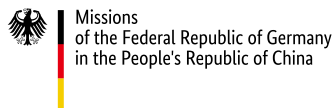




2020

MORE THAN A MARKET

How German companies are growing roots in Chinese society





MORE THAN A MARKET

同心 同力 同行

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Introducing our Social Responsibility Initiative

The future of German companies depends on their role in Chinese society. By practicing Corporate Social Responsibility (CSR), companies can have a true impact on all aspects of society, including economic, social, and environmental. The continuing success of German companies in China depends on a new perception of the business environment: namely, that China is more than just a market!

Against this backdrop, the Social Responsibility initiative More than a Market (同心同力同行), was launched in 2015 by the German Chamber of Commerce | Shanghai together with the Bertelsmann Stiftung, with the strong support of the Consulate General Shanghai and the other the Missions of the Federal Republic of Germany in the Peoples' Republic of China, in cooperation with the consulting agency CONSTELLATIONS International to share and develop best practices of CSR by German companies operating in China. The goals were set clearly:

- bundle the existing social engagement efforts of the German business community,
- render those activities more visible to Chinese stakeholders,
- catalyze joint action by the German business community for increased impact.

Building on the foundations of 2015, the initiative developed and grew into a China-wide platform and is now hosting an annual platform – the More than a Market Forum – as well as a variety of workshops, panels, discussion rounds and online events throughout the year.

On top of that, companies are rewarded annually for their outstanding CSR projects within the More than a Market Awards Gala. This year, a remarkable number of 82 submitted projects. The projects from participating companies range from vocational training for people with impairments for more inclusivity to projects that improve electricity efficiency or increased renewable resource usage. Each project makes a difference in creating awareness and solutions to the social challenges all of us face as a society and in business. The range of projects shows the accountability of the German companies to ensure that sustainability and inclusivity are incorporated into their company ethics. The hosts are confident, that all the applicants embody the CSR virtues irrespective of company size.

The year 2020 marks a special occasion: The fifth anniversary of the More than a Market Forum and Awards Gala. To celebrate this milestone, the hosts will hold in the course of 5 days 9 events around the topic of CSR, together with over 25 partners and almost 50 speakers. A broad program – 5 Years 5 Days – of interactive and creative activities for companies and their teams is set to be the stage for meaningful learning and new connections.

The More than a Market hosts are looking forward to next five years and hope more companies will engage in the initiative and contribute their part to creating an inclusive, healthy and safe society and environment.

More information can be found on www.morethanamarket.cn





The German Companies' Social Commitment Strengthens Mutual Trust and Understanding

Dr. Clemens von Götze,
Ambassador of the Federal Republic of Germany to the People's Republic of China



German business exchange with China has rapidly and constantly expanded over the course of the last four decades. Not only has China grown into Germany's biggest trading partner worldwide, but long-term growth prospects, dedicated manpower and top notch infrastructure have also attracted a lot of German investments to China. Thus, in the year 2019 more than 5.000 German companies provided employment for more than a million Chinese employees. When at the beginning of the year 2020 the Corona pandemic ravaged first China and subsequently the whole world, we feared that this tremendous success story of German business in China might come to a halt. And indeed, lockdowns, interrupted logistic chains and declining demand sent the economy into a tailspin, in China, in Germany and all over the world. But after difficult months, we now see signs of hope that with a stabilized epidemiological situation economic recovery will gain traction. German companies contribute to the rebound of the Chinese market and are working hard to further turn the tide into the direction of returning growth.

In these difficult times, it is particularly important to avail of all opportunities for future business and overcome obstacles that stand in the way of economic expansion. To achieve this, the further removal of market entry barriers and the creation of a real level playing field for all investors in China are of utmost

importance. The conclusion of an ambitious comprehensive investment agreement in the course of this year would send a much needed signal to European investors, spur deeper bilateral economic relations and build trust in China's continued reform and opening up policy.

German companies have never considered China only a market. For many of them, China has become a second home. German business is an integral part of China's economy and society. For our companies, being good corporate citizens doesn't only mean paying taxes and complying with regulations. They consider sustainability, social commitment and environmental protection to be an integral part of their way of doing business.

The German Chamber's initiative More than a Market sheds light on activities that go far beyond companies' regular operations. It encourages and rewards companies for outstanding social achievements in areas like education, inclusion or poverty alleviation. The companies' commitment bears testimony to their strong bond with Chinese society and strengthens mutual trust and understanding. This year marks the fifth anniversary of More than a Market Forum and Awards Gala. I would like to use the opportunity to thank participating companies for their vital contributions to German-Chinese partnership and to wish this extraordinary initiative continued success.

Fulfilling Corporate Social Responsibility, Building a Better Future for Mankind

Wu Ken,

Ambassador Extraordinary and Plenipotentiary of the People's Republic of China in the Federal Republic of Germany



China and Germany are important trade and investment partners mutually. China has been Germany's largest trading partner for four consecutive years and a major investment destination of German enterprises for a long time. In recent years, Chinese companies have also sped up investment in Germany. As an important link in the bilateral relationship, enterprises from China and Germany have demonstrated a strong sense of social responsibility next to pursuit of economic benefits, and made indispensable contributions to the economic growth, employment stability, cultural exchanges and environmental protection in both countries.

In the meantime, there are and will be more global challenges, such as climate change, public health, food security, social equity, and extreme poverty, which can not be resolved without active contributions of both countries and people. In the face of the unexpected COVID-19 outbreak, Chinese and German enterprises immediately organized donations and actively fought against the pandemic, demonstrating noble compassion beyond borders.

We are pleased to see that since its launch five years ago, the More than a Market initiative has received increasing support from German enterprises located in China. As China's economy recovers and positive growth resumes, we will continue to open up and welcome more German companies to invest in China. At the same time, I hope that all enterprises will work together to actively fulfill Corporate Social Responsibility, contribute even more positive energy into Sino-German relations and shape a better future for humankind.

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Understanding CSR: A Short Overview on Theoretical Concepts, Definitions, and Company Responsibilities

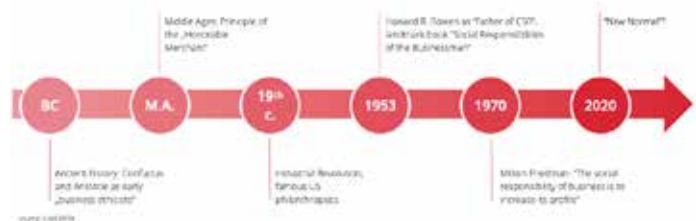
Dr. Evelyn Engesser

Several hundred projects have been submitted to the More Than A Market initiative during the past five years. They show an impressive variety of ventures: Many of them support education for children, inclusion, or address environment, health and safety matters. Others concentrate on the improvement of vocational training and the social and ecological sustainability across supply chains. A few projects engage in culture and arts, eldercare, food, intercultural exchange, or gender equality.

Some aim at a broad societal impact, others focus on improvements within the own company, targeting employees and their families, suppliers, trainees or new talent. One-time and long-term initiatives are among them, charity donations and volunteer campaigns with a huge number of participating employees.

The purpose of CSR activities is manifold, ranging from more economic considerations to mere philanthropic intents. On the business side, CSR shall improve company profitability and value, shall increase accountability and transparency, shall enhance corporate reputation and brand image, shall elevate customer loyalty and sales, and shall help to attract and retain key employees. Repeatedly, research studies have proven that consumers are drawn to those companies that have a reputation of being a good corporate citizen

Timeline



Critics might lament the costs of CSR, they might accuse companies of green- or whitewashing, or argue that firms act in their own self-interest rather than in society's interest. But is it really objectionable when companies profit from their own good deeds? Should business interests and society's interests not go hand in hand? A short glimpse back into the origins and development of CSR helps to better understand the concept.

During the last decades, many different terms were used to describe socially responsible business behavior: corporate accountability, corporate sustainability, corporate citizenship, corporate responsibility, sustainable business, responsible business, sustainable entrepreneurship, conscious capitalism, corporate conscience, sustainable development etc.

These terms do not necessarily mean the exact same thing, and we could talk at length about their implications without being able to accurately differentiate between them. Why are there so many different names? Different disciplines are involved, each with their own perspective – ethical, strategic, organizational, legal, economical, historical. Different names, different theories, different definitions lead to little consensus about what CSR actually is.

That business people are encouraged to act in a socially responsible way is nothing new. One might even trace it back to ancient history. Confucius and Aristotle can be called early “business ethicists”. Confucius (551-479 BC) emphasizes the importance of building harmony and doing good. He argues that acting ethically in all transactions is paramount, more important than striving to make money. A good leader always looks after the people around him, and in doing so, everyone benefits: “The superior man understands what is right; the inferior man understands what will sell.”

According to Aristotle (384-322 BC), one has to think of oneself as a member of the Polis – a larger community, corporation, the neighborhood, the city or the country. And everyone shall strive to excel, to bring out what is best in ourselves and our shared enterprise. What is best in us – our virtues – are in turn

defined by that larger community, and there is therefore no ultimate split or antagonism between individual self-interest and the greater public good.

Fast forward to the Middle Ages, in Europe, especially Germany, the concept of the honorable merchant (“ehrbarer Kaufmann”) became popular – and it still is.

The Industrial Revolution (mid-to-late 1800s) introduced the new factory system and with it, many social problems: labor unrest, poverty, slums, child labor. The industrial welfare movement sought to remedy to these problems and improve performance. Hospital clinics and bath-houses were built, factories were equipped with lunch-rooms and recreational facilities. Were these measures taken to improve the workers’

Theoretical Perspectives
CSR: To do, not to do, how to do?

SHAREHOLDER PRIMACY	INSTRUMENTAL / STRATEGIC CSR	ALTRUISTIC VIEW
<p>DO GOOD FOR THE COMPANY</p> <p>Goal: Maximize profits for the shareholders</p> <p>Strategy: Use aggressive competitive strategies as long as it is acceptable legally - Don't spend someone else's money on activities with which many stakeholders would not agree - Use an ethical reference to government</p>	<p>DO GOOD FOR THE SAKE OF THE COMPANY</p> <p>Goal: Increasing long-term profits and shareholder trust by engaging in CSR</p> <p>Strategy: - Make a positive impact on all stakeholders - Increase customer loyalty - Win a competitive advantage</p>	<p>DO GOOD FOR THE GOOD CAUSE</p> <p>Goal: Help the community or underprivileged</p> <p>Strategy: - Allow CSR activities and practices based on ethical values and firm management - CSR activities don't need to be profitable for the firm - Flexible position</p>

Source: UNCTAD

Dr. Evelyn Engesser is a communications expert with over 25 years of experience in the field of media analysis, market research and strategic consulting services. She holds a doctoral degree in communications from the University of Mainz (Germany). Having lived and worked in China since 2012, she helps clients from big and small companies to measure the success of PR and Corporate Communication activities. Evelyn is currently General Manager of UNICEPTA's business in China. UNICEPTA is the fastest growing full-service media and data intelligence provider in Europe, USA and APAC.



While the maxim of a company following a shareholder primacy approach is “do good for the company”, we find the credo “do good for the good cause” at the other end of the spectrum of theories. The altruistic approach seeks to help the community or underprivileged stakeholders by adopting CSR policies and practices based on ethical beliefs. The CSR activities don't necessarily need to be beneficial to the firm's financial position.

Some critics argue that altruistic CSR is immoral for corporations as it violates shareholder property rights, unjustly seizes stockholder wealth, and bestows benefits for the general welfare at the expense of those for whom the firm should care.

During the last years, the instrumental, strategic use of CSR gained more and more popularity: Make profit, put business first, but do it in a responsible way. The goal is to increase long-term profits and shareholder trust by engaging in CSR, the motto is “do good for the sake of the company.” The strategy is to make a positive impact on all stakeholders – shareholders as well as employees, customers, suppliers, neighbors, journalists, or the government. Increasing customer loyalty with the help of CSR will lead to a competitive advantage. Public relations and corporate communication support to foster a good company reputation. The Financial Times defines: “CSR is a business approach that contributes to sustainable development by

delivering economic, social and environmental benefits for all stakeholders.” This simple and pragmatic definition can be used as guiding principle for all types of corporations and all types of activities.

Probably the most well-known graphic depiction of modern social responsibility is Archie B. Carroll's pyramid of CSR. Carroll arranges a set of four responsibilities, with the economic responsibility at the base of the pyramid, as it is the foundational requirement in business. Legal responsibilities are on the second level of the pyramid. That companies comply with laws and regulations as a condition of operating, is also required. Furthermore, society expects businesses to go beyond what is legally required and to operate in an ethical fashion – the third level. And finally, corporate philanthropy desired by the society is shown at the top of the pyramid. CSR entails the concurrent fulfillment of all of these responsibilities.

Many German companies in China have proven that they not only discharge their economic and legal responsibilities, they also assume ethical and philanthropic responsibilities. They serve as role models for others, and the More Than a Market initiative is an excellent platform to honor their efforts and to inspire others.

CASE STORIES





adidas China

Aichelin Heat Treatment Systems (Beijing) Co., Ltd.

Boehringer Ingelheim Animal Health China

Bosch (China) Investment Ltd.

Bosch Automotive Diesel Systems Co., Ltd.

Bosch Automotive Products (Suzhou) Co., Ltd.

Bosch Automotive After Market (China) Co., Ltd.

Brose Changchun Automotive Systems Co., Ltd.

Crossboundaries

DRÄXLMAIER China

Henkel (China) Investment Co., Ltd.

Merck Holding (China) Co., Ltd.

Ottobock (China) Industries Co., Ltd.

SAP Labs China

tesa Plant Suzhou Co., Ltd.

TÜV Rheinland Greater China

WAGO Electronic (Tianjin) Co., Ltd.

Wemhoener (Changzhou) Machinery Manufacturing Co., Ltd.

adidas China

Run for the Oceans 2019



adidas

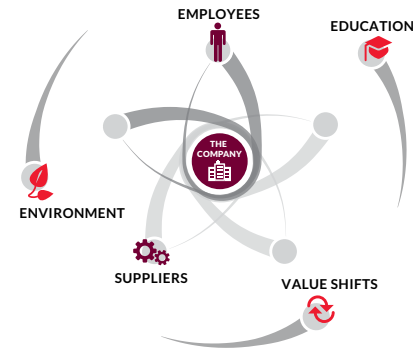
Sector
Sports apparel

Headquarter in Germany
Herzogenaurach

Active in China
since 1997

Employees

worldwide	57,000
in China	6,000
in legal entity	6,000



SOCIAL CHALLENGES

Every year, very large amounts of plastic waste are dumped into the oceans. Exact figures are difficult to establish; estimates range from 9 million to 26 million tons per year. At this rate, it may take only a few decades until there is more plastic in the seas than fish – a truly disturbing prospect. This is why adidas China is doing its bit to remedy and raise awareness of this challenge.

PROJECT APPROACH

In 2015, adidas partnered with Parley and set its sights on gradually reducing the use of new plastics in its supply chains. Naturally, this is a long-term project. Among the first steps is to use plastic waste collected by Parley and turn it into thread-woven running shoes. In addition, adidas and Parley began holding the annual Run for the Oceans (RFTO) in 2017. Runners worldwide join RFTO by participating in local runs, and by tracking their runs digitally via a running app. RFTO held running events in 15 cities in China last June, raising awareness among the runners, their families and their colleagues at work. In order to further leverage the impact of these events, adidas China contributes \$1 for each kilometer ran (capped at \$1.5 million), donating the

total amount to the Parley Ocean Schools. The schools educate young people about the dangers of plastic pollution and possibilities for taking action.

VALUE ADDED

The 2019 event attracted nearly 700,000 participants in China alone. All together they ran no less than 7.74 million kilometers, which meant adidas donated \$1.5 million to the Parley Ocean Schools. In Beijing, Shanghai, Guangzhou and Chengdu alone, well over 10,000 runners took part.

