, located in the remote mountainous area in Xiangxi Tujia and Miao Autonomous Prefecture, Hunan Province, was a poverty-stricken area and got rid of poverty in February 2020. In the past, people could hardly see anyone on the streets after the sun went down because there was no streetlight, and they had to walk in the dark with the help of an electric torch. The lack of streetlights also laid hidden dangers to the elderly in Longwanghu Village. In 2018, CEPF and Signify China Investment Co Ltd launched the "Green Lighting up the Future" project in Guzhang County, which enabled the villagers to safely walk at night. From 2019 to 2020, Signify donated a total of 200 solar streetlights worth one million yuan (US\$154,700) to Longwanghu and Bengshan villages in Guzhang County and provided technical services, including installation, completion acceptance and testing. Meanwhile, this project, regarded as the first demonstration project in China, was implemented according to the Technical Guidance of Solar Streetlight in Rural Areas of China drawn up by the National Energy Conservation Center of the National Development and Reform Commission. In October 2020, the project passed the expert evaluation and acceptance.

Light is beyond what is seen. It exists in every heart that is illuminated and warmed.

As we look ahead, Signify will continue to fulfill the commitment to sustainable development and give back to the community.

科技赋能，创意助力

Technology empowers education and creativity
assists dream

企业介绍

索尼公司是民用及专业视听产品、游戏产品、通信产品、核心部件和人工智能等领域的先导之一，加之在音乐、影视、互动娱乐以及在线业务方面的成就，使其成为全球知名的创意娱乐公司。

自创立以来，索尼公司始终坚持以创新科技引领时尚生活，不断创造出令人感动和惊奇的娱乐体验。目前，索尼公司在全球 140 多个国家和地区建立了分 / 子公司和工厂，集团 70% 左右的销售来自于日本以外的市场，数以亿计的索尼用户遍布世界各地。索尼将通过紧紧抓住快速增长的消费群体，创建相关兴趣社群，更敏锐地贴近人来创造消费需求。

案例介绍

“索尼梦想教室”是索尼中国于 2013 年创立的公益项目。公司秉持“为了下一代”的索尼全球企业社会责任理念与“植根中国、长远发展”的对华



业务发展战略初衷，“梦想教室”集成“One Sony”力量，联合索尼在华多个业务集团和部门共同参与。索尼利用先进的电子教学设备、有趣的科普教育课堂、丰富的音乐影视等内容，全方位引入企业在科学探索、创意娱乐领域积累的丰富经验，为欠发达地区的孩子们提供更多样化的学习方式和更优质的学习环境。该公益项目通过科学、音乐、艺术等多多样化的课程开展，放飞孩子们的梦想，为更多孩子打开新世界。

截至2020年，索尼中国累计在全国111座城市的211所学校建立214间索尼梦想教室，覆盖31个省及直辖市，57所高校的大学生实践团队参与其中。大学生支教累计长达8665天，开展梦想36032课时，影响人数超649万。

2020年“索尼梦想教室”的主题是“发现中国原生态文化”。除了捐赠软硬件资源外，索尼中国还为大学生提供了相机和手机等拍摄器材，鼓励他们记录支教的点滴，探寻中国原生态文化。此外，索尼中国今年加大了对大学生志愿者团队的支持力度，由20所高校升级为30所，让更多的年轻人用他们的爱心和热情，带领乡村孩子发现生活中的美好，助力中国教育事业的发展。同时，“索尼梦想教室”也积极响应“精准扶贫”政策，在教育部、团中央指导下，于山东、山西等贫困地区建立示范教室，助力脱贫攻坚。

2020年9月19日，秉承“为了下一代”的企业社会责任理念，索尼梦想教室入驻山东省菏泽市李田楼镇初级中学。在新冠疫情全球肆虐的大背景和教育信息化的大趋势下，该校迫切需要远程教育教学所需的现代化教育设备。索尼在捐赠教学桌椅、体育用具和粉刷教室的同时，也为该校带来了包括电视、投影仪、音箱在内的电子教学设备。

除捐赠硬件设施外，作为一家建立在坚实技术基础上的创意娱乐公司，索尼特别邀请了索尼音乐娱乐X哇唧唧哇旗下艺人邓典、田燚来到现场。作为索尼梦想教室的“公益大使”，两位艺人也与老师和同学分享了追求音乐梦想的心路历程与诸多趣事。2020年初，新冠疫情席卷全球，索尼集团迅速设立了一亿美元新冠全球基金，并采取了多种多样的行动帮助抗击新冠疫情。热心公益的邓典、田燚积极参加了索尼音乐娱乐发起制作的公益歌曲——《Love Never Left》（爱从未离开），该曲的全部版权收益将捐献至疫区。在和大家分享自己的求学、音乐、公益的经历后，邓典、田燚还和同学们合唱了这首

饱含希望的《Love Never Left》，并祝愿同学们不忘初心，勇敢追求梦想。

李田楼镇初级中学所在的菏泽市历史悠久，人文气息浓厚，诞生了伏羲、少昊、帝舜等华夏先祖。在去年“发现中国原生态文化”这一主题的引导下，同学们手持索尼相机通过照片传达了自己心目中的优秀中华传统文化，发掘出更多生活点滴中的人文脉络。在落成仪式后的索尼数码影像公开课上，李田楼镇初级中学的师生们、出席落成仪式的嘉宾们和来自索尼数码影像部门的导师共同交流了摄影技术与心得。一张张出自学生的照片，无滤镜、无修饰，展现出青年人眼中的美好生活和对家乡文化的认知。

索尼中国副总裁伊东祐表示：自在中国开展业务以来，索尼认真履行企业社会责任，在环境、教育等方面持续投入，力求为下一代创造更好的成长环境。“索尼梦想教室”积极响应“精准扶贫”政策，希望在一些欠发达地区建立更多梦想教室，助力教育扶贫，为更好的明天和孩子们更灿烂的笑脸而不断奋斗！

Company Profile

Sony is one of the pioneers in the fields of civilian and professional audiovisual, game and communication products, core components and artificial intelligence. Together with its achievements in music, film and television, interactive entertainment and online businesses, it has become a world-renowned creative entertainment company.

Since its establishment, Sony has always insisted on leading with innovative technology and has continuously created moving and surprising entertainment experiences. Sony has branches and factories in more than 140 countries and regions around the world. About 70 percent of the group's sales come from markets outside Japan. There are hundreds of millions of Sony users all over the world.

Case Introduction

“Sony Dream Classroom” is a public welfare project founded by Sony China in 2013. The company adheres to the Sony global corporate social responsibility concept of “For the Next Generation” and the China business development strategy of “Long-term Development Rooted in China.” Sony Dream Classroom integrates the power of “One Sony” and unites Sony’s multiple business groups in China. Sony uses advanced electronic teaching equipment, interesting science education classrooms and rich music, film to introduce a rich experience in the fields of scientific exploration and creative entertainment, providing children in underdeveloped areas with more diverse learning methods and a better learning environment. The public welfare project has been carried out through diversified courses such as science, music and art to realize children’s dreams.

As of 2020, Sony China had set up a total

of 214 Dream Classroom in 211 schools in 111 cities of 31 provinces, with the participation of students from 57 universities for 8,665 days and 36,032 class hours, benefiting over 6.49 million people.

The theme of “Sony Dream Classroom” in 2020 was to “discover China’s original ecological culture.” In addition to donating software and hardware resources, Sony China provided shooting equipment such as cameras and smartphones to college students, encouraging them to record their stories during the teaching support project and explore China’s ecological culture. In addition, Sony China increased its support for college student volunteer teams last year with 10 more colleges and universities involving in the program. So the program has 30 colleges and universities to offer volunteers now, allowing more young people to help rural children discover the beauty in life. At the same time, “Sony Dream Classroom” also actively responded to the “targeted poverty alleviation” national policy. Under the guidance of the Ministry of Education and the Central Committee of the Communist Youth League, demonstration classrooms were established in poverty-stricken areas of Shandong and Shanxi provinces to help fight against poverty.

On September 19, 2020, adhering to the corporate social responsibility concept of “For the Next Generation,” Sony Dream Classroom entered the Litianlou Town Middle School in Heze City of Shandong Province. Amid the novel coronavirus and digital evolution, the school urgently needed modern educational equipment for distant education and teaching. While donating teaching desks, chairs, sports equipment and painting classrooms, Sony also brought electronic teaching equipment, including TVs, projectors and speakers, to the school.

As a creative entertainment company based on solid technology, in addition to donating hardware facilities, Sony specially

invited Deng Dian and Tian Yi from Sony Music Entertainment. As “public welfare ambassadors” of Sony Dream Classroom, the two artists also shared with teachers and students their journey of pursuing music dreams. At the beginning of 2020, amid the COVID-19, Sony Group quickly established a US\$100-million global fund and took a variety of actions to help fight against the COVID-19. Deng and Tian, who are enthusiastic about charity, actively participated in the charity song “Love Never Left” initiated and produced by Sony Music Entertainment. All the copyright income was donated to the epidemic area. After sharing their experiences of study, music and public welfare with everyone, Deng and Tian also sang the hopeful “Love Never Left” with the students, urging them not to forget their original intention and bravely pursue their dreams.

Heze City, where the Litianlou Town Middle School is located, boasts a long history and a strong cultural background. It gave birth to Chinese ancestors such as Fu Xi, Shao Hao and Emperor Shun. Under the guidance of the theme of “Discover China’s Original Ecological Culture” last year, the students held Sony cameras to convey the excellent Chinese traditional culture in their eyes through photos and unearthed more cultural connections in life. After the Sony Digital Imaging Class was inaugurated, teachers and students from Litianlou Town Middle School and guests attended the inauguration ceremony, and instructors from Sony’s digital imaging department exchanged photography techniques and experiences. The photos taken by the students with no filter and modification showed a beautiful life in the eyes of young people and knowledge of their hometown culture.

“Since the start of business in China, Sony has been earnestly fulfilling its corporate social responsibilities, continuously investing in environment and education and striving to create a better growth environment for the next generation. ‘Sony Dream Classroom’ actively responds to the national targeted poverty

alleviation policy, and Sony China hopes to build more dream classrooms in underdeveloped areas, helping educational poverty alleviation and continue to strive for a better tomorrow and brighter smiling faces of children,” said Ito Hiroshi, vice president of Sony China.

