

第二十五届 中欧企业社会责任圆桌论坛

The 25th Sino-European CSR Roundtable Forum



发言嘉宾简介 Introduction of Guest Speakers



Richard (Dick) Dictus

全球贸易协会总裁

amfori President

Dick Dictus于2021年6月加入amfori全球贸易协会担任总裁并留驻协会总部布鲁塞尔。Dick Dictus为荷兰籍，于1987年加入联合国工业发展组织 (UNIDO) 开展事业，并于此后在联合国不同国际机构任职，于不同领域均富有经验。他曾于苏丹、孟加拉、巴基斯坦、马拉维等地领导联合国开发计划，亦曾在纽约联合国总部任联合国开发计划署 (UNDP) 人力资源副总监。2017年，Dick Dictus在埃及开罗任联合国驻地协调员及联合国开发计划署驻地代表，为当地共14个联合国组织协调所有活动。Dick Dictus与私营企业亦有密切关系，并曾与嘉士伯、Orange、沃达丰、微软等国际企业紧密合作。

Dick Dictus joined amfori in June 2021 as President, based in the Association's head office in Brussels. As a Dutch national, he began his career at the UN Industrial Development Organisation (UNIDO) in 1987 and has since followed a highly international career path with the UN. He has gained considerable experience in both the field, leading major UN programmes in Sudan, Bangladesh, Pakistan and Malawi, and in the UN headquarters in New York, namely as the Deputy Director of the Office of Human Resources of the UN's Development Programme. In 2017, he became the UN Resident Coordinator and UNDP Resident Representative in Cairo, Egypt. He coordinated all UN activities across all 14 UN organisations in Egypt. Dick Dictus has a strong relationship with the private sector having worked closely with key actors such as

Carlsberg, Orange, Vodafone and Microsoft.



于志宏 Yu Zhihong

可持续发展经济导刊社长兼主编

President and Editor-in-Chief of China Sustainability Tribune

于志宏，北京大学法学硕士。2002年参与创办《WTO经济导刊》，现任《可持续发展经济导刊》经济导刊（原《WTO经济导刊》）社长兼主编。长期专注于企业社会责任战略与规划、企业社会责任管理、企业社会责任评估、企业社会责任报告编制、企业社会责任传播等方面的研究和推广，作为专家和讲师受邀为大型国有企业、跨国公司、行业组织及有关政府部门提供企业社会责任培训和咨询服务。主要研究成果有：主编《企业社会责任行动指南》、《如何编制企业社会责任报告》（我国第一部关于企业社会责任报告的专著）、《企业社会责任管理基础教程》（我国第一部企业社会责任管理专著）、《责任竞争力——全球最佳企业社会责任实践》、《中国企业社会责任发展报告（2006-2013）》、《中国外商投资企业履行社会责任案例2014》及《中国外商投资企业履行社会责任案例2015》。

Mr. Yu is the co-founder of China WTO Tribune founded in 2002 and now is President and Editor-in-Chief of China Sustainability Tribune(formerly known as China WTO Tribune). As a longtime researcher and promoter of CSR strategy and planning, management, assessment, report compilation, and communication, he was invited as an expert and instructor to offer CSR trainings and consulting service by many large state-owned enterprises, multinational companies and government departments. His publications include Guide to CSR, How to Write a CSR Report (China's first monograph on CSR reporting), CSR Management Fundamentals (China's first monograph on CSR management), Responsible Competitiveness-CSR Best Practice Cases and CSR in China (CN-EN Bilingual Version), China CSR Development Report (2006-2013), 2014 Best CSR Practices of Foreign-Invested Enterprises in China and 2015 Best CSR Practices of Foreign-Invested Enterprises in China.

He holds Master of Law from Peking University.



