

应对国际金融危机，企业的环境责任和行动

Facing the International Financial Crisis: Corporate Environmental Responsibilities and Actions

中国可持续发展工商理事会执行会长

中国企业联合会、中国企业家协会执行副会长

王基铭

中国工程院院士

Mr. Wang Jiming

Executive President of CBCSD

Executive Vice President of China Enterprises Confederation,
China Enterprise Directors Association

Academician of Chinese Academy of Engineering

(二〇〇九年四月十七日)

(Apr. 17, 2009)



China Business Council for Sustainable Development

我代表中国可持续发展工商理事会就中国企业应对国际金融危机的环境责任和相关行动，作一发言。

On behalf of CBCSD, I would like to share views about the environmental responsibilities and relevant actions of Chinese businesses in meeting the international financial crisis.

一、企业应对国际金融危机环境责任

I . Corporate Environmental responsibilities in meeting the international financial crisis.

当前，国际金融危机对世界经济产生极为严重的影响，也对中国经济造成很大冲击。引发金融危机的直接原因是美国财政货币政策失误致使房地产泡沫和居民消费的无限膨胀，酿成次贷危机。

At present, the international financial crisis has exerted severe impact on the world economy, as well as the Chinese economy. The direct cause of this financial crisis is the mistake in U.S. fiscal and monetary policies, which resulted in real estate bubbles and unlimited expansion of resident consumption, ensuing the subprime crisis.

美国金融监管体制的缺失又助长金融机构的过度投机和信用评级的“失真”，以致次贷危机演变成金融危机。以美元为本位货币的不健全的国际货币体系导致美国金融危机最终酿成全球性金融危机乃至全球性经济衰退。后果极为严重，教训十分深刻。令人担忧的是，国际金融危机还没有见底。

The absence of American financial regulatory mechanism conduces the over speculation and false credit ratings of financial institutions, making the subprime crisis transformed into a financial crisis. The unhealthy international monetary system with the USD as the standard currency led the financial crisis in U.S. into a global financial crisis or even global economic recession. Results are extremely severe and lessons very impressive. What is worth worrying is that we still haven't seen the bottom of the international financial crisis.

为了积极有效应对国际金融危机，中国政府审时度势、总揽全局，及时果断地对宏观经济政策做出了重大调整。明确提出了“保增长、保民生、保稳定”的指导方针，实施积极的财政政策和适度宽松的货币政策，大规模增加政府投资，全面实施促进经济平稳较快发展的一揽子计划；实行结构性减税，扩大国内需求；实施钢铁、石化、纺织、汽车等十大产业振兴规划，确保中国工业平稳较快的发展。中国政府一系列重大举措为中国企业创造了良好的政策环境。

To actively and effectively cope with this unprecedented financial crisis in centenary years, the Chinese government made great adjustment to macro-economic policies in a timely and decisive manner with careful overview of the timing and overall situations. The Chinese government definitely set the guideline of ensuring the economic growth, people's well-being and social stability, implementing proactive fiscal policies and moderately easy monetary policy, increasing government investment on a large scale, and fully carrying out the package plan to promote the sound and fast economic development; practice structural tax reduction, expand domestic demands; implement the rejuvenation programs in the ten industries of iron & steel, petrochemical, textile, automobile etc., ensure the stable and fast development of the Chinese industry. A set of powerful measures taken by the Chinese government has created a favorable policy environment for Chinese businesses.

China Business Council for Sustainable Development 6

企业是产业的主体，在金融危机中中国企业首当其冲，受到了前所未有的冲击。面对前所未有的困难、前所未有的挑战，首要的是我们的企业要积极响应政府的号召，一定要充满信心，相信自己的企业，相信自己的员工。经得起市场冲击的企业，才是真正有竞争力的企业，有生命力的企业。

Enterprises are the principal part of the industry, and have come under historic charges as the first to be affected. Faced with unprecedented difficulties and challenges, the first thing for our businesses to do is to echo actively the call of the government with strong confident in our enterprises and our staff. Only those who can go through the market fluctuations can be the real competitive and energetic businesses.

一定要敢于和善于在“危”中找“机”，要看到当前能源和大多数资源价格大幅下降，正是我们降低成本的好时机；传统出口市场需求萎缩，正是我们调整产品结构、实现出口多元化、开辟新兴市场的好机会；也是大力推进技术创新，选择关键领域技术创新突破口的好机遇。

We should have the courage and vision to look for opportunities in the crisis. We identify that the remarkable energy price decline as a good chance for us to reduce the production cost, that demand shrinkage in conventional export market offers the conditions for us to adjust product structure, diversify the exporting structure and explore the emerging markets; as well as good opportunity to aggressively advance technological innovation and identify technical breakthroughs in key areas.

