

中国社会科学院经济学部企业社会责任研究中心 2009年社会责任报告

Research Center for Corporate Social Responsibility,
Economics Division, Chinese Academy of Social Sciences
Social Responsibility Report 2009

中国企业社会责任
China Corporate Social Responsibility

研究者
Researcher



推进者
Promoter



观察者
Observer



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》 理事长致辞



近年来，中国企业社会责任高速发展。截至2009年10月，近600家中国企业发布了企业社会责任报告；不少企业建立了社会责任部门，统筹推动企业社会责任工作；部分先进企业还在积极探索将社会责任工作融入企业战略和日常管理，建立全面社会责任管理体系。

企业社会责任实践的不断发展，要求理论界研究解释和解决实践中碰到的一些重大问题。为此，中国社科院经济学部于2008年2月成立了企业社会责任研究中心。中心由从事企业社会责任研究或实践工作的专家和企业管理人员构成，中国社会科学院、国务院国有资产监督管理委员会、人力资源与社会保障部、中国企业联合会、中国人民大学等数十位专家、学者担任中心理事。中心自成立以来，始终以推动中国企业社会责任理论研究和实践发展为使命，积极履行中国企业社会责任研究者、推进者和观察者的责任，推出了一系列重大成果。

中心积极履行研究者的责任。2009年，中心承担了国家科技支撑计划课题《社会责任国际标准风险控制及企业社会责任评价技术研究》子任务、与国资委研究局合作研究《中央企业社会责任推进机制研究》课题、与

深圳证券交易所合作完成了《上市公司企业社会责任信息披露》课题。中心还与经济管理出版社合作推出《中国企业社会责任》文库，为关注中国企业社会责任理论与实践的重大研究成果提供统一的出版平台。

中心积极履行推进者的责任。2009年12月20日，中心发布中国第一本CSR报告编写指导手册——《中国企业社会责任报告编制指南》，这是我国企业社会责任理论研究的一项重大成果，是我国企业社会责任发展的里程碑，对于我国在国际企业社会责任领域取得话语权有重大意义。中心在清华大学、人民大学讲授企业社会责任课程，多次为国家电网公司、宝钢集团公司、日立（中国）有限公司等企业提供社会责任培训；为国资委、工信部、中国标准化委员会、深交所、中国工业经济联合会等机构推动企业社会责任提供意见和建议。为国家电网公司、宝钢集团、中国中钢集团、联想集团、中国民生银行等企业履行社会责任提供了社会责任咨询。中心还与《WTO经济导刊》、中国企业公民委员会等社会责任机构密切合作，积极参加重大的社会责任论坛/活动，与国内外同行分享交流社会责任知识和成果。

中心积极履行观察者的责任。中心跟踪记录中国企业社会责任理论和实践的最新进展。2009年，中心出版了第一本《中国企业社会责任蓝皮书》，记录上一年度企业社会责任研究和实践的重大进展。并发布了《中国企业社会责任发展指数报告（2009）》，研究评价了国企100强、民企100强和外企100强企业的社会责任发展水平，辨析中国企业社会责任发展进程的阶段性特征。

本报告是中心的首份社会责任报告，以后我们将每年发布中心的社会责任报告，向利益相关方报告中心的最新动态与研究成果，与社会各界共同推动我国企业社会责任更好更快、更快更好地发展。

中国社会科学院经济学部企业社会责任研究中心 理事长

陈佳贵

● From the Chairman

In recent years, CSR practices in China have been evolving rapidly. As at October 2009, about 600 Chinese enterprises released their CSR reports, many enterprises established their CSR divisions for coordinated promotion of CSR practices and some other leading enterprises are proactively exploring how to integrate CSR activities into business strategy and day-to-day management process and to establish a comprehensive CSR management system.

Economics Division of Chinese Academy of Social Sciences set up Research Center for Corporate Social Responsibility in February 2008, which comprises experts and business managers engaged in CSR research or practice, drawing together dozens of experts and scholars as the members of the Center's executive council from Chinese Academy of Social Sciences ("CASS"), State Assets Supervision and Administration Commission of the State Council ("SASAC"), Ministry of Human Resources and Social Security ("MHRSS"), China Enterprise Confederation ("CEC") and Renmin University of China. Since its inception, the Center has always been dedicated to promoting development of theoretical research and practice surrounding Chinese CSR and proactively fulfilling its duties as the researcher, promoter and observer of Chinese CSR practices, with a long string of significant achievements made.

The Center proactively fulfills its duties as researcher. In 2009, the Center undertook a component task of national scientific and technological support program "International Social Responsibility Standard Risk Control and Corporate Social Responsibility Evaluation Techniques Research, worked with Research Bureau of SASAC on "Study of CSR Promotion Mechanism for National Enterprises" and completed a research project "Listed Companies CSR Information Disclosure" in collaboration with Shenzhen Stock Exchange. The Center worked with Economy & Management Publishing House to publish Chinese Corporate Social Responsibility series as a single platform for publication of significant research findings about Chinese CSR theories and practices.

The Center proactively fulfills its duties as promoter. December 20, 2009, the Center published China's first

CSR reporting guidebook "China Corporate Social Responsibility Report Preparation Guide", a significant achievement in the field of theoretical research of Chinese CSR, and a milestone in Chinese history of CSR that is essential to have Chinese voice heard in the international CSR arena. The Center delivered CSR lectures at Tsinghua University and Renmin University of China, provided many CSR training sessions to State Power Grid Corporation ("SPGC"), Baosteel Corporation, Hitachi (China) Ltd, provides input and suggestions concerning CSR promotion to SASAC, Ministry of Industry and Information Technology, Standardization Administration of the People's Republic of China ("SAC"), Shenzhen Stock Exchange and China Federation of Industrial Economics. The Center provided consulting services to SPGC, Baosteel Corporation, Sinosteel Corporation, Lenovo Group and Minsheng Banking Corporation with respect to implementation of social responsibility. The Center works closely with CSR advocates and participates in high-profile CSR forums/events to share CSR knowledge and achievements with colleagues both at home and abroad.

The Center proactively fulfills its duties as observer. The Center follows up on the latest developments of Chinese CSR theories and practices. In 2009, the Center published China's first Blue Book on Chinese Corporate Social Responsibility to reflect the significant achievements in CSR research and practices in 2008, in addition to publication of Chinese CSR Development Index 2009 which measures the CSR performance of top 100 Chinese state-owned enterprises, top 100 Chinese private enterprises and top 100 foreign-invested companies in the country and illustrates the characteristics of different stages of Chinese CSR process.

This report is the first social responsibility report ever prepared by the Center, and we will publish social responsibility report surrounding the activities of the Center every year to inform the general public of the latest developments and research findings of the Center, with a view to promoting sound and rapid development of Chinese CSR practice side by side with all actors.

Chen Jiagui

Chairman of Executive Council of CSR Research Center of Economics Division, CASS

PART1

关于我们

About us



》 关于我们

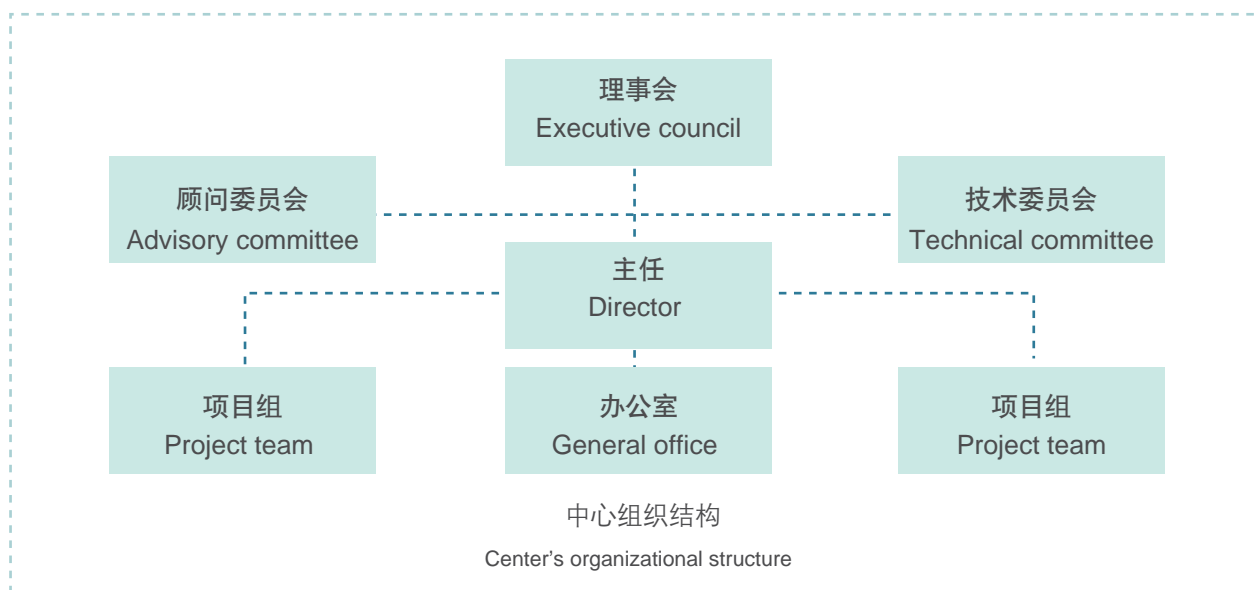
》 1. 中心概况

中国社会科学院经济学部企业社会责任研究中心（以下简称“中心”）成立于2008年2月，是中国社会科学院主管的非盈利性学术研究机构。全国人大常委、中国社会科学院学部主席团代主席、经济学部主任陈佳贵研究员任中心理事长，中国社会科学院经济研究所钟宏武副研究员担任主任。中国社会科学院、国务院国有资产监督管理委员会、人力资源和社会保障部、人民大学等数十位专家、学者担任中心理事和研究员。

● About Us

● 1. About the Center

Founded in February 2008, the Center is a non-profit academic research institution running under CASS. Chen Jiagui, member of NPC Standing Committee and acting chairman of presidium of CASS divisions and director of Economics Division of CASS, serves as the chairman of the Center's executive council, and associate researcher of CASS Economics Division Zhong Hongwu works as the director of the Center. Dozens of experts and scholars from CASS, SASAC, MHRSS and Renmin University of China serve as executive council members and researchers for the Center.



中心成立大会会场

Founding meeting of the Center



中心成立大会专家发言

Experts deliver speeches at the founding meeting.