赵忠秀 Pro. Zhao Zhongxiu

山东财经大学校长

President of Shandong University of Finance and Economics

经济学博士，教授，博士生导师，享受国务院政府特殊津贴专家。

PhD in Economics, Professor, PhD Advisor, the State Council Special Allowance Expert

长期从事国际贸易学、产业经济学、全球价值链研究。在《求是》、《中国社会科学》（英文版）、《发展经济学评论》、《中国经济评论》等中外学术刊物上发表多篇论文，出版教材、著作、蓝皮书多部，主持国家社科基金重大项目、教育部哲学社会科学研究重大课题攻关项目以及联合国工发组织、美国、挪威等国际合作课题多项，2018年获得两项国家级教学成果二等奖。

Pro. Zhao has long been engaged in researches including international trade, industrial economics, and global value chain. Zhao has published several papers in Chinese and foreign academic journals such as Qiushi Journal, Social Sciences in China (English version), Review of Development Economics, China Economic Review. Zhao presided over a number of major projects of the National Social Science Fund of China, major research projects of philosophy and social science of the Ministry of Education, and many international cooperation projects with the United Nations Industrial Development Organization (UNIDO), the United States, and Norway. His publications cover textbooks, works, and blue books, and in 2018, he won two 2nd prizes for National Teaching Achievement Award.



赵宝柱 Zhao Baozhu

责扬天下管理顾问碳管理与可持续发展事业部北京中心执行总经理

President Assistant and Executive General Manager, Beijing Center of Carbon Management and Sustainable Development Division, GoldenBee Consulting

长期服务政府、行业协会，参与多项行业社会责任和可持续发展相关政策、标准、自愿性准则的制定，是国资委《中央企业“十三五”社会责任战略规划》、环保部《中国生物多样性伙伴关系和行动框架（CBPF）可持续发展战略研究和实施》等多项课题核心成员。作为项目经理，先后主持和参与100多项企业社会责任和可持续发展相关项目，涉及社会责任/ESG报告编制、社会责任规划、社会责任管理体系建设、可持续供应链建设、责任品牌传播等领域。同时，参与北京2022冬奥会可持续性管理体系建设、运行和认证咨询服务，参与《ESG管理与信息披露实务》编著。

Mr. Zhao has served the government and industry associations for a long time, participating in the formulation of numerous policies, standards, and voluntary standards related to industry social responsibility and sustainable development. He is a core member of many projects such as the "13th Five-Year CSR Strategic Plan for SOEs" of State-owned Assets Supervision and Administration Commission of the State Council, and "China Biodiversity Partnership and Framework for Action (CBPF): Research and Implementation of Sustainable Development" of the Ministry of Ecology and Environment of the PRC. As a project manager, he has presided over and participated in more than 100 projects related to CSR and sustainable development, engaging in social responsibility/ESG report preparation, social responsibility planning, social responsibility management system construction, sustainable supply chain construction, responsible brand communication etc. Besides, he has participated in the construction, operation and certification consulting services of the sustainability management system of the Beijing 2022 Winter Olympics, and the compilation of *ESG Management and Information Disclosure Practice*.



都永海 Du Yonghai

香港生产力促进局绿色生活与创新部总经理

General Manager of the Green Living & Innovation Division of Hong Kong Productivity Council (HKPC)

都永海先生现为香港生产力促进局环境管理部总经理，致力环保工程和咨询行业二十多年，拥有广泛丰富的工程经验和行业视野，涵盖电力和各种工业领域的水处理、废水处理、大气污染治理、废弃物处理和管理、二氧化碳捕捉和应用技术等方面。

加入生产力局前，都先生任职于大型国际企业，负责管理运营全球范围内的大气污染控制EPC工程和咨询业

务。都先生拥有环境工程硕士学位，是中国自2008年以来首批获得批准的注册环保工程师，亦是中国勘察设计协会/CECA授予的高级工程项目经理，曾担任全国勘察设计行业工程项目经理资格考评专家委员会成员。

Mr Yonghai Du is the General Manager of the Green Living & Innovation Division of Hong Kong Productivity Council (HKPC). Dedicated in Environmental engineering and service fields for more than 20 years, he has extensive experience and business insights covering a broad range of environmental and industrial segments including water and wastewater treatment technology development, waste treatment and management, air quality control solutions, carbon capture and utilisation technologies for power and industries.

Prior to joining HKPC, Mr Du worked for a large international company to manage and operate the global fleet and portfolio of environmental control solutions by EPC and consultancy service projects. Mr Du holds master's degree in Environmental Protection Engineering. He is among the first approved Registered Environmental Protection Engineer of China in 2008. In addition, he was certified as Senior Project Manager and acted as National evaluation committee member of China Engineering and Consulting Association /CECA for EPC Project Manager in China.