中国企业一定要满怀信心地看到我们仍然有许多有利条件，中国经济社会发展的基本面和长期向好的趋势没有改变，国内需求存在巨大空间，完全有信心、有条件、有能力克服困难、战胜挑战，实现又好又快的发展。

Chinese enterprises must see that we still have a lot of favorable conditions, such as the stable basis and the long-term proactive trend of China's economic and social development, and the blooming domestic demand, thus we have the confidence, conditions and ability to overcome difficulties and challenges, and to realize sound and fast development.

节约资源，保护环境，实现可持续发展，是贯彻落实科学发展观的重要实践，是实现中国特色现代化的基本要求，也是实现中国工业化的基本前提，更是企业应尽的社会责任。

Resource conservation, environmental protection and sustainable development are important practices of implementing the scientific outlook of development, as well as the foundation of realizing modernization with Chinese characteristics, the preconditions of China's industrialization process, and the social responsibilities the enterprises must shoulder.

因此，中国企业在应对金融危机保增长的同时，不要忘记自己的社会责任，千万要警惕和防止不要使环境保护和可持续发展成为应对金融危机的牺牲品，决不能再走高物耗高能耗高污染的老路，决不能再做低水平重复建设的“蠢”事。

Therefore, Chinese enterprises should not neglect their own social responsibilities while overcoming the financial crisis and securing the growth. We should be cautious neither to make environment protection and sustainable development the sacrifices of the financial crisis, nor to follow the traditional path of high resource and energy-consuming and high polluting development, or to commit the silly mistakes of redundant construction again.

作为一个负责任的中国企业，既要关注企业生存和发展，更要关注环境保护、关注资源节约、关注社会和谐，积极承担社会责任，为企业持续发展，为国家经济振兴，为子孙后代创出一条科学发展道路。

As a responsible Chinese enterprise, one should not only care about its own survival and development, but also environmental protection, resources conservation, social harmony, actively bears social responsibilities, to create a scientific development path for corporate sustainable development, national economic revitalization and our offspring.

二、中国可持续发展工商理事会（CBCSD）推动企业落实经济、环境和社会责任的行动

II. China Business Council for Sustainable Development (CBCSD) harnesses business players to work on economic, environmental and social responsibilities.

中国可持续发展工商理事会（**CBCSD**）自**2003年10月**成立以来，在政府有关部门的关心和支持下，在**WBCSD**的指导下，在中国企业联合会的直接领导下，积极推动会员企业开展以企业社会责任、保护环境、清洁生产为重点的可持续发展活动，为中外企业提供了一个良好的交流合作平台。

Since the establishment of Chinese Business Council for Sustainable Development (CBCSD) in Oct. 2003, with the support from the Chinese government, guidance from WBCSD and under the direct leadership of CEC, CBCSD has launched a series of sustainable development programs focused on CSR, environmental protection and clean production, serving as a platform for communication and cooperation for Chinese and foreign companies.

在当前前所未有的严峻形势下，**CBCSD**要紧紧依靠理事单位和会员企业，充分发挥会员企业的引领、带头、示范作用，推动中国企业在应对国际金融危机中切实落实经济、环境和社会责任。

In a tough time like this, **CBCSD** must closely rely on its board members and member companies, giving full play of their leadership and demonstration role, to harness domestic companies to cope with the international financial crisis and in the same time to fulfill their economic, environmental and social responsibilities.

1、认真贯彻中国政府方针政策，坚持走科学发展的道路，在发展中保护，在保护中发展，防止造成新的污染和对生态新的破坏。

1 We will earnestly put into practice the guidelines and policies from the Chinese government, continuing the approach of scientific development to protect the environment while developing and seeking growth, preventing further pollution and new damages to the ecosystem.

2、全面把握环境与经济的良性关系，把经济发展与改善环境、承担社会责任有机结合起来，把环境保护放在突出的战略位置，提高资源利用率，促进经济社会与资源环境的协调发展。

2 We fully understand and maintain a healthy relationship between environment and economy, combine economy, environmental improvement and social responsibility into an organic system and put environmental protection at a strategic level. We expect to improve resource utilization and promote socio-economic development which comes in harmony with resources and the environment.

3、加强企业创新，抓住金融危机带来的产业结构、产品结构调整的机遇，大力推进技术创新，正确选择关键领域技术创新的突破口。

3 We will enhance corporate innovation and take the opportunity to adjust industrial and product structure in light of the financial crisis, vigorously push forward the technological innovation and wisely identify potential breakthroughs for technological innovation in key areas.

4、把握机遇，积极推进经济发展方式的转变，实现可持续发展。中国经济正在努力实现三个转变：即从粗放型发展方式向集约型发展方式转变；从高碳经济发展方式向低碳经济发展方式转变；从资源依赖型发展方式向创新驱动型发展方式转变，中国企业应在实现“三个转变”中发挥主体作用。

4 We will leverage the opportunity to promote transformations in the pattern of economic development and achieve sustainable development. Chinese economy strives to achieve three transformations in economic development pattern: from extensive development to intensive development; from high-carbon to low-carbon economy and from resource-dependent to innovation-driven. Chinese businesses must play a principal role in the “three transformations”.