助力云南咖啡走向世界

Helping Yunnan's coffee go global

企业介绍

作为全球首屈一指的专业咖啡烘焙商和零售商，星巴克公司于 1971 年成立于美国西雅图，1999 年进入中国市场，目前在中国大陆 180 多个城市经营着超过 4400 家门店，拥有 58000 余名星巴克伙伴（即员工）。2017 年 12 月，星巴克中国宣布将在五年内与星巴克基金会共同出资 2000 万美元（约 1.32 亿元人民币）用于在华企业社会责任项目，通过四个方面的投入，发挥持久的社会影响力，包括：

- 助力云南咖啡走向世界
- 创造机会，赋能他人
- 社区共建
- 引领可持续

案例介绍

“乡村妈妈加速计划”文化扶贫项目

在贫困乡村，守着传统手工艺留在乡村的年轻



传承人越来越少。因为缺少专业设计、运营经验和宣传渠道，传统手工艺品很难走出乡村，也没法带来太多经济收入。2020年5月，星巴克携手中国妇女发展基金会共同启动星巴克“乡村妈妈加速计划”文化扶贫项目，定向捐赠100万美元，计划在3年内为超过1500名贫困乡村妈妈提供22000余次专项技能培训，提升传统手工技艺、实现居家就业创业，缓解空巢老人和留守儿童问题，在助力振兴乡村经济发展的同时，积极推动中国非物质文化遗产的保护与传承。

项目选择了云南芒市撮花绣、大理扎染，贵州黔台江苗绣和银饰、丹寨蜡染，江西景德镇陶瓷、河北丰宁布糊画、内蒙古呼伦贝尔皮雕、翁牛特旗耳枕，吉林辽源东丰县农民画以及海南白沙市黎锦等十余种历史悠久的珍贵传统手工艺，将在拥有这些非遗手工艺的贫困乡村建立10个妈妈合作社，为乡村妈妈提供手工技艺、运营管理、市场营销等相应培训，以现代创新理念为她们的作品注入新鲜活力，帮助她们更好地走向市场，增加家庭收入，安心留守乡村发展；同时积极培养新一批非遗产业的带头人，鼓励和引导更多当地拥有手工技艺的年轻妈妈加入传承非遗技艺的队伍中，让古老的非遗手工艺逐步走出困境。

项目还将在全国10个一、二线城市选择多家富有特色的星巴克门店开展中国非遗文化的顾客体验沙龙活动，在门店第三空间生动还原“见人、见物、见生活”的场景化体验。通过非遗文化的作品展示、手艺人讲述和现场学习体验等丰富环节，拉近更多年轻顾客与非遗文化的距离，促进传统手工技艺的可持续发展。

多年来，星巴克一直致力于关爱女性群体。从参与“母亲水窖”项目帮助西部妇女改善健康观念、发起外来务工女性职业能力培训赋能女性，到“乡村妈妈加速计划”帮助贫困乡村的妈妈们通过学习和传承非遗技艺，实现“带着娃、绣着花、挣着钱、养着家”的朴素心愿，让家庭过上更好的生活，星巴克始终通过日常的善意善行不断践行企业社会责任。

星巴克也希望通过这个文化扶贫公益项目，带动更多人“唤醒”传统手工艺的生命力，使中国非物质文化遗产得以传承和发扬光大，成为以人文精神回馈社会的又一次有意义的尝试！

云南咖啡产业扶持项目

作为中国咖啡种植大省，云南省的咖啡产量占

全国的98%，拥有种植优质小粒咖啡豆所需的得天独厚的地理气候条件。但因为咖啡品种老化、单一，抵御自然灾害和市场风险能力弱，采摘方式不科学和加工环节落后，以及咖农缺乏市场营销意识和技能，因此咖农的收入微薄，生活较为困难。

“星巴克云南咖啡产业扶持项目”利用星巴克在咖啡行业的领导力和持续稳定的公益捐赠帮助当地咖农种出“好咖啡”过上“好生活”，扶持云南咖啡产业的可持续发展，推动高品质的中国云南咖啡走向国际市场。星巴克云南咖啡产业扶贫项目计划在五年内，实现造福云南全省30个村庄，惠及咖农超过5万人次。项目力求以点带面，为乡村振兴探索出一种可行的模式，帮助培育乡村致富带头人、让贫困农户参与到产业链环节中，靠自身努力改变命运，走向美好未来。

2018年10月，星巴克与中国扶贫基金会共同启动一期“星巴克云南保山综合扶贫项目”，捐赠资金50万美元，在云南省保山市潞江镇丛岗村、赧亢村开展咖啡产业扶贫项目。

2020年4月，星巴克再次携手中国扶贫基金会，启动咖啡产业扶贫二期普洱项目，捐赠资金120万美元，为云南省普洱市下辖的两个国家级贫困县，即宁洱县和孟连县的8个贫困村近1400名咖农提供咖啡初加工设施设备、生产农资以及技术培训等方面的资助，计划在2021年底前，在当地建成8个高品质阿拉比卡咖啡种植示范基地，占地面积不少于4000亩，并培养出一批懂得咖啡种植、生产加工和市场营销的“新咖农”，通过“改条件、降成本、赋能力、增收益”探索出咖啡产业扶贫的创新模式。项目也非常注重咖啡豆种植生产过程中的环境保护。

- 改条件：通过水利设施建设、荫蔽树种植、咖啡树更新等措施改善项目村咖啡示范种植基地生产条件；
- 降成本：根据项目村需求，通过对项目村咖啡定制肥、咖啡初加工设备采购援助的方式降低项目村咖农生产成本；
- 赋能力：通过生产规程和品控管理制定、生产技术培训、驻地技术指导等提升项目村咖农生产能力；
- 增收益：通过市场端链接等综合措施增加项目村咖农收益。

项目开展以来，75%以上的当地农户实现了增产增收。之前只能“靠天吃饭”的当地咖农们，通过项目得到了种植专家的专业指导和实操培训，不

仅率先用上了定制肥，还配备了统一的咖啡晾晒架和全新的蓄水池。当地种植的咖啡品质提升了，咖啡种植也更加高效。

今年3月，星巴克“共享价值”咖啡产业扶持计划迎来了又一重要里程碑——三期智慧农业项目正式启动。星巴克在保山、普洱10个村的两期咖啡产业综合扶持的实践经验，也为星巴克提供了更多创新尝试的可能。星巴克捐赠180万美元（折合人民币约1150万元），携手北京乐平公益基金会在云南普洱10个咖啡种植村试点智慧农业解决方案，通过数字化设备和种植、初加工培训等帮助当地1.8万余人次，持续推动云南咖啡种植社区的可持续发展。

星巴克“读出未来”阅读助学项目

在云南普洱、保山等少数民族聚居区，阅读资源相对匮乏，师资水平较低，孩子们能读到有趣又喜欢的优质童书的机会非常有限。习总书记多次强调“扶贫必扶智，教育是拔穷根，阻止贫困代际传递的重要途径”，本项目旨在体系化赋能当地教师专业成长，赋能乡村孩子终身学习能力，为乡村孩子们提供高品质的阅读，探索缩小中国城乡和不同地区的教育质量差距的可行方式。

2020年6月1日，星巴克携手担当者行动共同启动星巴克“读出未来”阅读助学项目，捐赠80万美元，计划在3年内，在云南普洱和保山两地6个县区的150所乡村小学和幼儿园，建设1600余个分级阅读班级图书角，让约5.5万名当地孩子获得更好的阅读资源；为当地提供线上线下阅读课程和核心师资培训，培养具有辅导儿童阅读素养的种子教师队伍，构建起长期、系统的阅读教育环境；打造4-6个星级阅读生态示范乡镇，形成阅读教育生态榜样力量；打造宁洱县和隆阳区两个县域阅读实验区，形成项目社会影响力的示范带动作用。

项目走进云南普洱市的宁洱县、景谷县、墨江县、孟连县、澜沧县和保山市的隆阳区，累计捐助逾11万册优质童书，涵盖人文、艺术和科学三大领域，并在班级建立分级阅读图书角，让乡村孩子能够自主阅读；同时，还将一系列人文、科学阅读课程以及阅读与成长讲坛等丰富活动，同步以线上直播和线下教授的方式引入当地乡村学校，为乡村教师构建起长期系统可持续的支持和培训体系。主要从以下三方面实施：

- 遇见好书：班班有个图书角，让乡村孩子享有

自由自主阅读优质童书；

- 遇见好师：乡村教师培养系列项目活动，让乡村孩子享有高品质阅读教育；
- 遇见好课：阅读与成长讲坛、未来英才夏令营，让乡村孩子体验更丰富多样的阅读课程。

结语

进入中国市场21年来，星巴克始终满怀回馈社会的无限热忱和时刻秉承的人文精神，致力于为各地社区和顾客带来长期的积极改变。云南代表着星巴克中国咖啡旅程的“最初十英尺”，星巴克倾注了更多初心与敬意。从持续助力云南咖啡种植产业发展，到帮助贫困咖农及子女提高生活水平，从积极扶持当地乡村振兴发展，再到“读出未来”阅读助学公益项目，星巴克持续深耕中国市场、回馈社区和顾客的初心，因云南而拥有更多非凡意义。

Company Profile

As the second-to-none professional coffee roaster and retailer, Starbucks was established in 1971 in Seattle, the United States and entered the Chinese market in 1999. Starbucks owns over 4,400 coffee stores in more than 180 cities in the Chinese mainland, with the number of staff exceeding 58,000. In December 2017, Starbucks (China) announced that it, with the Starbucks Foundation, would contribute around 132 million yuan (US\$20 million) to China's social responsibility programs and exert its profound social influence. The investment is being distributed in four major aspects:

- Help Yunnan's coffee go global.
- Create opportunities and empower others.
- Community co-construction
- Lead sustainable development.

Case Introduction

'Speed-up Plan for Mothers in Village' — Poverty alleviation by cultural approach

Nowadays, fewer youngsters are willing to stay in poverty-stricken villages and earn a living on their traditional handicraft arts. Due to the scarcity of professional design, operation experience and advertising channels, it is hard for these handmade products to find a way out and bring income to the artists. In May 2020, Starbucks, with the China Women's Development Foundation, jointly launched the "Speed-up Plan for Mothers in Village," aiming at alleviating poverty via the cultural approach. The project plans to donate US\$1 million to targeted craftswomen and provide more than 1,500 impoverished mothers with over 22,000 sessions of specialized skills training in three years. This improved their traditional handicraft skills, enabled the mothers to work from home and ameliorated the problems of the empty-

nest elderly and left-behind children. The project not only revitalized the village economic development, but also proactively promoted the protection and inheritance of China's intangible cultural heritage.

The project established 10 Mom's Cooperatives in poverty townships with intangible handicrafts including Duohua Embroidery and silverware in Taijiang County of Guizhou, batiks in Danzhai County of Guizhou, pottery and porcelain in Jingdezhen of Jiangxi, *buhu* painting in Fengning of Hebei which uses different art performances to create a 3D work, leather carving of Hulunbuir and ear pillow of Ongniud Banner in Inner Mongnolia, peasant painting in Dongfeng County of Jilin and Li Nationality Brocade in Baisha City of Hainan Province, with training on traditional handicraft skills, operation management and business marketing. The innovative ideas invigorate the products that are sent to targeted market to increase the family income, revitalizing the villages' economy. The project cultivated a group of leaders in the production of intangible cultural heritages and encouraged and guided more mothers who had skills to be a member of the inheritors, clearing away the dilemma of ancient intangible cultural heritages.