》 2. 中心理事会

理事长：

陈佳贵 全国人大常委、中国社会科学院原副院长、中国社会科学院学部委员、中国社会科学院学部主席团代主席、经济学部主任、研究员

副理事长：

彭华岗 国务院国有资产监督管理委员会研究局局长

陈 英 联合国全球契约理事会理事

李汉林 中国社会科学院科研局局长、研究员

金 碚 中国社会科学院工业经济研究所所长、研究员

刘迎秋 中国社会科学院研究生院院长、研究员

王延中 中国社会科学院监察局局长、研究员

黄速建 中国社会科学院工业经济研究所副所长、研究员

黄群慧 中国社会科学院科研局副局长、研究员(常务副理事长)

韩朝华 中国社会科学院经济学部工作室主任、研究员

张峻峰 人力资源与劳动和社会保障部国际劳工与信息研究所副所长

冯 仑 万通集团董事局主席

李可杰 中国中钢股份董事会秘书

张建忠 唐山钢铁股份有限公司董事

刘 刚 中国人民大学 MBA 中心 主任

陈积勋 基业长盛投资基金有限公司执行董事

主 任：

钟宏武 中国社会科学院经济研究所副研究员、博士

副主任：

李伟阳 国家电网公司办公厅社会责任处处长、高级会计师(常务副主任)

余 菁 中国社会科学院工业经济研究所副主任、副研究员、博士

赖江杨 中国移动通信集团公司发展战略部企业策划处经理

张倬志 南方电网公司战略策划部战略与体改处处长

徐 鹏 中国中钢股份董事会办公室战略规划处经理

曹雪森 中国民生银行品牌管理部企业社会责任中心主任

理事：

龚鹤强 南方电网公司战略策划部战略与体改处，博士

李 文 中国石油天然气集团公司经济技术研究院总编辑

孙玉萍 北京融智企业社会责任研究所副所长

王晓光 北京融智企业社会责任研究所副研究员

肖红军 中国社会科学院工业经济研究所助理研究员

张 蓓 中国社会科学院工业经济研究所博士

陈都伟 首都经贸大学外语系讲师

叶 潮 《中国财富》杂志社副总编

● 2.Executive council

Chairman

Chen Jiagui, member of NPC Standing Committee, former Vice President of CASS, commissioner of CASS divisions,
acting chairman of presidium of CASS divisions, and director of Economics Division of CASS

Vice Chairpersons

Peng Huagang, director general of Research Bureau of SASAC of the State Council

Chen Ying, member of UN Global Compact Executive Council

Li Hanlin, director general of Scientific Research Bureau of CASS, researcher

Jin Bei, president of CASS Institute of Industrial Economics, researcher

Liu Yingqiu, president of graduate school of CASS, researcher

Wang Yanzhong, director general of Supervision Bureau of CASS, researcher

Huang Sujian, vice president of CASS Institute of Industrial Economics, researcher

Huang Qunhui, deputy director general of Research Bureau of CASS, researcher (executive vice chairman)

Han Chaohua, currently director of Division of Economics, CASS

Zhang Junfeng, deputy director general of International Labor and Information Research Science Institute of MHRSS

Feng Lun, board chairman of Vantone Group Ltd

Li Kejie, board secretary of China Sinosteel Corporation

Zhang Jianzhong, director of Tangshan Iron & Steel Co., Ltd

Liu Gang, director of MBA Program Center of Renmin University of China

Chen Jixun, executive director of Changsheng Investment Co., Ltd

Director

Zhong Hongwu, associate researcher of CASS Economics Division, Ph.D

Deputy Directors

Li Weiyang, director of CSR Division of General Office of SPGC, senior accountant(executive vice directors)

Yu Jing, deputy director CASS Institute of Industrial Economics, associate researcher, Ph.D

Lai Jiangyang, Business Planning Section Manager, Business Strategy Division of China Mobile Communications Corporation

Zhang Tanzhi, Strategy and Structure Reforming Section Chief, Strategic Planning Division of China Southern Power Grid

Xu Peng, Strategic Planning Section Manager, General Office of Board of Directors of China Sinosteel Corporation

Cao Xuesen, Director of CSR Center, Brand Management Division of China Minsheng Banking Corporation

Executive Council members

Gong Heqiang, Strategy and Structure Reforming Section, Strategic Planning Division of China Southern Power Grid, Ph.D

Li Wen, chief editor of Economic and Technical Research Institute of PetroChina

Sun Yuping, vice president of Beijing Rongzhi CSR Research Institute

Wang Xiaoguang, associate researcher of Beijing Rongzhi CSR Research Institute

Xiao Hongjun, assistant researcher of CASS Institute of Industrial Economics

Zhang En, Ph.D with CASS Institute of Industrial Economics

Chen Duwei, lecturer with Department of Foreign Language of Capital University of Economics and Business

Ye Chao, deputy chief editor of China Fortune magazine

》 3. 中心主要成员

● 3.Key members of the Center



理事长 陈佳贵 **Chairman Chen Jiagui**

1944 年 10 月出生，男，汉族，四川岳池人，中共党员，1988 年中国社会科学院研究生院工业经济系毕业，博士。原中国社会科学院副院长，研究员，博士生导师，中国社会科学院主席团代主席，中国社会科学院经济学部主任，学部委员，第十届、第十一届全国人大常委，财经委员会委员；兼任中国企业管理研究会会长、中国工业经济联合总会副会长、全国社科基金理论经济评审组召集人。学术专长为工业经济、企业管理。1991 年被国务院学位委员会、国家教委授予“有突出贡献的中国博士”称号；1992 年被人人事部批准为“有突出贡献的中青年专家”；1993 年享受国务院颁发的政府特殊津贴。

Born in Yuechi of Sichuan Province in October 1944, male, Han Chinese, CPC member, graduated from Department of Industrial Economics of Graduate School of CASS in 1988, PhD; former vice president of CASS, researcher, doctoral student tutor, acting chairman of presidium of CASS divisions, director of CASS Economics Division, commissioner of CASS divisions, member of the 10th and 11th NPC Standing Committee, member of Financial and Economic Committee, president of Corporate Management Research Association China, vice president of China Federation of Industrial Economics and convener of National Social Sciences Foundation's theoretical economics jury. Specialized in industrial economics and enterprise management; titled as Outstanding Chinese Doctor by Academic Degrees Committee of State Council and State Education Commission in 1991; recognized as Outstanding Middle-aged or Young Expert by the Ministry of Personnel in 1992, enjoyed special government subsidy granted by the State Council in 1993.



副理事长 彭华岗 **Vice Chairman Peng Huagang**

1962 年 11 月 生，男，汉族，江苏溧阳人。1983 年毕业于北京钢铁学院机械系冶金机械专业。国务院国有资产监督管理委员会研究局局长、国务院国资委行业协会联系办公室主任，高级经济师。长期从事企业管理和经济政策研究工作，曾任首钢总公司党委研究室副主任、党委组织部副部长、首钢总公司考试考核委员会主任。1997 年进入国家机关工作，曾任国家经济贸易委员会政策法规司政策研究处处长、研究室副主任，国务院国有资产监督管理委员会研究室副主任。2005 年开始担任国资委研究室主任，2008 年改任国资委研究局局长。主持国资委 A 类课题“中央企业社会责任理论研究”、“中央企业社会责任推进机制研究”等课题。

Born in Liyang of Jiangsu Province in November 1962, male, Han Chinese, graduated as a metallurgical mechanics major from Department of Mechanics of Beijing Steel and Iron College in 1983, director general of Research Bureau of SASAC, director of Industry Association Liaison Office of SASAC, senior accountant. Longtime researcher in enterprise management and economic policy, served as deputy director of Party Committee Research Office of Shougang Corporation, deputy director of department of organization of Party Committee of Shougang Corporation and director of Examination and Evaluation Committee of Shougang Corporation. Became a public servant in 1997 and served as chief of Policy Research Section of Policy and Regulation Division of State Economic and Trade Commission, deputy direct of Research Office of SETC and deputy director of Research Office of SASAC. Assumed office as director of SASAC Research Office in 2005 and Director General of Research Bureau of SASAC in 2008. currently responsible for implementation of Class A research programs of SASAC such as “Theoretical Research of CSR for National Enterprises” and “Study of CSR Promotion Mechanism for National Enterprises.”



常务副理事长 黄群慧 Executive Vice Chairman Huang Qunhui

1966年8月生,男,汉族,河北省石家庄人,1986年、1991年和1999年先后毕业于河北科技大学、华中科技大学和中国社会科学院研究生院,分别获得工学学士、工学硕士和管理学博士学位。现为中国社会科学院科研局副局长,研究员,教授,博士生导师,享受国务院政府特殊津贴,中国企业管理研究会常务副理事长,中国社会科学院管理科学研究中心副主任。研究领域为产业经济和企业管理,曾先后主持和参与完成国家社会科学基金课题、国家自然科学基金课题、中国社会科学院重大课题多项公开发表论文百余篇。获第十二届孙冶方经济科学奖、第二届蒋一苇企业改革与发展学术基金优秀专著奖、第三届蒋一苇企业改革与发展学术基金优秀论文奖,第十四届全国图书奖和中国社会科学院优秀科研成果三等奖等。

Born in Shijiazhuang of Hebei Province in August 1966, male, Han Chinese, graduated from Hebei University of Technology, Central China University of Technology and CASS Graduate School in 1986, 1991 and 1999 in succession with bachelor's degree and master's degree in industrial engineering and PhD in management science, currently serves as deputy director general of Scientific Research Bureau of CASS, researcher, professor and doctoral student tutor, beneficiary of special government subsidy, executive vice president of Corporate Management Research Association China and deputy director of Management Science Research Center of CASS, specialized in industrial economics and enterprises, responsible for implementation of many research programs of National Social Sciences Foundation, National Natural Sciences Foundation and CASS. Published more than a hundred research papers in academic, winner of the 12th Sun Ye Fang Economic Science Award, 2nd Jiang Yi Wei Academic Foundation for Enterprise Reform and Development's outstanding monograph award, 3rd Jiang Yi Wei Academic Foundation for Enterprise Reform and Development's outstanding paper award, the 14th national publication award and third prize of CASS for outstanding research findings.



