

2020 CEIBS Corporate Social Responsibility White Paper Released

The 2020 CEIBS Corporate Social Responsibility White Paper was officially released online in June, marking the third consecutive year for CEIBS to release the white paper. The white paper consists of five categories: international CSR trends, CSR practices in China, CEIBS alumni's CSR practices, CEIBS faculty's CSR research findings and research findings on A-share companies' CSR practices. The paper also has four main characteristics:

- **A global vision.** The research team carefully reviews current world-wide environmental problems and discusses promising progress in CSR in 2019 as a result of the joint effort of governments, enterprises and NGOs.
- **A China focus.** The research team combs through developments in China CSR practices in 2019 by discussing how enterprises should co-exist with nature in harmony, collaborate with society in a win-win manner and achieve sustainable development.
- **Real stories.** CEIBS alumni companies, which have seized momentum, taken on the responsibility and actively explored business for good, contributed real stories of CSR practices to the paper.
- **Theoretical support.** CEIBS professors, standing at the forefront of academics, take a deep dive into CSR research, combining trending social issues with theoretical analysis and data inspection.



2020 CEIBS CSR White Paper and CEIBS Alumni Association Receive Xiang Guang Award



In October, the *2020 CEIBS Corporate Social Responsibility White Paper* received the 2020 Xiang Guang Award (in the Business for Good category) and the CEIBS Alumni Association received the Xiang Guang Organising Committee Award for its work in fighting COVID-19 at the China Social Enterprise and Impact Investing Forum (CSEIIF) Annual Conference in Beijing.

CEIBS Professor Emeritus Chen Jieping and CEIBS Alumni Association Vice President Zhang Feng attended the conference along with over 200 people, ranging from industry experts, award organising committee members and other award winners, as well as journalists.

The Xiang Guang Award (formerly known as the China Social Enterprise and Impact Investment Award), has been held for three times. Embodied by internationally leading concepts, the award is the first and highest annual award for China social enterprises, impact investment institutions and benefit corporations. It aims to encourage communication and sharing, boost cross-border co-operation, build industry role models and promote the ideas of social enterprises and impact investment to the mainstream business system and the public. The 2020 Xiang Guang Award also included the Organising Committee Award in recognition of entrepreneurs' efforts in fighting the COVID-19 pandemic as well as in promoting and practicing business for good.

CEIBS has been committed to cultivating leaders with global vision and the willingness to shoulder social responsibility and stresses the combination of internationalisation and localisation as well as the integration of business wisdom and social responsibility. The school also strives to enhance the social value of business schools' CSR research. CEIBS has now released the *CEIBS Corporate Social Responsibility White Paper* for three consecutive years. The 2020 version includes not only CEIBS faculty and research team's CSR insights, but also CEIBS alumni companies' CSR practices, bringing together both theory and practice as well as ideas and techniques.

VIDEO



Scan to watch CSR insights
from CEIBS faculty

In 2020, we invited four CEIBS professors to share their cutting-edge insights on CSR. From their point of view, CSR represents both an enterprise's conscience and invisible assets. It is one of the key decisive elements for enterprises' sustainable development. Enterprises can create more value by incorporating social responsibility into their corporate culture, brands and strategies.