Besides, the project will select a number of distinctive Starbucks stores in 10 first and second-tier cities in China to carry out customer experience salon themed on Chinese intangible cultural heritages and vividly restore the experience of meeting "human, products and life" in the physical stores. Through colorful sessions, such as product exhibitions, craftswomen's narrations and on-site learning activities, the project will shorten the distance between customers and the cultural heritages, promoting the sustainable development of traditional handicrafts.

For years, Starbucks has been dedicated to caring for women via fulfilling its social responsibilities with good will. Projects

including “Mother’s Cisterns,” helping women in western China develop the health concept and empowering them with vocational ability. The “Speed-up Plan for Mothers in Village” which helped mothers in poverty-stricken villages acquire intangible cultural heritage handicraft skills, realizing their simple wish of raising children, doing embroidery, earning money and feeding the family at the same time.

Through this poverty alleviation by cultural approach, Starbucks hopes that this public welfare project will lead more people to invigorate traditional handicrafts and carry forward the Chinese intangible cultural heritages. Starbucks also believes that it will become another meaningful attempt to give back to society with a humanistic spirit.

Poverty alleviation by fostering coffee industry in Yunnan

As a major province planting coffee, Yunnan accounts for 98 percent of China’s coffee production. High-quality, small-grain coffee beans can be produced for the unique geographical and climatic conditions. However, the coffee growers’ income is low and their life become difficult due to the outdated and monotonous coffee varieties which are vulnerable to resist natural disasters, market risks, unscientific picking methods, backward processing ways and the lack of marketing awareness and skills.

Taking advantage of Starbucks’ leadership in the coffee industry and its stable public donations, the “Starbucks Yunnan Coffee Industrial Enabling Project” achieved the goal of improving the livelihood of the coffee growers by producing better products. It also supported the sustainable development of the Yunnan coffee industry and promoted the high-quality products to the international market.

In October 2018, Starbucks and the China Foundation for Poverty Alleviation (CFPA) jointly launched the first phase of the

Starbucks Comprehensive Poverty Alleviation Project in Baoshan (Yunnan) with a donation of US\$500,000 to carry out projects in Conggang Village and Nankang Village of Lujiang Town.

Again, in April 2020, Starbucks and the CFPA together launched the second phase of the project with a fund of US\$1.2 million. The project aimed to help the two state-level poverty-stricken counties, Ning’er Hani and Yi Autonomous Prefecture and Menglian Dai, Lahu and Wa Autonomous Prefecture, in Pu’er City of Yunnan, supplementing eight villages of nearly 1,400 coffee growers with preliminary processing facilities, production materials and specialized skill training. It is planned that eight high-quality arabica coffee planting demonstration bases will be established by the end of 2021, covering an area of no less than 4,000 *mu* (266.8 hectares), and a group of “new coffee growers” who acquire skills of coffee producing, processing and marketing will be cultivated. This project has been exploring an innovative mode of poverty alleviation in the coffee industry through transforming conditions, reducing costs, empowering ability and increasing profits. It also attaches great importance to environmental protection in the process of coffee bean cultivation and production.

- Conditions transformation: Improve the production conditions of the demonstration village coffee planting base through the construction of water conservancy facilities, planting shade trees and updating coffee trees varieties.
- Cost reduction: Costs will be reduced by adopting fertilizers exclusively for coffee planting and purchasing preliminary processing machines according to the demand of the villages.
- Ability empowerment: Production capacity will be enhanced via production procedure management and quality control, production skills training and on-site technical

guidance.

- Profit increase: Coffee growers' income will be increased by linking to the market and other comprehensive measures.

Since the project started, more than 75 percent of local growers have increased their production and income. Local coffee growers who could only depend on the weather before have received professional guidance and practical operation training from planting experts through the project. They have not only taken the lead in using customized fertilizers, but are also equipped with unified coffee drying rack and new reservoirs, improving the quality and productivity.

In March, 2021, Phase 3 Smart Agriculture Project, another milestone, kicked off. The practice gained in Project Phase 1 and 2 which conducted in the 10 villages in Baoshan and Pu'er enabled Starbucks to have more innovative trials. By joining hands with Beijing Leping Social Entrepreneur Foundation, Starbucks donated US\$1.8 million to provide smart agriculture solution in 10 coffee villages in Pu'er. It will continuously contribute to the sustainable development of Yunnan coffee industry and help 18,000 people by means of planting digitalization and primary process training.

'Read for the Future' — Starbucks Students Assistance Project

Schools in Pu'er and Baoshan cities in Yunnan, where ethnic minorities reside, lack of educational resources, less-experienced teachers and the limitation of high-quality books that children are fond of reading. Following what President Xi Jinping said: "to acquire scientific knowledge is the premise of poverty alleviation, and education is an important way to remove the root of poverty and prevent intergenerational transmission of poverty." This project aims to empower teachers to cultivate lifelong learning habits in students, providing high-quality reading materials for students and

narrow the education gaps between urban and rural areas in China.

On June 1, 2020, Starbucks and the Shoulder Action, a non-governmental organization engaging in providing opportunities for children to study in schools, jointly launched the "Read Books and Connect to Future" project, with a donation of US\$800,000 over the past three years, covering 150 rural primary schools and kindergartens in six counties and districts in Pu'er and Baoshan cities. More than 1,600 reading corners and libraries will be constructed, benefiting nearly 55,000 local children. The project will also provide online and offline reading and training courses for local teachers and cultivate qualified teachers with high-level literacy to guide the students to establish a long-term and systematic education environment. In addition, a reading ecosystem will be built, with the construction of four- to six-star reading demonstration towns. Ning'er and Longyang District in Baoshan will be established as pilot zones for the project, forming a driving effect by virtue of the project's social influence.

The project will be further implemented in Ning'er, Jinggu, Mojiang, Menglian, Lancang counties and Longyang District in Yunnan, with more than 110,000 high-quality books in humanities, arts and science fields donated and distributed to the reading corners and libraries. The reading corners are also classified according to the students' grades, helping to cultivate independent reading habit. At the same time, a series of humanities and science reading courses, forums and activities will be introduced to local schools in the way of online and offline teaching, so that a long-term, systematic and sustainable support and training system will be established. The major actions include:

- Find a good book: All classrooms should have a reading corner where high-quality books can be enjoyed by students;
- Meet a good teacher: Rural teachers will be trained via a series of courses themed on

literacy education;

- Get a good lecture: Reading forums and future talent summer camps will enrich the experience of rural students by providing a variety of reading courses.

Conclusion

Since entering the Chinese market 21 years ago, Starbucks has been dedicated to bringing long-term positive changes to communities and customers in China, with an unending passion for giving back to society and a constant commitment to humanity. Yunnan Province, with our original aspiration and respect, represents the “first ten feet” of Starbucks’ coffee journey in China. We continuously support the coffee industry in Yunnan, help its coffee growers to raise their living standards, revitalize the economic development of these areas and broaden the access to quality books for children. These projects exhibit our actions in cultivating the Chinese market and our original intention of giving back to the communities and customers. Our journey in China is becoming more meaningful because of Yunnan.

教育扶贫，爱心育人

Poverty alleviation through education,
cultivating people with care

企业介绍

中国住友商事集团（简称“中国住商”）的母公司—住友商事株式会社（简称“住友商事”）为日本著名的全球五百强企业，1972 年中日邦交正常化后被中国政府指定为“友好商社”。1979 年在北京设立第一个代表处，之后分别以上海、广州为中心设立办事处，截至 2020 年 3 月，中国住商已经有 12 个法人及分支机构，投资的事业公司（合并决算）达到 58 家，在中国广泛开展贸易、投资等业务。

案例介绍

安徽省贫困地区教育支援活动

安徽省贫困地区教育支援项目起始于 2009 年，是一项由公司和职员共同参与的教育支援活动，支援对象为安徽省黄山市歙县经济上有困难的小学、初中、高中生。中国住商在提供生活费补助的同时也开展各类交流活动，帮助学生顺利完成学业。



资助地歙县地处皖南山区，经济发展状况在华东地区较为滞后，当地年轻劳力有大量去临近县市打工谋生，留守儿童问题在当地比较突出。长期同父母疏离，加上教育资源相对缺乏，使得当地学生同大城市的学生相比在沟通、社交能力上比较欠缺。因此，中国住商提供的支援不局限在物质层面上，还开展了各种形式的面对面交流活动，希望给予学生更多人文情感上的关怀，帮助他们全面发展。

中国住商与歙县扶贫办对接，扶贫办会根据当地实际情况每年推选一批在经济上有困难的学生作为帮扶对象，员工会以结对的形式对学生进行一定程度上的经济援助——高中生每名一年支援金额1000元（公司出资500元+员工出资500元）；初中生、小学生每名一年支援金额500元（公司出资250元+员工出资250元）。

同时，我们每年暑期都会邀请一批学生代表到位于陆家嘴的上海住友商事有限公司进行交流，让他们更为实际地感受外部世界的发展，拓宽自己的视野。另外，公司每年还会组织员工代表到当地进行走访，通过了解当地的发展情况以及实际需求，更为精准地帮扶到学生。

截至2020年，公司已经累计向当地学生支援生活费超过109万元人民币，其他物资捐助及交流费用达20余万元，累计参与捐助的员工1400余人次，资助了超过1700名学生（年度捐助金额以及人数请参考下表），其中有近150名学生已经考取了理想的大学，并有不少已经参加工作，开始回报社会。

为了精准把握受资助学生现状，更好地将活动持续下去，公司曾于2019年对之前捐助过的学生做过回访，受访学生中不乏清华、北京航空航天大学等优秀学府的学生。他们均表示得益于公司当时的帮助，缓解了经济上的燃眉之急，自己才得以全身心投入到学业中去，在对此表示感谢的同时，也希望公司能将活动持续下去，帮助到更多的学生。

云南省教育扶贫援助

为关心中国的扶贫开发事业，2008年住友商事以及中国住商经中华人民共和国驻日本国大使馆牵线，向中华人民共和国外交部（以下简称“外交部”）定点扶贫的云南省金平县和麻栗坡县（以下简称“两县”）提供教育扶贫援助资金，支援两县的贫困家庭学生完成高中学业。

两县位于中越边界，外交部于1992年5月选择了两县为定点扶贫县，对其进行帮扶。2008年底由

外交部牵线，时任住友商事株式会社社长的加藤社长与时任中国驻日大使崔天凯大使共同签署了向外交部定点扶贫的两县提供教育扶贫援助资金的协议书。在两县设立“住友商事中国学生助学基金”。