副理事长 韩朝华 Vice Chairman Han Chaohua

1953年9月生于上海,男,研究员,博士生导师。现任中国社会科学院经济学部工作室主任。1991年10月至1992年10月,日本滋贺大学和神户大学访问学者。1997年5~9月,日本亚洲经济研究所客座研究员。2001年4月至2002年3月,日本一桥大学商学部客座教授。2007年4月至7月,美国斯坦福大学东亚研究中心,访问学者。主持中国社科院委办课题《灾后重建与企业社会责任》。

Born in Shanghai in September 1953, female, researcher, doctoral student tutor, currently director of Division of Economics, CASS; visiting scholar to Shiga University and Kobe University between October 1991 and October 1992, guest researcher at Contemporary Asian-Economy Research Institute Japan between May and September 1997. guest professor at Business School of Hitotsubashi University between April 2001 and March 2002; visiting scholar at East Asia Research Center of Stanford University; responsible for implementation of CASS assignment "Post Disaster Reconstruction and Corporate Social Responsibility".



副理事长 李可杰 Vice Chairman Li Kejie

1969 年 6 月生,男,汉族,北京人。高级经济师,1992 年 7 月大学本科毕业于北京大学法律系获法学学士学位,2005 年 7 月获法学硕士学位,现任中钢股份董事会秘书。

Born in June 1969, male, Han Chinese, senior economist, graduated from Department of Law of Beijing University with bachelor's degree in law in July 1992, obtained master's degree in law in July 2005, currently working as board secretary of China Sinosteel Corporation.



副理事长 张建忠 Vice Chairman Zhang Jianzhong

1964 年 8 月生,男,汉族,河北丰润人,研究员,经济学博士、博士后。唐山钢铁股份有限公司董事,先后兼任唐钢股份董事会秘书、公司战略研究室主任、企管部部长、证券部部长、法律部部长。2008 年 12 月—2009 年 12 月,美国布朗大学经济系高级访问学者。

Born in Fengrun of Hebei Province on August, 1964, male, Han Chinese, researcher, PhD in economics and postdoctoral degree; director of Tangshan Iron & Steel Co., Ltd, worked as board secretary, corporate strategy research office director, corporate management department head, securities business department head and legal affairs department head of Tangshan Iron & Steel Co., Ltd in succession; senior visiting scholar to Department of Economics, Brown University, US between December 2008 and December 2009.



副理事长 陈积勋 Vice Chairman Chen Jixun

1960年5月生，男，汉族，浙江温州人。长江商学院EMBA。20年政府工作经历，8年企业经历。曾任职于瑞安市市委宣传部、市政府办公室、计划委员会、经济开发区管委会。2000年辞职下海到华峰集团，就任华峰集团公司副总经理、总经理等职。2007年10月，离开华峰集团移居北京。2008年，在京创办基业长盛投资公司，兼任执行董事。2009年11月，创办华鼎书院。

Born in Wenzhou of Zhejiang Province in May 1960, male, Han Chinese, EMBA from Cheung Kong Graduate School of Business, 20-year government office worker, 8-year business practitioner, worked for Propaganda Division of Ruian City Party Committee, General Office of Ruian City Government, Planning Commission of Ruian City Government and economic development area management committee. Worked as deputy general manager and general manager of Huafeng Group Ltd in 2000 in succession. Moved to Beijing in October 2007 and founded Changsheng Investment Co., Ltd in 2008 and serves as executive director of the company. Founded Huading Studio in November 2009.



副理事长 刘刚 Vice Chairman Liu Gang

1972年5月生，男，汉族，江西吉安人。中国人民大学商学院院长助理、MBA项目中心主任，管理学博士，副教授。先后毕业于中国人民大学贸易经济系、中国人民大学工商管理学院商业经济专业、中国社会科学院研究生院，获经济学学士学位、经济学硕士学位、管理学博士学位。主要研究领域：企业社会责任、企业战略与文化、市场营销等。在《经济管理》等报刊杂志发表论文近百篇，出版《物流管理》、《供应链管理：交易费用与决策优化研究》等专著十余本。

Born in Ji'an of Jiangxi Province in May 1972, male, Han Chinese, assistant to President of Business School of Renmin University of China, director of MBA Program Center, PhD in management science, associate professor; Graduated from Department of Trade and Economics of RUC, Business Administration Department of RUC (Business economy major) and CASS Graduate School with bachelor's degree and master's degree in economics and PhD in management science; areas of interest: CSR, corporate strategy and culture and marketing. Published about a hundred research papers in newspapers and periodicals like Economic Management as well as ten-odd monographs including Logistics Management, Supply Chain Management: Transaction Cost and Decision Optimization Research.



主任 钟宏武 Director Zhong Hongwu

1977 年 6 月生，男，汉族，四川省简阳人。毕业于中国社会科学院研究生院工业经济系，管理学博士，副研究员，副教授。2007 年，受日立奖学金资助，前往日本三井全球战略研究所访学半年，研究日本企业社会责任。主持“中央企业社会责任推进机制研究”（国资委研究局与中心合作课题）、“上市公司社会责任信息披露”（深圳证券交易所与中心合作课题）、“灾后重建与企业社会责任”（中国社会科学院院委办课题）等重大课题。在《经济研究》、《中国工业经济》、《人民日报》等报刊发表学术论文 30 余篇。

Born in Jianyang of Sichuan Province in 1977, male, Han Chinese, graduated from Industrial Economics Department of CASS Graduate School with PhD in management science, associate research and associate professor. Studied Japanese CSR practices at Mitsui Global Strategy Research Institute in Japan as a visiting scholar with Hitachi scholarship for six months in 2007. responsible for implementation of many important research programs including “Study of CSR Promotion Mechanism for National Enterprises” (a partnership program between SASAC and the Center), “Listed Companies CSR Information Disclosure” (a partnership program between Shenzhen Stock Exchange and the Center) and “Post-disaster Reconstruction and CSR” (an assignment from CASS). Published 30-odd research papers in newspapers like Economic Research, China Industrial Economy and the People’s Daily.



常务副主任 李伟阳 Executive Deputy Director Li Weiyang

1973 年 12 月生，男，汉族，浙江人。毕业于财政部财政科学研究所研究生部，现任国家电网公司社会责任处处长，中国 ISO26000 专家组成员。主笔我国首份企业社会责任报告和首个企业履行社会责任指南，首倡企业全面社会责任管理模式，成果荣获第十五届国家级企业管理现代化创新成果一等奖，出版译著《全面责任管理指南》、主编《如何编制企业社会责任报告》，主持完成《企业社会责任指标体系研究》、《企业全面社会责任管理模式研究》等课题专著，主持国家科技支撑计划子任务一项，完成国家科技部国家软科学研究项目两项、国务院国资委重点课题一项和省部级课题多项，在《中国工业经济》、《经济管理》、《WTO 经济导刊》等杂志发表社会责任论文 10 多篇。

Born in December 1973, male, Han Chinese, graduated from Graduate School of Research Institute for Fiscal Science of Ministry of Finance with master’s degree in economics, currently working as CSR Section Chief of SPGC, member of China ISO26000 expert panel; responsible for preparation of China’s first CSR report and first CSR implementation guide as well as creation of comprehensive CSR management model, winner of the first prize from the 15th national enterprise management modernization award, published a translation work “Comprehensive Responsibility Management Guide”, chief editor of How to Prepare CSR Report, responsible for completion of a research program “Study of CSR Indicator System” and “Study of Comprehensive CSR Management Model”, responsible for completion of a component project of national scientific and technological support program, completion of two national social science research projects of the Ministry of Science and Technology, a key research program of SASAC and several provincial-level research programs, published over ten CSR research papers in China Industrial Economy, Economic Management and China WTO Tribune and other periodicals.



副主任 余菁 Deputy Director Yu Jing

1976 年生, 女, 汉族, 江西南昌人。先后就读于中国地质大学(武汉)、江西财经大学、中国社会科学院研究生院, 获工学学士、经济学硕士、管理学博士学位, 现为中国社科院工业经济研究所企业制度研究室副主任、副研究员。研究方向为企业社会责任、企业理论、企业信息化等。在《中国工业经济》、《经济日报》等刊物上发表论文数十篇。

Born in Nanchang of Jiangxi Province in 1976, female, Han Chinese, graduated from China University of Geosciences (Wuhan), Jiangxi University of Business and Finance and CASS Graduate School with bachelor' s degree in industrial engineering, master' s degree in economics and PhD in management science respectively, currently serves as deputy director of Enterprise System Research Office of Institute of Economics of CASS and associate researcher specialized in CSR, enterprise theory and enterprise informatization. Published dozens of research papers in newspapers and periodicals like China Industrial Economy and Economic Daily.



副主任 赖江杨 Deputy Director Lai Jiangyang

1972 年生, 女, 广东人。先后就读于南昌大学、北京邮电大学、江西财经大学, 获法学学士、管理学硕士、经济学博士学位, 现为中国移动通信集团公司发展战略部企业策划处经理。参与完成国资委重点课题《中央企业社会责任研究》。

Born in Guangdong Province in 1972, female, Han Chinese, graduated from Nanchang University, Beijing University of Post and Telecommunications and Jiangxi University of Finance and Economics with bachelor' s degree in law, master' s degree in management and doctor' s degree in economics respectively; currently working as Business Planning Section Manager of Business Strategy Division of China Mobile, participated in a key research project of SASAC "Study of Corporate Social Responsibility Practices of National Enterprises" .



副主任 张倓志 Deputy Director Zhang Tanzhi

1965 年生, 男, 籍贯河北。1990 年毕业于华北电力大学, 获工学硕士研究生学位, 高级工程师。曾任广东火电工程总公司副总经理、广东输变电工程公司副总经理、广东省广电集团公司办公室副主任, 现任南方电网公司战略策划部战略与体改处处长。主要负责企业战略管理、社会责任管理、体制改革、政策研究等方面工作。对电网企业特点、使命和社会责任具有较深认识, 参与编制了南方电网公司社会责任报告。

Born in Hebei Province in 1964, male, graduated from North China Electric Power University with Master of engineering in 1990, Senior Engineer, working as strategy and structure reforming section chief of China Southern Power Grid, responsible for strategy management, CSR management, structure reforming and policy researching, etc.; has profound perspectives on the grid enterprises' characteristic, mission and CSR; participates in writing social responsibility report.



副主任 徐鹏 Deputy Director Xu Peng

1978 年生, 男, 汉族, 山东胶州人。先后就读于浙江大学、北京大学, 分别获法学学士和管理学硕士, 现任中钢股份董事会办公室战略规划处经理, 负责组织编写了中钢集团多份社会责任报告。

Born in Jiaozhou of Shandong Province in 1978, male, Han Chinese, graduated from Zhejiang University and Beijing University with bachelor's degree in law and master's degree in management respectively; currently working as Strategic Planning Section Manager of General Office of Board of Directors of Sinosteel Corporation, responsible for preparation of many CSR reports of Sinosteel Corporation.



