

AmChamChina

# QUARTERLY

Special  
Edition  
2023

Executive insights, interviews, and intelligence for business in China

P10 Sustainable Development

P25 Rural Revitalization

P39 Digital Economy

## The Social Impact Issue

*Bayer China's Vision for Sustainable  
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Founded by Dr. Clive Bayley and Dr. Anthony Jacksons in Hong Kong in 1958, Bayley & Jackson opened its first mainland medical center in Beijing in 2003, which joined iKang Healthcare Group in 2006. iKang was founded by a Harvard graduate Lee Ligang Zhang in 2004 and is now a leading provider in preventive healthcare industry in China, which serves about 10 million individuals annually. Staffed with experienced medical professionals and equipped with state-of-art medical imaging & diagnosis facilities at a center of about 10,000 square meters at its new site at Guanghua SOHO, iKang Bayley & Jackson Medical Center is now one of the largest international medical centers at the heart of Beijing CBD. Direct billing with over 50 international insurance and TPA companies including MSH, Cigna, Pingan, AIA, Bupa, UnitedHealthcare, Allianz, Aetna, AXA, etc.

庇利积臣由Clive Bayley 与 Anthony Jacksons博士于1958年在香港创立,并于2003在北京建立了一家综合医疗中心,之后于2006年加入爱康集团。该集团由成功的连续创业者哈佛毕业生张黎刚先生于2004年创立,每一年服务约1,000万人次,是中国预防医疗领域的知名服务机构。爱康庇利积臣于2022年迁址至北京光华路SOHO,面积约一万平米,拥有资深的医疗服务团队以及国际领先的影像与诊断设备,是北京CBD规模最大的国际综合医疗中心之一。可与超过50多家保险公司与TPA公司进行保险直付。

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## Contents



Photo courtesy of Bayer Pharmaceuticals China

## P.15 Bayer China's Vision for Sustainable Agriculture

## • Social Impact Initiative

P.08

A look at the evolution of the Social Impact Initiative over the years

P.48

Inside AmCham China's 2023 Social Impact Summit



Photo courtesy of AmCham China

## • Sustainable Development

P.10

Breaking down important **policy changes** and **key events** in the area of sustainable development

P.15

AmCham China member companies provide **case studies** that explore their efforts to further **green development** in China

## • Rural Revitalization

P.25

An update on **China's Rural Revitalization policy** and its evolution since its introduction and programming highlights from the last year

P.30

AmCham China member companies share studies around their efforts to work to **empower and improve rural communities**

## • Digital Economy

P.39

Exploring the **policy** developments surrounding the digital economy and relevant **events**

P.43

Dive into **case studies** from member companies focused on efforts from the past year focused on the digital economy

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## AmCham China Leadership

AmCham China's success is rooted in the vision, hard work, and dedication of its members. Through their efforts, these volunteer leaders make it possible to provide the information and intelligence, business services, networking opportunities, and events that benefit all members and the advocacy initiatives that help shape the business environment in China. At AmCham China's national level, the chairman, two vice chairs, and 11 governors comprise the organization's Board of Governors. Additionally, AmCham China's three Chapters each have their own local executive committee to ensure they are responsive to the needs of local AmCham China members.

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## AmCham China Corporate Partners

The AmCham China Corporate Partner Program provides exclusive visibility in chamber activities and communications across our numerous platforms. The current partners are:







# US Enterprises Championing Sustainability in China

When we launched the Social Impact Initiative at AmCham China in July 2020, one of the core principles driving this Initiative was our belief that the private sector has a meaningful role to play in helping China to achieve its objectives in this wide-ranging sector and that AmCham China members are uniquely qualified to help. To date, we have held more than 30 working sessions and three high-profile Social Impact Summits.

This special edition of the *AmCham China Quarterly* magazine showcases the efforts of several member companies in the three tracks of the Social Impact Initiative: sustainable development, rural revitalization, and the digital economy.

On the first track, we explore case studies from companies such as Bayer, HPE, Coca-Cola, Amway, and more that explore their efforts to advance green development in China; on the second track, we look at the evolution of China's rural revitalization policy and see how companies such as Cargill, NBA, Mars, Starbucks, Merck, and others have been working to empower and improve rural communities; and on the third track, we examine policy developments within the digital economy and highlight case studies from Meta, Dell, Google, and IBM that are focused on this fast-growing sector.

Throughout the challenges of the past few years, the Social Impact Initiative has helped maintain the bridge between our two great countries by finding ways to help keep American companies embedded in the Chinese economy, while avoiding some of the various pitfalls that have arisen during that time.

On a similarly positive note, it has been hugely gratifying to see senior officials from the US spend time with the American business community during their recent trips to China. Since I last wrote to you in these pages, the AmCham China leadership has met with US Commerce Secretary Gina Raimondo and a bipartisan delegation of senators here in Beijing. Meanwhile, we have taken part in several "Track II" dialogues in recent weeks, another sign that the bilateral relationship is returning to more solid ground.

As the focus now turns towards the anticipated meeting between Presidents Biden and Xi at the APEC Summit in San Francisco next month, we are heartened to see that our advocacy efforts with both governments are producing constructive and actionable results as we continue our mission to help American companies succeed in China. The rest of the year promises to be as busy as ever at AmCham China, but the Social Impact Initiative will remain a constant among our program offerings.

**Colm Rafferty**  
AmCham China Chairman

## AmCham China Chairman's Circle

AmCham China Chairman's Circle is a select group of premium membership holders that provide the chamber with exceptional support and leadership. The current Circle members are:



In 2020, AmCham China launched the inaugural Social Impact Initiative (SII), a program aimed at driving real change in vital areas within China. As we fast forward to 2023, this special edition of the AmCham China Quarterly takes a closer look at SII's aims, programming, and significant impact. In addition, we introduce the themes for 2023, highlighting policy, events, and case studies from our members in the areas of sustainable development, rural revitalization, and the digital economy.

# AmCham China's Social Impact Initiative: Driving Positive Change in China

## The Evolution of the Social Impact Initiative

AmCham China's Social Impact Initiative has evolved over the years, shifting its focus to address emerging challenges and opportunities. This evolution reflects the dynamic nature of the issues that influence our world and the ever-changing landscape of business in China.

In 2023, the SII programing centered on three key themes: sustainable development, rural revitalization, and the digital economy. Each of these themes is critical to shaping the future of China and fostering positive change in various spheres.

## 2023 Themes: Sustainable Development, Rural Revitalization, and Digital Economy

**Sustainable Development:** Sustainable development has become a global imperative. It encompasses environmental conservation, responsible resource management, and inclusive economic growth. In 2023, AmCham China and its members continue to emphasize the importance of sustainability in all aspects of development. The report on sustainable development delves into the policy changes, events, and case studies related to environmental sustainability, renewable energy initiatives, and corporate responsibility. It



Above:  
AmCham China staff at the inaugural Social Impact Summit in 2021

Photo courtesy of AmCham China

showcases the efforts made by both member companies and AmCham China in advocating for and implementing sustainable practices, contributing to China's broader environmental goals.

**Rural Revitalization:** Rural areas hold immense potential for development. Despite their significance, rural communities have faced challenges in recent years, including economic disparities and limited access to resources. Throughout 2022 through 2023, companies have worked to reaffirm their commitments to rural revitalization. The rural revitalization report highlights the initiatives and achievements in rural development, focusing on agriculture, education, and infrastructure. It sheds light on the work done by AmCham China members to bridge the urban-rural divide, empower rural communities, and drive economic progress in less developed regions.





**Top:**  
AmCham China delegation attends a roundtable with CAICT

**Bottom:**  
Attendees join a rural revitalization working session

Photos courtesy of AmCham China



**Above:**  
Copies of the 2023 Social Impact Report

Photo courtesy of AmCham China

**Digital Economy:** In an increasingly digital world, the digital economy is a primary driver of growth and innovation. The role of technology in reshaping industries and economies is more prominent than ever. The digital economy report explores the advances in digital transformation, innovation, and the adoption of technology in various industries. It provides insights into the efforts made by member companies to promote digital innovation, support technology adoption, and advocate for a conducive regulatory environment for the digital economy.

## Special Edition: 2023 Social Impact Reports

This special edition of the magazine serves as a condensed version of the 2023 Social

Impact Reports. These comprehensive reports offer an in-depth look at the progress and developments in each of the three key themes: sustainable development, rural revitalization, and the digital economy.

Since the Chamber launched SII in July 2020, one of the core principles driving this Initiative is our belief that the private sector has a meaningful role to play in helping China to achieve its objectives and that AmCham China members are uniquely qualified to help. We have successfully conducted more than 30 working sessions and three high-profile Social Impact Summits in the years since the summit. Following this year's reports and Social Impact Summit, the 2023-2024 programming is already underway, we look forward to conducting more events, webinars, and meetings for this important initiative.

## Looking Forward

AmCham China's Social Impact Initiative continues to make a significant impact in promoting positive change in China. The dedication of AmCham China member companies to making a difference in China is a testament to the power of partnerships and shared values.

As we navigate the complexities of our world, the business community has a critical role to play in driving positive change. AmCham China, along with our member companies, is proud to stand at the forefront of this endeavor. By working together, sharing knowledge, and advocating for impactful policies, we can shape a brighter future for China and its global partners. Looking forward to the rest of 2023 and beyond, The Chamber is poised to continue its mission of social impact in China. 🌱

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# Evaluating China's Sustainable Development Policies: A Comprehensive Review

*In its pursuit of a green, low-carbon, and circular economic system, China has undertaken significant measures to address resource, environmental, and ecological challenges. This review examines key policies from 2022-2023 past year that support these goals.*

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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 key measures China has outlined to address resource, environmental, and ecological problems. At present, the country 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. The

AmCham China Quarterly examines relevant policies from the last year in various areas of green development.

## Science and Technology Support for Carbon Peak and Carbon Neutrality (2022-2030)

**Policy Highlights:** On June 24, 2022, nine government departments, including the Ministry of Science and Technology, collaboratively formulated the "Science and Technology Support for Carbon Peak and Carbon Neutrality Implementation Plan (2022-2030)." This forward-looking plan outlines a comprehensive strategy for scientific and technological innovation actions and safeguarding initiatives. It serves the dual purpose of achieving the

carbon peak target by 2030 and laying the groundwork for technological research and development to realize carbon neutrality by 2060. The plan outlines ten specific actions, encompassing foundational research, technology R&D, application, demonstration, results dissemination, talent cultivation, and international collaboration. These actions guide scientific and technological communities, as well as relevant industries, fields, localities, and enterprises in conducting innovative work. The plan emphasizes green and low-carbon energy transformation, the development of low-carbon industries, low-carbon buildings and transportation, emissions reduction of negative-carbon and non-carbon dioxide greenhouse gases, and cutting-edge disruptive low-carbon technologies. It introduces measures for low-carbon technology demonstration, talent development, the establishment of low-carbon science and technology enterprises, and international collaboration, facilitating the promotion,



demonstration, and application of scientific and technological achievements. Furthermore, the plan accentuates scientific and technological innovation, emphasizing the need to provide high-efficiency, low-cost low-carbon technologies, while incorporating policy innovation, such as low-carbon technology standards, to promote the industrialization of low-carbon technologies.

## **Implementation Plan for 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)." This implementation plan delineates nine key tasks and specific initiatives focused on enhancing the support capacity for green technological innovation in the context of green and low-carbon development. The plan emphasizes the leadership of green technological innovation in nurturing leading green technology, low-carbon, and innovative enterprises. It also encourages synergy among actors in green technological innovation to boost innovation vitality among scientific research units and promote collaboration and integration among innovation stakeholders. Furthermore, the plan accelerates the transformation and application of green technology, enhances the green technology evaluation system, and provides fiscal, tax, and financial support to facilitate successful green technology transfer, transformation, and application. The plan encompasses green technology evaluation, financial support, talent development, and international exchanges, with the aim of optimizing these aspects to ensure effective green technology utilization.

## **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." It outlines seven key areas of focus, including market regulation and energy security, to bolster the construction of the power market system and ensure fair market order.

## **White Paper on China's Green Development in a New Era**

**Policy Highlights:** Released on January 19, 2023, by the State Council Information Office, the "White Paper on China's Green Development in a New Era" summarizes China's green development initiatives and achievements over the past decade. It highlights the growth of green industries, the optimization of energy structures, and the practice of green production methods.

## **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 Emission Quota Trading Allowances for 2021 and 2022." This document aims to assist the thermal power industry in achieving carbon peak and carbon neutrality.

## **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." These guidelines represent a practical application of the "Implementation Plan for Establishing Standardized Carbon Peaking and Carbon Neutrality Measurement System" from October 2022. They guide the ongoing development of a national dual carbon standard system, crucial for achieving the national carbon peak by 2030 and carbon neutrality (dual carbon) by 2060.

## **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," providing specific directives for consolidating energy production and supply foundations while advancing the modernization and transformation of green energy.

## **Ten Codes of Conduct for Ecological and Environmental Protection**

**Policy Highlights:** Released on May 31, 2023, these revised codes promote environmentally friendly behaviors and active public participation in environmental governance, including climate change actions.

## **Administrative Measures for Voluntary Greenhouse Gas Emissions Reduction Trading (Draft for Comments)**

**Policy Highlights:** This draft, available for public consultation since July 7, 2023, aims to regulate national voluntary greenhouse gas emission reduction trading, signaling a potential resurgence of emission reduction activities. ㉑

# The Path to Sustainable Development: Insights from Recent ESG and Climate Change Events

## ESG Webinar with Professor Ethan Rouen

On January 10, 2023, Professor Ethan Rouen, an Assistant Professor at Harvard Business School, led an enlightening webinar on measuring corporate impact and the current state of Human Capital Disclosures within the context of ESG (Environmental, Social, and Governance) reporting.

Professor Rouen began by emphasizing the diverse terminology used in corporate reporting, with some companies referring to their reports as CSR (Corporate Social Responsibility) reports, others as ESG reports, and some using entirely different labels. This reflects the broad scope of ESG, which encompasses environmental, social, and governance issues.