住友商事每年向中国外交部提供1000万日元的金额，由外交部将相应的人民币金额对两县进行均等分配。外交部作为助学基金的管理部门，责成两县的外援扶贫项目办公室（简称“管理机构”）对助学基金实施管理工作。管理机构向社会公告助学基金的宗旨和有关申请的规定，向外交部申请助学金、提出推荐意见，上报申请者名单，并向两县的高级中学发放助学金、掌握受助学生情况，并适当向外交部报告实施情况。

住友商事不定期对当地进行走访，同当地学生进行交流，把握当地动向。

截至2018年，住友商事已经累计捐助了1亿日元的资金，支援学生人数达到6643人。得益于住友商事的支援，许多贫困学生的生活条件得到了改善，能够将更多精力投入到学业中去，99%的受助学生已经进入高等院校深造。

2019年，时任中国驻日本大使程永华与住友商事CEO兵头诚之围绕着该项目的第三期实施计划（每期5年）签署了合作备忘录。通过该项举措，此后5年的时间里将继续向贫困家庭的高中生提供5000万日元的教育援助。住友商事致力于通过培育下一代人才，为业务所在地社会的发展贡献自身力量，同时也期望以此加深中日两国交流。

2009年-2013年的第一期、2014年-2018年的第二期，目前教育扶贫项目已经进入2019年-2023年的第三期。

Company Profile

Sumitomo Corporation Group, the parent company of China Sumitomo Corporation Group, is a famous Japanese company listed among the Global Fortune 500. It was designated as “a friendly trading company” by Chinese government in 1972 after the normalization of Sino-Japanese diplomatic relations. In 1979, its first representative office was set up in Beijing, with Shanghai and Guangzhou representative offices setting up later. As of March 2020, China Sumitomo had 12 legal entities and branches in China, and the total number of invested business companies (consolidated accounts) reached 58, developing extensively in the trade and investment businesses.

Case Introduction

Education supporting activities in poor areas in Anhui Province

The Educational Support Project for poor areas in Anhui Province started in 2009. The activity involved the company and its employees and aimed at impoverished students in elementary, middle and high schools in Shexian County of Huangshan City in Anhui. While providing living expenses, China Sumitomo also carried out various exchange activities to help students successfully complete their studies.

Shexian County is located in the mountainous area of southern Anhui where economic development is relatively lagging behind the rest of Eastern China region. A large number of local young laborers go to work in neighboring counties and cities as migrant workers, which makes the problem of left-behind children more prominent. Being away from their parents for a long time and short of educational resources cause worse communication and social skills compared to students in cities. Therefore, the support

provided by China Sumitomo was not limited to the material and financial side. We also carried out face-to-face communication activities, hoping to give students more humane and emotional care and help them develop in an all-round manner.

China Sumitomo and Shexian County's poverty alleviation office are in close contact with each other. The poverty alleviation office selects a group of students in financial difficulties for the aid every year according to actual local conditions. Company staff then provide financial assistance to students in the form of pairs — each student in high school receives 1,000 yuan (US\$154.5) per year (China Sumitomo contributes 500 yuan and employees contribute 500 yuan for each student). For middle and elementary school students, each one receives financial support of 500 yuan per year (company contributes 250 yuan and employees contribute 250 yuan each).

At the same time, we invite a group of student representatives to Sumitomo Corporation (Shanghai) Ltd in Lujiazui in Shanghai for an exchange tour during the summer vacation every year, so that they can feel the development of the outside world more realistically and broaden their horizons. In addition, the company also organizes employee representatives to visit the local area every year to help students better by understanding their development and actual needs.

As of 2020, the company had donated a total of more than 1.09 million yuan to support local students with living expenses and sponsored material and exchange expenses of more than 200,000 yuan. Over 1,400 employees participated in the donation campaign for more than 1,700 students. Among them, nearly 150 students have been enrolled by esteemed universities, while many of them have already been employed or started their own business, in essence staring to give back to society.

In order to accurately grasp the current

situation of the subsidized students and better continue the activities, the company made a return visit to these students in 2019. Among these students, many entered outstanding universities such as Tsinghua University and Beihang University. They said that due to the company's timely help, they managed to overcome their economic difficulties and were able to devote themselves to their studies. While expressing enormous gratitude for the charity, they also hoped that the company would continue such activities and help more students in the future.

Education supporting activities in poor areas of Yunnan Province

Caring about China's poverty alleviation and development, Sumitomo Corporation and China Sumitomo offered financial aid to Jinping and Malipo counties in Yunnan Province with the help of Chinese Embassy in Japan in 2008. The two counties were designated by the Ministry of Foreign Affairs for targeted poverty alleviation action. The financial aid helped students from poor families in the two counties to complete their high school education.

Located on the Sino-Vietnamese border, the two counties were designated as targeted poverty alleviation counties by the Ministry of Foreign Affairs in May 1992. With the help of the ministry, Kato, then president of Sumitomo Corporation, and Cui Tiankai, the then China's ambassador to Japan, jointly signed an agreement at the end of 2008 to provide educational aid to the two counties. Then, the Sumitomo Corporation Chinese Student Aid Fund was set up there.

Sumitomo Corporation provides 10 million yen (624,100 yuan) to the Ministry of Foreign Affairs of China each year, and the ministry distributes the fund to the two counties. As the management department of the fund, the ministry instructs foreign aid poverty alleviation project office in the two counties

to manage the student-aid fund. The project office announces to the public the purpose of the fund and relevant application regulations, applies to the ministry for fund distribution, makes recommendations, submits the list of applicants and distributes the approved fund to high schools in the two counties. They then get the updated information on the students who are supported and report to the ministry on implementation information.

Sumitomo Corporation representatives visit the local area from time to time, communicating with local students and getting the latest information and trends.

As of 2018, Sumitomo Corporation had donated a total of 100 million yen (US\$9,383) to the fund, with a total of 6,643 students benefiting from it. Thanks to the support of Sumitomo Corporation, the living conditions of many poor students had improved and they could devote more energy to their studies. So far, 99 percent of the aided students have entered universities for further studies.

In 2019, Cheng Yonghua, the then China's ambassador to Japan, and Sumitomo Corporation CEO Hyodo Masayuki signed a memorandum of understanding for the third-phase action plan of the poverty alleviation project (5 years for each phase). Through this initiative, 50 million yen is provided in education assistance to high school students from poor families in the next five years. Sumitomo Corporation is committed to contributing to the development of the area where it operates by cultivating the next generation of talent and hopes to deepen exchanges between China and Japan.

The first phase was from 2009 to 2013, while the second phase was from 2014 to 2018. The current education poverty alleviation project has entered the third phase which runs from 2019 to 2023.

温暖 R 能量，守护你成长

‘R Love Kids’ guards your growth

企业介绍

玩具反斗城亚洲是亚洲市场知名的玩具、游戏、休闲娱乐设施及益智类产品零售商，旗下还包括专门发售婴儿必需品类的品牌“宝宝反斗城”。公司总部位于中国香港，在亚洲十个国家和地区拥有逾 470 家实体店铺，超过 85 家加盟店，员工 1 万多名。

公司 2006 年进入中国市场，目前在 63 个城市开设了超过 210 家店铺，员工有 1500 多名。以更多更全的玩具、独特的店面设计和氛围、安全和高品质的理念受到了中国爸爸妈妈们的欢迎。

案例介绍

玩具反斗城始终将积极践行社会责任视为本土可持续发展中的重要一环。在进行产业布局的同时，坚持企业成长与社会责任同步，不断深化在本土市场的社会责任，并将其提升至企业可持续发展的战略高度。

2014 年起，玩具反斗城与中国儿童少年基金会



联合发起“R 能量传递爱”企业社会责任项目，关爱儿童学习和成长，努力为孩子创造健康快乐的成长环境。至 2021 年，该项目共捐建 14 所幼儿园，为 2500 多名儿童提供了更现代、更具启发性的学习环境，并向全国 130 多所学校捐赠了约 3 万套爱心书包及文具，总价值约 400 万元，以实际行动赢得了社会各界的广泛认可和赞誉。

R 能量传递爱——助力重建幼儿园设施

2019 年 12 月，位于云南和安徽的两家幼儿园改建落成。玩具反斗城就楼顶漏水、地板塌陷、墙面脱落以及设施陈旧等问题，对教室、办公室和厨房的地面及墙面进行了大力修整，并新增了多媒体教学设备、课桌椅等硬件以改善教学环境和办公环境，还为孩子们增添了最潮流的教具、玩具及户外用品，给孩子们创造一个更好的学习环境。

2020 年 12 月，位于河北和河南的两家幼儿园改建落成。玩具反斗城对其地面及墙面进行了大力修整；同时对屋顶进行了更换、为校园路面铺设了橡胶垫；增设了阅读室、绘画室及美工室，新增了教学设备及课桌椅等硬件；并为每位孩子增添了所需的教具、玩具、户外用品，以及书包文具。收到这些暖心礼物的孩子们无比快乐与激动，一张张稚嫩的脸庞洋溢着幸福的笑容，在配套设施齐全的崭新校园里，他们将开启全新的学习生活。

2014 年至今，玩具反斗城“R 能量传递爱”项目共捐建 14 所幼儿园，为孩子们带去温暖与力量。

R 能量传递爱——捐赠书包文具套装，给山区孩子的冬日温暖

2020 年 11 月，玩具反斗城向甘肃贫困地区的 35 所学校捐赠了 2000 套崭新的书包文具套装。每份套装都承载着玩具反斗城满满的爱心，让贫困山区的孩子们在这个冬日感受到无限温暖。2014 年至今，玩具反斗城向全国多地捐赠了约 3 万套爱心书包及文具，为中国小朋友的健康成长与发展贡献一份力。

玩具反斗城一向致力于陪伴中国小朋友快乐成长，始终坚持寓教于乐的信念，关注孩子们身心健康的全面发展。通过书包文具和各类玩具的公益捐助，玩具反斗城将温暖正能量传递给身处困境的孩子们，为他们带去欢乐无限的童年。玩具反斗城也借此向每一位小朋友寄予最诚挚的童年祝福，希望

他们可以全方位发展，在接受良好教育的同时，更能感受到生活的乐趣。

玩具反斗城表示：“玩具反斗城通过支持农村地区的教育来帮忙孩子健康成长——帮助重建幼儿园设施，以确保当地家庭有一个安全、友善的地方让孩子们学习、成长和发展。玩具反斗城中国很荣幸能帮助孩子点燃想象力并改善学习环境。在多方的大力支持下，‘R 能量传递爱’公益项目现已取得了令人可喜的成绩。未来，我们仍将不忘初心，希望通过‘R 能量传递爱’公益项目的持续推进，造福更多的中国儿童，令他们更加健康快乐地成长。”

Company Profile

Toys“R”Us is Asia’s leading retailer of toys, games, leisure equipment and educational products, as well as baby essentials as part of its Babies“R”Us brand. Headquartered in Hong Kong, the company operates over 470 stores, with more than 10,000 team members, and licenses more than 85 stores across 10 countries and areas in Asia.