副主任 曹雪森 Deputy Director Cao Xuesen

1974 年生, 男, 汉族, 山西太原人, 东北财经大学高级工商管理硕士。现任中国民生银行品牌管理部社会责任中心主任, 负责规划制定中国民生银行公益捐赠基金管理办法, 公益捐赠决策委员会议事规则, 研究制定民生银行社会责任模型, 该模型也是中国银行业首个社会责任模型, 建立社会责任管理体系, 健全与利益相关方对话机制与年度社会责任报告编写机制。

Born in Taiyuan of Shanxi Province in 1974, male, Han chinese graduated from Dongbei University of Finance and Economics with Master in Business Administration; currently serves as director of CSR center of China MinSheng Banking, responsible for formulating management approach of China Minsheng Banking charity donation fund, researching the Minsheng CSR model which is the first CSR model of China Banking industry, establishing CSR management system, stakeholder communication mechanism, as well as annual social responsibility reporting mechanism.

PART2

责任管理

Responsibility Management



» 责任管理

● Responsibility Management

» 1. 中心责任观

中心以推动中国特色企业社会责任实践为使命，中心定位为“三者责任”：即履行研究者、推进者和观察者的社会责任。

中国企业社会责任的研究者。中心以我国企业社会责任理论创新为己任，积极开展中国企业社会责任问题的系统理论研究，组织出版《中国企业社会责任》文库，促进中国特色的企业社会责任理论体系的形成和发展。

中国企业社会责任的推进者。中心将承担与企业社会责任领域有关的项目调研和研究服务，为政府部门、社会团体和企业等各类组织研究、解决社会责任应用性问题提供意见和建议；组织、参加各种有关企业社会责任的学习、交流、研讨活动，与社会分享研究成果；编写一系列符合中国国情的企业社会责任培训教材，开展社会责任培训，传播企业社会责任知识，推动中国特色社会责任实践的发展。

中国企业社会责任的观察者。中心将每年出版《中国企业社会责任蓝皮书》，跟踪记录上一年度中国企业社会责任理论和实践的最新进展，并持续发布《中国企业社会责任发展指数报告》，研究记录我国企业社会责任发展的阶段性特征。

● 1.Center' s perspective on responsibility

The Center has been dedicated to promoting CSR practices with Chinese character and fulfilling its duties as researcher, promoter and researcher of Chinese CSR practices.

A researcher of Chinese CSR. The Center has been exploring new Chinese CSR theories, proactively engaging in systematic theoretical research of Chinese CSR issues and promoting formation and development of Chinese CSR theoretical system by, among others, publishing Chinese Corporate Social Responsibility series.

A promoter of Chinese CSR. The Center provides CSR-related survey and research services as well as input and suggestions for government, social organizations and enterprises to study and resolve CSR issues; The Center organizes and attends various CSR workshops and forums to share its research findings with the general public, writes a series of CSR training textbooks suitable for Chinese national conditions, delivers CSR training programs and spreads CSR knowledge in order to facilitate development of Chinese CSR practices.

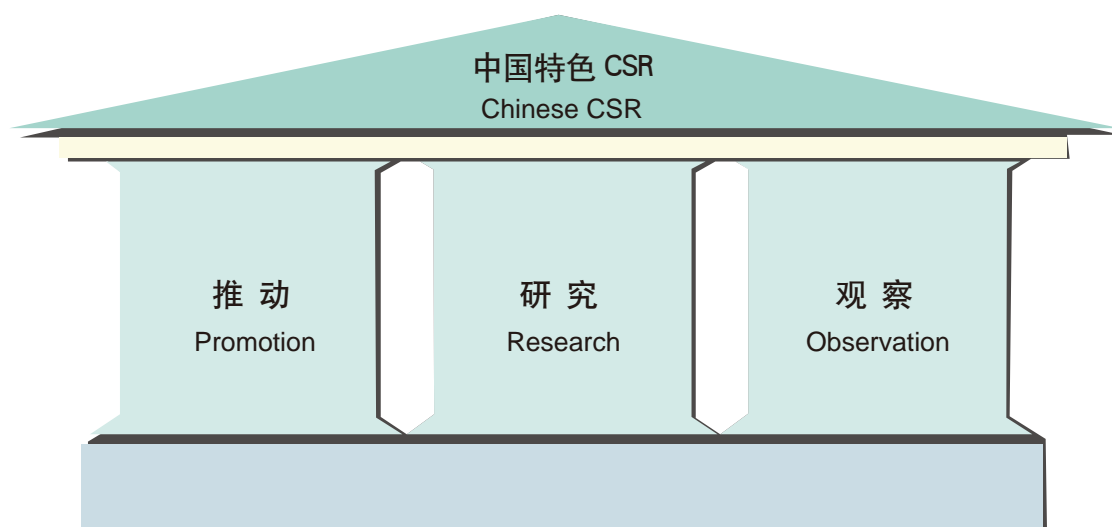
An observer of Chinese CSR. The Center will publish Chinese CSR Blue Book every year to track the latest developments of Chinese CSR theories and practices in the previous year as well as publish Chinese CSR Development Index Report on a regular basis to reflect the characteristics of ongoing Chinese CSR process.

》 2. 中心责任模型

中心以中国特色 CSR 理论研究为基础，以 CSR 实践推动和 CSR 进程观察为支柱，构建“中国特色 CSR”。中国特色 CSR 是中心的长期秉持的发展愿景。中心希望通过几年、甚至十几年的努力，使中国 CSR 能在全球 CSR 发展中占有重要的一席。研究 CSR 理论、推动我国 CSR 理论创新是中心工作的重点，也是中心一切工作的核心，是中心推动中国特色 CSR 实践的基础。CSR 推进与观察是中心实现中国特色 CSR 愿景的支撑工具。中心希望通过推进社会 CSR 传播与实践、观察中国 CSR 进程来推动中国企业社会责任发展。

● 2.Center's responsibility model

Based on theoretical research of Chinese CSR practices, the Center built Chinese CSR model by promoting CSR practices and observing CSR process. CSR practices with Chinese character represent the vision of the Center. The Center expects to establish the visible presence of Chinese CSR practices in the international CSR arena through efforts of several years or even ten-plus years. CSR theoretical research serves as the cornerstone. Studying CSR theories and promoting theoretical innovation of Chinese CSR has been the focus of the Center's activities, also the cornerstone upon which the Center works to promote Chinese CSR practices. Promotion and observation of CSR practices are the building blocks of the model. CSR promotion and observation support the Center to realize its vision of Chinese CSR. The Center expects to facilitate development of Chinese CSR by promoting spread of CSR knowledge and practices and observing Chinese CSR process.



》 3. 利益相关方

中心以社会各方的期望为工作起点,以创建中国特色的社会责任理论体系和考评体系为目的,期望与利益相关方保持良好的合作关系。

| 中心的利益相关方 | | |
|----------|--------------------------|--|
| 利益相关方 | 对中心的期望 | 回应措施与成效 |
| 政府部门 | 提供决策支持; 传播 CSR 理论。 | 加强理论研究; 创建中国 CSR 理论体系; CSR 知识普及。 |
| 企 业 | 提供理论指导; 提供优质咨询服务。 | 与企业保持良好合作关系; 共同发展。 |
| 社会团体 | 知识共享; 共同推动 CSR 运动发展。 | 密切沟通; 构建合作平台; 加强理论交流; 建立战略合作关系。 |
| 教育机构 | 知识共享; 推动 CSR 理论学科化建设。 | 加强交流; CSR 教材编制。 |
| 合作者 | 知识共享; 共同成长。 | 建立良好合作关系; 加强交流。 |
| 媒 体 | 及时的信息披露; 良好的媒体关系。 | 新闻发布; 为媒体提供相关信息; 与媒体保持沟通与合作。 |
| 国际机构 | 传播中国 CSR; 知识共享。 | 加强理论交流; 建立战略合作关系。 |

● 3.Stakeholders

The Center starts its work with expectations from its stakeholders, aims at creating Chinese CSR theoretical system and evaluation system and expects to maintain sound partnership with all stakeholders.

| Stakeholders | | |
|-----------------------------|---|---|
| Stakeholders | Expectations for the Center | Response and achievements |
| Government | Providing decision support; Spreading CSR theories. | Intensifying theoretical research efforts; Creating Chinese CSR theoretical system; Raising CSR awareness. |
| Enterprises | Providing theoretical guidance; Providing high-quality consulting services. | Maintain sound partnership with enterprises; Grow side by side with enterprises. |
| Social organizations | Knowledge sharing; Jointly promoting CSR movement. | Intensive communications; Building a platform for cooperation; Intensifying academic exchange; Establishing strategic partnership. |
| Educational institutions | Knowledge sharing; Promoting construction of CSR theories as a branch of learning. | Intensifying exchange; Preparing CSR textbooks. |
| Cooperators | Knowledge sharing; Growing side by side. | Establishing sound partnership; Intensifying exchange. |
| Media | Timely information disclosure; Sound relations with the media. | News releases; Providing relevant information to the press; Maintaining communication and cooperation with the media. |
| International organizations | Spreading Chinese best CSR practices; Knowledge sharing. | Deepening academic exchange; Establishing strategic partnership. |

PART3

中国企业社会责任的研究者

Researcher of Chinese CSR



》 中国企业社会责任的研究者

企业社会责任理论研究与创新是中心的核心工作。中心成立以来，围绕中国特色企业社会责任进行了一系列理论研究与创新活动。

》 1. 研究课题概述

中心多次主持、参与国资委、工信部、中国标准化委员会等政府部门以及中国社会科学院等部门交办的重大课题。通过理论研究为政府部门以及企业界推动社会责任工作提供理论参考与政策建议，同时为中国特色企业社会责任理论体系的构建奠定基础。

中心主持、参与的重大课题概览

| 课题名称 | 课题性质 | 课题时间 |
|---------------------------------|------------------|-----------------|
| 《社会责任国际标准风险控制及企业社会责任评价技术研究》之子任务 | 国家科技支撑计划课题 | 2009.10—2010.10 |
| 中央企业社会责任推进机制研究 | 国资委研究局、中心合作课题 | 2009.3—现在 |
| 上市公司企业社会责任信息披露 | 深圳证券交易所、中心合作课题 | 2009.3—2009.12 |
| 工信部关于制定《推进企业社会责任建设指导意见》的前期研究 | 中国工业经济联合会、中心合作课题 | 2009.10—2009.12 |
| 灾后重建与企业社会责任 | 中国社科院交办课题 | 2008.8—2009.8 |
| 中国中钢集团考察 | 中国社会科学院重大国情调研课题 | 2009.6—2009.12 |
| 海外中资企业社会责任研究 | 中国社会科学院课题 | 2007.6—2008.6 |
| 中国企业社会责任发展指数研究 | 中心课题 | 2009.5—2009.10 |
| 中央企业社会责任理论研究 | 国资委 A 类课题 | 2007.4—2007.8 |
| 企业社会责任指标体系研究 | 国家科技部软课题 | 2007.9—2008.9 |
| 国有企业社会责任理论创新研究 | 国家电网公司课题 | 2006.6—2007.6 |
| 公司与社会公益 III | 福特基金会课题 | 2006.6—2007.6 |

● Researcher of Chinese CSR

CSR theoretical research and innovation is the groundwork of the Center. Since its founding, the Center has carried out a series of theoretical research and innovation activities surrounding Chinese CSR practices.