LESSONS LEARNED

Given the very high level of participation, adidas and its partner will continue to hold and expand the Run for the Oceans event.

IDEAS FOR THE FUTURE

adidas has set itself targets for avoiding unrecycled plastic and further integrating sustainability into its production processes and overall business. These targets include eliminating all plastic bags from its stores by 2020 and using only recycled polyester in every product and for every application where a solution exists by 2024.

Aichelin Heat Treatment Systems (Beijing) Co., Ltd.

'Window on the World' – Flying Swans



SOCIAL CHALLENGES

Industrialization leads to large-scale social dislocation. This was true in Charles Dickens' time, and it is true in today's China. One of the ways this becomes apparent is through urbanization and its side effects – how it affects the children of migrant workers, for example. If rural migrant workers decide to take their children with them to the city, it means those children will not have access to regular schools. That is because migrants are not allowed to register in the city and therefore do not exist as far as public services such as schools are concerned. Obviously, this has a devastating impact. If, on the other hand, migrant workers decide to leave their children in their home village, for instance in the care of grandparents, the situation



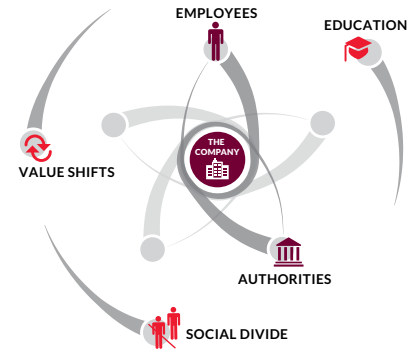
Sector
Thermal Process Technology

Headquarter in Germany
Mödling (Austria)

Active in China
since 1985

Employees

worldwide	1,150
in China	360
in legal entity	360



remains difficult. This is partly because the children grow up without their parents, and partly because many rural schools are so seriously underfunded that the education “left behind” children receive there is often not much better than what migrant children have access to in the city. The challenge is to tackle this twin problem.

PROJECT APPROACH

An effective way to remedy this situation is by helping people to help themselves. For example, migrant workers have begun setting up their own schools to make sure their children get at least a basic education. The Little Swan School in Beijing is a case in point. Its headmaster, Yan Zhaoshi, is a volunteer who gave up his job as an engineer to work on behalf of the school and its

approximately 700 students. Aichelin “adopted” the school in 2017. Since then, the company has been supporting it by donating desks, tables, PCs, laptops, books, supplies and storage space. In 2019, Aichelin began extending its support, assisting not only a school for migrant children in the city, but also left behind children in the countryside, namely in Wuzhuang Village in Henan Province. Support from Aichelin comes in many forms, for example material assistance, equipment and books. It also includes volunteer work, for instance through the “Window on the World” lectures. These are delivered by Aichelin volunteers and are meant to give students a wider perspective.

VALUE ADDED

In cooperation with local partners, the rural school was able to employ three additional full-time teachers starting in 2018. Both the rural and the urban school were able to extend their extracurricular programs, and their students are now participating in dancing lessons, art classes and debating clubs in the afternoons. In addition, various donations, such as books, board games, classroom furniture and computers, have greatly improved the hardware at both schools. Crucially, by providing better education, the urban school has made it feasible for parents to bring their children with them from their home villages. As a result, about 300 families have been able to continue living together under one roof. Meanwhile, the rural school is now recognized as among

the top three in town and is increasingly able to provide poor children with a proper education.

LESSONS LEARNED

Aichelin found that cooperation with local partners is extremely helpful. The detailed knowledge of people already familiar with the situation on site is crucial for ensuring the effectiveness of a project such as Aichelin’s.

IDEAS FOR THE FUTURE

The company intends to continue its support for the two schools and to expand the program over time. Aichelin will also work to encourage more employees to support the project in the future. .

Boehringer Ingelheim Animal Health China

Fighting African Swine Fever in China





勃林格 殷格翰

Employees

worldwide	50,000
in China	4,500
in legal entity	4,500

Sector

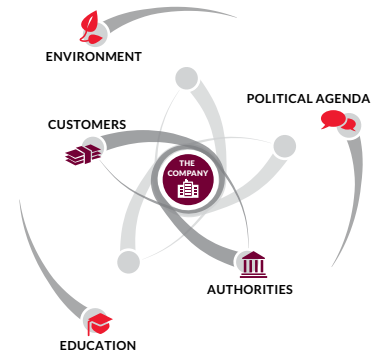
Pharmaceuticals

Headquarter in Germany

Ingelheim

Active in China

since 1994



SOCIAL CHALLENGES

China is the largest country in the world for pork production and consumption, and pork is its primary source of animal protein. In August 2018, African swine fever (ASF) broke out in China for the first time. Since there is no effective vaccine or treatment yet, this infectious disease has spread rapidly, devastating pig farms throughout the People’s Republic. By October 2019, pig inventories across the country had dropped catastrophically – by nearly 40 percent – creating adverse effects not only for pig farmers, but also for Chinese consumers.

PROJECT APPROACH

Since there is no vaccine yet for ASF, the best response is to help farmers establish and practice biosecurity protocols that prevent the introduction of the disease on farms.

Boehringer Ingelheim is well placed to do just that, as the company is a leader in the animal health industry, in China and globally and develops solutions and provides services to protect animals from diseases and pain. After the first outbreak of ASF in China, a team specialized in the company’s pig-farming professional veterinary services started providing intensive training in biosecurity. It did so in cooperation with the Chinese Veterinary Medical Association.

VALUE ADDED

As of 2019, well over 18,000 participants had attended the company’s 450 biosecurity training events. During the first half of 2020, another 30 online trainings were conducted on biosecurity and ASF, involving 770,000 participants. The firm’s veter-

inary professionals delivered on-site support to over 200 farms and corporate groups in order to help them establish biosecurity protocols and repopulate their stocks. In addition, the company launched a comprehensive online tool to help farmers assess and manage biosecurity on their premises. Company experts also published a book on ASF, focused on biosecurity for pig farmers, and distributed many copies throughout China.

LESSONS LEARNED

Pig farms in China showed a lack of biosecurity awareness when ASF first broke out. Imparting the company’s biosecurity knowledge to the participants was sometimes more difficult than expected, because the conditions on different pig farms varied considerably. In order to overcome this problem, the company

focused on developing practicable solutions on site on the farms themselves. This combination of local experience and Boehringer Ingelheim expertise ultimately proved successful.

IDEAS FOR THE FUTURE

ASF is unlikely to go away in the short term, and Boehringer Ingelheim will continue to support its customers in mitigating the effects of this disease. The company will also extend pre-existing programs for livestock disease eradication to include measures for ASF.

Bosch (China) Investment Ltd.

Teacher's Training Program





BOSCH

Invented for life

Employees

worldwide	402,800
in China	60,000
in legal entity	2,000

Sector

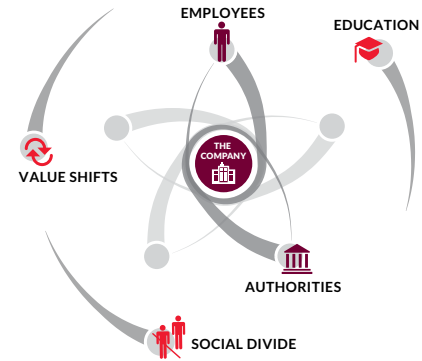
Consumer Goods

Headquarter in Germany

Stuttgart

Active in China

since 1909



SOCIAL CHALLENGES

Chinese villages face many challenges, partly because they have never been as affluent or developed as the country's urban centers, but also because, more recently, large numbers of the people living there have left to find employment in the cities as migrant workers. It has become normal for villages to be inhabited only by old people and young children. This has serious consequences for the children's schooling and education. Another result is that well-trained teachers are increasingly reluctant to accept a position in the countryside. After all, being a village teacher means more work, less pay and generally more challenging conditions than city teachers face. Since teachers are crucial if villages are to remain viable and prosper in the future, the challenge is to support rural teachers and

make working in the countryside more attractive.

PROJECT APPROACH

In 2015, Bosch launched its Teacher's Training Program in response to the uneven distribution of educational resources in China and the lack of training and learning opportunities for teachers in rural areas. The project aims to improve the education of rural teachers and the management skills of school principals by providing them with high-quality training. It is hoped that by improving management and teaching skills on a broader scale, more rural children will receive a proper education. The project pursues this goal by selecting suitable teachers in Ningxia Province and in rural areas near cities such as Chengdu and Xi'an. Once a year, the program focuses on the specific needs of the select-

ed schools. Bosch and its partners then invite the teachers to nearby cities to participate in teacher training programs. At the end of each term, feedback is collected so that the project can be continuously improved.

VALUE ADDED

In the past five years, the Teacher's Training Program has worked with more than 1,000 principals and teachers, thus making a significant contribution to raising the level of educational offerings at rural schools. The participants have come from 40 village schools and 11 vocational schools. Apart from its immediate application – providing teachers with better training – the program also communicates to village teachers, who often work under very difficult conditions, that their efforts are appreciated and that they are not alone.

LESSONS LEARNED

Bosch intends to focus on further improving its mechanisms for identifying suitable schools and teachers. In addition, it will adapt its programs according to feedback received from the teachers and will become more active in networking the teachers, so they can encourage and learn from each other.

IDEAS FOR THE FUTURE

Bosch will further improve the content of the training program, especially in terms of how its curriculum is developed and introduced, to ensure the training received is of high quality. At the same time, the project team will follow up after the training, examining the practical situation in order to understand the program's advantages and disadvantages and ensure it results in tangible changes and better rural education.

Bosch Automotive Diesel Systems Co., Ltd.

Go Green Together





BOSCH

Invented for life

Employees

worldwide	402,800
in China	60,000
in legal entity	4,452

Sector

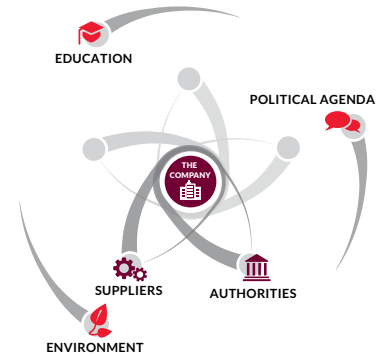
Powertrain System

Headquarter in Germany

Stuttgart

Active in China

since 1909



SOCIAL CHALLENGES

Environmental protection becomes meaningful – and difficult – once it is no longer about general ideas, but concrete improvements. Some organizations, such as large companies with leading technological and organizational skills, are well positioned to design and implement detailed measures that improve their ecological sustainability. Other less experienced enterprises may find it hard to identify their shortcomings and potentials in order to realize improvements. The challenge is to help them do just that.

PROJECT APPROACH

This is why, since 2018, Bosch Automotive Diesel Systems in Wuxi has been supporting five smaller companies in improving their environmental management. Bosch’s support is part of an initiative designed

by the local Department for Environmental Safety and Health, an initiative to which Bosch is a leading contributor. The company’s support for smaller enterprises largely comes in two forms. On the one hand, it delivers classroom training that improves participants’ awareness and theoretical competence. On the other, it visits the participating firms to evaluate their current environmental status, identify and analyze weak points and potentials, and develop detailed proposals for improvements.

VALUE ADDED

Environmental regulation in China is changing significantly and becoming increasingly dense. As a result, it can be hard for smaller firms to keep up. Bosch’s classroom training remedies this problem, for

instance by communicating the latest regulatory developments and supporting the participating firms in developing systematic strategies for environmental management. The individual participants then disseminate their acquired knowledge within their respective companies. In addition, Bosch’s on-site support plays a key role, including meetings with the management of the participating firms. Further, the company regularly reviews and promotes implementation of the measures it has agreed on with its partners to ensure the improvements actually work. It also helps its partners solve any technical problems that arise. So far, 19 improvement projects have been completed, including measures to manage wastewater, air emissions, noise, and general waste.

LESSONS LEARNED

Trust is crucial for a project like this. By proving that its solutions are genuinely valuable, Bosch was able to build the trust required to convince firms to participate.

IDEAS FOR THE FUTURE

In 2021, Bosch will be assisting an additional four companies in the region to improve their environmental management. In addition, it will expand the scope of the project, holding training and awareness events for schools and other local organizations.

Bosch Automotive Products (Suzhou) Co., Ltd.

Hand in Hand - Caring for Children with Autism





BOSCH

Invented for life

Employees

worldwide	402,800
in China	60,000
in legal entity	9,658

Sector

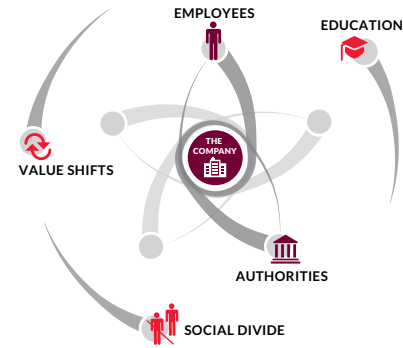
Automotive

Headquarter in Germany

Stuttgart

Active in China

since 1909



SOCIAL CHALLENGES

There are between 32 and 85 million people with disabilities in China – estimates vary considerably. The People's Republic is still a developing country, which means that things can be challenging for the disabled. There have been improvements in recent years, especially since the Paralympics were held in Beijing in 2008. For instance, newly built subway stations are now accessible by wheelchair. Yet much remains to be done to create basic infrastructure, such as schools capable of educating special needs children, either separately or together in classrooms with non-disabled children. Private organizations can do a lot to bring about such change, but often they do not have sufficient funding due to a lack of awareness in society at large.

PROJECT APPROACH

Therefore, in 2017, Bosch Suzhou partnered with Sunflower, an organization dedicated to helping children with autism. Bosch supports Sunflower by providing money, long-term volunteers, training opportunities for the organization's teachers and helps with organizational topics. Since there is a lack of expertise in China on how to assist autistic children, Bosch recruited additional partners to train and certify teachers at Sunflower. The company also helped improve Sunflower's premises. In addition, it supports Sunflower's social-inclusion programs. In practice, this means cooperating with teachers at local schools to set up inclusive classrooms. To maximize the project's reach, Bosch has also partnered with the Suzhou Industrial Park Alliance and Suzhou Industrial

Park Charity Federation to encourage more companies to become active in the program.

VALUE ADDED

With Bosch's support, Sunflower has become a key provider of help – which it offers free of charge – to well over 300 families. In addition, its nine teachers assist 30 children with autism. The school's efforts to facilitate inclusion – such as simulation classes and cooperation with nearby public schools – have often been successful: So far, 12 children have been able to start attending regular kindergartens, while another seven have begun attending regular classes in a public primary school.

LESSONS LEARNED

It has become clear that financial support, while crucial, is only the first step, since establishing a professional institute that can help children with autism and their families requires comprehensive support and long-term commitment.

IDEAS FOR THE FUTURE

Bosch Suzhou intends to expand its partnership with Sunflower, which is one of several Bosch projects focusing on education, community work and environmental protection.

Bosch Automotive Aftermarket (China) Co., Ltd.

Dream Serious Charity Activities





BOSCH

Invented for life

Employees

worldwide	402,800
in China	60,000
in legal entity	750

Sector

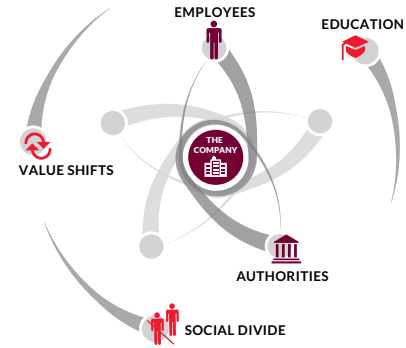
Automotive

Headquarter in Germany

Stuttgart

Active in China

since 1909



SOCIAL CHALLENGES

There are more than 61 million “left-behind” children in China – children whose parents have gone elsewhere to find employment as migrant workers. Around 80 percent of these children grow up with their grandparents; another 13 percent live with other relatives or friends. More than 7 percent are left in unstable situations. What makes their lives even more difficult is that the schools in their home villages are often ill equipped, putting them at a further disadvantage compared to their urban peers. An important challenge in China is helping children in poverty stricken regions by improving their learning environment and sparking their dreams.