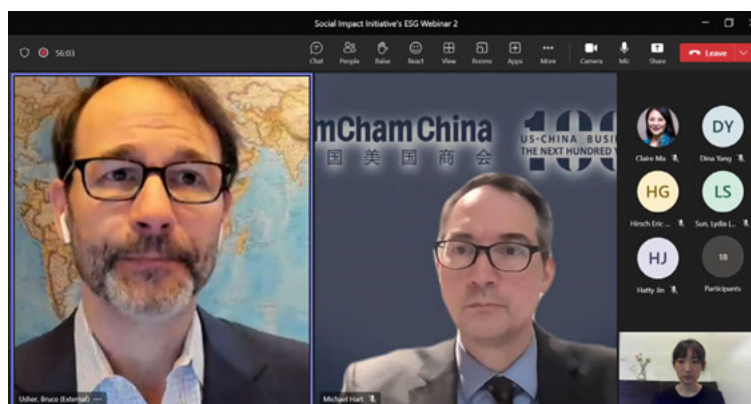
Rouen introduced a classification of firms into four categories based on their impact on equity holders and non-equity stakeholders, emphasizing the importance of making for-profit companies generate positive value for both groups. He discussed the environmental impact of firms, highlighting that those with lower emissions tend to be more efficient.

Addressing the cost of mitigating environmental impact, he mentioned that it can be substantial, particularly for energy and airline companies. Measuring product impact on the environment is challenging but critical, focusing on factors like quality, emissions, and recyclability.

Rouen commended companies like Toyota and Volkswagen for their efforts in low emissions vehicles, particularly electric vehicles. He also noted that the financial technology industry attracts significant impact-related investment, driven by promises of financial inclusion and cybersecurity.

In evaluating the social aspect of ESG, Rouen identified two dimensions: community and employee. Companies that provide fair wages and working

*In recent years, sustainable development events have become crucial platforms for sharing insights, strategies, and best practices. Join us as we take a closer look at some of the key takeaways from the past year's AmCham China events featuring renowned experts in the field.*



**Above:**  
Professor Ethan Rouen  
(left) and AmCham  
China President  
Michael Hart (right)

**Photo courtesy of  
AmCham China**

conditions can generate substantial positive employment impact. He discussed the shift in perspective on employment from an expense to an investment.

He highlighted regulatory changes in the EU related to human capital disclosure, emphasizing the importance of firms disclosing information related to recruitment, turnover, and compensation. This shift in disclosure led to market reactions and investor interest in human capital-intensive firms.

Rouen delved into the concept of pay ratios, distinguishing between fair and unfair pay disparities. Research showed that firms with higher unfair pay performed worse, while those with fair pay disparities performed better in terms of accounting and market performance.

Finally, he presented research findings on the impact of turnover and internal promotions on



stock performance, demonstrating the benefits of low turnover and high internal promotions.

## ESG Webinar with Professor Bruce Usher

On February 21, 2023, Professor Bruce Usher from Columbia Business School conducted a webinar addressing the implications of climate change on investments. He emphasized that the world is undergoing a 30-year process of decarbonizing the global economy, which will disrupt businesses and change investor behavior significantly.

Usher identified five major trends driving climate change: physical risks like extreme weather events, evolving social norms favoring sustainability, government policies to combat climate change, technological innovations such as electric vehicles, and increased investor focus on ESG factors.

He discussed the impact of climate change on various industries, including the real estate sector, where rising sea levels have led to decreased property values in coastal areas. Additionally, he highlighted the influx of capital into agricultural technologies and the declining investment in fossil fuels.

Usher noted that while renewable energy can replace current energy consumption and decarbonize a significant portion of global emissions, the other half will require more commitment and effort from both governments and businesses.

He emphasized the importance of addressing two types of risks: physical risks associated with climate change and transition risks related to

regulatory changes and consumer preferences. Usher also highlighted the concrete returns that ESG investments can generate for investors.

The geopolitical landscape is shifting in response to climate change. Despite the Ukraine war prompting some European governments to reopen coal mines, the deployment of renewable energy is accelerating globally. The International Energy Agency predicts that renewable energy will surpass coal power generation by 2030, five years earlier than previously expected.

The "Inflation Reduction Act" passed in the U.S. has heightened geopolitical competition related to climate change. China is leading in manufacturing, while the U.S. leads in innovation. Sectors like batteries, green hydrogen, and direct air capture technology offer opportunities for new market entrants.

Companies with remaining emissions may turn to carbon offsets. However, the carbon credit market lacks clear regulations, and many projects may not genuinely reduce emissions. Resource scarcity is a challenge, particularly for materials used in climate solutions like lithium and cobalt. Advanced Small Modular Reactors (SMRs) nuclear technology could become competitive in the future.

## Green Development Working Session

In June 2023, AmCham China organized the Green Development Working Session, bringing together experts and business representatives to discuss the role of corporations in China's green and low-carbon development.

Claire Ma, Vice President of AmCham China, emphasized the significance of China's dual carbon target, signaling a shift towards a sustainable economic model. Li Yuanyuan discussed China's efforts to synergize pollution alleviation and carbon reduction, highlighting the importance of the circular economy in resource utilization.

Professor Gao Yuning discussed corporate green transformation in the context of the Sustainable Development Goals (SDGs) and ESG development. He emphasized the need for internationally harmonized ESG standards and a customized approach to sustainability indicators.

Violante di Canossa from UNDP emphasized the importance of a just transition in the low-carbon era and highlighted UNDP's work in promoting green transition in China.

These three events shed light on the evolving landscape of sustainable development, climate change, and ESG investments, emphasizing the need for global cooperation, clear regulations, and innovative solutions to address pressing environmental and social challenges. 



Above:

Attendees at a green development working session

Photo courtesy of AmCham China

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# Sustainable Development in Action: Case Studies

In an era where the pursuit of sustainability has become an imperative for global progress, AmCham China proudly presents a collection of 11 transformative case studies, each showcasing the remarkable contributions of our member companies to the sustainable development landscape in China. These stories serve as beacons of inspiration for individuals and organizations alike, illustrating the unwavering commitment of these organizations to drive positive change across various sectors of society.

AmCham China's member companies are at the forefront of the sustainable development movement, catalyzing meaningful advancements that echo far beyond the boundaries of business. These case studies unveil a tapestry of innovative strategies and initiatives, highlighting the diverse ways in which these companies are fostering sustainable growth, social impact, and environmental stewardship.

*As China's sustainable development landscape grows, AmCham China member companies are at the forefront of driving positive change. From the Sustainable Development Case Studies in the 2023 Social Impact Report, the AmCham China Quarterly explores how these companies are not only pioneers in their industries but also champions of a better future for all, demonstrating the profound impact that businesses can have on society, the environment, and the global community.*

## CASE STUDY 1 - Bayer: Leading the Way in Regenerative Agriculture

### **Regenerative Agriculture: A Sustainable Vision**

In the quest to create a more sustainable world, Bayer's work is evident in its continuous efforts to enhance core competencies in healthcare and agriculture. With a remarkable presence of over 140 years in China, the company has made it a mission to assist Chinese communities while actively contributing to the nation's development.

"Guided by our corporate vision of 'Health for All, Hunger for None,' we remain steadfast in our commitment to helping Chinese people thrive," emphasizes Xiaolan Zhou, Executive Vice President, Pharmaceuticals Division, Bayer AG, and President of Bayer Pharmaceuticals China. As the world grapples with increasingly complex challenges, Zhou draws attention to two critical issues of our time: food security and climate change.

"By 2050, there will be 20% less arable land available for farming, and



**Above:**

The Bayer ForwardFarming initiative's "Fields of Opportunity" event

Photo courtesy of Bayer Pharmaceuticals China

we need to feed an additional 2.2 billion people," Zhou states. This immense pressure is further exacerbated by the adverse effects of climate change,

necessitating a staggering 50% increase in food and feed production to meet rising demand and adapt to changing dietary preferences.

## ***The Three Pillars of Forward-Farming***

In response to these formidable challenges, Bayer has become a champion for the concept of regenerative agriculture. While sustainable agriculture aims to mitigate negative impacts, regenerative agriculture aspires to achieve more. It seeks to not only reduce negative impacts but also generate positive benefits for nature while empowering farmers to thrive in the face of changing climates.

Bayer's commitment to this vision is illustrated through its "Forward-Farming" program, launched globally in 2015. The initiative collaborates with independent farms around the world, serving as a living testament to practical and viable sustainable agriculture. By harnessing advanced tools and methods, it aims to enhance farming efficiency, elevate food quality and safety, improve ecological conditions, and establish the foundation for regenerative practices. The program consists of three core components: Caring for crops, caring for the planet and people, and caring for partners.

"Our portfolio is geared towards delivering future innovations with regenerative agriculture at its core," asserts Zhou. She emphasizes that these innovations will not only boost yields but also actively regenerate soil and minimize agriculture's environmental footprint.

## ***ForwardFarming in China: Leading Agricultural Innovation***

As of June 2023, Bayer has established multiple ForwardFarming farms across China, including the world's first protected agriculture farm. This milestone reflects Bayer's commitment to sustainable agriculture in partnership with local farmers. In November 2022, Bayer deepened its cooperation by signing a strategic agreement with the Shanghai Pudong New Area Agriculture and Rural Committee. Plans for the ForwardFarming building at Shanghai Pudong Guaguaajiao Farm are underway.

Moreover, in June 2023, Bayer initiated a strategic partnership with the government of Yukou Township in Pinggu, Beijing, to promote agricultural technology innovation and sustainable practices. This triple-win collaboration fosters replicable, sustainable, and environmentally



**“ The future of agriculture lies in regenerative practices. It's about creating a positive impact on our planet while securing food for future generations.”**

**– Xiaolan Zhou, Executive Vice President, Pharmaceuticals Division, Bayer AG, and President of Bayer Pharmaceuticals China**

friendly agricultural cultivation models, empowering local farmers while actively disseminating these innovative approaches across China.

## ***Investment in Agriculture***

Backing this commitment to regenerative agriculture is Bayer's substantial financial investment. The company dedicates over €2.6 billion annually to agriculture research and development. This significant allocation drives Bayer's innovations, allowing for the promotion of regenerative agricultural practices that not only support global food security but also contribute to mitigating the effects of climate change.

## ***Shaping Social Impact***

In 2022, Bayer introduced the "Fields of Opportunity" campaign, effectively uniting stakeholders from diverse sectors. This campaign serves as a bridge, transforming abstract sustainability concepts into tangible actions for regenerative agriculture. It resonates harmoniously with Bayer's corporate vision of "Health for All, Hunger for None," symbolizing the company's dedication to addressing pressing global challenges through sustainable and regenerative agricultural practices.

## ***Future Prospects***

As the journey unfolds, Zhou envisions Bayer's ForwardFarming program expanding its collaboration network in China. Simultaneously, it will align with Bayer's global initiative, fostering modern agriculture by creating "fields of

opportunity" for regenerative practices. This journey represents Bayer's longstanding commitment to meeting humanity's essential needs while actively contributing to China's development.

## ***Company Profile: Bayer***

For nearly 150 years, Bayer has been an agricultural partner, developing world-class innovations with a strong commitment to quality and stewardship. In response to the challenges of climate change, biodiversity loss, and resource scarcity, Bayer has set three long-term goals to be achieved by 2030:

1. Reducing Environmental Impact: Aiming to reduce the environmental impact of crop protection by 30%.
2. Lowering Greenhouse Gas Emissions: Striving to reduce greenhouse gas emissions in major agricultural markets per kilogram of crop yield by 30%.
3. Supporting Smallholder Farmers: Committed to supporting 100 million smallholder farmers in low- and middle-income countries each year with products, services, and partnerships.

In a world facing food security and climate change challenges, Bayer is working hard to make lasting gains by pioneering innovative solutions that promise a sustainable and prosperous future for all. As we move forward, Zhou says the company remains firmly dedicated to achieving its vision of "Health for All, Hunger for None."



## CASE STUDY 2 - Dell's Solar Power Initiative: A Beacon of Sustainable Development

Dell Technologies is deeply committed to sustainable development, the company has weaved this commitment into its product offerings, manufacturing processes, and operational management. Dell Technologies' vision revolves around local economic growth, environmental protection, and social advancement. In 2019, Dell unveiled its ESG goals for 2030, focusing on sustainability, inclusion, transformation, and trust. These long-term objectives aim to tackle pressing global challenges using science and technology.

### Combating Climate Change

Climate change is a central concern in Dell's sustainable development strategy. The company has set ambitious targets, including:

- Achieving net-zero greenhouse gas (GHG) emissions across scopes 1, 2, and 3 by 2050.
- Reducing GHG emissions from scopes 1 and 2 by 50% by 2030.
- Sourcing 75% of electricity from renewable sources across all Dell facilities by 2030, with a goal of reaching 100% by 2040.

### Green Factories and Renewable Energy

To realize these goals and integrate green manufacturing, Dell established the

Green Factory Leadership Team. Guided by "Green, Low-Carbon, and Intelligent" principles, this team monitors progress in various aspects, including infrastructure, management systems, energy use, purchasing, product development, and environmental emissions.

In 2021, over 55% of Dell's global facilities used renewable energy sources. On-site solar panel installations increased by 82% compared to 2019, and emissions per unit of revenue from suppliers dropped by 3% year-over-year.

### Rooftop Solar Project

Dell's Xiamen Factory Rooftop Solar Photovoltaic Power Generation Project, launched in April 2022, is the largest of its kind on Xiamen Island. It comprises Phase I and Phase II on the rooftops of Dell Xiamen's CCC2 and CCC4 factories. Phase I spans 16,000 square meters, generating 1.9 megawatts, while Phase II covers 13,000 square meters, contributing 1.6 megawatts. These solar panels will produce millions of kWh/year, supplying 100% of daytime electricity needs for Dell's two Xiamen factories, reducing CO2 emissions by 2,500 tons/year, and propelling Dell toward its 2030 target of 75% green power.

### Driving Toward Net Zero

Dell's commitment to achieving net-zero GHG emissions by 2050 is greatly

supported by the Xiamen factory's solar power initiative. This aligns with Dell's global green power consumption targets and China's "30/60 dual carbon" objectives.

### Efficiency and Sustainability

Rooftop solar power enhances operational efficiency by supporting daytime power needs, reducing energy losses during transmission, saving on air-conditioning, and extending roof life.

The Dell Xiamen factory's solar project earned the "2023 Green Sustainable Development Contribution Award" at the International Green Zero-Carbon Festival and 2023 ESG Leadership Summit. This accolade underscores Dell's commitment to the "dual carbon" goal and its role in economic transformation, sustainable development, and creating a green, zero-carbon future.

Dell's solar initiative signifies its dedication to 2030 ESG goals and China's dual carbon agenda. Dell Technologies remains steadfast in its mission to safeguard the "Earth for All."

### Company Profile

Dell Technologies, a global technology leader, strives to create innovations that drive human progress. Its vision is to become the essential technology company for the data era, offering customized PCs, infrastructure products, consulting, services, and digital solutions.