Toys“R”Us Asia made its foray in the Chinese mainland market in 2006. It has more than 210 stores in 63 cities with more than 1500 employees. With full range of toys, unique store layouts, in-store ambience and safe and high-quality concepts, it provides WOW experience to Chinese parents.

Case Introduction

Toys“R”Us has always been actively practicing social responsibility as an important part of local sustainable development. While carrying out industrial layout, Toys“R”Us insists on synchronizing corporate growth with social responsibility, continuously deepening social responsibility in the local market and elevating it to the strategic level of sustainable corporate development.

Since 2014, Toys“R”Us and China Children and Teenagers’ Fund have jointly launched “R Love Kids” corporate social responsibility program to care for children’s study and growth, striving to create a healthy and happy environment for children to grow up in. So far, a total of 14 kindergartens have been reconstructed, providing more than 2,500 children with a more modern and inspiring study environment, 30,000 sets of school bags and stationeries have been donated to more than 130 schools nationwide, with a total value of 4 million yuan (US\$610,800), which have won wide recognition and praise from all walks of

life.

R Love Kids — Kindergarten reconstruction

In December 2019, reconstruction of two kindergartens in Yunnan and Anhui provinces were completed. Toys“R”Us repaired the floors and walls of classrooms, office building and kitchen to solve problems such as leaking roofs, crumbling floors, peeling walls and outdated facilities, and added new multimedia teaching equipment, desks and chairs and other hardware to improve the study and office environment. Toys“R”Us also gave the most up-to-date teaching aids, toys and outdoor supplies to create a better learning environment for the children.

In December 2020, reconstruction of two kindergartens in Hebei and Henan provinces were completed. Toys“R”Us repaired the ground foundation and wall surfaces, replaced the roof, laid rubber mat for the campus road surface and created a reading room, painting room and art room as well. Toys“R”Us also provided a number of teaching aids, toys, outdoor facilities, along with school bags and stationeries. Children who received these warm gifts are extremely happy and excited. They can start a new learning life on the new campus with complete supporting facilities.

Since 2014, “R Love Kids” has reconstructed a total of 14 kindergartens, bringing love and strength to the children in need.

R Love Kids — School bags and stationery sets donation to give warmth to children in mountainous region

In November 2020, Toys“R”Us donated 2,000 sets of brand-new school bags and stationeries sets to 35 elementary schools in poor areas of Gansu Province. Each set carries love from Toys“R”Us, and brings warmth to the children in the winter days. Since 2014,

30,000 sets of schoolbags and stationeries have been donated to many places across the country, contributing to the healthy growth and development of children.

Toys“R”Us has always been committed to accompanying Chinese children to grow up happily, adhering to the concept of “Learning through Playing” and focusing on the overall development of children’s physical and mental health. Through the donation of school bags, stationeries and toys, Toys“R”Us passed on its warm and positive energy to children in need and brought them a joyful childhood. Toys“R”Us also took this opportunity to send sincere childhood wishes to each child, hoping that they can develop in all aspects and feel the joy of life while receiving a good education.

According to Toys“R”Us, Toys“R”Us helps children grow up healthily by supporting education in rural areas — helping to reconstruct kindergartens to ensure that local families have a safe and friendly place for children to learn, grow and develop. Toys“R”Us China is proud to help children ignite their imagination and improve their learning environment. With the strong support of many parties, “R Love Kids” CSR program has achieved remarkable results. In the future, we will continue to keep our original aspirations, and hope that more Chinese children can be benefited to grow up healthier and happier through the continued promotion of the “R Love Kids” CSR program.

打造可持续茶园精准脱贫产业链， 实现价值共创、合作共赢

Setting up sustainable tea plantations, exploring industrial chain in precise poverty alleviation and realizing value co-creation and win-win cooperation

企业介绍

联合利华是全球最大的日用消费品公司之一。公司业务涉及美妆及个人护理用品、家庭护理用品、食品冰淇淋和饮料三大领域，产品畅销 190 多个国家和地区。每天有 25 亿消费者在全球各地接触到联合利华的产品。联合利华也是世界最大的茶叶产品生产商，拥有立顿等全球知名茶叶品牌。

案例介绍

根据联合利华全球可持续发展计划，从 2015 年起，联合利华所有茶叶原料必须采购自经国际认证的可持续发展茶园，公司与全球环保组织“雨林联盟”合作，在中国推动建设可持续发展茶园。联合利华在黄山、四川和云南地区采购的茶叶原料基地，均通过了“雨林联盟”的认证。经认证的茶叶质量达到包括欧盟的国际标准，从而为中国茶叶的提升质量和扩大出口创造了条件。

贵州遵义可持续茶园项目，是 2016 年 5 月上海



市政府代表团访问联合利华伦敦总部和全球研发中心时提出的。访问中，上海市领导和代表团成员认同联合利华的可持续发展理念和实践，邀请联合利华与上海合作，参与到贵州的扶贫工作，把可持续农业实践项目——可持续茶园，带到上海对口帮扶的贵州遵义。2016年7月，联合利华及其供应商跟随上海市合作交流办考察团对贵州遵义的茶园进行了首次实地考察。随即，联合利华又与其研发人员和供应商一同作了不同角度的深入考察与研究。

考察发现，贵州地区“高海拔，低纬度，多云雾，寡日照”的自然条件十分适合茶树生长。遵义地区大小茶企云集，主要生产翠芽、白茶、锌硒茶、遵义红等名优茶；少量茶企生产香茶、红茶和炒青毛茶。大量的夏秋茶资源浪费。遵义地区没有外贸茶企，销量基本来自内销名优茶，或是出售低档茶原料。遵义拥有丰富的自然资源，后发优势也使其农残问题较少，生产成本相对较低，但是对于如何发挥资源、成本优势，做大、做强遵义茶，当地仍在探索当中。在此情况下，联合利华决定利用自身优势，借用自身的国际资源和知名品牌，让遵义茶走出贵州，走向世界。

2017年6月，联合利华与遵义市政府签订了可持续茶园项目的合作意向书，项目的目标和具体实施内容可以用“五个一”来概括。

认证一批茶园

联合利华引入国际环保组织“雨林联盟”，与当地政府开展合作，建设经国际认证的可持续发展茶园，使其达到为联合利华甚至其他国际国内大型食品公司提供原料、并同时向欧美等发达国家出口的标准，为贵州茶走向国际化拿到了宝贵的“开门钥匙”。这些茶园将可以成为贵州省的示范茶园，为当地行业发展提供样板。目前已认证茶园近十万亩。

开发一批新品

联合利华与供应商合作，用自己的研发与创新力量，建立茶与植物应用联合实验室/创新中心，帮助遵义地区有效利用当地丰富的茶叶和植物资源，开发新产品。经过雨林联盟认证的遵义茶，进入了联合利华的全球采购体系，成为立顿遵义茶产品诞生的基石。2018年5月，联合利华发布了旗下立顿品牌的袋泡茶系列新品——立顿“遵义红”和“遵

绿茶”。联合利华旗下的中华品牌也推出使用遵义金银花原料生产的金银花牙膏；可爱多品牌使用遵义朝天椒开发了其全球第一款辣椒冰淇淋。2019年，拼多多与联合利华及其供应商黄山毛峰茶业集团有限公司共建遵义扶贫茶车间，将遵义茶推广到线上销售。

延伸一条产业链

积极带动上、下游企业和同行从业者共同推动在当地建设精制厂和草本植物提取物等全产业链的产品，实现先进设备和技术在当地落户。在前期考察时发现，当地拥有桂花、金银花等丰富的草本植物资源，大规模的收购加工对当地企业，农户的增收将起到积极作用。因此，联合利华积极推动其合作伙伴和供应商进驻遵义，目前其供应商的植物提取物精深加工厂已在建设当中。

培训一批骨干

联合利华及其供应商组织茶叶生产加工技术指导小组，派遣专业技术人员为当地企业提供全面的管理培训，全面提升他们管理能力；同时帮他们建立严格、可靠的质量管理体系，确保他们能严格按照加工技术和质量管理的规范和要求生产、加工达到出口欧美标准的绿茶、红茶、桂花等农业原材料。截至2019年，项目已培训茶企业及茶产业发展中心技术人员共计655人次。建设了茶产业和植物产品联合研发实验室。

惠及一批贫困户

通过原料采购、技术提升，保障就地就业、增加用工、增加农户和工人收入，从而有效地帮助贫困户脱贫。根据遵义市茶办提供数据，联合利华可持续茶园项目已带动7000多户农民增收。

除了产业扶贫，联合利华也积极投入当地公益事业。2017年-2019年，联合利华与中国青少年基金会合作，在遵义的湄潭和道真两县开展教师培训活动，邀请了全国优秀教师、特级教师等前往当地，为湄潭和道真的中小学教师4000多人次提供定制化的培训，让他们提升教学技能；在道真县，联合利华通过中国青少年基金会捐助了3个“希望厨房”，2个“快乐体育”设施和器材，4个“希望图书阅览

室”，希望通过这些行动助力当地的教育事业。此外，作为精准扶贫产品，立顿遵义茶袋泡茶系列产品每售出1盒产品还会捐出1元到中国青少年基金会，用于遵义地区公益项目，2019年-2020年贵州道真县的40名来自建档立卡户的高中生得到立顿的助学款。

通过遵义项目，联合利华不断探索如何形成可借鉴推广的精准脱贫产业链扶贫的运作模式。采购遵义当地的农产品，利用联合利华自身的专业优势，推出新产品，并通过营销渠道打开市场和销路，用产品的销售又带来原材料的再次采购。这一模式顺利衔接了遵义地区农产品与跨国公司的产品链，从而形成长期的共生共存关系。这一模式更是将精准扶贫有机地结合进了跨国公司的日常经营当中，使得各个利益相关方实现价值共创，真正做到经济、社会、环境三个层面的共赢。

Company Profile

Unilever is one of the world's leading suppliers of beauty and personal care, home care, and foods and refreshment products with sales in over 190 countries and reaching 2.5 billion consumers a day. Unilever is also the world's largest manufacturer of tea products and owns Lipton and other world-renowned tea brands.

Case Introduction

All Unilever tea raw materials must be purchased from internationally-certified sustainable tea plantations since 2015, according to the Unilever Global Sustainable Development Plan. The company cooperates with the global environmental organization Rainforest Alliance to promote sustainable development in tea gardens in China. The tea leaves bases in Huangshan City in Anhui Province and Sichuan and Yunnan provinces have all passed the certification of Rainforest Alliance. The certified tea quality has reached international standards, including those of the European Union, thus paving the way for the improvement of the quality of Chinese tea and the expansion of exports.

