



社会影响力
SOCIAL IMPACT

AmCham China | Social Impact Initiative



SOCIAL IMPACT REPORT

2023

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2023 Social Impact Report

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Preface

Over the past few years, public health crises have highlighted the importance of collaboration between the public and private sectors. As a response, the American Chamber of Commerce in China (AmCham China) launched the Social Impact Initiative (SII) in July 2020. The initiative aims to provide a platform for dialogue and cooperation between member companies and various institutions, including the Chinese government, international organizations, think tanks, and both domestic and foreign enterprises. Together, they explore how foreign-invested enterprises can effectively and responsibly help China achieve its development goals.

In 2023, with the end of the COVID-19 pandemic, China's socioeconomic development has gradually returned to a steady recovery path. This year also marks the third year of the AmCham China's Social Impact Initiative. Embodying the principles of sharing, contribution, and win-win cooperation, AmCham China leads its member companies to continue focusing on three crucial areas for China's high-quality development: green development, rural revitalization, and the digital economy, while actively seeking new collaboration opportunities. This year, we have organized eight thematic events as well as two SII Talk series, where we received professional guidance from leaders of relevant government departments, including the Ministry of Commerce, Ministry of Ecology and Environment, Ministry of Science and Technology, Ministry of Industry and Information Technology, UNICEF, and the United Nations Development Program, as well as senior scholars from both China and abroad. Through these online and offline activities, member companies have been able to offer suggestions to the Chinese government in different fields of development, acquire the latest ESG knowledge from industry experts, share and learn from project experiences with business partners, and convey a responsible corporate image to the public.

As part of the Social Impact Initiative, this report reviews the significant policies the Chinese government has released in the fields of green development, rural revitalization, and the digital economy over the past year. It shares the achievements of a series of social impact activities conducted this year and showcases successful ESG and corporate social responsibility practices of member companies in related fields. Through this report, we hope that readers can see how, amidst the challenges of a complex and daunting environment, mem-

Preface

ber companies remain optimistic about China's economic development prospects. They are willing to continuously expand cooperation channels and actively engage in China's modernization process, contributing to high-quality and sustainable socioeconomic development.

We sincerely appreciate the sponsorship of this year's Social Impact Initiative by Amazon, Bayer, BabyCare, Cargill, Dell Technologies, Google, Meta, Mitsubishi Corporation, and PwC China. It is their generous support that has made the series of activities in the third year of the Social Impact Initiative possible. Additionally, we would like to extend our gratitude to all the companies and their employees who contributed case studies to this report. Your contributions have allowed readers from all walks of life to see the positive impacts foreign-invested enterprises are making on China's social development.

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Sustainable Development



Sustainable Development Policy Review

The establishment of a sound economic system of green, low-carbon, and circular development and the promotion of a comprehensive green transformation of economic and social development are the basic measures for solving China's resource, environmental, and ecological problems. At present, China is facing two major strategic tasks, namely, realizing the domestic development goal of achieving a fundamental improvement in the quality of the ecological environment, and fulfilling its international commitment to "carbon peak and carbon neutrality." Under the guidance of this strategic goal, China has introduced a series of important plans and policies in recent years to cope with the structural pressure on ecological and environmental protection, steadily improve ecological and environmental governance capabilities, and make remarkable achievements in low-carbon transformation. We have compiled a list of important policies in various areas of green development over the past year for readers' reference.

1. Science and Technology Support for Carbon Peak and Carbon Neutrality Implementation Plan (2022-2030)

Policy Highlights: On June 24, 2022, nine departments including the Ministry of Science and Technology jointly researched and formulated the "Science and Technology Support for Carbon Peak and Carbon Neutrality Implementation Plan (2022-2030)." The "Implementation Plan" proposes an overall plan of scientific and technological innovation actions and safeguarding initiatives. It supports the realization of the carbon peak target by 2030, and prepares technology R&D reserves for the realization of the carbon neutrality target by 2060. The "Implementation Plan" raises ten specific actions to strengthen science and technology to support the goals of carbon peak and carbon neutrality, involving basic research, technology research and development, application and demonstration, popularization of results, talent training, and international cooperation, which will guide the scientific and technological community, as well as relevant industries, fields, localities, and enterprises to carry out scientific and technological innovation work. The "Implementation Plan" focuses on technologies of green and low-carbon energy transformation, low-carbon and zero-carbon industries, low-carbon and zero-carbon buildings and transportation, negative-carbon and non-carbon dioxide greenhouse gas emissions reduction, and cutting-edge disruptive low-carbon technologies. It formulates measures for low-carbon technology demonstration and base construction, talent cultivation, development of low-carbon science and technol-

ogy enterprises, and international cooperation, to promote, demonstrate, and apply scientific and technological achievements. The “Implementation Plan” focuses on scientific and technological innovation and strives to strengthen the supply of high-efficiency and low-cost low-carbon technologies, while incorporating policy innovation, such as low-carbon technology standards, to promote the industrialization of low-carbon technologies.

2. Implementation Plan on Further Improving the Market-Oriented Green Technology Innovation System (2023-2025)

Policy Highlights: On December 13, 2022, the National Development and Reform Commission and the Ministry of Science and Technology issued the “Implementation Plan to Further Improve the Market-oriented Green Technology Innovation System (2023–2025),” which lists nine key tasks and specific initiatives centered on the main goal of strengthening the supporting capacity of green technological innovation for green and low-carbon development. On the demand side of green innovation, the “Implementation Plan” proposes the need to strengthen the leadership of green technological innovation and cultivate a number of leading green technology, low-carbon, and innovative enterprises. On the supply side of technological innovation, the “Implementation Plan” sets out two initiatives to grow the main actors of green technological innovation and promote the synergy of green technological innovation, so as to support and stimulate the innovation vitality of scientific research units and the collaboration and integration of innovation main actors. The “Implementation Plan” also calls for accelerating the transformation and application of green technology, improving the green technology evaluation system, and increasing relevant fiscal, tax, and financial support to ensure the successful implementation of green technology transfer, transformation, and application. Green technology evaluation, financial support, talent training, international exchanges, will also be fully optimized under the guidance of the “Implementation Plan”.

3. Key Points of Energy Regulatory Work in 2023

Policy Highlights: On January 4, 2023, the National Energy Administration issued the “Key Points of Energy Regulatory Work in 2023,” which clearly states that the administration will focus on the main responsibilities and main operations in seven aspects, including market regulation, safe production, power supply service, credit qualification, administrative law

enforcement, as well as the landing of major national planning policies and projects. To promote the construction of the power market system, the document proposes strengthening the unity of basic market rules and systems, while further leveraging the roles of medium and long-term trading mechanism and auxiliary service market mechanism, to ensure the balance of local power supply and demand and the safe and stable operation of the power grid. To advance the supervision of the electricity market, the document orders the strengthening of the supervision of undue local intervention, reinforcing the independent review and assessment of trading programs, and implementing regularized supervision of the power grid agent to purchase power, the implementation of pricing policy, and information disclosure and reporting, in order to maintain a fair and just market order. In terms of industry supervision, the document points out that local government departments and energy enterprises should fulfill the main responsibility of maintaining supply, strengthening the monitoring, analysis, and early warning of supply and demand of energy such as coal, electricity, and natural gas, while address and report on problems in a timely manner. The document emphasizes the need to ensure energy security to promote reliable supply, urge the relevant departments of local governments and energy enterprises to fulfill the main responsibility of supply security and policy implementation, and guarantee the management processes of coal supply, unit operation, and coal storage.

4. White Paper on China's Green Development in a New Era

Policy Highlights: On January 19, 2023, the State Council Information Office released the “White Paper on China's Green Development in a New Era.” The “White Paper” systematically summarizes the initiatives and achievements of China's green development over the past decade and elaborates on the core concepts and practical experiences of China's green development. The “White Paper” covers the formation of a national green territorial configuration, the development of green industries, sustained macro-structural transformation, regulatory mechanisms for eco-friendly living, as well as global climate governance and co-operation. The “White Paper” points out that China has accelerated the building of a green, low-carbon, and circular economy, practicing green production methods, promoting the energy revolution, the economical and intensive use of resources, and cleaner production, and pursuing synergy in the reduction of pollution and carbon emissions. All these efforts have contributed to the coordinated development and balanced progress of the economy, society, and environmental protection. At present, China's green industry is booming, the greening of industry, agriculture, and services have all been comprehensively improved, the energy structure continues to be optimized, transportation is trending towards low-carbon, and the efficiency of resource utilization has been significantly improved. As these strategic emerging green industries have become an important engine of economic development,

institutional mechanisms have simultaneously been improved, providing a stronger future for green development.

5. Circular on the Work Related to the Allocation of National Carbon Emission Quota Trading Allowances for 2021 and 2022

Policy Highlights: On March 13, 2023, the Ministry of Ecology and Environment issued the “Circular on the Work Related to the Allocation of National Carbon Emissions Quota Trading Allowances for 2021 and 2022.” With the goal of helping the thermal power industry reach carbon peak and carbon neutrality, the document takes into full consideration factors such as domestic and international economic situations and the energy supply situation. On the basis of ensuring that the growth of the total amount of allowances is adapted to the requirements of socioeconomic development on electricity growth, the document is reasonably designed so that it will not impose constraints on electricity production and will not affect the security of electricity supply. The document continues the overall framework for 2019-2020, the idea of designing quota allocation based on intensity control, the scope of subjects covered by quota allocation, and the relevant workflow remain unchanged. At the same time, the document improves the quota allocation system, optimizes and adjusts the baseline value, consolidates data foundation, and improves the level of information management. In essence, the document encourages large-capacity, high-efficiency, and low-emission units, and units undertaking cogeneration tasks, supports the optimization of the power structure, presses down on the responsibility of enterprises to reduce carbon emissions, and promotes the green and low-carbon transformation of the power industry.

6. Issuance of the Guidelines for the Construction of a Carbon Peak Achievement and Carbon Neutral Standards System

Policy Highlights: On April 1, 2023, eleven departments including the Standardization Administration of China, the National Development and Reform Commission, and the Ministry of Industry and Information Technology jointly issued the “Guidelines for the Construction of a Carbon Peak Achievement and Carbon Neutral Standards System”. The “Guidelines” are a concrete application from the “Implementation Plan for Establishing Standardized Carbon

Peaking and Carbon Neutrality Measurement System” issued in October 2022, and guide the ongoing construction of a national dual carbon standard system. The “Guidelines” provide an important standard system framework for realizing the national carbon peak by 2030 and carbon neutrality (dual carbon) by 2060, including the construction and improvement of four first-level and other downstream systems, including the basic general standard, carbon emissions reduction standard, carbon removal standard, and market-based mechanisms. They also specify a series of basic standards covering terminology, monitoring, and energy saving; propose emissions reduction standards for recycling, renewable power, and production and service processes; emphasize market-based mechanism standards for green finance, carbon trading, and eco-products value realization; and reveal the basis and structure of future dual carbon standard system construction. At the same time, the “Guidelines” emphasize the importance of promoting dual carbon international standardization, and list the construction of innovative teams, exchange and cooperation with international organizations, and the docking of standard development as key work items.

7. Circular on the Issuance of Guiding Opinions on Energy Work in 2023

Policy Highlights: On April 6, 2023, the National Energy Administration issued the “Guiding Opinions on Energy Work in 2023,” which makes specific deployments for solidifying the foundation of energy production and supply as well as deeply promoting the modernization and transformation of green energy. The “Opinions” set out five main goals for energy work in 2023, first, focusing on enhancing energy supply capacity, strengthening oil and gas production, and forming a diversified supply structure while meeting energy demand in a more efficient, economical, and safe manner. Second, promoting new energy transformation and new energy power generation such as wind, light, water, and nuclear in the consumer and industrial sectors, while consolidating the clean development of traditional oil and gas to ensure the long-term sustainability of fossil energy supply. Third, enhance the level of overall industrial modernization, implement the R&D and application of major technological equipment and components, focus on the iterative R&D of new energy industry, and promote the upgrading of intelligent and digitalized industries. Fourth, enhance the capacity of energy interoperability and mutual assistance, improve the national energy network, and strengthen the energy security of key regions. Fifth, closely observe the impact of the Ukrainian crisis on global energy supply, safeguard the interests of overseas energy security, promote cooperation with energy producing countries around the world, enhance synergistic cooperation, and actively participate in international energy mechanisms and affairs to ensure the stability and security of the global energy market. The “Opinions” em-

phasize the importance of energy supply and price security in the current context. In the increasingly complex global energy political landscape, effective integration and institutional reform in China's energy industry is critically important. The cornerstones for actualizing these reforms are stable supply and high-quality development.

8. Ten Codes of Conduct for Ecological and Environmental Protection

Policy Highlights: On May 31, 2023, the Ministry of Ecology and Environment, Office of the Central Guidance Commission on Building Spiritual Civilization, Ministry of Education, Central Committee of the Communist Youth League, and All-China Women's Federation jointly issued the newly revised "Ten Codes of Conduct for Ecological and Environmental Protection." The "Ten Codes of Conduct" cover three major areas, including the cultivation of citizens' environmental awareness, the development of daily environmentally friendly behaviors, and more active public participation in environmental governance, which will play a guiding role in promoting individualized daily participation in ecological protection and environmental governance. The "Ten Codes of Conduct" include caring for the ecological environment, conserving energy and resources, practicing green consumption, choosing low-carbon travel, sorting waste, reducing pollution, nurturing the natural ecosystem, participating in environmental protection practices, participating in environmental supervision, and jointly building a beautiful China. Compared with the 2018 "Codes of Conduct for Ecological and Environmental Protection (for Trial Implementation)," the newly revised "Ten Codes of Conduct" respond to major issues and integrate climate change-related content, guiding all citizens to actively participate in the process of realizing China's dual carbon goal. For example, to promote individualized environmental participation, Article 3 advocates that consumers should give priority to choosing green and low-carbon products and reduce the purchase of disposable goods, advocating for green development at the consumer level.

9. Administrative Measures for Voluntary Greenhouse Gas Emissions Reduction Trading (for Trial Implementation) (Draft for Comments)

Policy Highlights: On July 7, 2023, the Ministry of Ecology and Environment compiled and formulated the "Administrative Measures for Voluntary Greenhouse Gas Emissions Reduc-

tion Trading (for Trial Implementation)” (Draft for Comments) and released it for public consultation. The “Administrative Measures” apply to the supervision and management of national greenhouse gas voluntary emission reduction trading and related activities, thereby strengthening the role of the government in the management of the voluntary carbon market. The “Administrative Measures” clarify the processes of validation and registration of greenhouse gas voluntary emission reduction projects; verification, registration, and trading of emissions reductions; and management of validation and verification organizations, as well as the supervision and management of projects and legal responsibilities. The Ministry of Ecology and Environment is placed in charge of organizing the establishment of a national unified voluntary emission reduction registry and trading institution, the proposed institutions will be assessed and approved by experts organized by the Ministry of Ecology and Environment and the State Administration for Market Regulation. The experts will be responsible for validating the authenticity, uniqueness, and additionality of the voluntary emission reduction projects, as well as verifying the amount of emission reductions. Overall, the “Administrative Measures” encourages voluntary greenhouse gas emission reduction behavior and regulates national voluntary greenhouse gas emission reduction trading and related activities, signaling that the issuance and trading of China Certified Emission Reduction is expected to restart in the future.



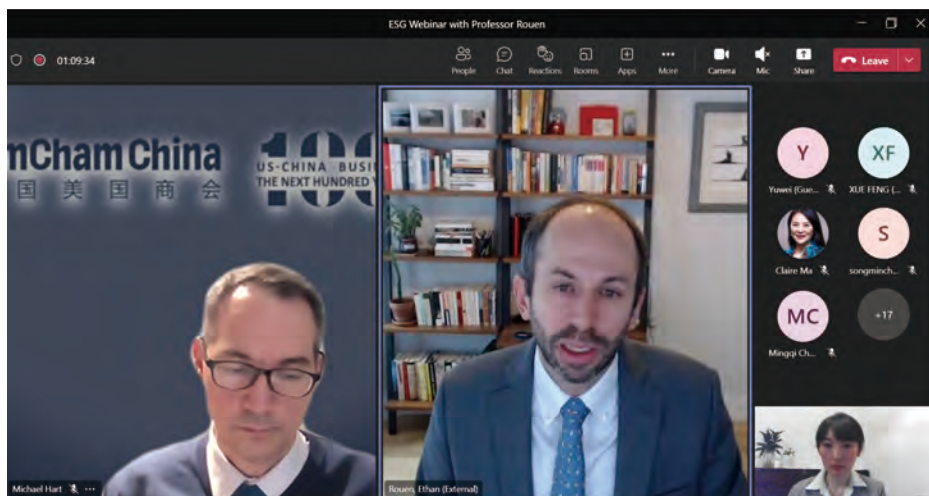
Sustainable Development Event Recap

ESG Webinar with Professor Rouen

January 10, 2023 at 9:00-10:00 pm

Speaker: Professor Ethan Rouen, Assistant Professor at Harvard Business School

Topic: The Dream of Measuring Corporate Impact and the Reality of Current Human Capital Disclosures



- Research on corporations ESG/CSR reports shows that about 40% call it a CSR Report, 40% call it an ESG report, and 20% call it something totally different. So corporate social responsibility encompasses environmental, social, and governance issues. And given the push to measure these, the focus has turned to different specific topics.
- There are four types of firms by taxonomy:
 - **Productive Enterprise (for profit):** generate positive value to both equity holders and non-equity stakeholders (employee, consumers, community)
 - **Rent-Seeking:** generate positive value to equity holders but negative value to non-equity stakeholders

- **Bankruptcy:** generate negative values to both equity holders and non-equity stakeholders
- **Non-Profits Organization:** Not seeking to generate value for equity holders, but generate positive value to non-equity stakeholders
- We seek to make for-profit companies generate positive value to both equity stakeholders and non-equity stakeholders with a better financial measurement system.
- There is a clear connection between environmental impact and firm's operations, that the firms with lower emissions are more efficient. We measure environmental impact by what firms consume across various resources (water, wood, meat, crops etc.) and what they put back into the environment through emissions.
- Dealing with environmental impact can be costly. For companies in energy industry, it can cost as high as 73% of their revenue to address their environmental impact. And for the airline industry, the number can be 100%.
- The evaluation on product impact on the environment is relatively difficult to measure on large scale because each kind of industry and firm has different products. But at the high level, it is usually measured by product quality, duration, access, quality, optionality, emission, efficiency, recyclability.
- Toyota, Volkswagen, which were early to thinking about low emissions vehicles, have incredibly high positive product impact. In general, the American automakers are going all in on electric vehicles right now.
- The financial technology industry gets more impact related investment dollars than any other industry. And they do it on the promise of financial inclusion and cybersecurity.
- There are two dimensions in evaluating the social part of ESG: A. community, including diversity and location; B. employee, including wage, opportunity, career advancement, health & well-being.
- Research found companies that provide fair wages and working conditions to employees can generate billions of positive employment impact (Costco 9.8 billion, Merck 2.2 billion, Intel 6.5 billion, Apple 10.3 billion)
- Employment is usually treated as an expense, much like research and development, because companies don't own employees. They're free to go and take their human capital with them. There is also a big portion of expense that goes into learning and training to build human capital asset.

- In the EU, the employment human capital is growing in importance. From 1992 to 2020, the employee expense as a percentage of revenue has increased from 26% to 38%.
- Human capital can be seen as an investment. Research found that as firms invest more in their employees, companies are reporting lower earnings today. Yet, the companies that are making the most investment in their employees have a much larger positive, long-term stock return than the firms that are making the least investment.
- In 2020, the SEC amended its regulation and introduced a disclosure mandate pertaining to human capital in which firms are required to disclose all financial material information in their regulatory filings, including human capital. (Although there was no prescription about what needed to be disclosed. SEC declined to define what they meant by human capital and argued that this will differ across firms and will also change over time.)
- After the launch of the new regulation, about 86% of firms had a separate subsection on human capital with quantitative information. In the reports, most of the companies showed the percentage of workers in different locations across the globe. And there are big jumps coming from information about diversity, equity and inclusion and turnover and recruitment.
- Market started to react to the disclosure of human capital information once there are a lot of firms disclosing the same information that allows investors to compare. Investors care about human capital-intensive firms disclosing information that has a clear connection to the financial materiality of the firm's operations, such as recruitment, turnover, and compensation related information. Beginning in 2018, firms were required to disclose the ratio of the CEO's pay to that of the median employee.
- Inequality can be fair when better workers are paid more. Employees who work harder or spend more time on education should be paid more. This is called economic pay ratio. But inequality can be unfair when pay deviates from economic factors, but affected by factors such as racial and gender bias or rent-seeking by executives. It can also be bad for companies as it can create resentment feelings that opportunities are lacking, resulting in shrinking, turnover, and sabotage. Research found that firms that have higher unfair pay perform worse, and firms that have higher fair pay disparity perform better. The pay ratio predicted by economic factors is associated with better future accounting and market performance.
- After analyzing 300 million workers worldwide in the data base tracking turnover, promotions, educational attainment and diversity, research found the stock performance

of firms with the lowest turnover outperforms those with the highest turnover by 55%. The stock performance of firms with the most internal promotions outperforms those with the least by 133%. Those with the most promotions are also better at predicting and insulating against market fluctuations.

- Challenges: ESG measurement and disclosure in general are in lack of regulations and standardization, resulting in a huge information asymmetry problem. The ESG rating firms sometimes create contradictions and companies disclose different information. At ESG reports, companies restate their environmental data year over year, and few organizations are disclosing information that allows investors to make judgments.

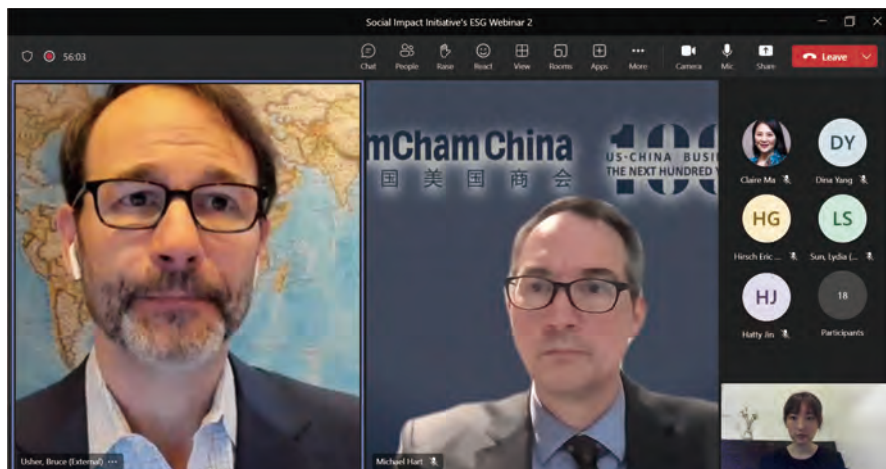


ESG Webinar with Professor Usher

February 21, 2023 at 9:00-10:00 PM

Speaker: Professor Bruce Usher, Professor at Columbia Business School

Topic: Investing in the Era of Climate Change



On the impact of the climate change

- We will spend 30 years decarbonizing the entire economy which will disrupt how business work globally and change investors' behavior.
- The five major trends behind the climate change are:
 - 1. Manifestation of physical risks including heat-waves, rising sea level and other extreme weather events.
 - 2. Evolving social norms: young people prefer to work for companies that are more sustainable and products will be more sustainability focused.
 - 3. More governments are taking policy actions to meet climate change goals.
 - 4. There will be more technological innovation in the market such as electric vehicles
 - 5. Investor are reacting to the changes which will facilitate the progress of ESG investment

- Climate change is changing the development pattern of many industries, for example
 - 1. The rising sea level is creating more flooding and will cause less investment in some properties on the coast. Some research showing that the price of properties exposed to what's called chronic flooding has dropped compared to the identical house.
 - 2. A lot more capital is flowing into agricultural technologies such as precision agriculture and vertical farming. The occurrence of many technologies are the result of climate change.
 - 3. There are less investment in fossil fuels because investors see the declining demands for oil and gas, and the world's leading oil and gas companies are investing more in developing new resources and drilling lesser oil. The problem is there are not enough new resources in the short term to meet the high demand of oil and gas.
- We can easily decarbonize up to nearly half of global emissions at relatively low costs because renewable energy can be used to replace the current energy consumption. But the other half will require more serious commitment and efforts from both government and business level. The cost of reducing carbon emission is constantly changing, likely to be less costly in the future.
- Investors are facing mainly two types of risks – physical risks such as rising sea levels, and big transition in global economy from regulations and consumer preferences. Meanwhile, ESG investment nowadays is generating concrete returns for investors more so than for merely public image building purposes.

On the Geopolitical Competition:

- Under the Ukraine war, governments in Europe allowed people to reopen coal mines, meanwhile, the governments are accelerating the deployment of renewable energy rather than a slowdown as a result of this war.
- The International Energy Agency (IEA) published a report saying that renewable energy power generation would surpass coal power generation globally by 2030. And this year's report said that's been accelerated by 5 years, which is just a couple of years from now. More and more countries are turning to renewables because of the energy security crisis and climate change.
- The "Inflation Reduction Act" passed by the U.S. six months ago sharpened geopolitical competition on climate change issue, although the EU has reacted negatively to this act because the Europeans still think the U.S. is not decarbonizing fast enough. (Although the greenhouse gas emissions in the U.S. peaked at the highest level in 2007,

but in Europe, it has been much bigger reductions with stronger policy support.) The expectation is that climate change will be addressed amid geopolitical competition.

- Climate change will impact business globally, much as technology has in the past, creating winners and losers in nearly every sector. Decarbonization will alter economics and geopolitics as countries compete to dominate emerging sectors. So far, American is leading in innovation field, China is leading in manufacturing field, but many sectors, such as batteries, green hydrogen, direct air capture technology, still have competitive opportunities for new market entrants and leaders.

On buying carbon offsets:

- As companies still have some remaining emissions that either it is technologically impossible or maybe it is very expensive to reduce, therefore they will go and buy carbon offsets. Carbon markets are essential to addressing climate change and will become a very important part of net-zero carbon emission from business.
- However, without clear and strong regulations, the carbon credit market has a lot of projects that are not actually truly reducing emissions. Unfortunately, I do not expect a unified market anytime soon for the carbon markets need strong government regulation, but we do not have a strong global government.

On resource scarcity

- There's a global scarcity of materials on making climate solution technologies, such as raw material inputs like lithium, or cobalt, nickel and other metals for lithium iron batteries. And there is on-going global competition for those materials. This situation can affect the ability to decarbonize. It is unclear if those are temporary or longer-term shortages.
- Nuclear energy today is uncompetitive with renewable wind and solar for it is too costly to build nuclear plants. But a new type of nuclear, Advanced Small Modular Reactors (SMRs) nuclear, has been developed. They're much smaller, safer, and cheaper. SMR nuclear is going to be competitive in the future.

Green Development Working Session

June 20, 2023 at 2-5 pm



During the afternoon of June 20, AmCham China held the 2022-2023 Social Impact Initiative – Green Development Working Session with representatives from the Policy Research Center for Environment and Economy at the Ministry of Ecology and Environment, the China Association of Circular Economy, Tsinghua University, United Nations Development Programme in China (UNDP), United Nations Global Compact (UNGC), World Resources Institute, as well as 17 business representatives from different industries to share and discuss the role of corporations in contributing to China's green and low-carbon development.



Claire Ma, Vice President of AmCham China, delivered opening remarks. During her speech, she mentioned that the introduction of the dual carbon target is of great significance to China. It means that China is on the verge of a green industrial revolution, shifting from a traditional economic growth model to a sustainable economic system

with the primary goal of reducing carbon emissions, thereby realizing low energy consumption and low pollution. AmCham China and our member companies have been actively engaged in this process. Last year, we released our first Social Impact Report on Green and Low Carbon Development, setting out our observations and recommendations on related policies and practices. US companies are ready to share their knowledge on energy conservation and efficiency, digital technology, carbon capture, and environmental governance, and use their goods and services to help China build a more environmentally sustainable socioeconomic system.

Ms. Li Yuanyuan, Senior Engineer at the Policy Research Center for Environment and Economy introduced the process of China's synergistic effects of pollution alleviation and carbon reduction, relevant policies, and opportunities for enterprises to participate.

Liu Cuiling, Secretary General of the Carbon Peak and Carbon Neutrality Committee of the China Association of Circular Economy, shared her knowledge on the development of circular economy and the enhancement of resource utilization efficiency. She mentioned that circular economy is a general term covering the activities of reduction, reuse, and resourcing carried out in the processes of production, distribution, and consumption. Liu Cuiling mentioned that compared with 2012, the output rate of China's 14 major resources in 2021 has increased by about 58 %. In 2020, China have reduced carbon dioxide emissions by a total of about 2.6 billion tons through the development of a circular economy; forming an energy-saving and environmental protection industry with an annual output value of more than 3 trillion yuan and an employment-absorbing population of more than 30 million people. Moving forward, the next priorities for the development of a circular economy under the "double carbon" goal include developing a resource-cycling-based industrial system, promoting the comprehensive utilization of resources, strengthening the recycling of typical urban wastes, and promoting the minimization and resourcing of domestic waste.

Professor Gao Yuning, Deputy Director of the Institute of International Development and Global Governance, School of Public Policy and Management at Tsinghua University, explained to the participants corporate green transformation in the SDG era from the angles of the role of multinational corporations and ESG development. He mentioned that multinational enterprises contribute about half of exports, one-third of total GDP, one-quarter of jobs, and one-fifth of carbon emissions to global economic and trade development. Therefore, they face complex opportunities and challenges in responding to the Sustainable Development Goals (SDGs) proposed by the United Nations. Although the increasingly emerging topic of ESG is, to some extent, instructive for corporate green transformation, such as more cooperation with multiple stakeholders and quantifiable ESG indicators, ESG still suffers from a lack of internationally harmonized standards and an over-emphasis on risk management to the exclusion of other indicators of sustainable development.

In addition, the criteria and indicator system of the Global Reporting Initiative (GRI) provides a relatively rich and comprehensive assessment of companies from a theoretical point of view, and more than 80% of companies around the world are already using GRI assessments. Professor Gao emphasized that any sustainability indicator should not simply be a score, but needs to consider measuring the characteristics of different industries and enterprises.

Violante di Canossa from UNDP talked about the role of UNDP in the low carbon transition in China. She stressed that the low-carbon transition is not a cost, but can be seen as an in-



vestment in our collective future, and it also aligns with China's visions and priorities, including the 2030-2060 dual carbon goals. According to data cited by Violante, China already has an estimated 54 million "green jobs" and over 4 million jobs in renewable energy and USD 2.3 trillion in financial opportunities can be unlocked by prioritizing nature in China.

However, the transition may disproportionately affect certain sectors, regions, and groups due to the unequal access to new green job opportunities. It's critical to mitigate potential negative socio-economic impacts and risks to ensure a just transition that includes everyone. UNDP works with Chinese counterparts to design solutions towards the SDGs. It has recently published on the just transition and the impact on employment, as well as worked in highlighting opportunity areas – through SDG Investor Maps – and standard and criteria – through the SDG Finance Taxonomy (China) - to promote the green transition in China.