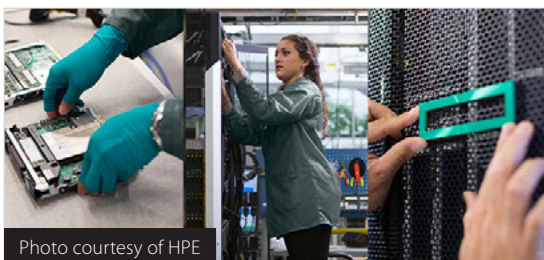


Photo courtesy of HPE

Sustainability performance has become a core business discipline within Hewlett Packard Enterprise (HPE), the company has integrated sustainability into its

(SBTs) for reducing greenhouse gas (GHG) emissions across its value chain. The company is committed to achieving net-zero emissions across its value chain

## CASE STUDY 3 - HPE's Eco-Friendly Sustainable Transformation

strategies, product designs, supply chain management, and operations.

HPE was the first IT company to establish science-based targets

by 2040, with specific targets:

- Reducing absolute Scope 1 and 2 emissions by 70% and absolute Scope 3 emissions by 42% by 2030 from a 2020 baseline.
- Sourcing 50% renewable electricity by 2025 and aiming for 100% by 2030 in its operations.

### Customized Emission Reduction Strategy

HPE recognizes that operations contribute only 4% to its total emissions, while the supply chain and products and solutions account for the remaining two-thirds. To address this, HPE tailors its emission reduction strategy across the entire product and service lifecycle. Additionally, the company collaborates with suppliers to lower emissions, working towards a net-zero value chain.

### Green Initiatives Across the Value Chain

HPE is prioritizing emission reduction efforts, such as leasing green buildings, adopting electric and hybrid fleet vehicles, sourcing renewable electricity, and conserving water. Transitioning to low-emission vehicles for Final Mile Delivery is a noteworthy example. HPE had over 150 electric vehicles on the road by the end of 2022, with more to follow in 2023.

### Supply Chain Sustainability

HPE launched a comprehensive supply

chain management program to reduce environmental impact throughout materials sourcing, manufacturing, and delivery. It introduced the world's first climate science-based supply chain program and created a performance dashboard for suppliers to track GHG performance. By 2022, 39% of production suppliers had set Scope 1 and 2 targets, with 80% aiming for science-based targets by 2030.

### Promoting Circular Economy

With more than two-thirds of GHG emissions originating from customer use, HPE focuses on minimizing the environmental footprint of its products and services. By adhering to Design for the Environment principles, HPE achieves higher energy efficiency, resource efficiency, and sustainability.

### Customer-Centric Sustainability

HPE Financial Services (HPEFS) supports organizations in minimizing electronic waste and reducing environmental impact. HPEFS provides Circular Economy Reports to customers, offering guidance

on IT asset deployment to boost efficiency and reduce energy consumption.

### Results and Progress

HPE has achieved a 21% reduction in absolute Scope 1 and 2 emissions since 2020, surpassing its renewable electricity sourcing target for 2025 three years ahead of schedule. The company is committed to transparently disclosing its ESG practices and performance, fostering a sustainable ecosystem.

### Company Profile

Hewlett Packard Enterprise (HPE) is a global edge-to-cloud company that enables organizations to unlock value from their data. With offerings spanning Cloud Services, Compute, High-Performance Computing & AI, Intelligent Edge, Software, and Storage, HPE delivers innovative technology solutions as a service. HPE is dedicated to sustainability, as demonstrated in its 2022 Living Progress Report, which showcases its commitment to climate change mitigation through circular economy practices.

## CASE STUDY 4 - Amway China Navigates the Green Health Revolution



Above:  
Amway China's carbon neutrality commitment

Photo courtesy of Amway China

The world is facing multiple crises due to climate change, one such pressing issue is rapidly declining biodiversity, and the impact this has ecosystems, agriculture, and human health. A report from the Intergovernmental Panel on Climate Change (IPCC) warns that human-induced global warming is rapidly altering the climate, leaving a narrow window to limit temperature increases to 1.5°C.

To combat the adverse impacts of climate change, Amway is investing in sustainable health solutions. Their efforts have included embracing plant-based products, organic farming, carbon reduction in logistics, and clean energy to pave the way for a sustainable, green, and healthy future.

### Integrated Green Strategies

Amway China has established three strategic pillars to guide their operations: "Sustainable Green Healthy Road," "Valuable Big Health Sharing Platform," and "Better All-round Healthy Society." These



pillars shape Amway's sustainable business development in China.

Underpinning their sustainability efforts is the HOPE framework: Health, Opportunity, People, and Eco-system. This framework guides Amway's actions, emphasizing green solutions for consumers, development opportunities, community well-being, and collaboration for a sustainable future.

### ***Carbon Reduction Initiatives***

The company also initiated a carbon baseline inventory in 2010, clarifying emissions and setting a goal of corporate carbon neutrality by 2038. They focus on carbon reduction throughout their production, logistics, and sales, promoting low-carbon solutions and cleaner energy.

Amway further optimizes its production processes with green manufacturing practices, reducing energy consumption

and waste. For instance, their Guangzhou plant employs LED lighting and maximizes natural light to save energy. The company's Hubei plant is transitioning to become a zero-carbon facility with plans for a fully solar powered facility.

Amway's carbon reduction efforts also extend to their product design and packaging. Products like their protein powder, made from plant-based ingredients, are in line with their efforts to reduce greenhouse gas emissions, and eco-friendly packaging and logistics help to further reduce their carbon footprint. The protein powder also boasts the distinction of being China's first certified zero-carbon protein powder product.

As Amway models on a direct-to-consumer model, the organization is also trying to encourage responsible consumption through "carbon labeling" which they say can encourage the use of low-carbon and zero-carbon products.

### ***Nature-Based Solutions***

Another area Amway is championing is organic farming. Organic farming has the potential to not only restore ecosystems but mitigate the effects of climate change. With nearly 38,000 acres of organically farmed land worldwide, Amway has become a pioneer in sustainable agriculture, helping reduce greenhouse gas emissions and promote biodiversity.

### ***Company Profile***

Amway China officially opened their business in 1995 with a \$235 million investment. Headquartered in Guangzhou CITIC Square, it operates under a business model of "store sales, distribution sales, and direct sales" in 29 provinces and autonomous regions. With 307 products on sale, Amway China is dedicated to becoming the most trusted provider of healthy living solutions.

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## **CASE STUDY 5 - Fortive Precision Technologies: Powering Sustainable Growth in the PV Industry**

China has established itself as a dominant force in the global solar panel manufacturing industry, boasting an impressive 80% market share across all production stages, from polysilicon to module manufacturing. This thriving sector has generated 300,000 jobs within the solar PV value chain. With a strong focus on reducing the global cost of solar PV power generation, China is currently helping to lead the transition to clean energy and driving PV industry growth.

### ***Fortive Sensing Technologies: A Commitment to Green Energy***

With strong ties to the Chinese market, Fortive Sensing Technologies (STG) plays a pivotal role in supporting smart and sustainable development. The company specializes in providing precise industrial sensing and control technologies to the precision and new materials industries, with a strong emphasis on green energy initiatives.

One critical factor influencing PV cell production is vacuum control. Maintaining an optimal vacuum level during

processes like polishing, passivation, and coating of silicon surfaces is essential for precise control. Fortive Sensing Technologies offers the Setra brand's 730 and 630 metallic thin-film capacitance vacuum gauges, crafted from corrosion-resistant Inconel materials. These gauges, equipped with variable capacitance sensing technology, ensure accurate measurement of vacuum pressure, regardless of the gas type. They excel in critical PV processes, contributing to stable photovoltaic cell mass production by enabling precise vacuum control.

### ***Precision Temperature Control for Enhanced Quality***

Temperature control is paramount in various PV cell manufacturing stages. Accurate temperature regulation during processes like Boron diffusion and PECVD is crucial for optimal atom and molecular movement and deposition rates. Fortive Sensing Technologies' PMA KS98-2/Rail temperature controller and module, under the WEST brand, leads the way in temperature control technology.

Renowned for its high precision, long-term stability, and rapid response, this solution integrates process monitoring, PID control, sequence control, and data logging. Its modular program generator allows tailored temperature control curves, while the comprehensive data logging capabilities offer flexibility and fast response. Graphical programming software ET-KS98 simplifies system establishment and maintenance, making it highly effective for temperature cascade control in PV cell production.

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

### ***Pioneering Sustainable Energy***

The PV industry witnesses continuous technological advancements due to active government policies and industry efforts. As a leading supplier of sensing and control

technology, Fortive Sensing Technologies supports PV cell production with cutting-edge solutions that enhance quality, conversion efficiency, and production process stability. This empowers the industry to meet market demand, lead renewable energy development, promote clean energy initiatives, and realize sustainable energy goals. Fortive Sensing Technologies remains committed to innovation, quality, and reliability, promoting clean energy

development for a brighter future.

### ***Company Profile***

As part of the Fortive Group, STG Sensing Technologies stands at the forefront of the sensing and control industry. Offering a comprehensive range of established brands, including Setra Systems, Gems Sensors & Controls, Anderson-Negele, Hengstler, Joslyn Clark, West Control

Solutions, NAMCO, and Kistler-Morse, STG delivers top-tier solutions meeting the highest standards across diverse industries. Their cutting-edge technologies find applications in new energy, medical equipment, life sciences, environmental analysis, pharmaceuticals, engineering machinery, semiconductors, solar photovoltaics, HVAC, motion control, robotics, automation, food and beverage, rail transportation, and data centers.

## **CASE STUDY 6 - Haleon Leads the Way in Green Healthcare**



Photo courtesy of Haleon

Haleon, a pioneering consumer healthcare company spun off from a renowned pharmaceutical giant in July 2022, has emerged as a trailblazing entity. Listed on both the London and New York stock exchanges, Haleon's product portfolio boasts trusted brands in the realms of nutritional health, oral health, pain management, respiratory health, and skin health. Among its well-loved offerings are Caltrate, Centrum, Sensodyne, Fenbid, and Voltaren. Recognizing the significance of China in its global operations, Haleon established one of its three global R&D centers in Suzhou, China.

### ***Suzhou Plant: Pioneering Carbon Neutrality***

Haleon's Suzhou plant, a cornerstone of its Asia-Pacific supply network, exemplifies the company's unwavering commitment to sustainability. Through a strategic partnership with Climate Bridge Shanghai, Haleon achieved a significant milestone

by obtaining the PAS 2060 certification of carbon neutrality for its Wusongjiang and Baodai Road sub-plants managed under the Suzhou facility, certified by Bureau Veritas Beijing. This monumental achievement marks the Suzhou plant as the first-ever carbon-neutral manufacturing facility specializing in non-prescription drugs and health foods in China.

### ***Sustainable Practices Leading to Carbon Neutrality***

Haleon's Suzhou plant, in collaboration with Climate Bridge Shanghai, has achieved carbon neutrality at the operational level. It strictly adheres to the ISO 14064-1 standard and the internationally recognized PAS 2060:2014 carbon-neutral certification standard. Notably, in 2017, the Suzhou plant's Wusongjiang sub-plant became the first newly built facility globally to attain LEED-NC Platinum certification in the pharmaceutical industry. The plant's

administration and production buildings also achieved LEED Platinum certification; the highest level possible.

Achieving carbon neutrality was made possible through years of efficient energy-saving and emission-reduction practices. The Suzhou plant effectively controlled direct greenhouse gas emissions and adopted widespread use of green power. It reduced direct emissions through enhanced equipment operation efficiency, energy-saving equipment, and reduced energy usage. Simultaneously, it curtailed indirect greenhouse gas emissions by reducing electricity consumption through energy-saving measures and technologies, coupled with an increased supply of renewable energy, including distributed photovoltaics.

To offset emissions, Haleon's Suzhou factory has also acquired carbon credits generated by carbon sinks and renewable energy generation projects.

### ***A Model in Green Manufacturing***

The Suzhou plant serves as Haleon's flagship for promoting green manufacturing and plays a pivotal role in China's quest to achieve peak CO<sub>2</sub> emissions and carbon neutrality. As China's first carbon-neutral plant in the non-prescription drugs and health foods sector, it aligns with Haleon's global sustainable development strategy. The Suzhou plant continues its endeavors to enhance equipment operation efficiency, maximize the use of energy-saving equipment, promote comprehensive renewable energy adoption, and reduce greenhouse gas emissions. It leads the consumer healthcare industry towards a sustainable, low-carbon future.

The transformation of the Suzhou plant has generated numerous environmental benefits, including increased carbon absorption by forests, enhanced local



biodiversity, and desertification prevention and control. Additionally, it has created more employment opportunities and improved the working environment for local residents through the use of carbon credits.

### Going Forward

Haleon plans to remain steadfast in its commitment to further reduce carbon emissions, employ sustainable packaging, source reliable raw materials sustainably, and reduce waste output and water consumption. These initiatives align with the goals set by the Communist Party of China at the 20th National Congress, aiming to achieve peak carbon emissions

by 2030 and carbon neutrality by 2060.

### Commitments

- Scope 1 and 2 Carbon Emissions: A 100% reduction by 2030.
- Scope 3 Carbon Footprint: A 42% reduction by 2030, covering sourcing to sales.
- 100% Renewable Energy: All electricity used in mainland China's production has been 100% renewable energy since 2021.

### Company Profile

Haleon (LSE: HLN) stands as a global

leader in consumer health, with trusted brands endorsed by millions worldwide. Operating in 170 markets with a workforce of over 22,000 individuals, Haleon's mission revolves around delivering better everyday health with humanity. Their product portfolio spans five major categories, including Oral Health, Pain Relief, Respiratory Health, Digestive Health, and Vitamins, Minerals, and Supplements (VMS). The foundation of their long-standing brands, such as Advil, Sensodyne, Panadol, Voltaren, Theraflu, Otrivin, Polident, parodontax, and Centrum, rests on trusted science, innovation, and a profound understanding of human well-being.

## CASE STUDY 7 - Coca-Cola China Envisions a "World Without Waste"

Plastic waste has become a global concern that cannot be ignored, demanding collective efforts for responsible management. In 2018, The Coca-Cola Company launched its ambitious "World Without Waste" initiative, pledging to make all its packaging recyclable by 2025, collect and recycle every bottle it sells by 2030, and use 50% recycled materials in its packaging worldwide.

### Optimizing Packaging Design

Coca-Cola China has been innovating its packaging design, reducing raw materials, and promoting sustainability. Structural optimizations have made plastic bottles lighter, and labels and heat shrink film materials thinner. In 2022, the introduction of labels made from recycled material reduced virgin plastic use by 30% per label across key brands like Coca-Cola, Sprite, Minute Maid, and Schweppes. The company also added the "Recycle Me" logo to its products, encouraging consumers to recycle their bottles.