The Sustainable Tea Plantation project in Zunyi City of Guizhou Province was proposed by a delegation from Shanghai government during a visit to Unilever's headquarters and global R&D center in London in the UK in May 2016. During the visit, Shanghai's leaders and delegation members agreed with Unilever's sustainable development philosophy and practice and invited Unilever to cooperate with Shanghai to participate in poverty alleviation in Guizhou, bringing the sustainable agricultural project of sustainable tea gardens to Zunyi. In July 2016, Unilever and its suppliers joined a Shanghai delegation to conduct the first field trip to tea

gardens in Zunyi. Unilever, together with its R&D personnel and suppliers, then carried out in-depth investigations and research from different angles.

The investigation found that the natural conditions of high altitude, low latitude with many cloud and fog but little sunshine in Guizhou are very suitable for the growth of tea trees. There are large and small tea companies in Zunyi, mainly producing famous and high-quality teas such as *cuiya*, one kind of green tea, white tea, tea with higher level of zinc and selenium and Zunyi Red, a brand of black tea. A small number of tea companies produce fragrant tea, black tea and fried *qingmao* tea, a kind of green tea. A lot of tea leaves picked in summer and autumn are wasted because there are no tea companies engaging in foreign trade in Zunyi, and sales basically come from domestic markets. Zunyi has abundant natural resources, which means it has fewer pesticide residue problems and relatively low production costs. However, the local area was still exploring ways to make better use of resources at a lower cost to make the Zunyi tea industry bigger and stronger. Under these circumstances, Unilever decided to use its own advantages, international resources and well-known brands to assist the tea industry in Zunyi to go out of Guizhou and into the world market.

In June 2017, Unilever and Zunyi government signed a letter of intent for cooperation in the sustainable tea plantation project. The objectives and specific implementation content of the project can be summarized in “five ones.”

1. Certification of ‘one’ batch of tea plantations

Unilever introduced the international environmental protection organization Rainforest Alliance and has cooperated with local governments to build internationally-certified tea gardens for sustainable

development, so that it can be used by Unilever and other large international and domestic food companies. The raw materials and the standards for exporting to developed countries such as Europe and the United States provide a valuable key to open the door of international market for tea from Guizhou. These tea gardens will become demonstration tea gardens and provide a model for the development of local industries. At present, near 100,000 *mu* (6,000 hectares) of tea gardens were certified.

2. Develop ‘one’ batch of new products

Unilever has cooperated with suppliers and used its own research and development and innovation capabilities to establish a tea and plant application joint laboratory and innovation center to help Zunyi effectively use the local rich tea and plant resources to develop new products. Zunyi tea, certified by the Rainforest Alliance, entered Unilever’s global procurement system and became the cornerstone of Lipton’s Zunyi tea series. In May 2018, Unilever released its Lipton brand’s new teabag series — Lipton Zunyi Red Black Tea and Zunyi Green Green Tea. The Zhonghua toothpaste under the Unilever also launched honeysuckle flavor made with honeysuckle raw materials from Zunyi. Cornetto introduced the world’s first chili ice cream using Chaotian pepper from Zunyi. In 2019, Pinduoduo, Unilever and its supplier Huangshan Maofeng Tea Group jointly established a tea workshop to promote Zunyi tea by selling it online as a new way of poverty alleviation.

3. Extend ‘one’ industrial chain

Unilever actively assists upstream and downstream enterprises and industry players to promote the whole industrial chain products from local refineries and herbal plant extracts and achieve the establishment of advanced equipment and technology in the local area.

During the preliminary inspections, Unilever found that Zunyi has rich herbaceous plant resources such as osmanthus and honeysuckle, and large-scale purchase and processing would play a positive role in increasing the income of local firms and farmers. Therefore, Unilever actively pushed its partners and suppliers to enter Zunyi. The plant extract processing factories of its suppliers are currently under construction.

4. Train ‘one’ group of backbones

Unilever and its suppliers have organized a tea production and processing technology guiding team and sent professional and technical personnel to provide comprehensive management training for local enterprises to comprehensively improve their management capabilities. At the same time, Unilever helped them establish strict and reliable quality management system, which ensured that they could produce and process agricultural raw materials such as green tea, black tea and sweet-scented osmanthus to meet the standards of Europe and the US and requirements of processing technology and quality management. As of 2019, the project had trained a total of 655 technicians from tea companies and tea industry development centers. A joint research and development laboratory for the tea industry and botanic products has been built.

5. Benefit ‘one’ group of poor households

Through the raw materials purchasing and technological upgrading, the project ensured employment of locals and increased the employment and income of farmers and workers, thereby effectively helping poor households get out of poverty. According to the data provided by the tea office of Zunyi City, Unilever’s sustainable tea plantation project has helped increase the income of more than 7,000

households in rural areas.

In addition to poverty alleviation through industrial projects, Unilever also actively invests in local public welfare undertakings. From 2017 to 2019, Unilever cooperated with the China Youth Foundation to carry out teacher training activities in Meitan and Daozhen counties in Zunyi and invited outstanding teachers and special-grade teachers from all over the country in an exchange program with teachers from the primary and secondary schools of Meitan and Daozhen. More than 4,000 local teachers received customized training to improve their teaching skills. In Daozhen County, Unilever donated three “Hope Kitchens,” two “Happy Sports” facilities and equipment and four “Hope Book Reading Rooms” through the China Youth Foundation, hoping to improve local education through these gifts. One yuan will be donated to the China Youth Foundation for every box of Lipton’s Zunyi tea bag series, the targeted poverty alleviation product, sold. From 2019 to 2020, 40 high school students in Daozhen received Lipton’s scholarships.

Through the charity projects in Zunyi, Unilever continues to explore operation models that can be used for reference and promoted in precise poverty alleviation. The cycle of purchasing local agricultural products in Zunyi, using Unilever’s own professional advantages, launching new products, opening markets and sales channels through marketing and repurchasing the raw materials with the sales of products connecting the product chain of agricultural products in Zunyi region and multinational companies, thus forming a long-term symbiosis and coexisting relationship. This model organically integrates precise poverty alleviation into the daily operations of multinational companies, enabling all parties to achieve a value co-creation and truly achieve a win-win situation in economy, society and environment.

愿你们有水相伴，茁壮成长

Hoping you will grow up well
in the company of water

企业介绍

赛莱默是全球领先的水技术公司，致力于用创新技术解决重大的水和基础设施挑战。2020年，我们来自世界各地的1.6万名员工共同创造了48.8亿美元的收入。我们正在创造一个更加可持续的世界，让我们的客户能够优化水资源管理，并帮助150多个国家的社区实现水资源安全。

赛莱默中国总部位于上海，在10个主要城市设有办事处，员工超过1000人。为更好服务本土客户，我们借助赛莱默全球能力，夯实本土力量，提升国产化水平。公司在北京、沈阳、南京和福州开设工厂，在上海和南京拥有研发团队，在南京设有智能决策支持中心，通过数字化转型帮助客户解决水问题挑战。

案例介绍

2020年9月11日，赛莱默“水印计划”走进了位于重庆的“三峡之巅”的诗城奉节县长安土家



族乡黄龙小学。跋山涉水，九九十八弯。在去黄龙小学的路上，看见走在路牙子边去上学的孩子们，心疼。

重庆奉节县长安土家族乡黄龙小学坐落在长安乡八角村，现有学生 178 人，学校缺少必要的净水和消毒设施来满足学生们的饮水需求。2020 年 8 月，“水印计划”为学校送去了具备过滤和杀菌功能的净水、洗手设备，抢在开学前完成安装和调试，彻底解决了师生们的安全饮水和洗手卫生问题。

9 月 11 日，赛莱默与中国妇基会在黄龙小学举行了“水印计划”黄龙小学项目落成仪式。全国妇联原副主席、书记处书记、中国妇女发展基金会理事长甄砚，中国妇女发展基金会副理事长、秘书长张建岷，赛莱默中国及北亚区总裁吕淑萍，以及重庆市妇联、奉节县妇联、奉节县政府和黄龙小学校长等领导参加了活动，庆祝项目落成。

在落成仪式上，赛莱默中国及北亚区总裁吕淑萍宣布，赛莱默将继续与中国妇基会开展“水印计划”公益项目合作，未来五年（2020 年 -2024 年）公司将捐款 100 万美元，为中国 100 所农村学校送去安全饮水和洗手设施。此外，赛莱默还将通过设备捐赠的方式，帮助解决中国农村供水和污水综合治理难题，实现青山绿水的美好愿景。

黄龙小学是赛莱默与中国妇基会合作开展的第 116 个“水印计划”校园安全饮水项目。作为中国妇基会“母亲水窖”公益项目的子项目，“水印计划”聚焦于中国偏远和农村地区长期缺水或者缺乏清洁水源的学校，以保障学生安全饮水为目标，运用赛莱默的技术和治水经验，为学校提供安全饮用水和卫生洗手设施，修建无害化厕所，降低与水相关的健康风险，通过推广水、环境卫生和个人卫生（WASH）教育，改善学生身体健康状况，提升学生健康意识，营造更好的校园健康卫生环境。

截至 2020 年底，“水印计划”在河北、云南、江苏、内蒙古、新疆、贵州、山西、安徽、湖南、甘肃、广西、湖北和陕西等共 14 个省区 116 所学校实施，使 6.4 万名师生受益。

Company Profile

Xylem is a global leading company in water technology, committed to solving major water and infrastructure issues with innovative technologies. In 2020, 16,000 employees around the world generated US\$4.88 billion in revenue for Xylem. The company is creating a more sustainable world, enabling its customers to optimize water resource management and helping communities in over 150 countries achieve water security.

Headquartered in Shanghai, Xylem has offices in 10 major cities in China and over 1,000 employees. To better serve local customers, Xylem leverages its global resources to enhance local strength and improve localization. The company has factories in Beijing, Shenyang, Nanjing and Fuzhou, R&D teams in Shanghai and Nanjing and an intelligent decision support center in Nanjing helping customers solve water issues through digital transformation.

Case Introduction

On September 11, 2020, Xylem's Watermark Program was launched at Huanglong Primary School in Chang'an Tujia Minority Township of Fengjie County in Chongqing, which is also called the "Top of the Three Gorges of the Yangtze River." The road conditions were poor, and students needed to walk for a long time to the school, which was heart-breaking.

Located in Bajiao Village of Chang'an Township, the school has 178 students but lacked water cleaning and disinfecting equipment to guarantee students' drinking needs. In August 2020, the program delivered equipment with filtering and disinfecting functions as well as hand-washing devices to solve the drinking and hand-washing issues for both teachers and students.

Xylem and the China Women's Development

Foundation (CWDF) held an inauguration ceremony for the Watermark Program in Huanglong Primary School on September 11, 2020. Zhen Yan, president of the CWDF, Zhang Jianmin, secretary general of CWDF, and Lu Shuping, president of Xylem China and North Asia Region, participated in the event along with leaders from women's federation from Chongqing and Fengjie County, Fengjie government and head of the school.