PROJECT APPROACH

That’s why Bosch Automotive Aftermarket (China) Co.,Ltd. started its Dream Serious program. The aim is to help schools in poverty stricken regions throughout China by providing them with financial and material support. In addition, Bosch volunteers visit schools to teach customized Dream Classes, aiming to broaden the students’ horizons. Bosch partnered with Beijing Ganen, a public welfare foundation, to select the schools those most in need of help and arrange donations, most of which is used to benefit schools for left-behind children.

VALUE ADDED

The Dream Serious program now assists 15 schools with more than 1,644 students in nine provinces. Apart from material support, such as the construction of a libraries, playgrounds and sports facilities, Bosch volunteers also provide teaching support with customized Dream Classes.

LESSONS LEARNED

Bosch volunteers found that while the financial and material support for the schools is of course crucial, equally important is motivating the students, most of whom live in very difficult circumstances, and helping them gain perspective.

IDEAS FOR THE FUTURE

The feedback from helped schools and students is very positive, so the key takeaway for the Bosch volunteer team is to continue the program and promote it widely to benefit more left-behind children in poverty stricken regions.

Brose Changchun Automotive Systems Co., Ltd.

Supporting Changchun Child Welfare Home





Employees

worldwide	26,000
in China	4,400
in legal entity	650

Sector

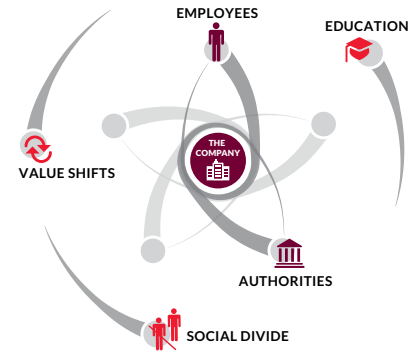
Automotive Supplier

Headquarter in Germany

Coburg

Active in China

since 1999



SOCIAL CHALLENGES

In spite of its status as an aspiring superpower, China is still a developing country where it is easy to fall between the cracks. Things are especially challenging for people in need, such as the poor, sick or disabled, or young children who have lost their parents. If it weren't for private initiatives stepping in, many of these people would face destitution. The challenge is to contribute to improving their situation while also supporting institutions already active in this area.

PROJECT APPROACH

In 2006, Brose Changchun Automotive Systems started assisting a local orphanage, the Changchun Child Welfare Home. Every year, the company donates different useful items to the home, for example, sports equipment, wardrobes, air conditioners and school furniture. In 2019, wheelchairs and a treadmill were purchased. Because of the long-standing partnership, the Brose employees in charge of the project know the teachers at the orphanage personally and communicate closely with them to establish what the home needs and make sure donations arrive in time. Every year around Children's Day, Brose's general manager in Changchun and other representatives from the management team visit the home. They spend time

with the children and make sure the donated materials match the orphanage's requirements.

VALUE ADDED

Brose Changchun has been cooperating with Changchun Child Welfare Home for more than 13 years. There are about 160 children at the home who have nowhere else to go. With this project, Brose can prove the orphans are part of society and provide a better living environment for them. In order to further support the underprivileged children, Brose Changchun Automotive Systems Co., Ltd. will continue the project beyond 2020.

LESSONS LEARNED

The collaboration between the partners is now well established and runs smoothly, which shows that being committed and willing to enter into long-term partnerships can produce excellent results.

IDEAS FOR THE FUTURE

Brose is committed to continuing its support for the orphanage in Changchun. In the foreseeable future, however, the company will not expand the program to include other institutions in order to avoid spreading its resources too thinly. Instead, it will focus on the partner it knows and the established collaboration that has proven effective.

Crossboundaries

Live With Less (LWL)



CROSSBOUNDARIES

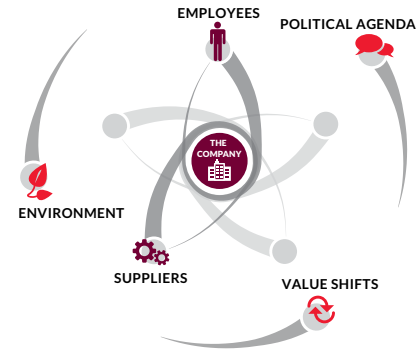
Sector
Architecture and Design

Employees

worldwide 25
in China 20

Offices in Germany and China
Frankfurt am Main, Beijing

Active in China
since 2015



SOCIAL CHALLENGES

The LIVE WITH LESS (LWL) initiative is based on the simple idea of sharing things we no longer need with our community. Crossboundaries, an architectural firm, offers their own office space to host these swapping events, making it possible for people to meet, creating a public platform, which enhances awareness and is at the same time an inclusive social happening.

The LIVE WITH LESS project is set out to acknowledge our responsibilities to society and the environment in becoming more aware citizens by activating more sustainable habits in our daily consumption.

PROJECT APPROACH

In 2016, Crossboundaries hosted a take away of things no longer needed in their own office space. This was the start of the LIVE WITH LESS (LWL) initiative turning the initial swap idea into a platform, where the community can gather to share common values and participate activities. Educational workshops and screenings were added to the event to stimulate exchange and awareness and LWL eventually reached out to other venues and engaging partners who shared ideas and offered their platforms.

VALUE ADDED

LWL raised the amount of clothes and items being reused and gave them a prolonged lifecycle.

In numbers: In the year 2018, LWL collected 2.3 tons of

clothes and goods of which 58% was reused (meaning either swapped or distributed via partners). In 2019, 1.9 tons were collected of which 65% was reused.

People participating LWL became more aware of issues related to consumption and started to reflect, as a first step, more on their own behavior. On the long run the goal is that they acknowledge their responsibilities to society and the environment in becoming more aware citizens in general.

LESSONS LEARNED

The events are initiated and organized by a team of Crossboundaries, people who believe and support this project, therefore it is depending on the personal initiative of the project's participants. While this is a good thing, the organizers concluded that a

greater "institutionalization", and the involvement of committed stakeholders is needed, to run the project in a more sustainable way and to be able to scale it up.

IDEAS FOR THE FUTURE

LWL base setup can expand from a single swap activity into a variety of activities which could encourage communication and bring in additional content. At present, there are small activities such as documentary screening, lectures, workshops, focusing on practical repair, upcycle to design and craft, utilizing recycled materials and integrating creative skills. LWL can develop into a long-term project-based education project in the future, introducing the theme of environmental protection into the education curriculum of the next generation.

DRÄXLMAIER China

Golden Childhood





Employees

worldwide	70,000
in China	8,000
in legal entity	over 1,500

Sector

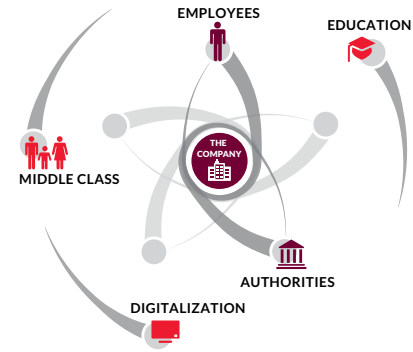
Automotive Supplier

Headquarter in Germany

Vilsbiburg

Active in China

since 2003



SOCIAL CHALLENGES

The gap between rich and poor, urban and rural is very pronounced in China. It may be hard to imagine from the perspective of Shenzhen or Shanghai, but children from poor, rural families sometimes do not even have access to properly funded schools. Inequality in education further increases the poverty that produced this problem in the first place. This is a major challenge and no single initiative can overcome it on its own. Cumulatively, however, many smaller efforts can make a considerable difference over time.

PROJECT APPROACH

In 2019, DRÄXLMAIER included a new project, Golden Childhood, in its social welfare activities that is dedicated to supporting poorly funded schools. In particular, the company found that many schools lack computers. Since computer skills are essential for success on the job market upon graduation, Golden Childhood's first initiatives consisted in donating computers to a number of schools. Providing maintenance for those computers is also part of the program. DRÄXLMAIER organized courses on German language and culture in the schools as well. The management team of DRÄXLMAIER such as the plant manager from DRÄXLMAIER's Shenyang plant Hofmeister Michael and Head of Projects IS China Lennard Wimber had led the courses themselves.

VALUE ADDED

In 2019, DRÄXLMAIER donated about 100 computers to various schools, enabling children who previously had no access to computers to acquire IT skills. The students also used the computers to make slides for presentations, practicing useful skills that are indirectly linked to IT. Meanwhile, the classes focusing on Germany served to broaden the students' horizon by providing knowledge about another country.

LESSONS LEARNED

DRÄXLMAIER's new Golden Childhood project underscores the point that taking a long-term perspective is crucial in education and quick fixes would not be the right approach. This means the company has committed itself to running the program for an extended period.

IDEAS FOR THE FUTURE

While providing access to information is important, DRÄXLMAIER concluded that this alone is not enough. Therefore, the company continues to broaden the scope of its activities to help those participating in the project gain a wider perspective. The company also intends to reach more children in the future, and to start offering programs for adults as well.

Henkel (China) Investment Co., Ltd.

Every Step Counts





Employees

worldwide	52,000
in China	4,100
in legal entity	4,100

Sector

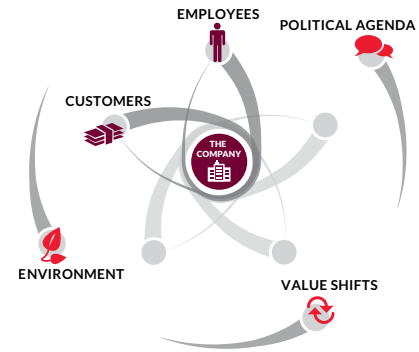
Chemistry

Headquarter in Germany

Düsseldorf

Active in China

since 1971



SOCIAL CHALLENGES

Littering on an individual scale is annoying, but on a national scale it can be catastrophic. China alone is responsible for producing nearly 30 percent of all the plastic garbage found on the planet. It generates over 30 times more plastic waste than the US, which is ranked 20th among plastic polluters worldwide. The EU ranks 18th. Moreover, more than 90 percent of all plastic produced globally is not recycled but dumped. The challenge is therefore to help reduce the amount of plastic thrown away every year.

PROJECT APPROACH

Therefore, Henkel formed a partnership with Plastic Bank, a for-profit organization that buys and recycles plastic, combining the goals of alleviating poverty and reducing plastic waste. Henkel

began integrating Plastic Bank's "social plastic" into its product packaging in 2017. In 2019, the company also started its Every Step Counts initiative in China to further support Plastic Bank and raise awareness of plastic pollution among Henkel employees and their families. Participants in the initiative count the steps they take every day. When they reach a predetermined goal, their success is converted into purchases from Plastic Bank. This helps the social enterprise buy waste plastic from its collectors – thus preventing the plastic from being dumped into the ocean.

VALUE ADDED

From September to December 2019, participants in Every Step Counts in China counted no less than 28,291,300 steps – the equivalent of 85,000

plastic bottles that did not get dumped into the sea but were collected and recycled instead. Worldwide, the project prevented well over 600,000 plastic bottles from being disposed of inappropriately. The program also included various garbage collection activities designed to encourage employees in Shanghai and elsewhere to pick up litter and avoid producing non-recyclable garbage.

LESSONS LEARNED

Henkel found that its planning and coordination efforts were quite effective and that it successfully managed to mobilize volunteers. However, the targets initially set turned out to be slightly too ambitious, something that will be reflected in the targets for the next round.

IDEAS FOR THE FUTURE

The project's first round ended in 2019, and the company is planning a larger second round in 2020. It intends to involve more departments and leadership teams from the region and thus increase the project's scope. In addition, Henkel will continue to integrate more Plastic Bank recycling products into its own regular operations.

Merck Holding (China) Co., Ltd.

Clean Water Project





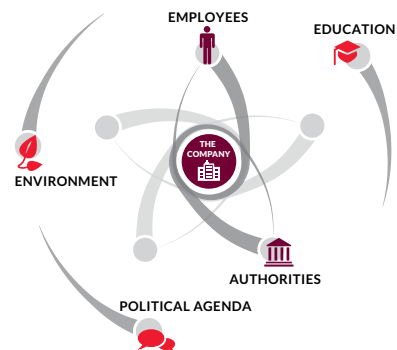
Sector
Healthcare

Headquarter in Germany
Darmstadt

Active in China
since 1933

Employees

worldwide	51,000
in China	3,500
in legal entity	2,500



SOCIAL CHALLENGES

Amazingly, there are over 40 million students at 114,000 schools in China who do not have access to safe drinking water. This is an unacceptable situation, since clean water is the foundation of a healthy life, and nobody, least of all children, should be deprived of it. The challenge, therefore, is to protect children from these harmful conditions by providing all schools with potable water.

PROJECT APPROACH

In 2018, to mark its 350th anniversary, Merck began supporting a program that ensures schools in rural China have access to clean drinking water. As a first step, the company donated RMB 1 each day for a year for every employee it has in China, and the funds were used to pay for the installation of water purification equipment at schools lacking such equipment. Merck partnered with a reputable Chinese nonprofit, the One Foundation, to identify schools in need and launch the program. Once the water purification equipment has been installed, Merck sends volunteers to the schools to check that the systems are working properly.

VALUE ADDED

Merck installed purification systems at 69 rural schools, giving 28,000 students access to safe drinking water. The company is also sharing its expertise on water analysis and testing with its partners and local government to ensure similar projects run smoothly in other regions. In addition, company volunteers have started visiting rural schools in Gansu and Shaanxi Provinces. The volunteers check the new water facilities donated by Merck and collect in-depth information about the situation on site, making it possible to adapt the project to local needs if necessary.

LESSONS LEARNED

One takeaway for the volunteers is that the lack of usable water supplies remains an issue throughout rural China, one that has serious implications in a number of areas, including health and hygiene. Therefore, in addition to supplying clean water, the project will also provide information on health and sanitation.

IDEAS FOR THE FUTURE

Merck will continue to support schools by enabling them to access clean water. It will oversee maintenance of the purification facilities that have been installed and keep the schools supplied with fresh filters. At the same time, the company will continue to expand the program's scope and include more schools in it.

Ottobock (China) Industries Co., Ltd.

Running Clinic



ottobock.

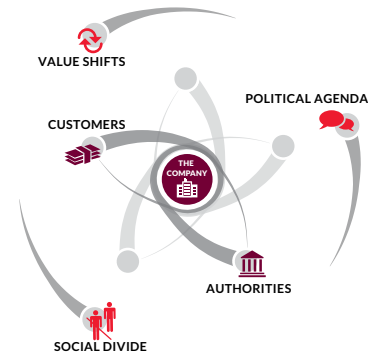
Sector
Orthopedic technology

Employees

worldwide	7,000
in China	293
in legal entity	293

Headquarter in Germany
Duderstadt

Active in China
since 1993



SOCIAL CHALLENGES

People with disabilities or amputated limbs face many everyday obstacles that are hard to overcome. While technological advancements continue to improve their range of movement, many people with disabilities continue to suffer from restricted mobility that prevents them from joining in on daily activities.