### "Recycle Me, See You Again" Public Education

To bolster recycling habits, Coca-Cola China has developed various products from recycled beverage bottles, including "care bags," rainbow glasses, and clothing. These initiatives aim to emphasize the value of recycling. The "Recycle Me · I'm

Back · See You Again" exhibition, held in over 30 cities and attracting 43 million visitors, further promotes recycling awareness. Coca-Cola's involvement in the Beijing 2022 Winter Olympic Games showcased its commitment to sustainability, with recycled material uniforms, recycled furnishings, and beverage bottle recycling bins at venues.

### Promoting Green Consumption

Coca-Cola China encourages green lifestyles through product and marketing innovation. Partnering with Ant Forest, customers earn green energy for buying products with recycled labels. Collaborations with Lawson Convenience Stores and Yonghui Supermarket offered incentives for purchasing recycled label products. In Hong Kong and Taiwan,

Coca-Cola launched Bonaqua® mineral water in 100% recycled PET packaging, eliminating bottle labels.

Coca-Cola China's commitment to sustainable packaging and recycling is deeply ingrained. The company is remaining committed to innovate and aiming inspire green choices among consumers and businesses alike.

### Company Profile

Coca-Cola has had a presence in mainland China since 1979, investing over \$13 billion, operating 46 production facilities, and employing over 49,000 locals. Committed to local economic, societal, and environmental development, Coca-Cola China strives for a better shared future while offering a diverse range of beverages under various brands.



**Left:**  
Coca-Cola's "Recycle Me, See You Again" products at the Beijing Winter Olympics

Photo courtesy of  
Coca-Cola China

## CASE STUDY 8 - Reckitt China Green Development Cases



**Left:**  
Reckitt's Taicang factory

Photo courtesy of  
Reckitt China

### Case 1: From Production to Consumer Engagement - A Holistic Approach to Water Conservation

Water scarcity poses a global challenge, with 25% of the population lacking access to clean water, leading to 1.6 million annual deaths due to inadequate sanitation and hygiene. Reckitt is committed to making hygiene, wellness, and nourishment accessible to all, focusing on sustainable water management from factory operations to consumer interactions.

#### Factory Production and Operation:

Reckitt's Chinese factories prioritize water use efficiency and sustainability. By 2022, Reckitt China had reduced its water footprint in production and operation by 26% compared to 2015, with a further 30% reduction targeted by 2025.

In Taicang, a reverse osmosis system was installed in 2022 to purify backwash water, reducing wastewater discharge by 60%. Soft water systems can be closed during low production periods, saving 16,880 m<sup>3</sup> of water annually.

The Ma'anshan factory introduced 60 water-saving devices, saving 7.2 m<sup>3</sup> of water per day per device. Improved cooling processes saved 53 m<sup>3</sup> of water daily and 13,250 m<sup>3</sup> annually.

The Qingdao factory's membrane bioreactor system reclaimed 250 m<sup>3</sup> of wastewater daily, helping achieve zero wastewater discharge and save 50,000 tons of fresh water each year.

#### Consumer Engagement:

Reckitt focuses on product formulation to create more water-efficient and sustainable products, aiming to reduce product water footprints by 50% by 2040.

The Finish brand promotes "labor-saving and water-saving" dishwashing, emphasizing that dishwashers use 1/4 of the water needed for handwashing. Finish's dishwashing beads dissolve quickly, using less water, and sold over 100 million units in 2022, saving about 4 billion liters of water.

Finish's social responsibility initiatives include donating for every tablet sold to water-saving projects, providing water purifiers to schools in need, and ecological projects like the Miyun Reservoir ecological buffer zone.

### Case 2: Dettol's Green Initiatives to Tackle E-commerce Packaging Pollution

China's express delivery industry generates massive paper and plastic waste annually. Reckitt's Dettol brand optimized e-commerce packaging and transportation methods to address this pollution.

- 1. Reduce Packaging:** Approximately 6,228,000 square meters of corrugated cardboard boxes

were saved, equivalent to 65% of China's land area.

- 2. Reuse Cartons:** Achieving an 85% reuse rate, saving about 200,114 large trees.
- 3. Direct Delivery:** Goods' original cartons are delivered, saving 480,000 cardboard boxes and preserving 4,896 trees' oxygen production.
- 4. Sealing Method Change:** Altering the sealing tape reduced tape usage by 32,458,388 meters.
- 5. Reduce Plastic Fillers:** A 70% reduction in plastic filler usage saved approximately 3,572,211 plastic air bags annually.

Dettol continues to promote "direct delivery from factories to consumers" to reduce packaging waste and emissions. Additionally, Dettol plants red pine trees, enhancing the environment and supporting China's dual carbon goals.

#### Company Profile:

Reckitt, with over 200 years of history, is a global consumer goods company, home to trusted hygiene, health, and nutrition brands like Durex, Dettol, Finish, and more. Operating in 60 locations with 43,000 employees, Reckitt continues its commitment to a cleaner, healthier world by providing quality products and investing in sustainable solutions.



**Above:**

China Green Foundation and Dettol's social responsibility project "Cultivating 11,323 Red Pine"

Photo courtesy of Reckitt China



Merck recognizes its role in environmental stewardship, acknowledging the impact of its operations on greenhouse gas emissions, wastewater, and other environmental factors. In China, Merck is actively aligning with its global environmental commitments.

### Building Sustainable Factories

Merck's Chinese factories are dedicated to adhering to local regulations while continually enhancing their environmental management systems. Embracing new technologies and adopting eco-friendly practices, they reduce their environmental footprint across various activities and production processes, prioritizing resource efficiency.

### Green Electricity Transition

In 2021, Merck initiated a Green Power Purchase Agreement (DPPA) to transition to renewable energy. Merck China stands as an early adopter, participating in the Jiangsu Green Electricity Exchange. Today, over 60% of Merck's electricity consumption in its manufacturing sites is sourced from green energy.

At the Life Science Wuxi Manufacturing Site, Merck implemented extensive technological upgrades to enhance energy efficiency and emission reduction. The Mobius Single-use Manufacturing Center within this site features an 800 KW on-grid solar electricity system, generating an average of 836 MWh/year and reducing CO<sub>2</sub> emissions by approximately 600 tons/year. Real-time energy

## CASE STUDY 9 - Merck's Green Development Plan: Pioneering Environmental Sustainability



**Left:**  
Results of Merck's green energy transition

Photo courtesy of Merck

consumption monitoring is facilitated through innovative technology.

The Mobius Center has laid out a clear sustainability roadmap, aiming for annual energy savings and carbon emission reductions. Plans include LEED Platinum certification for the office building and LEED Silver certification for the production warehouse, along with national-level green factory certification by 2024.

Merck China's Healthcare Nantong Manufacturing Site exemplifies international standards in production quality, environmental sustainability, and health assurance. To minimize its

environmental footprint, the site implements a range of measures.

### Company Profile:

Merck is a distinguished science and technology company operating in healthcare, life science, and electronics, with 2022 sales totaling €22.2 billion. With a presence in China for 90 years, China stands as one of Merck's key strategic markets. Its nearly 5,000 employees in China are committed to delivering high-quality and innovative products and services that positively impact people's lives.

## CASE STUDY 10 - Johnson & Johnson Accelerates Towards Carbon Neutrality

Johnson & Johnson's core values, outlined in their document 'Our Credo' by Chairman Robert Wood Johnson in 1943, underscore their commitment to protecting the environment. This enduring principle has guided the company's evolution over eight decades, emphasizing the need for environmental stewardship.

### Global Environmental Goals

Johnson & Johnson first initiated environmental goals in the early 1970s. In September 2020, the company committed

to sourcing 100% of electricity from renewables by 2025 and achieving carbon neutrality in operations by 2030. Signatories to the Race to Zero and Business Ambition for 1.5 campaigns, the organization aims for net-zero carbon emissions across the entire value chain by 2045.

### Green Facilities for Reduced Carbon Footprint

Maximizing Renewable Energy Potential: Johnson & Johnson globally invests in renewable energy systems,

encompassing solar panels, wind turbines, geothermal systems, and more. In China, the Suzhou Campus, Hangzhou Plant, and Guangzhou Plant have achieved 100% electricity from renewables. The Suzhou Campus pioneered solar energy, with rooftop installations and vast solar canopies in its parking lot, reducing CO<sub>2</sub> emissions by around 750 tons annually.

High Standard Green Facilities: New office buildings, plants, and labs adhere to Leadership in Energy and Environmental Design (LEED) principles.

Enhanced Water and Waste Management: Johnson & Johnson's plants worldwide follow Alliance for Water Stewardship (AWS) guidelines, strengthening water and waste processes.

### ***Building a Sustainable Value Chain with Suppliers***

Johnson & Johnson collaborates with sustainability-driven suppliers, ensuring they meet sustainability standards. The organization's logistics team partners with suppliers to reduce energy usage and emissions through eco-friendly transportation practices.

### ***Fostering a Culture of Sustainability***

Globally, Johnson & Johnson promotes

internal environmental initiatives, engaging employees in sustainability activities. In China, the Green Canteen campaign introduces carbon footprint food labels, non-disposable cutlery, and an internal food delivery app.

### ***Company Profile***

Johnson & Johnson, a leader in healthcare products, believes in improving lives through health and well-being. It ranks among Fortune Global 500 and TIME's 100 Most Influential Companies.



**Above:** Solar panels on rooftops and parking lot canopies at the Johnson & Johnson Suzhou Campus

Photo courtesy of Johnson & Johnson

Operating in China since 1985, Johnson & Johnson employs over 10,000 people across the country, supporting the development of a Healthy China.

The battle against climate change demands collective effort. Recognizing this, Amazon co-founded The Climate Pledge in 2019 with Global Optimism. This commitment to achieve net-zero carbon by 2040, a decade ahead of the Paris Agreement, has garnered support from over 375 entities spanning 54 industries across 34 countries.

### ***Driving Sustainability through Collaboration***

Amazon is actively engaged in developing and investing in eco-friendly solutions to decarbonize its operations. Progress has been made in areas such as renewable energy adoption, sustainable shopping experiences, and packaging reduction. The company acknowledges the need for further strides in its journey to net-zero carbon. In addition to these efforts, Amazon plays an active role in disaster relief, education, and talent development, forming partnerships and programs with lasting benefits for society.

### ***Green Initiatives in China and Globally***

Renewable energy is pivotal in combating climate change. Amazon achieved 85% renewable energy in 2021 and is on track to reach 100% by 2025, surpassing its initial target. In October 2022, Amazon's first large-scale renewable energy

## **CASE STUDY 11 - Amazon's Climate Collaboration in China**

projects in China, Amazon Solar Farm China-Shandong, and Amazon Wind Farm China-Qian'an, became operational. Together, they are expected to generate 496,000 megawatt-hours annually, enough to power 250,000 Chinese homes.

### ***Recycling in Device Products***

Amazon Devices and Services Asia incorporates sustainability into product design and manufacturing processes. Since 2021, Amazon has introduced devices and accessories featuring up to 60% recycled molded plastic, up to 100% recycled fabrics, up to 100% recycled aluminum, and up to 70% recycled magnesium. Additionally, certain power adapters shipped with Amazon devices contain 50% recycled plastic.

### ***Empowering Sustainable Shopping***

The Climate Pledge Friendly (CPF) program empowers customers to make sustainable choices. Amazon partners with trusted third-party certifications and developed certifications like Compact by Design and Pre-owned Certified to highlight products meeting sustainability standards. The launch of Amazon Aware, a lifestyle brand in China featuring CPF-certified products,

occurred in November 2022. Over 300,000 Climate Pledge Friendly items are now available on Amazon.

### ***Reducing Packaging Impact***

Amazon strives to improve packaging sustainability while enhancing the customer experience. The Frustration-Free Packaging (FFP) program launched in 2008, offering recyclable, easy-to-open packaging. By 2021, over 2 million products met FFP criteria. Since 2015, Amazon reduced per-shipment packaging weight by 38%, eliminating over 1.5 million tons of packaging.

### ***Company Profile***

Established in 1995, Amazon entered China in 2004, continuously innovating for Chinese users and promoting sustainability. Amazon operates six core businesses in China: Amazon Global Store, Amazon Global Selling, Amazon Ads, Amazon Global Logistics, Amazon Web Services, and Amazon Devices and Services, with over 10,000 employees across 12 cities. The company's focus remains on delivering value through innovation while contributing to the planet's well-being. 



# A Closer Look at the Progress of China's Rural Revitalization



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*China's rural revitalization policies exemplify the nation's commitment to fostering prosperity and sustainability in its countryside. From infrastructure development to healthcare and digitalization, these policies aim to ensure that rural areas play a vital role in the nation's socio-economic progress. This article summarizes the policy implementation surrounding rural revitalization in 2022 and 2023 thus far.*

Rural revitalization stands as a paramount priority in China's social and economic progress. Initially introduced by President Xi Jinping in the 19th Party Congress report, this agenda gained further prominence in the 20th Party Congress Report, where President Xi underscored that the most formidable challenge in the comprehensive development of a modern socialist nation continues to reside in the rural areas. With a focus on strengthening agricultural science, technology, infrastructure, and financial services, rural revitalization plays a pivotal role in fostering common prosperity and balanced societal growth. Here, we present

a condensed overview of key policy highlights from the recent Social Impact Initiative Reports by AmCham China, shedding light on China's comprehensive rural revitalization efforts.

## Work Plan for Expanding Investments in Agricultural and Rural Infrastructure Construction

**Policy Highlights:** In September 2022, the State Council approved the "Work Plan for Expanding Current Investments in Agricultural and Rural Infrastructure Construction." This plan focuses on upgrading agricultural and rural infrastructure to stimulate effective investments, stabilize the economy, and ensure food supplies. The plan targets the construction and improvement of water conservancy facilities, agricultural water conservancy, modern agricultural infrastructure, and storage and preservation cold-chain logistics facilities. It promotes innovative mechanisms for investment and financing, encouraging private sector participation, and fostering diversified funding sources.

## Implementation Opinions on Supporting the Employment and Entrepreneurship of Migrant Workers

**Policy Highlights:** The "Implementation Opinions on Further Supporting the Employment and Entrepreneurship of Migrant Workers" seeks to bolster the employment and entrepreneurship of rural migrant workers, particularly in construction, manufacturing, and service industries. It encourages orderly migration, offers subsidies for employment and entrepreneurship services, promotes rural industries in counties, strengthens employment services, and implements campaigns to prevent a return to poverty.