林铭瀚 Michiel Lips

ANWB 零售公司合规经理

Compliance Manager of ANWB Retail

林铭瀚曾在多间跨国公司工作，如：荷兰国际集团（ING）、欧迪办公（Office Depot）、ANWB零售公司等，我负责管理采购和营销等部门。在最近9年多来，林铭瀚主要负责企业社会责任的体系建设和管理，确保企业各项业务符合各地法规要求，涉及产品、质量、可持续发展等诸多领域。林铭瀚同时还拥有一个网站（2Comply.eu），主要帮助世界各地的公司处理合规相关的议题和挑战。

ANWB是一间位于荷兰的企业，同时也是一间由会员组成的机构，由5百万余家会员构成，总销售额达15亿欧元。ANWB零售公司是ANWB集团的一部分，主要负责涉及采购和销售产品，包括线上和线下两种渠道。ANWB也是国际汽车联合会（FIA）和ARC欧洲集团的会员。我们携手实现道路和交通安全，并通过我们的产品和服务来实现这一目标。

Michiel Lips has been active in buying, sourcing and sales in different responsible roles for more than 11 years with different companies such as ING, Office Depot and ANWB Retail and now responsible for compliance (product, social, quality, CSR) for over 9 years now. Michiel also is the owner of 2Comply.eu where he helps and assists companies worldwide with their compliance issues and challenges.

ANWB is both a commercial and a member based company in The Netherlands with over 5 million members and about 1.5 Billion Euro turnover. Part of the ANWB group there is ANWB Retail where we design, source, buy and sell products both on- and offline. ANWB is also a member of the FIA (Fédération International Automobile) and of the ARC Europe Group. Together we strive for safer roads and safety for all participants in traffic and we have our products and services to help reach these goals.



王文华 Wang Wenhua

中国连锁经营协会副秘书长，可持续消费推进部负责人
Deputy Secretary General, Director of Sustainability Consumption Promotion Department, China Chain Store & Franchise Association

于 2002 年加入中国连锁经营协会（CCFA）。自 2008 年以来，负责可持续消费推进部工作，主要包括推进连锁门店节能减排与绿色技术应用，促进零售企业绿色采购实施以及绿色可持续消费的公益宣传教育等。多年来，参与起草和审定连锁企业绿色实践中的相关行业标准 and 指南性文件、倡议、报告等，如《2009-2017 中国零售业节能减排绿皮书》年度报告、《零售企业绿色采购规范》等五部行业标准，《2018 CCFA 零售企业可持续发展实践调研报告》等。

同时负责组织管理“CCFA 可持续消费圆桌”，该圆桌成立于 2013 年，成员覆盖零售、餐饮及服务行业的连锁领军企业、互联网消费平台企业及相关科研标准机构，以“成为可持续生产与消费的推动者”为目标，带领广大 CCFA 会员企业，通过线上线下全渠道，参与到绿色低碳发展中来，推广绿色生活方式及绿色消费行为转变，共同建设美丽中国。

Wang Wenhua joined CCFA in 2002, and has been in charge of the Sustainability Department since 2008, focusing on energy-saving of retail store, green procurement, and public education of sustainable consumption, etc. She has long been participating the drafting and reviewing of relevant industry standards and guidance documents, initiatives, reports, etc. in the green practices of chain enterprises, such as annual report of *The Green Book on Retail Energy Conservation and Emission Reduction in China* from

2009 to 2017, *2018 Sustainability Practice Survey Report on CCFA Retail Enterprises*, and five industry standards including *Green Procurement Standard for Retail Enterprises*.

Wang is also responsible for organizing and managing the "CCFA China Sustainable Consumption Roundtable". The roundtable was established in 2013, whose members are from leading retail chain, catering and service industries, Internet consumer platform companies and relevant scientific research standard institutions. To "become the promoter of sustainable production and consumption", the roundtable has led CCFA member companies to participate in green and low-carbon development through online and offline channels, and promoted green lifestyles and consumption to build a beautiful China.



贺宏良 He Hongliang

中国电子技术标准化研究院行业管理促进中心副主任
Deputy Director of Industry Management Development Centre at CESA

贺宏良，电子科技大学工商管理硕士（MBA），现任中国电子技术标准化研究院行业管理促进中心副主任，中国电子工业标准化技术协会社会责任工作委员会智库专家。曾任《中国计算机报》副总编、《中国电脑教育报》常务副社长兼执行总编、IEEE 中国代表处业务发展总监。

长期从事电子信息领域行业管理、国家/行业标准制修订、国际标准化、企业社会责任等相关工作。

Mr. Hongliang HE, Deputy Director of Industry Management Development Centre at China Electronics Standardization Institute (CESI), CSR expert of the CSR Committee at Chinese Electronics Standardization Association (CESA). Mr. HE holds an MBA degree at University of Electronic Science and Technology.