PROJECT APPROACH

Ottobock's goal is to return mobility to those people who have lost it, helping them reengage with society and life in general. As a result, the company initiated in 2012 the Running Clinic in several cities around the world. In 2019, Ottobock China cooperated with the Chinese Administration of Sports for Persons with Disabilities in Beijing. During the one-week event, amputees

were trained to use sports prostheses under the expert guidance of Heinrich Popow, who won a gold medal at the 2016 Paralympic Games in Rio. Ottobock provided participants with free sports prostheses, accommodation, transportation, catering, uniforms and all necessary equipment. It also brought in specialists to fit the prostheses. After working with Popow for a week, the participants gained knowledge on how to control and use sports prostheses and, on the last day, everybody was able to go for a run!

VALUE ADDED

Ottobock believes that people with disabilities deserve respect rather than sympathy, and any progress achieved in this field increases social diversity.

LESSONS LEARNED

Through its Running Clinic, Ottobock realized that most of the participants had not been physically active since undergoing amputation. For many participants, learning to run brought about a considerable improvement in their self-esteem and quality of life, since they were again able to enjoy sports and other forms of recreation with their family and friends.

IDEAS FOR THE FUTURE

Ottobock will continue to promote the idea behind its Running Clinic. It also wants to train a local Chinese coach to work with Popow, and it is considering organizing similar events in smaller cities in China. Another possibility is cooperating with local organizations to help more people with disabilities participate in the project. The company would also like to invite other German companies interested in supporting events of this sort to get involved.

SAP Labs China

SAP School 4 Autism at Work





Employees

worldwide	92,000
in China	3,000
in legal entity	3,000

Sector

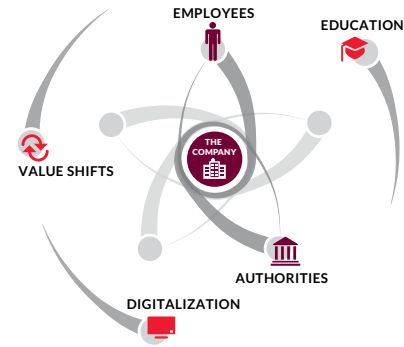
Softwares

Headquarter in Germany

Walldorf

Active in China

since 1997



SOCIAL CHALLENGES

More than 10 million people in China have been diagnosed with autism, a congenital developmental disorder. Most face daunting challenges, including finding gainful employment. People with the disorder have a variety of skills, depending on where they are on the autism spectrum. These skills are sometimes well suited to working in the IT sector, which sometimes can give people with autism the chance to find a regular job and become more self-sufficient.

PROJECT APPROACH

SAP launched the project SAP SCHOOL 4 Autism at Work to generate more opportunities for people on the autism spectrum. To achieve tangible and ongoing improvements in the project, SAP collaborated with NGO

Beijing Stars & Rain and the China Association of Persons with Psychiatric Disability and their Relatives (CAPPDR). SAP SCHOOL provides integrated and professional training for high-functioning individuals with autism who are at least 20 years old. All training courses (which run for four weeks) are independently developed and led by SAP employees.

Since the project started in 2018, SAP has made progress recruiting and including people with autism. On 2018 World Autism Day, the company published a paper describing its practical experiences in the field, thereby making them available to a wider audience. In 2019, it launched SAP SCHOOL Project in China and, by the end of the year, had contributed more than 160 training hours, benefitting well over 30 people with autism.

A total of 53 SAP volunteers were involved in the project pilot serving the first cohort.

VALUE ADDED

The project aims at improving the employability of people with autism and reducing bias towards them. As more areas of life are transformed by digitalization, the number of jobs requiring data management and data analysis skills is increasing – jobs that many people on the autism spectrum are good at. In 2019, 20 students from the first cohort, an impressive number, graduated from SAP SCHOOL. SAP wants to take the lead in recognizing and leveraging the unique capabilities and perspectives people with autism have for fostering innovation within a company.

LESSONS LEARNED

Raising awareness for autism is a long-term task. As this is a new area, more trial and error is needed to ensure the project's success in China. SAP wants to share this exploratory experience and provide a point of reference for others, for example by encouraging more businesses to join in.

IDEAS FOR THE FUTURE

SAP intends to deepen its commitment. The next step is to cooperate with the Kangnazhou Autism Family Support Center to carry out the SAP YOUTH 4 Autism at Work project. Given the initial successes and the new partnership, the company will be continuing SAP SCHOOL beyond 2020.

tesa Plant Suzhou Co., Ltd.

Sunshine Education Assistance





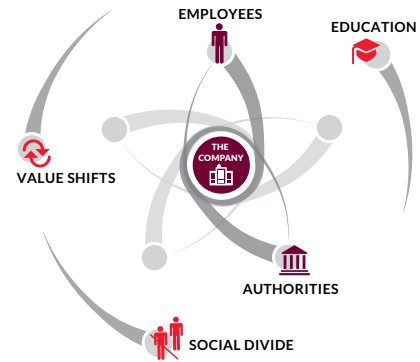
Sector
Chemical

Headquarter in Germany
Hamburg

Active in China
since 2004

Employees

worldwide	4,917
in China	630
in legal entity	241



SOCIAL CHALLENGES

For migrant workers it is very difficult to register as residents in the city where they find work, a situation that gives rise to numerous complications. For example, their children cannot attend public schools, which makes private schools the only option. Yet these schools are more expensive, and sometimes the education they offer is not as good. Moreover, migrant workers tend to have limited incomes, which means their children might drop out of school early. The only way to break this vicious cycle is to ensure that children receive a proper education, regardless of their parents' income or residence status.

PROJECT APPROACH

tesa Suzhou has taken a straightforward and effective approach to remedying this problem: by providing scholarships to children whose families could not otherwise afford to send them to school. The company partners with a local school where most of the students are children of migrant workers. The partnership has existed since 2008, and the company makes a point of funding students over the long term, not just for a year or two, but for their entire school careers. In addition, the tesa volunteer committee organizes activities for students at a migrant worker school in Suzhou, such as excursions to Suzhou University and the nearby Robotics Museum. The committee also sponsors dental care for students.

VALUE ADDED

The program enables children of migrant workers to receive an ongoing education in Suzhou. This not only allows them to learn, it also enriches their family life, since they can live with their parents instead of staying behind in their hometown. So far, 710 students have received scholarships from tesa.

LESSONS LEARNED

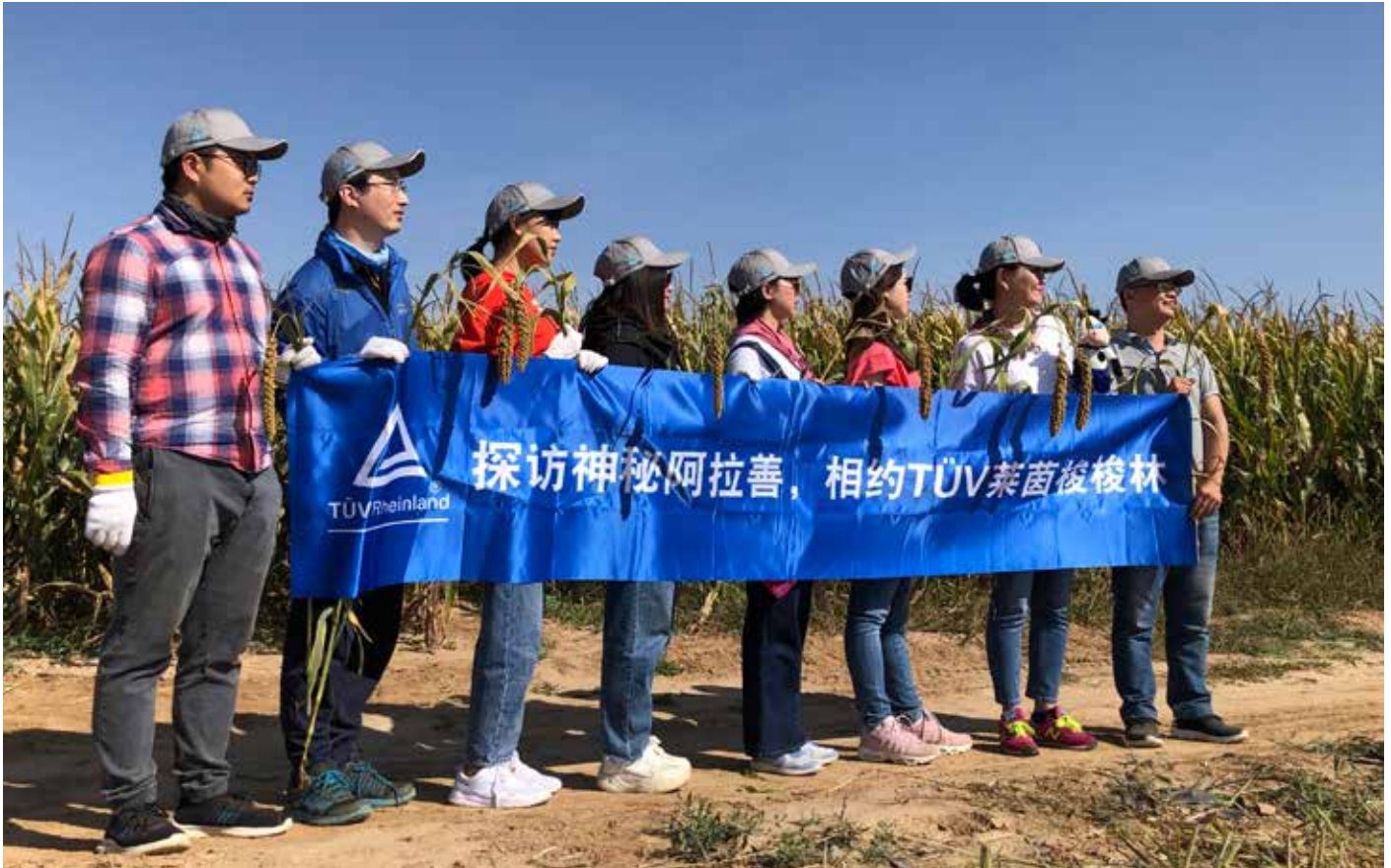
tesa realized early on that the scholarship program only makes sense if it takes a long-term approach. In addition, the volunteers found that, apart from granting scholarships, it is important to offer students interesting extra-curricular activities, while broadening their horizons and communicating that there are people who care about them.

IDEAS FOR THE FUTURE

tesa Suzhou is working to make the program more widely known, encourage more volunteers to participate and persuade other companies to sponsor scholarships – so that more children will receive support in the future.

TÜV Rheinland Greater China

Employees Engagement on Environmental Protection





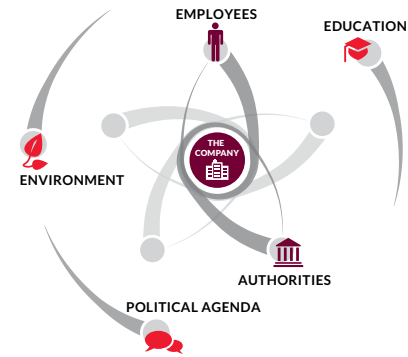
Sector
Testing, Inspection
& Certification

Headquarter in Germany
Cologne

Active in China
since 1989

Employees

worldwide	19,671
in China	4,056
in legal entity	1,200



SOCIAL CHALLENGES

Desertification is a problem in China, especially in the country's northwest, where many areas have very low levels of rainfall, comparable to those in the Sahel on the fringes of the Sahara. These areas are thus only one step away from turning into arid deserts, and unconsidered human activity can easily push these landscapes over the edge. This danger is present in the Alxa region in Inner Mongolia, where old forests stabilizing the soil have been in decline for some time. This has led to catastrophic weather events in recent years such as severe sandstorms. The challenge is to reverse this trend.

PROJECT APPROACH

In 2017, TÜV Rheinland partnered with Alxa SEE Foundation, a non-profit organization that is dedicated to restoring forests in the Alxa region. TÜV Rheinland donated 10,000 Suosuo trees, which are well adapted to the climate in the region, and had them planted in a new grove, extending the forest. Moreover, the company started a competition and an awareness-raising campaign among its employees to further leverage the project, rewarding the winners with a trip to the Suosuo Grove in Inner Mongolia. This helped to make employees aware of the program and encourage their future participation.

VALUE ADDED

One single Suosuo tree can stabilize 10 square meters of soil. This means that planting 100 million trees – the campaign's long-term goal – can restore two million acres of vegetation, thereby reversing the trend towards desertification. This will also protect and improve the livelihood of Mongolian herders, who depend on the ecosystem in their region remaining intact.

LESSONS LEARNED

TÜV Rheinland will improve its internal communications for the next round of the project.

IDEAS FOR THE FUTURE

TÜV Rheinland plans to continue both its cooperation with Alxa SEE foundation and its efforts to restore forests in Alxa through increasing the project's reach and geographical scope, thus protecting the region and its inhabitants from desertification.

WAGO Electronic (Tianjin) Co., Ltd.

“Porcelain Doll” Help Program





Employees

worldwide	8,500
in China	1,352
in legal entity	1,352

Sector

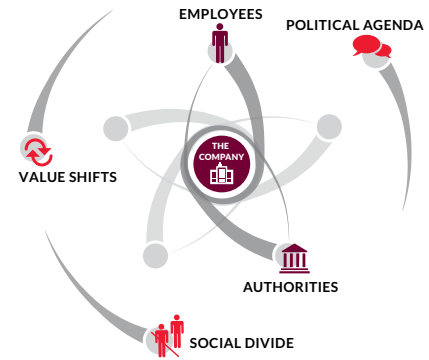
Electronics

Headquarter in Germany

Minden

Active in China

since 1997



SOCIAL CHALLENGES

Brittle bone disease consists of several genetic disorders that mainly affect the bones. If someone develops this disease, his or her bones break easily. Symptoms can range from mild to severe, and the disease can even be deadly. There is no cure. Treatments include setting broken bones, medicating pain, providing physical therapy, using braces or a wheelchair, and surgery. As it is a rare disease that manifests in various ways, diagnosis and treatment are difficult and tend to require considerable resources, something people in China often do not have. The challenge is to support families affected by this condition and other rare diseases.

PROJECT APPROACH

WAGO therefore formed a partnership with the Sunshine

Counselling Center for rare disorders. The center in Tianjin is an important source of assistance for people with brittle bone disease in China. Every year, about 1,000 patients come to the facility to receive treatment. People with this disease also tend to face other challenges, such as poverty, insufficient education and various forms of social pressure, which is why WAGO decided to support the center's work. The company does so by donating money and manpower to provide volunteer services as well as mobilizing other people to donate.

VALUE ADDED

WAGO, its employees and other participants have contributed well over RMB 60,000 to the work done by the Sunshine Counselling Center

on behalf of people with brittle bone disease. Most of the money goes for wheelchairs and the construction of the "Dream College". The company also regularly assists the center in other ways, for instance by selling products made by patients at the facility to company employees and then donating the money back to the center. As a result, more patients are receiving ward care, assistive device adaptation, psychological counselling and other services than would otherwise be the case.

LESSONS LEARNED

Since the disease in question is a rare one, WAGO found awareness raising to be a particularly important part of the task. Another key takeaway is that a broad approach is required, one that

encompasses financial help in addition to psychological and educational support. WAGO aims to help patients with brittle bone disease out of predicament and integrate them into society.

IDEAS FOR THE FUTURE

The company intends to expand its activities to include training for the center's staff. At the same time, WAGO will continue to support the center and its patients through donations and other forms of assistance in the field of education, medicine and further health services. In the long run, WAGO wants to raise more awareness on rare diseases among employees and further external parties.

Wemhoener (Changzhou) Machinery Manufacturing Co., Ltd.