The business representatives then held discussions on the role of multinational enterprises in promoting green development in China. They said that multinational corporations are playing an active role in the global low-carbon transition in various fields, including participating in the development of local green industry standards and driving the green upgrading of upstream and downstream enterprises. Many companies in the manufacturing sector have already completed the green transformation of their entire industrial chain, from raw materials and wastewater treatment to transportation and packaging. At the same time, enterprises also raised with government representatives the challenges they encountered in the Chinese market, such as the high number of barriers in the energy sector, inconsistencies between international standards, central government standards, and local standards, and policy inconsistencies. Addressing these issues can effectively facilitate foreign enterprises to realize their low-carbon development goals in China.

Sustainable Development

Case Studies



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- Bayer: Unleashing the Social Impact of Regenerative Agriculture and Allowing “Never-Ending Living” to Penetrate People’s Hearts
 - Dell Factory Rooftop Distributed Solar Photovoltaic Power Generation Practices Green Sustainability
 - HPE Technology Accelerates Sustainable Transformation Eco-friendly
 - Amway: Exploring the Path to Sustainable Green Health
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Bayer: Unleashing the Social Impact of Regenerative Agriculture and Allowing “Never-Ending Living” to Penetrate People’s Hearts

Regenerative agriculture is the future of agriculture

What is regenerative agriculture? Why should we promote regenerative agriculture? How can the social impact of regenerative agriculture be unleashed?

Regardless of the answer, it is undeniable that there are many threats to the environment – soil, air, and biodiversity. Solutions that can increase crop yields and sustain good environmental management are urgently needed around the world. As a result, Bayer has launched the Bayer ForwardFarming program in 2015 and, together with its partners around the world, conducted these projects:

- In 2021, when the first Bayer ForwardFarming farm in Asia-Pacific was founded in Beijing, it received full coverage during the Harvest Festival.
- In 2022, on the first anniversary of the Bayer ForwardFarming farm, the “Fields of Opportunity” communication project was launched, which will be supported by “tours,” “experiences,” and “dialogues” to build public awareness of sustainable agriculture.
- Under the auspices of the Fifth China International Import Expo, the Bayer ForwardFarming farm was reported by People’s Daily and its practices are widely publicized in China.
- Over past three years, the first Bayer ForwardFarming farm in Asia-Pacific has received many visitors from the fields of research, policy, cultivation, consumption, and media. In 2022, for example, it received nearly 50 batches of almost 3,000 people visiting the farm.



Bayer “ForwardFarming”: demonstrating regenerative agriculture

Regenerative agriculture builds on sustainable agriculture. Sustainable agriculture is largely about reducing the negative impact of agriculture and limiting its climate footprint, whereas regenerative agriculture is about lessening the negative impact PLUS providing positive benefits to nature PLUS helping farmers adapt so they’re

able to produce more and raise incomes well into the future, even in the face of harsher climate conditions.

“ForwardFarming” is a global program launched by Bayer in 2015 to work with independent farms around the world. The program aims to demonstrate accessible and viable sustainable agriculture using advanced tools and methods that can improve farming efficiency, enhance food quality and safety, improve the ecological environment, and lay the foundation for regenerative agricultural practice. It consists of three components:

Caring for Crops: Innovative product service solutions tailored to farmers’ needs, including high-quality seeds and traits, biological and chemical plant protection products, and digitalization.

Caring for the planet and people: Ensure product integrity and protect human safety and the environment by promoting biodiversity, water conservation and agricultural wastewater management, and training in safe pesticide use.

Caring for partners: Improve the quality of life of farmers, communities, and society, promote mutually beneficial cooperation among partners in the food value chain, and maximize the potential for collaboration in modern agriculture.

As of June 2023, Bayer has already established a number of ForwardFarming farms in China, covering a wide range of crops from protected to field crops:

- In September 2019, Beijing Yinhuang Farm joined the Bayer ForwardFarming program as Bayer’s first ForwardFarming farm in the Asia-Pacific and the first protected agriculture farm in the world. Qin Aiteng, the owner of the farm, became the first female farmer in Bayer’s ForwardFarming network. The Beijing Plant Protection Station is a partner in this project.
- In November 2022, Shandong Luwang Agricultural Development Group Co., Ltd. and Shandong Dezhou Agricultural Research Institute “e-signed” a cooperation agreement with Bayer during the Fifth China International Import Expo to jointly build the second Bayer ForwardFarming farm in the Asia-Pacific. At the same time, Bayer and Shanghai Pudong New Area Agriculture and Rural Committee signed a strategic cooperation agreement to deepen cooperation. Currently, Shanghai Pudong Guaguaajiao Farm has launched the planning of the ForwardFarming building.
- In June 2023, Bayer signed a strategic agreement with the government of Yukou Township, in Pinggu, Beijing to seize the ForwardFarming program as an opportunity to jointly promote agricultural technology innovation and green development of Pinggu’s agricultural industry.

The development of ForwardFarming in China is a triple-win cooperation among Bayer, farms, and farmers. Bayer is exploring a whole set of solutions from crop varieties and cultivation techniques to water and fertilizer management on Chinese soil, forming a set of replicable, sustainable, and environmentally friendly agricultural cultivation model, and actively disseminating this technology and concept.

Shaping social impact: allowing “Fields of Opportunity” to penetrate people’s hearts

In 2022, on the first anniversary of Bayer ForwardFarming, Bayer launched a social communication campaign called “Fields of Opportunity,” which creatively brought together Bayer Crop Science representatives, farm operators, lifestyle representatives, and the media, who were invited to view the farm’s sustainable initiatives, taste the farm’s seasonal fruits and vegetables, and experience the aesthetics of agriculture displayed by outdoor photography exhibitions. The event also featured the popular camping style, where people sat around the original ecological environment of the farm and engaged in a dialogue about the resilience of life and the preservation of vitality. The pre-, mid-, and post-campaign communications transformed the relatively abstract concept of “sustainable agriculture” into a tangible recognition of the ForwardFarming program and approval of Bayer’s efforts in this regard, which further transformed into concern and action for regenerative agriculture.

The event generated 24 spontaneous sharing posts on participating guests’ social media platforms, as well as an in-depth article “How to ‘Eat a Good Meal’ After enduring the COVID-19 pandemic” (with 60,000 readers) on the WeChat official account of Sanlian Life-



week, which received a total of over 500 likes on social media platforms. The micro-variety show video released by each platform received more than 210,000 views. At the traditional media end, the campaign generated more than 110 media reports.

In the future, Bayer ForwardFarming program will continue to expand its cooperation network in China, at the same time practice regenerative agriculture aligning with Bayer global initiative, supporting China's modern agriculture through building "fields of opportunity."

Company Profile

Bayer has been an agricultural partner for nearly 150 years, during which it has developed world-class innovations with the highest levels of quality and stewardship. Bayer has the responsibility and opportunity to use its experience and creativity to transform the challenges of climate change, biodiversity loss, and the planet's resource scarcity into processes that guarantee the sustainability of the global food supply chain. Therefore, Bayer committed to three long-term goals by 2030:

- Reduce the environmental impact of crop protection by 30%;
- Reducing greenhouse gas emissions in major agricultural markets – per kilogram of crop yield – by 30%;
- Supporting 100 million smallholder farmers in low- and middle-income countries (LMICs) each year with products, services and partnerships.

Dell Factory Rooftop Distributed Solar Photovoltaic Power Generation Practices Green Sustainability

Dell Technologies firmly practices its long-term commitment to sustainable development, and has been deeply integrating the concept of sustainable development in all aspects of its products, manufacturing, and operations management. While fostering local economic and industrial development, it actively promotes significant progress in environmental protection and social development. In 2019, Dell Technologies announced its ESG (Environmental, Social, Governance) goals for 2030, focusing on the four pillars of advancing sustainability, cultivating inclusion, transforming lives, and upholding trust, and setting forth long-term goals to be achieved by 2030, with the aim of better addressing the greatest challenges facing humanity in the next decade and using the power of science and technology to bring substantial progress to human society.

Addressing climate change is an important area for advancing the pillars of sustainable development, with specific targets:

- By 2050, we will achieve net zero greenhouse gas emissions across scopes 1, 2 and 3.
- By 2030, we will reduce scopes 1 and 2 GHG emissions by 50%.
- By 2030, we will source 75% of electricity from renewable sources across all Dell Technologies facilities – and 100% by 2040.

In order to implement the above goals and realize green manufacturing and integration of informatization and industrialization, Dell Technologies has set up a Green Factory Leadership Team, led by the development concept of “Green, Low-Carbon, and Intelligent,” which regularly reviews and evaluates the progress and performance of the green factory system construction, implementation, and various indicators, including infrastructure, management system, energy resource inputs, purchasing, products, and environmental emissions. In 2021, more than 55% of the power in Dell’s global facilities has come from renewable energy sources. Generation from on-site solar panel installations increased by 82% compared to 2019, and direct material supplier GHG emissions per unit of revenue decreased by 3.0% year-over-year.

The Dell Xiamen Factory Rooftop Distributed Solar Photovoltaic Power Generation Project is currently the largest rooftop distributed solar photovoltaic power generation project on Xiamen Island, consisting of Phase I and Phase II projects located on the rooftops of Dell

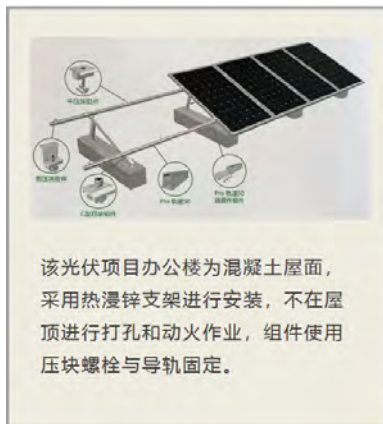
Xiamen's CCC2 and CCC4 factories, respectively. The first phase of the project covers a total area of 16,000 square meters and has an installed capacity of 1.9 megawatts. Phase II has a total area of 13,000 square meters and an installed capacity of 1.6 megawatts. The project was launched in April 2022, and construction began in October. On March 10, 2023, the first phase was connected to the grid and on June 15, the second phase was connected to the grid. Once operational, the self-generated solar power will reach millions of kWh/year, which will support 100% of the daytime electricity needs of Dell's two Xiamen factories. Carbon dioxide emissions reduction will reach 2,500 tons/year, which will strongly assist Dell to achieve 75% green power target in 2030.

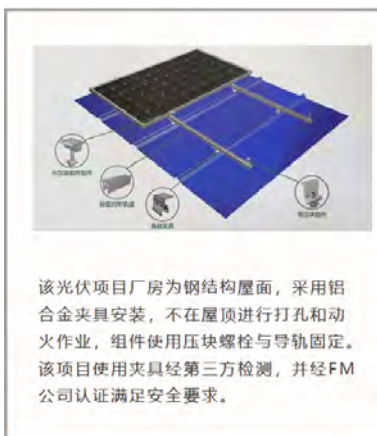
Strong initiatives to reduce greenhouse gas emissions

Dell is committed to achieving net zero greenhouse gas emissions by 2050. The Xiamen factory's solar photovoltaic power generation project is a strong step toward achieving this goal, and will support the green power consumption target for Dell's facilities around the world, as well as the country's 30/60 dual carbon goal of energy conservation and carbon reduction.

Efficient operations management

The benefits of rooftop distributed solar photovoltaic power generation go beyond energy savings to the improvement of operational efficiency. The project not only supports 100% of the daytime power needs of Dell's two main factories, but also reduces energy loss during grid transmission by using photovoltaic energy locally; reduces air-conditioning energy consumption by insulating the panels, which saves power; and slows down the aging of the roofs and extends the service life of the buildings.





2023 Green Sustainable Development Contribution Award

On June 15, Dell Xiamen factory rooftop solar photovoltaic project won the “2023 Green Sustainable Development Contribution Award” at the International Green Zero-Carbon Festival and 2023 ESG Leadership Summit, jointly hosted by syobserve.com, Gongyi Daily, and various domestic public and financial media. This award is another important recognition of Dell Technologies’ continuous practice of the “dual carbon” goal, fully affirming Dell’s contribution to economic transformation and upgrading, sustainable development, and the creation of a green and zero-carbon future through technological innovation and digital empowerment.

The implementation of the autonomous solar photovoltaic power generation project is an important initiative for Dell to stride toward the 2030 ESG goal, and an important manifestation of Dell’s positive response to China’s national dual carbon goal. To create a safe, reliable, and prosperous future for the Earth and humanity requires our common participation and efforts. Dell Technologies, with the purpose of creating technologies that drive human progress and the vision of becoming the essential technology company for the data era, actively promotes green, low-carbon, and sustainable development, and is always moving forward to safeguard the “Earth for All.”

Company Profile

Dell Technologies is among the world’s leading technology companies. Our purpose is to create technologies that drive human progress, and our vision is to become the essential technology company for the data era. We are committed to providing our customers with one-stop and highly customized PCs and infrastructure products, consulting, services, and end-to-end digital solutions.

HPE Technology Accelerates Sustainable Transformation Eco-friendly

Sustainability performance has become a core business discipline within Hewlett Packard Enterprise (HPE), including our strategies, product design, supply chain management and whole operations, driving sustainable development continuously.

HPE is the first IT company setting science-based targets (SBTs) to reduce greenhouse gas (GHG) emissions across the value chain and one of the first global companies setting an operational science-based emissions reduction target aligned with a 1.5°C trajectory. HPE is committed to become net-zero across our value chain by 2040, backed by a clear roadmap and targets. We've also promised to reduce absolute Scope 1 and 2 emissions 70% and absolute Scope 3 emissions 42% by 2030 from a 2020 baseline, including a commitment to source 50% renewable electricity by 2025 and up to 100% by 2030 in our operations.

In the value chain, emissions from operations only accounted for 4% of HPE's total emissions, the supply chain accounts for one third of carbon emissions and products and solutions account for the rest two third. Therefore, HPE customized the emission reduction strategy across whole product and service lifecycle, and promises to deliver our entire portfolio as a service to minimize the environmental footprint through technology innovation. Additionally, we collaborate with our suppliers to lower their emissions by optimizing operations, making progress toward net-zero across value chain.

Driving Net-Zero Emission Across Entire Value Chain through technology Innovation

Although it only accounted for 4% of the total emissions of the entire value chain, HPE still prioritizes the operation emission reduction by leasing green buildings, moving our fleet vehicles to all electric and hybrid alternatives, sourcing renewable electricity, and reducing water use. All the efforts will accelerate the net-zero target across the value chain. For example, HPE has been driving transition in transportation and logistics by adopting vehicles with zero or low emissions in some territories to accomplish the Final Mile Delivery. As of end of 2022, we had over 150 EVs on the road, with more than 60 additional vehicles to be deployed in 2023. HPE will continue acquiring more high-tech-powered vehicles, while using low-gas consumption and sustainable aviation fuels to minimize emissions generated during distribution and logistics services by collaborating with partners.

In supply chain, HPE announced a comprehensive supply chain management program to mitigate impact on environment generated during materials sourcing, manufacturing and

delivery. HPE announced the world's first climate science-based supply chain program, and further customized a performance dashboard for suppliers to track their individual GHG performance against a set of HPE-defined requirements. These requirements are part of its supplier Social and Environmental Responsibility (SER) scorecards and are referenced in key procurement decision-making up to 20% to 25% weighted. In 2021, HPE hosted engagements with 50 per cent of our manufacturing suppliers by spend, addressing different ESG issues. 130 representatives from our direct suppliers attended supplier training, with an additional 568 participants attending from the extended supply chain. By 2022, 39% of our production suppliers had set Scope 1 and 2 targets, and 80% will set their own science-based targets (SBTs) by 2030.



Elevate Sustainability for customers with Circular Economy

Given that more than two thirds of our GHG emissions are generated from customer use of our solutions, our business practices are driven in large measure by the imperative to minimize the environmental footprint of our products and services. By adhering to Design for the Environment (DfE) as our fundamental principles in material innovation and renewable designs, we are thrilled to achieve higher energy efficiency, equipment efficiency, resource efficiency and software efficiency. With decades of experiences in circular economy, we are investing more resources to enable our customers and partners to embark on their journey toward green development.

HPE Financial Services (HPEFS) is dedicated to helping organizations reduce electronic waste and minimize environmental impact through IT assets lifecycle management, maximizing the residual value of assets to reinvest in sustainable development. Moreover, HPE offers Circular Economy Report to customers by individual request, providing guidance on IT as-

sets deployment to drive IT operation efficiency, reduce over provisioning and lower energy consumption. Among the above initiatives, a technology company specialized in industry, infrastructure, transportation, and healthcare is one of HPE's many friendly partners.

With more than 30,000 employees in China, the company expected to empower its employees to work efficiently with high-performance office facilities and most advanced technology. The company was trying to identify diversified and flexible financing support to secure cash flow and keep its technology updating program on schedule. Moreover, it required secure and unified IT asset management solutions to ensure their old equipment to be retired in an environmentally friendly way, supporting the company's corporate wide sustainability goals.

Over years, the company has been in strong partnership with HPE deploying a large number of IT assets through HPEFS. It allowed the company to propel their digital strategy and modernize IT. Timely upgrading on technology helped them keep the employees motivated and productively engaged while working from remote locations.

HPEFS addressed all of the company's IT asset lifecycle requirements from data security, risk, compliance, to managing the chain of custody. HPEFS not only helped to procure the technology they needed, but also ensured the secure retirement of multi-vendor assets and their return to the Circular Economy. Beyond the help reducing environmental impact of its supply chain, HPE provided the company with a Circular Economy Report. The company leveraged this report to monitor key sustainability statistics on carbon emissions, energy savings, e-waste reduction and more. This enabled them to create a green supply chain and ultimately to envision their sustainability plan.

Embracing the circular economy is another great way customers and businesses could reduce their carbon footprints. HPEFS is a trusted partner providing asset upcycling services for IT assets while unlocking their financial value – furthering customers' sustainable digital transformations. HPEFS' Technology Renewal Centers (TRCs) in the U.S. and Scotland are the largest IT manufacturer refurbishing facilities in the world. Using a network of trusted partners to take in assets at 80-plus processing locations over 50 countries, TRCs alone processed millions of assets and refurbished them for a second life annually. In 2022, HPE TRCs processed approximately 3.6 million IT assets, remarketing 82% of them for a second life. Over the last three years, various HPEFS programs have been able to return over 3.1 million personal computers, 2.4 million servers and compute assets and close to 800,000 storage devices to active use.

Summary

HPE is progressing toward its 2030 near-term targets through a series of transformation plans. According to the recent 2022 Living Progress Report, HPE has achieved 21% reduction in absolute Scope 1 and 2 emissions from a 2020 baseline, only a 5% increase in absolute

Scope 3 emissions from a 2020 baseline, despite a 25% increase in purchased goods and services due to business growth. Furthermore, HPE procured 52% renewable electricity in 2022, surpassing our target of sourcing 50% renewable electricity by 2025 three years ahead of schedule.

Sustainable growth is a shared goal across industries. More and more companies in Chinese market are stepping up with awareness of sustainability, devoted to ESG practice and disclose ESG related information transparently. A healthy ESG ecosystem is shaping as we expect. HPE keeps closely monitoring on ESG index business concerned while exposes our roadmap and performance transparently. By partnership with expertise cross domains globally, HPE is executing the sustainable strategies in our business end-to-end through technology innovations, and aims to build up an organic ecosystem in China aligning global ESG framework. This is the great opportunity to empower our customers and partners in China to deliver their goals of lower-emission and higher-efficiency in their digital transformation, and accelerate the journey for entire industries to the high quality and sustainable development.



Company Profile

Hewlett Packard Enterprise (NYSE: HPE) is the global edge-to-cloud company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. Built on decades of reimagining the future and innovating to advance the way people live and work, HPE delivers unique, open, and intelligent technology solutions as a service. With

offerings spanning Cloud Services, Compute, High Performance Computing & AI, Intelligent Edge, Software, and Storage, HPE provides a consistent experience across all clouds and edges, helping customers develop new business models, engage in new ways, and increase operational performance. Recently, HPE released its 2022 Living Progress Report (annual ESG report for the eighth year continuously), which showcases its commitment and progress made towards sustainable goals, efforts and achievements dealing with climate change through circular economy. For more information, please visit HPE China - Official WeChat account.

Amway: Exploring the Path to Sustainable Green Health

Our Nature and human societies are facing multiple crises brought about by climate change, declining biodiversity, and human interactions. Rising global temperatures are causing more frequent and intense extreme weathers, with devastating impacts on ecosystems and plant and animal resources, threatening agriculture, food security, economic development, and human health and well-being. The report of the Intergovernmental Panel on Climate Change (IPCC) states that human-induced global warming have already caused unprecedented changes in the Earth's climate, the window for limiting global warming to 1.5°C is narrowing.

Climate change has already altered marine, terrestrial, and freshwater ecosystems around the world, with increasing impacts in terms of leading to a decline in biodiversity. Escalating ecosystem destruction, degradation, and fragmentation, as well as diminishing ecosystem resilience, stability, and their carbon storage capabilities, have all contributed to increased greenhouse gas emissions, making the climate change crisis all the more challenging. Amway is deeply ingrained in sustainable health by adopting plant-based product lines, organic planting solutions, carbon reduction in logistics, and decarbonization of energy, we are exploring a sustainable green and healthy path to maintain the healthy development of the soil, environment, and ecosystems in our production.

Integrating Green Concepts into Corporate Strategy and Management

With the vision of "helping people live healthier and better lives," Amway (China) has formed three strategic pillars – "Sustainable Green Healthy Road," "Valuable Big Health Sharing Platform," and "Better All-round Healthy Society" – to guide the management and implementation of Amway's operations in China. The three strategic pillars are based on the environment, partners, and society, and guide the management and implementation of Amway's sustainable business development in China.

Based on the strategic vision, strategic pillars, and strategic practices, Amway has constructed the "HOPE" strategic framework for sustainable development, which indicates the goal of Amway's sustainable development actions – to make the future more hopeful.

- Health (Sustainable Green Healthy Road): To develop a sustainable healthy road in China by providing consumers with green health solutions that can meet their individual needs, green production of the entire industry chain, and responsible green consumption.

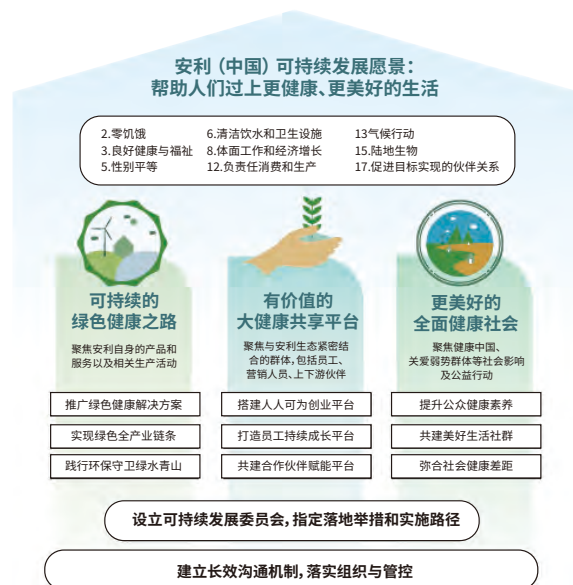
- Opportunity (Valuable Big Health Sharing Platform): Amway provides comprehensive development opportunities for entrepreneurial partners, employees, and partners, and helps everyone develop through Amway's large health entrepreneurial platform, sustainable growth platform, and empowerment platform.
- People (Better All-round Healthy Society): Amway cares about the health and well-being of everyone, and hopes to foster a good life for all through our communities, improvement of health literacy, and the help of disadvantaged groups.
- Eco-system (Efficient Collaborative Eco-system): Amway established a sustainable development committee to formulate initiatives and implementation paths; and formulated a long-term communication mechanism to implement organization and control, to build an efficient and collaborative eco-system that ensures the achievement of the above sustainable development goals.

HHealth 可持续的
绿色健康之路

Oppportunity 有价值的大健康共享平台

People 更美好的
全面健康社会

Eco-system 高效协作的生态系统



Proactive Carbon Reduction Plans and Scientific Carbon Reduction Actions

As early as 2010, Amway initiated a carbon baseline inventory in accordance with ISO14064 standards. The examination clarified Amway's greenhouse gas emission activities and corresponding emissions, and anchored the key directions of carbon reduction and sustainable improvement. In 2023, Based on the results of the carbon inventory and Amway's existing

product planning and carbon reduction resources, and after careful calculations and scientific attribution, Amway (China) set a goal of achieving corporate carbon neutrality by 2038, and developed a five-step carbon neutrality roadmap.

Amway's carbon-neutral path focuses on carbon reduction in the entire life cycle of its own production, logistics, and sales, and it is committed at building a low-carbon development path based on its plant-based product line and organic planting program. Amway also expanded the coverage of the scale of action to the entire value chain, gradually promoting carbon reduction in the logistics chain, and successively realizing all-around corporate carbon neutrality in terms of land-use intensification, cleaner production, and lower-carbon energy.



- Nature-based Solutions: Building Low-carbon Barriers with Organic Farming

Land is not only a major source of biodiversity, but also an important carbon sink that plays a key role in the climate system. Global land use (deforestation and agriculture) produces between 13% and 21% of all greenhouse gas emissions, and improved land use and additional carbon dioxide sequestration are critical to achieving climate goals. Amway contributes to the protection and restoration of ecosystems and the mitigation of climate change by realizing land restoration through organic farming and sustainable management of land.

In 1948, Amway began practicing organic farming on its own land. Through the use of natural raw materials and the adoption of measures such as land rotation, cover cropping, and integrated pest management methods, Amway protects natural ecological areas within the farm boundaries, replenishes the organic matter in the soil, and optimizes the soil's biolog-

ical community and structure in order to maintain the diversity of native plant and animal species. To date, Amway has organically farmed 37,900 mu of its own farms around the world, accumulating experience and mature programs of organic farming that are tailored to local conditions and environmentally friendly.

Amway has also promoted the organic farming experience of its own farms to the world. With the unified organic farm certification standard NutriCert™, Amway conducts strict control and organic farming guidance for non-owned farms (including supplier farms and cooperative farms) around the world, and carries out full life cycle tracking of plants grown from seeds to nutritional supplements to ensure that Amway has a stable supply of ecologically sustainable and responsible raw materials. By 2022, Amway (China) will have completed the certification of 25 bases, of which 13 are certified as organic at home and abroad.

- From Design to Production: Zero-carbon Factory Construction with Attention to Detail

Amway continues to optimize its production processes, practicing the green manufacturing model of land intensification, harmless raw materials, cleaner production, resourceful waste, and low-carbon energy. Amway strives to have carbon reduction potentials embedded in its factory locations and production modes starting all the way back from the design stage.

Established in 1995, the Guangzhou production site is ahead of national standards in the field of green production, and was awarded an environmental management system certificate as early as 2003 and an ISO50001 energy management system certificate in 2016. In 2017, Amway (China) Co., Ltd. was selected to be on the country's first batch of green factory demonstration lists.

All the lighting in the factory area of Amway (China)'s Hubei plant uses LED energy-saving lamps, which are over 80% more energy-efficient than traditional lighting. Warehouse lighting strives to maximize the use of natural light, which can reduce the time of turning on the lights by about 8 hours a day. Hubei plant also makes full use of the characteristics of Hubei's low temperature in winter, and adopts the operation mode of intermittently turning on the chilled water mainframe in winter, which can save about 4,000KWH of electricity per day. At the same time, by shutting down the workshop air cabinets during the shutdown time or downsizing the operation frequency, it can save about 70,000KWH of electricity per month. In the future, the Hubei plant will introduce a photovoltaic project, which is expected to generate an average annual power generation of 3,000,000 KWH and able to provide the daily power supply during daytime in the Hubei plant, and gradually turning the Hubei plant into a zero-carbon plant.

- Leading the Green Consumption Trend: Creating Zero-Carbon Products

The structure of the human diet is closely related to the Earth's environment. Compared

with the acquisition of animal proteins, plant proteins can reduce up to 90% of greenhouse gas emissions. Amway's protein powder is made from soybeans, peas, and wheat to meet the demand for low-carbon protein.

During the growing process, the raw materials used in Amway's zero-carbon protein powder are able to absorb carbon dioxide from the atmosphere through photosynthesis, which is stored and converted into organic matter stored in the soil. During the planting process, Amway reasonably uses organic fertilizer instead of chemical fertilizer, applying 3 tons of organic fertilizer per acre of land per year, which is equivalent to adding 3.19 tons of CO₂e to the soil carbon pool. For harvested crops, Amway replaces burning with composting to return to the field, which not only fixes CO₂e in the crops to the soil, but also promotes the recovery of the land. In this way, Amway Wuxi Research Farm has sequestered 8,887 tons of carbon over the past 8 years.

In the packaging segment, the design of the zero-carbon protein powder uses lightweight packaging cans and eco-friendly labels made of HDPE materials, which reduce carbon emissions by 46.5 tons per year by reducing the use of virgin plastics. In the logistics segment, the recycled cartons used by the zero-carbon protein powder save about 4.2 million cartons per year, and each hydrogen energy logistics truck transporting the zero-carbon protein powder reduces carbon emissions by 12 tons per year.

In 2023, SGS, an internationally recognized testing, inspection, and certification organization, audited the carbon emissions data of eight Amway protein powder products as well as the setting and implementation plan of the carbon offset program, and certified that all eight protein powder products reached carbon neutrality and met the requirements of the PAS2060:2014 standard.

While ensuring that the entire process of zero-carbon protein powder complies with carbon neutral product standards, Amway also focuses on responding to the trend of green consumption through the dissemination of "carbon labeling" and responsible consumption concepts and initiatives, and advocates the use of zero-carbon and low-carbon product behaviors by consumers. On May 26, 2023, Amway released its 2022 Sustainability Report and announced a carbon neutral roadmap in Beijing. Amway's 8 protein powder products also announced the achievement of carbon neutrality for the whole line, and have been certified as China's first zero-carbon protein powder products. This fully demonstrates Amway's achievements in the field of green health, and is also a solemn promise made by Amway to its stakeholders.



Company Profile

Amway (China) officially opened for business in 1995, with a total investment of 235 million dollars, headquarters in Guangzhou CITIC Square, and regional offices in Beijing and Shanghai. Amway (China) adopts the business model of “store sales, distribution sales, and direct sales,” and up to now, it has been licensed to carry out direct sales in 29 provinces and autonomous regions as well as 5 municipalities. As of April 2023, the company has 307 products on sale, including overseas products.

With the vision of “helping people live healthier and better lives,” Amway (China) officially launched the A70 strategy in 2022, and the flower of a better life became the localized and embodied expression of the vision of “helping people live healthier and better lives” in China in 2023. Based on this principle, Amway (China) will continue to strive to become the most trusted provider of healthy living solutions for consumers and the preferred business platform for big health entrepreneurs.

Fortive Precision Technologies Empower Sustainable Growth in the PV Industry



China has established itself as a dominant force in the global solar panel manufacturing sector, with a market share exceeding 80% across all stages, from polysilicon, single-crystal silicon, and silicon wafer production to the manufacturing of cells and modules. Additionally, the top 10 suppliers of solar PV manufacturing equipment are all based in China. This thriving industry has created an impressive 300,000 job opportunities within the solar PV value chain. Driven by the goal of reducing the global cost of solar PV power generation, the Chinese market is at the forefront of accelerating the transition towards clean energy and propelling the growth of the PV industry. As a company deeply rooted in the Chinese market, Fortive Sensing Technologies (STG) focuses on meeting the demand for smart and sustainable development. With a strong commitment to green energy initiatives, the company provides precise industrial sensing and control technologies for precision and new material industries. Moreover, STG Sensing Technologies specializes in offering efficient and precise smart solutions tailored to the PV industry, thereby empowering PV cell production and promoting green and low-carbon sustainable development.