## Implementation Measures for Nutrition Improvement Program for Rural Compulsory Education Students

**Policy Highlights:** The initiative "Implementation Measures for the Nutrition Improvement Program for Rural Compulsory Education Students," introduced in November 2022, addresses the nutritional needs of rural students. The measures aim to ensure food safety, standardized fund utilization, and high-quality food supply. The program emphasizes food safety management, strengthening food safety systems, and promoting safe and nutritious meals for students.

## "Implementation Plan for the 'Raindrop Program+' Employment Promotion Campaign"

**Policy Highlights:** In The "Raindrop Program+" issued in January 2023, expands its scope to support families escaping poverty and those monitored to prevent a return to poverty. This vocational skill program focuses on rural employment assistance, emphasizing education and employment, especially in key rural revitalization counties. It aims to prevent large-scale return to poverty and promote employment, skill development, and entrepreneurship.

## Opinions on Promoting 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, the "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" offers a comprehensive framework for rural revitalization. It prioritizes food security, rural infrastructure, agricultural development, income enhancement, habitable rural areas, governance, and policy innovation. This document underscores the importance of balancing urban-rural development and promoting green agriculture.

## Opinions on Reforms for Rural Medical and Healthcare System

**Policy Highlights:** Released on February 23, 2023, the "Opinions on Further Deepening Reforms to Promote the Healthy Development of the Rural Medical and Healthcare System" aims to strengthen rural healthcare. These reforms include optimizing medical resource allocation, building comprehensive rural medical and healthcare service systems, integrating medical treatment with disease prevention, and advancing information technology in rural healthcare.

## Implementation Opinions on Comprehensive Rural Revitalization

**Policy Highlights:** Also released in February 2023, this document emphasizes preventing a large-scale return to poverty and promoting rural revitalization in key counties. It focuses on economic development, the construction of habitable and beautiful villages, consolidation of poverty alleviation achievements, and support for rural talent. The plan aims to drive rural economic growth, improve living conditions, and promote the sustainable development of rural areas.

## Circular on 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" underscores the importance of the energy industry in rural revitalization. It promotes the development of renewable energy for power generation, including wind and solar power. The circular also encourages the utilization of biomass power and emphasizes energy security and environmental sustainability.

## Key Tasks for the Banking and Insurance Industry

**Policy Highlights:** In April 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" outlines specific objectives for the banking and insurance sector. It emphasizes financial support for agriculture, industrial revitalization, infrastructure construction, and increasing farmers' income.

The document also highlights the development of rural digitalization.

## Key Points of Digital Village Development Work in 2023

**Policy Highlights:** Also 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" focuses on rural digitalization to drive the modernization of agriculture and rural areas. This includes improving rural network infrastructure, establishing a comprehensive rural medical and healthcare service system, advancing disease prevention, and enhancing the use of digital technology in agriculture. 

# Rural Revitalization Events: Transforming Lives and Communities



Above:

Images from Sichuan Province from the Rural Revitalization Inspection Tour with MOFCOM

Photo courtesy of AmCham China

## Rural Revitalization Inspection Tour with MOFCOM

In April 2023, AmCham China teamed up with the Ministry of Commerce (MOFCOM) for a Rural Revitalization Inspection Tour in Sichuan Province. Led by Deputy Director General Zhang Fan and cadre Zhang Wenqi from MOFCOM, a delegation of 20-member company representatives embarked on the exploration.

Their journey began in Guang'an District, where they discovered the region's agricultural potential. Highlights included visits to a pomelo parent garden, a pomelo processing plant, and the Aizhong New Energy Industrial Park, showcasing rural innovation.

A pivotal moment arrived with the Guang'an Investment and Cooperation Experience Exchange

*AmCham China's commitment to Rural Revitalization was evident in two pivotal events in April 2023. The first, a "Rural Revitalization Inspection Tour with MOFCOM", took representatives on a transformative journey through Sichuan Province. The second event, the "Working Session on Rural Revitalization", gathered influential figures to discuss the significant role of companies in rural economic development, women's empowerment, and child protection initiatives. Read on to explore how both events highlighted the potential for rural revitalization through collaboration between companies and the government.*

Meeting with American Companies. Notable speakers, including Party Secretary Zhang Tong and Deputy Director General Jing Linping, highlighted collaboration prospects in Guang'an.

The tour concluded in Yilong County, where they witnessed the impact of corporate partnerships. The tour showcased facilities donated by companies like Air Products, Emerson Electric, and Dow Chemical Company, emphasizing the positive change driven by such collaborations.

The journey celebrated the vital role American companies play in supporting China's rural revitalization and encourages integration into China's new development pattern, symbolizing a brighter future for rural communities.

## Working Session on Rural Revitalization

AmCham China hosted the 2023 Social Impact Initiative–Rural Revitalization Working Session on April 26, 2023. The event brought together stakeholders from various sectors, including the Ministry of Science and Technology, Ministry of Commerce, China Social Entrepreneur Foundation, Tsinghua University, UNICEF, ADB, and IFC, alongside representatives from 14 member companies.

The session aimed to explore the pivotal role of companies in China's rural economic development, women's empowerment, and child protection initiatives. Michael Hart, President of AmCham China, emphasized the strategic significance of rural revitalization, aligning with President Xi Jinping's vision for China's future social and economic development.

Zhang Songmei, Deputy Director of China Rural Technology Development Center, stressed the importance of technology and innovation in rural development. China's accelerated innovation-driven rural revitalization bridges the gap between scientific and technological achievements and their practical implementation in agriculture.

The discussion shifted to companies' roles in rural economic development, promoting sustainable agricultural practices, fostering cooperation between farmers and companies, and introducing



### Top:

Guang'an-Shenzhen Industrial Park in Guang'an Economic Development Zone

### Bottom:

Attendees at a rural revitalization working session

Photos courtesy of AmCham China

innovative solutions to rural areas.

The session also highlighted the Orange Mother Project, supporting rural women's economic empowerment and education. UNICEF discussed their work in children's education, health, and protection and their desire to collaborate with companies. AmCham China Vice President Claire Ma concluded the session by expressing her gratitude to the participants and encouraged them to employ the strategies discussed in their respective rural revitalization efforts. ❶



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# Transforming Rural China: Companies Leading the Way in Rural Revitalization

From initiatives that bolster education, combat malnutrition, and modernize agriculture to programs that provide career guidance and improve healthcare access, our member companies exemplify the spirit of corporate responsibility. Their dedication to nurturing rural children, supporting teachers, enhancing agricultural practices, and empowering healthcare providers is not only impactful but also in alignment with China's rural revitalization strategy.

We are proud to present a series of abridged case studies from the Social Impact Report's Rural Revitalization section that highlight the remarkable work of our member companies. These stories are testaments to the positive changes that can be achieved when businesses, local communities, and governments collaborate with a shared vision for a prosperous, equitable, and sustainable rural China.

*As China's rural revitalization gains momentum, our member companies are partnering with local communities to address critical challenges, empower rural residents, and enhance well-being. In the pages ahead, dive into inspiring case studies that highlight the tangible difference made in rural China, emphasizing the essential role of corporate initiatives in achieving lasting social impact and common prosperity.*

## CASE STUDY 1 - Amazon's Social Impact in Rural Education

Amazon China's commitment to community development shines through its Rural Education program in collaboration with the YouChange Foundation. Through innovative projects, they empower rural teachers and students, leaving a lasting positive impact.

### ***Coding for the Future: Empowering Rural Students***

In 2021, Amazon joined forces with the YouChange Foundation to launch "Coding for the Future," aimed at popularizing computer programming education in rural areas. This initiative equips rural schools with curriculum resources and learning tools while training teachers online and offline, empowering them to provide comprehensive computer programming courses and engage students in programming activities.

Over two years, the project has trained 84 teachers across five counties, benefiting



**Above:**  
Students learn and collaborate at the "Coding Carnival"

Photo courtesy of Amazon China

over 10,000 students who have gained enhanced computer literacy and digital creativity. In 2022, the "Coding Carnival" expanded the project, allowing students to design their programming projects, fostering teamwork, logical thinking, and a deeper interest in computer programming. The collaboration

with local educational authorities in 2022 led to the establishment of "Coding for the Future Studios," providing mentorship and training in artwork and curriculum design, promoting the sustainable development of local programming education.

### ***Teacher Empowerment Education: "Qing Jiao Project"***

The "Qing Jiao Project" is an innovative "Internet+Education" program initiated by the YouChange Foundation, focusing on supporting the growth of rural teachers, particularly in remote, economically challenged areas. Amazon China joined in 2022, offering curriculum support and online training to 30,277 young rural teachers. Amazon also donated funds through the YouChange Foundation to purchase school and living supplies for nearly 2,000 teachers and students in newly expanded project areas.

Since its start in September 2017, the Project has trained 124,385 rural young teachers, benefiting six million rural children. This initiative provided a total of 1,313 hours of public welfare courses, covering preschool, primary, and junior high school levels. The project gained global

recognition in 2022 when it was presented at the 48th session of the United Nations Human Rights Council.

### **Company Profile**

Amazon, founded in 1995, entered China

in 2004 with a commitment to creating value for the planet, its partners, customers, and the communities in which it operates. With over 10,000 employees and offices in 12 Chinese cities, Amazon operates six core businesses in China, serving both local and global consumers.

## **CASE STUDY 2 - USANA Charity Fund: Nourishing Lives and Empowering Health**

USANA BabyCare is dedicated to promoting positivity and health. In remote Adu Township, Yunnan, malnutrition is a pressing issue, especially among children like Xinxin. The USANA Foundation expanded its global efforts to combat malnutrition to China in 2019 through the Love Meal Program. This initiative, in partnership with the China Foundation for Rural Development, provided nearly 830,000 nutritious meals to children across nine counties in six provinces, with 40 schools receiving kitchen facilities. The program aims to reach more rural children and secure their path to a healthy future.

### **USANA Charity Fund Rural Angel Program**

In addition to the Love Meal Program, USANA BabyCare initiated the Rural Angel Program in collaboration with the China Foundation for Rural Development to address challenges faced by rural doctors in China. The program focuses on enhancing medical facilities in underdeveloped regions, empowering rural doctors, and improving local healthcare. USANA BabyCare's 1

million RMB contribution kick-started the program, benefiting 128 village health offices and rural doctors with 2 rehabilitation huts and 126 health travel kits. This initiative aims to enhance the well-being of rural residents and improve healthcare access.

USANA BabyCare also champions health through the "Walking Power" charity campaign, encouraging people to donate their WeRun steps. This campaign has raised millions of RMB in matching donations, equipping rural doctors with essential health travel kits and underscoring the company's commitment to health and well-being.

### **Company Profile**

USANA BabyCare, established in January 1999 and headquartered in Beijing, is a wholly foreign-owned enterprise specializing in health product

development, production, sales, and services. With a registered capital of USD 30 million and a total investment of USD 90 million, the company's integration with USANA's global resources enhances its sustainable development. USANA BabyCare's mission revolves around "Helping you to lead your own wonderful life," emphasizing values of "Excellence, Health, Integrity, and Mutual Support."



**Above:**  
Volunteers serve dumplings to children in Yunnan's Adu Township

Photo courtesy of USANA BabyCare

China's rural development, while greatly improved since Reform and Opening Up, still grapples with the imbalance between urban and rural sectors. Over a billion people depend on agriculture for their livelihoods, emphasizing the importance of modernizing agriculture for rural revitalization. Cargill, with over 50 years of commitment to China, has actively engaged in corporate responsibility programs to enhance rural prosperity.

### **Holistic Agricultural Risk Management Project**

In 2021, Cargill partnered with the United

## **CASE STUDY 3 - Cargill: Advancing China's Rural Revitalization**

Nations World Food Program to support local farmers in Songyuan City, Jilin Province. A \$1 million donation aims to enhance farmers' risk management skills, implement efficient water and fertilizer applications, and provide agricultural training. This project, covering 1,180 hectares and benefiting almost 800 households, significantly contributes to improving drought resilience, risk management, and the use of integrated water and fertilizer technology.

### **Reducing Food Losses for Food Security**

To boost food security, Cargill initiated a three-year project in 2022 in collaboration with the Academy of National Food and Strategic Reserves Administration and the China Agricultural Science and Education Foundation. The project targets improving grain storage practices for farmers in key grain-producing areas.

Additionally, they established an online training platform, expanding accessibility to cutting-edge grain storage information for farmers.

### ***Supporting China's Agricultural Education***

Cargill has provided tailored training sessions for more than 1,000 farmers in regions with a focus on animal husbandry.

These sessions address current concerns and issues related to animal husbandry technology and management. Furthermore, they offer expertise to help combat the African swine fever epidemic, focusing on prevention and control strategies, farm rehabilitation, and enhanced farm management and breeding efficiency skills.

### ***Company Profile***

Cargill is dedicated to nourishing the world safely and sustainably. Their innovative solutions and 160,000 team members worldwide empower communities, farmers, and consumers. For 158 years, Cargill has put people first, pursued excellence, and upheld ethical values. From reducing methane emissions in animal feed to renewable fuels from waste, Cargill continues to create possibilities for a better future.

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## **CASE STUDY 4 - Google x JA China: Empowering College Students' Careers**

Amidst the daunting employment challenges for Chinese college graduates, Google joined forces with JA China to guide students in navigating their career paths, setting goals, and enhancing professional skills, with a special focus on Midwest China.

This partnership gave rise to "Project Inspire 2.0," a month-long online career training camp conducted from May 21 to June 24, 2022. During this initiative, 89 Google mentors engaged with 190 college students from all corners of China through a series of events.

Following the launch event, students were thoughtfully paired with Google mentors based on their career interests, offering personalized guidance. Through three group discussions and post-session tasks, students significantly improved their professional skills.

### ***Positive Social Impacts***

The program primarily aimed to assist students from mid/west China, with two-thirds of participants hailing from this region. The student cohort encompassed various academic levels, from sophomores to graduate students. Impressively, the opening livestream event attracted 2,627 viewers and garnered 75,829 likes.

According to a post-event survey:

- 86% of students highly valued the break-out sessions.
- 89.1% found comprehensive answers to their career development queries.
- 93.8% achieved a deeper understanding of their chosen industries.

Beyond career development, the camp encouraged personal growth by challenging students to broaden their perspectives and share newfound knowledge, emphasizing the importance of stepping out of comfort zones and fostering lasting social impact through knowledge sharing.