● 1. Research projects

The Center undertook many important research assignments from SASAC, MITT, China Standardization Commission and CASS, providing theoretical reference and policy suggestions for government and the corporate sector to promote CSR practices through theoretical research while laying a solid foundation for construction of Chinese CSR theoretical system.

| Overview of important research projects implemented or co-implemented by the Center | | |
|---|---|---------------------------------|
| Research projects | Nature | Duration |
| Component project of Technical Evaluation of International Social Responsibility Standard and Organizational Governance | A National Scientific and Technological Support Program project | October 2009-October 2010 |
| Study of CSR Promotion Mechanism for National Enterprises | Partnership between Research Bureau of SASAC and the Center | March 2009 – present |
| Listed Companies CSR Information Disclosure | Partnership between Shenzhen Stock Exchange and the Center | March 2009 – December 2009 |
| Research in preparation for formulation of Guiding Opinions of the Ministry of Industry and Information Industry on Promoting CSR Practices | Partnership between China Federation of Industrial Economics and the Center | October 2009 – December 2009 |
| Post-disaster Reconstruction and CSR | An assignment from CASS | August 2008 – August 2009 |
| Field survey of Sinosteel Corporation | An important national conditions survey task from CASS | June 2009 – December 2009 |
| Overseas Chinese Enterprises CSR Research | An assignment from CASS | June 2007 – June 2008 |
| Chinese CSR Development Index Research | An in-house program | May 2009 – October 2009 |
| Theoretical Research of CSR Practices of National Enterprises | A Class A research program of SASAC | April 2007 – August 2007 |
| CSR Indicator System Research | A soft research project from the Ministry of Science and Technology | September 2007 – September 2008 |
| SOE CSR Theoretical Innovation Research | A research project of SPGC | June 2006 – June 2007 |
| Companies and Public Benefit III | A Ford Foundation project | June 2006 – June 2007 |

2. 构建《中国企业社会责任》文库

中国特色企业社会责任实践需要中国特色企业社会责任理论支持。近年来，我国企业社会责任理论研究日渐增加，但仍没有形成系统的理论体系，且存在着理论研究与企业实践发展相脱节的问题。鉴于此，中国社会科学院经济学部企业社会责任研究中心与经济管理出版社合作推出《中国企业社会责任》文库。文库将通过专家推荐、文库编委会评选的形式，每年向全社会精选 10 本重要研究成果出版发行、宣传推广。通过构建文库，将为关注中国企业社会责任理论与实践的重大研究成果提供统一的出版平台，使得理论成果更快更好地指导具体实践。

2. Creating Chinese CSR library

Chinese CSR practices require support of Chinese CSR theories. In recent years, theoretical researches surrounding CSR have been growing in China, but a holistic theoretical system has not yet formed and there exists a problem of disconnection between theoretical research and CSR practices. For this reason, the Center launched Chinese CSR series in collaboration with Economy & Management Publishing House. The series consist of ten publications containing important research findings to be published and marketed to the wider society every year through expert recommendation and selection by the editorial board. These serial books will serve as a single platform for publication of significant research findings about Chinese CSR theories and practices and allow CSR practitioners to be guided by theoretical research findings better and faster.



《中国企业社会责任文库》
之《中国企业社会责任报告编制指南》

Chinese CSR Reporting Guide
as part of Chinese CSR series



《中国企业社会责任文库》
之《中国企业社会责任发展指数(2009)》

Chinese CSR Development Index 2009
as part of Chinese CSR series



打造精品, 传播责任

经济管理出版社与中心合作推出的《中国企业社会责任》文库，为关注中国企业社会责任理论与实践的重大研究成果提供了统一的出版平台。文库通过 3—5 年的运行，将为中国企业社会责任贡献一批传世之作！

——经济管理出版社社长 张世贤 研究员

Build choice works and spread CSR knowledge

The Chinese CSR series launched jointly by Economy & Management Publishing House and CSR Research Center provides a single platform for publication of significant research findings surrounding Chinese CSR theories and practices. The series will contribute a group of works of long-lasting appeal to Chinese CSR cause through three or five years of operation.

——Zhang Shixian, president of Economy & Management Publishing House, researcher

》 3. 研究中央企业社会责任推进机制

在国资委 2008 年 1 号文《关于中央企业履行社会责任的指导意见》的推动下，中央企业社会责任运动高速发展，成为我国企业社会责任运动的引领者。为总结、归纳领先中央企业的社会责任推进机制与实践模式，2009 年 4 月，国务院国有资产监督管理委员会研究局与中心合作开展“中央企业社会责任推进机制研究”。

国资委研究局、中心和企业代表组成的课题组对国家电网公司、中国移动通讯集团、宝钢集团公司、中国远洋运输集团公司、中国华能集团、中国中钢集团等 6 家先进央企进行了深入的调研访谈，了解每个企业的社会责任概念体系、推进部署、组织架构、制度设计、培训宣导、对外沟通、工作规划，以及当前的困难、障碍及相应对策。本次研究是中央企业社会责任工作经验的总结，对我国其他企业开展社会责任工作具有很好的启迪作用。

● 3.Studying CSR promotion mechanism for national enterprises

Driven by the Guiding Opinions of SASAC on Implementation of Social Responsibility by National Enterprises (#1 decree 2008), CSR movement among national enterprises has been booming, becoming a leader in Chinese CSR movement. To summarize and recap the CSR promotion mechanism and practices of leading national enterprises, Research Bureau of SASAC started partnership with the Center on study of CSR promotion mechanism for national enterprises in April 2009.

A task force comprising members from Research Bureau of SASAC, the Center and corporate representatives conducted in-depth surveys and interviews at six leading national enterprises, namely, SPGC, China Mobile, Baosteel Corporation, China Ocean Shipping Corporation, China Huaneng Corporation and Sinosteel to know their CSR conceptual system, promotion arrangements, organizational structure, institutional design, training and orientation, external communication, work planning as well as current challenges, bottlenecks and solutions. This study represents a review of CSR practices of national enterprises and provides useful information for other Chinese enterprises to pursue CSR commitments.



“中央企业社会责任推进机制研究”启动会

National Enterprises

CSR Promotion Mechanism Research kick-off meeting



国资委研究局彭华岗局长在启动会上讲话

Director General of Research Bureau

of SASAC Peng Huagang delivers a speech
at the kick-off meeting



华能集团调研
CSR survey at Huaneng Corporation



国家电网公司调研
CSR survey at SPGC



中国中钢集团调研
CSR survey at Sinosteel



中远集团调研
CSR survey at COSCO



宝钢集团社会责任调研
CSR survey at Baosteel



中国移动社会责任调研
CSR survey at China Mobile

》 4. 研究成果概览

中心已出版《中国企业社会责任报告编写指南》、《企业社会责任蓝皮书 2009》等专著，中心专家在《经济研究》、《中国工业经济》、《人民日报》等刊物上发表论文数十篇。

专著：

- 1、陈佳贵、黄群慧、彭华岗、钟宏武：《企业社会责任蓝皮书(2009)》，社会科学文献出版社 2009 年版。
- 2、钟宏武、孙孝文、张蕙、张唐槟：《中国企业社会责任报告编写指南》，收录于陈佳贵、彭华岗、黄群慧主编：《中国企业社会责任》文库，经济管理出版社 2009 年版。
- 3、钟宏武、张蕙、张唐槟、孙孝文：《中国企业社会责任发展指数报告》，收录于陈佳贵、彭华岗、黄群慧主编：《中国企业社会责任》文库，经济管理出版社 2009 年版。
- 4、钟宏武：《慈善捐赠与企业绩效》，经济管理出版社 2007 年版。

论文：

- 1、黄群慧、彭华岗、钟宏武、张蕙：《中国 100 强企业社会责任发展状况评价》，载《中国工业经济》2009 年第 10 期。
- 2、黄速建、余菁：《国有企业的性质、目标与社会责任》，载《中国工业经济》2006 年第 02 期。
- 3、黄群慧、张蕙：《企业生命周期框架下的企业社会责任》，载中国企业管理研究会编：《中国企业社会责任报告》，中国财政经济出版社 2006 年出版。
- 4、黄群慧、钟宏武：《国有企业如何建立全面社会责任管理体系》，载《宁波大学学报》2008 年第 4 期。
- 5、钟宏武：《日本企业社会责任研究》，载《中国工业经济》2008 年第 9 期，人大复印资料全文转载。
- 6、钟宏武：《企业捐赠作用的综合解析》，载《中国工业经济》2007 年第 2 期，人大复印资料全文转载。
- 7、钟宏武：《企业社会责任“三步走”》，载《人民日报》2008 年 11 月 11 日。
- 8、钟宏武：《国企捐赠是“慷他人之慨”吗？》，载《人民日报(海外版)》2008 年 02 月 25 日。
- 9、钟宏武：《企业慈善捐赠为何不够慷慨？》，载《人民日报(海外版)》2006 年 10 月 20 日第 05 版。
- 10、钟宏武：《5.12 大地震企业捐赠大众评价调查》，载《中国经济周刊》2008 年 6 月 5 日。
- 11、钟宏武：《2008 中国企业社会责任公众调查》，载《WTO 经贸导刊》2008 年第 8 期。
- 12、钟宏武：《日本企业公益：中国的一面镜子》，载《中国财富》2008 年第 7 期。
- 13、钟宏武：《个人捐赠免税问题调查》，载《公益时报》2008 年 6 月 23 日。
- 14、钟宏武：《海外中资企业的社会责任缺失问题及其治理》，载《对外援助工作通讯》2007 年第 9 期。
- 15、钟宏武：《予人玫瑰手留香——正确看待慈善捐赠对企业的价值和作用》，载《WTO 经贸导刊》2007 年第 6 期。
- 16、张蕙：《社会责任投资：财务价值及其对企业行为的影响》，载《经济管理》，2009 年第 7 期。

● 4. Research findings

The Center published many monographs including Chinese CSR Report Preparation Guide and CSR Blue Book 2009. Experts at the Center published dozens of research papers in newspapers and periodicals such as Economic Research, China Industrial Economy and the People's Daily.

