

可持续发展的地域意义：里约+20 的中国视角

目标与成果：此次北京研讨会将探讨中国如何解读企业可持续性，并甄别在中国推动可持续发展的商业机遇。研讨会的目的在于确保将中国的观点纳入联合国里约+20 可持续发展大会，并培养全球契约中国网络与在华运营的 LEAD 企业之间的良好关系。研讨会的成果将直接提供给里约+20 会议。

研讨会形式和参会嘉宾：此次研讨会规模小、互动性强，参会嘉宾将积极参与议题讨论。研讨会以中文普通话为第一语言，全体参与环节将采用同声传译，进行中英双语传译。

此次研讨会邀请全球契约 LEAD 成员企业派一名具有企业可持续发展相关经验的代表参会。全球契约中国网络还邀请其他专家和有志于此的企业参会。

New Geographies of Corporate Sustainability Workshop: Chinese Perspectives for Rio+20

Objectives and Outcomes: The Beijing workshop will explore how corporate sustainability is defined in China and identify opportunities for business to advance sustainable development in China. This workshop is organized to ensure that Chinese perspectives are firmly integrated into the UN Rio+20 Conference on Sustainable Development and to foster closer relations between the Chinese Local Network and LEAD companies operating in China. Workshop conclusions will feed directly into the Rio+20 meetings.

Workshop Format and Participants: Designed to be small and highly interactive, all participants are expected to contribute to the discussion. The primary language will be Mandarin, but the plenary sessions will be simultaneously translated to English.

All LEAD companies have been invited to send a representative with experience related to corporate sustainability in China. Other participants include experts and companies invited by the China Local Network.

可持续发展的地域意义：里约+20 的中国视角研讨会日程

(2012年3月28日 北京)

09:00-09:30 开幕式

马欣迎 中远集团可持续发展办公室主任

程多生 全球契约中国网络执行主任

刘 萌 全球契约组织大中华区总代表

09:30-10:20 中国视角和国际视角的企业可持续发展

王志乐 北京新世纪跨国公司研究所所长

洪登金 国家开发银行教育培训局副局长

张 智 商务社会责任国际协会经理

10:20-10:35 茶歇

10:35-11:20 中国可持续发展的新型商业模式

关志华 巴斯夫大中华区管理董事会董事长

傅 琳 联想集团企业社会责任高级经理

Jens Eskelund 马士基（中国）公司执行董事

11:20-12:35 圆桌讨论和集体讨论

1、是否有应对企业可持续发展问题的中国式方法？如有，它的特点是什么？您认为它将如何发展？

2、应对可持续发展挑战给中国带来的新机遇是什么？

3、中国企业如何通过转变商业模式抓住这些机遇？

12:35-13:45 午餐

13:45-15:00 在中国建立合作伙伴关系，创造有利的经营环境

谢卫军 中国五矿集团办公厅副主任

Britta Ostrom 瑞联稚博儿童权利和企业社会责任中心执行董事

Rolf Dietmar 德国国际合作机构中德企业社会责任项目负责（高宝玉）

15:00-15:15 茶歇

15:15-16:30 圆桌讨论和集体讨论

1、在中国，与利益相关方（横向跨部门和纵向围绕同一价值链）合作应对可持续发展挑战的机遇有哪些？

2、您希望未来合作机遇如何发展？

3、在中国，政府实施了哪些战略、政策和行动帮助企业促进企业可持续发展？

16:30-17:00 里约+20企业可持续发展论坛介绍

17:00-17:30 会议总结

17:30-19:00 招待晚宴

Agenda Overview

28 March 2012, 09.00 – 17.30

Location: COSCO Headquarters 158 Fuxingmennei Street, Xicheng District, Beijing, China

北京市西城区复兴门内大街 158 号远洋大厦地下一层

08.20 – 09.00 - Arrival and Registration

Tea will be available

09.00 – 09.30 - Meeting Opening and Welcome

In the opening session COSCO, China Network and the Global Compact Office will welcome participants.