At the inauguration ceremony, Lu announced that Xylem would continue the cooperation with the CWDF on the "Watermark" public welfare project and donate US\$1 million in the next five years (2020-2024) to send safe water-drinking and hand-washing facilities to 100 schools in rural areas. Besides, Xylem would also donate equipment to help solve water provision and comprehensive sewage treatment problems in rural areas to protect the beautiful environment.

Huanglong Primary School was the 116th school where Xylem and CWDF jointly carried out the Watermark school safe drinking water project. As part of the CWDF's "Mother Cellar" project, the program focuses on schools in remote and rural areas of China that have been suffering from water shortage or lack of clean water sources for a long time. With the goal of ensuring the safety of drinking water for students, the program utilizes Xylem's technology and water management experience, providing safe drinking water and hand-washing facilities for schools, building standard toilets and reducing water-related health risks. By promoting water, environment hygiene and personal hygiene education, the program aimed to improve students' health condition and create a better school health and hygiene environment. The Watermark Program had been carried out in 116 schools in 14 provinces, including Hebei, Yunnan, Jiangsu, Guizhou, Shanxi, Anhui, Hunan, Gansu, Hubei, Shaanxi, Inner Mongolia, Xinjiang and Guangxi by the end of 2020, benefiting 64,000 teachers and students.

运用创新方式， 持续聚力精准扶贫

Applying innovative ways to gather power to
alleviate poverty continuously

企业介绍

百胜中国控股有限公司（简称“百胜中国”）是中国领先的餐饮公司，致力于成为全球最创新的餐饮先锋。自从 1987 年进入中国，百胜中国已植根中国超过 30 年，足迹遍布所有省市自治区（港澳台除外）。截至 2020 年 3 月 31 日，百胜中国在 1400 多座城镇经营着 9000 多家餐厅，2020 年位列《财富》美国 500 强排行榜第 361 位。百胜中国于 2019 年、2020 年连续两年入选彭博性别平等指数，并荣获中国杰出雇主认证。

百胜中国从 Yum! Brands（纽约证券交易所代码：YUM）分拆出来之后，于 2016 年 11 月 1 日独立在纽约证券交易所上市，股票代码为 YUMC。百胜中国在中国市场拥有肯德基、必胜客和塔可贝尔三个品牌的独家运营和授权经营权，并完全拥有东方既白、小肥羊、黄记煌和 COFFii&JOY 连锁餐厅品牌。



案例介绍

消除一切形式的贫困仍然是人类面临的主要挑战之一，在中国，扶贫是国家的一号工程。百胜中国发挥资源与渠道优势参与营养扶贫、产业扶贫等，为贫困地区孩子们提供营养补助，带动贫困地区的产业发展，实现“造血”式扶贫。

百胜中国“捐一元”公益项目

2008年汶川地震发生后，百胜中国内部掀起了一股捐款爱心潮流，公司及员工捐款超过2100万元。但除了捐款之外，百胜中国希望能为灾区及更多需要扶持的区域做更多。之后经过各方面的调查发现，包括四川地震灾区在内的很多中国贫困农村地区的儿童营养不良的情况相当严重。少年儿童是社会未来的主体，“少年强则国强”，一个国家的儿童发展战略，在某种意义上就是国家的发展战略。为改善贫困地区儿童营养现状，百胜中国联合中国扶贫基金会于2008年10月共同发起了“捐一元·献爱心·送营养”（简称“捐一元”）项目，充分发挥企业自身优势，通过旗下品牌遍布全国的餐厅网络，动员全社会一起行动起来，一人捐一份爱心，为贫困地区儿童提供营养加餐（每人每日一份牛奶+鸡蛋的课间营养补助），为学校捐赠现代化的“爱心厨房”设备。项目于2019年开始增加电教室捐赠、为学校引入远程编程课教学，希望在营养、知识等多方面助力孩子茁壮成长。

“捐一元”以捐赠门槛低、参与便捷、操作透明等特点，赢得了广泛的社会认可，成为国内参与人数最多的公益项目之一，践行了“人人可公益”的理念。截至2020年5月底，项目累计筹款超过2.1亿元人民币，约1.3亿人次参与捐赠，百胜中国及其员工捐款超过4900万元人民币。项目累计已覆盖四川、云南、贵州、湖北、湖南、新疆等13省（自治区）39市（州）71县（区、市），累计为学生提供了4600多万份营养加餐，并为1078所学校配备了爱心厨房设备。

• 积极拥抱互联网，探索并推行创新的筹款方式

随着互联网的迅猛发展，手机点餐、手机支付已越来越普遍，公众的消费习惯也在不断改变，经百胜中国公司内部跨部门的共同努力，“捐一元”于2018年进入了肯德基、必胜客品牌的APP、小程序

等在线渠道，使在线点餐的消费者也能方便地参与公益；于2019年结合会员积分，推出了“V金捐爱心”的线上活动，鼓励肯德基、必胜客品牌2亿多会员使用会员积分参与爱心行动。

推出项目主题曲：2018年，“捐一元”项目组将第一年受助的一位小女孩心怀感恩之情写下的一首小诗改编成了项目的主题曲，感动了无数公众，使更多的爱汇集。

“捐一元”慈善宴：2019年4月，百胜中国首次在供应链合作伙伴大会期间特设慈善午餐环节，现场分享了“捐一元”项目十二年的发展及受助孩子的情况，并邀请合作伙伴加入到“捐一元”的爱心队伍中。

推出“一元侠”：2019年，“捐一元”推出“一元侠”新形象和Q版表情包，不仅使公益进一步亲近参与者，更是诠释了人人公益时代“侠”之精神，更寄寓对传统“善”与“侠”的文化致敬。

扶业计划——授人以渔，赋能当地经济

产业扶贫是推动地方改善贫困现状的有效方式之一。百胜中国以“授人以渔”的公益理念，于2018年推出“扶业计划”，通过发挥企业供应链体系和产品研发能力优势，结合“食材开发”和“精准扶贫”让受助地的优质食材进入菜单，实现农田与餐桌的连接，帮助农民增加经济收入，从而助力地方产业的可持续发展。

习近平总书记指出，“精准扶贫需要通过多种形式，积极引导社会力量广泛参与深度贫困地区脱贫攻坚”。百胜中国积极响应号召，经过多轮实地调研和筹备，2018年率先在云南启动“扶业计划”首期项目，聚焦当地松露产业，探索构建多维度、可持续精准产业扶贫模式。

百胜中国旗下必胜客品牌积极研发松露系列新品，帮助当地企业完善资质和采购规范，完成对云南松露的批量采购，不仅为当地带去经济效益，更将云南松露史无前例地引入百胜中国供应链。采用云南优质松露的必胜客松露比萨系列产品于当年4月在全国超过必胜客餐厅上市，让广大消费者感受到了“舌尖上的美味”。

在项目前期考察过程中，百胜中国了解到，由于当地农户缺乏科学采摘松露的知识，一直采用捣毁式的采摘方式，导致黑松露生长环境的破坏日趋加大，产量不断下降，农户的收益得不到持续保障。

针对松露产业实际发展困境，百胜中国联合中国科学院、营养专家与农业服务公司，为农户提供科学采摘松露的课程培训，为当地约 860 名农户提供了课程培训，并录制了网络课件，方便更多农户获得培训。此外，百胜中国还发行了《中国永胜块菌(松露)保护与持续利用实用手册》。该手册由云南大学出版，成为云南第一本松露科学采摘培训教材，可供当地农业、乡镇等部门为农民提供亟需的专业培训使用。

“扶业计划”的推行也直接影响了政府对于松露的保护意识和监管的提升，云南省永胜县人民政府于 2018 年 9 月 28 日下发松露保护通告。

继松露之后，2019 年百胜中国针对贵州贞丰火龙果、安徽砀山梨、云南玫瑰花等开展了一系列扶业计划，对这些当地特色产品进行定向采购，并分别研发成火龙果饮品系列、笆梨恋语乌龙茶、玫瑰酥饼等餐桌上的美食，带动地方产业的发展。2020 年，百胜中国旗下肯德基品牌在 K COFFEE 的全新配方中特别选用了云南日晒豆，帮助当地贫困咖啡农增收。必胜客品牌也将继续发掘贫困地区的特色产品，并计划利用必胜客品牌在内的拥有上亿级活跃用户的超级 APP，以及其他线上资源为这些特色产品提供电商销售平台，择机组织当地农民开展培训，推广科学种植，提升产业效益。

百胜中国首席执行官屈翠容表示：“扶贫是我们一直以来在企业社会责任方面投入的重点领域，可以结合公司的资源与规模优势做出积极贡献。凭借供应链管理方面的独有优势，我们能够为中国贫困地区作出卓越贡献。通过给当地农民教授相关的培植、采摘等技术，并对接百胜中国庞大的顾客群体，我们相信扶业计划能够促进当地经济发展，推动当地有潜力的产品实现可持续发展。”

Company Profile

Yum China Holdings, Inc is a leading catering company in China with a vision of becoming the world's most innovative pioneer in the catering industry. Having entered China in 1987, the company now operates more than 9,000 restaurants in over 1,400 cities and towns spanning every province and autonomous region across the Chinese mainland. Yum China ranked No. 361 on the Fortune 500 list for 2020. In 2020, Yum China was named to the Bloomberg Gender-Equality Index and was certified as a Top Employer 2020 in China by the Top Employers Institute, both for the second consecutive year.

Following its separation from Yum! Brands, Yum China independently listed on the New York Stock Exchange on November 1, 2016. Yum China (HKEX: 9987) officially listed on the Hong Kong Stock Exchange on September 10, 2020. It now has the exclusive right to operate and sublicense the KFC, Pizza Hut and Taco Bell brands in China and also owns chain restaurants brands including the East Dawning, Little Sheep, Huang Ji Huang and COFFii & JOY concepts outright.

Case Introduction

To eradicate all kinds of poverty is one of the challenges for humanity. In China, poverty alleviation is the priority. Yum China takes advantages of its resources and channels to remove poverty by providing nutrition supplements to impoverished children and developing industries in poverty-stricken areas, realizing the poverty alleviation through the “hematopoietic” way.

‘One-yuan Donation’ — Yum China’s public charity project

After the Wenchuan earthquake in Sichuan Province in 2008, all kinds of donations

converged into a trend of love inside Yum China, and 21 million yuan (US\$3.2 million) was eventually raised from the company and its staff. Apart from the donation, Yum China wanted to do more for the earthquake-stricken and other vulnerable areas that needed help. Surveys found that many children in rural areas, including the quake-hit regions, suffered serious malnutrition. Children are the future of society. “When the young are strong, the country is strong,” as the saying goes, so the development strategy for children is, to some extent, the development strategy of the country. To improve children’s nutrition condition in poverty-stricken areas, Yum China and the China Foundation for Poverty Alleviation jointly launched the “One-yuan Donation with Kindness for Nutrition” project. The company made best use of its catering network across China and called on society to donate 1 yuan to provide nutritive extra meals, including a cup of milk and an egg per child each day, and modernized kitchen equipment. Since 2019, the project has donated computer classrooms and introduced distance online programming tutorials, bringing not only nutrition but also knowledge to the children.