Enhanced Battery Conversion Efficiency through Precise Vacuum Control

One critical factor affecting the reflectivity and conversion efficiency during PV cell production is the vacuum level. Precise control of the vacuum degree within the process chamber is essential during polishing, passivation, and coating of the silicon surface to ensure accurate process control. By maintaining an optimal vacuum level, the conversion efficiency of PV cells can be significantly improved, leading to market-ready products and driving sustainable development within the industry. The 730 and 630 metallic thin-film capacitance vacuum gauges under the brand Setra of Fortive Sensing Technologies utilize Inconel materials that are resistant to corrosion, along with Setra's variable capacitance sensing technology. They are capable of directly measuring vacuum pressure, regardless of the type of gas being measured. This ensures exceptional measurement accuracy, long-term stability, and rapid response. These features make them well-suited for critical applications in PV processes, where precise vacuum control is essential. By enabling precise vacuum control, these gauges contribute to the stable mass production of photovoltaic cells.

Optimizing Quality Competitiveness through Key Temperature Control

Temperature control is a critical factor in the various stages of PV cell manufacturing. Precise temperature regulation is essential during processes such as Boron diffusion and PECVD (chemical vapor deposition) to ensure optimal atom and molecular movement and deposition rates on the surface. By adjusting temperatures accordingly, production quality is ensured, market competitiveness is improved, and long-term manufacturing efficiency is achieved.

Leading the way in temperature control technology is the PMA KS98-2/Rail temperature controller and module, developed under the WEST brand of Fortive Sensing Technologies. This cutting-edge solution has gained recognition among PV process equipment manufacturers for its exceptional features, including high precision, long-term stability, and rapid response.

The PMA KS98-2/Rail integrates process monitoring, PID control, sequence control, and data logging functions through a robust data acquisition and process control system. Its modular program generator, multi-stage recipes, automatic control, and manual operation capabilities enable precise temperature control curves tailored to different equipment requirements. Additionally, the system's comprehensive data logging capabilities offer flexibility, diversity, and fast response. Users can easily establish and maintain the system using graphical programming software ET-KS98, which utilizes function blocks and connection lines. This approach proves highly effective for temperature cascade control and coordination in PV cell production, ensuring accuracy, precision, and swift performance.

The Setra 730 and 630 metallic thin-film capacitive vacuum gauges, along with the PMA KS98-2/Rail temperature controller and module, are extensively utilized as crucial components in various processes of photovoltaic manufacturing. These include the PV diffusion process furnace, PV PECVD coating process, and PV ALD atomic layer deposition process furnace.

The PV industry is experiencing continuous technological advancements across all sectors, driven by active government policies and the relentless efforts of industry enterprises. As a leading supplier of high-end sensing and control technology, Fortive Sensing Technologies is at the forefront of these innovations, providing robust support for PV cell production processes. The company's cutting-edge solutions not only improve the quality and conversion efficiency of PV cells, but also enhance the stability and reliability of the production process. This enables the industry to meet market demand, lead the rapid development of renewable energy, promote clean energy initiatives, and realize the vision of sustainable energy. Committed to the core principles of innovation, quality, and reliability, Fortive Sensing Technologies is dedicated to promoting the development of clean energy and creating a better future.

Company Profile

As an integral part of the Fortive Group, STG Sensing Technologies stands at the forefront of the sensing and control industry. We proudly offer a comprehensive range of well-established brands, including Setra Systems, Gems Sensors & Controls, Anderson-Negele, Hengstler, Joslyn Clark, West Control Solutions, NAMCO, and Kistler-Morse.

With our extensive product line, we cater to a diverse range of industries, delivering top-of-the-line solutions that meet the highest standards. Our portfolio encompasses a wide array of essential components, such as pressure sensors, level switches, flow sensors, miniature solenoid valves, rotary and absolute encoders, micro differential pressure sensors, temperature transmitters, sanitary conductivity meters, turbidity meters, vacuum contactors, limit switches, load cells, and much more. These cutting-edge technologies find widespread applications across various sectors, including new energy, medical equipment, life sciences, environmental analysis, pharmaceuticals, engineering machinery, semiconductors, solar photovoltaics, HVAC, high-end motion control, robotics, factory automation, food and beverage, rail transportation, and data centers.



Haleon Builds China's First Carbon-Neutral Plant in the Area of Consumer Healthcare



Case summary

Haleon, which was spun off from a well-known pharmaceutical company in July 2022, is the world's first independent and dedicated consumer healthcare company and is listed on both the London and New York stock exchanges. Haleon's product offering includes a number of brands that are trusted by Chinese consumers and recommended by experts in the fields of nutritional health, oral health, pain management, respiratory health, and skin health, including Caltrate, Centrum, Sensodyne, Fenbid, and Voltaren. As China is one of its most important markets in the world, Haleon has set up one of its three global R&D centers in Suzhou, China.

Haleon's Suzhou plant, which is one of the company's important supply bases in the Asia-Pacific region, has consistently demonstrated Haleon's commitment to sustainable development. Through its partnership with Climate Bridge Shanghai, Haleon has successfully obtained the PAS 2060 certification of carbon neutrality for the Wusongjiang and Baodai Road sub-plants managed under the Suzhou plant from Bureau Veritas Beijing, a third-party certification authority. This makes the Suzhou plant the first-ever carbon-neutral manufacturing facility for non-prescription drugs and health foods in China.

Case details

Through its partnership with Climate Bridge Shanghai on zero-carbon technologies, Ha-

león's Suzhou plant has achieved the goal of carbon neutrality on the operational level. In addition, the plant is in strict compliance with the ISO 14064-1 standard and the internationally recognized PAS 2060:2014 carbon neutral certification standard.

In 2017, the Suzhou plant's Wusongjiang sub-plant was awarded the LEED-NC Platinum certification, which made it the first newly built plant to obtain this certification in the global pharmaceutical industry. The plant's administration building and production building were also awarded LEED Platinum certification, the highest level of certification available. Hialeon's Suzhou plant has been able to achieve carbon neutrality thanks to the efficient energy-saving and emission-reduction practices it has put in place over the years, including practices that effectively control direct greenhouse gas emissions and the broad use of green power. On the one hand, the plant has reduced its direct emissions as much as possible by improving its equipment operation efficiency and energy utilization, using energy-saving equipment, reducing energy usage, and reducing the related greenhouse gas emissions. On the other hand, it has also reduced its indirect greenhouse gas emissions by reducing electricity use with the use of energy-saving measures and technologies, as well as by increasing its supply of renewable energy (such as distributed photovoltaics).

For the emissions to be offset, Hialeon's Suzhou factory has also obtained carbon credits generated by carbon sinks and renewable energy generation projects.

Case outcomes

The plant serves as Hialeon's vehicle for the promotion of green manufacturing and plays an important role in the realizing of China's peak CO₂ emissions and carbon neutrality goals. As the first carbon-neutral plant in the field of non-prescription drugs and health foods in China, and driven by Hialeon's global sustainable development strategy, Hialeon's Suzhou plant will continue working on its equipment operation efficiency and energy utilization rate, maximize its use of energy-saving equipment, promote the comprehensive use of renewable energy, and reduce its greenhouse gas emissions as it seeks to continue to lead the consumer healthcare industry towards a sustainable, low-carbon future.

Hialeon's Suzhou plant has already generated a number of environmental benefits (such as promoting the absorption of carbon dioxide by forests, improved local biodiversity, and the prevention and control of desertification), as well as provided more employment opportunities and a healthier working environment for local residents through its use of obtained carbon credits.

Through the transformation of its plant, the Suzhou plant achieved zero emissions in Scope 1 and Scope 2 in 2021.

Future plans

Haleon remains firmly committed to the further reduction of its carbon emissions, the use of sustainable packaging, the sustainable procurement of reliable raw materials, and the reduction of its waste output and water consumption, as part of the goals set down by the Communist Party of China at the 20th National Congress to achieve peak carbon emissions by the year 2030 and carbon neutrality by 2060.

Haleon's undertakings:

- To reduce its Scope 1 and 2 carbon emissions by 100% by the year 2030;
- To reduce its Scope 3 carbon footprint, from sourcing to sales, by 42% by 2030;
- Since 2021, all electricity used in production in mainland China has been 100% renewable energy (achieved).



Company Profile

Haleon (LSE: HLN) is a global leader in consumer health, with brands trusted by millions of consumers and professionals globally. The group employs over 22,000 people across 170

markets, who are united by Haleon's purpose – to deliver better everyday health with humanity. Haleon's product portfolio spans five major categories – Oral Health, Pain Relief, Respiratory Health, Digestive Health and Other, and Vitamins, Minerals and Supplements (VMS). Its long-standing brands – such as Advil, Sensodyne, Panadol, Voltaren, Theraflu, Otrivin, Polident, parodontax, and Centrum – are built on trusted science, innovation, and deep human understanding.

Coca-Cola China: Networked Collaboration for Sustainable Packaging Vision of “World Without Waste”

Since its invention, plastics have brought great convenience by virtue of their high performance and low cost. Proper disposal, recycle and reuse of plastics requires the joint efforts of governments, enterprises, social groups, and the public.

The Coca-Cola Company released its sustainable packaging vision of “World Without Waste” in early 2018, committing to making 100% of its packaging recyclable globally by 2025, and by 2030, to helping collect and recycle every bottle or can it sells, while using 50% recycled materials in product packaging worldwide.

Coca-Cola China is working to optimize packaging design, promote public awareness, and encourage green consumption to realize the vision of “World Without Waste”. In addition, it is dedicated to using its corporate influence to recruit more partners and public support and participation.

Optimization of packaging design

Coca-Cola China has continued to improve its product packaging by reducing the amount of raw materials per unit of packaging, such as optimizing the structural design of plastic bottles to make the bottles “lighter” and redesigning the label and heat shrink film materials to make them “thinner”.



Coca-Cola’s “Recycle Me” sustainable packaging logo encourages consumers to recycle their beverage

In 2022, Coca-Cola China introduced beverage bottle packaging with labels of recycled material that reduce the use of virgin plastic by 30% per label. It is applied to more than 10 products of key brands such as Coca-Cola, Sprite, Minute Maid, and Schweppes.

Coca-Cola China is also promoting the vision of “World Without Waste” through the design of its bottles. Since September 2021, Coca-Cola China has incorporated the “Recycle Me” sustainable packaging logo into the bottles of many of its products, encouraging consumers to recycle their beverage bottles after consumption.

“Recycle Me, See You Again” beverage bottle recycling public education

To better promote the vision of “World Without Waste”, Coca-Cola China is also cultivating public awareness and habits of beverage bottle recycling through a growing range of public education.

Over the past three years, Coca-Cola China has developed a variety of products made from recycled beverage bottles, including “care bags”, rainbow glasses, and clothes. In September 2020, Coca-Cola China officially launched the “care bags”, each made of recycled fabric from eight beverage bottles. With this designer item, Coca-Cola China would like to highlight to consumers the value of recycling. Each “Care bag” randomly features a quotable quotation to drive sustainable development, such as “You’re saving the planet with me on your back again!”

Coca-Cola China launched the “Recycle Me · I’m Back · See You Again” exhibition to raise public awareness of the value of recycling. As of June 2023, the exhibition has been held in 171



In September 2020, Coca-Cola China launched “care bag” made from recycled materials from approximately eight beverage bottles

locations in more than 30 cities across China, attracting over 43 million visitors. Furthermore, Coca-Cola has brought the mobile exhibition to residential communities in Wuliqiao, Changshou Road, and Hongqiao in Shanghai since 2020 for public education and engagement.



"Recycle Me · I'm Back" Community Circular Aesthetics Exhibition in Shanghai Hongqiao Subdistrict



Coca-Cola China brought its packaging practices to Beijing 2022 Winter Olympics to help realize Sustainable Olympics

As a global partner of the Olympic Games for nearly 100 years, Coca-Cola contributed its experience in sustainable packaging during the Beijing 2022 Winter Olympic and Paralympic Games, helping to create a "new model of sustainability" for the Beijing Winter Olympics. Coca-Cola China not only provided rPET (recycled beverage bottle material) uniforms for

the janitors at all the venues of the Beijing 2022 Games, but also embedded many environment friendly concepts into the venue decorations. In the Coca-Cola lounges in the three Winter Olympic Villages, soft furnishings, furniture, and facilities made of recycled material were widely used, such as rainbow walls, tables and chairs, menu boards, and pillows. Moreover, the company also provided beverage bottle recycling bins made of recycled material at two important Winter Olympic venues – the Shougang Ski Jumping Center and National Speed Skating Oval – as well as at surrounding venues. The “World Without Waste” beverage bottle recycling interactive device was also installed at the venue, which vividly showed the recycling journey of beverage bottles in the form of Chinese style animation to drive home the value and significance of recycling beverage bottles.

Encourage green consumption to promote the “World Without Waste”

Through product and marketing innovation, Coca-Cola China encourages green lifestyle.

To better promote bottle labels made from recycled material, Coca-Cola China launched a partnership with Ant Forest. Customers earned 2 grams of Ant Forest green energy in the “Green Packaging” category for each such product purchased. Since the launch during the “June 18” e-commerce festival in 2022, the number of page visits and sales of these products have increased significantly compared with the previous year.

On World Earth Day 2023, Coca-Cola China joined hands with Lawson Convenience Stores and Yonghui Supermarket to launch a campaign to win Ant Forest energy via purchasing recycled label products to encourage green lifestyle.

In China’s Hong Kong and Taiwan markets, Coca-Cola launched the Bonaqua® mineral water in 100% rPET packaging with a unique label-free design to attract more consumers to build a “World Without Waste”.

Company Profile

Since its return to Chinese mainland in 1979, the Coca-Cola system has invested more than 13 billion dollars here, with 46 production facilities and over 49,000 employees, 99% of whom are local hires. We are here and we care. Coca-Cola Chi-



Coca-Cola China and partners encourage more consumers to practice green lifestyle



na and its bottling partners are committed to driving the sustainable development of local economy, society and environment for a better shared future.

Living the corporate purpose to refresh the world and make a difference, Coca-Cola is one of the most recognizable international brands in China, providing over 100 beverages under around 20 brands. Since its return to Chinese mainland in 1979, the Coca-Cola system has invested more than 13 billion dollars, with 46 production facilities and over 49,000 employees, 99% of whom are local hires. We are here and we care. Coca-Cola China and its bottling partners are committed to driving the sustainable development of local economy, society and environment for a better shared future.



Bonaqua® mineral water in 100% rPET packaging with a label-free design

Reckitt China Green Development Cases

Case 1: From production to consumer engagement, Reckitt helps protect water resources in different aspects

Water is a precious resource on which we rely for survival. Without water, biodiversity will no longer exist and humans will also be unable to survive. Clean water resources will directly affect people's lives, health, and socioeconomic development.

However, the water crisis is sweeping the world: 1/4 of people don't have access to high-quality drinking water resources and sanitation facilities. The lack of safe drinking water, environmental sanitation, and personal hygiene services can take away 1.6 million lives annually. In the last century, the growth rate of global water consumption even reached twice that of the population.

Reckitt fights to make access to the highest quality hygiene, wellness, and nourishment a right and not a privilege, as clean water is the key to maintaining public hygiene and wellness. Facing the water crisis, Reckitt is taking many actions from the production and operation of the factory to the engagement between its brands and consumers, making continuous efforts to build a cleaner, greener, and more sustainable world.

Factory Production and Operation:

Reckitt's factories in China are always seeking to improve water use efficiency and operate



in water-saving ways. In 2022, Reckitt China's water footprint in production and operation was 26% less than that in 2015, and it is committed to reducing its water footprint by 30% by 2025.

In 2022, Reckitt's Taicang factory installed a reverse osmosis system to purify the backwash water from the soft water system and return it to the original water tank. This ensures that the water quality meets the standards while reducing wastewater discharge by 60%. At the same time, a set of soft water systems can also be closed during periods of low factory production capacity, achieving cost reduction and efficiency increase, saving 16,880 m³ of water annually.

The Ma'anshan factory has installed a total of 60 water-saving devices. Assuming 300 people use water every day with a daily water consumption of 0.04 m³ per person, using water-saving devices can save 7.2 m³ of water resources per day and 2160 m³ of water resources per year. When two extraction lines of Kechuanning products are running simultaneously, a large amount of fresh water is consumed to cool the vacuum pump. Due to the limitations of pipeline system design, this can affect the production lines of other products. A new pump has been installed at the Ma'anshan factory in Anhui, which effectively improves the circulation and utilization rate of cooling water. By deeply cleaning the heat exchanger, the cooling efficiency is further improved, eliminating the need for fresh water during the cooling process, which saves 53 m³ water per day and 13250 m³ per year.

In 2019, the Qingdao factory added a membrane bioreactor system to separately treat the wastewater from the impregnation process. The treated water can not only be used for cooling tower makeup, but also enter another reverse osmosis system for further purification and return to the production area, achieving the recycling of wastewater in the factory. The entire system can recover 250 m³ of impregnation wastewater every day, greatly reducing the discharge of wastewater. At the same time, it can save about 50,000 tons of fresh water annually, helping to achieve zero discharge of wastewater.

Consumer Engagement:

While continuously upgrading plant equipment and processes, Reckitt also focuses on product formulation to create more water-saving and sustainable products. Reckitt has optimized the product formula in a targeted manner to ensure that consumers reduce the use of water resources in the process of using products, so as to achieve the goal of reducing the water footprint of products by 50% by 2040.

Reckitt's Finish brand incarnates as "Housework Rectifier" and provide a new idea of "labor-saving and water-saving" dishwashing:

Experimental data show that the water consumption for a single dishwasher is about 1/4

that of hand washing. If 430 million households in China use a dishwasher instead of hand washing, the water saved annually is equivalent to 7 billion people's drinking water. The dishwashing beads developed by Finish can quickly dissolve, work at low temperatures, and remove stubborn oil stains from tableware without the need for pre-washing, which uses shorter time and less water to achieve a cleaner, lower residue, and safer effect than hand washing. In 2022, a total of over 100 million dishwashing beads and blocks were sold, saving approximately 4 billion liters of water resources based on the use of one piece per machine wash.

In addition, Finish actively practices social responsibility, engages in public welfare projects, helps improve people's life standard, and protects the Earth's water resources.

In 2020, Finish launched the "Per Tab Donation to Water Saving" in China, promising to donate one penny for every multi-effect dishwasher tablet sold by the official store to the water resources protection projects in China. In September, Finish conducted the charity project "Drinking Healthy Water" in Tongren, Guizhou, in collaboration with "Chinese Dishwasher Promotion Committee." Finish donated dozens of water purifiers from the funds raised from the "Per Tab Donation to Water Saving" campaign for four primary schools in mountainous areas, to ensure hygienic drinking water for teachers and students every day.

In 2021, Finish and the All-China Environment Federation jointly launched a social impact project on the construction of an ecological buffer zone at the water source of the Miyun Reservoir in Beijing. The project plans to build up areas of vegetation in the upper reaches of the Miyun Reservoir, carrying out comprehensive ecological and environmental management to improve water quality and ensure hygienic drinking water in the lower reaches of the city.



Case 2: Reckitt's Dettol Brand Supports a Green Earth

Reckitt exists to protect, heal, and nurture in the relentless pursuit of a cleaner, greener, and more sustainable healthy China.

As reported by the Xinhua News Agency, China's express delivery industry consumes over 9 million tons of paper waste and about 1.8 million tons of plastic waste annually. The amount of solid waste generated each year is equivalent to the weight of approximately 150 million adults.

Facing the deteriorating e-commerce packaging pollution, Reckitt's Dettol brand optimized its e-commerce packaging and transportation methods to support a green planet.

1. Reduce packaging

So far, approximately 6,228,000 square meters of corrugated cardboard boxes were saved. If tiling them, they would be equivalent to approximately 65% of China's land area.

2. Reuse cartons

The effective reuse rate reached 85%, saving about 200,114 large trees, which can generate oxygen for 8,672 people to breathe.

3. Direct delivery from the factory

The original cartons of the goods are directly delivered to customers, saving approximately 480,000 cardboard boxes, which avoided 4,896 large trees from being cut down. These trees can absorb 130.56 tons of dust annually.

4. Change the sealing method

The sealing tape was changed from "cross type" to "straight type," saving about 32,458,388 meters of tape, which is equivalent to 6.3 round trips from Mohe River, the northernmost part of China, to James Shoal in the southernmost part.

5. Reduce plastic filling

The use of plastic fillers has been reduced by about 70%, saving approximately 3,572,211 plastic air bags annually.

In the future, Dettol will continue to promote "direct delivery from factories to consumers" to reduce invalid packaging and further achieve low-carbon emissions.

While continuously optimizing green packaging, Dettol also nurtures the earth through planting red pine, striving to create a good environment for the next generation through the efforts of current generation.

In October 2022, together with the China Green Foundation, Dettol launched the social responsibility project "Cultivating 11,323 Red Pine." The project is to plant 11,323 seeds to effectively increase the regional forest area and percentage of forest cover as well as increase biodiversity and the stability of the ecosystem, hoping use afforestation to support the realization of China's "30·60" dual carbon goals.



Company Profile

Established over 200 years ago and with a century-long connection to China, Reckitt is a global consumer goods company, home to the world's best loved and trusted hygiene, health and nutrition brands, including Durex®, Dettol®, Movefree®, Finish®, Veet®, Vanish®, Schiff®, and Manyashuning®.

Founded as a small enterprise serving local communities in the UK in the early 1800s, Reckitt has more than 200 years of heritage. Our footprint in China stretches back to 1916. We have been growing together with China and Chinese consumers for more than 100 years.

Today, Reckitt has become a diverse and global family of 43,000 people operating in 60 locations, with over 20 million products sold every day in more than 190 countries. In China, we continue to build shared success with our long-term partners.

Reckitt exists to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world. We fight to make access to the highest quality hygiene, wellness and nourishment a right, not a privilege. In China, we utilise global solutions and invest in local innovations to achieve this goal.

Merck Green Development Case Study

Protect the Planet with Green Practices

Environmental management is important to us because our business operations generate greenhouse gas (GHG) emissions, wastewater, wastes, and other types of environmental detriments. In China, we actively respond to Merck's global environmental goals and commitments.



Build Green Factories

In order to achieve Merck's global environmental goals and commitments, all Merck factories in China strictly comply with local laws and regulations while continuously improving environmental management systems, adopting new technologies, reducing the environmental footprint in various activities and production processes, and promoting the rational and effective use of resources.

Green Electricity Purchasing

In 2021, we launched the Green Power Purchase Agreement (DPPA) for the transition to renewable energy through the purchase of green electricity. Merck China was one of the first companies to join the Jiangsu Green Electricity Exchange, and now more than 60% of the electricity consumed by Merck's manufacturing sites is green electricity.



Our green electricity consumption in China in 2022

Green electricity purchased



Total Green electricity purchased

22,000 MWh



Carbon emissions reduced through green electricity

13,550 tons

Proportion of Green Electricity Consumed



Green electricity usage ratio¹

30.2%



Carbon emissions reduction ratio of green electricity²

59.6%

Note 1: Green electricity usage ratio = green electricity purchase usage / total energy consumption

Note 2: Carbon emissions reduction ratio of green electricity = green electricity carbon reduction / total carbon dioxide emissions

Merck China's Life Science Wuxi Manufacturing Site Helps Save Energy and Reduces Emissions Through Technological Upgrading

At our Life Science Wuxi Manufacturing Site, we did a series of technical upgrading to save energy and reduce emissions.

In addition, at our Mobius® Single-use Manufacturing Center at the Wuxi Site, we have installed 800 KW capacity on-grid solar electricity that has an average power generation of 836 MWh/year and cuts CO₂ production at an average of 600 tons/year. Real-time energy consumption monitoring was made possible through technological innovation.



The Mobius® Center also has a clear roadmap for sustainability to meet annual energy savings and carbon emission reduction targets. In 2024, the Mobius® Center's office building will apply for the LEED Platinum certification and the production warehouse building will apply for the LEED Silver certification along with the certification of national-level green factory.

Merck China's Healthcare Nantong Manufacturing Site Minimizes the Environmental Impact of its Operations

Merck China's Healthcare Nantong Manufacturing Site meets the highest international standards in terms of production quality, environmental sustainability, and health assurance. This site continues to minimize the environmental impact of its operations through a range of measures:



Company Profile

Merck is a leading science and technology company in healthcare, life science and electronics. Our sales in 2022 totaled € 22.2 billion. Merck has been in China for 90 years. China is one of Merck's most important strategic markets. Every day, Merck China's nearly 5,000 employees are committed to providing high-quality and innovative products and services that have a positive impact on people's lives.

Johnson & Johnson China: Accelerating Carbon Neutrality for Healthier Environments and Improved Human Health



Solar panels have been installed on rooftops and parking lot canopies across the Johnson & Johnson Suzhou Campus

In 1943, Johnson & Johnson's Chairman, Robert Wood Johnson, drafted 'Our Credo' — a set of values that have guided the company's decision making for the past 80 years. Within Our Credo, Johnson's declaration that "we must maintain in good order the property we are privileged to use, protecting the environment and natural resources" is a particularly forward-looking guiding principle whose wisdom and necessity has only become more evident in the eight decades since it was first put to paper.

Guided by Our Credo, Johnson & Johnson began setting clear environmental goals in the early 1970s, and in September 2020, the company announced its goal to source 100% of its electricity needs from renewable sources by 2025 and carbon neutrality in its operations by 2030. As a signatory to the Race to Zero and Business Ambition for 1.5 campaigns, Johnson & Johnson has also set out the ambition to achieve net zero carbon emissions across its value chain by 2045.

Here in China, Johnson & Johnson has made considerable long-term investments in achieving these goals and has already demonstrated significant progress in implementing low-carbon and sustainable development initiatives.

1. Reducing Carbon Footprint Through Green Facilities

(1) Maximizing the potential of green and renewable energy

Johnson & Johnson has built a substantial number of renewable energy power generation systems on its sites worldwide, including those powered by solar panels, wind turbines, geothermal systems, biomass boilers, combined heat and power systems, and fuel cells. It has also implemented diversified renewable energy strategies that include renewable energy procurement from third-party suppliers. In China, the Johnson & Johnson Suzhou Campus, Hangzhou Plant, and Guangzhou Plant have all accomplished the impressive feat of meeting 100% of their electricity requirements from renewable sources.

At the Johnson & Johnson Suzhou Campus — which, at an impressive 278,000 square meters, is the company's largest end-to-end supply chain site in China — Johnson & Johnson has taken a pioneering role in the use of solar energy. In 2019, it began installing solar panels on the rooftops of multiple buildings across the campus to optimize land usage and harness the full potential offered by renewable electricity. In 2022, it commenced the second phase of this groundbreaking project by installing vast solar canopies throughout the campus's 355-car parking lot. With these new additions, the total photovoltaic capacity of the campus has reached an impressive 1,200MWh annually, contributing to approximately 750 tons in reduced carbon dioxide emissions per year. This year, with the completion of its goal to procure 100% of electricity from renewable sources, the Suzhou Campus will have set a new benchmark within the industry and reached a vital milestone in the campus's journey towards a green and sustainable future.

(2) Building high standard green facilities

Johnson & Johnson's unwavering commitment to sustainability can also be seen in the standards insisted upon in the construction of new office buildings, plants and laboratories around the world, all of which are designed to comply with the guidelines and principles set forth by the Leadership in Energy and Environmental Design (LEED) green building rating program.

(3) Improving water resource management and waste disposal

Johnson & Johnson's production plants across the globe have earned certification from the Alliance for Water Stewardship (AWS) and continue to take steps to strengthen their water management and waste disposal processes.

2. Partnering with suppliers to build a sustainable upstream value chain

Johnson & Johnson collaborates with suppliers and partners with strong sustainability capabilities to support other upstream partners in meeting their environmental obligations. By

working with its suppliers to secure accreditation from EcoVadis, a third-party platform that assesses sustainability success, Johnson & Johnson is ensuring these suppliers meet its own environmental and sustainable sourcing standards, among other sustainability indicators.

In parallel, Johnson & Johnson's logistics team has established ecological partnerships with upstream suppliers and has achieved impressive energy savings and emission reductions in transportation through the implementation of green strategies. Among these are steps to reduce the use of plastic materials, the introduction of solar power, and the transition towards alternative forms of fuel such as liquefied natural gas.

3. Embedding advocacy for sustainability into corporate culture

Globally, Johnson & Johnson has introduced a diverse selection of internal environmental initiatives — for example Environmental Health Month — through which employees participate in activities ranging from reducing carbon and plastic use, to water conservation and support for Earth Day. In China, its Green Canteen campaign has been particularly well-received by employees. The campaign aims to help employees make greener choices through the introduction of carbon footprint food labels, non-disposable cutlery, and an internal on-line food delivery app, all of which contribute positively to the company's sustainability goals.

Company Profile

At Johnson & Johnson, we believe good health is the foundation of vibrant lives, thriving communities and forward progress. That's why for more than 135 years, we have aimed to keep people well at every age and every stage of life. Today, Johnson & Johnson is the world's largest and most diversified healthcare products company, with its business spanning MedTech and Pharmaceuticals. Johnson & Johnson has consistently ranked at the top of the Fortune Global 500 and has been named one of TIME's 100 Most Influential Companies on numerous occasions.

Johnson & Johnson entered China in 1985 as one of the earliest multinational companies in the market during the reform and opening-up period. Through innovative and advanced healthcare solutions, Johnson & Johnson helps to create positive impact on the health of Chinese people and supports the development of a Healthy China. Today, Johnson & Johnson employs over 10,000 people across more than 10 legal entities and supply chain centers in Suzhou, Shanghai, Guangzhou, Xi'an and other locations nationwide.

Amazon: The Climate Collaboration Opportunity in China

Climate change is an urgent issue facing our planet. To address this and the issues facing businesses and communities across China, we all need to act together. Reducing emissions across all sectors is impossible without collaboration. Amazon understood that collaboration across companies, sectors, and around the world was needed in order to see meaningful change in the fight against climate change. This was why, in 2019, Amazon and Global Optimism co-founded The Climate Pledge, a commitment to reach net-zero carbon by 2040 — 10 years ahead of the Paris Agreement. The Pledge now has more than 375 businesses and organizations across 54 industries in 34 countries and regions around the world.

Amazon is continuously collaborating, and investing in solutions to decarbonize its operations, including leveraging its size and scale to drive demand forward for new technologies. We've made progress in renewable energy, have innovated to create a more sustainable shopping experience for customers, and have worked to reduce our packaging, among other areas. However, we know we need to do more, and continue to push forward on our path to reach net-zero carbon. We also continue to play an active role in disaster relief, education, and talent cultivation, establishing partnerships and programs that promise to have lasting, positive effects for Amazon and society.

Here is more on our efforts in China and across the world:

Amazon has accelerated toward its 100% renewable energy target.

Renewable energy is critical to addressing climate change. Amazon achieved 85% renewable energy across its operations in 2021, putting us on a path to reach 100% by 2025 – five years ahead of our original target.

Amazon's first large-scale renewable energy projects in China, Amazon Solar Farm China-Shandong and Amazon Wind Farm China-Qian'an, went into operation in October 2022. Together they are expected to produce 496,000 megawatt-hours (MWh) a year, enough electricity to power 250,000 Chinese homes.