Monographs:

1. Chen Jiagui, Huang Qunhui, Peng Huagang, Zhong Hongwu: CSR Blue Book 2009, Social Sciences Academic Press, 2009.
2. Zhong Hongwu, Sun Xiaowen, Zhang En, Zhang Tangbin, Chinese CSR Report Preparation Guide, included in Chinese CSR series (chief editors Chen Jiagui, Peng Huagang and Huang Qunhui), Economy & Management Publishing House, 2009.
3. Zhong Hongwu, Zhang En, Zhang Tangbin, Sun Xiaowen, Chinese CSR Development Index Report, included in Chinese CSR series (chief editors Chen Jiagui, Peng Huagang and Huang Qunhui), Economy & Management Publishing House, 2009.
4. Zhong Hongwu, Charitable Donations and Business Performance, Economy & Management Publishing House, 2007.

Research papers:

1. Huang Qunhui, Peng Huagang, Zhong Hongwu, Zhang En, Top 100 Chinese Enterprises CSR Performance Assessment, China Industrial Economy, issue 10, 2009.
2. Huang Sujian, Yu Jing, Nature, Objectives and Social Responsibility of State-owned Enterprises, China Industrial Economy, issue 02, 2006.
3. Huang Qunhui, Zhang En, CSR within the Context of Enterprise Lifecycle, China CSR Report, compiled by Corporate Management Research Association China, China Financial and Economic Publishing House, 2006.
4. Huang Qunhui, Zhong Hongwu, How Should State-owned Enterprises Establish a Comprehensive CSR Management System, Journal of Ningbo University, volume 4, 2008.
5. Zhong Hongwu, Study of Japanese Corporate Social Responsibility Practices, China Industrial Economy, issue 9, 2008, whole-length reprint by internal journal of Renmin University of China.
6. Zhong Hongwu, Overall Analysis of Role of Corporate Donation, China Industrial Economy, issue 2, 2007, whole-length reprint by internal journal of Renmin University of China.
7. Zhong Hongwu, Three Steps of Implementation of Corporate Social Responsibility, the People's Daily, November 11, 2008.
8. Zhong Hongwu, "Are Donations from State-owned Enterprises Borrowed Gifts?" The People's Daily (overseas edition), February 25, 2008.
9. Zhong Hongwu, "Why do Companies Scrimp on Charitable Donations?" The People's Daily (overseas edition), October 20, 2006. pp. 05.
10. Zhong Hongwu, Public Opinion Survey on Corporate Donations to May 12 Earthquake Victims, China Economic Weekly, June 5, 2008.
11. Zhong Hongwu, Public Opinion Survey on Chinese CSR 2008, WTO Tribune, issue 8, 2008.
12. Zhong Hongwu, Charities in Japanese Corporate Sector: A Mirror for Chinese Companies, China Fortune, issue 7, 2008.
13. Zhong Hongwu, Public Opinion Survey on Tax Exemption Issues Surrounding Personal Donations, China Philanthropy Times, June 23, 2008.
14. Zhong Hongwu, Absence of Social Responsibility among Overseas Chinese Enterprises and its Solution, Foreign Assistance Newsletter, issue 9, 2007.
15. Zhong Hongwu, A Win-win Situation—the Role of Charitable Donations in Business Development, WTO Tribune, issue 6, 2007.
16. Zhang En, Socially Responsible Investment: Financial Value and its Impact on Business Behaviors, Economic Management, issue 7, 2009.

PART4

中国企业社会责任的推进者

Promoter of Chinese CSR



》中国企业社会责任的推进者

服务社会责任实践,推动企业社会责任发展,提高中国社会责任实践水平是中心工作的重要内容。为此,中心深入企业实践,为企业提供优质的社会责任研究咨询服务。

● Promoter of Chinese CSR

Facilitating CSR practices, driving CSR development and improving the level of Chinese CSR practices is an important part of the center's activities. To this end, the Center intensifies interaction with the corporate sector with a view to providing companies with high-quality consulting services surrounding CSR practices.

》1. 发布中国第一本 CSR 报告编写指导手册

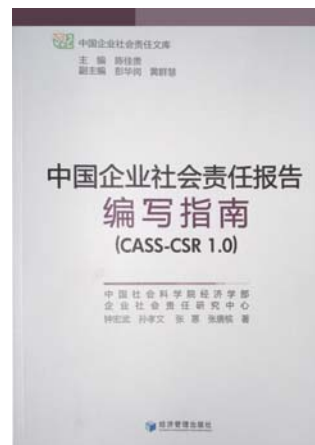
中国企业社会责任报告的编制和发布近年来取得了飞跃式的发展,从 2006 年到 2009 年,发布社会责任报告的中国企业数量从 32 家猛增 582 家。但是,我国企业的社会责任信息披露还存在不少问题,社会责任报告的时效性、客观性、平衡性、可读性等亟待改进。中国企业社会责任发展需要一本贴近中国实际的企业社会责任报告编写指南! 2009 年 12 月 20 日,中心对外发布了《中国企业社会责任报告编制指南》(以下简称《指南》),其内含 1 个社会责任通用指标体系和 37 个行业补充指标体系,是我国第一本系统指导企业社会责任信息披露和社会责任报告写作的工具书,是中心推动中国企业切实履行社会责任的又一重要举措。

● 1.China's first CSR report preparation guidebook published

Preparation and publication of CSR reports has been evolving by leaps and bounds in recent years, as evidenced by the fact that the number of reporting companies grew from 32 in 2006 to 582 in 2009. However, CSR information disclosure by Chinese companies still has a very large room for improvement with respect to timeliness, objectivity, coverage and readability. Development of Chinese CSR practices requires a CSR reporting guidebook that is suitable for Chinese national conditions. December 20, 2009, the Center published Chinese CSR Report Preparation Guide ("Guide"), China' s first full-coverage CSR reporting guidebook that consists of a general-purpose indicator system and 37 industry-specific indicator systems. It represents an important initiative of the Center in helping Chinese companies faithfully fulfill their social responsibility.



《中国企业社会责任报告编制指南》发布会
the Center published Chinese CSR Report Preparation Guide



《中国企业社会责任报告编制指南》
Chinese CSR Report Preparation Guide



《指南》是第一部指导我国企业社会责任报告编写的指南书，将成为我上市公司披露社会责任报告的重要文件的参考依据。

——上海证券交易所上市公司监管部 杨金忠 高级经理

The Chinese CSR Report Preparation Guide is China's first guidebook prepared specifically to guide Chinese enterprises through preparation of high-quality CSR reports and will become an important frame of reference for Chinese listed companies to disclose their CSR performance.

——Yang Jinzhong, senior manager, Department of Listed Companies Supervision, Shanghai Stock Exchange

》 2. 为政府推进社会责任提供政策建议

政府是企业社会责任运动过程中非常重要的推动力量。为政府提供社会责任政策建议、协助政府开展社会责任工作是中心推动企业社会责任发展的重要内容。中心持续地为国务院国资委、工业和信息化部、中国标准化委员会等国家部委提供社会责任工作政策建议。

● 2.Providing policy suggestions to government on CSR promotion

Government is a very important driving force in the course of CSR movement. Providing CSR policy suggestions and assisting the government with promotion of CSR is an important part of the center's efforts to promote development of CSR. The Center has been providing CSR policy suggestions to many ministries and commissions under the State Council including SASAC, MIIT, and SAC.



中心参加国资委中央企业社会责任工作会议

The Center's personnel attend

SASAC-sponsored National Enterprises CSR Conference



中心参加山东烟台举行的

地方政府推进企业社会责任工作研讨会

The Center's personnel attend Workshop on Local Government Promotion of CSR held in Yantai of Shandong Province.

》 3. 为社会团体推动企业社会责任提供建议

企业社会责任需要各方力量的共同推进。中心积极支持社会团体推进企业社会责任，为中国工业经济联合会、中国对外承包工程协会、中国企业公民委员会等机构推进企业社会责任提供意见和建议。2009 年，中心参与了“2009 第五届中国企业公民论坛暨优秀企业公民颁奖盛典”、“第二届中国企业社会责任报告国际研讨会”、“2009 中国对外承包工程企业社会责任评选”等社会责任推进活动。

● 3.Providing suggestions to social organizations on CSR promotion

CSR movement requires efforts of all actors. The Center actively assists social organizations in promoting CSR practices by providing input and suggestions surrounding CSR promotion to many public organizations such as China Federation of Industrial Economics, China International Contractors Association and China Committee of Corporate Citizenship. In 2009, the Center participated in many CSR promotion events like the 5th China Corporate Citizenship Forum & Best Corporate Citizen Award 2009, the 2nd International Symposium on Chinese CSR Reporting and CSR Performance Rating of Overseas Chinese Contractors 2009.



中心参加

“2009 中国工业经济行业企业社会责任报告发布会”

The Center's personnel attend Chinese Industrial Enterprises CSR Reports Publication Conference 2009



中心参加

“2009 中国对外承包工程企业社会责任评选”

The Center's personnel attend CSR Performance Rating of Overseas Chinese Contractors 2009.

》 4. 开展社会责任培训

为推动企业社会责任工作与公司经营相结合，提升企业员工社会责任意识，推动社会责任理论的传播与普及，中心多次为国家电网公司、宝钢集团公司等企业以及各类培训班提供社会责任相关培训。

中心参与的企业社会责任培训项目

●中国南方电网公司企业社会责任报告编写培训(2009.12.17)

●清华大学－山西国际电力后备人才班企业社会责任培训(2009.12.03)

●国家信息中心中国－荷兰企业社会责任项目培训(2009.11.25)

●宝钢集团 2009 年企业社会责任报告编写组培训(2009.11.19)

●国家电网公司安徽电力第三期高级干部赴京培训班(2009.9.3)

●国家电网公司天津电网公司深化企业社会责任试点工作培训(2009.8.5)

●国家电网公司鲁能公司政工干部社会责任培训(2009.6.24)

●国家电网公司社会责任专员培训(2009.6.12)

●日立集团(中国)社会责任专员培训(2009.5.25)

●国家电网公司青海电网处级以上干部社会责任培训(2008.9)

●国家电网公司 2008 年新员工入职培训(2008.8)

●国家电网公司陕西电网处级以上干部社会责任培训(2008.6)

●国家电网公司西北电网处级以上干部社会责任培训(2008.5)

● 4.CSR training

In order to integrate CSR practices into business operations, raise the corporate employee awareness of social responsibility and facilitate spread of CSR theories, the Center has provided CSR-related training programs to many national enterprises and various training seminars including SPGC and Baosteel Corporation.