5、推动会员企业积极开展关注领域项目的活动：

1) 能源和气候变化项目。这是**CBCSD**重中之重的项目。这是**CBCSD**重中之重的项目。项目遵循“政府主导，企业主体，实施关键”的指导原则，搭建先进的技术、设备和资金供求平台，提出可持续的商业解决方案，推进项目深入开展。

5 Engage member companies to actively develop focus area-related activities:

(1) Energy and Climate Change is a priority on CBCSD's agenda. The project implements in compliance with the principle of “the government takes the leadership, the business plays a major role and the crucial lies with implementation”. CBCSD is to create a platform for advanced technologies, equipments and financing supply and demand, bring forward sustainable business solutions to deepen the project development.

目前我们已选择冶金、建材、电力、化工、石油和石化等六大高耗能行业的有关企业作为试点企业，推动企业自觉进行温室气体管理和开发成本效益好的温室气体减排方案。与此同时，发动会员企业积极开展节水、节电、节油、节煤等节能减排活动，为应对气候变化作出实际贡献。

Enterprises from the top six energy-intensive industries of metallurgy, building materials, power generation, chemical, petroleum and petrochemical have been selected as pilot players. These pilot enterprises are encouraged to conduct GHGs management and cost-efficient GHGs reduction solutions according to respective situation. Meanwhile, CBCSD will mobilize member companies to carry out activities on emission reduction, conservation of energy, water, electricity and coal, making tangible and concrete contribution to climate change mitigation.

2) 继续积极推广企业社会责任（**CSR**）“**1+3**”项目及其应用模式，带动更多企业更广泛地参与实施各项企业社会责任活动。目前，已经组织近**60**家企业开展该项活动，取得了很好效果。**CBCSD**将继续促进更多的中国本土企业、民营企业了解**CSR**并参与实践，积极扩大**CSR** “**1+3**”项目在中国企业的影响力，推动更多企业为可持续发展作出贡献。

(2) Further implement CSR “1+3” Project and the application model, and promote corporations to participate broadly in all CSR activities. Currently, nearly 60 enterprises have been involved in the activities and achieved remarkable effects. CBCSD will keep promoting more Chinese domestic and private enterprises to learn the CSR concept, actively expanding the influence of “CSR 1+3” project in China, and engaging more Chinese enterprises to better achieve sustainability.

3) 推动企业发布可持续发展报告项目。CBCSD已连续四年举办可持续发展报告编制研讨会，介绍全球报告倡议组织(GRI)的《可持续发展报告指南》，推动中国企业和在华的跨国公司发布报告、提高报告质量。目前在中国发布各类可持续发展报告、企业社会责任报告的企业总数已超过200家，收集相关报告270多份。

(3) Encourage enterprises to publish sustainable development reports. CBCSD has hosted the Workshop on Sustainable Development Reporting Guidelines for four successive years, introducing GRI “Sustainable Report Guidelines”, encouraging Chinese enterprises and multinationals in China to publish reports with better reporting quality. According to CBCSD’s statistics, more than 200 corporations have issued various sustainable development or CSR reports in China, while over 270 reports have been collected by CBCSD.

CBCSD在开展上述项目活动中高度重视扩大国际交流、开展务实合作。**CBCSD**将继续发挥跨行业协作的优势，成为国内外企业、政府和社会组织交流合作的桥梁，协助工商企业整合国内外资源，共同致力于落实工商界的社会责任和环境责任。

CBCSD pays great attention to closer communication and seeking for pragmatic cooperation when implementing the above-mentioned projects. **CBCSD** will expand its advantages in cross-sector collaboration; act as the bridge between domestic and foreign enterprises, governments and social organizations, assist business to integrate internal and external resources, dedicate to implementation of corporate social and environmental responsibilities.

CBCSD相信中国工商企业将以坚定的信心、全球的视野、战略的思维和务实的行动来应对这场金融危机。我们将继续以能源和气候变化、企业社会责任等标志性项目为重点，发扬“绿色技术创新”精神，积极推动中国企业在应对国际金融危机中更好履行环境和社会责任，为中国经济社会可持续发展做出更大贡献。

CBCSD believes that Chinese enterprises will address the financial crisis with strong confidence, global vision, strategic thinking and pragmatic actions. CBCSD will continuously give priority to energy and climate change, CSR and other representative projects, carrying forward the “Green Development through Innovation”, actively promoting Chinese enterprises to better carry out environmental and social responsibility during global financial turbulence, make greater contributions to China's economic and social sustainable development.

谢谢大家！

Thank you!



China Business Council for Sustainable Development