



中国环境与发展国际合作委员会

CHINA COUNCIL FOR INTERNATIONAL COOPERATION
ON ENVIRONMENT AND DEVELOPMENT

Corporate Social Responsibility (CSR) in Trade and Investment 贸易与投资的企业社会责任

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Objectives and Approach

目标与方法

● **Objectives** 目标

Set out public policy considerations and suggestions to improve CSR performance in trade and investment within developing countries.

● **Approach** 方法

Examine potential improvements in CSR performance using the exponential growth of Chinese trade and investment in Africa as the context.



Outline 内容提纲

- **CSR Fundamentals** 企业社会责任的基本原理
 - Definition and Business Case 定义与案例
- **CSR Future Outlook** 企业社会责任-未来前景
- **CSR in Developing Countries**
发展中国家的企业社会责任
 - Public Policy Action Framework 公共政策行动框架
- **China-Africa Trade & Investment - 2000-2011**
中非贸易与投资2000-2011
- **Chinese Experience** 中国在企业社会责任领域的经验
 - in China & in Africa 在国内的经验 & 在非洲的经验
- **Going Forward** 未来发展
 - A Few Suggestions 一些建议



Defining CSR 企业社会责任定义

● **Basic Definition** 基本定义

Voluntary enterprise efforts to operate in an economically, socially, and environmentally sustainable manner.

● **Principles** 原则

Promote transparency, accountability, ethical behavior, respecting human rights.

● **Premises** 前提

-Government & enterprises are co-caretakers of the environment and co-creators of social value. This requires finding new governance and business models that will define the balance of public and private responsibility.

-Stakeholder involvement including government, enterprise owners/shareholders, employees, suppliers, customers, local communities, NGOs.



Business Case for CSR

企业社会责任案例

- **Stronger financial performance** through operational efficiency & risk reduction.
- **Better access to capital** from socially responsible investors.
- **Enhanced employee relations, recruitment & retention.**
- **Enhanced social license to operate** through community & stakeholder engagement.
- **Improved reputation, legitimacy & branding.**
- **Improved long-term competitiveness.**



CSR Future Outlook

企业社会责任未来前景

- **Greater Transparency and Accountability arising from stakeholder demands.**
- **Deepening socially responsible culture in younger generations affecting consumer choices and investors.**
- **Widening Gap between CSR expectations and performance.**
- **Inclusion of CSR provisions in some Regional Trade/Investment Agreements.**
- **Shift from CSR compliance towards strategic CSR.**
- **Move from encouraging to promoting and edging towards mandating CSR practices.**



CSR – Action Framework

企业社会责任行动框架

- Promote CSR principles, rule of law, transparency and accountability.
- Promote use of CSR tools – UN Global Compact, ISO 26000, Global Reporting Initiative, etc.
- Support capacity building in host countries.
- Convene regular consultations and dialogues with relevant stakeholders.
- Incorporate CSR provisions in regional/bilateral trade and investment agreements.
- Build or strengthen institutions that promote CSR and expand partnerships with them.
- Improve self- and co-regulation process including sector-wide codes of conduct.



China-Africa Trade & Investment 2000-2011

中非贸易与投资2000-2011

- Grew at an annual rate of 28%
- China-Africa trade: \$10B (2000) \$166B (2011)
- Major 2011 import from Africa: crude oil \$47B
- Major 2011 exports to Africa: machinery and electronic products \$35B
- Chinese FDI stocks grew from \$700M in 2000 to \$13B in 2010
- More than 2,000 Chinese enterprises have invested in Africa



CSR in China 中国的企业社会责任

- **730,000 MNEs in China in 2011 – underperforming relative to MNEs performance in developed countries.**
- **MEP, MOFCOM, SASAC, CBRC – are advancing policy measures.**
- **30 National Laws, Regulations, Guidelines.**
- **CSR reporting in China used by SOEs – CASS CSR 2.0.**



Chinese CSR Experience in Africa

中国在非洲的企业社会责任经验

- **2,000 Chinese enterprises in Africa.**
- **MNEs take time to adapt to host country societies & culture but expectations rising.**
- **Chinese MNEs with projects financed by the Chinese Government are producing very mixed CSR performance.**
- **New Guidelines recently issued by MOFCOM (3/2013).**
- **Negative perceptions persist & require focused attention by all relevant parties.**



Chinese CSR in Africa – Pragmatic Suggestions (1)

中国在非洲的企业社会责任：一些建议

- Move from encouraging to promoting CSR – applying principles and tools
- Move from “CSR Lite” to “Compliant CSR” to “Strategic CSR”
- Mandate CSR in projects financed by Chinese Government through its aid and economic cooperation programs
- Include CSR provisions in trade negotiations with Southern Africa Custom Union and other African countries
- Seek effective implementation of new MOFCOM guidelines



Pragmatic Suggestions (2)

中国在非洲的企业社会责任：一些建议

- Share lessons derived from Chinese experience on foreign MNEs' CSR performance within China.
- Promote lessons learned from Chinese MNEs' CSR experience in developed countries to their operations in developing countries.
- Forge and expand partnerships with relevant international institutions.
- Join international collective efforts to promote CSR on trade & investment; and champion one CSR issue that matters to these efforts.

THANKS!



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