09.00 – 09.10 Welcome from COSCO Group

Ms. Ma Xinying, Director, Sustainability
COSCO Group

09.10 – 09.20 Welcome from Global Compact China Network

Mr. Cheng Duosheng, Deputy Director
Global Compact China Network

09.20 – 09.30 Introduction and Agenda

Ms. Liu Meng, China Representative
United Nations Global Compact Office

09.30 – 10.35 – Session I

Understanding Corporate Sustainability in China

This session will introduce corporate sustainability in China. Participants will discuss defining factors such as history, culture, policy environment, and operating context. What is the role of business in promoting sustainable development in China? What are key priorities? Where possible, distinctions will be made between Chinese and predominant international approaches to corporate sustainability.

09.30 - 10.20 Panel Discussion: Chinese and International Perspectives on Corporate Sustainability

09.30 – 09.40 Professor Wang Zhile

President

Beijing New Century Academy on Transnational Corporations

09.40 – 09.50 Mr. Hong Dengjin

Deputy Director General, Education and Training Department
China Development Bank

09.50 – 10.00 Mr. Morgan Zhang

Manager, BSR

10.00 – 10.20 Q&A

10.20 – 10.35 Tea Break

10.35 – 12.45 Session II

New Business Models for Sustainable Development in China

This session will explore how sustainable development priorities present new business opportunities or drives business innovation in China.

10.35—11.20 Panel Discussion: Business Perspectives on Sustainability as a Driver of Innovation

10.35 – 10.45 Mr. Johnny Kwan
Chairman
BASF Greater China Country Board

10.45 – 10.55 Ms. Linda Fu
Senior CSR Manager
Lenovo Group

10.55 – 11.05 Mr. Jens Eskelund
Managing Director
Maersk China

11.05 – 11.20 Q&A

11.20 – 12.35 Roundtable Discussion

11.20 – 12.15 Discussion questions:

- *Is there such a thing as a "Chinese approach" to corporate sustainability? If so, what are its characteristics and how do you think it will evolve?*
- *What new business opportunities are arising in China as a result of sustainability challenges?*
- *How are companies in China changing their business models to capture these opportunities?*

12.15 – 12.35 Report back and plenary discussion

12.35 – 13.45 - Lunch

13.45 – 16.30 – Session III

Creating Partnerships and an Enabling Operating Environment in China

Participants will identify unique partnership opportunities in China for businesses to engage in with stakeholders horizontally (across sectors) and vertically (within the same value chain) to advance sustainable development. In light of Rio+20, participants will also reflect on the role of government in creating an enabling environment for corporate sustainability.

13.45—15.00 Panel Discussion: Creating Partnerships and an Enabling Operating Environment in China

13.45 – 13.55 Mr. Xie Weijun
Executive Director of General Office
China Minmetals Corporation

13.55 – 14.05 Ms. Britta Ostrom
Executive Director
Center for Child Rights and Corporate Social Responsibility

14.05 – 14.15 Mr. Rolf Dietmar
Project Director, Sino-German Corporate Social Responsibility Project
GIZ China

14.15 – 15.00 Q&A

15.00 – 15.15 Tea Break

15.15 – 16.30 Roundtable Discussion

15.15 – 16.10 Participants will discuss partnership opportunities and the role of government and stakeholders in creating an enabling environment for corporate sustainability

Discussion questions:

- 1. What opportunities exist to collaborate with stakeholders horizontally (across sectors) and vertically (within the same value chain) to address sustainability challenges in China?*
- 2. How do you expect collaborative opportunities to evolve in the future?*
- 3. What government strategies, policies and activities help advance corporate sustainability in China?*

16.10 – 16.30 Report back and plenary discussion

16.30 – 17.00 Towards Rio Session

16.30 – 17.00 Rio+20 Session

The Global Compact Office will make a presentation of the Rio+20 meeting, agenda and engagement opportunities

17.00 – 17.30 Closing

Global Compact and China Network team will share reflections from the day



17.30 – 19.00 Reception, Dinner and Networking