### ***Company Profile***

Google's mission is to make global information accessible to everyone. With a wide array of products and platforms like Search, Maps, Gmail, Android, Google Play, Chrome, and YouTube, Google touches billions of users worldwide. Since its establishment in China in 2005, Google maintains offices in Beijing, Shanghai, and Shenzhen, primarily focusing on research, development, and sales activities.

The "first 1000 days of life" significantly influence a child's lifelong growth. Many children, especially those in poverty, lack proper early childhood care and nutrition. To bridge this gap and align with China's rural revitalization strategy, Bayer has undertaken two vital initiatives.

### ***China REACH Project***

Nurturing Bright Futures China REACH, launched in 2017, aimed to improve early childhood development in rural areas. Specially trained women provided parenting guidance and micronutrient-enriched food packs to children aged 0–3. Significant growth and development improvements were seen in the target group. In 2021, Bayer joined the project in Guizhou,

## **CASE STUDY 5 - Bayer's Commitment to Nurturing Rural Children and Empowering Healthcare in China**

reaching 440 infants and toddlers in four villages. This initiative establishes four early parenting centers, benefiting around 10,000 residents and nurturing brighter futures for rural children in China.

### ***Empowering Rural Doctors for Better Healthcare***

In 2020, the Village Doctor Empowerment Project was launched to address challenges faced by rural doctors in China. This initiative aims to enhance rural

medical facilities and the capabilities of village doctors by providing digital medical tool kits and training. Since 2021, Bayer has supported this project, contributing RMB 2.8 million. This funding equipped 482 rural doctors in Funing County, Yunnan, and Weiyuan County, Gansu, with essential medical tools and training.

### ***Company Profile***

Bayer is a global life sciences enterprise with a focus on healthcare and nutrition.



Their products and services aim to address the challenges posed by a growing and aging global population. Committed

to sustainable development, Bayer seeks to make a positive impact through its businesses. With a dedication to innovation

and growth, Bayer aims to enhance its earnings and create value, embodying trust, reliability, and quality worldwide.

## CASE STUDY 6 - FMC's Commitment to Empowering Rural Women and Sustainable Agriculture

### *Empowering Rural Women*

FMC China is dedicated to promoting the development of women in rural areas, emphasizing gender equality and education. Their "Empowering EGRC Rural Young Women's Leadership Program," initiated in 2017, supports young women's education and guides their career development. FMC has also assisted female students in poor areas with tuition and donated laptops to aid remote learning. They have conducted women's leadership seminars to empower female students and participated in charity projects, like "Tai Hua Kai," which fostered mentorship and self-confidence among rural female students.

### *Educational Initiatives*

FMC China donated laptops to Guangan County in Yunnan Province in 2023, enhancing digital learning and education access. Their involvement in education showcases a commitment to rural development and closing information gaps,



**Above:**  
Students with new laptops in Guangan County, Yunnan Province

Photo courtesy of FMC China

contributing to China's rural revitalization.

### *Sustainable Agriculture*

FMC actively engages in smart agriculture, particularly in pest prevention and control, addressing the challenge of fall armyworm. They've worked closely with agricultural departments across provinces and collaborated with Shenzhen Sense Agro Intelligent Technology to combine artificial intelligence and pest

management. FMC's Fall Armyworm Field Intelligent Identification System, launched in 2020, aids farmers in identifying pests and offers solutions, marking a significant advancement in pest prevention and food security.

### *Company Profile*

Established in 1883 and headquartered in Philadelphia, USA, FMC is a global agricultural technology company with a presence in over 50 countries. With a strong commitment to innovation, FMC provides agricultural solutions and technologies to enhance crop quality and productivity while promoting green and sustainable agriculture. In China, FMC has a substantial history dating back to the 1980s, showcasing their dedication to local partnerships and investments, with over 600 employees and facilities for research, manufacturing, and regional operations. Their efforts underscore their contribution to sustainable agriculture and the welfare of rural communities.

## CASE STUDY 7 - NBA China's Rural Basketball Development Program: Empowering Rural Revitalization



**Left:**  
Players at the Rural 3x3 Basketball Challenge

Photo courtesy of NBA China

As part of China's mission to revitalize rural areas comprehensively, NBA China initiated the "Rural Basketball Development Program" in 2021. This sports philanthropy project comprises court refurbishment, rural PE teacher training, and the Rural 3x3 Basketball Challenge, collectively contributing to rural sports development and revitalization.

### *Court Refurbishment Program*

This program involves donating and refurbishing basketball courts in underdeveloped areas, constructing

standardized courts, and launching awareness campaigns. It has benefited 57 schools and communities across 12 provinces, reaching over 50,000 residents and students while garnering significant media attention.

### **Rural PE Teacher Training Program**

In August 2022, a 5-day training camp was organized for 116 rural physical education teachers from 10 provinces. The comprehensive training aimed to enhance their capabilities and teaching proficiency, benefiting 116 rural schools and over 200,000 students.

### **Rural 3x3 Basketball Challenge**

This initiative includes local qualifiers and finals, promoting sports enthusiasm in rural areas. The finals in Hubei Province attracted 21 county-level teams from 13 provinces, reaching over 4 million viewers through live broadcasts and 28 million views online.

### **Experience Summary and Suggestions**

NBA China's successful philanthropic projects highlight the importance of professional influence, in-depth research, and strategic location selection. Building a complete charitable chain and fostering connections

between projects maximizes the impact and benefits for local communities.

### **Company Profile**

NBA China, established in 2008, manages all NBA business in China. With a vast network of media outlets and marketing partnerships, NBA China hosts basketball events, community programs, and maintains relationships with Chinese and international corporations. They have played a significant role in promoting basketball in China through initiatives like the NBA China Games and games hosted by 17 NBA teams, reinforcing their commitment to the sport's growth in the country.

## **CASE STUDY 8 - PepsiCo's Contribution to Comprehensive Rural Revitalization**



**Above:** PepsiCo seeks to encourage the inheritance of intangible heritage techniques such as "Ruyuan Yao Embroidery"

Photo courtesy of PepsiCo

PepsiCo actively supports rural revitalization by boosting industries, nurturing agricultural talents, promoting poverty alleviation, enhancing rural living conditions, and preserving ecological environments. Their multifaceted approach revitalizes industry, talent, culture, and the environment.

### **Industry Revitalization**

PepsiCo leverages potato farming expertise to increase yields on Chinese demonstration farms, benefiting over 10,000 farmers. Their investment of US\$80 million in a new food factory in

Linshu County underscores their commitment to industry development through "PepsiCo Positive Agriculture."

Talent Revitalization PepsiCo's Trainee Program collaborates with major agricultural universities to cultivate future agricultural professionals. With a track record since 1998, the program has contributed over 65% of PepsiCo's agricultural management personnel, ensuring high-quality agricultural growth.

### **Ecological Revitalization**

The "Green Village" project, building on the "Water Cellar for Mothers" initiative, improves drinking water quality in rural areas. Over 30,000 meters of water supply and sewage networks have been constructed, benefiting more than 7 million people.

### **Cultural Revitalization**

PepsiCo emphasizes cultural localization, preserving and innovating intangible heritage such as "Ruyuan Yao Embroidery" and "Tie Dyeing." Through partnerships like "Genius Mom" and "Bringing Happiness Home," they engage local women

and promote heritage elements using modern internet marketing.

### **Development, Education, and Empowerment**

PepsiCo's "Nutrition in Action" program, in collaboration with CFRD, benefits approximately 36,000 rural students by providing nutritional supplements, modern kitchen equipment, and well-being education for 6,000 teachers and students. Their support for rural education includes the "PepsiCo Libraries" initiative in partnership with the China Women's Development Foundation. In 2021, they launched the "Jeffery Wang Young Women Leaders Scholarship" program for female college students in poverty-stricken areas. PepsiCo also promotes intangible cultural heritage with the "Genius Mom" initiative and implements the "PepsiCo Rural Revitalization Enhanced Agricultural Water Project" in Gansu, boosting income and saving 2.864 million tons of water in 2022.

### **Company Profile**

PepsiCo, a global leader in the food and beverage industry, generated over \$86 billion in net revenue in 2022. Their product portfolio includes iconic brands such as Lay's, Doritos, Gatorade, Pepsi-Cola, and Quaker. PepsiCo's vision focuses on being the Global Leader in Beverages and Convenient Foods, aligning with sustainability and positive change through the "pep+" transformation.

## CASE STUDY 9 - Haleon Safeguards Rural Youth Health Through "Sprouting Up" Program



**Above:**  
Young school children participate in the "Sprouting Up" program

Photo courtesy of Haleon

In rural areas, youth face health and wellness challenges due to a lack of guidance, poor hygiene practices, and limited health education materials. Responding to government calls for rural revitalization, Haleon and the Amity Foundation launched the "Sprouting Up" program in December 2022. This initiative aims to enhance youth well-being and health awareness, focusing on nutrition, oral health, and overall wellness.

### Methods and Results

- **Youth Wellness Education:** The program introduced wellness instruction in rural schools, offering lectures and

promoting balanced diets, oral health, and healthy habits. It created a holistic wellness model involving schools, communities, and households.

- **Education and Healthcare Integration:** The program involved coordination between county-level health and education departments, offering free clinics, health promotion, and comprehensive wellness development. It aimed to create healthy schools, townships, and communities.
- **NGO Collaboration:** Haleon used its media platform to promote the "Sprouting Up" program and philanthropic initiatives. Over 10,000

people engaged with program articles. A project visit provided feedback for optimizing program activities.

- **Grassroots Education:** Training classes for teachers in 30 schools covered first aid, emergency care, and health awareness, empowering educators to guide students. It aimed to build an emergency response network in rural communities.

### General Results

As of June 2023, the program has provided wellness classes to over 800 students, distributed 800 healthcare gift bags, and reached 1,100 rural community members, indirectly benefiting 3,300 households. It offered medical and first aid training to 139 educators, providing first aid learning materials to 17 schools. The program increased health awareness among educators, fostering a healthier environment for youth.

### Company Profile

Haleon (LSE: HLN) is a global consumer health leader with a portfolio spanning oral health, pain relief, respiratory health, digestive health, and vitamins and supplements. Trusted brands like Advil, Sensodyne, and Panadol are built on scientific innovation and a deep understanding of human health. Haleon employs over 22,000 people across 170 markets, committed to delivering better everyday health with humanity.

### 'Your Pleasure Has Promise'

Mars Dove, renowned for its exquisite chocolate, introduced its new brand purpose, 'Your Pleasure Has Promise,' in 2023. This initiative enhances the joy it brings to consumers by empowering women to thrive. Dove's commitment to empowering women and their families has been evident in various initiatives worldwide. By 2030, Dove aims to support 1 million people, including women, their families, and communities, to thrive.

### Tailored Training for Rural Talents

In line with the rural revitalization strategy, Dove recognizes the importance of nurturing rural talents to promote

## CASE STUDY 10 - Empowering Rural Women with 'All Women Academy'

common prosperity. Women play a significant role in rural development, culture, and industry. However, many face barriers due to limited access to training resources. Dove's 'All Women Academy' offers tailored training courses based on local needs, creating opportunities for self-development.

### 'All Women Academy' Empowers Rural Women

Dove's 'All Women Academy,' in collaboration with the China Foundation for Rural Development, launched a talent

development project. The initiative supports 250 rural women in Guizhou province, providing them with skills in areas like homestay services, cultural promotion, and local specialties. The project includes in-person training and online courses, empowering women and their families.

### Fulfilling 'Your Pleasure Has Promise'

Dove's 'Your Pleasure Has Promise' brand purpose drives initiatives around the world, such as collaborating with



CARE to empower women and co-coa-growing communities. The 'All Women Academy' in China is just one example, with plans for initiatives in the UK, the US, the Middle East, and more. Dove's commitment to empowering women and communities remains a global priority.

### Company Profile

Mars Incorporated, established in 1911 and headquartered in McLean, Virginia, USA, is a global leader in food manufacturing and distribution, with a presence in over 80 countries. Mars operates in four segments: Mars Petcare, Mars Wrigley, Mars Food, and

Mars Edge. With more than 140,000 associates, Mars is dedicated to creating a better world through its Five Principles: Quality, Responsibility, Mutuality, Efficiency, and Freedom. Mars China, established in 1989, operates in three segments and includes seven factories, four innovation centers, 47 branches, and nearly 10,000 associates.

## CASE STUDY 11 - Mary Kay: Empowering Rural Women for Sustainable Development

Mary Kay initiated a program in September 2016 focused on women-oriented poverty alleviation and sustainable development. Despite progress on the Sustainable Development Goals (SDGs), persisting gender inequalities hinder rural women's participation in economic activities, impacting their socio-economic well-being and community development.

### Five Years of Achievement

Over five years, this program achieved significant milestones:

- **Enhanced Female Representation:** Increased female representation in the village committee and management positions within producer cooperatives.
- **Skill Development and Income Growth:** More than 600 local women improved their skills and income.
- **Ecological Conservation:** Local women played a role in the construction of bio-toilets and sustainable farming.
- **Per Capita Income Growth:** The per

capita income in Waipula Village showed consistent growth.

- **Agricultural Certifications:** Waipula's organic rice received certification and applications for "Green Food" certification for mangoes.

### Multi-Source Funding

The project was made possible through contributions from various sources, including Mary Kay's 5 million RMB donation, government investments, and support from the UNDP.

### Feedback and Recognition

Project participants and partners alike expressed their satisfaction and recognition of the program's achievements. It was acknowledged for its innovative approach to rural revitalization, women's empowerment, and SDG implementation.

### Future Sustainability

The program will continue focusing on rural revitalization, women's



**Above:**  
A female resident of Waipula

Photo courtesy of Mary Kay

empowerment, ecological conservation, and traditional village preservation. Upcoming activities include training, infrastructure development, cultural workshops, and branding efforts to ensure sustainable rural development.

### Company Profile

Founded in 1963, Mary Kay is a global beauty company empowering women's economic independence worldwide through education, mentorship, advocacy, and science-based skincare, cosmetics, supplements, and fragrances. Mary Kay supports business excellence, cancer research, gender equality, domestic abuse prevention, community beautification, and women's dreams for a more sustainable future.

In collaboration with the One Foundation Clean Water Program, Merck China has provided clean drinking water to rural schools since 2018. By the end of 2022, they had donated 7 million RMB, benefiting 80,000 students in 174 rural schools. This initiative has installed 183 water purification systems, ensuring access to safe drinking water. Merck China is committed to narrowing regional and urban-rural education disparities, aligning with government initiatives for educational

## CASE STUDY 12 - Merck's Commitment to Health and Rural Development

equity and quality improvement.

