

## **AmCham China Social Impact Initiative**

*Innovative Public-Private Partnerships to Accelerate China's Public Health Reforms  
and Revitalize Small and Medium-Sized Enterprises (SME)*

COVID-19 is having far-reaching impacts on China's economy and public health system. The Chinese government is developing a range of policies to revitalize the economy and ensure the health of its citizens. While China's overall management of the COVID-19 pandemic has been impressive, there is now an urgent need to **1) help China's millions of SMEs recover from the devastating economic impact of the epidemic and 2) accelerate healthcare reforms described in the "13<sup>th</sup> Five Year Plan" and "Healthy China 2030".**

AmCham China plans to launch an innovative **Social Impact Initiative in May 2020** focused initially on these two pressing social issues. One of the core principles driving this Initiative is our belief that the private sector has a meaningful role to play in helping China to achieve its objectives and that AmCham China members are uniquely qualified to help.

Unprecedented challenges require innovative solutions. AmCham China's Initiative will use an open, collaborative, action-oriented model to bring together government, companies, institutions, and experts from China, the US, and globally that will deliver positive, practical, and innovative recommendations to Chinese policymakers and other stakeholders throughout the year.

AmCham China intends to formally launch the Initiative by **May 15** provided we receive sufficient financial support from our members that may be supplemented with third-party contributions.

### **Why should my company join the Public Health and/or SME Tracks?**

We recognize this is a challenging year for many of our member companies. As such, we are designing the Initiative with benefits that are both **cost-effective** and helpful to the achievement of your near and mid-term **business goals**. To achieve this, we need a critical mass of companies for each of the Tracks (SME and Public Health) to ensure economies of scale and outsized impact.

#### **1. Government and Stakeholder Access:**

- Build relationships with dozens of executives, officials, and thought leaders through exclusive, interactive workshops based on themes high on the agenda of Chinese policymakers.
- Share your company's best practices and thought leadership with relevant Chinese government stakeholders, positioning your company with government and influencers as a go-to trusted source for innovative ideas, while at the same time shaping policies and strengthening your advocacy positions.

#### **2. Branding and Visibility:**

- Feature your company's logo and case studies in various materials and reports that will be shared with relevant stakeholders both in small-scale meetings and larger audiences through launch events, media, and on-going exposure in 2020 and 2021.
- Share thought leadership about your social impact efforts in AmCham China's *Quarterly* magazine and AmCham China digital channels, reinforcing your company's position as a thought leader for positive social changes.

**3. Fresh and Deep Insights:**

- Gain unique, first-hand insights on crucial issues from government officials and industry leaders to support your 2020 business goals and advocacy efforts.
- Receive workshop highlights and world-class reports that can be shared freely across your organization, in China and globally, to help shape your China and global strategies, social impact initiatives, and advocacy priorities.

**What are the benefits of my company’s participation?**

We have designed an affordable, three-tier sponsorship program to cater to the different needs of our members while ensuring active participation from a wide range of companies.

Benefits	Tier 1	Tier 2	Tier 3
Price per track	RMB150k	RMB100k	RMB50k
Availability	Limited to 5 sponsors  <i>*30% discount for joining another track</i>	Limited to 10 sponsors  <i>*20% discount for joining another track</i>	Limited to 20 sponsors  <i>*10% discount for joining another track</i>
<b>Government and Stakeholder Access</b>			
VIP room access at launch event	✓	✗	✗
VIP seating at launch event	✓	✓	✗
One speaking opportunity at the launch event	✓	✗	✗
Free tickets to the launch event	3	2	1
Participation in highly interactive workshops with relevant thought leaders (every 4-6 weeks)	✓	✓	✓
<b>Branding and Visibility</b>			
Feature your company’s logo on the distributed highlights from each working session and the final reports	Featured as a “Platinum Sponsor”	Featured as a “Gold Sponsor”	Featured as a “Silver Sponsor”
Feature your company’s best practice case studies in the final reports	Up to 2 case studies	1 case study	✗
Feature your company’s thought leadership in AmCham China’s <i>Quarterly</i> magazine and on the AmCham China website	✓	✓	✗
<b>Fresh and Deep Insights</b>			
Receive sponsor-only working session highlights (every 4-6 weeks) and final reports	✓	✓	✓

Note: All events and benefits subject to local and national pandemic-related policies at time of implementation and will be adjusted as necessary while seeking to keep the modifications as close as possible to the original intent. All workshops will be held as webinars until we are able to hold larger-scale in-person meetings.

## **What Model is AmCham China Using for the Initiative?**

This Initiative is not business as usual for AmCham China. This is a unique approach that rises to the challenges of this difficult period in which we all now find ourselves. The model we use will create opportunities and generate insights on an on-going basis through highly interactive and facilitated “**Working Sessions**” every **4 to 6 weeks** that promote collaboration between government officials, company representatives, experts, and other relevant stakeholders. The involvement and engagement of both the public and private sectors over a **6-month period** will not only culminate in practical policy recommendations and roadmaps with your imprint, but also actionable recommendations for policymakers inspired by each working session. Final Reports for each Track will be produced by the end of 2020, along with an umbrella Social Impact Report, that will be launched through a major event (or webinar) and followed by impactful marketing and communications campaigns.

## **Call to Action**

We can only launch this Initiative with sufficient company support to ensure affordability for all members and overall economies of scale for the Initiative. Your prompt reply is crucial and necessary for this Initiative. We will be holding a **free on-line session on April 23rd** to introduce this Initiative in greater detail and answer any questions. Confirmation of your interest **by no later than April 30<sup>th</sup>** is greatly appreciated.

In the meantime, we appreciate your suggestions and ideas on how we best design and implement this Initiative to address China’s pressing needs in 2020 and beyond.