Mr. HE once acted as deputy editor for Chinese Computer magazine and as executive deputy president and executive chief editor of China Computer Education magazine. Mr. HE also worked for China Office of IEEE as the Business Development Director.

Mr. HE has devoted himself to industry management of electronic information field, international standardization, corporation social responsibility and other relate works for a long time.

柯希霆 Coney Ke

中化国际（控股）股份有限公司董事会秘书

Secretary of the Board of Directors, Sinochem International

柯希霆，中化国际（控股）股份有限公司董事会秘书。曾在中化黑龙江进出口公司、中化进出口总公司工作。2001年加入中化国际，曾任总经理办公室主任、台湾代表处首席代表、投资管理部总经理、天然胶事业总部副总经理、海南中化橡胶有限公司总经理、生产运营管理部总经理。厦门大学财经系国际金融专业本科毕业，复旦大学 MBA。

Coney Ke is the secretary of the Board of Directors of Sinochem International (Holding) Co., LTD. He once worked in Sinochem Import and Export Corporation and its Heilongjiang Branch. He joined Sinochem International in 2001 and served as director of General Manager's Office, Chief Representative of Taiwan Representative Office, General Manager of Investment Management Department, Deputy General Manager of Natural Rubber Business Headquarters, General Manager of Hainan Sinochem Rubber Co., LTD., and General manager of Production and Operation Management Department. He graduated from Xiamen University, majored in international finance, MBA from Fudan University.

主办单位简介 Introduction of Organizers

《可持续发展经济导刊》由商务部主管，2019年1月正式创刊，是2002年创刊的《WTO经济导刊》在社会责任和可持续发展领域的延续和升级，是可持续发展在中国的一面旗帜和主要舆论阵地。《可持续发展经济导刊》坚持“全球视野，合作共赢”宗旨，立足“面向未来的思想和行动”，致力于成为国内、国际社会责任和可持续发展领域具有影响力的权威、专业媒体。

China Sustainability Tribune is supervised by Ministry of Commerce of the People's Republic of China (MOFCOM) and is officially founded in January 2019. It is an upgrade of China WTO Tribune in the field of social responsibility and sustainability. As the only domestic media named after sustainable development, CST has been actively contributed to global sustainable development based on the motto of "Global Perspective, Competition and Win Together". It promotes various fields, industries and organizations, especially those who have a huge influence on economy, society and environment, to be sustainable, to

take actions for sustainable development, and to support the achievement of sustainable development goals.



amfori全球贸易协会（旧称欧洲对外贸易协会Foreign Trade Association），我们认为所有贸易都可以为每个人带来社会、环境和经济方面的效益。我们称之为“行商有道”。

作为致力于推动开放和可持续贸易发展的全球领先商业协会，我们集合 40 多个国家/地区的 2,400 多家零售商、进口商、品牌商以及國際性的协会。我们的会员包括来自各行各业、各种规模的组织机构，总营业额超过一万六千亿欧元。

自 1977 年在布鲁塞尔成立总部以来，我们拥有强大的网络，覆盖 16 个国家/地区。我们向会员机构提供实用的框架和世界級的工具，用于管理其供应链的社会和环境绩效，并预测未来趋势。我们也倡导推进先导政策，并与各利益相关方开展合作，实现推进社会、环境和经济方面的發展。

我们的工作讓不同组织机构能够促进人类繁荣，以负责任的方式使用自然资源，并推动全球开放贸易的发展。这些是全球面临的重大挑战，需要各方合作解决。因此，当会员机构无法凭独力应对挑战时，共同合作就能够产生巨大的影响力并推动正面的改变。

我们的最终目标是利用协会独特的定位——我们的洞察力、影响力和专业知识——推动开放和可持续贸易的发展，为实现联合国可持续发展目标 (Sustainable Development Goals, SDG) 作出贡献。网址：www.amfori.org。

At amfori (formerly called Foreign Trade Association) we believe in a world where all trade delivers social, environmental and economic benefits for everyone. We call this Trade with Purpose.