Recycling materials of Device Products

Amazon Devices and Services Asia also integrates sustainability into product design, raw material selection, manufacturing, and logistics. Since 2021, Amazon introduced several devices and accessories that include up to 60% recycled molded plastic, up to 100% recycled

fabrics, up to 100% recycled aluminum, and up to 70% recycled magnesium. We also incorporated 50% recycled plastic into certain power adapters that ship with Amazon devices.



We empower customers to make better shopping decisions.

The Climate Pledge Friendly (CPF) program helps customers discover and shop for more-sustainable products. We partner with trusted third-party certifications and created our own certifications, Compact by Design and Pre-owned Certified, to highlight products that meet sustainability standards and help preserve the natural world. In November 2022, lifestyle brand Amazon Aware launched on Amazon Global Store in China, with 100% of its products featuring certifications from the CPF program. Today, more than 300,000 Climate Pledge Friendly items are available on Amazon.

Amazon delivers options to reduce packaging.

We strive to reinvent and simplify packaging options using a science-based approach, to reduce environmental impact and improve the customer experience.

In 2008, Amazon launched the Frustration-Free Packaging (FFP) program, providing packaging that is easy to open, fully recyclable, and capable of shipping without additional protection. More than 2 million products were qualified under the FFP program by the end of 2021. Since 2015, Amazon has reduced per-shipment packaging weight by 38% and eliminated over 1.5 million tons of packaging.

Company Profile

Founded in 1995, Amazon entered China in 2004 and has continued to innovate for Chinese users and promote sustainable practices, striving to create value for the planet, the company itself, its partners, customers, and the communities in which it operates through its own development. As a global company, Amazon is focused on delivering valuable products and services to customers through innovation. In China, we have built a broad business base, made steady progress in scaling our business and continuing to innovate, conducted multiple operations to empower Chinese companies, and provided products and services to Chinese and global consumers. Today, Amazon has established six core businesses in China: Amazon Global Store, Amazon Global Selling, Amazon Ads, Amazon Global Logistics, Amazon Web Services, and Amazon Devices and Services, and has over 10,000 employees with offices in 12 cities including Beijing, Shanghai, Hangzhou, and Shenzhen.

AmCham China | Social Impact Initiative

2023 SOCIAL IMPACT REPORT

Rural Revitalization



Rural Revitalization Policy Review

Rural revitalization strategy is a major focus for China's future social and economic development. The strategy was first proposed by President Xi Jinping in the 19th Party Congress report. In the 20th Party Congress report, President Xi re-emphasized that the most arduous and burdensome task in building a modern socialist country in an all-round way still lies in the countryside. It is necessary to strengthen agricultural science, technology and equipment support, diversify the food supply system, enhance the development momentum in areas that have been lifted out of poverty, and improve the rural financial service system. Moreover, rural revitalization plays an even more central role in promoting common prosperity and the balanced and stable development of Chinese society. Below is a list of important policies in various areas of rural development over the past year for readers' reference.

1. “Work Plan for Expanding Current Investments in Agricultural and Rural Infrastructure Construction”

Policy Highlights: On September 21, 2022, the State Council executive meeting reviewed and approved the “Work Plan for Expanding Current Investments in Agricultural and Rural Infrastructure Construction.” Agricultural and rural infrastructure is an important part of the modernized infrastructure system and one that needs to be upgraded urgently. By accelerating the ongoing construction of agricultural and rural infrastructure, it becomes feasible to achieve expanded effective investments and stabilize the economy. The effort also enhances the capacity to maintain food supplies, drives the development of basic industries, and facilitates a seamless urban and rural economic cycle. The Work Plan emphasizes the importance of efficient work progress that highlights key points, innovates mechanisms, and prioritizes results. As part of this approach, there are four major construction projects: First, the construction, renovation, and upgrading of water conservancy facilities like irrigation districts; second, agricultural water conservancy facilities to address shortages; third, modern facilities for agricultural construction; fourth, the construction of agricultural storage and preservation cold-chain logistics facilities.

The Work Plan puts forward targeted implementation measures for investment and financing mechanisms, fundraising, operation methods, and repayment sources. For example, it encourages eligible market entities to participate in the construction of major infrastructure

projects, promotes the linkage of government investment and financial credit, encourages private capital to cooperate in the construction and operation of agricultural and rural infrastructure projects with a high degree of marketization, and coordinates the creation of diversified repayment channels. The roles of the government and the market, the central and local governments, and state-owned and private capital are fully leveraged.

2. “Implementation Opinions on Further Supporting the Employment and Entrepreneurship of Migrant Workers”

Policy Highlights: On November 6, 2022, the Ministry of Human Resources and Social Security, National Development and Reform Commission, Ministry of Finance, Ministry of Agriculture and Rural Affairs, and National Rural Revitalization Administration issued the “Implementation Opinions on Further Supporting the Employment and Entrepreneurship of Migrant Workers,” which aim to promote the employment and entrepreneurship of rural migrant workers and the population that has been lifted out of poverty, keep the general employment situation stable, stabilize growth and employment with multiple concerted measures, and further support rural migrant workers and populations lifted out of poverty (including those monitored to prevent from returning to poverty). The Implementation Opinions specify policy measures in five areas. First, to support the stabilization of jobs for rural migrant workers, especially for enterprises in the construction, manufacturing, and service industries, where the employment of rural migrant workers is concentrated, to overcome difficulties and protect the social rights of workers. Second, to guide rural migrant workers to go out to work in an orderly manner, and provide subsidies for employment and entrepreneurship services in accordance with regulations. Third, to promote the employment and entrepreneurship of rural migrant workers in their vicinity, accelerate the development of characteristic industries in counties, vigorously implement the employment-as-poverty-relief scheme, and set up a group of entrepreneurial service experts to provide specialized services for rural migrant workers returning to their hometowns to start their own businesses. Fourth, to strengthen employment services and guarantees for rural migrant workers, and allow unemployed rural migrant workers to register as unemployed at their usual place of residence, place of employment, and place of insurance participation. Fifth, to implement employment campaigns to prevent the return of poverty, ensure the quality of monitoring for employment and unemployment of people who have been lifted out of poverty, make good use of the existing various types of public welfare posts in villages in a coordinated manner, refrain from setting unnecessary limitations such as age and disability in addition to the existing regulations, and allow people working in part-time jobs to engage in other flexible employment at the same time.

3. “Implementation Measures for the Nutrition Improvement Program for Rural Compulsory Education Students”

Policy Highlights: On November 11, 2022, seven departments including the Ministry of Education issued the “Implementation Measures for the Nutrition Improvement Program for Rural Compulsory Education Students.” The Implementation Measures point out that localities have solidly promoted the work of the nutrition improvement program, significantly improving the nutritional status of rural students and significantly enhancing their physical quality. However, problems like unstrict management of food safety, unstandardized use of funds and management, and low quality and level of food supply remain in certain places. The Implementation Measures mainly include specific requirements for student meal organizations in terms of the scope of implementation, management system, meal supply management, fund use management, and standardized procurement management. The document mentions that food for meals must meet the standard requirements of food safety and nutritional health and respect the dietary habits of ethnic minorities, and it requires localities to prioritize support for the construction of school canteens under the nutrition improvement program as well as the renovation of drinking water and electricity facilities, so as to continuously improve dining conditions. In terms of food safety management, the document requires schools in various localities to strengthen the construction of food safety systems, implement the full-process of supervision, and carry out the system of school officials accompanying meals. In terms of funding arrangements, it specifies that the funds for nutritional dietary supplements in the national program areas are borne fully by the central government, while the funds for nutritional dietary supplements in the local program areas are borne by the local government, with the central government providing a fixed amount of subsidies.

4. Circular by the National Rural Revitalization Administration General Affairs Department, General Office of the Ministry of Education, and General Office of the Ministry of Human Resources and Social Security on the Issuance of the “Implementation Plan for the ‘Raindrop Program+’ Employment Promotion Campaign”

Policy Highlights: On January 19, 2023, the National Rural Revitalization Administration Gen-

eral Affairs Department, General Office of the Ministry of Education, and General Office of the Ministry of Human Resources and Social Security issued the “Implementation Plan for the ‘Raindrop Program+’ Employment Promotion Campaign.” As a vocational skill upgrading program tailor-made for families in poverty, the “Raindrop Program+” has benefited more than 8 million newly grown laborers from poor families during the poverty eradication campaign, and lifted more than 15 million poor people out of poverty. The “Raindrop Program+” employment promotion campaign launched this time has expanded the target of assistance from families escaping from poverty to families escaping from poverty and families monitored to prevent from returning to poverty, and extended the scope of support from vocational education to employment assistance. The implementation of the “Raindrop Program+” employment promotion campaign is an urgent need to maintain the bottom line of not returning to large-scale poverty. The Plan proposes to further comprehensively grasp the employment situation, improve working mechanisms, provide precise employment assistance, and highlight the key regions in need of assistance. It is necessary to focus on the national rural revitalization key counties in need of assistance, put in great efforts to improve the level of vocational education, and guide the newly grown workforce of families who have escaped from poverty to receive vocational education.

5. “Opinions of the Central Committee of the Communist Party of China and the State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2023”

Policy Highlights: On February 13, 2023, the Xinhua News Agency was authorized to release the No. 1 Central Document “Opinions of the Central Committee of the Communist Party of China and the State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2023.” The full text consists nine parts, including: making every effort to ensure the stable production and supply of grain and important agricultural products; strengthening the construction of agricultural infrastructure; increasing agricultural science and technology and equipment support; consolidating and expanding the results of poverty alleviation; promoting the high-quality development of rural industries; broadening the channels for farmers to increase their income and reach prosperity; solidly promoting the construction of habitable and beautiful villages; improving the rural governance system led by the Party; and strengthening policy safeguards and institutional mechanism innovation. The document points out the need to keep prioritizing the development of agriculture and rural areas, adhere to the integrated development of urban and rural areas, and resolutely guard the bottom lines of ensuring food security and preventing the return of large-scale poverty. The Opinions propose to promote the high-quality development of rural industries, expand and strength-

en the processing and circulation of agricultural products, accelerate the development of modern rural services, cultivate new rural industries and new forms of business, promote the green development of agriculture, and deeply implement the digital rural development campaign. It is necessary to implement the rural women's quality improvement plan, strengthen the protection of rural minors, implement the rural revitalization talent support plan, and organize and guide talents in the fields of education, health, science and technology, culture, social work, and spiritual civilization building to serve at the grassroots frontline.

6. “Opinions on Further Deepening Reforms to Promote the Healthy Development of the Rural Medical and Healthcare System”

Policy Highlights: On February 23, 2023, the General Office of the CPC Central Committee and the General Office of the State Council published the “Opinions on Further Deepening Reforms to Promote the Healthy Development of the Rural Medical and Healthcare System.” The Opinions point out that improving the rural medical and healthcare system is an urgent requirement for advancing the construction of a “Healthy China” and an essential part of promoting rural revitalization. The Opinions focus on four aspects to propose reform measures: first, optimizing institutional layout. According to changes in rural conditions and population migration, reasonably allocate medical and healthcare resources at the county and village levels to ensure the supply of basic medical and healthcare services. Second, strengthening service capabilities. Establish a comprehensive rural medical and healthcare service system with county-level hospitals as the core, township health centers as the hubs, and village clinics as the local foundation. Third, enhancing disease prevention and control capabilities. Innovate mechanisms for medical and health collaboration, integrate medical treatment with disease prevention, and develop a comprehensive public health responsibility list for rural medical and healthcare institutions. Fourth, advancing the level of informationization. Improve the standardized regional health information system and work towards completing the county-level health and comprehensive information platform by 2025. Promote “Internet + Medical Health” to build a rural telemedicine service system, encourage teleconsultation, appointment referrals, internet-based follow-ups, and remote examinations, and accelerate the application of artificial intelligence-assisted diagnosis in rural medical and healthcare institutions. The Opinions also focus on the prominent problem of shortage of rural medical and healthcare talents and put forward a series of substantial policies and measures regarding talent cultivation, utilization, and incentives.

7. “Implementation Opinions on Comprehensively Promoting the Key Work of Rural Revitalization in 2023 Outlined by the CPC Central Committee and the State Council”

Policy Highlights: On February 27, 2023, the National Rural Revitalization Administration issued the “Implementation Opinions on Comprehensively Promoting the Key Work of Rural Revitalization in 2023 Outlined by the CPC Central Committee and the State Council.” The Opinions emphasize the resolute commitment to preventing large-scale return to poverty, implementing dynamic monitoring and social aid mechanisms for poverty alleviation, and focusing on key counties in need of assistance for rural revitalization designated by the state and 35,000 centralized resettlement points for poverty alleviation and relocation. The Opinions call for strengthened cooperation between eastern and western regions, targeted support from central government units, assistance teams stationed in villages, and support from social forces, diligently implementing the key national rural revitalization plan. Regarding rural economic development, the document emphasizes the need to enhance the endogenous development momentum in areas and among populations lifted out of poverty. It advocates nurturing and upgrading industries, actively expanding employment opportunities, promoting the development of new rural collective economies, boosting county-level economies, and improving the skills of population lifted out of poverty. To promote the construction of habitable and beautiful rural areas, the Opinions highlight the importance of strengthening rural public infrastructure construction, including improving the living environment in rural areas through initiatives such as the “toilet revolution,” wastewater treatment, and solid waste management. Regarding consolidating and expanding the achievements of poverty alleviation, the Opinions propose strengthening the linkage between funds and project management, guiding the efficient use of financial resources by localities, ensuring the proper execution of land policies, enhancing talent support, with a focus on nurturing and utilizing local talents.

8. “Circular by the National Energy Administration, Ministry of Ecology and Environment, Ministry of Agriculture and Rural Affairs, and National Rural Revitalization Administration on Mobilizing Pilot County Construction for Rural Energy Revolution”

Policy Highlights: On March 15, 2023, the National Energy Administration, Ministry of Ecology and Environment, Ministry of Agriculture and Rural Affairs, and National Rural Revitalization Administration issued the “Circular on Mobilizing Pilot County Construction for Rural Energy Revolution.”

ogy and Environment, Ministry of Agriculture and Rural Affairs, and National Rural Revitalization Administration issued the “Circular on Mobilizing Pilot County Construction for Rural Energy Revolution.” The Circular states that the energy industry is a crucial support for rural revitalization. Leveraging the advantages of distributed innovation and development of renewable energy and accelerating the rural energy revolution is significant in ensuring energy security in rural areas, assisting in achieving carbon peak and carbon neutrality targets, and promoting comprehensive rural revitalization. Local authorities are urged to attach great importance to the construction of pilot counties for the rural energy revolution, enhance organizational and coordination efforts, establish work mechanisms, and ensure prompt results. The specific tasks outlined in the Circular include promoting the on-site development and utilization of renewable energy for power generation. This involves expediting the construction and development of wind power and photovoltaic power generation while protecting the ecology. The Circular also encourages the utilization of self-owned building rooftops, facility agriculture, and other resources for photovoltaic power generation, and advocates the appropriate and rational layout of biomass power generation projects based on local conditions.

9. “Circular on Key Tasks for the Banking and Insurance Industry in Facilitating Comprehensive Rural Revitalization in 2023”

Policy Highlights: On April 14, 2023, the China Banking and Insurance Regulatory Commission issued the “Notice on Key Tasks for the Banking and Insurance Industry in Facilitating Comprehensive Rural Revitalization in 2023.” The Circular focuses on tasks and objectives for the banking and insurance industry in serving comprehensive rural revitalization. It outlines fifteen specific work requirements in four key areas, including focusing on key areas of building a strong agricultural nation, strengthening the construction of rural financial service capabilities, improving the quality and effectiveness of insurance services in the “three rural” areas, and strengthening regulatory guidance. The Circular emphasizes that the banking and insurance industry should focus on key areas of building a strong agricultural nation. Priority should be given to ensuring financial supply for all aspects of the grain and important agricultural products, and active services should be provided to support the new round of increasing grain production by billions of kilograms. The Circular encourages exploring effective financial support models for the construction of high-standard farmland and strengthening financial support in key areas such as the seed industry, agricultural technology, and agricultural machinery and equipment. Furthermore, the Circular aims to assist in preventing large-scale return to poverty by actively investing in rural industrial revitalization.

It promotes innovative comprehensive financing models for rural infrastructure construction and continuous improvement of financial services for new urban residents, including migrant workers.

10. “Key Points of Digital Village Development Work in 2023”

Policy Highlights: In April 2023, the Cyberspace Administration of China, the Ministry of Agriculture and Rural Affairs, the National Development and Reform Commission, the Ministry of Industry and Information Technology, and the National Rural Revitalization Administration jointly issued the “Key Points of Digital Village Development Work in 2023.” The document calls for empowering rural industries, construction, and governance through digitalization, driving the overall modernization of agriculture and rural areas, promoting common prosperity for rural farmers, and advancing the construction of an agricultural powerhouse and the development of a digital China. The strategy of digital rural development was first introduced in the 2018 No.1 Central Document. Since then, the CPC Central Committee and the State Council have continuously advanced the work of “enabling e-commerce to revitalize agriculture.” The 2023 No.1 Central Document emphasized on implementing “e-commerce to revitalize rural development” and the “Internet+” agricultural products marketing program. The 2023 No.1 Central Document further demonstrates the direction for promoting high-quality development of rural industries. The document deployed 26 key tasks in 10 major fields and clarified the working objectives in each field. Among them, in terms of solidifying the foundation for rural digital development, efforts will be accelerated to address the shortcomings in rural network infrastructure, continuously promote the optimization and upgrading of rural infrastructure, and steadily advance the sharing and utilization of agricultural data resources. Strengthening digital guarantees for food security, the document promotes the digital transformation of the entire food industry chain and utilizes digital technology to safeguard national food security. Moreover, it encourages the development of smart agriculture tailored to local conditions, expediting the digital transformation of the entire agricultural industry chain, and reinforcing agricultural technology and intelligent equipment support.

Rural Revitalization Event Recap

Rural Revitalization Inspection Tour with MOFCOM

April 11-14, 2023

Background:

AmCham China was honored to be invited and assisted the Ministry of Commerce to convene member companies to participate in the rural revitalization inspection tour to Guang'an District and Yilong County in Sichuan Province from April 11 to 14, 2023. The trip was led by Deputy Director General Zhang Fan, Division Director Fang Hao, and cadre Zhang Wenqi from America and Oceania Department of Ministry of Commerce. Representatives from 20 member companies and the Social Impact Initiative program leader from AmCham China participated in the trip.

Inspection Tour:

In the morning of April 12, the local governors of Guang'an led the inspection group to



visit the Long'an pomelo parent garden and pomelo processing plant in Qunce Village, Long'an Township.

Then, the inspection group visited the Aizhong New Energy Industrial Park.



In the afternoon of the 12th, the Guang'an Investment and Cooperation Experience Exchange Meeting with American Companies was held. Party Secretary of Guang'an Municipal Government Zhang Tong delivered a speech, and local officials and company representatives attended the meeting. At the meeting, Zhang Fan and Deputy Director General from Sichuan Provincial Department of Commerce Jing Linping made speeches respectively. They hoped that American companies in China will further identify cooperation opportunities with Guang'an through this trip and better contribute to the high-quality economic and social development of Guang'an. President of Albemarle China who is also the Vice Chair of AmCham China Xu Yang, Vice President of Air Products China Feng Yan, and Vice President of Hewlett-Packard Greater China Zheng Hong shared their insights on their companies' strategy in China, investment decision making process, and corporate social responsibility related issues.

After the meeting, the inspection group continued to visit Lier Circular Industrial Park and Guang'an-Shenzhen Industrial Park in Guang'an Economic Development Zone.

About Guang'an District: In 1987, Guang'an District became a designated county for the Ministry of Commerce to conduct poverty alleviation work. There used to be more than 50,000 impoverished people in Guang'an, with a poverty rate of 8.5%. After decades of construction and development with targeted assistance to low-income groups, Guang'an District succeeded in poverty alleviation in 2017. Today, Guang'an takes agriculture, animal



husbandry, processing, and tourism as its pillar industries, actively attracting investment. Guang'an is proud to be the hometown of Chinese leader Deng Xiaoping.

On April 13, the inspection group came to Yilong County and visited the water sanitation facility donated by Air Products at Zhu De Red Army Primary School, the clinic room donated by Emerson Electric at Tonggu Township Primary School, and the basketball court



donated by Dow Chemical Company at Yinshan Primary School. Senior management from the schools introduced the school curriculums and educational resources and facilities. The inspection group also went to Tonggu Township and Tumen Township to see the agricultural development and rural revitalization progress in these areas.

On April 14, the Yilong Investment and Cooperation Experience Exchange Meeting with American Companies was held. Jing Linping, County Governor Zhao Yunqiang, Deputy County Governor Wang Huili, Deputy County Governor Xu Erfu and leaders from relevant departments attended the meeting. During the meeting, Jing Linping put forward specific requirements for the investment promotion work of Yilong County, Xu Erfu made a speech on investment promotion, and representatives of American companies made speeches. Zhang Fan pointed out that American companies are playing an important role in supporting China's rural revitalization. He hopes that companies will continue these efforts and better integrate their business into China's new development pattern to jointly unfold new chapter of China-US pragmatic cooperation.

About Yilong County: Yilong is also a designated poverty alleviation region by the Ministry of Commerce, and it was once classified as a county in severe poverty. Since 1986, with the direct support from the Chinese central government, Yilong has carried out poverty alleviation actions following the "survival and development" principle and succeed poverty alleviation work in 2018. Today, agriculture and textile industry service as the pillar industries in Yilong, with comprehensive development of commercial, transportation, construction, and service industries. Yilong is proud to be the hometown of Zhu De, one of the founding fathers of the new China.



Working Session on Rural Revitalization

April 26, 2023 at 2-5pm



On the afternoon of April 26th, AmCham China held the 2023 Social Impact Initiative–Rural Revitalization Working Session with participants from the China Rural Technology Development Center of the Ministry of Science and Technology, the Department of America and Oceania of the Ministry of Commerce, China Social Entrepreneur Foundation, Tsinghua University, UNICEF, ADB, and IFC, and representatives from 14 member companies across different industries. The working session discussed the role companies can play in China's rural economic development, women empowerment, and child protection works.

Michael Hart, President of AmCham China, delivered the opening remark. He said that rural revitalization is a major strategy related to China's future social and economic development proposed by President Xi Jinping in the report of the 19th National Congress of the Communist Party of China. In January this year, Chinese central government also put forward a series of new requirements for rural development work. AmCham China and its member companies have been actively participating in this process and will continue to contribute to the development of rural China in different ways they are specializing on.

Zhang Songmei, deputy director of China Rural Technology Development Center, delivered a keynote speech, sharing the focus of innovation-driven rural revitalization, the main practices of gathering innovative resources to serve rural revitalization, and the case of scientific and technological dispatchers to promote the transformation of scientific and technological

achievements in the front line of rural production. She introduced that in recent years, China has accelerated the pace of innovation-driven rural revitalization, constructed corresponding policies, talents, platforms, carriers and other support systems, and promoted the transformation and landing of national scientific and technological achievements in agricultural science and technology parks and counties, which has effectively solved the problem of the last-mile implementation of scientific and technological achievements. At the same time, localities across the country have cumulatively sent more than 900,000 science and technology dispatchers to serve the development of the entire agricultural industry chain, spreading the kinetic energy of innovation to the field. She emphasized that the revitalization of the countryside should be well integrated throughout primary, secondary, and tertiary sectors, the integration of industry, academia, research and application of innovation, the integration of the four chains of the innovation chain, the talent chain and the capital chain, and the integration of the three aspects of "production, life and ecology", so as to enable all kinds of innovation subjects, including multinational enterprises, to have more ways to share knowledge and participate in innovation. This will enable all kinds of innovative entities, including multinational enterprises, to have more ways to share knowledge and participate in innovation-driven rural development, and to act as a leader in corporate social responsibility and a pioneer in the best practices of rural revitalization.

On rural economic development topic, You Ruishan, Deputy Director of the Center for Contemporary China Studies at Tsinghua University, shared the rural talent capacity building project - the Leading Goose Project. The project was jointly initiated by the Department of Sociology of Tsinghua University, China Charity Alliance, and Youcheng Foundation, aiming to cultivate a group of backbone talents for rural revitalization. The project was officially launched in September 2018 with participants of more than 120,000 young farmers from all over the country. They completed online and offline training on production and sales skills and benefited more than 10 million farmers indirectly.

Chen Yidan, Senior Investment Officer from the Asian Development Bank, shared rural financial development experience. In order to expand the financing channels for farmers and small and micro business owners, ADB provided various forms of loans to customers in rural areas. The projects covered inclusive finance, public health and agriculture, and also provided financial and other related knowledge training for women in rural communities.



In the discussion on how companies can help rural economic development, the participants provided ideas and possibilities from different perspectives. From the perspective of sustainable agricultural development, enterprises can help farmers plant agricultural goods in more scientific and emission-reducing ways, adopt innovative technologies in seeds and fertilizers, and help farmers with access to upstream and downstream cooperation channels. Companies can also introduce new foreign products and technologies to rural areas to accelerate digital and climate-friendly farming practices. At the same time, the participants agreed that the core of rural revitalization is people. Companies can train farmers on procurement knowledge, technology skill, risk management etc.

On the theme of rural women's empowerment, Zhang Jing, Deputy Secretary of YouChange Foundation, shared the Orange Mother Project, discussing the comprehensive development of rural women from the dimensions of economic empowerment, family education, and community engagement. The Project provided rural women with employment opportunities in digital economy, entrepreneurial skills training, and start-up incubation, helping them effectively increase their income. The Project also provided them with 200 hours of education for one year which allowed them to better educate their next generation with the knowledge they acquired. The Project also established a county-level hub available for women to communicate on topics such as employment skills, environmental protection, organic planting, and women's growth. These opportunities integrated them into the public communities and enhanced their influence.

On the theme of rural child protection, UNICEF's Senior Officer for Partnerships, Lin Fei, and Corporate Cooperation Officer, Li Yuanling, shared UNICEF's key work with the government, as well as the main program results achieved in the areas of children's education, children's health and development, children's protection, and child-centered social policy. In addition, UNICEF hopes to strengthen exchanges and cooperation with companies in China to help



them fulfill their social responsibilities while working with them to improve the quality of life and well-being of Chinese children

In the discussion on how enterprises can participate in the child protection and women empowerment, the participants believed that companies should continue using their products, services and financial advantages to implement charity projects, such as nutritional supplements on meals, sanitation condition improvement, and school facilities building among other projects to directly and effectively help children in need. In terms of women empowerment, companies can cooperate with the government to strengthen health education for rural women and provide them with career development training. More importantly, in addition to implementing projects, companies should also build a more inclusive corporate culture to support women's employment, while promoting gender equality at multiple levels from management, employees, to consumers.

Ma Qionghua, Vice President of AmCham China, made a conclusive remark for the meeting. She thanked the guests for their insightful sharing and interactive discussions with company delegates and hoped that companies can adopt the above suggestions to their practices in helping revitalize China's rural areas. She said that AmCham China will continue to play an active role as a platform of communications and build more cooperation opportunities among Chinese government, non-profit organizations, academic institutions, industry associations and member companies via the Social Impact Initiative program to contribute to the social and economic development of China.

Rural Revitalization

Case Studies



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- Amazon: Building Better Communities, Empowering Rural Revitalization by Supporting Rural Education
 - USANA Charity Fund: Building Dreams and Sowing Hope
 - Cargill: Working with partners to support China's rural revitalization
 - Topic: Google x JA China: Career training online camp for college students
 - China REACH Project – Improving the Developmental Environment of Rural Infants and Children, Helping Children in Poverty Grow Up Healthily
 - FMC Social Impact Cases
 - NBA China: “Rural Basketball Development Program” Empowering Rural Revitalization
 - A comprehensive contribution to the rural revitalization of PepsiCo
 - Haleon: Safeguarding the Growth of “Sprouts” and Supporting Rural Revitalization “Sprouting Up Program” Case Study
 - Mars Dove ‘All Women Academy’: Empowering Rural Women to Thrive Under the New Brand Purpose
 - Mary Kay: Women-focused Rural Revitalization and Sustainable Development Program
 - Merck: Health and Rural Development
 - Johnson & Johnson China: Advancing Access to Quality Healthcare, Supporting Rural Revitalization, and Strengthening Healthcare Foundations for Common Prosperity
 - Starbucks “Shared Value” Comprehensive Support Program for Coffee-Growing Areas in Yunnan: Insisting on Shared Value and Advancing Rural Revitalization
 - CKGSB’s Ji’an Initiative: Educating Rural Entrepreneurs with Social Innovation
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Amazon: Building Better Communities, Empowering Rural Revitalization by Supporting Rural Education

Amazon China pays attention to community development, focuses on social needs, give full play to its own advantages, and participates in community building. Education is the first step in rural revitalization, and the development of rural education is an important pivot of rural revitalization strategy. Amazon China has always been continuously concerned about education funding and other fields, working together with partners to serve social needs and support rural revitalization by actively exploring social innovation projects and resource investment, contributing to a better society with a lasting and positive impact.

In the past few years, Amazon China and YouChange China Social Entrepreneur Foundation (hereafter YouChange) have cooperated to carry out “Coding for the Future” and “Teacher Empowerment Education Plan” to continuously promote rural education development, cultivate teachers, and help rural students achieve diversified development.

No 1. YouChange X Amazon China “Coding for the Future” Public Welfare Project

Since 2021, Amazon China has partnered with the YouChange Foundation to launch the “Coding for the Future” public welfare project, which is dedicated to popularizing computer programming education in rural areas. The program provides curriculum resources and learning equipment to rural schools, and uses a combination of online and offline teacher training system to empower rural teachers to provide systematic computer programming courses and organize a series of fun programming activities in schools to encourage students’ interest in programming and technology while cultivating computer literacy and digital creativity.



In the past two years, 2021 and 2022, the program has provided groundbreaking programming training and hands-on activities for 84 rural teachers in 42 elementary schools in Funing County in Yunnan; Shicheng County in Jiangxi; Jiuzhaigou County in Sichuan; Shunping County in Hebei; and Zhuxi County in Hubei, helping more than 10,000 students develop computer literacy and digital creativity, and helping rural children develop in a diversified way.

The “Coding Carnival” in 2022 is an important part of the “Coding for the Future” project. As an extension of the programming curriculum, the programming fair focuses on the popularization and practice of programming education in rural areas. In the carnival, children can design their own programming projects under the guidance of teachers, play various interesting programming games, and build activity-packed experience booths, working as a team to promote and explain their products to the rest of the teams, and guiding others to complete the challenges. Through wholeheartedly engaging in these activities, students’ verbal expression, logical thinking, and teamwork skills have been exercised and enhanced, and as a result, their interest in learning computer learning and programming have also been enhanced.

At the same time, in 2022, the “Coding for the Future” project has joined hands with the Education and Sports Bureau of Funing County in Yunnan, and the Education, Science and Sports Bureau of Shicheng County in Jiangxi to set up a “Coding for the Future Studio” in each county, and equipped specialized mentors for each studio. The project will provide systematic training and monthly training activities on the themes of artwork design and curriculum design, and train backbone teaching and research teams. By helping to cultivate local teaching and research teams and programming education resource centers, Amazon China promotes the sustainable development of local programming education, improves the overall level of programming education in counties, and develops the computer programming literacy and digital creativity of rural children, so students can better meet the future and create the future.