Changzhou Wemhoener Charity Foundation





Employees

worldwide	500
in China	170
in legal entity	170

Sector

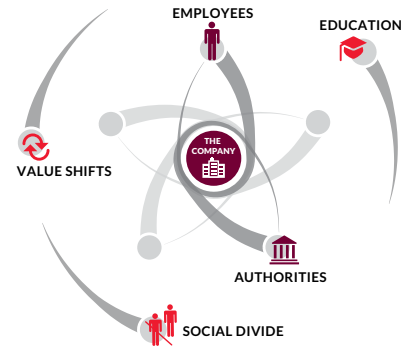
Machinery Manufacturing

Headquarter in Germany

Herford

Active in China

since 2005



SOCIAL CHALLENGES

There are many small and medium-sized companies from Germany and elsewhere active in China, and many of them commit to one Chinese city, where they set up shop for many years. Such companies are often strongly motivated to contribute to the well-being of the local region, and they are well placed to understand in detail the social challenges present in their particular city.

PROJECT APPROACH

Based in Herford, a town in northwestern Germany, Wemhöner Machinery has been active in Changzhou for many years. In 2015, the company established the Changzhou Wemhöner Charity Foundation, the first of

its kind to be launched by a foreign company in Changzhou. The foundation promotes dialogue and exchange among school students from the Changzhou Xinbei District and Herford in the areas of culture, sports and education. It uses three programs to achieve this goal: a financial assistance program in Changzhou for talented students from financially disadvantaged families, a football project for primary and secondary schools in the city, and a student exchange between Herford and Changzhou.

VALUE ADDED

The financial assistance program has helped more than 100 students get an education. The football program has brought German football

coaches to Changzhou, where they train student teams and physical education teachers. As part of the football project, seven students and one coach from Changzhou have even travelled to Germany for a three-week training session. Finally, the biennial exchange program brings high-school students from Herford to Changzhou, and vice versa.

LESSONS LEARNED

All three projects were a success right from the start. Key factors contributing to this are the excellent cooperation provided by administrators in Changzhou and Herford and the close coordination with schools.

IDEAS FOR THE FUTURE

Wemhöner continues to support the projects through its foundation. Some of the students who received financial support while in school have now entered university, and the company will continue providing them with assistance. The football project is also growing in scope. Meanwhile, the foundation is considering turning the biennial student exchange program into an annual event.

CASE ABSTRACTS

adidas China

BASF

Bayer (China) Limited

Beiersdorf China

Benecke Changshun Auto Trim (Zhangjiagang) Co., Ltd.

BHS Corrugated Machinery (Shanghai) Co., Ltd.

Bosch (China) Investment Ltd.

Bosch Automotive Aftermarket (China) Co., Ltd.

Bosch Power Tools (China) Co., Ltd.

Bosch Rexroth (Beijing) Hydraulic Co., Ltd.

Brose Taicang Automotive Co., Ltd.

BRUGGER Magnetsysteme GmbH

Buurtzorg Neighborhood Care Asia (Hongkong) Ltd.

Carl Zeiss (Shanghai) Co., Ltd.

Century 3 (Shanghai)

Changsha Bach's Bakery Ltd.

Continental Automotive Systems (Shanghai) Co., Ltd.

Continental Tires (China) Co., Ltd.

Covestro China

Delta Pronatura (Nanjing) Trading Co., Ltd.

Duravit (China) Sanitaryware Co., Ltd.

E.G.O. Components (China) Co., Ltd.

ERGO (China) Management Co., Ltd.

FC Ingolstadt 04 Fußball GmbH

Fiducia Management Consultants (Shanghai) Co., Ltd.

Grand Kempinski Hotel Shanghai

Greatview Aseptic Packaging Co., Ltd.

GSN Electronics (Shenzen) Co., Ltd.

Haering Precision (Taicang) Co., Ltd.

Hape Holding AG

Harmony Shanghai Culture & Art Communication Co., Ltd.

HELLA Corporate Center China

K.D.F. Distribution (Shanghai) Co., Ltd.
Kaercher Cleaning Technology (Changshu) Co., Ltd.
Kern-Liebers Taicang Co., Ltd.
LANXESS Chemical (China) Co., Ltd.
MAHLE Holding (China) Co., Ltd.
METRO China
MR China Ltd.
Mubea Automotive Components (Taicang) Co., Ltd.
Changchun NOK-Freudenberg Seal Co., Ltd. (CNF)
OASE Living-Water (Taicang) Co., Ltd.
Porsche (China) Motors Ltd.
Pulcra Specialty Chemicals (Shanghai) Co., Ltd.
Ruoshui – Society for Pediatric Burn Survivors
Schaeffler Greater China
Schenck Process (Tianjin) Industrial Technology Co., Ltd.
Schunk Carbon Technology (Suzhou) Co., Ltd.

Sharehouse (Nanjing) Co., Ltd.
Siemens (China) Co., Ltd.
St. James's Place Wealth Management
Taicang Roundtable
tesa tape (Shanghai) Co., Ltd.
thyssen Elevators (China) Co., Ltd.
Trolli Guangzhou Confectionery Co.,Ltd.
Turck (Tianjin) Technology Co., Ltd.
Volkswagen Automatic Transmission (Tianjin). Co. Ltd.
Volkswagen Automatic Transmission (Tianjin). Co. Ltd.
Wacker Chemicals (China) Co., Ltd.
Wenzel Measuring Machine (Shanghai) Co. Ltd.
Waldorf Education Technology (Shanghai) Ltd.

adidas China

CSR Playdate

Migrant workers in China usually cannot register as residents at their place of work. Instead, they remain registered in their hometown. That means children who accompany them to their new place of residence do not have access to regular schooling. Migrant schools in the cities try to address this situation, but they lack financial support and teachers. That is why adidas China and its partners have been bringing first-rate physical education (for example, football training), professional coaches, and proper sports facilities to schools for children of migrant workers since 2011. The program also includes a voluntary module called Playdate, which allows adidas China employees to support the program by joining football lessons at one of the schools. So far, nearly 9,000 children have participated in the program, and adidas employees have volunteered a total of 1,800 hours of their time. adidas will continue encouraging its employees to volunteer and intends to extend the scope of the program.



BASF

"Fascinating Chemistry" Course

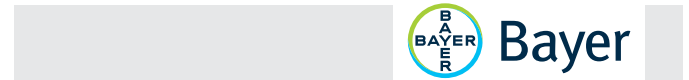
BASF has been running its "Fascinating Chemistry" courses for non-chemistry students at Peking University since 2003. The courses are co-developed by BASF and Peking University and lectured by renowned professors and BASF scientists. Through interactive discussions and hands-on chemical experiments, it aims to arouse students' interest and passion for chemistry and the chemical industry. As one of the most popular joint courses at Peking University, the "Fascinating Chemistry" courses have attracted over 2,000 students with various backgrounds. Building on the long-standing collaboration with Peking University in the past, BASF introduced the program to Tongji University and East China University of Science and Technology in 2019. The company plans to expand the project's scope and include even more universities in the future.



Bayer (China) Limited

Health Vision Program

In June 2019, Bayer (China) Limited donated 1 million yuan to the China Foundation for Poverty Alleviation (CFPA) and launched Bayer's "Health Vision" program in Ningxia, Qinghai. Hosted by the Beijing Tongren Hospital, the China Foundation for Poverty Alleviation (CFPA) and Bayer China, the program is organized by the Beijing Tongren Zhang Xiaolou Ophthalmic Foundation. It aims to help local patients with eye diseases by offering free eye exams, screening, and free surgery. At the same time, the project team also educates teenagers about myopia prevention, and enhances public awareness of eye care through various webcast platforms. By August 2020, the program performed free cataract surgery for more than one hundred patients. Bayer sees its ophthalmology program as part of the effort to achieve China's national poverty alleviation targets for 2020. One takeaway is therefore that combining public and private resources can be an effective way to further the common good.



Beiersdorf China

We Care – People – Human Touch, Future Generation

Beiersdorf China's CSR program is focusing this year on increasing children's well-being, developing their skills and contributing to environmental sustainability as an investment in the children's future. The company has therefore partnered with organizations like Shanghai Daorong Conservation and Sustainable Development, Shanghai Young Bakers, Enactus and Share the Care. On Beiersdorf's CSR Day, for example, employees collected wishes from students in Wuhan Chun Miao School, which is attended by left-behind children. The employees volunteered to give the children Christmas gifts that make their wishes come true. In another project, Beiersdorf volunteers supported the Million Tree initiative by planting trees in Inner Mongolia as a way of combating desertification, softening the impact of sandstorms and fighting global warming. In the future, Beiersdorf China will continue to develop local applications relating to the global CSR theme.



Benecke Changshun Auto Trim (Zhangjiagang) Co., Ltd.

Orange Love Project

Continental AG Surface Solutions BU Zhangjiagang Plant: Benecke-Changshun Auto Trim (Zhangjiagang) Co., Ltd. learned that there are many financially disadvantaged children in local kindergartens. Therefore, the company's HR department, together with the local community and Nansha kindergarten, launched in 2018 a welfare project titled "Orange Love". During the event, employees' children voluntarily donated more than 200 books. The project received support from employees across various departments, who voluntarily set up the Orange Love volunteer team. In the next two years, they organized various activities with children, such as a Christmas English class, a Story-Reading class, a DIY Class, outdoor activities and more. Until today, Benecke-Changshun has organized more than 15 activities and donated more than 1,000 books to kindergartens to help 19 financially disadvantaged children to improve their lives. Continental AG Surface Solutions BU's goal has been from the beginning – when entering the China market 15 years ago – to create long-lasting and sustainable projects which will strengthen the relationship between enterprise and society while creating value for both. The "Orange Love Project" will carry on and expand further in the future. Continental AG Surface Solutions BU welcomes other enthusiastic enterprises or institutions to join!

BENECKE CHANGSHUN



BHS Corrugated Machinery (Shanghai) Co., Ltd.

Dual Vocational Education Training Program (DVET)

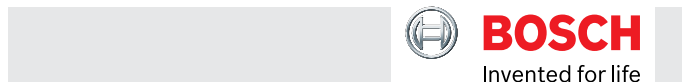
There is a long-standing double challenge in China: Companies have difficulty finding qualified workers, and high-school graduates rarely have access to good training. One way to solve this problem is for companies to get more involved in the training process. This is why many German companies are introducing the German model of dual vocational education into their operations in China, combining theoretical knowledge with practical, hands-on training. This is precisely what BHS is doing. The program, running since October 2016, consists of one-on-one coaching, theoretical lessons and hands-on practice in workshops held at suppliers and customers. The students also have the chance to study at company headquarters in Germany. In addition, a training course for Chinese teachers has been included to increase the project's reach. A total of 39 students graduated from the program in 2017 and 2018. Since 2019, the company has offered a consulting service for dual vocational training and continues to encourage other companies to join the project.



Bosch (China) Investment Ltd.

Bosch China – Co₂ Neutral by 2020

In 2019, Bosch announced an ambitious goal, namely that the entire company is to become carbon neutral by 2020. The firm has been on track to reach this goal for a while: In 2018, Bosch China had already cut its CO₂ emissions by 45 percent relative to value added since 2011. Bosch implemented and continues to implement a large variety of projects throughout China to increase its energy efficiency, including in its production processes. The company is also continuously expanding the proportion of renewable energy used at its various locations, purchasing green electricity, and offsetting the remainder of its CO₂ emissions through compensatory projects, for example by sponsoring reforestation. Thanks to ongoing measures like this, Bosch China expects to reach carbon neutrality by 2020.



Bosch Automotive Aftermarket (China) Co., Ltd.

Bosch Going Carbon-Neutral

Words are not enough – companies need to take action if the pressing challenge of climate change is to be overcome. That is why Bosch Automotive Aftermarket has set itself ambitious targets: The company is on the way to a carbon-neutral year in 2020. This includes carbon-neutral research, production and administration. Above all, the focus is on energy efficiency and generating energy from renewable sources. Bosch Automotive Aftermarket (China) therefore teamed up with NEFIN Energy Technology (Nanjing) Ltd. in July 2019 to set up the largest distributed ground photovoltaic power station in Nanjing. The project is divided into two phases: Phase one involves the installation of solar panels over open ground and car parks and was finished in 2019. Phase two involves installing solar panels on the roof of the company's building and will be completed in 2020. The project will allow the company to generate 11 million kWh of clean energy every year and to reduce its annual carbon dioxide emissions by about 8,000 tons. Bosch and NEFIN can share their experiences with other enterprises and prove that energy efficiency can drive innovation. For Bosch, this project is a further step towards ecological civilization.



Bosch Power Tools (China) Co., Ltd.

“Out of the Mountains to See the World” Summer Camp

In Guizhou, a mountainous province in southwestern China, members of the Miao and Dong minorities live in traditional villages. While rural life can have many positive aspects, it can also mean that people are isolated from the surrounding world, something that is especially true in a country as vast as China. To help young people gain a wider perspective, in 2017 Bosch Power Tools set up the “Out of the Mountains to See the World” Summer Camp in Guizhou. Bosch and its partner, the Bluebird Student-Support Association, are using the project to narrow the gap between urban and rural areas in China. Each year, the association selects 18 students from a Guizhou senior high school to participate. The one-week camp provides various activities for the students, such as visiting universities and high-tech companies. The goal is to help teenagers broaden their view of the world, gain self-confidence and connect with the rapidly developing urban society. During the camp, the students stay with volunteer families recruited within Bosch Power Tools China. So far, the camp has hosted 38 students and involved hundreds of volunteers. In the future, Bosch wants to further expand the project’s scope.



Bosch Rexroth (Beijing) Hydraulic Co., Ltd.

New Voc Treatment System

Although Bosch’s facilities in China already met Chinese legal requirements for waste gas emissions, the company took the initiative and further improved its performance – quite dramatically. The challenge was to lower the level of volatile organic compounds (VOCs) generated by the firm’s painting line. Bosch installed a new VOC treatment system in the second half of 2017, investing RMB 4 million in the project. Since then, the company has succeeded in reducing its VOC emissions by more than three-quarters, from 9.3 tons to just over two tons. In 2019, Bosch followed up on its success and invested a further RMB 1 million in the installation of an online monitoring system that makes emission verification more effective. Bosch’s efforts in this area have been recognized with numerous awards. Since the company utilizes advanced methods for its VOC treatment, it has also become a benchmark for similar projects elsewhere in China.



Brose Taicang Automotive Co., Ltd.

Taicang Inclusion Factory

The Taicang Inclusion Factory is providing training and jobs for people with disabilities. In doing so, it depends on other companies to outsource part of their production to the factory, since it needs commercial clients to generate jobs. Brose Taicang acts as one of those clients. Early in 2019, Brose's production department started identifying work that could be outsourced to the Inclusion Factory. Brose also sponsored other programs, such as music lessons with a certified therapist, company outings and incentive programs. Later in 2019, Brose initiated a second project that will allow the Inclusion Factory to supply the company with magnet circuits. Together, these two projects are providing regular jobs for 10 new employees at the Inclusion Factory. Not only is this a significant improvement for the employees, it also makes a difference for their family members, many of whom had previously been unable to work themselves, as they had to stay at home to care for their relatives. Brose intends to expand its cooperation with the Inclusion Factory. In addition to outsourcing activities to it, the company will also consider recruiting staff from the Inclusion Factory, when there is a suitable position and candidate.



BRUGGER Magnetsysteme GmbH

Increasing Sustainability in Magnet Supply Chains

Rare-earth magnets are essential components for products as diverse as computer hard drives, wind turbine generators, electric cars and guitars. They are even used in stop motion animation. Apart from being very useful, the supply chain of rare-earth elements also features environmental and health risks. This is why Brugger Magnetsysteme has been doing its bit since 2014 to help its suppliers improve their capacity to source and handle rare earths in a safe and sustainable manner. Brugger's project team carried out a comprehensive supply-chain study in order to identify ways to support its partners in improving their standards. The team also carried out initial audits and organized training events. As a next step, the project is developing concrete plans in cooperation with target companies and helping them to implement and evaluate those plans. From the start, the project has measurably enhanced the target companies' performance with regards to the environment, health and safety. It also tends to improve the companies' business performance, because enhanced transparency and better environmental practice make companies more attractive in the market. Brugger plans to intensify its cooperation with its suppliers and is looking for like-minded companies in Germany and China to further increase the scope of this initiative.