As the leading business association for open and sustainable trade, we bring together over 2,400 retailers, importers, brands and national associations from over 40 countries. Our membership reflects organisations of all sizes from a diverse range of sectors, representing a combined turnover of more than 1.6 trillion euros. Headquartered in Brussels since 1977, we have a strong network of representatives based across 16 countries. We offer our members a practical framework and world-class tools to manage the social and environmental performance of their supply chains and anticipate trends. We also advocate for progressive policy and collaboration with high-level stakeholders to achieve social, environmental and economic progress.

Our work enables organisations to enhance human prosperity, use natural resources responsibly and drive open trade globally. These are major challenges across the world which require a collaborative effort to

tackle. So, while our members can't solve them on their own, together we can influence and drive positive change at scale.

Ultimately, our ambition is to leverage our unique position – our insight, influence and expertise – to drive open and sustainable trade, which contributes to the achievement of the Sustainable Development Goals (SDGs).

支持单位简介 Introduction of Supporting Organization



中国纺织工业联合会

China National Textile and Apparel Council (CNTAC)

中国纺织工业联合会是全国性的纺织行业组织，主要成员是有法人资格的纺织行业协会及其他法人实体，为实现会员共同意愿而依照本会章程开展活动的综合性、非营利性的社团法人和自律性的行业中介组织。

中国纺织工业联合会遵守国家宪法、法律、法规，坚持科学发展观，坚持走新型工业化道路；建立健全行业自律机制；努力维护会员和企业合法权益；贯彻国家产业政策，履行政府授权委托的职能；积极引导和指导行业发展，努力为会员、为企业、为行业、为政府服务，促进我国纺织服装行业健康发展，建设纺织强国。

2005年5月，中国纺织工业联合会社会责任办公室成立，这是中国纺织工业联合会社会责任建设推广委员会（RSCA）的执行机构，也是中国第一个国家级的社会责任常设机构。办公室秉承“建立符合国情的企业社会责任体系，协助企业改善管理，增强企业核心竞争力，引导行业可持续发展”的宗旨，通过建立和完善行业社会责任公共平台，提供社会责任专业服务协助成员企业、合作伙伴及其他利益相关方实现各自的社会责任目标，最终实现“提升企业文明，共建和谐社会，引导行业融入全球经济”的愿景。

China National Textile and Apparel Council (CNTAC), is the national federation of all textile-related industries, with the following-listed textile industrial associations and the other economic entities as the registered membership and is a non-profit organization formed on volunteer basis. The aim of CNTAC is to provide services in the modernization of China's textile industry.

The Office for Social Responsibility of CNTAC established in May 2005, it is China's first permanent social responsibility institution at the national level, as well as the executive body of the Responsible Supply Chain Association (RSCA) under the direct administration of CNTAC.

The visions and goals of the Office are to realize sustainable development of the industry by guiding businesses within the industry to follow the scientific approach of development, enhance core competitiveness and get integrated into the global economy, as well as by engaging with domestic and international stakeholders to promote a responsible global supply chain.



香港生产力促进局

Hong Kong Productivity Council(HKPC)

香港生产力促进局（生产力局）是于1967年成立的法定机构，专业技术和知识涵盖多个不同范畴，致力以世界级的先进技术和创新服务，驱动香港企业提升卓越生产力。生产力局作为科技创新、应用科技和价值创造的赋能者及促进者，利用工业4.0和企业4.0，加速香港再工业化发展；同时致力发展智能及绿色生活应用技术，全面促进香港成为国际创新科技中心及智慧城市。

生产力局是香港工商企业值得信赖的合作伙伴，提供全方位的创新方案，提升企业的资源效益，提升生产力和业务效率、减省营运成本，令企业在本地和国际市场中保持竞争优势。生产力局致力为中小企和初创企业提供实时和适切的支持，应对瞬息万变的营商环境，陪伴它们走上创新和转型之路；并提供各类未来技能发展课程，目标壮大本地人才库，让企业掌握最新数码及STEM技术，加强企业技能及提升市场竞争力。

此外，生产力局积极与本地工商界及世界级研发机构合作，开发应用技术方案，为产业创优增值。透过产品创新和技术转移，成功推出多种由市场主导的专利技术和产品，发掘本地和国际市场在授权和技术转移服务中的庞大商机。多年来，生产力局的世界级研发成果获得广泛肯定，屡获本地及国际奖项殊荣。