In the second half of 2022, a total of 11 students from 3 rural elementary schools in Funing County, Yunnan won awards, including 1 second prize and 10 third prizes in the National Information Technology Innovation and Practice Competition for Primary and Secondary Schools (NOC Competition for short). With the support of the project, a total of 14 pilot schools for graphical programming were set up for the first time in Funing County, Yunnan Province, and graphical programming was combined with the original Python programming teaching.

In early 2023, the project team analyzed the effect of the project in 2022 through questionnaires, interviews, project data analysis, and participant observation: the importance of programming education in schools was increased by 61%, the teaching ability of teachers in programming education was increased by 85%, and 85.71% of teachers believed that the

project had stimulated their enthusiasm. At the same time, students' computer literacy and digital creativity improved, with more than 90% of the students reporting their programming knowledge, skills, and confidence in learning programming have improved.

No. 2 Teacher Empowerment Education Plan: Social Support Program for Rural Young Teachers

Teacher Empowerment Education Plan (abbreviated as "Qing Jiao Project") is an "Internet+Education Innovation" program launched by YouChange Foundation in collaboration with more than 30 academic institutions, public welfare organizations, and caring enterprises, focusing on supporting the growth of rural teachers. The program focuses on young teachers and special teachers in remote and poor areas, and provides a one-year systematic training based on Internet courses for young teachers in rural areas who have been employed for 1-3 years, so as to help rural young teachers "go, stay, and teach well."

Amazon China joined the Qing Jiao Project in 2022, supporting the creation of the curriculum and evaluation of the Qing Jiao Project for the 2022-2023 school year, providing online training for 30,277 young rural teachers, and donating funds through the YouChange Foundation to purchase school and living supplies for nearly 2,000 teachers and students in the newly expanded counties of the Qing Jiao Project. In early 2023, Amazon China supported the Qing Jiao Project team to conduct "new semester, action by heart" visiting and exchange campaigns in Hanyuan County, Ya'an City, Sichuan Province, providing all teachers and students in Hanyuan County with the MOOC platform launched by Tsinghua University – Ai Xue Tang online education resources, so that teachers and students in the mountainous areas can enjoy the curriculum and educational resources from Tsinghua University High School and Tsinghua University Primary School. The campaigns also donated funds for local students and teachers to purchase learning and living supplies, bringing warmth and smiles to teachers and students in the rural areas of Hanyuan County in need.

The Qing Jiao Project follows the concept of "collective impact" and fully integrates the advantages of government, enterprises, universities, and social organizations to achieve systematic empowerment of rural young teachers. The program is built by the Department of Education of Beijing Normal University, and has developed professional theory courses and teaching ethics courses based on the characteristics of rural young teachers and the program model of the Qing Jiao Project, as well as subject-specific courses on teaching skills.

The Qing Jiao Project provides a large-scale, low-cost, and high-efficiency solution for young teachers' growth, and actively explores new paths for rural young teachers' growth in the context of "Internet+," forming policy advocacy and reporting to the Department of Teacher Education of the Ministry of Education. In order to solve the interaction problem in the learning process, distinct from the training model of traditional teacher training with fixed



time, location, number, and staff, the project provides high-quality, professional, and sustainable live courses for teachers in rural schools using the online platform as a medium, and uses the community-based operation model to activate the internal development momentum of rural teachers, improve their professionalism and technical skills, and build a platform for the growth of rural teachers.

From September 2017 to January 2023, six iterations of the Qing Jiao Project has trained 124,385 rural youth teachers from 607 district and county education bureaus in 25 provincial administrative units (including Bingtuan), benefiting 6 million rural children; it has provided a total of 1,313 hours of public welfare courses, covering preschool, primary, and junior high school levels.



The launch and implementation of the Qing Jiao Project has received strong support from the Department of Teacher Education of the Ministry of Education and the education authorities of the participating districts and counties. According to the evaluation of the program by the China National Institute of Education Sciences, the public welfare nature of the program is widely recognized by all sectors of the community, and the overall effectiveness of the training is at a relatively high level. Throughout the project, the level of professional development for teachers has improved significantly. The public benefit and contribution of the Qing Jiao Project played an important role in encouraging young teachers to dedicate themselves to rural education.

In 2022, the Qing Jiao Project was presented at the 48th session of the United Nations Human Rights Council, where it was mentioned that the project is a successful practice of providing high-quality vocational and psychological training for young teachers in rural areas on a large scale and at low cost through the use of Internet technology to improve their teaching standards. Representatives from UNESCO and other global foundations during an

online discussion on the theme of “Technology for Equitable and Quality Education” mentioned that the Qing Jiao Project is a microcosm of technology for education for all, empowering young rural teachers, training rural talent, and helping rural revitalization.



Amazon is actively concerned about the development of communities around the world, and technology education is one of its key areas of focus. Amazon China has never stopped innovating and practicing in the field of education charity. In the future, Amazon China will continue to pay attention to the development of the communities where it is located, give full play to its own advantages, gather the strengths of all partners, empower Chinese rural teachers, promote the development of digital education in rural schools, make the cultivation of digital talents more equitable, effective, and sustainable, in order to build a new ecology of rural education public welfare, discover more possibilities of rural technology education in China, and support rural revitalization.

Company Profile

Founded in 1995, Amazon entered China in 2004 and has continued to innovate for Chinese users and promote sustainable practices, striving to create value for the planet, the company itself, its partners, customers, and the communities in which it operates through its own development. As a global company, Amazon is focused on delivering valuable products and services to customers through innovation. In China, we have built a broad business base, made steady progress in scaling our business and continuing to innovate, conducted multiple operations to empower Chinese companies, and provided products and services to Chinese and global consumers. Today, Amazon has established six core businesses in China: Amazon Global Store, Amazon Global Selling, Amazon Ads, Amazon Global Logistics, Amazon Web Services, and Amazon Devices and Services, and has over 10,000 employees with offices in 12 cities including Beijing, Shanghai, Hangzhou, and Shenzhen.

USANA Charity Fund: Building Dreams and Sowing Hope

As a leader in health products, USANA BabyCare actively responds to the national call, always striving to convey the power of positivity and health to society with innovative awareness and warmth for good. Over the years, USANA BabyCare has closely combined its own advantages with public welfare activities, taking "health" as the entry point and innovating the public welfare model, and carried out a series of health-related public welfare activities under the theme of "Building Dreams and Sowing Hope."

USANA Charity Fund Love Meal Program – Nutritious Meal with Endless Love

Deep in the Wumeng Mountains, Adu Township is one of the most remote ethnic townships in Yunnan. Potatoes and corn are the most common food crops on this land, and they are also regular guests on the local people's dinner table.

The family of Xinxin, a third grader, lives in a three-room tile house with a total of seven people including her, and she is the youngest and thinnest of the six siblings, with her 80-year-old grandmother taking care of them alone. The livelihood of the seven members of the family is all on the parents who work away from home.

Xiaoyuan, also from Adu Township, is similar to Xinxin. Since her family lacks economic resources, Xiaoyuan's parents have to go out to work to make a living, leaving Xiaoyuan at



Volunteers and children releasing their dreams together

home under the care of her elderly and frail grandparents. In Xiaoyuan's memory, there was no concept of "three meals a day" at home, as there were only two meals a day, one in the morning and one in the evening.

In Adu Township, Xinxin and Xiaoyuan are not the only children in this situation.

Malnutrition is a global public health problem. According to "The State of the World's Children 2019" report released by UNICEF, by 2019, one-third of children under the age of five worldwide will still not have access to the nutrition they need to grow, and 340 million children will face "hidden hunger" due to vitamin and mineral deficiencies. In China, malnutrition among children in underdeveloped areas is very serious due to their monotonous diet structure.

The "China Children and Youth Nutrition and Health Guidelines 2021" released by the Chinese Association for Student Nutrition & Health Promotion during an event suggests that the inappropriateness of children's diet in China is reflected by the extremely low intakes of fruits and vegetables, fishery products, eggs, beans, and milk, which do not meet the recommended standards of the dietary guidelines and particularly insufficient in rural and underdeveloped areas. Many parents of rural children are very negligent about their children's long-term nutritional supply, and due to the long distance to school, some children can only relieve their hunger with cold steamed buns and plain water between classes.

Since its establishment in 2012, the USANA Foundation has been committed to caring about hunger and malnutrition among poor children around the world, raising money for children in need, providing food, and participating in volunteer services in poor areas around the world. In 2015, the USANA Foundation officially entered China, USANA Charity Fund was established. In 2019, USANA Charity Fund joined hands with the China Foundation for Rural Development (formerly China Foundation for Poverty Alleviation) to launch the USANA Charity Fund Love Meal Program to help children in less developed areas prevent malnutrition and maintain a healthy body and happy childhood.



Volunteers making dumplings for the children



Delicious and nutritious lunch

By the end of 2022, the USANA Charity Fund Love Meal Program has benefited 9 counties in 6 provinces, including Pingquan County in Hebei, Yinjiang County in Guizhou, Sui County

in Hubei, and Xichuan County in Henan, providing around 830,000 nutritious meals for children and equipping 40 schools with kitchen equipment, benefiting nearly 20,000 students in total. In the future, USANA Charity Fund will provide more children in rural areas with rich nutritious meals, so that they can eat enough and eat well.



The smile of a child in the Love Meal Program



Having fun painting with the children and sowing hope

Every ordinary and kind gesture will be turned into the power to lift upward and hold up the sky of hope for the children. Through practical actions, USANA BabyCare is willing to spread the power of love, transmit the warmth of love from our hearts, and using love build the ladder of dreams.

USANA Charity Fund Rural Angel Program - Empowering Rural Doctors, Promoting Rural Revitalization

USANA BabyCare is continuously innovating on the road of “Building Dreams and Sowing Hope” for public welfare. In addition to continuously promoting the Love Meal Program, it also “teaches fishing and keeps doing good.”

Currently, there are about 1.36 million rural doctors in China, serving more than 400 million rural people, who bear the heavy responsibility of primary care and safeguard the physical and mental health of rural people. However, behind this huge number, problems like how to improve the professionalism of rural doctors, retaining rural doctor talents, and insufficient medical equipment for the grassroots remain to be solved. Under the guidance of the “Special Action Plan for Social Organizations to Assist Rural Revitalization” issued by the National Rural Revitalization Administration and the Ministry of Civil Affairs, the China Foundation for Rural Development on and Beijing Ling Feng Foundation jointly launched the “Rural Angel Program”, which aims to deeply improve the conditions of medical facilities in less developed areas, empower rural doctors, and contribute to the health of local people. As one of the first companies that responded to the “Rural Angel Program”, USANA BabyCare donated 1 million RMB to aid in the establishment of the USANA Charity Fund’s “Rural Angel Program” in order to actively support the capacity building and empowerment of rural doctors.



Launching Ceremony of the USANA Charity Fund Rural Angel Project

On January 9, 2023, the launching ceremony of USANA Charity Fund's "Rural Angel Program" "Empowering Rural Doctors, Promoting Rural Revitalization" was held in Langao County in Ankang, Shaanxi. The USANA Charity Fund donated 2 rehabilitation huts and provided 126 health travel kits to benefit 128 village health offices and rural doctors in Langao County. Brent Neidig, USANA's Chief Officer and Managing Director of China, said, "We are doing everything we can to leverage our strengths to fulfill our commitment to sustainable development and take on corporate social responsibility in all markets around the world. Our goal is to improve the health and well-being of more people, which is critical to truly achieving sustainable development."

USANA BabyCare also launched the "Walking Power" charity donation campaign to influence and call on more people to "donate" the digitally recorded WeRun steps, for which USANA Program will raise matching donation worth millions of RMB, so that everyone can work together online and offline to raise more funds to equip rural doctors with health travel kits. USANA BabyCare will put love into practice on the road of empowering rural doctors and guarding the health of rural residents to contribute to the realization of their healthy lives.

Company Profile

USANA Babycare is a wholly foreign-owned enterprise specializing in the dissemination of health concepts and the research, development, production, sales and service of health products. USANA Babycare was founded in January 1999 and is headquartered in Beijing. With a registered capital of USD 30 million and a total investment of USD 90 million, USANA Babycare was granted a direct business license by the Ministry of Commerce of the People's

Republic of China in 2009. In 2010, based on the common mission and vision, USANA acquired Babycare's parent company in the U.S – USANA's advanced biotechnology and global business resources have injected a new and powerful impetus for the sustainable development of Babycare. USANA Babycare has combined USANA's outstanding scientific health and nutritional research and development results with the health and nutritional needs of local Chinese consumers. Since then, USANA Babycare has strived to achieve our goal of becoming "the healthiest family in the world" under the mission of "Helping you to lead your own wonderful life"; the values of "Excellence, Health, Integrity and Mutual Support"; breakthrough innovation as its core power; and the adherence to commitment of "Quality, Technology, and Proofseeking". USANA Babycare provides millions of families in China with scientific health information and high-quality and safe products.

Cargill: Working with partners to support China's rural revitalization

Since Reform and Opening Up, China has made excellent achievements in the development of agriculture, rural areas, and farmers, and the living standards of farmers have been greatly improved. However, the imbalance between urban and rural development and insufficient rural development in China are still prominent problems currently. Hundreds of millions of people will still live in rural areas in the future and more than a billion people rely on agriculture for subsistence. The modernization and sustainable development of agriculture are of great significance to realizing the strategy of rural revitalization and realizing the integrated development of urban and rural areas. The "Opinions of the Central Committee of the CPC and the State Council on Fulfilling the Key Work of Comprehensively Promoting Rural Revitalization in 2023" outlines that China will adhere to the development of agriculture and rural areas as the priority, insist on the integrated development of urban and rural areas, strengthens innovation and reform to ensuring food security and realizing rural revitalization.

Cargill's mission is to be a leader in nourishing the world in a safe, responsible, and sustainable way. With more than 50 years of development in China, Cargill has worked hand in hand with farmers and customers to grow together with its hundred years of experience and business expertise. Cargill has undertaken a variety of corporate responsibility programs to contribute to China's rural revitalization strategy by contributing to rural prosperity, increasing farmers' income, supporting food safety, improving nutrition, protecting the environmental. Since entering China, Cargill has helped build and supported more than 40 rural primary schools, trained more than 3.5 million farmers, donated more than 330,000 nutritious meals



to children in rural areas, and planted more than 120,000 trees. From 2004 to 2023, there were 39 Cargill Care Committees in more than 20 provinces and cities across the country, all of which have contributed more than 300,000 hours to volunteer activities dedicated to the benefit of the community.

Holistic Agricultural Risk Management Project to help farmers increase their incomes

In 2021, Cargill signed a strategic cooperation agreement with the United Nations World Food Program (WFP) in Songyuan City, Jilin Province. Cargill donated \$1 million to help local farmers improve their risk management awareness and skills through “insurance + futures” and strengthen their ability to withstand market risks. At the same time, the implementation of integrated application of water and fertilizer is promoted locally to save water resources, reduce the amount of fertilizer, and realize the sustainable utilization of cultivated land while improving the efficiency of corn production. In addition, the program provide regular agricultural trainings for local farmers, covering trends of maize market, knowledge in insurance and futures, and measures for protecting water and soil.

Songyuan City is located in the central and western part of Jilin Province, which is located in the world’s golden corn belt. It is an important national grain and oil production base. The integrated technology of water and fertilizer could uniformly, regularly, and quantitatively infiltrate the root system of crops through drip irrigation pipeline, so as to improve the overall agricultural production capacity of Soyuan and enhance the resource utilization efficiency when there is a drought year. The project that Cargill supported has been implemented in three administrative villages of Songyuan, covering an area of 1,180 hectares, nearly 800 households. It plays a positive demonstration role in improving Songyuan’s ability to withstand drought and risk management as well as promoting the integrated technology of water and fertilizer. The project has been highly recognized by the local government and institutions and farmers.

Smallholder farmers is the basic conditions of China agriculture. Training smallholder farmers in modern agricultural techniques and serving their diversified production needs are crucial to China’s agricultural modernization. In Songyuan City, the main crop grown is corn, but there are not many channels for farmers to understand the corn trade pricing system, even tools of price risk dispersion. It’s almost impossible for individual farmers to enter the futures market to manage risks. With Cargill supports, the pilot project of “insurance + futures” in Songyuan can not only fill the risk management needs of farmers, but also greatly reduce the transaction cost and transaction threshold. In 2022, this project underwrote 645.36 hectares of maize, covering 347 farmers, and eventually generated a compensation of 347 yuan/hectare, making up for some of the production losses caused by climate reasons. In total 100 smallholder farmers, including 47 women were provided training in November 2022 on the

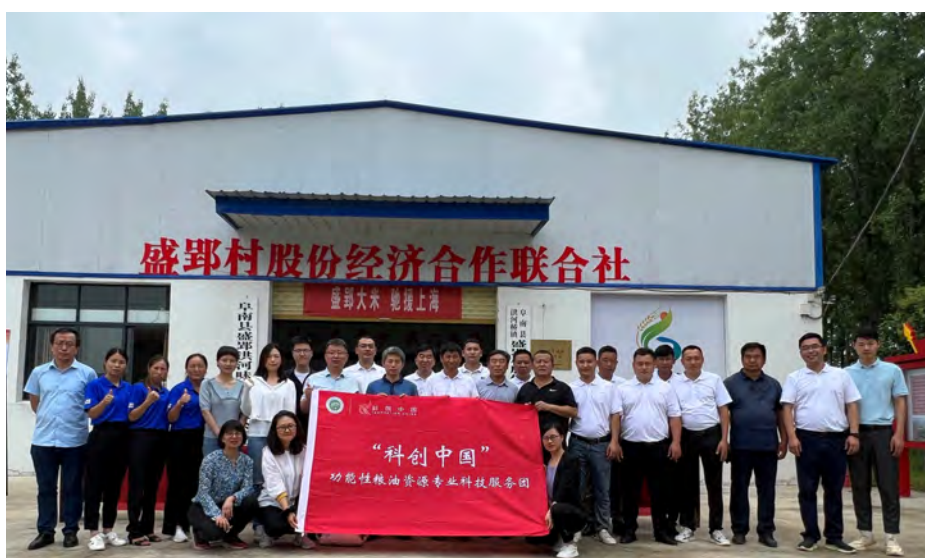
technology of application of integrated water and fertilizer equipment and the knowledge on agricultural risk management.

This project is planned to be implemented for three years, and in the process of collecting data such as water saving and fertilizer utilization efficiency, a practice report will be formed for the large-scale promotion of related technologies and industrial policy formulation reference, so as to help the sustainable development of China's agriculture.

Reducing food losses to safeguard food security

China is a vast country with a large population and abundant grain and oil resources, which are unevenly distributed. In the whole chain of grain production, purchase, storage, processing, and marketing, harvesting and farmers' grain storage is the first link with the greatest risk of pollution and the largest loss of grain. Therefore, improving farmers' grain storage technology and equipment, and improving the technical level and inspection level of the whole process are of great significance to improve the utilization rate and high-quality product rate, improve farmers' income, and food security.

In 2022, Cargill signed a three-year agreement with Academy of National Food and Strategic Reserves Administration and China Agricultural Science and Education Foundation to improve farmers' grain storage technology and promote sustainable agricultural practices at the 5th CIIE. Cargill invested RMB 3.8 million to provide corn farmers in key grain-producing areas with professional equipment for grain storage and organize experts to carry out technical training to improve farmers' grain storage technology and reduce losses, thereby increasing farmers' income and contributing to food security.



In addition to offline technical training, we also built an online training platform. With the influence of platforms such as TikTok, Wechat, and Kuaishou, the project pushes more cutting-edge and practical grain storage information to farmers in a way that easier to access and share.

The first stop of the project was successfully held in Funan, Anhui Province. More than ten experts from the Academy of National Food and Strategic Reserves Administration conducted training on local farmers and brokers of green grain storage technology. The participants had in-depth exchanges and discussions on grain storage technology, pest control, and other hot topics. More than 100 participants joined the training. A pilot rotating grain drying silos was arranged and grain reserved tool kits were distributed to local farmers.

Support China Agricultural education with Cargill's global expertise

Rooted in China for more than 50 years, Cargill has been actively using cutting edge technology and global expertise to provide Chinese farmers with high quality animal nutrition products and solutions. In July 2021, Cargill and the Agricultural Science and Education Foundation signed a strategic cooperation agreement to hold 12 tailored training sessions in areas of the country where breeding industry is gathering, which is expected to provide training for more than 1,000 farmers on animal husbandry technology and management expertise.



In order to effectively solve the difficult problems encountered by farmers in the actual production process, the project design closely focuses on the hot topics and problems that farmers are currently concerned about to carry out lectures and sharing, and at the same time sets up expert consultation session to increase the communication between farmers and experts. Especially in response to the African swine fever epidemic, which may bring huge losses to farms, Cargill's Animal nutrition and Health team relies on more than 60 years of experience in global non-plague prevention and control to share comprehensive preven-

tion and control plans, and farm rehabilitation methods with farmers to help improve farm management and breeding efficiency skills. The feedbacks from farmers are really positive, they said that the training content was comprehensive, with both professional theories and practical countermeasures. Moreover, the teaching form was simple and easy to understand.

With the joint efforts from Cargill and our partners, the project has been carried out successively in Jinhua, Jining, Kaifeng, Chongqing, Yangling, and Hanzhong, and more than 1,100 farmers have participated in the training and benefited.



Company Profile

Cargill helps the world's food system work for you. We connect farmers with markets, customers with ingredients, and families with daily essentials—from the foods they eat to the floors they walk on. Our 160,000 team members around the world innovate with purpose, empowering our partners and communities as we work to nourish the world in a safe, responsible, sustainable way.

From feed that reduces methane emissions to waste-based renewable fuels, the possibilities are boundless. But our values remain the same. We put people first. We reach higher. We do the right thing. It's how we've met the needs of the people we call neighbors and the planet we call home for 158 years—and how we'll do so for generations to come. For more information, visit Cargill.com and our News Center.

Topic: Google x JA China: Career training online camp for college students

In recent years, college graduates in mainland China have been under tremendous employment pressure, especially in the context of the epidemic. Google, along with JA China had decided to collaborate and explore together with regard to how to best help college students, especially those in the mid/west China to explore and navigate career, set career goals, improve basic professional skills, and empower college students' career development. Meanwhile, Google and JA China hoped to leverage expertise across various teams from Google, to offer related support to students of different majors and backgrounds.

Google's Solutions

Google, collaborating with JA China and other NGOs, launched "Project Inspire 2.0". Project Inspire 2.0 is a 1-month long career training online camp (from May 21st to June 24th, 2022). Through 5 events (1 opening event, 3 group career mentoring sessions and 1 closing event), 89 mentors from Google led 190 college students across China to explore and set their career goals, improve professionalism and build up professional skills, increase competence towards jobs, enabling the career development of the students. During the opening event, Google invited Googlers from different teams for experience sharing. After that, all students selected for the training camp were matched with Google mentors based on the career keywords provided by the mentor, along with organizers' fine tune, to provide more targeted mentoring. Through 3 group discussions with their mentors and after-class tasks, they improved significantly on professional skills.

Positive Social Impacts

Two-thirds of the students who participated in the opening livestream event are from mid/west China. Most of them were sophomores and juniors. In addition, there were also freshmen, seniors and a small number of graduate students. The number of viewers reached 2,627, and a total of 75,829 likes were received.

Based on a post-event survey:

- 86% students think that the 3 break-out sessions are very targeted and instrumental for them

- ▶ 89.1% students agree that their career development questions got fully addressed
- ▶ 93.8% students think that this camp provided them with deeper understanding into the industry they're interested in

This training camp effectively helps students match Google tutors who are in fields that match with background/majors and career interests of the students, and help and guide students to effectively produce their own career positioning analysis reports and empower students to continue consolidating and expanding the knowledge they have learned in combination with after-class student tasks and skills.

At the same time, this training camp helps students broaden their views, improve their thinking, and break through geographical restrictions and cognitive circles through mutual exchanges of views and thoughts during the group discussion. The design of this training camp advocates that all students take the initiative to lead a communication, express their ideas bravely, show their advantages and maximize its impact, and encourage students to step out of their comfort zone - sharing what they've learned in the camp or through videos to their fellow friends/classmates and maximizing the social impact, to inspire/empower more students for long term.

Through the joint efforts of the mentors and students for about a month and the organizer's several months of preparation, Project Inspire 2.0 successfully reached its goal to better prepare students before their challenging job seeking journey and provide them with a clearer picture of future career/job opportunities.

Company Profile

Google's mission is to integrate global information so that everyone can access and benefit from it. Through products and platforms such as Search, Maps, Gmail, Android, Google Play, Chrome, YouTube, and more, Google plays an important role in the daily lives of billions of users around the world and has grown to become one of the most recognizable brands in the world. Google is a subsidiary of Alphabet.

Google Inc. arrived in China in 2005, and currently has offices in Beijing, Shanghai, and Shenzhen, with employees mainly engaged in R&D and sales.

China REACH Project – Improving the Developmental Environment of Rural Infants and Children, Helping Children in Poverty Grow Up Healthily

The importance of the “first 1000 days of life” is widely recognized internationally, and the lifelong development of children could be greatly affected by improper parenting and poor nutrition in the early years of life. Promoting healthy cognitive, psychological, and socio-emotional growth of a child from 0–3 years old would lay a solid foundation for lifelong learning, work, and life. Positively influencing children in poverty for early development is one of the most important human capital investments with a high (13%) return. With the introduction of the national strategy of rural revitalization, effectively improving the level of human capital in rural areas, narrowing the urban-rural gap, and preventing large-scale return to poverty have become the keys for the implementation of rural revitalization strategy. However, the development level of children in poor areas of China is generally low, and families have not yet been equipped with scientific parenting models.

Since 2017, the China Development Research Foundation has cooperated with the government of Qixingguan District in Bijie, Guizhou, to carry out the “China REACH: China Rural Education and Child Health program” pilot after in-depth research. In the program, women with junior high school education or above are recruited by the village, serving as “home visitors” and providing one hour of early parenting guidance per week to each child and their primary caregiver in their homes. Infants and toddlers who received the in-home early parenting intervention were also provided with a daily bag of micronutrient-enriched food – a “nutrition pack.” Evaluation results show that children aged 6–36 months who received the intervention showed significantly higher levels of growth, language, cognitive, and social-emotional development, and to a significantly greater extent than the control group.

Since 2021, in order to improve the developmental environment of rural infants and toddlers; promote children’s cognitive, language, social, and health development; explore early childhood development intervention models suitable for rural China; and promote the



improvement of related policies, Bayer partnered with the China Development Research Foundation on “China REACH” project in Rural Child Development Demonstration Zone in Bijie Pilot Area. The project promotes children’s cognitive, language, social, and health development by improving the quality of interaction between rural children and their caregivers. As of June 2023, Bayer has supported the project to complete weekly home visits for 440 infants and toddlers aged 6–42 months throughout three years in four villages in Dayin, Shiyang, Xinfeng, and Muwa from Qixingguan District in Guizhou, and to support the operation of four village-level early parenting centers in Dayin and Linkou in Qixingguan, benefiting around 10,000 local residents.



Village Doctor Empowerment Project – Empowering Rural Doctors and Improving Capability of Rural Public Health

Rural doctors are an integral part of China’s medical and health service team: they are the health “guardians” that are the closest to rural residents, and they also constitute an important force in the development of rural medical and health care and the protection of rural residents’ health. Building a good team of rural doctors can not only effectively consolidates and expands the results of poverty eradication, but also promotes rural areas to achieve the goal of a healthy China and rural revitalization.

After years of development, the rural doctor team is still a weak link in the rural medical and health service system as it is difficult to adapt to the growing demand for rural medical service. According to the statistics of the National Health Commission in 2018, among 1.44 million village medical workers, about 530,000 are qualified as licensed physicians (including the number of licensed (assistant) physicians and registered nurses), and 900,000 are rural doctors and health workers. According to the survey, rural doctors’ capacity building mainly includes basic diagnosis and treatment techniques for common diseases in rural areas, chronic disease management, and infectious disease prevention and control. At the same time, more than 50% of rural doctors do not have a medical tool kit for visiting rural patients, and there is a lack of equipment for treatment and health check-ups for the elderly, infants, and other groups.

In 2020, in response to the lack of medical equipment and the lack of professional capacity of rural doctors in underdeveloped areas, China Foundation for Rural Development launched the Village Doctor Empowerment Project to improve the conditions of rural medical facilities and equipment in underdeveloped areas, support the capacity building of village doctors, enhance the level of rural medical services, and popularize the general knowledge of health through the provision of digital medical tool kits and empowerment training for rural doctors in underdeveloped areas. In 2022, the National Rural Revitalization Administration forwarded the project plan to the rural revitalization bureaus across China. Currently, the project has benefited 22 counties in 12 provinces, including Gansu, Shaanxi, and Henan, benefiting 5,600 people. The project has effectively improved the overall lack of rural treatment equipment and the lack of professional capacity of village doctors in the project counties, made up for the shortcomings in training village doctors counties, and provided adequate medical protection for rural residents in the project counties to obtain health services at their doorsteps.

As a leading global life science company with 140 years of experience in China, Bayer has always been committed to its corporate social responsibility, and its corporate vision of “Health for All, Hunger for None” is in line with the national strategic goals of “Healthy China 2030” and “Rural Revitalization.” Since 2021, as one of the first responding companies, Bayer has been actively supporting the Village Doctor Empowerment project. As of June 2023, Bayer has donated a total of RMB 2.8 million to the China Foundation for Rural Development to equip 482 rural doctors in Funing County in Wenshan, Yunnan Province and Weiyuan County in Dingxi, Gansu Province with medical tool kits, and provide empowerment training to help local village doctors improve their treatment skills.

Company Profile

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability, and quality throughout the world. In fiscal 2022, the Group employed around 101,000 people and had sales of 50.7 billion euros. R&D expenses before special items amounted to 6.6 billion euros. For more information, go to www.bayer.com.

FMC Social Impact Cases

Contribute to the education of women in rural areas, and actively promote sustainable development of agriculture and rural areas

FMC China adheres to the core values of the company, demonstrates our original intention of public welfare through practical actions, and takes up the mission of giving back to the society as an agricultural technology company, actively promoting the sustainable development of agriculture and rural areas.



Promoting the development of women in agriculture and rural areas is a major focus of FMC China's sustainable development. Over the years, FMC China has been committed to building a platform to promote the development of rural women. The "Empowering EGRC Rural Young Women's Leadership Program" is an empowerment program for the diversified growth of rural young women launched by FMC China and EGRC (Educating Girls of Rural China) in 2017. While supporting rural young women to successfully complete their education, it also provides them with guidance and assistance in their career development. At the same time, the program encourages rural young women to play a leading role in driving more rural women around them to achieve employment and economic independence, and jointly support the sustainable development of the rural economy.



Since 2017, FMC China has been supporting the education of female students in poor areas of China through tuition assistance, and has already supported 11 female students in Gansu Province to successfully complete their university or high school education. 2021, FMC Asia Innovation Center, Jinshan factory, and Beijing office were each awarded the FMC 2021 Finish Strong Safety Award and donated the entire prize money to EGRC (Educating Girls of Rural China) to help rural poor girls' education and actively practice corporate social responsibility.

In 2020, after learning that students in remote areas were unable to study online due to a lack of computer equipment, FMC China collected and prepared 40 laptops and distributed them to female students in desperate need of help.