CSR training programs delivered by the Center

- CSR Reporting Training for China Southern Power Grid Corporation (December 17, 2009)
- CSR Training as part of management training program of Shanxi International Power Ltd at Tsinghua University (December 3, 2009)
- China-Netherlands CSR Project training, China National Information Center (November 25, 2009)
- Training of CSR Report Preparation Team of Baosteel Corporation for preparation of Baosteel CSR Report 2009 (November 19, 2009)
- The 3rd management training for senior managers of SPGC (Anhui) Co., Ltd in Beijing (September 3, 2009)
- CSR training for SPGC (Tianjin) Co., Ltd (August 5, 2009)
- CSR Training for SPGC (Luneng) Co., Ltd (June 24, 2009)
- CSR training for SPGC headquarters (June 12, 2009)
- CSR training for Hitachi (China) Ltd (May 25, 2009)
- CSR training for senior managers of SPGC(Qinghai) Ltd (September 2008)
- New Employee Induction Training for SPGC in 2008 (August 2008)
- CSR training for senior managers of SPGC (Shaanxi) Ltd (June 2008)
- CSR training for senior managers of SPGC in northwest China (May 2008)

》 5. 为企业提供社会责任咨询

中心利用自身的理论优势，以“中国企业社会责任发展指数数据库”为依托，多次为企业提供社会责任诊断与咨询，为企业开展社会责任工作提供智力支持。中心先后为国家电网公司、中国中钢集团、联想集团、中国民生银行等 10 余家大型企业提供社会责任咨询，直接推动企业开展社会责任工作。

● 5.Providing CSR consulting services to enterprises

By leveraging its brainpower and Chinese CSR Development Index database, the Center provided diagnostic and consulting services and intellectual support to over ten major companies, including SPGC, Sinosteel, Lenovo Group and China Minsheng Banking Corporation.



中国中钢集团董事长黄天文与中心常务副理事长黄群慧合影
Executive Vice Chairman of the Center Huang Qunhui
with President of Sinosteel Huang Tianwen



南方电网公司拜访中心
China Southern Power Grid Corporation's leaders visit the Center



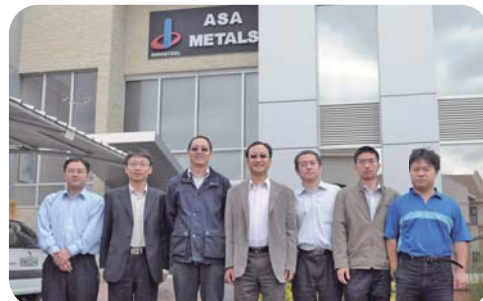
参加中石油 CSR 管理研究课题中期评审
Midterm evaluation of CSR management project at PetroChina



中心参加“中移动 2009 年度优秀 CSR 实践专家评审会”
The Center's personnel attend
China Mobile's Expert Evaluation of Best CSR Practices 2009.



中心与天津电网考察江苏移动社会责任工作
The Center's personnel visit SPGC (Tianjin) Ltd for CSR
performance evaluation



中心考察中国中钢集团南非公司
The Center's personnel visit ASA Metals Ltd of Sinosteel Corporation

》 6. 开展国内外社会责任交流

中心与《WTO 经济导刊》、中国企业公民委员会等国内其他社会责任相关研究机构和研究学者建立了密切的合作关系,加强企业社会责任理论与研究的交流,共同促进我国企业社会责任理论与知识的传播。

● 6. Domestic and international exchanges

The Center maintains close partnership and intensive academic exchange with China WTO Tribune, China Committee of Corporate Citizenship and other CSR research institutions and researchers at home to jointly facilitate spread of CSR theories and knowledge in the country.



中心参与“社会责任中的民生现象”研讨会

the Center's personnel at a workshop
“Minsheng Banking's best CSR practices”



中心参加企业公民系列访谈

the Center's personnel at Corporate Citizenship serial interview

中心在推动中国企业社会责任理论创新的同时积极与国际社会责任研究机构和专家学者进行理论交流与合作,一方面吸收国际先进的社会责任理论和经验;另一方面,将中国企业社会责任研究和社会责任实践发展的最新进展介绍到国际社会。

While promoting innovation of Chinese CSR theories, the Center has been actively exchanging and partnering with international CSR research institutions and experts to assimilate the international best CSR practices and show the international community the latest developments of Chinese CSR practices and research. In October 2009, the Center's personnel took part in China Radio International's Today on Beyond Beijing program to speak on the latest developments and characteristics of ongoing Chinese CSR process to the audience worldwide.



法国政府企业社会责任大使米歇尔·杜山先生
(Michel Doucin)访问中心

CSR ambassador from French government
Mr. Michel Doucin visits the Center



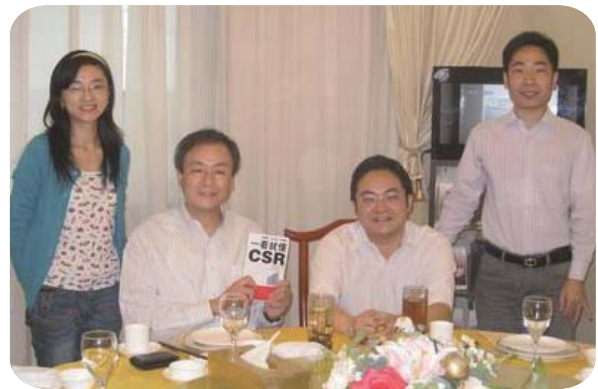
中心参加中国国际广播电台的 Today on beyond Beijing 节目, 向全世界听众现场解答中国企业社会责任的发展水平和阶段性特征。

The Center's personnel take part in China Radio International's Today on Beyond Beijing program to talk about the latest developments and characteristics of Chinese CSR process.



中心与日本海外活动事业联合会 (CBCC) 交流

The Center has an exchange of views with Council for Better Corporate Citizenship of Japan



日本综合研究所首席研究员足达英一郎
访问中心探讨社会责任问题

The Japan Research Institute visits the Center to discuss CSR issues.

PART5

中国企业社会责任的观察者

Observer of Chinese CSR



》 中国企业社会责任的观察者

中心利用自身理论研究优势，通过建立中国企业社会责任数据库和发布《企业社会责任蓝皮书》以及《中国企业社会责任发展指数报告》观察、记录中国企业社会责任发展阶段与特征表现。

● Observer of Chinese CSR

Relying upon its abundant intellectual resources, the Center observes and records the phases of Chinese CSR process and Index their characteristics by establishing and updating Chinese CSR database and publishing CSR Blue Book and Chinese CSR Development Report.

》 1. 发布社会责任蓝皮书

2009年10月18日上午，中国社会科学院经济学部、社会科学文献出版社联合主办的“《企业社会责任蓝皮书(2009)》新闻发布会暨中国企业社会责任发展指数研讨会”在中国社会科学院学术报告厅隆重举行。《企业社会责任蓝皮书(2009)》在分析中国企业社会责任现状、剖析问题、提出对策等方面做出了十分有意义的探索。

企业社会责任的外部评价是促进企业社会责任发展的重要因素。中心通过构建中国企业社会责任发展指数对中国100强企业的社会责任管理水平及信息披露水平进行了评价、排名。研究发现：中国企业社会责任发展整体处于起步阶段。社会责任蓝皮书发布后，多家主流媒体对本书核心内容进行了报导，掀起了中国社会探讨企业社会责任的又一热潮。

● 1.CSR Blue Book published

Morning of October 18, 2009, News Conference on CSR Blue Book 2009 & Chinese CSR Development Index Workshop took place grandly at the auditorium of CASS campus, under the auspices of CASS Economics Division and Social Sciences Academic Press. CSR Blue Book 2009 represents a meaningful effort to inventory the current CSR landscape in the country, identify the problems and areas for improvements and propose solutions.

External evaluation of CSR performance is an important driving force behind CSR movement. The Center rated and ranked the CSR management performance and information disclosure level of top 100 Chinese companies using self-made Chinese CSR Development Index. The evaluation reveals that Chinese CSR practices are still at the infant stage as a whole. After the publication of the blue book, many influential media agencies covered the core content of the book, arousing another upsurge of probe into CSR in the Chinese society.



发布《企业社会责任蓝皮书》是中华人民共和国的最高学术机构所做的一件非常不简单的事，……它为企业之外、政府之外的组织推动企业履行社会责任树立了一个非常好的榜样。

——国务院国有资产监督管理委员会研究局局长 彭华岗

"Today, a greatest thing has been done in a very plain meeting room at the highest academic institution in the People's Republic of China, which set a very good example for organizations outside the corporate sector and government to promote implementation of corporate social responsibility."

——Peng Huagang, director general of Research Bureau of SASAC



企业社会责任蓝皮书发布会

News conference on launch of CSR Blue Book.



全国人大常委会、中国社科院经济学部主任陈佳贵致辞

NPC Standing Committee member and director of CASS Economics Division Chen Jiagui delivers a speech at the news conference

》 2. 发布中国企业社会责任发展指数

2009年12月20日,中心发布《中国企业社会责任发展指数报告(2009)》,该报告从责任管理、市场责任、社会责任、环境责任等多方面全面评价了中国国企100强、民企100强和外企100强的社会责任管理水平和社会责任信息披露现状,客观反应了中国企业社会责任发展现状和阶段性特征。研究发现:中国企业社会责任发展整体处于起步者初期阶段,外资企业社会责任管理水平和信息披露水平落后于国有企业和民营企业。

● 2.Chinese CSR Development Index launched

December 20, 2009, the Center published Chinese CSR Development Index Report (2009) to rate the CSR management performance and CSR information disclosure level of top 100 SOEs, top 100 private enterprises and top 100 foreign-invested enterprises in the country with respect to responsibility management, economic responsibility, social responsibility and environmental responsibility and to reflect the current landscape and characteristics of Chinese CSR process. This study revealed that Chinese CSR practices are still at the initial stage and that foreign-invested enterprises were outperformed by SOEs and private enterprises with respect to CSR management performance and information disclosure level.