The “One-yuan Donation” has been highly hailed for its affordability, convenience and transparency, becoming one of the projects with the largest number of participants. It fully practiced the idea that everyone can contribute to the public good. At the end of May 2020, the project had raised more than 210 million yuan from nearly 130 million donors, including 49 million yuan raised by Yum China and its employees. The donations have been distributed to 39 cities and 71 counties in Sichuan, Yunnan, Guizhou, Hubei, Hunan, Xinjiang and 13 other provinces and autonomous regions, provided 46 million extra meals for students and equipped 1,078 schools with modernized kitchens.

- **Embrace the Internet and discover and promote new fundraising methods**

With the development of the Internet, ordering food and paying bills through smartphones are becoming more popular, which has changed people’s consumption habits. In 2018, thanks to Yum China’s interdepartmental cooperation, the “One-yuan Donation” project was added to the online channels on the apps or mini programs of KFC and Pizza Hut, enabling consumers to engage in public welfare. In 2019, Yum China launched another online activity, “Donate Member Points,” encouraging more than 200 million members of KFC and Pizza Hut to exchange their member points for love and kindness.

Theme Song Release: The theme song of the “One-yuan Donation” project was released in 2018 which was adapted from a poem composed by a little girl who was helped by the project. The song is full of gratitude and thus touched many people’s hearts, helping gather more love and kindness.

Charity Banquet: In April 2019, Yum China specially held a charity banquet session at the Supply Chain Partnership Conference, during which the company presented the 12-year development and the latest situation on the recipients of the “One-yuan Donation” and called on its suppliers to join.

“One-yuan Chevalier”: In 2019, the project launched a new figure, “One-yuan Chevalier,” and its memes which were designed not only to bring public welfare closer to consumers but also to demonstrate the chivalrous spirit in the era, calling on everyone to do charity. This figure is a tribute to the traditional values of kindness and chivalry.

Industry support plan to empower the local economy

Promoting the industrial development is one of the most effective ways to reduce poverty. Based on the idea that it’s better to teach one how to fish than to give one a fish, Yum China issued the Industrial Supporting

Plan in 2018. By bringing the superiority of its supply chain and product research into full play and combining “ingredient development” with targeted poverty alleviation, high-quality products were selected on the menu. This realizes the connection between the farmlands and dining tables, increases farmers’ incomes and promotes sustainable development of local industries. Chinese President Xi Jinping pointed out: “Targeted poverty alleviation requires multiple forms; we should actively lead the societal forces to tackle the poverty problems in extreme poverty areas.” Proactively responding to the appeal, Yum China took the lead in first part of the “Poverty Alleviation through Industrial Development” project in Yunnan Province in 2018, based on rounds of investigations and preparations. The project focused on the truffle industry, exploring and constructing a multidimensional and sustainable model of targeted poverty alleviation.

Pizza Hut, a brand of Yum China, worked to develop a serial product related to truffle. The brand also helped local enterprises improve their qualifications and procurement specifications to ensure bulk purchase of truffles in Yunnan. This not only brought economic benefits to the growing areas but also unprecedentedly introduced Yunnan truffles into Yum China’s supply chain. The serial truffle pizza products using Yunnan’s high-quality truffles was launched in April 2018 at Pizza Hut, enabling customers across the country to have a taste of this delicacy.

In the earlier investigations, Yum China learned that the growing environment for black truffles was heavily devastated because the farmers’ lack of relevant knowledge with their inappropriate picking process led to a decline in truffle production and farmers’ income. To solve this problem, Yum China, with the Chinese Academy of Sciences, plant nutrition experts, and agricultural service companies, offered courses to farmers to acquire scientific

picking techniques. The courses were offered to nearly 860 farmers and were recorded online for future reference. Besides, Yum China issued the Practical Handbook on the Conservation and Sustainable Development of Chinese Yongsheng Truffle. Published by Yunnan University, the handbook is the first training manual for scientific truffle-picking techniques which can be employed by the local agricultural department for farmers’ vocational training.

The promotion of the “Industry Supporting Plan” also raised the local government’s awareness on setting out regulations to protect truffles. On September 28, 2018, the Yongsheng County government issued a notice on truffle conservation.

Following the truffles, Yum China also supported other plantation industries, including dragon fruits in Zhenfeng County, Guizhou Province, pears in Dangshan County, Anhui Province and roses in Yunnan. Yum China directly purchased these products and developed them into special dishes, such as the dragon fruit beverage series, pear’s love letters to oolong tea and rose-stuffed pastries, which empowered local economic development. In 2020, the K Coffee brand of KFC, in particular, selected the sundried coffee beans produced in Yunnan, increasing the income of impoverished coffee bean growers. Pizza Hut also tried to exploit the potential products in the poverty-stricken areas and planned to establish an e-commerce sales platform through its app with millions of active users and other online resources. More training courses for local farmers are scheduled to generalize scientific planting and increase industry profits.

“Poverty alleviation has been the focus of our corporate social responsibilities. Combining the resources and scale of the company, plus the advantage of the supply chain management, we are able to make great contributions to China’s impoverished areas,” said Qu Cuirong, CEO of Yum China. “By

teaching growing and picking techniques and connecting the products with our customers, we are convinced that the Industry Supporting Plan will further facilitate the development of the local economy and promote sustainable development of potential products.”

后记

在编辑这本《上海外商投资企业扶贫案例报告》的过程中，57 个精彩案例让整个团队印象深刻，感受到了外企参与中国脱贫攻坚和乡村振兴的积极和踊跃程度。

党的十八大以来，中国政府特别注重提升最贫困人口的教育水平、改善农村卫生医疗设施，为那些无法工作的人提供社会保障，为青年人提供职业培训和就业机会。而上海的外资企业群体，无疑在全社会共同参与的、跨地区多元主体扶贫体系中，扮演了非常活跃的角色，更是为精准扶贫提供了许多创新思路和实践，可以作为范例与世界分享。

中国打赢脱贫攻坚战，也是全球减贫事业中最重要的组成部分。正如联合国秘书长古特雷斯所说，精准扶贫方略是帮助贫困人口脱贫、实现《2030 年可持续发展议程目标》的唯一途径，中国的经验可以为其他发展中国家提供有益借鉴。

57 个案例，概括起来，可以说是为精准扶贫提供了五大实践模式——产业扶贫、健康扶贫、教育扶贫、基建扶贫和赋能就业。

有的外商投资企业根据自己的行业属性，致力于提升贫困地区产业标准，并将当地产业纳入其全球市场供应链体系。

有的高科技企业，坚持为欠发达地区的学校提供数字化教学环境，“让每一个孩子充分享受到充满生机的教育，让每一个孩子带着梦想飞得更高更远。”他们用数字化教育为大山里的孩子打开观察更广阔世界的一扇窗，共享人生出彩的机会。全国 2600 多个县的近 22 万所学校条件得到改善。

也有全球医疗健康行业领先企业，积极前往贫困地区开展宫颈癌筛查、医师培训和青少年健康关爱等方面的工作。累计近 1000 万因病致贫、返贫贫困户，成功摆脱贫困，其中就包括外商投资企业所作出的贡献。

还有不少企业，积极利用产业上的能力，赋能就业扶贫，专注于贫困地区妇女的职业培训以及农民专业培训，创造了可观的成就。

在上海家庭司空见惯的美观书架和儿童桌椅，被整齐摆放在云南红河州石屏县图书馆；新疆叶城县四个电力匮乏的山村，被 LED 灯点亮夜空；从脱贫攻坚到乡村振兴，中国的梦想仍在继续。

这些企业来自不同的国家，分布在各行各业，他们却都在用同一种语言，大声疾呼，并且身体力行，向全社会弘扬扶弱济贫的共同进步理念。

因为爱，就是人类最美丽的语言。

Afterword

While working on the “Case Reports on Poverty Alleviation in China by Foreign-Invested Companies,” the whole editorial team was greatly impressed and touched by the 57 cases, which testify to the intensity of foreign enterprises’ involvement in China’s poverty alleviation effort and the rural revitalization drive.

The Chinese government has been consistently attentive to raising the education level of people trapped in abject poverty, improving access to medical services in the rural areas, providing social security to the jobless, and providing professional training and job opportunities to the young people.

Shanghai’s foreign enterprises community has undoubtedly played an active role in the poverty alleviation campaign that has involved all aspects across all social spectra and regions. Their participation provides much fresh food for thought and best practice that deserves to be shared in the global context.

China’s success in battling poverty is part and parcel of the global poverty relief effort. As United Nations Secretary-General Antonio Guterres has observed, targeted poverty alleviation effort is the only way to end poverty, and is the only path to the United Nations 2030 Sustainable Development Goals, thus China’s success in poverty reduction would be worthy of emulation for other developing countries.

To sum up, the 57 cases included in the book have provided five *modi operandi*, namely poverty relief by supporting local industries, health care, education, infrastructure and empowerment employment.

Some foreign enterprises, with a view of the distinct attributes of their own industries, are keen on raising the industrial standards of the poor regions, and are moving towards incorporating local industries into their global supply chains.

Some high-tech enterprises are keen on helping with the digitalization of the teaching infrastructure at local schools, so that “all children can enjoy to their full education at its most vigorous, and all children can soar higher and higher with their dreams.”

By digitalizing local education environment, these enterprises help open a window onto the world for local children, giving them an opportunity to shine in their future career. So far, great improvements have been made in nearly 220,000 schools in 2,600 counties across the country.

Some global leaders in medical and health care have been engaged in poverty relief work ranging from cervical cancer screening, training of medical professionals, to delivering health care for adolescents.

A total of 10 million households which had plunged or relapsed into poverty as a result of illness have been successfully lifted from destitution, thanks partly to the efforts of some foreign-invested companies.

There are also a number of companies which, by leveraging their edge in specific industries, became engaged in empowering employment, and in the process reaped considerable fruits in providing professional training for women and farmers in poverty-stricken regions.

As a result, good-looking bookshelves, desks and chairs for kids — while common sights in Shanghai — could now be seen, in apple-pie order, in a library in Shiping County, Honghe Prefecture, Yunnan Province; while the sky over four villages in Yecheng, Xinjiang Uygur Autonomous Region, once without access to electricity, is now resplendent at night with LED illumination.

Whether in tackling abject poverty or rural rejuvenation, the Chinese Dream continues to inspire.

Although coming from different countries and different industries, these enterprises nevertheless speak one common language, for they are all engaged in the cause of agitating for the progressive concept of helping those in distress and poverty.

Not least because love is the most beautiful language for all humanity.

Editorial team for “Case Reports on Poverty Alleviation in China
by Foreign-Invested Companies”

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