In 2018 and 2021, FMC China successfully held two GROW Women's Leadership Seminars at the Asia Innovation Center in Shanghai, attended by nearly 60 outstanding female students from poor rural areas of China who had completed their studies with EGRC funding. The seminars not only answered the female students' questions about their work and life, but also helped them to enhance their affirmation and awareness of their strengths, and supported them to seek better career development and value in life.



In 2022, FMC China participated in the "Tai Hua Kai" (苔花开) charity project launched by the Women Alliance Group and EGRC to help rural female students rebuild their self-confidence on a life-impacting-life basis. Ru Yan, an EHS manager of non-manufacturing site in FMC China, became a mentor of the "Tai Hua Kai" project. She coached the students on presentation skills, shared

workplace experience and life stories through companionship and communication, and empowered students who may be confused and lost. Looking back on the journey of the "Tai Huakai" project, she says she would like to express her gratitude for the growth she has achieved in accompanying the students.

In 2023, FMC China donated 62 laptops to the 10th Middle School in Guangnan County, Yunnan Province, to help the school build digital classrooms, improve school conditions, enable students to carry out computer classes and digital learning, and provide technical support for digital tools and content in the future as requested by the school. FMC will promote the digital transformation of teaching and learning, so that more students can broaden their horizons, reduce the information gap, help rural education develop sustainably, and contribute to rural revitalization.

FMC China actively promotes the sustainable development of agriculture and rural areas and contributes to rural revitalization. Active participation in public welfare is not only a kind of corporate dedication to society, but also a kind of corporate social responsibility, interpreting the social responsibility of enterprises in the new era with practical actions.

Smart Agriculture

From the end of 2018 to 2021, the fall armyworm traveled thousands of miles to China. With their three characteristics of “super-eating,” “super-growing,” and “super-flying,” these moths have caused great damage to hundreds of millions of acres of food crops such as rice and corn. But in the face of the fierce “food killer,” most of China’s farmers still have little knowledge of them, causing further difficulties. Thus, preventing and controlling the damage of fall armyworm remains the biggest challenge for farmers hoping for good harvest.



achieve intelligent identification and digital prevention and control of major pests and diseases, so as to effectively prevent and control the outbreak of the fall armyworm and protect the safety of food production.

As a leading global agricultural technology company, FMC is the main force in the forefront of fall armyworm prevention and control. With research and control experience in more than 30 countries around the world and a large number of field trials in China, FMC is actively participating in the food protection initiative. In response to the strategy of “early planning, early warning, early preparation, and early control” proposed by the Ministry of Agriculture and Rural Affairs’ “Preliminary Plan for Fall Armyworm Prevention and Control,” FMC has joined hands with agricultural crop protection and plant inspection departments in more than 15 provinces to jointly demonstrate experimentation and validation, and it has taken the lead in exploring with the agricultural artificial intelligence company Shenzhen Sense Agro Intelligent Technology Co. Ltd. to explore the combination of artificial intelligence and pest prevention and control.

On July 3, 2020, FMC China has launched the intelligent identification system focusing on field applications, pest age-specific identification, and recommended control solutions. The Fall Armyworm Field Intelligent Identification System, which is tailored for farmers, incorporates powerful AI technology power and is suitable for farmers’ application scenarios in the field, enabling easy and intelligent identification of insects and quick access to the best field control solutions. The system integrates plant protection technology with smart agriculture, which greatly enhances farmers’ ability to accurately identify fall armyworms, farmers could grasp the best pest-control application period and apply scientific application technology according to local conditions, enabling better protection towards food security.



As the first Fall Armyworm Field Intelligent Identification System customized for farmers in China, the system allows pest prevention and control to enter a new era of AI intelligent insect identification. At the same time, the identification system will also provide the latest insect information for local government departments and crop protection systems, provide data support for the establishment of pest prevention and early warning system to build a pest prevention and control network, protect food for Chinese agriculture, and support China’s intelligent and precise agricultural development.

Company Profile

Founded in 1883, FMC is headquartered in Philadelphia, USA. As a global agricultural technology company with world-class basic research and development capabilities, FMC has more than 6,000 employees in more than 50 countries and over 800 R&D staff in 23 R&D centers and test sites around the world, focusing on providing innovative agricultural solutions and applied technologies to help growers around the world adapt to changing environments and continuously improve agricultural productivity and crop quality, promoting green agricultural sustainable development. FMC operates 21 production sites worldwide, producing and selling insecticides, herbicides, fungicides, biopesticides, seed treatments, micronutrients, and other products for major crops such as soybeans, rice, wheat, corn, cotton, fruits and vegetables.

With roots in China dating back to the 1980s, FMC is one of the first U.S. multinational companies to establish a trade partnership with China. It has invested more than \$180 million directly in China and employs more than 600 people, including a regional headquarter and a world-class Asia Innovation Center in Zhangjiang, Shanghai, two manufacturing facilities in Shanghai and Jiangsu, and a nationwide sales and service team.

NBA China: “Rural Basketball Development Program” Empowering Rural Revitalization

The problem of imbalanced development in rural sports exists universally

Promoting rural revitalization comprehensively is a major strategic decision of China and an important measure to achieve high-quality development. Among them, the sports industry is a key factor in consolidating the achievements of poverty alleviation and promoting the autonomous development of rural area. By constructing a comprehensive "sports+" development model, promoting the development of rural sports, and empowering rural revitalization deeply, it can not only make rural residents feel more fulfilled and happier but also improve physical fitness among rural youth and contribute to building China as a leading sporting nation.

At the same time, it should also be recognized that led by to differences in the level of economic and social development, imbalances in the development of sports in urban and rural areas are common in China. Problems such as insufficient sports facilities in rural areas, uneven quality of sports teaching in rural schools, and a lack of opportunities for competitions greatly restrict the participation of rural youth in various sports activities. The shortage of full-time and part-time physical education teachers in rural schools and a lack of systematic and professional training opportunities make it challenging for students to receive professional guidance. Moreover, rural schools often lack resources and platforms comparable to those in cities, making it difficult to organize a variety of sports events and activities. The weak sports culture atmosphere limits students' interest and enthusiasm in participating in sports activities.



NBA China: Promoting the development of rural sports through sports philanthropy projects

Since 2021, NBA China has initiated the "Rural Basketball Development Program," consisting of three major philanthropic projects: Court Refurbishment Program, Rural PE Teacher Training Program and the Rural 3X Basketball Challenge. These projects aim to establish a comprehensive sports philanthropy chain encompassing infrastructure construction, capacity building, and event organization. By doing so, they provide better opportunities and conditions for the healthy growth and comprehensive development of rural youth, empowering the development of rural sports.

- **Court Refurbishment Program:** The project donates/refurbish basketball courts to schools, villages, and communities in underdeveloped areas, with each court constructed to standardized specifications. Additionally, the court graphic design campaign helped to increase awareness of sports amenities issues, and promote health and well-being in rural communities.
- **Rural PE Teacher Training Program:** The program aims to address longstanding education and well-being equality issues in rural communities. It assists them in updating their educational concepts, enhancing their teaching skills, and improving professional competence. Through systematic and professional training, it supports the comprehensive development of rural sports teachers and provide high-quality physical education for rural adolescents.



- **Rural 3X Basketball Challenge:** Following the successful implementation of the "Court Refurbishment Program and Court Graphic Designs Showcase " in various regions, a new initiative has been launched: the Rural 3X Basketball Challenge. The aim



of this project is to activate basketball courts and promote the sports development in rural areas. It has received active responses and participation from 21 counties in 13 provinces, including Hebei, Henan, Shaanxi, Gansu, Sichuan, Qinghai, Yunnan, Guizhou, Hubei, Hunan, Jiangxi, Fujian, and Hainan.



Positive social impacts created by the best practices of company

- Court Refurbishment Program:** The program refurbished 62 courts in 12 provinces including Henan, Sichuan, Shanxi, and Shaanxi. The Court Graphic Designs Showcase collected a total of 106 court graphic designs, and 20 outstanding design proposals were selected through a professional committee for construction of the basketball courts. The project has benefited 57 schools and communities, reaching over 50,000 local residents and students. It has received extensive media coverage, with an exposure of up to 227 million. The project calls for public attention and support for the development of rural sports, as it brings creative basketball courts to rural schools and communities. It has greatly expanded the space for fitness, contributing to the revitalization of rural sports and culture, and bringing about a better rural life.
- Rural PE Teacher Training Program:** In August 2022, 116 rural part-time and full-time physical education teachers from 10 provinces participated in a 5-day training camp at the Haigeng Sports Training Base in Kunming, Yunnan Province. The training was conducted in a combination of online and offline formats. The training session covered basketball skills, game organization, PE class organization and physical training, sports safety and injury prevention, educational psychology, and nutrition and health. The training focused on the practice of rural physical education teachers, emphasizing the integration of scientific and systematic approaches, and the training aimed to enhance the overall abilities and teaching proficiency. The project benefited 116 rural schools, serving more than 200,000 rural students. After the training, a PE teacher from Malipo

County, Yunnan Province, expressed, "This training, from how to lead a basketball team, to technical training, to how to enhance the interest of the classroom, is like finding an oasis in the desert, which is perfect for my daily PE activities."

- **Rural 3X Basketball Challenge:** The Challenge consists of regional games and finals. In April and May, each county conducted local qualifiers covering 180 towns, attracting 265 rural basketball teams with nearly 1,800 participants. The basketball games and activities in various regions have ignited a vibrant enthusiasm for sports in rural areas. The finals took place from June 9th to 11th, 2023, in Hong'an County, Hubei Province. Representatives from 21 county-level teams across 13 provinces gathered on five designed courts to compete in group matches and elimination rounds. After 53 games in 3 days, the champions were crowned. The event received extensive coverage through various media outlets and CCTV. com's official website, sparking a basketball craze both offline and online. The live broadcasts on multiple platforms of CCTV. com's official website reached over 4 million exposures, with a total of 28 million views for the finals. CCTV-7 provided in-depth coverage of the Rural 3X Basketball Challenge, with over 500,000 viewers and the hashtag #XiangCunLanTu# generating over 210 million reads and individual videos surpassing one million views.

Experience Summary and Suggestions

- Utilizing professional expertise and resources to carry out charitable activities and maximize professional influence.
- Conduct in-depth field research to understand the needs and analyze the pain points, enabling the project to identify the key areas.
- Consider the location of the project to maximize its economic and social benefits, emphasizing its demonstrative role and engaging surrounding rural communities and schools to participate, aiming to amplify the impact of public welfare through a ripple effect.
- Establish connections between various charitable projects and build a complete charitable chain, allowing the projects to have a sustained and profound impact, creating maximum benefits for the local communities, and continuously amplifying the influence of the charitable projects.

Company Profile

The NBA's entity that conducts all of the league's businesses in China was formed in January 2008 after its first office opened in Hong Kong in 1992. The NBA currently has relationships

with a network of television and digital media outlets in China, including a 30-plus years partnership with CMG. The league hosts hundreds of touring basketball events for fans, conducts community enrichment programs, and maintains marketing partnerships with a combination of world-class China-based and international corporations.

NBA licensed merchandise are available through retail and authorized online stores on e-commerce and social media platforms. In 2004, the NBA became the first American professional sports league to play games in China. Following the NBA China Games 2019, 17 NBA teams have played 28 games in China.

A comprehensive contribution to the rural revitalization of PepsiCo

The comprehensive promotion of rural revitalization is one of the key tasks during China's "14th Five-Year Plan" period. For rural areas to achieve common prosperity, promoting the "Five Major Revitalizations" in an integrated way is a must. PepsiCo not only supports the development of rural industries and cultivates agricultural talents but also continuously assists China in consolidating the results of poverty alleviation, improving rural living and ecological environments through public welfare efforts. The company contributes its corporate strength by supporting the vitalization of industry, talent, culture, and the environment. PepsiCo is looking to improve the livelihood of more than 250,000 people in agricultural supply chains and communities worldwide by 2030.

Supporting Industry Revitalization

Digital agriculture drives industry development

PepsiCo has extensive global experience in potato farming and by applying these best practices, PepsiCo's potato demonstration farms in China are leading the way in terms of yield per acre. In September 2011, PepsiCo signed a Memorandum of Understanding with the Ministry of Agriculture to promote advanced production and management techniques and modernize farms in China, more than 10,000 farmers have benefited from PepsiCo's agricultural projects in China. PepsiCo continues to promote precision and intelligence in potato farming through digital "green technology" to better facilitate the implementation and promotion of "PepsiCo Positive Agriculture" in China. In 2023, PepsiCo announced a new US\$80 million investment in a ninth PepsiCo food factory in Linshu County, Shandong Province, to support the development of regional industries from the "field" to the "factory".

Exploring Industry Revitalization Models

In 2020, PepsiCo, Wumart, and the China Foundation for Rural Development (CFRD) jointly launched the "Wumart Program", continuously exploring a new model of rural revitalization that includes "consumption assistance," "industrial revitalization," and "effective linkage" through Lay's products and joint sales with Wumart, creating a closed-loop ecological public welfare system for industrial revitalization. By the end of 2022, the program has made a cumulative donation of RMB 3.8 million, has benefited about 11,000 local farmers, with the highest revenue enhancement reaching RMB 1,000 per person.

Supporting Talent Revitalization

PepsiCo Trainee Program, Cultivating Next-generation Agricultural Professionals

PepsiCo has targeted students from major agricultural universities in China through the agricultural trainee program, creating career development opportunities and cultivating professional talent to promote high-quality agricultural development in China. The PepsiCo Trainee Program began in 1998, and as of March 2021, more than 65% of PepsiCo's agricultural management personnel came from the program.

Nutrition in Action, Supporting Children's Development

In 2015, PepsiCo and the CFRD jointly launched the "Nutrition in Action" program, providing nutritional supplements, including eggs, milk, and PepsiCo's Quaker oats, to rural students, as well as providing nutrition and health education courses to improve the nutritional levels and health awareness of rural students in China. As of the end of 2022, the project had provided about 3.6 million nutritional supplements to approximately 36,000 children in two counties in Yunnan and Guizhou. The program also provided four schools in Guizhou with modern kitchen equipment and conducted nutrition education for about 6,000 teachers and students.

Focus on Education, Empowering the Future of Rural Areas

Starting in 2007, PepsiCo partnered with the China Women's Development Foundation (CWDF) to start the "PepsiCo Library" program, making continuous efforts to enhance rural education to improve the vision of rural students and the teaching level of teachers, creating an equal and inclusive educational environment. As of 2022, PepsiCo has donated over CNY



3.27 million, establishing 15 “PepsiCo Libraries” benefiting over 10,000 students. In 2021, PepsiCo donated CNY 5.1 million to cooperate with the CWDF in launching the “Jeffery Wang Young Women Leaders Scholarship” program which focuses on supporting female college students from key national poverty alleviation counties to better receive higher education, providing a total of CNY 15,000 per person for three years. By the end of 2022, scholarships of approximately CNY 160,000 have been awarded to 31 female college students from 27 rural areas in 9 provinces.

Supporting cultural revitalization

PepsiCo regards localization as the core of its development in China. While deeply cultivating the market, it actively focuses on the inheritance and innovation of various intangible cultural heritage techniques, such as “Ruyuan Yao Embroidery”, “Paper Cutting”, “Tie Dyeing” and “Bamboo Weaving” through practical actions. By collaborating with the CWDF “Genius Mom” program and the annual New Year IP “Bringing Happiness Home”, PepsiCo has created a unique road to high-quality development of “cultural revitalization”. Through this project, PepsiCo works with local women, to showcase the heritage elements in and around PepsiCo products and help the co-operative open up its market with the latest internet marketing methods.



Supporting ecological revitalization

Focus on safe water access and protect the rural environment

As an upgraded version of the “Water Cellar for Mothers” program which has been running for 22 years, the “Green Village” project carries out a drinking water quality improvement program in rural areas of China. It combines environmental hygiene management, water source pro-

tection, and women’s empowerment to help residents improve their living environment and enhance their awareness of environment protection. As of the end of 2022, the project has constructed water supply and sewage networks of over 30,000 meters and improved sanitary facilities for over 3,000 households in 10 villages, benefiting more than 7 million people.

“Enhanced Agro Water” program empowers rural development

In 2022, PepsiCo and the CWDF carried out the “PepsiCo Rural Revitalization Enhanced Agricultural Water Project” in Gansu Province. Over the past year, it has helped local farmers increase their income by up to 12,000 yuan per household and saved 2.864 million tons of water annually.



Company Profile

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$86 billion in net revenue in 2022, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Our vision is to be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for the planet and people.

Haleon: Safeguarding the Growth of “Sprouts” and Supporting Rural Revitalization

“Sprouting Up Program” Case Study

1. Background Information

Due to a protracted deficiency in parental and community guidance regarding physical health and wellness, the lack of dynamic and professional promotional materials in health education at rural schools, and other factors, hygiene practices among the youth in rural communities are generally poor, their dietary knowledge is lacking, nutrition levels are less than satisfactory, and their concept of oral health is flimsy. These serious health issues are in dire need of community-wide attention so that further research may be conducted to find better solutions. Responding to the call from the government for more focused support in rural revitalization projects – in accordance with topics relevant to better health and well-being among the youth as detailed in the government policies Rural Revitalization Strategy (2018-2022), Outline of the 14th Five-Year Plan, Outline of the Healthy China 2030 Plan, and the Mid to Long-Term Youth Development Plan (2016-2025), in December 2022, Haleon together with the Amity Foundation launched “Sprouting Up,” a program to promote health and wellness among the youth and encourage them to be better aware of their own phys-



ical wellbeing. By cooperating with local governments, community groups, local medical healthcare systems, and leading experts in the field, the program aims to provide the necessary support to the youth living in less developed areas, conveying to them in a timely, professional manner the concept of a healthy lifestyle, and to effectively enhance their daily health behavior. The program also focuses on improving medical care at the local level by elevating both the software and hardware required for such services, with an aim to improve healthcare accessibility and fairness for the target youth, to further assist in the revitalization of rural areas and build a healthy China.

2. Primary Methods and Results

- **Conducting Program Interventions with Youth Wellness and Education as the Point of Entry**

The program launched a student wellness instruction program at rural schools by introducing a series of topic-specific lectures among other methods, helping the youth in rural communities develop a greater awareness of, and conduct toward, a well-balanced diet, better oral health, and healthy bone growth. The project also established a youth wellness education model built upon the “trinity” of school, community, and household, marketing through community and diversified channels. By launching visualized health-themed advocacy public welfare short films, the project enhances the health level of rural youth at maximum radius. Through health training of village school staff to improve teachers’ awareness and knowledge of their own health and that of their students, the project guides them to teach their students to develop good health behaviors in practice, and create a healthy and friendly environment for youth in schools.

- **Implementation of the Program Uniting Local-Level Education and Healthcare Systems**

The implementation of the “Sprouting Up” Program involves a coordinated effort between county-level health and education departments encouraging medical personnel at county-level hospitals to carry out regular free clinics and engage in health promotion at area schools and communities in their immediate townships, integrating education with medical care and further diversifying to help the youth gain a better awareness of health and wellbeing and develop healthy habits, as well as to build a comprehensive ecosystem for healthy growth, and promote the development of healthy schools, healthy townships, and healthy China.

- **Joining Forces with NGOs to Build a Charity Brand**

Haleon has harnessed its own new media platform in the creation of a communication matrix boasting numerous and diverse channels through which Haleon promotes the “Sprouting

Up” Program brand and corporate philosophy while advocating for philanthropic causes and better public health. As of June 2023, more than 10,000 people have read the “Sprouting Up” Program article posted on Haleon and Amity Foundation’s media accounts. Haleon employee volunteer team conducted a project visit in May this year, delving into student health classrooms and teacher health training. After the visit, suggestions were made for project activities, concepts, and execution details, as well as subsequent optimization of execution direction, in order to more accurately focus on the needs of rural youth.



- **Targeting Education at the Grassroots Level to Improve Skills for Better Health**

The “Sprouting Up” Program has provided training classes to teachers in 30 schools situated in the Lvchun County in Yunnan Province and Yuanling County in Henan Province. General curriculum for the training covers cardiopulmonary resuscitation, the Heimlich maneuver, dressing and cleaning minor wounds, and common knowledge regarding home/school emergency care, effectively improving students’ and educator’s ability to respond to emergencies, both in terms of self-help and mutual aid. Huge differences will be made by building this “last mile” emergency response network among the youth in rural communities. During the execution of the program, it also explores the long-term mechanisms of educator health empowerment made possible by bringing the healthcare and education systems together.

3. General Results

The following results are based on actual implementation data as of the first half of June 2023: student wellness classes have been provided to 800 adolescent students; 800 health-

care gift bags have been passed out to students; and 1,100 rural community/township residents have engaged in community outreach programs, indirectly benefitting 3,300 household members. In the area of wellness education training, medical and first aid training has been provided to 139 educators, and first aid learning props have been provided to 17 schools. The program has increased understanding and awareness among educators regarding their own health and the health and wellbeing of their students, while encouraging educators to guide their students in the adoption of healthy habits, creating a healthy and benevolent campus environment for the youth.

Company Profile

Haleon (LSE: HLN) is a global leader in consumer health, with brands trusted by millions of consumers and professionals globally. The group employs over 22,000 people across 170 markets, who are united by Haleon's purpose – to deliver better everyday health with humanity. Haleon's product portfolio spans five major categories – Oral Health, Pain Relief, Respiratory Health, Digestive Health and Other, and Vitamins, Minerals and Supplements (VMS). Its long-standing brands – such as Advil, Sensodyne, Panadol, Voltaren, Theraflu, Otrivin, Polident, parodontax, and Centrum – are built on trusted science, innovation, and deep human understanding.

Mars Dove 'All Women Academy': Empowering Rural Women to Thrive Under the New Brand Purpose

1. Your Pleasure Has Promise – Mars Dove launched the initiative to empower women under the new brand purpose.

Since the founding of Mars Dove in 1960, our rich, finer milled chocolate has always delivered a silky-smooth experience. And it is through this physically absorbing experience that you can enjoy this treat not only with your tastebuds but also with your heart and soul.

'Pleasure' is what Dove has always advocated and it has constantly evolved with the times: from the initial 'Me-time indulgence of Silky Smooth' to 'Active Pursuit of Pleasure', to 'Put Pleasure First', till the brand's new Purpose of 'Your Pleasure Has Promise'. Dove elevates the pleasure it delivers to consumers continuously by empowering women to thrive. In recent years, Dove has carried out a number of initiatives to empower women and their families through their incomes and living standards, through which, Dove has seen the significance of supporting the development of female workforce around the world. To date, Dove's women empowerment initiatives have been carried out in many regions in West Africa, North America, and Southeast Asia. By 2030, we commit to help 1 million people including women, their families, and their communities to thrive.

Mars Dove's 2023 new brand purpose of 'Your Pleasure Has Promise' originated from the cocoa growing communities in West Africa. In China, Dove launched 'All Women Academy' in cooperation with the China Foundation for Rural Development. The project is committed to empowering Chinese rural women with knowledge and skillsets, for their families, and their communities to thrive and hopes to join hands with more partners and calls on more people, to further extend the support for women and bring about a greater ripple effect for positive impact.

2. Tailor-made training plans based on local conditions and active response to the call for the revitalization of rural talents.

Since the implementation of the rural revitalization strategy, the diversification of rural industries has become an important way and measure to pursue the rural revitalization strategy and achieve common prosperity. Opinions on Accelerating the Revitalization of Rural Talents has pointed out that talents are the key to rural revitalization. Cultivating a group of rural talents with comprehensive knowledge, superb skills, healthy living concepts and positive attitudes will further improve the service quality and management level of the rural industry, including homestay services, folk culture promotion, and local specialty promotion.



The development of local industries can further open up rural women's local occupational opportunities in local industries.

Mars sees that in the vast rural areas of China, women are the main force in the construction and development of their hometowns and are also an important force in cultural inheritance and cultural revitalization. The background of rural revitalization has brought more new industries and new local occupation opportunities to the countryside. How to fully explore the innovative spirit of rural women and stimulate the "women empowerment" in rural revitalization is one of the key points to promote common prosperity and the diversified development of rural industries. However, it is often the case that rural women have a relatively low level of education and need to stay in their hometown to take care of their families. When faced with new occupational opportunities, they have very limited access to training resources, resulting in an imbalance between the demand and supply of talents for rural revitalization. At the same time, rural women themselves also hope to catch the express train of rural development at their hometowns, so they are eagerly looking forward to gaining better occupational opportunities through professional training and realizing long-term development of themselves, their families, communities and their hometowns at large.

Based on such insights, Mars established 'All Women Academy' under the purpose of 'Your Pleasure Has Promise', which combines local characteristics and pillar industries to provide customized training courses tailored to local conditions, helping women find suitable opportunities for self-development.



3. Dove's 'All Women Academy' empowers China's rural industries and empowers rural women to thrive

On March 8, 2023, Dove's 'All Women Academy' and the China Foundation for Rural Development launched a rural female talent development project. The first phase of the project plans to support 250 rural women in Guizhou province to learn skills in a 6-day training camp course and strengthen the knowledge and skills of rural women in the province in

terms of homestay services, folk culture promotion, and local specialty promotion, providing skillset training support for them to work locally, create wealth, and increase their income. And meanwhile, the project will also organize multiple online courses to cover more women and their families, empowering them to thrive together.

Relying on the platform of the China Foundation for Rural Development, the courses invite professional lecturers from inside and outside the province to give lectures. The learning approaches include research, exchange and sharing of domestic and foreign cases, on-site observation of local homestay service norms, role-playing simulated work scenarios, and practical work drills, etc. The training content involves basic knowledge of homestay, homestay service skills, marketing and promotion of folk cultural activities, e-commerce knowledge, promotion of local specialties, comprehensive management, etc., and the final assessment will be conducted by "written test + practice" to ensure that every student can apply what she has learned to use.

4. The purpose of 'Your Pleasure Has Promise' will be fulfilled through more acts

'Your Pleasure Has Promise' is Dove's new brand purpose released in 2023, and it has been put into action through a number of initiatives and fulfilled in many regions around the world. For example, Dove has been working with NGO -- CARE since 2016, through its VSLA foundation to carry out projects in empowering women, their families and their communities in cocoa growing regions to thrive. We believe in driving global and local impacts in everything we do. By taking consideration of local communities of different countries and regions, we will develop tailor-made local plans inspired by the principle of empowering women to thrive in the Cocoa growing communities we support. Beyond Dove 'All Women Academy' in China, we have also launched initiatives in the United Kingdom and United States, with Middle East and other regions upcoming in the future.



Company Profile

Established in 1911, Mars Incorporated headquartered in McLean, Virginia, USA. Over the past century, with its global footprint in over 80 countries, Mars has been acknowledged as one of the most well-known leading global food manufacturers and distributors. Mars owns four segments – Mars Petcare, Mars Wrigley, Mars Food, and Mars Edge. To achieve the purpose “Tomorrow Starts Today,” more than 140,000 Mars Associates are taking actions in line with Mars Five Principles “Quality, Responsibility, Mutuality, Efficiency, and Freedom” through daily work. Mars is committed to create a better world for people and their beloved pets by providing fruitful and valued products and services.

Established in 1989, Mars China operates three segments - Mars Wrigley, Mars Petcare (Pet Nutrition and Royal Canin), and Mars Food. Throughout the country, Mars China's operation includes 7 factories, 4 innovation centers, 47 branches, 30 more brands, and nearly 10,000 Associates.

Mary Kay: Women-focused Rural Revitalization and Sustainable Development Program

In September 2016, the Chinese government released China's National Plan on Implementation of the 2030 Agenda for Sustainable Development, incorporating the Sustainable Development Goals (SDGs) into national development priorities. Since the release of the plan, positive progress has been made on several SDGs, and the level of sustainable development has seen steady annual improvement.

However, due to the persistence of social traditions that impede gender equality and women's empowerment in some regions, rural women still face numerous constraints to their engagement in economic activities. These challenges hinder women's participation in economic and social policymaking, with far-reaching consequences on female poverty, social marginalization, and ability to improve their communities and reshape their futures.

This makes it particularly important to explore how to build effective cross-border partnerships in the context of comprehensive poverty eradication and align China's precise poverty reduction strategies with the SDGs, while paying special attention to gender equality and women's empowerment.

In June 2017, Mary Kay launched the "SDG Pilot Project Village" in Waipula Village in Yijiu Town of Yongren County in collaboration with the United Nations Development Programme (UNDP), the China International Center for Economic and Technical Exchanges of the Ministry of Commerce, the China Women's Development Foundation, the Yunnan Provincial Women's Federation, and the Yongren County People's Government, focusing on women-oriented poverty alleviation and sustainable development.

Five years later, on April 21, 2023, the project was officially licensed as a "Sustainable Development Goal (SDG) Cooperation Project Pilot Village," meaning that Waipula Village will be able to present a Chinese solution to the achievement of the SDGs on a global scale. As the UNDP's first village-level project in China, the project is an innovative attempt to empower local women and proves once again that women can reach limitless potential when given the opportunity.



Waipula Village before the launch of the project



Waipula Village five years later

The achievements of the project over five years:

1. Female-focused rural revitalization projects:

- **Three of the seven positions on the village committee are held by women, compared to none previously.** In 2019, the village established two producer cooperatives, with 7 women among 11 management positions. Employment opportunities and income for women have also increased significantly, as many female migrant workers have seized this opportunity to return home and start their own businesses.
- **More than 600 local women have achieved both skills and income improvement.** From the project's inception to 2022, it has helped around 200 people from 60 households to escape poverty, more than 600 local women to achieve skills upgrading and income improvement, and more than 330 permanent and seasonal migrant workers to return home and start their own businesses or seek employment.
- During the construction of bio-toilets, a work supervision and governance group for the household toilet renovation project was established, in which one female villager was especially invited to join and represent the needs of women in household toilet renovation.
- To promote Yi culture, the "Huobonuoma Art Ensemble" was founded and has successfully performed once. The performance was highly recognized by the Yongren County government. A total of 28 local women participated in the art ensemble and performed.

2. The synergistic development of the economy, society, and ecological environment:

- The per capita income of the village of Waipula grew to 14,128 RMB in 2021 and to 16,221 RMB in 2022, and the average annual income of the village is expected to increase by around 2,000 RMB in 2023.
- The project has established a permaculture farm covering over 15 acres and conducted training courses for villagers on sustainable farming. To protect the surrounding natural environment, local women have combined knowledge and practice of ecological agriculture to participate in the construction of the sustainable farm.
- Waipula organic rice has received the "Three Products, One Standard" certification, making Waipula one of the only two villages in the county to receive this certification. In addition, the village has applied for the "Green Food" certification for local mangoes. Ecotourism and the sale of organic rice have raised the income of the villagers. The town

of Yijiu has established a “Strong Village” company, which will expand sales channels for Waipula’s agricultural products and cooperate with the Waipula Rural Ecotourism Cooperative to support the development of local ecotourism. This initiative sheds light on the policy implications of practices that promote sustainable agriculture and ecotourism as alternative sources of income for rural communities.

3. The “seed capital” has leveraged the support from multiple sources

- Since the launch of the Waipula Project, Mary Kay has donated a total of 5 million RMB, and the Yongren County Party Committee and County People’s Government have invested over 20 million RMB from various sources to upgrade relevant hardware facilities.
- The “UNDP–China International Center for Economic and Technical Exchanges–Coca-Cola Water Governance Umbrella Project” facilitated a natural-based solution to improve the sewage and rainwater drainage system in Waipula Village.
- The village also plans to apply for the “Traditional Village Contiguous Development and Protection” fund.