### The "Green Crystal" Digital Classroom Project

The Green Crystal Project enhances education in remote areas by donating high-quality second-hand electronic

devices, offering online lectures, conducting offline volunteer activities, facilitating teacher training and verification, and promoting tablet-based learning. As of 2022, this initiative had reached 19 schools across multiple provinces, donating 340 tablets and benefiting over 10,000 students and 300 teachers.

### Company Profile

Merck, a leading healthcare, life science, and electronics company, reported €22.2

billion in sales in 2022. With a 90-year presence in China, Merck considers China one of its most important strategic markets. Their nearly 5,000 employees

in China are dedicated to delivering high-quality and innovative products and services that positively impact people's lives.

In December 2021, Johnson & Johnson unveiled strategies and initiatives aligned with China's Common Prosperity goals. These initiatives emphasize healthcare quality, public health support, and social responsibility, aimed at improving healthcare access.

### Commitment to Healthcare and Patients

The Global Community Impact (GCI) Group dedicates significant resources to support healthcare workers and communities worldwide. For China's Common Prosperity commitment, the GCI Fund pledged over 150 million yuan from 2021 to 2030. This investment focuses on training 200,000 frontline healthcare workers, potentially benefiting 20 million patients by 2030.

### Capacity Building for Healthcare Workers

1. Healthy China 2030 Frontline Health Workers Capacity Building Program: Collaborating with the International Health Exchange and Cooperation Centre, this program targets training 200,000 professionals over a decade. Nearly 50,000 healthcare workers received training in the first year.
2. School Eye Health Program: In partnership with the Fred Hollows Foundation since 2019, this program aims to reduce childhood visual impairment

and preventable blindness by providing screenings, training, and education.

3. Clinical Capacity Building Program: Collaborating with the National Institute of Hospital Administration, this program enhances healthcare workers' skills through specialized training.

### Accelerating Healthcare Innovation

Johnson & Johnson is dedicated to delivering innovative healthcare solutions to

patients in China. They work with government and industry partners to enhance access and affordability, with many products included in the National Reimbursement Drug List.

### Supporting Rural Revitalization

Over the past six years, Johnson & Johnson China has donated more than 1.2 billion yuan to charitable projects, including disaster relief and patient

### Company Profile

As a global healthcare products company, Johnson & Johnson consistently ranks at the top of the Fortune Global 500. In China since 1985, Johnson & Johnson employs over 10,000 people, contributing to China's goal of a Healthy China through innovative healthcare solutions.

## CASE STUDY 13 - Johnson & Johnson China: Advancing Access to Quality Healthcare



Above:

Jenny Zheng (left), President of Janssen China, Will Song (center), Global Senior Vice President and Chairman of Johnson & Johnson China, and Liping Wang (right), Chairman of Johnson & Johnson Global Community Impact China, announce J&J China's Common Prosperity support

Photo courtesy of Johnson & Johnson China

## CASE STUDY 14 - Starbucks "Shared Value" Program Transforms Yunnan's Coffee Industry

Starbucks Foundation founded the "Shared Value" Comprehensive Support Program in 2018, investing over RMB 40 million to elevate Yunnan's coffee industry. Four phases were executed, focusing on poverty alleviation, education, smart agriculture, and integrated development.

### Poverty Alleviation and Skill Enhancement

Initially targeting poverty reduction, the program improved environmental conditions, reduced costs, and empowered farmers with skills, uplifting over

22,300 mu of Arabica coffee production. By offering training to 28,700 farmers, including 300 women, the initiative bolstered the community.

### Smart Agriculture and Environmental Sustainability

In response to environmental concerns, Starbucks launched the "Smart Agriculture" phase in 2021, incorporating digital methods for precise irrigation,





**Above:**  
Attendees of the Smart Coffee Agriculture Project Launch Ceremony

Photo courtesy of Starbucks

fertilization, and pest control. The initiative saved water, reduced environmental impact, and increased crop quality.

### ***Integrated Development and Community Building***

Focusing on holistic development, Starbucks initiated the "Shared Value, Beautiful Village" phase in 2022. Emphasizing a vibrant living environment, the program aimed to integrate coffee farming with tourism. By fostering community engagement and constructing public spaces, it enhanced local livelihoods.

By April 2023, the Yunnan Program covered 30 villages, making significant strides in "good coffee, good environment, and good community." Starbucks plans to continue this impactful journey,

leveraging its coffee expertise and brand influence to further enrich Yunnan's coffee-growing communities.

### ***Company Profile***

Starbucks Coffee Company, founded in 1971, is a global leader in ethically sourced Arabica coffee. Operating over 6,500 stores in China, Starbucks is a key player in the country's coffee market. The Beijing Starbucks Foundation, established in 2020, furthers Starbucks' commitment to social responsibility in China. Employing more than 60,000 partners, Starbucks continues its mission of transforming communities and enriching lives through sustainable coffee practices.

## **CASE STUDY 15 - CKGSB's Ji'an Initiative Empowers Rural Entrepreneurs**

Ji'an in Jiangxi province, a historically rich but economically lagging city, recently became the focus of CKGSB's efforts. Collaborating with the Ji'an government, CKGSB launched a training initiative spanning five years, from 2017 to 2021, aimed at nurturing local business leaders. The program targeted 150 local entrepreneurs to equip them with skills, knowledge, and resources to boost their businesses and the community.

The program consisted of domestic and overseas modules, allowing students to study abroad in countries like the US and Israel. The students also engaged with industry leaders and academics, fostering practical learning.

### ***Program Impact***

The initiative yielded substantial results. Nearly 50% of student companies adjusted their capital strategies, with 10 firms listing on the Shanghai and Shenzhen stock exchanges by 2021. Over 50% of entrepreneurs reported rapid business growth, while more than 60% improved interactions with business partners, reshaped their businesses, and integrated social responsibility into operations.

### ***Economic Growth and Poverty Alleviation***

By 2021, Ji'an's GDP had surged by 72%,

and all five counties in Ji'an were successfully lifted out of poverty. CKGSB further assisted Ji'an's farmers in marketing gougou tea through e-commerce platforms, enabling them to overcome poverty. The program also subsidized students to study tea industry skills at Zhangzhou Vocational College of Science and Technology.

### ***Promoting the Ji'an Model***

The Ji'an model's success holds valuable lessons:

- Local governments must foster a favorable business environment, invest in education, and support entrepreneurship.
- Policies and strategies should adapt to local conditions.
- Companies should collaborate and harness resource integration.
- Entrepreneurs need a global mindset to attract a wider customer base.
- Professional institutions can enhance policy efficiency.
- CKGSB aims to expand this model to more underdeveloped areas to promote

social development, rural revitalization, and regional development.

### ***Company Profile***

Cheung Kong Graduate School of Business (CKGSB) was established in Beijing in 2002, China's first privately-funded research-driven business school. It focuses on cultivating transformative business leaders with a global vision and social responsibility. CKGSB boasts a world-class faculty, research excellence, China insights, and a vast alumni network. Over half of its alumni lead top brands in China. CKGSB is at the forefront of business participation in revitalizing underserved rural communities and seeks to expand this model to more regions in the future. ①



**Above:**  
Students attend a CKGSB event

Photo courtesy of CKGSB

# Navigating China's Digital Economy Policy Landscape: A Review of Key Initiatives



Depositphotos.com

## "Action Plan for the Integration and Development of Virtual Reality and Industrial Applications (2022-2026)"

**Policy Highlights:** On November 1, 2022, a consortium of government bodies, including 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, unveiled the "Action Plan for the Integration and Development of Virtual Reality and Industrial Applications (2022-2026)." This visionary plan sets ambitious goals, aiming to achieve key breakthroughs in three-dimensional

*In the age of the digital economy, China stands at the forefront of innovation and transformation. The "Five-sphere Integrated Plan," a strategic roadmap for building a digital China, has paved the way for a holistic approach to digitalization, encompassing the digital economy, digital society, digital governance, and digital ecology. As of 2021, China's digital economy had surged to a staggering RMB 45.5 trillion, accounting for 39.8% of the nation's GDP. This demonstrates the growing prominence of the digital economy in driving economic growth. In this article, we delve into the policies that have shaped China's digital economy over the past year, as outlined in the AmCham China 2023 Social Impact Report.*

technologies, immersive audio-visual technology, and human-friendly virtual reality terminal products by 2026. It envisions widespread applications of virtual reality across critical economic and social sectors, fostering an ecosystem where technology, products, services, and applications thrive collectively. The plan

identifies five key tasks, including enhancing the integration of virtual reality with emerging technologies like 5G and AI, improving the entire industry chain, accelerating multi-industry applications, establishing industrial service platforms, and developing comprehensive virtual reality standards.



## "Jointly Build a Community with a Shared Future in Cyberspace" White Paper

**Policy Highlights:** Released on November 7, 2022, the "Jointly Build a Community with a Shared Future in Cyberspace" white paper by the State Council Information Office lays out China's vision for internet development and governance in the new era. It highlights China's achievements in fostering a cyberspace community and outlines international cooperation prospects. The paper emphasizes seven key areas of development, including a flourishing digital economy, enhanced digital technology, a robust cyberspace rule of law system, diverse online content, a cleaner cyberspace environment, standardized internet platform operations, and robust cyberspace security. China's contributions to global cyberspace development, especially in digital economy cooperation, cybersecurity, and inclusive global development, are showcased.

## "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)." This guideline targets SMEs, digital transformation service providers, and local authorities, aiming to facilitate scientific and efficient digital transformation. It advocates for the enhancement of enterprise transformation capabilities, including digital assessments, digitization of management and services, and integration with industrial Internet platforms. The guideline promotes a symbiotic relationship between large enterprises building platforms and SMEs benefiting from them. Government support for transformation policies, funds, services, and talent is emphasized, along with the optimization of the external environment for SME digital transformation.

## "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 approved the establishment of "Integrated Pilot Zones for Cross-border E-commerce" in 33 cities, including Langfang, marking the seventh such set of zones in China. These zones are strategically located in cities with strong foreign trade foundations, especially in central and western regions and border areas. The expansion of these zones aims to accelerate global reform and innovation, promoting the integration of industrial and trade digitization, trade facilitation, regulatory innovation, and alignment with international rules. By doing so, they bolster China's foreign trade development, fortifying its position as a global trade powerhouse.

## "Administrative Measures on Data Security in the Industry and Information Technology Sectors (for Trial Implementation)"

**Policy Highlights:** Released on December 8, 2022, the "Administrative Measures on Data Security in the Industry and Information Technology Sectors (for Trial Implementation)" represent a foundational document for data security management in the industry and information technology sector. These measures define data and data processors, categorize data, and establish mechanisms for data security monitoring, early warning, and reporting. The measures require annual data security risk assessments for important data and core data processors, along with rectification of identified risks. They also emphasize compliance with the national

data categorization and classification system, specifying responsibilities for data identification, security work systems, monitoring, and reporting. The measures extend to wireless data and personal information protection, enhancing data security management.

## "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 and the Cyberspace Administration of China, issued "Guiding Opinions on Promoting the Development of the Data Security Industry." These opinions aim to drive the data security industry's growth, targeting a scale exceeding RMB 150 billion by 2025. They lay out a comprehensive plan, encompassing key laboratories, application demonstration scenarios, industrial parks, and innovation zones. By 2035, China aspires to achieve world-leading status in core data security technologies, product development, and professional services. The opinions delineate seven pivotal tasks, spanning industry innovation, service expansion, standards system development, technology adoption, ecological prosperity, talent supply, and international collaboration. Recognizing data's crucial role in economic development, these opinions underpin China's digital economy and national security.

## "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:** Released on February 10, 2023, 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" targets eight provincial governments, including Inner Mongolia Autonomous Region, Liaoning Province, Jilin Province, Heilongjiang Province, Guangxi Zhuang Autonomous Region, Yunnan Province, Tibet Autonomous Region, and Xinjiang Uyghur Autonomous Region. The circular seeks to deepen cooperation with neighboring countries, bolster "One Belt and One Road" initiatives, boost socioeconomic development in border areas, and facilitate the high-quality development of cross-border economic cooperation zones. By attracting foreign investment

and technology, these measures support China's efforts in stabilizing foreign trade and investment.

## "Plan for the Overall Layout of Building a Digital China"

**Policy Highlights:** On February 27, 2023, the CPC Central Committee and State Council unveiled the "Plan for the Overall Layout of Building a Digital China." This comprehensive plan outlines China's digitalization strategy, guided by the "2522" framework that emphasizes digital infrastructure, data resources, integration with the "Five-sphere Integrated Plan," digital technology innovation, and digital security. The plan outlines several initiatives to empower the digital economy, digital government, digital culture, digital society, and digital ecology. Notably, it calls for

the deep integration of digital technology in key sectors such as agriculture, industry, and finance, underscoring the importance of digitalization across the entire industry chain.

## Looking Forward

As China strides forward in the era of the digital economy, its policies and initiatives reflect a commitment to fostering innovation, enhancing cybersecurity, and promoting economic growth. From virtual reality integration to data security management and the expansion of cross-border e-commerce zones, these policies provide a roadmap for businesses and stakeholders to navigate and capitalize on the opportunities presented by China's digital transformation. By embracing these policies, China continues to position itself as a global leader in the digital economy, setting a course for sustained growth and international cooperation in the years ahead. 

# Navigating the Digital Economy: Insights from 2023's Key Events

## Roundtable Discussion with CCID

On the morning of June 9, 2023 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 Multinational 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

*The digital economy events held in June 2023 were important gatherings that brought together industry leaders, government representatives, and corporate stakeholders to address the ever-evolving landscape of the digital economy in China and its global impact. These events, co-hosted by AmCham China in collaboration with esteemed organizations such as CCID and CAICT, served as platforms for insightful discussions, collaborative initiatives, and the sharing of innovative ideas. With a focus on assisting small and medium-sized enterprises (SMEs) in their digital transformation journeys and exploring avenues for international cooperation, these gatherings provided a glimpse into the future of the digital economy, highlighting its challenges, opportunities, and the strategies required to thrive in this dynamic environment.*

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 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.

## AmCham China and CAICT Roundtable Event

On June 21, 2023 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



Above:  
AmCham China delegation at a roundtable discussion with CAICT

Photo courtesy of AmCham China

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 is 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 based on 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. ①

# Digital Economy Case Studies

The collection of digital economy case studies highlights the diverse ways in which digital economy companies are making a difference in China. From helping businesses to integrate ESG principles into their operations, to empowering SMEs to expand globally, to developing the digital skills of the workforce, these companies are committed to building a better future for all.