Buurtzorg Neighborhood Care Asia (Hongkong) Ltd.

Better Care at Home Project

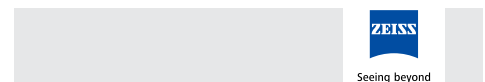
Integrating work and family is not as easy as it used to be. China's One Child Policy means that each married couple now needs to assist four parents and eight grandparents. Buurtzorg Asia, a social enterprise with the exclusive license to use the globally acknowledged Dutch best practice model of community and home care in Asia, is addressing this problem through a unique care model designed to help the elderly to live in their own homes and communities as long and as independently as possible. As part of this model, nurses are trained to organize individualized care for each patient, in addition to responding to medical needs. This means making use of informal networks, such as family members, neighbors and volunteers, while accessing the formal support available from care workers, community hospitals and doctors. In the past six years, over 10,000 patients have benefited from Buurtzorg's home-care program. In 2020, a large research project in collaboration with CityU in Hong Kong has been launched to generate data-based evidence about the effectiveness of the model in terms of better health outcome and cost efficiency in a Chinese environment. Buurtzorg's goal is to support the establishment of a China-wide, community-based home-care model that provides better care at a lower cost.



Carl Zeiss (Shanghai) Co., Ltd.

Career Go! Workshop

The transition from university to work does not always run smoothly for students. Sometimes graduates' expectations and employers' requirements differ widely. ZEISS recognized this problem and has taken action to optimize how young professionals and employers are matched. In 2019, the company teamed up with NPO Junior Achievement and held two career workshops at Zhejiang University and the Chinese Academy of Science. Around 50 employees from the company's HR, general management and other departments participated as volunteers. At both workshops, more than 100 students were able to gain new perspectives and advance their career planning. During the practical implementation of the workshops, the ZEISS employees noticed that it would be possible to begin imparting the relevant knowledge to students even earlier, while they are still in school, thereby awakening their interest and supporting them in choosing a career. ZEISS therefore intends to work with a variety of schools in the future.



Century 3 (Shanghai)

Running Extracurricular Clubs at Rural Schools

In China's less economically developed regions, many schools lack resources for extracurricular activities, which means those activities are frequently financed through supplementary fees. As a result, underprivileged families are often unable to let their children participate in sports or other recreational events. That is why Century 3 has been providing financial support to such schools since 2015. In 2019, Century 3 partnered with Chinakids, a Chinese NGO that works with rural schools in China, to increase its support for underfunded schools through a new program which made it possible for ten rural schools in provinces like Guizhou and Sichuan to launch extracurricular clubs for students. As the first step, Century 3 contacted the schools to find out more about their needs. The company then sponsored the equipment required for activities like football, basketball, art and calligraphy, allowing the schools to provide a greater range of after-school events for their students. As the next step, volunteers from Century 3 visited the schools to gain a detailed picture of the project's success and the challenges on site. This will allow the company to expand its support effectively in the future.



Changsha Bach's Bakery Ltd.

Vocational Training for People with Hearing Impairments

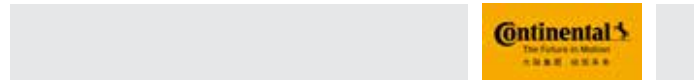
Approximately 30,000 children are born with hearing impairments in China every year. Once they complete their education, it is often difficult for them to find a proper job due to communication problems and misperceptions in society at large. Bach's Bakery was launched in 2011 as a platform for training and employing people with hearing impairments. The training takes place in the bakery's workshop and is funded by the income generated by Bach's Bakery, meaning the project supports itself. German master bakers and confectioners conducted the training at Bach's from 2011 to 2014. The skill set is now so well established at the firm that Bach's bakers with hearing impairments teach the trainees. Over the past nine years, 20 bakers with impaired hearing have been trained at Bach's Bakery, six of them working now at Bachs while the rest found employment at other bakeries and hotels.



Continental Automotive Systems (Shanghai) Co., Ltd.

LEGO Class

Children of migrant workers in China rarely see their parents. In many cases, they go to school and receive a basic education. Yet even then, many never get the opportunity to simply play and just be children. Continental Automotive Systems (Shanghai) has a long-running partnership with Jiading Loutang Primary School (JLPS), which is attended mainly by children of migrant workers. Since November 2016, the company has been making regular donations to support the school and its students. Furthermore, Continental employees volunteer to teach a “LEGO class” at JLPS. The topics taught in the class include aerospace engineering, biology and Chinese history. The purpose is to combine learning and having fun. Until now, more than 40 Continental employees have committed to serving as LEGO class teachers. As a result, they have made it possible for 40 students to continuously participate in LEGO activities for more than three years.



Continental Tires (China) Co., Ltd.

RTO Air Treatment Project

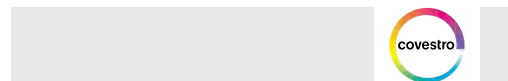
Tire manufacturing has long been regarded as a high-emission industry. This is why Continental China invested RMB 9 million in 2018 in equipment and processes that treat the company's emissions, including the installation of a regenerative thermal oxidizer (RTO). Although RTOs are not cheap, they are currently the most advanced technology for air treatment. Not only has the overall quantity of emissions been reduced as a result of the improvements, so has the amount of harmful particles the emissions contain. The company now significantly exceeds environmental standards both in the EU and in China. Continental is committed to being a leader in this field and is considered a pacesetter when it comes to best practices in China.



Covestro China

Improving Safety for the Elderly

China's population is aging, a trend that is becoming an increasingly urgent social issue. The elderly are often no longer cared for by their children but live in nursing homes instead. One threat they face there is falling on slippery floors and hurting themselves. As part of its efforts to develop practical, innovative solutions that improve quality of life and allow the company to give back to society, in 2019 Covestro China teamed up with sports flooring manufacturer Jiangmen Changhe Chemical Industry Group Co., Ltd. to install new safety flooring in the Shenjiang Nursing Home in Pudong, Shanghai. Covering more than 10,000 square meters, the nursing home can accommodate 252 elderly people. The project included the repainting of the facility's laundry room and outdoor corridors, where activities for residents are frequently held. At the CSR event following the renovations, volunteers from both companies gave performances of Tai Chi and Chinese tea ceremonies and spent quality time with the residents. Thanks to Covestro's efficient Pasquick™ polyurethane coating technology, which was used for the project, the flooring is eco-friendly, bacteria resistant and non-slip – ideal for providing senior citizens with a safe living environment.



Delta Pronatura (Nanjing) Trading Co., Ltd.

Xuanyuan Education Foundation

One sign of social inequality widely found in China is that those who are less wealthy often have less access to schooling. This situation gives rise to a vicious circle: Those who are poor are unlikely to obtain a good education, and those who don't have a good education are likely to remain poor. This is why Delta Pronatura established the Xuanyuan Education Foundation in 2015 – to support students and schools in need. Each year the foundation selects a number of students to fund their education. In the five years of its existence, it has assisted 28 young people. In addition, Delta donates books to school libraries. Moreover, each year, company volunteers visit the students at home to talk with them about their achievements and to ensure them of Delta's continued support.



Duravit (China) Sanitaryware Co., Ltd.

Sustainable Development Education Project

People must care about the environment if efforts to protect it are to succeed. Education is therefore essential, which is why Duravit launched a project to help children learn about sustainable development. Since 2018, Duravit has been collaborating with the Xing Wang Primary School in Chongqing, a vast megacity in central western China. As a first step, the company project began raising awareness among the students at the school, partly through classroom activities, partly through visits to the Chongqing Natural History Museum. The visits, still a regular feature of the project, are organized with the help of Duravit volunteers who also act as tour guides for the students. The museum tours focus on biodiversity and on the relationship between human activity and nature. As a next step, Duravit set up a “green multi-media classroom” at the school and furnished it with fully functional computers no longer needed at the company’s offices. Technicians from Duravit’s IT department got the classroom up and running, handling everything from laying cables to installing software. The company is also providing ongoing tech support. In 2019, Duravit extended its support for the school by offering teacher training and by creating online English courses for the students. The project is still relatively new, and Duravit will use the experience gained to extend the project’s scope in the future.



E.G.O. Components (China) Co., Ltd.

Summer Camp for Left-behind Children

There are about 270 million migrant workers in China, about a third of the country’s working population. They often leave their children in the care of family members in their hometowns, which means there are now more than 60 million “left-behind children” in China. In order to help migrant workers employed by E.G.O. reunite with their children, the company has been hosting an annual summer camp since 2016. Each year, about 80 children of E.G.O. employees get to spend six weeks during the summer break with their parents. From 8 am to 4:30 pm, while the parents are at work, the company offers the children a comprehensive program of activities, including music, swimming, martial arts and excursions to Shanghai. The rest of the time the children are with their parents. This makes it possible for them to experience a normal family life for part of every year. In the coming year, E.G.O. intends to find partners and extend the program’s scope, so that more families can benefit from it.



ERGO (China) Management Co., Ltd.

“Reading Corners” & “Healthy Days”

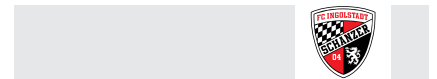
China’s rapid industrialization has brought both opportunities and challenges. While working-age adults leave the country’s rural areas to make a living in the cities, children and the elderly are “left behind.” To cope with this challenge and help the young and elderly, ERGO has taken the initiative to launch a project which provides children in rural areas with reading rooms and offers recreational facilities to senior citizens. So far, ERGO has established 68 reading rooms in many villages in Shandong Province, benefiting more than 60,000 children. The rooms have been decorated by ERGO volunteers with appealing and comfortable furniture. To date, the company has donated RMB 884,000 for reading rooms, and an additional RMB 776,000 for 38 recreational rooms for senior citizens. In addition to the infrastructure, ERGO’s contribution also includes books (more than 1,000 per room), along with medical equipment and ping-pong tables. Going forward, ERGO will continue to commit to the company’s social responsibilities and further expand this project.



FC Ingolstadt 04 Fußball GmbH

Kick It! – Promoting Chinese Youth Football

The success of the national squad has been a long time coming, and the domestic football league is still lagging behind top European leagues, despite the large sums of money being poured into the Chinese football system. While this is certainly not one of China’s more pressing problems, it is one that genuinely bothers many people – including President Xi Jinping, who has said that he wants to see China become an international football powerhouse. FC Ingolstadt, a Bavarian football club, is doing its bit to make Chinese football more competitive. Since 2016, the club has organized 15 Audi FC Ingolstadt Soccer Camps in various cities throughout China. More than 2,000 children have taken part in the camps so far. Not only do the children improve their football skills, the camp activities are healthy, since they make it possible for the youngsters to engage in physical exercise and to learn more about tactical behavior on the soccer pitch. Moreover, playing football fosters a sense of fairness and team spirit and is a lot of fun. The support provided by FC Ingolstadt includes training Chinese coaches and managers, as they can do a lot to help others get involved. Training the trainers is therefore a good way to leverage the club’s promotion of Chinese football on all levels, thus allowing China to get better at playing the nation’s favorite sport.



Fiducia Management Consultants (Shanghai) Co., Ltd.

Fidu-Share

Fiducia intentionally structured its CSR initiative to reach more than one social issue. In doing so, Fiducia motivates its employees to identify a variety of social challenges and design fundraising and volunteering programs which the company can support. The solutions address environmental problems, imbalances in economic development, or challenges stemming from China's aging population, to name but a few topics. As a result, the Fidu-Share campaign was created to empower all Fiducia's employees to take part in CSR activities; it has been running since 2010. The campaign has consistently enlisted 20 percent of the company's employees and has partnered with over 20 NGOs in Beijing, Shanghai and Shenzhen. In 2018, in light of its employees' increasing engagement, Fiducia introduced a dedicated Fidu-Share "Ambassadors" team which encourages volunteers to create even more opportunities for giving back. For example, in 2019 volunteers in Beijing, Shanghai and Shenzhen supported the Qirui Rehabilitation Center for autistic children, raised funds for the care of prematurely born babies and provided scholarships for students from underprivileged communities.



Grand Kempinski Hotel Shanghai

Kick Off – Football Project

The children of migrant workers in Chinese cities do not usually have equal access to education as their schools are often underfunded and struggle to provide the bare necessities. This is why the Grand Kempinski Hotel Shanghai started its "Kick Off" project in 2016. The project provides physical education (PE) classes and football training to migrant school children in Shanghai. To fund and equip the project, Grand Kempinski Hotel partnered with adidas, Kaercher, Roedel & Partner, Allianz and others. The partnership has made it possible to hire a professional football coach and assistant who give PE classes and training sessions to about 2,000 children at six schools. In addition to the regular classes and sessions, the partners have organized numerous events, including stadium visits in Shanghai and tournaments between the participating schools. The project's mid-term goal is to encourage private schools to help fund classes and training for less privileged children.



Greatview Aseptic Packaging Co., Ltd.

Greatview Driving Recycling Rates Project

Recycling only really works if most people join in. Yet it's not always easy to motivate consumers to dispose of their waste in such a way that it can be reused. This is especially true in emerging economies like China, where the idea of recycling is relatively new and environmental protection is not at the top of the average person's agenda. Greatview, a global supplier of aseptic packaging for beverages and liquid food, has started an initiative in China to give people more reasons to put their waste in the proper bin. The initiative makes use of a QR code on the packaging and a smartphone app which reads the code – similar to a function on the WeChat app used by most Chinese every day. Each time consumers put discarded packaging in the proper bin, they collect points, which can be traded in for a reward. This is how Greatview is contributing to reaching the target set by the Chinese government of ensuring at least 40 percent of industry refuse is recycled. This would prevent at least 330,000 tons of waste from becoming landfill.



GSN Electronics (Shenzhen) Co., Ltd.

TRI-MONY = Triple Harmony Economics

Since 2013 GSN Electronics has been taking radical steps towards becoming a truly sustainable business. In doing so, GSN is following the eco-social business concept TRI-MONY (which strives for Triple Economic Harmony) developed by company founder Frank Martin Pueschel. The main idea is to split annual profits into three equal parts. One part is reserved for the shareholders and company owners. The other two parts are used to finance the company's commitment to corporate social responsibility and corporate citizenship. As a part of this effort, GSN Electronics (Shenzhen) adopted a Living Wage program in October 2018. The program provides both skilled office staff and the company's largely unskilled assembly workers with a fair opportunity to earn a regular monthly living wage of at least RMB 3,600. This does not include overtime and is for a regular 5-day, 40-hour working week, with two days off on the weekend. Other parts of the program include introducing an employee representation system, management training dedicated to promoting social best practices, free weekly English classes and annual medical check-ups for all employees. GSN will continue its commitment to social and ecological sustainability and will expand it wherever possible. In particular, the company feels its approach could be easily scaled – serving as a pilot for others, for example – and it hopes to convince other firms to adopt similar programs.



Haering Precision (Taicang) Co., Ltd.

Haering German Language Courses

There are many German businesses in China, something that is especially true of Taicang. In fact, the city is known as the “German Town” due to the large number of German companies located there – a situation that presents a good opportunity for increasing intercultural understanding and language learning. Haering has therefore formed a partnership with Taicang Elementary School to offer German classes, which the children can elect to take. Haering provided the teacher, donated a batch of German books to the school library and gave the participating students pocket dictionaries. At the same time, the school principal secured approval for the project to go forward. There are now 20 children in the class learning about German language and culture. Both the company and school would like to expand the project over time, although not too quickly, thereby ensuring the quality of the lessons does not suffer.