Feedback from Waipula villagers:

Xia Xuefang

“We have set up a cooperative in the village... with a hotel, a youth hostel, and an inn, all of which I manage. None of this could have been imagined before, and us women can utilize our power to improve our livelihoods.”



Xia Xuefang is a performer and the deputy head of the village’s “Huo-bonuoma” (meaning “daughter of the moon”) art ensemble, as well as manager of a local homestay. When the village’s ecotourism cooperative established a women’s association, Xia Xuefang was successfully elected as its vice president. In 2020, she doubled her annual income by farming mangoes and greatly improved her family’s

economic situation. Through the project, she had the opportunity to travel to large cities like Beijing and Shanghai.



Han Shiqiong



“We are born in Waipula and raised in Waipula, we fear neither hardship nor fatigue, but the lack of opportunities. You have given us the opportunity to make our village better, and we sincerely thank you.”

Han Shiqiong grew up in Waipula Village, when village life and production still required the use of bamboo baskets to carry water, and economic conditions were very

backwards. Soon after her family’s pig farm began to operate, her husband passed away, leaving her alone to face the multiple challenges of pig farm management. She enrolled in an animal husbandry school to “recharge” and learn about livestock breeding. Through her tireless efforts, she realized that “women have the ability to be self-reliant.” Now, Han Shiqiong is the president of the village art ensemble and a proud farmer.



Feedback from partners:

Party Secretary and President of the Chuxiong Women’s Federation A Mingxian said: “Through the guidance of advanced insights from international projects, on-site planning and counseling of experts, organization of training and study tours and visits for mostly female villagers, implementation of model home renovations for traditional dwellings, as well as other measures, the endogenous motivation of women in the village has been enhanced, so that Waipula Village has been lifted out of poverty as scheduled and the rural ecotourism industry has begun to take shape. The village has become a model for the effective linkage of the consolidation of poverty alleviation achievements and rural revitalization, and has realistic innovative and development significance and long-term demonstration potential for promoting SDG implementation at the village level.”

Beate Trankmann, UNDP Resident Representative for China: “The official certification of

Waipula as the ‘Sustainable Development Goal (SDG) Cooperation Pilot Project Village’ is a testament to the hard work of all partners involved and demonstrates how women can make a significant contribution to community and societal development when they are empowered in economic and community development.”

Looking ahead and continuing building sustainable Waipula:

The project will continue to promote rural revitalization, women’s empowerment, ecological conservation, and the preservation of traditional villages to enhance the visibility of Waipula Village.

The second phase of the “SDG Pilot Project Village—Women-focused Rural Revitalization and Sustainable Development Program” will take place between April 2022 and December 2024. The project aims to integrate China’s national rural revitalization strategy with the SDGs to achieve the following objectives:

1. Promote entrepreneurship, upgrade villagers’ skills, and raise villagers’ income
2. Diversity and inclusion, inherit ethnic culture, and empower women’s development
3. Green development, protect natural ecology, and enhance environmental awareness

To this end, the project will carry out the following key activities:

Provide training on handicraft skills, services, and tourism; develop traditional characteristic industries; foster the development of new rural industries; support women and community entrepreneurship; and organize study tours.

Implement the renovation of bio-toilets and sewage systems; reasonable development of river resources; improve organic rice field infrastructure; provide capacity-building opportunities in eco-agricultural and agro-processing skills.

Hold local cultural workshops for villagers based on Waipula features; host cultural events and festivals to attract tourists and enrich the spiritual life of villagers; strengthen the capacity of the “Huobonuoma Art Ensemble”; organize and deliver seminars to raise awareness of gender equality among villagers.

Conduct administrative and business management capacity-building courses; refine the management and operating mechanisms of local cooperatives; organize study tours; enhance women’s leadership and confidence to promote women’s participation in planning and evaluation in the village.

Apply for the certification of “Three Products, One Standard” for Waipula agricultural products; build Waipula’s own brand; conduct seminars to share insights from women’s empowerment journey; promote Waipula village through more marketing campaigns to ensure that every villager benefits from rural development.

Company Profile

One of the original glass ceiling breakers, Mary Kay Ash founded her dream beauty company in 1963 with one goal: enriching women’s lives. That dream has blossomed into a multibillion-dollar company with millions of independent sales force members in nearly 40 countries. As an entrepreneurship development company, Mary Kay is committed to empowering women on their journey to economic independence through education, mentorship, advocacy, networking, and innovation. Mary Kay is dedicated to investing in the science behind beauty and manufacturing cutting-edge skincare, color cosmetics, nutritional supplements, and fragrances. Mary Kay believes in enriching lives today for a sustainable tomorrow, partnering with organizations from around the world focusing on promoting business excellence, supporting cancer research, advancing gender equality, protecting survivors from domestic abuse, beautifying our communities, and encouraging women to follow their dreams.

Merck: Health and Rural Development

Safe drinking water and sanitation are fundamental human rights. Merck China is dedicated to healthcare in rural areas and support healthy development for rural children through the Water Purification Program.

Merck China supports the Clean Water Program

By the end of 2022, Merck China has donated a total of 7 million RMB since partnering with the One Foundation Clean Water Program in 2018. The program has provided clean drinking water to about 80,000 students in 174 rural schools across the country and installed 183 water purification equipments.



Education and Rural Development

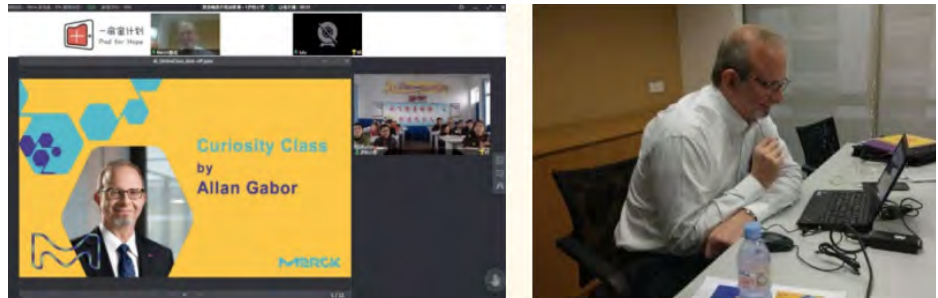
There are still wide regional and urban-rural gaps in education in China. Merck China fully supports all government initiatives to promote educational equity and quality improvement.

The “Green Crystal” Digital Classroom Project

The Green Crystal Project aims to spark the curiosity of children in remote areas and improve the quality of education in local primary schools. It donates high-quality second-hand electronic devices, organizes online lectures and offline volunteer activities, supports teacher

training and verification activities, and carries out activities on tablets to support digital education in remote areas.

By the end of 2022, the project had been launched in 19 schools in Suining in Sichuan, Nujiang Prefecture in Yunnan, and Kaifeng and Shangqiu in Henan. In total this project donated 340 tablets and empowered 10,000+ students and 300+ teachers.



Merck China also mobilized employees at all levels, including President of Merck China Allan Gabor, who hosted the “Curiosity Class” online with students.



Company Profile

Merck is a leading science and technology company in healthcare, life science and electronics. Our sales in 2022 totaled €22.2 billion. Merck has been in China for 90 years. China is one of Merck's most important strategic markets. Every day, Merck China's nearly 5,000 employees are committed to providing high-quality and innovative products and services that have a positive impact on people's lives.

Johnson & Johnson China: Advancing Access to Quality Healthcare, Supporting Rural Revitalization, and Strengthening Healthcare Foundations for Common Prosperity



In December 2021, Johnson & Johnson announced three new key strategies and six initiatives designed to support China's Common Prosperity drive. The three strategies focus on and driving innovation to improve the quality of healthcare in the country, supporting the public health system with science-based solutions, and giving back to society by delivering on its CSR commitments. As part of the six initiatives, Johnson & Johnson also pledged to further support frontline healthcare workers and accelerate public access to high-quality healthcare services.

At the global level, the Johnson & Johnson Global Community Impact (GCI) Group is dedicated to supporting healthcare workers on the front lines change the trajectory of health for the world's most vulnerable people and their communities. To support J&J's pledge for Common Prosperity in China, the GCI Fund committed to investing more than 150 million yuan between 2021 and 2030 to support training for frontline healthcare workers in critical areas such as mental health, eye health, surgery, and common diseases. Through the investment, Johnson & Johnson hopes to train as many as 200,000 frontline healthcare workers and ultimately benefit 20 million patients in China by 2030.

To date, several initiatives have already been launched through the CGI Fund in China focused around three core themes: capacity building for frontline healthcare workers, improving healthcare accessibility through accelerated innovation, and supporting rural revitalization.

I. Capacity building for frontline healthcare workers

(i) Healthy China 2030 Frontline Health Workers Capacity Building Program

In 2021, Johnson & Johnson announced its support for the Healthy China 2030 Frontline Health Workers Capacity Building program in collaboration with the International Health Exchange and Cooperation Centre under the National Health Commission. Over the course of the decade, the program will support training for 10,000 to 20,000 frontline health workers annually, with the ultimate aim of training 200,000 professionals. By training these healthcare workers, it is estimated that up to 20 million patients around China will benefit from the program. During the first year of its implementation, the program has already successfully supported training of approximately 50,000 relevant health workers.

(ii) School Eye Health Program

Since May 2019, Johnson & Johnson has been supporting the Fred Hollows Foundation to bring its School Eye Health Program to schools in Yunnan and Guangxi. With the aim of reducing visual impairment and preventable blindness caused by refractive errors and other common childhood eye diseases, the program organizes eye health screenings for school-age children, conducts training sessions and eye health education classes, and has successfully established a two-way patient referral mechanism between schools and hospitals. At the same time the program is also exploring the benefits of new models in the prevention and control of myopia in children and adolescents as it hopes to create a brighter future for children across China.

(iii) Clinical Capacity Building Program

In 2022, Johnson & Johnson entered into a partnership with the National Institute of Hospital Administration under the National Health Commission to collaborate in providing training for frontline healthcare workers. Several training programs have already been initiated under the partnership so far, including the New Surgical Skills Enhancement Program, the Intracerebral Hemorrhage Surgical Training Program, and the Stroke Treatment Empowerment Program — all of which are helping to enhance the skills of healthcare workers by providing enhanced access to high-quality professional educational resources.

II. Improving healthcare accessibility through accelerated innovation

Johnson & Johnson is committed to bringing world-leading innovative products and solutions to patients in China. It also regularly works with the government and industry partners

to improve the accessibility and affordability of these innovative treatment for a broader range of patients. To date, 30 of its 32 innovative medicines approved for use in China have been included in the National Reimbursement Drug List, and its innovative medical products have been used in more than 10,000 hospitals across all levels of the country's health-care system. Meanwhile, Johnson & Johnson continues to increase its investment in local R&D and innovation while working hand in hand with the government, industry peers, academia, research institutions, and local innovation partners to build an open and thriving healthcare innovation ecosystem.

III. Supporting rural revitalization

In the past six years, Johnson & Johnson China has donated more than 1.2 billion yuan to various charitable projects, including those for disaster relief and patient assistance. By organizing activities such as disease awareness campaigns and free health clinics, the company is working to improve public health and quality of life through enhanced frontline medical services and medical access. At the same time, the company is building a comprehensive platform to encourage employees to participate in various volunteer activities where they can put their expertise to full use in assisting local communities and disadvantaged groups. Through these efforts, Johnson & Johnson China employees dedicated more than 40,000 hours to volunteer services in 2022.

Company Profile

At Johnson & Johnson, we believe good health is the foundation of vibrant lives, thriving communities and forward progress. That's why for more than 135 years, we have aimed to keep people well at every age and every stage of life. Today, Johnson & Johnson is the world's largest and most diversified healthcare products company, with its business spanning MedTech and Pharmaceuticals. Johnson & Johnson has consistently ranked at the top of the Fortune Global 500 and has been named one of TIME's 100 Most Influential Companies on numerous occasions.

Johnson & Johnson entered China in 1985 as one of the earliest multinational companies in the market during the reform and opening-up period. Through innovative and advanced healthcare solutions, Johnson & Johnson helps to create positive impact on the health of Chinese people and supports the development of a Healthy China. Today, Johnson & Johnson employs over 10,000 people across more than 10 legal entities and supply chain centers in Suzhou, Shanghai, Guangzhou, Xi'an and other locations nationwide.



Starbucks “Shared Value” Comprehensive Support Program for Coffee-Growing Areas in Yunnan: Insisting on Shared Value and Advancing Rural Revitalization



Yunnan, as the largest province growing coffee in China, accounts for 98% of the country's total output. Its four major producing areas of Pu'er, Baoshan, Dehong, and Lincang boast unique geographical and climatic conditions for high-quality Arabica coffee. However, due to a lack of variety, weak natural disaster resistance and market risk preparedness, the quality of coffee in Yunnan is unstable and many local coffee growers struggle with low incomes.

Since 2018, Starbucks Foundation has donated over RMB 40 million to the China Foundation for Rural Development (formerly China Foundation for Poverty Alleviation) and the Leping Social Entrepreneur Foundation. Four phases of the Starbucks “Shared Value” Comprehensive Support Program for Coffee-Growing Areas in Yunnan (“Yunnan Program”) have been initiated, with continuous innovation and adaptation during the phased implementation of the program. The first and second phases focused on comprehensive poverty alleviation through four areas - changing conditions, namely improving the environmental conditions of coffee planting and primary processing; reducing costs by providing agricultural subsidies for farmers; empowering farmers by improving agronomic skills and leadership abilities; and increasing the overall income of coffee farmers.

Smart agriculture is an advanced stage of agricultural development. Digital, information, and intelligent methods can transform traditional agriculture and help farmers shift from rough planting and processing to an integrated development model of production and marketing

with high efficiency, accuracy, and environmental protection. With the government's stricter environmental requirements for the coffee industry in recent years, and in order to actively respond to China's strategic goals of rural revitalization and digital village construction to empower farmers, Starbucks launched the third "Smart Agriculture" phase of the Yunnan Program in 2021.

Based on the program design principle of "one village, one plan", the third phase carried out differentiated support plans, focusing on building sustainable livelihood in coffee production and primary processing, environmental sustainability, and community sustainability. It introduced digital support plans, including an integrated approach to irrigation and fertilization, customized use of fertilizer based on soil tests, application of drones, and other digital coffee planting and processing tools. Community benefits such as skills training and material donations were also provided for coffee farmers to achieve the overall goal of "good quality, good environment, and good community". This is an innovative exploration of charitable efforts contributing to rural revitalization and an innovative attempt at smart agriculture in the coffee industry and mountainous areas.

Industrial integrated development is the source and foundation of rural development. For a long time, agricultural raw materials and primary processing products had low added value and the productive income from agriculture had limited space for growth. It thus requires vigorous development of the tertiary industry to generate more value and increase farmers' income. In 2022, Starbucks Foundation donated RMB 17 million through Give2Asia to the China Foundation for Rural Development and leveraged the rural supporting resources of the Shanghai and Pu'er governments to launch the fourth "Shared Value, Beautiful Village" phase of the Yunnan Program.

Adhering to the principle of "industrial prosperity, pleasant living environment, rural civilization, effective governance and life of abundance", the fourth phase will take advantage of the special resources of the ten villages in the Simao District of Pu'er City to create a vibrant coffee community with Chinese style and explore an innovative model of rural revitalization that integrates coffee with tourism.

From the enhancement of planting capacity and distribution of production materials, the use of intelligent technology to empower coffee farmers, to the integration of agriculture and the tertiary industry, Starbucks will use its brand influence and expertise in the coffee industry to help coffee farmers in Yunnan find a practical and effective path to prosperity and sustainable development.

By the end of April 2023, the Yunnan Program has covered 30 coffee-growing villages in Baoshan City and Pu'er City of Yunnan Province. The completed first to third phases of the program have achieved remarkable results in terms of "good coffee, good environment, and good community".



- "Good Coffee":** The program supported farmers to build a total of over 22,300 mu of Arabica coffee standardized production and demonstration base, distributed 20,000 bags of chemical fertilizers, significantly improved the quality of coffee and coffee production by providing primary processing equipment and deploying several digital initiatives;
- "Good Environment":** By providing peeling and degumming machines and sewage treatment equipment, assisting in the construction of micro-water primary processing centers, and adopting an integrated approach to irrigation and fertilization, the program improved the water utilization rate and water saving rate in the planting and primary processing process, which greatly protected the environment. For example, the traditional water washing method requires 4-5 tons of water to treat one ton of fresh coffee fruits, while the 10 micro-water primary processing centers built by the "Smart Agriculture" program in Pu'er City can save 86% of water per ton of fresh fruit treated through mechanical peeling and degumming, which can satisfy the needs of 411 members of 11 cooperatives in the villages and cover more than 2,600 coffee farmers in the surrounding areas. Use. By using biological control means of natural enemy insects, the coffee trees are less affected by pests and diseases, and soil conditions were improved through customized use of fertilizer based on soil tests;
- "Good Community":** The program provided free training in Arabica coffee planting techniques for coffee farmers covering 28,700 people, with targeted woman empowerment training benefiting over 300 women. Through teacher training and curriculum training for rural schools and young children, the program provided free teaching materials and picture books, empowering a total of over 6,400 teachers and students.

Through the construction of two public gyro fields, public fitness activity spaces were created for coffee farmers to enhance community vitality and integrate cultural diversity into the coffee-farming communities. The improvement of coffee quality and production in the villages has increased coffee farmers' income, and the farmers' change of awareness and improvement of the environment has contributed to the overall improvement of the rural living environment.

Company Profile

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality Arabica coffee. Today, with more than 36,000 stores worldwide, the Seattle-headquartered company is the premier roaster and retailer of specialty coffee in the world. Starbucks opened its first store in the Chinese mainland in 1999 and now operates over 6,500 stores across more than 250 cities, employing more than 60,000 partners (employees). China is also the largest international market outside the U.S. for Starbucks and one of its two strategic markets. In 2020, the Beijing Starbucks Foundation was registered to operate in China.

CKGSB's Ji'an Initiative: Educating Rural Entrepreneurs with Social Innovation

Ji'an, a city located in the mountainous regions of the province of Jiangxi province in Southern China, is steeped in rich history and is home to the Jinggangshan revolutionary base that dates back to the 20th century. Despite its rich historical tradition, the city lagged behind in economic development in the early 2010s due to a lack of access to resources and transportation.

In order to address this issue, CKGSB collaborated with the Ji'an municipal government to introduce an entrepreneurial training initiative aimed at developing future-oriented business leaders in the local community. The programs, whose five intakes spanned five years from 2017 to 2021, provided customized courses to 150 selected local entrepreneurs, who represent the decision-makers of leading companies in Ji'an. The primary goal of the entrepreneurial training initiative was to equip local entrepreneurs with the necessary skills, knowledge, and resources to scale up their businesses effectively and enhance social bene-



fits for the community.

Each year, the program consisted of six domestic modules and one overseas module, where students had the opportunity to study in countries such as the United States and Israel (due to the pandemic, overseas modules were put on hold but would resume in 2023 onwards).

CKGSB also organized multiple company visits for these business executives to have face-to-face interactions and engagements with top industry leaders and academics from companies and institutions such as BOE Technology Group, BGI Genomics, JD.com, Google, and Stanford University.

As a result of this initiative, close to 50% of student companies had recalibrated their capital strategies for the next 3-5 years. As of 2021, 10 companies successfully listed on the Shanghai and Shenzhen stock exchanges, and 18 on the National Equities Exchange and Quotations (which serves innovative, start-up, and high-growth micro, small and medium-sized enterprises).

A survey shows that over 50% of local entrepreneurs who attended CKGSB's program found that their businesses experienced rapid growth after attending the program. Overall, more than 60% of program participants reported to have experienced significant improvements in their interactions with upstream and downstream business partners in the supply chain, adjusted their business structure, improved their communication with the government, or even integrated social responsibility and public interest into their daily operations.

"Studying at CKGSB has broadened my horizons," said Xiao Han, student of the program and executive manager of CE-Link, a leading manufacturer of phone accessories and cables listed on the Growth Enterprise Market of the Shenzhen Stock Exchange in 2019. "It leads us to think about the possibility of cooperation between upstream and downstream industries as well as the integration of commercial resources."

Table 1: Changes before and after participation in Ji' an Initiative

Performance	I Saw Significant growth	I Saw Growth	My Businesses Remained Roughly at the Same Level
Financing	6.9%	43.8%	46.6%
Upstream and downstream interactions	15.1%	57.5%	26.0%
Restructuring and business adjustment	16.4%	64.4%	19.2%
Communication with government	16.4%	50.7%	28.8%
Participation in social welfare activities	17.8%	52.1%	28.8%

Source: survey with participants of the Ji' an programs

By the time CKGSB's Ji'an programs concluded in 2021, Ji'an's GDP had grown by 72%, from RMB 146.7 billion in 2016 to RMB 2525.7 billion in 2021. In April 2019, the Jiangxi Provincial Government confirmed that all five counties in Ji'an had been successfully lifted out of poverty.

Besides educating promising entrepreneurs for Ji'an, CKGSB helped Ji'an's farmers sell their gougou tea by establishing a complete commercial chain of marketing, operations, and business through e-commerce platforms, like JD.com and charen.com, which allowed farmers to lift themselves out of poverty. CKGSB also subsidized selected students at RMB 20,000 per person to study at the Zhangzhou Vocational College of Science and Technology to attain skills in the tea industry to further aid the district in the commercialization of tea.

CKGSB's Ji'an program created a platform that facilitated communication and cooperation between companies, governments, and social institutions, which was powered by the school's new approach and practice to social innovation. The core of this unique and socially innovative model was to integrate various social resources through joint efforts and develop solutions to major societal challenges. How then can the Ji'an model be further promoted? And what experiences can be learned from this model?

- First, local governments need to create a suitable business environment, invest in education and workforce development, and support entrepreneurship.
- Second, policies and strategies should be carefully planned and adapt to local conditions.
- Third, companies should make good use of resource integration by collaborating with other companies.
- Fourth, entrepreneurs should have a global and long-term mindset in order to attract a wider customer base and establish a positive reputation in the global market.
- Fifth, governments and enterprises should leverage the expertise of professional institutions to improve the efficiency and effectiveness of policies and strategies.
- For CKGSB, the experience from Ji'an's model reflects its innovative approach to management education and its continuous exploration of solving societal problems. Businesses have always been an important force in rural revitalization. As one of the most well-known business schools in China, CKGSB is at the forefront of fostering business participation in revitalizing underserved rural communities. At present, CKGSB has replicated this project in Hengshui, Hebei Province, and hopes to promote this model in more underdeveloped areas in the future, in order to contribute to social development, rural revitalization, common prosperity, and regional development.



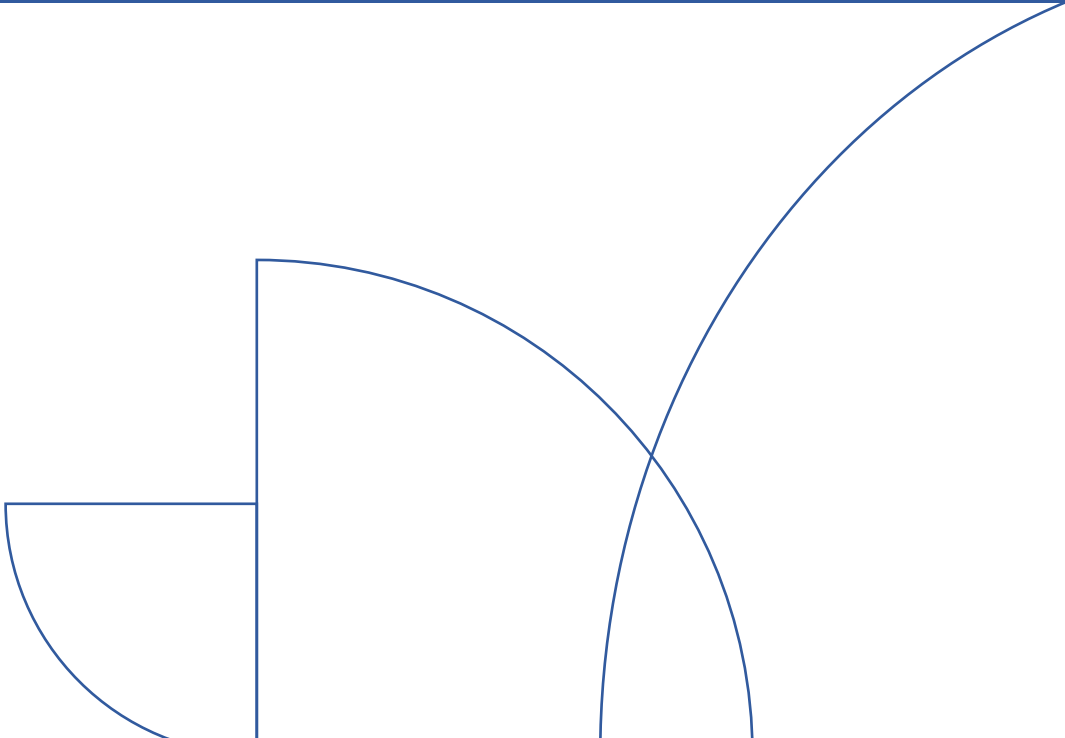
Company Profile

Established in Beijing in November 2002, Cheung Kong Graduate School of Business (CKGSB) is China's first privately-funded and research-driven business school. The school aims to cultivate transformative business leaders with a global vision, sense of social responsibility, innovative mindset, and ability to lead with empathy and compassion. Today, CKGSB stands apart for its full-time, world-class faculty, research excellence, China insights and unparalleled alumni network. More than half of its 40 strong faculty members previously held tenure or senior professorships at top business schools, such as MIT, Wharton, and Yale. CKGSB is also the preferred choice for management education among China's established business leaders and a new generation of disruptors. More than half of its 20,000 alumni are at the CEO or Chairman level and, collectively, they lead one fifth of China's 100 most valuable brands.

AmCham China | Social Impact Initiative

2023 SOCIAL IMPACT REPORT

Digital Economy



Digital Economy Policy Review

At present, the China and the world have ushered in the era of the digital economy, and the “Five-sphere Integrated Plan” strategic path for building a digital China has been clearly defined. Digital China is a macro concept that includes digital economy, digital society, digital governance, and digital ecology. In 2021, the scale of China’s digital economy reached RMB 45.5 trillion, with a nominal growth of 16.2% year-on-year, accounting for 39.8% of China’s GDP. The status of the digital economy in China’s national economy has become increasingly prominent, with its support for economic growth becoming more apparent. This report compiles a list of policies that have played a guiding role in the development of the digital economy over the past year.

1. “Action Plan for the Integration and Development of Virtual Reality and Industrial Applications (2022-2026)”

Policy Highlights: On November 1, 2022, the Ministry of Industry and Information Technology, Ministry of Education, Ministry of Culture and Tourism, National Radio and Television Administration, and General Administration of Sport issued the “Action Plan for the Integration and Development of Virtual Reality and Industrial Applications (2022-2026).” The development goal of the Plan stated that by 2026, key breakthroughs will be made in key three-dimensional technologies, virtual reality integration, and immersive audio-visual technology, a new generation of human-friendly virtual reality terminal products will continue to be enriched, virtual reality will be applied on a large scale in important economic and social industries, and a pattern of industrial development will be created in which the technology, products, services, and applications will flourish together. The Plan lists five major tasks to achieve these goals: (1) to enhance the endogenous and enabling capacity of “virtual reality+,” strengthening its deep integration with new-generation information technology such as 5G and artificial intelligence; (2) to enhance the supply capacity of the entire industry chain and improve the comfort, ease of use, and safety of terminal products; (3) to accelerate the landing of multi-industry and multi-scenario applications, and to realize large-scale applications in the fields of industry, culture and tourism, media, education, health, and smart city, deepening the organic integration of virtual reality and industry; (4) to strengthen the construction of an industrial public service platform, focusing on the construction of a common application technology support platform and an immersive content integrated

development platform, and continue to optimize the support environment for the development of the virtual reality industry; (5) to build an integrated application standard system, strengthening the top-level design of standards and building a comprehensive virtual reality standard system covering the entire industry chain.

2. “Jointly Build a Community with a Shared Future in Cyberspace” White Paper

Policy Highlights: On November 7, 2022, the State Council Information Office released a white paper named “Jointly Build a Community with a Shared Future in Cyberspace.” The white paper introduces China’s internet development and governance concepts and practices for the new era, shares China’s positive achievements in promoting the building of a community with a shared future in cyberspace and looks forward to the prospects of international cooperation in cyberspace. The white paper summarizes China’s internet development and governance practices in seven functions, including the booming digital economy, digital technology benefiting and bringing convenience to the people, the continuous improvement of the rule of law system in cyberspace, the richness and variety of online content, the increasing cleanliness of cyberspace, the continuous standardization of internet platform operations, and the effective guarantee of cyberspace security. The white paper introduces China’s contributions to building a community with a shared future in cyberspace in digital economy cooperation, cybersecurity cooperation, cyberspace governance, and promotion of global inclusive development, and puts forward China’s propositions for building a closer community with a shared future in cyberspace centering on cyberspace development, governance, security, cooperation, and other aspects.

3. “Guideline for Digital Transformation of Small and Medium-sized Enterprises”

Policy Highlights: On November 8, 2022, the Ministry of Industry and Information Technology released the “Guideline for Digital Transformation of Small and Medium-sized Enterprises (SMEs).” The Guideline is mainly for SMEs, digital transformation service providers, and local authorities at all levels, aiming to help SMEs promote digital transformation in a scientific and efficient manner, and to enhance the overall ability to provide digital products and services to SMEs. The Guideline clearly proposes enhancing the transformation capability

of enterprises, including carrying out digital assessments, promoting the digitalization of enterprise management and services, actively applying the industrial Internet platform built by core enterprises in the industry chain and supply chain, and integrating the platform into the ecosystem of core enterprises. The document proposes following the idea of “large enterprises build platforms, small and medium-sized enterprises use platforms,” where large enterprises build industrial internet platforms for the needs of small and medium-sized enterprises to export mature industry digital transformation experience, and drive SMEs upstream and downstream of the industry chain and supply chain to jointly undergo digital transformation. The Guideline also mentions that the government will increase support for transformation policies, funds, services, and talents, promote the upstream and downstream of industry chain and supply chain as well as large, medium, and small enterprises to integrate innovation and expand the construction of new infrastructure such as industrial internet, artificial intelligence, 5G, and big data, to optimize the external environment for the digital transformation of SMEs.

4. “Approval of the State Council of the Establishment of Integrated Pilot Zones for Cross-border E-commerce in 33 Cities and Areas, including Langfang”

Policy Highlights: On November 24, 2022, the State Council issued the “Approval of the State Council of the Establishment of Integrated Pilot Zones for Cross-border E-commerce in 33 Cities and Areas, including Langfang,” with specific details of agreeing to set up integrated pilot zones for cross-border e-commerce in 33 cities and areas, including Langfang, with the names of Integrated Pilot Zones for Cross-border E-commerce in (name of the city or region), China, respectively. This is the seventh set of integrated cross-border e-commerce pilot zones established in China. Previously, the State Council has carried out six sets of construction of integrated pilot zones for cross-border e-commerce in 132 cities, including Hangzhou, Ningbo, and Tianjin; after this expansion, China will have a total of 165 cross-border e-commerce pilot zones, covering 31 provinces and moving cross-border e-commerce pilot zones towards the stage of universal access. From the perspective of geographical distribution, the 33 new integrated cross-border e-commerce pilot zones are in cities with superior foundations for foreign trade, and the geographical distribution places a heavier emphasis on the central and western regions and border areas. The expansion of integrated pilot zones will promote the acceleration of reform and innovation around the world, which is conducive to promoting the accelerated integration of industrial digitization and trade

digitization, and further promoting trade facilitation, regulatory system innovation, and participation in the alignment of international rules, to accumulate new advantages for the high-quality development of China's foreign trade.