如欲了解更多详情，请浏览生产力局网页：www.hkpc.org。

The Hong Kong Productivity Council (HKPC) is a multi-disciplinary organisation established by statute in 1967, to promote productivity excellence through relentless drive of world-class advanced technologies and innovative service offerings to support Hong Kong enterprises. Being a key enabler and catalyst of innovation, applied technology and value creation, HKPC facilitates Hong Kong's reindustrialisation empowered by Industry 4.0 and Enterprise 4.0, as well as to develop smart and green living applications for bolstering Hong Kong as an international innovation and technology hub and a smart city.

The Council is a trusted partner with comprehensive innovative solutions for Hong Kong industries and enterprises, enabling them to achieve resources and productivity utilisation, effectiveness and cost reduction, and enhance competitiveness in both local and international marketplace. It offers SMEs and startups immediate and timely assistance in coping with the ever-changing business environment, accompanying them on their innovation and transformation journey. Moreover, a variety of FutureSkills training are offered for enterprises to upskill and nurture talents with digital capabilities and STEM competencies to enhance their competitive edge.

In addition, HKPC partners and collaborates with local industries and enterprises and world-class R&D institutes to develop applied technology solutions for value creation. It also benefits a variety of sectors through product innovation and technology transfer, with commercialisation of multiple market-driven patents and technologies, bringing enormous opportunities abound for licensing and technology transfer, both locally and internationally. HKPC's world-class R&D achievements have been widely recognised over the years, winning an array of local and international accolades.

For more information, please visit HKPC's website: www.hkpc.org.



中国电子工业标准化技术协会社会责任工作委员会
CESA CSR committee

中国电子工业标准化技术协会成立于1993年3月，是电子信息行业从事电子信息产业标准化活动的非营利性国家一级社会团体。中国电子工业标准化技术协会社会责任工作委员会是在工业和信息化部产业政策与法规司的指导下，由中国电子工业标准化技术协会、中国电子技术标准化研究院、中国电子科技集团发起成立，专门从事企业社会责任建设和服务的组织机构。

社责委员会单位包括中国电科集团、苹果公司、台达集团等行业领先知名企业100余家。主要工作开展包括不局限：标准研究制定与应用示范，开展负责任中国制造和供应链责任风险热点话题企业社会责任深入研究，协助部司局建立与OECD、AMFORI、RBA等国际机构的互融互信，协办进博会工业和信息化企业社会责任国际论坛、工业和信息化企业社会责任“行”、工业和信息化企业社会责任培训等工作，为企业提供履责信息披露、案例成果资源共享、产业链沟通互联等综合服务。

自2011年成立起，在部政法司的指导下，已形成“CSR标准制修订+责任“行”+行业评测+品牌会议（论坛、年会、品牌峰会、CSR报告集中发布等）+CSR咨询+CSR品宣”的服务模式。

China Electronics Standardization Association (CESA hereafter) was established in March 1993 as a not-for-Profit Class I Association. CSR Committee of CESA (CESA-CSR hereafter) was established under the guidance of Division of Policy and Law (DPL hereafter) of Ministry of Industry and Information Technology (MIIT hereafter) and was initiated by CESA, CESI and CETC. CESA-CSR concentrates on the work of CSR construction and services.

The members of CESA-CSR include CETC, Apple, Delta and other more than 100 famous enterprises. The main working areas of CSEA-CSR includes but not limited to: ICT standard research and demonstration; Enhance social impact by creating a “responsibility environment” through the organization of various CSR exchange activities; Carry out in-depth research on CSR around hot topics such as Responsible China Manufacturing and Supply Chain responsibility risks; Outreach with international organizations such as OECD, AMFORI, RBA to enhance collaboration and mutual trust; Facilitate the international forum on ICT industry CSR at CIIE and other occasion, organize ‘CESA CSR Tour’ and Provide CSR training for ICT industry; Provide CSR capacity building training for units within ICT industry; Provide public service platform of CSR information disclosure, case studies and peer connections for members.

Since the establishment in 2011, the services module of CESA-CSR has been shaped under the guidance of DPL of MIIT, to include: CSR standard drafting, CSR Tour, industry evaluation, brand conference (seminar, forum, summit, CSR report release), CSR consultation and CSR perspective showcase.