Hape Holding AG

We Care, We Share

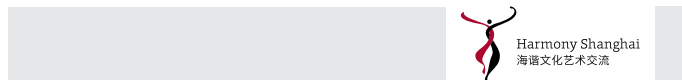
Armed conflicts, refugee crises, climate disasters – children are the most vulnerable in situations like these. Once their basic needs have been met, simple things like toys can do a lot to make them feel better. As a producer of educational toys and toys made from sustainable materials, Hape is getting involved by assisting children living in war zones, disaster areas and poverty-stricken regions. It is also contributing to the care of autistic children. In 2016, the company initiated the global charity program We Care, We Share. Through the program, Hape partners with international NGOs like Save the Children, Plan-International, UNICEF and the Beilun Charity Federation to provide toys to children in need. For each set of toy blocks purchased from the company, one toy is donated to a child in Syria, Zimbabwe, Afghanistan, Nepal or Greece, or to an autistic child in China. Last year, Hape again donated toys valued at over RMB 150,000 to children in need, teaching aids and infrastructure construction valued at around RMB 900,000, and set up a 2.5 million education fund, to support education. By the end of 2019, the We Care, We Share program had brightened the lives of more than 12,000 children around the world.



Harmony Shanghai Culture & Art Communication Co., Ltd.

Icarus Opera

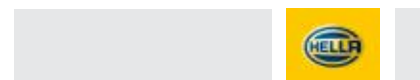
International and Chinese students in China tend to live in different worlds and their paths don't often cross. Harmony Shanghai has therefore been offering community dance projects for many years in order to encourage interactions and cooperation between teenagers from China and other countries. Collaborating to create a demanding choreographic piece is hard work and facilitates communication through cooperation. It thus increases cross-cultural understanding while helping the participants develop confidence. This year, 160 students will rehearse for a total of 80 hours with dance professionals at the German School in Shanghai. They will then perform their production, set to Beethoven's Seventh Symphony, in October 2020 at the Shanghai Oriental Art Centre.



HELLA Corporate Center China

HELLA University Cooperation & HELLA Library Project

Cooperation between technical universities and companies can be highly advantageous for both sides. The companies get to know new talent, and the students learn valuable practical skills by gaining "real-world" experiences. In addition, the educational institutions receive feedback on the effectiveness of their curricula. There is also a wider benefit since partnerships between universities and companies tend to increase innovativeness in general. For all these reasons, automotive supplier HELLA has been cooperating with around 10 Chinese universities since 2011. The roster of partners includes some of the country's best institutions of higher learning. So far, nearly 1,000 students have received HELLA scholarships. More than 500 have worked as interns at the company and taken part in practical projects and competitions, for instance in the field of intelligent manufacturing. HELLA is now also supporting students at elementary schools. Not only is it helping them improve their reading and writing skills, for example by donating books, it is also providing the schools with additional teaching resources. In 2018, HELLA launched the Library Project in China to enhance literacy among students and support the education of children in rural areas. Since then, two reading rooms have been established and more than 6,000 books have been donated benefiting already more than 2,000 rural children in China.



KDF Distribution (Shanghai) Co., Ltd.

Baby House – Supporting Special Children

KDF employees want to further promote social cohesion in China. Children with disabilities are a good example. In 2019, KDF teamed up with supplier Celanese and the Shanghai Pudong Special School for students with hearing impairment, mental retardation or cerebral palsy. KDF employees donated money for various resources needed for the children's education. Another focus has been showing the children they valued members of society. Volunteers participated in the school's graduation ceremony, spent time with the children and gave them handcrafted toy bears. They have also supported the school through additional donations and training for the teachers. Next, KDF employees will buy children's baked goods for Christmas. In the future, the company will expand the scope of the project and start working with the Guangci Children Welfare Home.

K.D. FEDDERSEN
开德阜



Kaercher Cleaning Technology (Changshu) Co., Ltd.

Double Ninth Festival Activity for the Elderly

After several decades of a strictly enforced one child policy, China is likely to become the first society to grow old while still developing economically. Another consequence is that each child will now have two aging parents and four grandparents to provide for. Even though respect for the elderly is a traditional Confucian value widely found in Chinese society, many working people struggle to provide for their parents and grandparents. To show respect for senior citizens by spending time with them, Kaercher Cleaning Technology (Changshu) Co., Ltd. partnered with Liu Shui Qin Chuan to organize the 2019 Double Ninth Festival Activity for over 100 elderly people in the Changshu City Shajiang Scenic Area. Initiated by Kaercher in 2004, the project has developed into a success story over time. More than 150 volunteers have engaged in a variety of programs for the elderly, such as playing games, visiting memorials, singing and attending the local opera. Through these activities, Kaercher volunteers have realized that spending time with seniors can be even more valuable than simply donating money. The company is therefore planning to continue the program to express its appreciation to the elderly.

KÄRCHER



Kern-Liebers Taicang Co., Ltd.

Taicang German Industry Meister Training Center (DTIT)

The increasing shortage of production site management specialists in China was the major factor leading Kern-Liebers to introduce the vocational training system DTIT in 2018. The company teamed up with the AHK Greater China-Shanghai, DAWT and Taicang Vocational Education School to establish a Meister Training Center, which helps the 300 German enterprises in Taicang cultivate production site management talent. It achieves this goal by using the “dual system” approach to vocational training, which focuses on both theory and practice. The trainers mainly come from the companies themselves, while the students complete their training by working on a project they have brought with them from their own company. In 2019, 19 students participated from nine different German enterprises in China. By the time they have passed their final exams and received their “Meister” (master craftsman’s) certificate from the AHK Greater China | Shanghai, the employees are prepared to address the requirements of Industry 4.0 and other professional challenges. The program is already being expanded, with a Meister course for “training the trainers” set to be developed in 2020.



LANXESS Chemical (China) Co., Ltd.

Lanxess/Goethe-Institut Partnership

The partnership between LANXESS and the Goethe-Institut supports promising students from the cultural institute’s partner schools in China. The goal is to prepare the students to study the natural sciences (particularly chemistry) at university and, subsequently, to begin a career in the chemical industry or a related field. To achieve this goal, the company has been providing selected students with internships and scholarships since 2011. The internships and scholarships help the students bring their linguistic and science-related knowledge up to speed so they can attend university in Germany. Scholarships have been awarded to 18 students to date, and six recipients are now studying in Germany. In addition, 15 students have completed internships at LANXESS. The company is working to continually improve the program, for instance by creating new mentoring opportunities for the interns and by increasing support for the students in Germany.



MAHLE Holding (China) Co., Ltd.

The Sprout Program

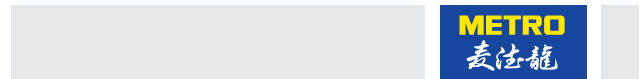
Teachers in schools sometimes put more emphasis on theory than on practical content. MAHLE wanted to provide more practical knowledge of science and technology to middle school students as a way of awakening their interest in professions in these fields. As a result, MAHLE teamed up with the Fengxian Qingxi Middle School in Shanghai in 2016. The company now invites middle school students to visit its laboratory, participate in a lecture on automobiles and interact with R&D employees. Mahle also gives presentations to the students on traffic safety. More than 100 students have now participated in this very successful project. In the future, Mahle will cooperate with more schools, delivering advanced and green knowledge on automotive science and technology to students as a way of helping them put theoretical knowledge into practice.



METRO China

METRO Hope Primary School

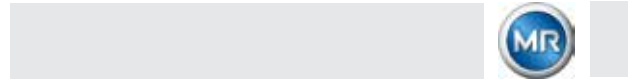
Geographically, China is more than twice the size of the European Union, and the differences in living standards within the People's Republic are even more pronounced than in Europe. Education is one area in which vast inequalities exist in China, and many schools in the country's remoter parts are in great need of assistance. This is why Metro formed a partnership with the Chinese Youth Development Foundation in 2015. The partnership's goal is to identify schools requiring help and to support them by providing money, equipment and teacher training and by organizing exchange programs between rural and urban families. Over the years, Metro has raised more than RMB 1 million to aid four schools in Sichuan, Yunnan, Guangxi and Hunan Provinces. More than 2,000 students and 100 teachers have benefited from the program so far.



MR China Ltd.

MR China Primary School Library

China is a country of continental proportions, and even now some of its remoter regions remain isolated to a surprising degree. This is the case, for instance, in some parts of Yunnan Province, in China's deep south-west. This is why MR China is carrying out a project to support schools in rural Yunnan. The project began in 2011, when MR China partnered with the Chinese newspaper 21st Century, which helped identify the right school, Dilu Primary School, to receive assistance. The partners began supporting the school by creating a library, donating teaching materials and providing scholarships. They also arranged for lessons to be taught by volunteers. In 2016, this time acting on its own, MR China began assisting an additional school, Chele Primary School, in the same region and in a similar manner. So far, more than 60 MR China volunteers have participated in the project there. While support of this kind does not always need to be extensive to be effective, the company is now expanding the program's scope: Starting in 2020, MR China will support a third school, this time in Qinghai Province.



Mubea Automotive Components (Taicang) Co., Ltd.

Sustainable and Transferable Cultivation of Shop-Floor Technical Talents & Transition Program

In present-day China, the shortage of highly skilled workers is an enormous challenge for the manufacturing industry, as is the high turnover rate for such employees. To solve this issue, Mubea has partnered in 2011 with the AHK Shanghai, the Taicang German Technician Training Center (DAWT training center), the Taicang government and local vocational schools to organize a dual vocational training program that produces highly skilled shop-floor talents. The program provides a systematic vocational education and develops skilled workers for various enterprises. The program's participants – complete theoretical training at partner schools and practical training at Mubea and at the Taicang German Technician Training Center. So far, more than 70 young technicians have been upskilled for key positions in Mubea's shop floors. Mubea plans to expand the program by launching new courses, establishing a digital training center and increasing the number of local education partners. In 2018, Mubea also began partnering with the Inclusion Factory to carry out their Transition Program. The program offers six-month internship opportunities for mentally disabled students. Here, students receive professional vocational training and improve their adaptability in the workplace. Mubea continues to put Diversity & Inclusion in the foreground of the company's main objectives.



Changchun NOK-Freudenberg Seal Co., Ltd. (CNF)

Continuous Care for Special Children

Changchun NOK-Freudenberg (CNF) has been promoting the welfare of children with disabilities since 2017. The company started by partnering with the Rehabilitation Center for Disabled Children of Jilin Province. CNF donated money and materials to the center for various purposes and, in 2018, it provided the center with a new classroom. In addition, company employees contribute by volunteering. For example, they visit the children, spending time and engaging in different activities with them. In 2019, CNF also established a partnership with the Child Rehabilitation Department of Changchun Hospital of Integrated Traditional Chinese and Western Medicine. The program focuses on assisting children with autism, cerebral palsy, and down syndrome. CNF set up the second Montessori classrooms for the children. This way, the company hopes to increase awareness of these special children and their situation and help them integrate into society.

NOK-FREUDENBERG



OASE Living water (Taicang) Co., Ltd.

Supporting Students in the Countryside

Difficult transport conditions, a shortage of drinking water and a lack of earning opportunities are some of the key challenges for people living in China's mountainous areas. Children living in such areas are particularly vulnerable and risk falling behind in their development. That is why OASE Living Water employee Chunming Pan began donating materials to students in Liuzhou city, Guangxi Province, in 2012. Since then, the project has been supported by the entire company. Every year before Children's Day, OASE employees travel to the mountains with donations, including learning supplies, books, sports equipment, teaching materials and food. Because of poor traveling and transportation conditions, the volunteers must prepare extensively for the trip. For example, they bring their own tents and food so as not to be a burden to the locals. The project allows OASE employees to be sure their support really reaches the children in need. In the future, the company plans to support more children living in China's mountainous areas.

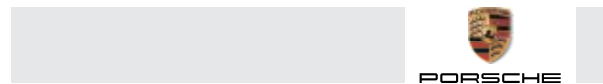
Oase[®]
LIVING WATER



Porsche (China) Motors Ltd.

Porsche China Dealer CSR Fund

Porsche is making its local dealerships a central part of its CSR efforts in China. Since 2018, dealers have been invited to suggest projects to the Porsche China CSR Committee. To make sure that the projects are feasible and effective, several rounds of audits take place, including by third parties. Porsche then selects the year's six best projects and funds them. In 2018, the company committed RMB 2 million to its China Dealer CSR fund. As a result, the first round of projects began in 2019. These include English lessons and teacher training at urban and rural schools, a re-forestation program, tuition support for students from poor families, and construction of playgrounds at rural schools, to name but a few. The geographical scope of these programs reaches from Shanghai and Hangzhou in the east to Luoyang in central China and Shaanxi Province in the west. Porsche remains committed to its Dealer CSR fund. As the quality of the proposals increases, the company expects that, over time, it will be able to increase the program's scope and the number of people who benefit from it.



Pulcra Specialty Chemicals (Shanghai) Co., Ltd.

Be Your Strong Support Project

The devastating earthquake in Sichuan in 2008 motivated many companies to assist survivors and to help reconstruct buildings and infrastructure in the region. After the disaster, Pulcra Chemicals was actively engaged in the reconstruction of schools and helped students to restart their studies as soon as possible. From 2014, Pulcra Chemicals has been donating laptops to build up a computer teaching room for a primary school and donated books and further hardware such as screens and projectors to ensure students have a reliable education resource. Pulcra Chemicals not only financially supported the school but also enabled scholarships in the Shanghai Petrochemicals Academy for underprivileged, hard working students. Over the years, Pulcra Chemicals has been expanding its social projects, covering now not only primary schools in Sichuan but also senior high schools in Henan.



Ruoshui – Society for Pediatric Burn Survivors

Awareness & Educational Training for Pediatric Burn Survivors

Scalds and burns are some of the most common injuries experienced by children in China. Many of these injuries could be prevented if more people were aware of the subject. Unfortunately, there is no organization in China that promotes awareness and prevention while also supporting pediatric burn survivors. This is why, in 2014, Alexander Hartmann started RuoShui, a social initiative based in Shanghai. Having had personal experience with burn injuries, Alexander now works with colleagues to offer training in fire/burn prevention and first aid to caregivers, parents and children. RuoShui also offers psychological and financial support to burn victims and their families.

In 2019, the initiative began partnering with the Shanghai Fire Research Institute and the Shanghai Emergency Fire Engineering Equipment Industry Association. In coming years, RuoShui plans to scale up its efforts and train teachers at public schools in fire prevention and awareness.



Schaeffler Greater China

Zero Discharge of Industrial Wastewater

Schaeffler Taicang Campus is located in Jiangsu Province, where the amount of local water resources per capita is only less than 500 cubic meters, just one-quarter of the average for all of China. So, what is a global company's responsibility in the protection of local water resources and the environment? Schaeffler has its own answer. The "Free discharge of industrial wastewater" project, which started in 2017, is just an example. Over the past two years, more than €5 million have been invested in Schaeffler Taicang Campus to improve its current facilities and install new wastewater treatment systems. As a result, the discharge of industrial water has been reduced from 120,000 tons a year to zero; 400,000 tons of domestic sewage can be treated on a yearly basis, with the reuse rate over 85%. Since the project in Taicang has been a great success, similar methods can also be introduced to other plants within the region. By implementing more relevant initiatives to optimize the production process, and planning new plants in a more sustainable way, Schaeffler is committed to minimizing its ecological footprints and contribute to a cleaner, and more environmental-friendly future.



Schenck Process (Tianjin) Industrial Technology Co., Ltd.