5. “Administrative Measures on Data Security in the Industry and Information Technology Sectors (for Trial Implementation)”

Policy Highlights: On December 8, 2022, the Ministry of Industry and Information Technology issued the “Administrative Measures on Data Security in the Industry and Information Technology Sectors (for Trial Implementation).” As a top-level institutional document for data security management in the field of industry and information technology, the Administrative Measures define the concept of data and data processors in the field of industry and information technology; determine the requirements related to data categorization and classification as well as identification and filing of important data; establish a working mechanism for monitoring and early warning of data security, reporting and sharing of risk information, emergency response and handling, and acceptance of complaints and reports; and clearly define the requirements and penalties related to carrying out data security monitoring, certification, and assessment. The Administrative Measures require that important data and core data processors should complete a data security risk assessment at least once a year, either on their own or by commissioning a third-party assessment organization, rectify risk issues in a timely manner, and report to local industry regulators. According to the requirements of the national data categorization and classification system, the document stipulates that important data processors, on the basis of fulfilling the data security protection obligations of general data processors, should also undertake the responsibilities of carrying out data identification and filing, establishing a data security work system, clarifying the personnel in charge of data security, regularizing monitoring, early warning, and emergency response, and reporting the security incidents involving important and core data as soon as possible. The new version of the draft for comments includes wireless data within the scope of data in the field of industry and information technology on the basis of industrial and telecommunications data in the original version. It also further clarifies issues like whether the original data content is required for important data and core data directory filing, conditions for replacing files, and the destruction of data files. The document further adds radio data and personal information protection-related security management requirements and refines several data security management filing provisions.

6. Guiding Opinions of Sixteen Departments Including the Ministry of Industry and Information Technology on Promoting the Development of the Data Security Industry

Policy Highlights: On January 13, 2023, sixteen departments, including the Ministry of Industry and Information Technology, Cyberspace Administration of China, and National Development and Reform Commission, issued the “Guiding Opinions on Promoting the Development of the Data Security Industry.” The Guiding Opinions propose that by 2025, the scale of the data security industry will exceed 150 billion RMB, with a compound annual growth rate of more than 30%, 5 provincial and ministerial-level and above data security key laboratories will be built, more than 8 typical application demonstration scenarios in key industry fields will be created, and 3–5 national data security industrial parks and 10 advanced demonstration zones for innovation and application will be built. The Guiding Opinions further propose that by 2035, the key core technologies of data security, key product development level, and professional service capabilities will reach the world’s advanced ranks in various fields. The Guiding Opinions clarify seven key tasks for promoting the development of data security industry at two levels, one is centered on what the industry itself must do, which specifies four key tasks to enhance the industry’s innovation capability, expand data security services, facilitate the construction of a standard system, and promote the application of technology and products. The other level is centered on what the main points of departure are, specifying three key tasks to build a prosperous ecology of the industry, strengthen the guarantee of talent supply, and deepen international cooperation and exchange. Data is an important production factor and core engine for economic development, and data security has become an important part of China’s overall national security concept. The development of data security industry is of great significance to improving the data security guarantee capacity of various industries and fields, accelerating the cultivation of data factor market and value release, and consolidating the foundation for the construction of a digital China and the development of digital economy.

7. “Circular on Measures to Serve the Construction of a New Development Pattern and Promote High-quality Development of Border (Cross-border) Economic Cooperation Zones”

Policy Highlights: On February 10, 2023, 17 departments including the Ministry of Com-

merce issued the “Circular on Measures to Serve the Construction of a New Development Pattern and Promote High-quality Development of Border (Cross-border) Economic Cooperation Zones.” The Circular targets eight provincial governments, including the Inner Mongolia Autonomous Region, Liaoning Province, Jilin Province, Heilongjiang Province, Guangxi Zhuang Autonomous Region, Yunnan Province, Tibet Autonomous Region, and Xinjiang Uyghur Autonomous Region, with the objectives of deepening cooperation with neighboring countries and regions, promoting high-quality joint construction of the “One Belt and One Road,” promoting the socioeconomic development of border areas, facilitating the high-quality development of cross-border economic cooperation zones, and increasing the attraction of foreign investment and technology, which is an important support for China’s stabilization of foreign trade and investment.

8. “Plan for the Overall Layout of Building a Digital China”

Policy Highlights: On February 27, 2023, the CPC Central Committee and State Council issued the “Plan for the Overall Layout of Building a Digital China.” On the one hand, the Plan highlights top-level design, and clarifies that the construction of a digital China is laid out in accordance with the overall framework of “2522,” which consolidates the “two foundations” of digital infrastructure and data resource system; promotes the deep integration of digital technology with the “Five-sphere Integrated Plan” construction of the economy, politics, culture, society, and ecological civilization; strengthens the “two capacities” of the digital technology innovation system and digital security shield; and optimizes the “two environments” of domestic and international digital development. On the other hand, the Plan emphasizes system breakthroughs, and deploys a series of important initiatives in accordance with the strategic path of “solidifying the foundation, empowering all aspects, strengthening capacity, and optimizing the environment,” which comprehensively empowers the overall layout of the “Five-sphere Integrated Plan,” enriches the essence of the construction of a digital China, and gives rise to the development of new forms of digital economy, digital government, digital culture, digital society, and digital ecological civilization. The Plan mentions that the digital economy, as a strategic support for the construction of a modernized economic system, needs to be fully penetrated into all types of market players and the development of the entire industry chain, not only emphasizing the need to improve the integration and innovation mechanisms of large, medium, and small enterprises, and expediting the digital transformation of the entire process of large, medium, and small enterprises, but also accelerating the integration of digital technology in key areas such as agriculture, industry, and finance, advancing the digitalization of the entire industry chain of primary, secondary, and tertiary industries, and strongly promoting the deep integration of the digital economy with the real economy.

Digital Economy Event Recap

Meeting with CCID

June 9, 2023 at 9:30-11:30 am



On the morning of June 9, AmCham China hosted the 2022-2023 Social Impact Initiative - AmCham China and CCID Roundtable Discussion. The focus of the meeting was the challenges and opportunities for Multi-National Corporations (MNCs) in assisting China's

small and medium-sized enterprises (SMEs) with digital transformation. Long Fei, Director of the Institute of Small and Medium-sized Enterprises, Gong Jian, Director of the Research Office of Policy Planning and Enterprise Innovation of the Institute of Small and Medium-sized Enterprises and five other delegates from CCID attended the meeting. Claire Ma, Vice President of AmCham China, led the chamber's Government Affairs and Policy team in attending the meeting. Company delegates from Qualcomm, Amazon, Schneider Electric, Emerson



Electric, and HP also attended and shared their cases, achievements, and prospects for MNCs participation in the digital transformation and business globalization of Chinese SMEs under China's digital economy strategy.

Director Long Fei introduced the work of CCID in promoting the digital transformation of SMEs through policy and administrative supports, as well as the progress of international cooperation with international organizations such as the UN and other private institutions.



AmCham China Vice President Claire Ma mentioned that in 2020, AmCham China launched the Social Impact Program, with one of its main focuses being how to assist the thousands of SMEs in China in recovering from the severe impact of the epidemic.

Our stakeholders agreed that SMEs in China face three major challenges: lack of access to financing, failure to fully leverage digital technologies to accelerate growth, and limited exposure to overseas markets. These problems stem from inadequate institutional measures and supportive policies, as well as the lack of knowledge, capabilities, and resources within companies. The Chamber's 2022 SII Digital Economy Report recommended the government to create a favorable business environment for SMEs by strengthening policy support. Specifically, it suggested that the government should:

- 1. Increase investment in digital infrastructure, including 5G base stations, big data research centers, blockchain technology applications, etc., to provide the necessary digital infrastructure for enterprises' digital transformation.
- 2. Increase financial support for small and medium-sized enterprises during their critical moments of digital transformation, establish special digital funds, and consider introducing certain preferential measures or tax policy reductions.
- 3. Strengthen the protection of intellectual property rights and foster enterprises' enthusiasm for independent innovation in digital technology.
- 4. Actively cultivate digital talents, support enterprises in key industries to strengthen cooperation with research institutions, carry out targeted personnel training, and enhance the digital literacy of workers.
- 5. Provide vigorous support for the development of cross-border e-commerce, including offering greater support in the construction of cross-border logistics hubs, digital technology, talent introduction, and among other aspects.

Company delegates then exchanged ideas with CCID on issues such as technology, financing, employment, cross-border transactions, and localization services for Chinese SMEs based on their own experiences and the current situation of different industries.

Meeting with CAICT

June 21, 2023 at 9-11 am



On June 21, AmCham China and CAICT co-hosted the 2022-2023 Social Impact Initiative - AmCham China and CAICT Roundtable Discussion at CAICT. AmCham China President Michael Hart introduced the *AmCham China 2023 White Paper, China Business Climate Survey Report*, flash survey results, DC Outreach results, briefed on ICT industry challenges and digital transformation, and discussed potential areas of collaboration between the US and China. Vice President Zhiqin Wang, Director of International Cooperation Rui Liu, and Director of International Governance Research, Research Institute of Policy and Economy Lina Shi and relevant staff from CAICT attended the meeting. AmCham China President Michael Hart, Vice President Claire Ma, and delegates from 12 companies attended the meeting.



President Michael Hart stressed that while the Chinese market today is quite challenging for US companies, its long-term strategic importance for US companies remains clear. As the White Paper intends to provide constructive and specific recommendations for various key industries, Hart highlighted a few for the ICT industry.

President Michael Hart then introduced the work around supporting SMEs undergoing digital transformation and expanding overseas markets under our Social Impact Initiative. US tech companies participating in the digital economy track include Amazon, Dell, Meta, and Google. The Chamber truly appreciates the support from Chinese government departments, think tanks, and other partners who have supported this initiative. We welcome CAICT to participate in our working sessions and other events to share expertise and insights.

CAICT representatives introduced the implications and framework of China's digital economy development, digitization of services and industry, and China's telecom market opening policy. Lina Shi, Director of International Governance Research, Research Institute of Policy and Economy, mentioned that the current scale of China's value-added telecom market continues to grow rapidly, and the revenue of Internet companies are returning to a positive growth track. China will continue to steadily promote the opening of the telecom market and optimize the business environment for foreign investment, and gradually expand opening by region and phase on the basis of industrial, regulatory, and security conditions.

Subsequently, the two sides exchanged views on topics such as digital transformation between China and the US, product digitization, cloud penetration, green development of the industrial chain, and prospects for cooperation between the public and private sectors.



Digital Economy

Case Studies



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- Meta: Building a Feasible ESG Strategy for China's Cross-Border E-Commerce Enterprises
 - Dell Technologies Helps Chinese Companies Achieve Innovative Smart Manufacturing
 - Google support SME digital transformation
 - IBM SkillsBuild Digital Learning Platform – Helping to Develop “New Collars” of the Digital Age
-

Meta: Building a Feasible ESG Strategy for China's Cross-Border E-Commerce Enterprises

In recent years, buzzwords like sustainable development, environmental protection, and recycling have not only sparked discussions on social media, but also influenced consumers' purchasing decisions. In February 2023, Meta and AVISTA Group jointly released the "ESG Integration: Cross-border E-commerce Business" White Paper, which provides an in-depth look at the importance of ESG and ESG hotspots across various sectors of e-commerce to formulate ESG strategies for cross-border brands.

The origins of the White Paper

《ESG 环境社会治理策略白皮书》

解码跨境电商新趋势
通过可持续性策略打造品牌新定位



Meta | AVISTA

(Image Credit: "ESG Integration: Cross-border E-commerce Business" White Paper, Meta and AVISTA Group)

Noticing the strong growth of the cross-border e-commerce industry, Meta is hoping to help Chinese brands create demand and drive growth by leveraging the huge reach of platforms such as Facebook, Instagram, Messenger, and WhatsApp. While more and more Chinese brands have embarked on the path of exporting, small and medium-sized enterprises may not have the knowledge or expertise to accelerate export growth, which has brought Meta's attention to a number of potential growth opportunities.

One such opportunity is ESG. International consumers are not only concerned about climate change, sustainable development, and gender equality, but also increasingly turning

their concerns into action with value-driven consumption. According to one survey, 75% of Gen Z consumers in the United States value a brand's sustainability practices more than its name when making consumer decisions.

Meta found that some Chinese e-commerce brands are missing out on ESG-related business opportunities due to a lack of knowledge and guidance. To address this issue, Meta partnered with AVISTA Group to develop a comprehensive white paper and tailored ESG frameworks for Chinese cross-border e-commerce brands. Additionally, we consulted with a select group of DTC e-commerce brands to help them elevate their brand presence on Meta's social platforms and leverage ESG efforts to achieve growth while finding solutions that could be scaled to demonstrate their brand commitments.

Jointly providing ESG consulting to Chinese cross-border e-commerce enterprises with external consultants

Between July and November 2022, Meta invited external consultants to advise four DTC e-commerce brands in the Chinese fashion industry, with the aim of helping them improve their ESG-related brand strategies and operational fundamentals.

We started with one-on-one interviews with employees from different departments of the brands, followed by advice on specific ESG strategies and related operations, as well as ideas to the brands based on their creative strategies for advertising on Meta's platforms. In the following weeks, we conducted tests and tracked the results.

One of the Chinese brands we have collaborated with is OGL, a fashion brand dedicated to sustainable women's clothing. OGL integrates the use of eco-friendly fabrics, adopts sustainable production processes, and implements other ESG-related initiatives. Under the guidance of Meta and AVISTA, OGL has refined its ESG strategy and implementation. It has not only integrated the ESG strategy into its daily operations by optimizing the value chain, but also incorporated it comprehensively into its overall business strategy. Fortunately, after a four-month consulting period, OGL has shown improvement in various aspects, ranging from brand influence to overseas community engagement and marketing efficiency.

Strategic guidance: building an ESG framework for e-commerce operations

The white paper jointly released by Meta and AVISTA referred to sustainable development frameworks from international organizations such as the Sustainability Accounting Standards Board (SASB), Morgan Stanley Capital International (MSCI), Sustainalytics, and the Global Reporting Initiative (GRI). This framework provides an ideal foundation for e-commerce businesses to develop ESG strategies and methods.



(Image Credit: "ESG Integration: Cross-border E-commerce Business" White Paper, Meta and AVISTA Group)

To maximize the effectiveness of the strategy framework, Meta suggests that companies establish robust mechanisms for monitoring and managing sustainability issues, which are crucial in driving ESG strategy and performance. This includes fostering a sustainable culture, establishing governance structures, and implementing ESG strategies. Moreover, brands should ensure their ESG strategies align with the United Nations Sustainable Development Goals (UNSDGs), identifying elements that are most in common and striving to achieve them. Meta also believes that cross-border merchants and brands can develop and implement ESG strategies based on four key areas: environment, product innovation, human resources, and consumers and communities.

Specifically, enterprises should integrate ESG principles and measures into various stages of the value chain. This includes product development, raw material sourcing, packaging, supply chain management, logistics, customer experience, green operations, human capital, and social welfare. By leveraging opportunities at each stage, businesses can enhance their brands' performance in sustainable development.

For example, they can implement anti-counterfeiting measures in product design from the outset, considering diversity, fairness, and inclusivity, and adopting a circular approach throughout the product life cycle. They can use sustainable and certified materials while providing clear information on the materials used. Opting for reusable and more sustainable packaging, exploring carbon offset solutions in logistics, encouraging responsible shopping and returns, offering ESG training opportunities, and implementing environmental protection measures are some of the initiatives that can be undertaken.

For more information on the white paper and Meta's overseas marketing recommendations, please refer to the official WeChat account "Meta 海外营销官方账号" (Meta Overseas Marketing Official Account).

Company Profile

Meta is a leading global technology company headquartered in California, USA, formerly known as Facebook. In 2021, the company's name was changed from Facebook to Meta because we believe that metaverse technology is going to be the next chapter for the internet, helping people to better create connections and find business opportunities. In China, Meta's vision is to lead the way in innovative marketing and help Chinese overseas brands to shine in the world through Meta's platforms like Facebook and Instagram. Meta has been working with 12 official agencies in China to help large, medium, and small enterprises from various industries to go overseas for 13 years, during which we have witnessed countless companies gradually transforming from mere manufacturers to owners of intellectual property and brands. Starting in 2022, Meta and AmCham China launched the "China Cross-border Business Academy" to provide free digital marketing training to Chinese cross-border SMEs in Beijing, Shanghai, Guangzhou, and Chengdu, in partnership with our official agents in China, to help them gain a foothold during international market expansion.

Dell Technologies Helps Chinese Companies Achieve Innovative Smart Manufacturing



Dell Technologies has always focused on supporting Chinese enterprises to promote the deep integration of digital technology and real economy, empowering the transformation and upgrading of traditional industries, giving rise to new industries and new models of business, and expanding the new engine of economic development. Rooted in China for over 25 years, Dell Technologies has created a number of successful cases in cooperation with Chinese enterprises, of which the cooperation with the Linde Group (China) is one of the most successful and comprehensive cases in recent years.

Dell Technologies Group gave full support to the construction of the Linde Group's (China) smart factory that will increase production capacity by 27%, quality inspection speed by 30%, and reduce energy consumption by 28%. Linde (China) Forklift Truck Corp., Ltd., as part of the KION Group, is an outstanding developer and supplier of customizable forklift trucks. In order to meet the growing demand for electric forklift models from customers around the world, Linde (China) Forklift Co., Ltd. decided to build its first smart factory in Jinan, where Dell Technologies Group provided a comprehensive smart automation solution. Benny Zhang, Information Technology Vice President of KION Group Linde (China) Forklift Truck Co., Ltd. Asia Pacific expressed that: "Although industry-wide technologies upgrade rapidly and constantly, Dell Technologies provides products, designs, and processes that will help us remain flexible and lead the way in digitalization and automation over the next five years, allowing us to continually optimize production."

Edge solution data-driven robotic automation

Today's smart factories work extensively with robots including the company's own self-driving electric forklifts that receive parts from trucks, store the parts on shelves, or move goods from the warehouse to the production line. Dell Technologies' seamless hybrid cloud and edge solutions are able to connect all machines and devices with open standardized tech-

nology. Three models of the Dell PowerStore storage platforms guarantee an average data reduction rate of 4:1, while Dell PowerEdge servers in dual-active data centers process and store data from disparate workloads at the edge. These advanced technologies provide strong support for manufacturing automation, research, scheduling, order processing, and data recovery.

Accessibility to drive breakthrough innovation

The applications running on-field can support continuous, real-time communication between the 240 sensors on the robot and a virtual control center that maintains a real-time digital twin of the smart factory in the public cloud. AI-powered programs running at the edge and public cloud continuously draw the most efficient path for the robot and direct its motion commands back to its sensors. At the smart factory, employees use Dell OptiPlex XE desktops to monitor the robot's operation and the construction the 77 forklifts with 382 segmented models and 10,000 equipment options.

Smart factory increases capacity by 27%

By building a hybrid cloud and edge solution with Dell Technologies, Linde (China) Forklift Truck Corp., Ltd. has significantly reduced its capital expenditures. The Jinan smart factory has seen a 12% increase in overall performance compared to the company's forklift plant in Xiamen. The smart factory has produced 27% more products and supports a wide range of customization options, and operators can identify quality issues in manufacturing faster because they can perform immediate testing and monitoring.

Data-driven insights can reduce energy use by 28%

The use and production of electric forklifts in smart factory reduces their carbon footprint and cuts energy use by 28%. Intelligent automation technology optimizes forklift movement and eliminates the need for gas consumption. In addition, the smart factory's modern infrastructure reduces carbon emissions by maximizing power usage. "By working with Dell Technologies, my job has become easier," concluded Benny, "I understand the business, and Dell understands the technology. Together we have built a unique solution that can effectively help the company and its customers save time and energy."

Company Profile

Dell Technologies is among the world's leading technology companies. Our purpose is to create technologies that drive human progress, and our vision is to become the essential technology company for the data era. We are committed to providing our customers with one-stop and highly customized PCs and infrastructure products, consulting, services, and end-to-end digital solutions.

Google support SME digital transformation



Today, more and more Chinese startups are looking to explore the global market from the very beginning. However, they still face many challenges in the ever-changing international market environment. Google hopes to continue to empower the startup ecosystem, help more entrepreneurs turn their ideas into reality, and empower more Chinese startups to shine on the global stage.

In the face of complex and uncertain international economic development in 2022, Chinese exporters are in urgent need to adjust their business strategy and enhance their skills to meet the increasing challenges. There is the trend that more and more companies start the transition from selling products to selling brands, and from purely foreign trade business to domestic brand globalization.

Google's Solutions

In response to the government's call to continuously invest in the development of small and medium-sized enterprises and to lay a solid foundation for the overall economic and social development, Google launched "Google for Startups Accelerator China" Program to help startups in China to succeed in global markets with Google network. As an important part of the Google for Startups Accelerator global program, the Google for Startups Accelerator China aims to help startups in China build their internal strength, consolidate their

foundation, gather resources, and succeed in the global market. During the three-month acceleration period, Google provides one-stop acceleration support to the cohort, free of charge, and without equity returns. We assigned a dedicated Googler as the Startup Success Manager who will follow up on the company's needs and feedback throughout the entire program. Through one-on-one coaching by top mentors and interactive workshops, we provide guidance in multiple important areas covering products, overseas growth, business models, talent recruitment and team building, and market insights. Finally, we will introduce the cohort to top investment institutions through the demo day roadshow.

Google has committed itself to foreign trade marketing technology and supported Chinese exporters to outreach overseas buyers via Google's platforms and products. Big efforts are made to support exporters in B2B and B2C cross-border e-commerce and promote their brands globally. We launched an export training camp project which is a systematic training program created to meet the increasing export demands of local companies. It aims at opening up new methodologies on overseas marketing for exporters and enable them to master the digital marketing skills and build their brands. The key training contents include export trends, market analysis, marketing optimization, brand buildup with focus on vertical industry and collaboration with ecosystem partners. The project helps contribute to industry digitalization and structural optimization and upgrading, and supports exporters with comprehensive digital marketing strategy to build up their brands globally.



Positive Social Impacts

Since 2021, through the "Google for Startups Accelerator China" and its predecessor, the "Google Startups Bootcamp", we have provided 3-month startup acceleration mentorship to 19 outstanding Chinese companies from various industries. A total of over 60 top mentors including Google export experts, leading entrepreneurs, senior investors, and Google devel-

oper experts have provided over 200 hours of professional mentorship to the participating companies. Through the demo day roadshow, the companies have received over 380 co-operation and investment intentions from top investors. In addition, over 160 startup companies that have registered for the accelerator program have directly participated in and benefited from 17 export events organized by Google. The recruitment for the 2023 Google for Startups Accelerator China has kicked off recently.

In 2021, we completed 14 training sessions with a total of 1000 participants; In 2022, we completed 47 sessions in seven major export cities including Beijing, Qingdao, Shanghai, Ningbo, Hangzhou, Shenzhen and Xiamen with a total of 4000 participants. In 2023, we plan to extend the project to 20 cities and continue our local efforts in major export cities.

Company Profile

Google's mission is to integrate global information so that everyone can access and benefit from it. Through products and platforms such as Search, Maps, Gmail, Android, Google Play, Chrome, YouTube, and more, Google plays an important role in the daily lives of billions of users around the world and has grown to become one of the most recognizable brands in the world. Google is a subsidiary of Alphabet.

Google Inc. arrived in China in 2005, and currently has offices in Beijing, Shanghai, and Shenzhen, with employees mainly engaged in R&D and sales.

IBM SkillsBuild Digital Learning Platform – Helping to Develop “New Collars” of the Digital Age

Since 2020, IBM has invested a variety of resources in China, including technology, employee volunteers, localized learning content, online learning platform building, project management, and donations to non-profit organizations, to craft the SkillsBuild digital learning platform, which focuses on the talent needs of China’s information industry and youths aged between 10 and 18. IBM works jointly with non-profit organizations, schools, foundations, and clients to bring SkillsBuild courses with Chinese characteristics to areas with scarce educational resources, poor communities, and communities of people with disabilities, to promote educational equity, introduce scientific knowledge, improve digital skills, and help students who wish to enter the digital field prepare for employment.

Founding Principles

In 2021, the State Council issued a notice on the “Outline of the Nationwide Scientific Literacy Action Plan (2021–2035),” stating that scientific literacy is an important part of national quality and is the basis for the progress of society and civilization. The objectives for 2025 require the ratio of China’s citizens with scientific literacy to surpass 15%, and imbalances in the scientific literacy of different regions and peoples to be significantly improved. In 2022, the State Council issued the “14th Five-Year Plan for the Development of the Digital Economy,” emphasizing that taking advantage of new developments in the digital economy in the “era of mass production” of digital economy and knowledge economy calls for hundreds of millions of technical and skilled talents who are adapted to the development of the digital economy and equipped with digital knowledge structure and digital hands-on capabilities.

From the industry side, the rapid development of information technology such as artificial intelligence and cloud computing is not only changing the demand for information technology talents in traditional industries, but also giving rise to a large number of new jobs and new skill demands. National Bureau of Statistics data show that there are three types of talents whose demand will exceed supply in the era of artificial intelligence. First, top digital talents who are the driving force behind the digitalization process; second, cross-border talents with digital and industry experience who promote the integrated development of ICT in traditional industries; third, entry-level skilled digital talents who need to quickly adapt to digital changes and generate revenue for enterprises. By 2030, the shortage of these three types of talents in China will reach 5 million.

Project Description

IBM believes that the era of digital economy not only places higher demands on traditional talents, but also turns the “new collar” talents who master diverse digital knowledge and workplace skills into the main source of attraction for enterprises in the future. The “new collar” is neither blue-collar nor white-collar – they prioritize diverse professional skills required in the 21st century over educational experience.

IBM SkillsBuild is a new collar talent development project created by the company to meet the needs of China’s information industry, focusing on youths aged between 10 and 18. It helps to promote educational equity, enlighten scientific knowledge, enhance digital skills, and prepare students who wish to enter the digital field for employment. IBM works jointly with non-profit organizations, schools, foundations, and clients to bring SkillsBuild courses with Chinese characteristics to areas with scarce educational resources, poor communities, and communities of people with disabilities, to promote educational equity, introduce scientific knowledge, improve digital skills, and help students who wish to enter the digital field prepare for employment.

The SkillsBuild learning platform creates a digital pathway towards the core skills of “new collar” talents. Compared to rote standardized online courses, SkillsBuild is designed to provide a differentiated and high-quality learning experience that allows students to independently identify the topics they are interested in and select advanced courses that suit their needs, so that they can more effectively and comprehensively understand and master the digital knowledge and skills needed for future technological developments. Website: <https://ptech-prd.ibmclientcenter.cn/>

From 2021 to 2022, IBM worked with its ecosystem partners to create four innovative projects to bring the SkillsBuild curriculum into the community and bring the enlightenment/nurturing of new collar talents to life:

- Sub-project 1: “I+T” Read Popular Science for Children. Worked jointly with Tencent volunteers to “read” and “speak” popular science textbooks and turn them into video lessons open for all on the SkillsBuild platform to enlighten students on popular science;
- Sub-project 2: AI Enlightenment Season. For the third year in a row, collaborated with non-profit partners Adream Foundation and Share the Care to deliver SkillsBuild courses to students through online live lessons conducted by IBM volunteers;
- Sub-project 3: Her Vision of Technology. Participated in online lectures on empowering girls organized by Beijing Women’s Federation, with IBM volunteers as lecturers who combined theoretical knowledge of technology on SkillsBuild with practice to stimulate girls’ interest in engaging in scientific and technological innovation;

- Sub-project 4: SkillsBuild Online Learning. In cooperation with the non-profit organization Beijing Lezhi and in connection with schools in areas with scarce educational resources across China, IBM volunteers and Lezhi's professional lecture team empowered schoolteachers with popular scientific knowledge, and all SkillsBuild resources were made available for schools to download to help teachers deliver scientific and technological knowledge to more students. In addition, based on professional skill courses on SkillsBuild, Lezhi integrated the needs of vocational high school and college graduates facing high job search pressure to organize job search empowerment workshops that help students prepare their resumes and for interviews and improve their job search success rate.

Project Features

- 1. Over 30% of professional volunteers from IBM contributed knowledge and skills.
- 2. Diverse partner ecosystem centered on the IBM SkillsBuild new collar project.
- 3. Diverse, forward-looking, and innovative scientific knowledge learning content, such as artificial intelligence, hybrid cloud, and effective communication.
- 4. Project sites concentrate in schools and communities in areas with underdeveloped scientific educational resources nationwide.
- 5. Special focus on empowering community staff and teachers to sustainably expand the beneficiary group.

Big Data

In 2021, the SkillsBuild new collar public welfare project spanned across 15 provinces and cities including Xinjiang, Ningxia, Inner Mongolia, Hebei, Beijing, Tianjin, Liaoning, Heilongjiang, Shandong, Anhui, Hainan, Jiangxi, Henan, Gansu, and Qinghai. The number of people learning on the SkillsBuild platform exceeded 32,000, with over 90% active users. The charity partners linked together 91 communities, 76 counties, 22 schools, and 53 social organizations, indirectly benefiting 4,965,620 people. The project was highly recognized in the industry and won the "Beijing Volunteer Service Innovation Competition Excellent Project Award."

Social Significance

Through digital channels, IBM is helping more students in China gain access to equitable educational resources and working to bridge the digital skills gap through the SkillsBuild online learning platform, which is remote, free, and open-access, with both digital skills courses and professional soft skills courses. At the same time, IBM seeks to expand the digital tech-

nology knowledge, ability, and professional quality awareness of young people through public welfare services, following the national scientific literacy action plan and the pace of digital talent revitalization. This will promote the educational interactions between enterprises, employees, schools, and social communities, while generating positive social impacts and progress towards popular science education and the development and cultivation of skilled and technical talents in China.

Company Profile

Founded in 1911, IBM (International Business Machines Corporation) is the world's only century-old company in the IT industry and one of the largest technology companies in the world, with operations in over 170 countries and regions. Today, IBM is a company that provides cognitive solutions and cloud platforms that help companies accelerate their digital reinvention and facilitate societal growth through innovative technology, industry expertise, and client confidence. IBM's corporate responsibility has an irreplaceable position at the company, and IBM's core values are reflected in all of our corporate responsibility policies, practices, and plans and have always been one of the most important cornerstones of the company over the past 100 years. IBM strives to achieve the highest standards of corporate responsibility when working with clients and suppliers, supporting and empowering employees, governing the business, and connecting with communities. Our definition of corporate responsibility encompasses a wide variety of areas, such as social responsibility for employees, clients, and partners; meeting critical social needs through innovation; and integrity and ethics guided by a rigorous corporate governance system to guarantee transparency at the global level.