These case studies not only provide insights into the innovative strategies and initiatives that digital economy companies are implementing to achieve their social impact goals, but also demonstrate the positive impact that AmCham China member companies are having on the Chinese economy and society.

*China's digital economy is transforming at an unprecedented pace, creating new opportunities for businesses and individuals alike. AmCham China's member companies are playing a vital role in driving sustainable growth and social impact in the country. Read on to study the case studies from the digital economy section of the Social Impact Report.*

## CASE STUDY 1 - 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 have also influenced consumer purchasing decisions. Meta and AVISTA Group jointly released the "ESG Integration: Cross-border E-commerce Business" White Paper in February 2023. This paper delves into the significance of ESG (Environmental, Social, and Governance) and ESG hotspots in e-commerce, aiming to help cross-border brands formulate ESG strategies.

### ESG Vision

Meta noticed the growth of cross-border e-commerce and sought to assist Chinese brands in leveraging platforms like Facebook, Instagram, Messenger, and WhatsApp to expand globally. With international consumers increasingly valuing sustainability, Meta identified ESG as a growth opportunity. They found that some Chinese e-commerce brands lacked knowledge in this area, leading to the

### 《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



Above:

An image from the ESG Integration: Cross-border E-commerce Business White Paper

Photo courtesy of Meta and AVISTA Group

creation of a comprehensive white paper and tailored ESG frameworks in partnership with AVISTA Group.

### A Framework for Sustainability

The white paper draws on sustainable development frameworks from organizations like SASB, MSCI, Sustainalytics, and GRI. It recommends establishing mechanisms for monitoring sustainability, aligning with UN Sustainable Development Goals, and focusing on four key areas: environment, product innovation, human

resources, and communities. Enterprises should integrate ESG principles throughout the value chain, from product development to logistics and customer experience. One success story is OGL, a sustainable fashion brand that improved its ESG strategy and performance with Meta's guidance.

### Company Profile

Meta, formerly Facebook, is a global technology leader headquartered in California.

We pioneer metaverse technology, shaping the future of the internet for connections and opportunities. In China, we drive innovative marketing, aiding local brands on platforms like Facebook and Instagram. With 13 years of experience, collaborating with 12 official agencies, we've witnessed companies transition from manufacturers to brand owners. In 2022, we partnered with AmCham China to launch the "China Cross-border Business Academy," providing free digital marketing training to Chinese cross-border SMEs in key cities for international expansion.



## CASE STUDY 2 - Dell Technologies Helps Chinese Companies Achieve Innovative Smart Manufacturing

Dell Technologies has been committed to supporting Chinese enterprises in integrating digital technology into the real economy, fostering the transformation of traditional industries, and driving economic development. With over 25 years of presence in China, Dell has successfully partnered with various Chinese companies, with the collaboration with Linde Group (China) being a standout example.

Dell Technologies played a pivotal role in Linde Group's smart factory project, boosting production capacity by 27%, enhancing quality inspection speed by 30%, and reducing energy consumption by 28%. Linde (China) Forklift Truck Corp., a division of the KION Group, needed to meet rising global demand for electric forklifts and turned to Dell for a comprehensive smart automation solution.

### Enabling Smart Manufacturing

Dell's hybrid cloud and edge solutions seamlessly connect machines and devices, facilitating manufacturing automation and data management. These technologies enable real-time communication between robots and a virtual control center, optimizing operations and efficiency. The smart factory achieved a 27% production increase compared to its previous plant, aided by immediate quality testing and monitoring. Furthermore, Dell's involvement reduced energy usage by 28% through intelligent automation and optimized infrastructure, reducing carbon emissions. Dell Technologies' collaboration with Linde Group exemplifies their commitment to driving innovation and sustainability in the Chinese market.

### Company Profile

Dell Technologies, a global technology leader, is dedicated to advancing human progress through innovative technologies. Their vision is to become the essential technology company for the data era. Dell offers tailored PCs, infrastructure products, consulting, services, and end-to-end digital solutions to meet customer needs comprehensively.



Above:

Dell Technologies supporting the construction of the Linde Group's smart factory

Photos courtesy of Dell Technologies



Above:

The missing a "before Google" Program launch

Photo courtesy of Google

## CASE STUDY 3 - Google Supports SME's Digital Transformation

Chinese startups aspire to conquer global markets, facing challenges in a rapidly evolving international landscape. Google's mission is to support these ambitious entrepreneurs and foster their global success. Amidst the intricate shifts in international economics in 2022, Chinese exporters are recalibrating their strategies, transitioning from product-centric to brand-focused approaches, with an emphasis on domestic brand globalization.

### Google's Initiatives

In response to the government's call for SME development and economic fortification, Google launched the "Google for Startups

Accelerator China" Program. This program empowers Chinese startups through a three-month acceleration period, providing invaluable, equity-free support. Expert Google mentors guide startups across pivotal domains such as product development, global expansion, talent acquisition, and market insights. The program culminates in a demo day roadshow, connecting startups with top-tier investors.

### Supporting Exporters

Google champions Chinese exporters in B2B and B2C cross-border e-commerce, concentrating on brand amplification and global reach. Their export training camp equips exporters with tailored digital marketing skills, market acumen, and brand-building strategies, finely tuned to specific industries.

### Positive Social Impact

Since 2021, Google has furnished three-month startup acceleration mentorship to 19 Chinese companies, enlisting over 60 top mentors. The demo day roadshows have generated an impressive



380+ cooperation and investment intentions, benefiting 160+ registered startups. In 2022, 47 training sessions engaged 4,000 participants in major export cities, with plans to expand the project to 20 cities in 2023.

### Company Profile

Google's mission is to make global

information universally accessible and beneficial. Through products like Search, Maps, Gmail, Android, Google Play, Chrome, and YouTube, Google influences billions of lives globally and stands as one of the world's most recognizable brands. Google Inc. established its presence in China in 2005, with offices in Beijing, Shanghai, and Shenzhen, primarily focusing on R&D and sales as a subsidiary of Alphabet.

## CASE STUDY 4 - IBM SkillsBuild Digital Learning Platform – Helping to Develop “New Collars” of the Digital Age

IBM's SkillsBuild digital learning platform, launched in 2020, is a significant investment in China. Focused on China's information industry and youth aged 10 to 18, it aims to promote educational equity, digital literacy, and employment readiness.

### Addressing the Digital Skills Gap

China's vision for scientific literacy and digital economy development highlights the need for millions of skilled talents. IBM recognizes the shift towards a "new collar" workforce, emphasizing practical skills over formal education.

### Project Highlights

IBM collaborates with non-profits, schools, and foundations to deliver SkillsBuild courses to underserved communities,

providing tailored digital education.

### Impactful Initiatives

IBM's partners execute projects like popular science readings for children, AI enlightenment sessions, and empowering girls in technology, extending digital knowledge to underprivileged areas.

### Key Features:

- Over 30% of IBM volunteers contribute their expertise.
- A diverse ecosystem of partners supports the SkillsBuild project.
- Innovative content covers artificial intelligence and more.


- Focused on underprivileged regions with limited educational resources.
- Empowering community staff and teachers for lasting impact.

### Impressive Outcomes

In 2021, SkillsBuild reached 15 provinces, benefiting over 4.9 million people with 90% active users. The project received industry recognition.

IBM's digital initiatives align with national goals, bridging the digital skills gap, supporting scientific literacy, and nurturing technical talents in China. The platform promotes educational collaboration, generating positive societal impacts.

### Company Profile

IBM, founded in 1911, operates globally, providing cognitive solutions and cloud platforms. Corporate responsibility is integral to IBM's values, emphasizing social responsibility, innovation, and ethical governance. 

## AmCham China Committees and Co-Chairs

AmCham China's Committees are the lifeblood of our advocacy, industry relations, and community development. We have Committees focusing on industry sectors, corporate functions, and special issue-based interests that well represent American businesses operating in China as well as the active membership of our community. Committees allow members to:

- Use AmCham China as a platform to drive foreign companies and industry-based advocacy efforts
- Hold dialogues with regulators and industry stakeholders to influence the business environment
- Share information and ideas specific to their industries
- Meet like-minded people for professional development
- Generate contacts for business development

If you are interested in joining any of our **Committees**, please contact the corresponding member of staff listed below.

### Agriculture Committee <sup>8</sup>

**Yong Gao**, Bayer  
**Liang Wang**, ADM

### Automotive Committee <sup>1</sup>

**Jun Jin**, PwC  
**Lynn Luo**, General Motors

### Business Sustainability Committee <sup>11</sup>

**Jing Guo**, Novelis China  
**Jing Wu**, UPS

### Chinese Government Affairs Committee <sup>12</sup>

**Bing Zhou**, Intel  
**Christine Yuan**, Rio Tinto  
**Qiang Lv**, Abbott

### Cosmetics and Nutrition Committee <sup>2</sup>

**Jun Yan**, Amway  
**Qian Wu**, P&G  
**Chunhui Xu**, GCC CNPERMIT  
**Frida Liu**, Johnson & Johnson

### Education Committee <sup>3</sup>

**Carol Li Rafferty**, Yale Center Beijing  
**Jingyu Wang**, Beijing Global Gateway, Uni. of Notre Dame  
**Fran Liu**, Uni. of Minnesota China Office  
**Katie Beck**, Western Academy Of Beijing

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Photo courtesy of AmCham China

# China's Business Leaders Chart a Path to a Sustainable Future at 2023 Social Impact Summit

AmCham China President Michael Hart opened the event, welcoming speakers and attendees. Hart thanked the sponsors, and remarked on the crucial role enterprises play in both promoting ESG (Environmental, Social, and Governance) and taking responsible actions that benefit the whole society.

The Summit's first keynote speech was delivered by Yuan Dongming, Director General of Enterprise Research Institute at Development Research Center of The State Council (DRC). Yuan noted that the surveys and reports published by the Chamber were of great importance to the Center.

The Summit's second keynote was delivered by Liu Meng, Head of the Liaison Office in China at the United Nations Global Compact. Liu called for



Above: AmCham China President Michael Hart

Photo courtesy of AmCham China



*The 2023 Social Impact Summit, hosted by the Chamber on August 23 at the China World Summit Wing in Beijing, focused on the role of ESG, digital transformation, and rural revitalization in building a better future. Around 100 guests joined the annual event, which concluded the 2022-2023 programming of the Social Impact Initiative and officially launched the 2023 Social Impact Initiative Reports. High-level speakers from the Chinese government, NGOs, and C-suite member company representatives shared their knowledge through insightful keynotes and engaging panel discussions.*

**Top:**

Meng Liu, Head of Liaison Office in China at United Nations Global Compact

**Middle:**

Middle: Deng Xiaoming, Director General from the China Rural Technology Development Center, Ministry of Science and Technology

**Right:**

Panel discussion on ESG and corporate social responsibility with Chang Liu, Lei Sun, Lingli Ren, and Meng Lian

**Bottom right:**

Panel discussion on digital transformation in China with Weijia Wang, Joanna Mao, Jenny Lau, and Ing Wang

**Bottom left:**

Dongming Yuan, Director General of Enterprise Research Institute at Development Research Center of the State Council (DRC)

Photos courtesy of AmCham China







attention on the threat that climate change is bringing to our lives, the economy, and global society, whilst highlighting the important role private sectors can play, including carbon reduction, targeting zero-emissions, and establishing comprehensive transition plans. Liu announced that more than 22,000 companies from more than 170 countries have joined their Global Compact initiative, and that they are seeing strong interest from companies to join this collective action, with the aim to promote corporate sustainability and the SDG with the United Nations.

The Summit's third keynote was delivered by Deng Xiaoming, Director General from the China Rural Technology Development Center, Ministry of Science and Technology. In his speech, Deng pointed out that enterprises are the chief drivers of scientific and technological innovation, and he called on companies to rise to the challenge to promote the transformation of the industry.

The first panel revolved around the theme of "ESG and Corporate Social Responsibility". Moderator Lian Meng, Communications Business Partner for Crop Science at Bayer (China), was joined on stage by panelists Liu Chang, Vice President at Cargill Investments (China); Sun Lei, Vice President of Business Growth at Usana/Babycare; and Ren Lingli, Director of ESG Disclosure and Consulting at PwC (China). The discussion explored the diverse strategies for ESG engagement in China. Meng highlighted interdepartmental coordination, Chang emphasized the importance of purchasing, safety, reduced shrink film usage, and employee development. Lei detailed Babycare's commitment to recyclable resources and rural support, allocating 2% of income to ESG, while Lingli elaborated on increased ESG investment, alignment with the Paris Agreement, innovative social services, adaptable strategies, and enhanced technology access.

The fourth keynote speaker was Sun Ke, Deputy Director of the Policy and Economics Research Institute at CAICT. Sun focused on digital economy and digital transition in his remarks.

The second panel focused on "Digital Transformation in China". Moderator Joanna Mao, Deputy



Director of USITO, was joined onstage, with panelists Wang Weijia, Vice President at Dell Technologies; Wang Ing, Public Policy Director of Amazon China; and Jenny Lau, Head of SMB eCommerce at Meta. The panel delved into China's ESG strategy and digital transformation efforts. Wang Weijia underscored the technological innovation in products and industry digitalization at Dell. Wang Ing spotlighted Amazon's role, sustainability initiatives, and customer trust programs. The discussion also covered Dell's solutions for IT transition challenges. Overall, the discussion showcased the innovation and sustainability driving China's digital transformation.

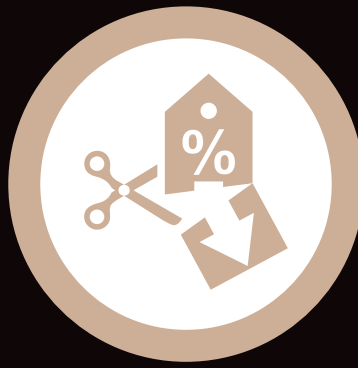
The 2023 Social Impact Summit concluded with the Social Impact Awards ceremony. The awards recognize organizations who have contributed significantly to green development, digital economy, and rural revitalization efforts over the past year. Winners included: Amazon, Babycare, Bayer, Cargill, Dell, Google, Meta, and USANA.

The 2023 Social Impact Summit emphasized the vital roles of ESG, digital transformation, and rural revitalization for a better future. Through insightful discussions and impactful awards, the Summit showcased a collective commitment to driving positive change. The Chamber looks forward to continuing this meaningful work in collaboration with our members in the upcoming 2023-2024 Social Impact Initiative programming. ❶

**Above top:**  
Winners of the Social Impact Awards

**Above bottom:**  
Ke Sun, Chair of the Digital Economy and Industrial Economy Division at China Academy of Information and Communications Technology

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