Social Hero

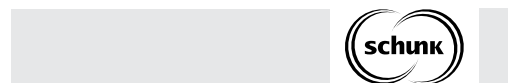
People may have different attitudes about environmental protection, but there is one thing that everybody can agree on: There is too much trash. One way to remedy this problem is upcycling, which means taking waste materials or used products and converting them into new products of better environmental value. In 2019, Schenck Process China and its partner Bai Jing Yu, a public welfare platform, organized an event that allowed employees to make an active contribution in this area: a donation campaign organized in four Chinese cities. The campaign made it possible for all employees to donate used clothes, which were later collected by Bai Jing Yu. Used clothing collected during the campaign has been recycled or re-used for people in need. Furthermore, the campaign placed first in an in-house competition for CSR projects. As a result, Schenck Process donated the prize money to a local charitable project in China.



Schunk Carbon Technology (Suzhou) Co., Ltd.

Library Donation in Qinghai

Qinghai Province is about twice the size of Germany, with only about five million inhabitants – Han Chinese, Tibetan and Hui-Muslims are the largest groups – and is perceived as an exotic, far flung place by most Chinese citizens. In terms of economic conditions, it is also one of the poorest regions in China, with a per capita income somewhere very near the bottom of the ladder in the country. In 2019, Schunk began to provide its support to a rural school in Qinghai, donating a library, equipment for PE classes, warm clothes, and chocolate for the pupils, as well as financial support for the school and families. The project raised about RMB 10,000, which the company matched with another 10,000. Schunk employees personally traveled the long way to Qinghai in order to bring the donations – and to get to know the situation on site so that they would gain a better understanding of how to continue their help for the school in the best way. The project is intended to last for a long term. The company also plans to extend its help to other similar schools in the future.



Sharehouse (Nanjing) Co., Ltd.

Pfrang Association

In April 2000, the German Pfrang family was killed by poor migrant workers who burgled their house in Nanjing, Jiangsu Province. In order to keep their memory alive, their friends started a charitable organization which bears the family name: the Pfrang Association. The association is an independent project supported by the Amity Foundation, Nanjing International School and the German Chamber of Commerce Shanghai, administered by and housed in Sharehouse., Its purpose is to support school children from underprivileged families in rural Anhui and Jiangsu Provinces. The focus is mainly on orphans, children of single parents and members of ethnic minorities who drop out of school for financial reasons. The main goal is to assist junior middle school students, guaranteeing them a full nine years of education. Those who wishso, can receive funding for three more years to attend senior middle school, making them eligible for university. Through the years, the Pfrang Association has supported over 1,000 students through their six years of middle school. In 2019, a total of 320 students at 21 different schools received assistance from the organization. Plans for developing the project further include providing students who have completed their education with a two-week work placement, in cooperation with the German Chamber of Commerce in China | Shanghai. By providing support, the Pfrang Association hopes to help break the cycle of poverty caused by lack of education, which often leads to criminal activity, and to give underprivileged children brighter prospects for the future.



Siemens (China) Co., Ltd.

Safety for Ancient Village

Electrical safety is taken for granted all too often. Safe power systems require quality equipment that has been installed by competent technicians. Such systems are sometimes lacking in remote villages in China, where most of the houses are old wooden structures which can easily catch fire if electrical equipment is of substandard quality or if it has been connected improperly. Wanting to improve this situation, Siemens China teamed up with the International Copper Alliance in 2018 by joining its Ancient Village Electricity Safety Program. Siemens China upgraded electrical infrastructure in Yangpo village in Guizhou Province by donating low-voltage products and providing training to local electricity technicians. To raise awareness of the topic, Siemens China employees also wrote new lyrics for the popular folk song "Axilixi," helping children and the elderly learn about electrical safety.

SIEMENS
Ingenuity for Life



St. James's Place Wealth Management

Corporate Social Responsibility Program

Last year at St. James's Place in Shanghai, 100 percent of the company's employees donated part of their salary to charitable causes monthly. The firm supports good causes ranging from paying for heart surgeries for children from rural areas and poor families to covering the needs of homeless people in China, for instance by helping them to learn new skills and find employment. St. James's Place support also extends to vocational training for young people, sponsoring university as well as middle school attendance for children from families who could not otherwise afford it.

This year, the company's charitable organization in China raised RMB 676,000 and double-matched this by itself donating the same amount to the St. James's Place Charitable Foundation in the UK. The Foundation in the UK is actually the 5th largest corporate registered charity in the United Kingdom. Apart from supporting various causes and partnering with a range of local charitable organizations, the company makes a point to encourage its employees to take part, for instance by awarding each of them four days of additional annual leave to get active in charity. The company's 2019 engagement was not a one-off, but part of a long-term strategy. St. James's Place Wealth Management has been actively involved in charity since 1992, opening its own Charitable Foundation and raising and as of August 2020 has distributed £100 million over the years to various charities across the UK and Asia.



Taicang Roundtable

Various Projects

For many years, the Taicang Roundtable (TRT) has been the platform through which German and other European SMEs in the city pool their resources for social and environmental projects and training programs. The Taicang Inclusion Factory and its many offshoots, which help people with disabilities find employment, are long-standing programs initiated and sustained by TRT. In addition, TRT has most recently focused on programs for increasing occupational safety, training employees for the digital transformation of their jobs, and reducing CO₂ emissions in the workplace. To reduce CO₂ emissions and prepare for the digital transformation of their supply chains, TRT member companies also had their relevant departments coordinate with each other to identify potential savings. In addition, they held classes and lectures for supply chain managers. On another note, TRT was very pleased to hold its 15th annual Oktoberfest – always one of the most notable events in the city and a good opportunity to meet and mingle.



tesa tape (Shanghai) Co., Ltd.

Million Tree Project

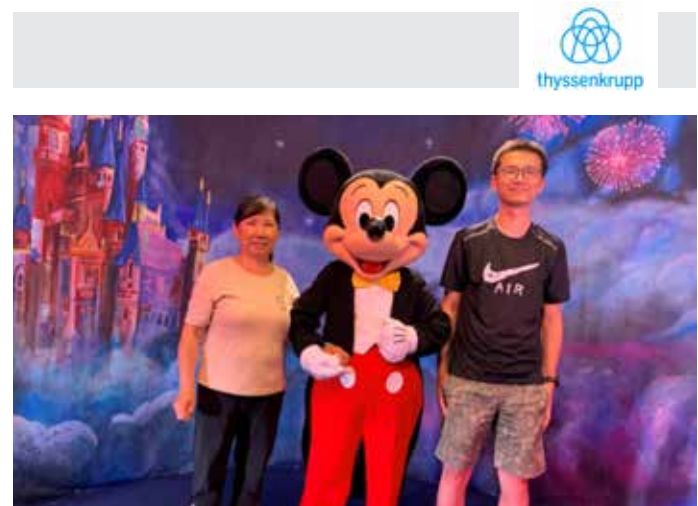
Soil erosion has become a major problem for grassland ecosystems in China's arid northwest, most of all in Inner Mongolia. Local herders and farmers are threatened by the loss of their livelihoods as desertification progresses at an alarming rate. tesa is collaborating with the Shanghai Roots and Shoots, an NGO, with their Million Trees Project in order to counteract this trend. Not only does the company donate trees, it sends volunteers once a year to plant the new trees and to take stock of those that were planted previously. The project's original goal was to plant a million trees in Inner Mongolia, a goal that has already been reached – even doubled. The partners are currently working on their third million. An additional aim for tesa is to raise awareness of the challenge among its employees and include more volunteers in the project as a result. It also intends to find similar projects so it can expand its reforestation-related efforts.



thyssen Elevators (China) Co., Ltd.

Sunshine 365 Foundation

thyssenkrupp Elevator established its Sunshine 365 Foundation in 2012 and put it in charge of the company's programs for social responsibility. The foundation also makes a point to support employees in need and to help families reunite if they have been separated for work reasons. In this context, thyssenkrupp Elevator initiated a competition in 2019, in which employees wrote letters, shot videos or painted pictures for their loved ones. The winners were awarded a festive three-day reunion with their families in Shanghai. The reunion included city sightseeing, a Disneyland trip, a tour of the company headquarters and an award ceremony with the CEO. thyssenkrupp Elevator hopes that the competition could help the employees enjoy a good time with their family members and provide them with a few fond memories.



Trolli Guangzhou Confectionery Co.,Ltd.

Waste Water Treatment Plant WWTP Upgrading Project

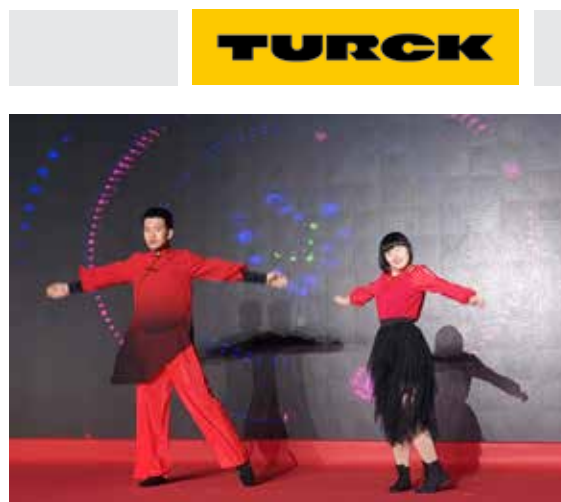
Trolli Guangzhou set itself the goal to increase its environmental efficiency to the point where the company would produce zero waste. An important step along that way was the installation, last year, of an improved wastewater treatment plant. The project, which began in June 2019, by now has increased the wastewater treatment capacity at the company nearly fourfold. In terms of pollutants the plant can deal with, it increased from 2.25 tons of chemical oxygen demand (COD, a unit to measure pollutants in wastewater), to 9.5 tons. The plant has a further benefit: It reaps biogas from the wastewater, namely 4,000 m3 per day, which in turn brings down Trolli's consumption of natural gas by 2,800 m3 per day. Trolli intends to keep increasing the share of renewable energy in its power consumption until zero waste is produced.



Turck (Tianjin) Technology Co., Ltd.

We Are Together

When Turck (Tianjin) Technology Co., Ltd. began its project for mentally disabled children, the company had planned to start with offline, "real world" activities, such as a sporting event for the children and the company volunteers. The idea: While doing so, the volunteers and the children could get to know each other. Going from there, the company would find out what else it could do for them, for instance providing job training and employment for the older ones who were about to graduate from school. The coronavirus made the first step in the plan impossible – the offline events. To make sure that the project would not peter out, Turck (Tianjin) Technology Co., Ltd. converted the sporting event into an online event. Children with intellectual and mental disabilities and the company's volunteers met in WeChat groups where they posted their sporting photos and videos every day. At the end of the 10 days event, children were awarded certificates and prizes. While this was not what the company had planned before the coronavirus struck, it was still fun and accompany for the children and a good beginning for the project, which the company will continue to pursue.



Volkswagen Automatic Transmission (Tianjin). Co. Ltd.

Dual Vocational Education Program

A lack of practical training and skilled workers in China is a long-standing problem, both for companies and for young people looking for employment. In many Chinese vocational schools, curricula and training methods are outdated and can barely keep pace with the evolving market's needs. In 2016, Volkswagen in Tianjin started the Dual Vocational Education Program to address this problem. The program is modeled on Germany's successful "dual approach" to vocational training, which combines practical skills and theoretical knowledge. In keeping with this approach, the program's teaching plans and course contents are developed jointly by VW and the participating colleges and universities. So far, 280 students have participated in the program. The first batch of graduates completed their courses in 2019, and VW hired 78 of them. In the same year, the company added a dedicated 7,000-square-meter training facility to the program's assets. The partnership, which is expected to grow over time, benefits all participants. For VW and the affiliated colleges, the program facilitates knowledge transfer in both directions. At the same time, it provides Chinese students with excellent training and contributes to increasing the number of qualified workers in the country's job market.



Volkswagen Automatic Transmission (Tianjin) Co., Ltd.

Work 2 Work Caring and Development Program

As the most populous country in the world, China also has the largest number of people with disabilities, between 32 and 85 million, according to different estimates. Although progress has been made in integrating people with disabilities into society, the situation remains challenging. Work2Work (W2W) is a long-standing program carried out at Volkswagen worldwide to create opportunities for employees with performance impairments. This can include employees with impairments due to sickness or injury as well as people with disabilities. After the W2W program kicked off at the end of 2016, 86 employees of VW Automatic Transmission in Tianjin (VWATJ) joined the program. In 2019, VWATJ carried out several new activities, for example the "Nice Having You - Disability Day", the "Handicraft-Making Day", and tailor-made company policy briefings. The goal of these activities was to better integrate people with disabilities and their families in the company, as well as to improve their job satisfaction and retention. VWATJ plans to continue the ongoing activities for example by implementing sign language classes to further enhance the employees' awareness, and to provide more training to develop the employees' working skills.



Wacker Chemicals (China) Co., Ltd.

“Reading-Together” Project

WACKER has many years of experience supporting educational institutions in China, for instance by building up libraries for schools. Grassroot projects of this kind can have far-reaching, positive consequences for Chinese society. To maximize its social input, WACKER runs a variety of programs to support schools and children in need. It quickly became clear what the project’s next step should be: launching a “Reading-Together” program for the students. Every two months, WACKER employees meet with the students. Twelve sessions for children between the ages of 8 and 11 have taken place so far, increasing their interest in books and improving their reading abilities. To support its employees in their volunteer work, WACKER is granting every employee one day of paid leave and a yearly travel allowance to participate in charitable activities. Sustainability is a key principle at WACKER. The Shanghai Children’s Home “Reading-Together” Program is a long-term project. Meanwhile, the company is looking to develop new, additional programs to further support the education of children.

WACKER

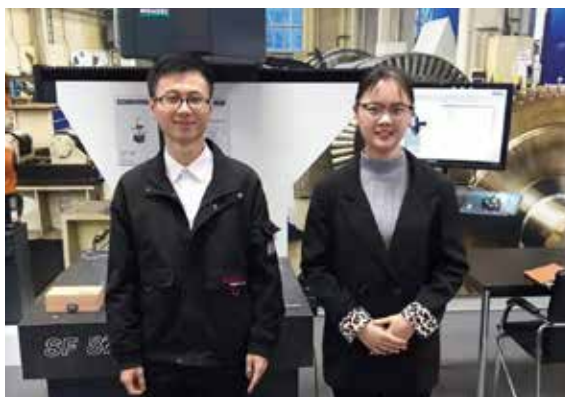


Wenzel Measuring Machine (Shanghai) Co. Ltd.

School-Enterprise Cooperation with Jiliang University

There is usually a gap between the skills of newcomers on the job market and the qualifications actually needed on the job. In China, this gap is larger than in many other countries. This phenomenon can be seen in the shortage of skilled workers, for example, and in the lack of practical experience college graduates have. This is why Wenzel, a leader in the field of measuring machines, began cooperating with China Jiliang University in Hangzhou in 2017. The overall aim of the partnership is to assist Chinese colleges and universities in making the resources, expertise and equipment available that can foster high-quality metrology talent. For instance, the company provides access to advanced engineering software and regularly sends its technical experts to China Jiliang University to give lectures. In addition, it invites teachers and students to its main production site in Shanghai. Each year, Wenzel also selects a number of outstanding students to receive on-the-job training at the company’s headquarters in Germany. In the future, Wenzel will continue to train professionals by making its expertise available at China’s vocational colleges and universities.

WENZEL®



Waldorf Education Technology (Shanghai) Ltd.

World Waldorf Camp

Cities in China are very built-up, offering their inhabitants landscapes consisting largely of concrete. The natural world is absent to the degree that visitors from Europe find surprising. The lack of nature, moreover, can prove psychologically burdensome to urban dwellers over the long term. To provide access to the world beyond China's cities, Waldorf Education organizes summer, winter and weekend camps for Chinese students. The camps are held in natural environments – for example at the Great Wall near Beijing, on organic farms in Yunnan Province and at a forest resort near Shanghai. The program serves students from urban schools and kindergartens and other educational institutions in China.



World Waldorf Camp
SINCE 1984 華德福國際夏令營



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