《中国企业社会责任发展指数报告(2009)》发布会
the Center published Chinese CSR Development Index Report (2009)



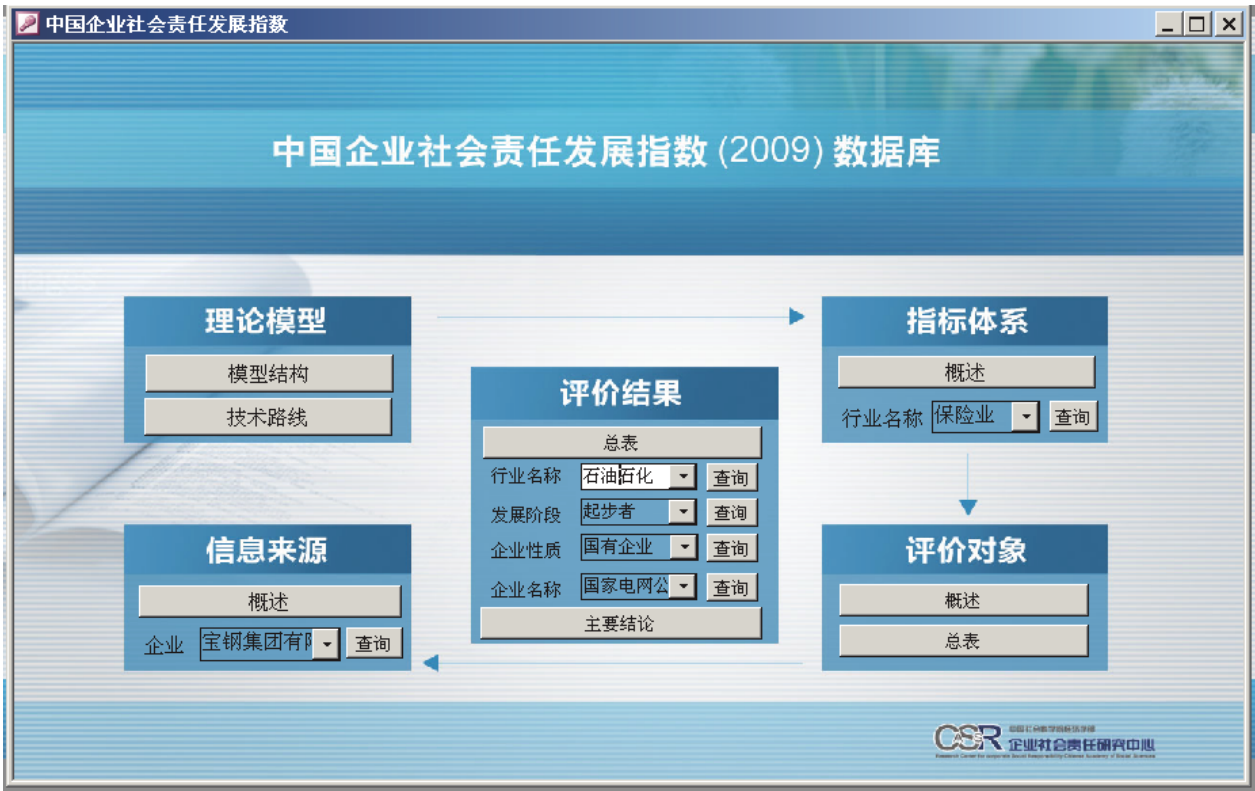
《中国企业社会责任发展指数报告(2009)》
Chinese CSR Development Index Report (2009)

3. 创建中国企业社会责任数据库

为记录中国企业社会责任发展阶段特征, 同时为理论研究积累原始数据, 中心研发构建了中国企业社会责任数据库。数据库目前以收录了我国 300 家企业的社会责任信息, 明年计划将数据库样本扩展至 1600 家以上, 通过两三年时间建成中国本土第一个规范的企业社会责任信息数据库。

3.Chinese CSR database created

To picture the characteristics of each phase of Chinese CSR process and accumulate raw data for theoretical research, the Center created Chinese CSR database, which has captured CSR information about 300 enterprises in the country and is expected to cover over 1600 companies in the next year and to become China's first comprehensive and standard CSR database within the next two or three years.



中国企业社会责任发展指数(2009)数据库界面

the interface of Chinese CSR Development Index (2009) database

PART6

未来展望

Outlook



回顾 2009 年，中心工作取得一些成果。展望 2010 年，中心将继续履行研究者、传播者、推进者和观察者的责任，推动中国企业社会责任更好更快地发展。

研究者：完成国家科技支撑计划课题《社会责任国际标准风险控制及企业社会责任评价技术研究》子任务，完成《中央企业社会责任推进机制研究》课题并组织出版，深化《中国企业社会责任》文库的编纂工作，出版 10 本优秀的企业社会责任成果。

推进者：进一步改进《中国企业社会责任报告编制指南》，与行业协会、领先企业、业内专家合作，完善各行业补充指南，为政府、社会团体和企业推进社会责任提供意见和建议；编写一套符合中国国情和企业发展阶段的企业社会责任培训教材和配套案例集，组织参加企业社会责任培训；主办一次大型的企业社会责任研讨交流会，参加其他重大的企业社会责任活动，积极传播社会责任理念、普及社会责任知识。

观察者：组织编写《企业社会责任蓝皮书(2010)》以及《中国企业社会责任发展指数报告(2010)》，观察中国企业社会责任理论与实践的年度进展和发展水平。进一步完善“中国企业社会责任数据库”，企业样本从 300 家扩展至 1600 家，努力将其建成中国本土第一个规范的企业社会责任信息数据库。

责任之路漫漫，我辈孜孜求索。

中国社会科学院经济学部企业社会责任研究中心 主任

钟宏武

● Outlook



The Center has made considerable achievements in 2009. Looking into 2010, the Center will continue fulfilling its duties as researcher, propagator, promoter and observer of Chinese CSR practices to facilitate rapid and sound development of Chinese CSR movement.

As the researcher, the Center will complete the National Scientific and Technological Support Program project “International Social Responsibility Standard Risk Control and CSR Evaluation Techniques Research” , complete the Study of CSR Promotion Mechanism for National Enterprises and publicize the research findings and publish ten publications as part of Chinese CSR series to illustrate the best Chinese CSR practices.

As the promoter, the Center will further improve Chinese CSR Report Preparation Guide and work with industry associations, leading companies and industry insiders to refine the industry-specific reporting guides. The Center will continue providing input and suggestions to the government, social organizations and enterprises on how to further promote corporate social responsibility. The Center will complete a set of CSR training textbooks and supplementary case studies designed specifically for Chinese enterprises, hold CSR training programs, conduct a large-scale CSR workshop and participate in other significant CSR events to spread CSR knowledge and raise the public awareness of CSR.

As the observer, the Center will compile China CSR Blue Book 2010 and Chinese CSR Development Report 2010, keep abreast of the latest developments of Chinese CSR theories and practices, further expand Chinese CSR database to cover 1300 more companies and endeavor to make it China’ s first standard CSR database.

Although the CSR journey is far flung, we have always been moving forward.

Zhong Hongwu, director of CSR Research Center, Economics Division, CASS

» 利益相关方评价

● Stakeholder comments



国务院国有资产监督管理委员会研究局副局长 楚序平

Chu Xuping, Deputy Director General of Research Bureau of SASAC, State Council

这份社会责任报告是我国科研机构发布的第一份社会责任报告，报告篇幅不长，但意义非同一般，标志着我国社会责任跨越单向的企业层面，开始向更高层次、更广领域发展的一个新的重要进步，值得全国其它组织学习、借鉴。这份报告有三个突出的亮点：一是首次明确了责任者的责任，提出了中心以推动中国特色企业社会责任实践为使命的“三者责任”。二是翔实地解读了中国企业社会责任发展指数工作，这个指数是中心对社会责任研究的一个重要贡献。三是全面解读了企业社会责任外部评价工作，对中国 100 强企业的社会责任管理水平及信息披露水平的评价、排名，对推进企业社会责任工作发挥了促进作用。希望中心在未来模范履行理论研究、推进实践和观察评价等方面的责任，继续保持国际视野，坚持学术独立，坚守评价的客观、公正、透明，维护社会良知，褒扬先进、鞭策落后，在我国社会责任工作中发挥更大作用。

This is the first social responsibility report ever published by a Chinese scientific research institution. Short yet extraordinarily important, this report marks a new, significant advancement of social responsibility practices in China towards a higher level and a broader field, setting a good example for other CSR practitioners in the country. This report specifies the responsibility of CSR advocates for the first time and highlights the role of the Center as researcher, promoter and observer of Chinese CSR practices. Moreover this report details the Chinese CSR development index, an important contribution made by the Center to research of social responsibility. In a further step, this report provides comprehensive information on external evaluation of CSR practices, and the rating and ranking of CSR management performance and information disclosure of China's top 100 companies plays an important role in advancing Chinese CSR practices. I hope the Center will continue to fulfill its duties as researcher, promoter and observer of Chinese CSR practices, maintain its global vision and academic independence, stick to the principle of objectivity, justice and transparency and play a greater role in promoting social responsibility practices in the country.



中国标准化研究院研究员 ISO 社会责任特别工作组秘书长 陈元桥

Chen Yuanqiao, Researcher of China National Institute of Standardization

Secretary General of ISO Social Responsibility Task Force

这是中心首份社会责任报告，也是我国公益类科研机构所发布的首份社会责任报告，它标志着我国公益类科研机构逐步开始关注自身的社会责任工作并主动履行其社会责任，这无疑对我国公益类科研机构的社会责任工作具有极为重要的示范意义。中心本着公开透明和实事求是的态度，探索出一条中国公益类科研机构社会责任工作的发展之路：以推动中国特色企业社会责任实践为使命，积极履行“研究者、推进者和观察者”的“三者”社会责任。中心的社会责任工作发展之路将会成为国内外公益类科学研究机构社会责任实践的良好范例。希望中心以编制和发布该《报告》为契机，全面总结其社会责任工作经验，建立规范化的工作机制并不断加以改进，形成更加完善的社会责任管理体系，为我国的社会责任实践发挥重要的示范带头作用。

This is the first social responsibility report prepared by CSR Research Center of CASS, also the first social responsibility report ever published by Chinese non-profit scientific research institution, which indicates that Chinese non-profit scientific research institutions are beginning to focus on and proactively implement their social responsibility. This undoubtedly set an extremely important example for Chinese non-profit scientific research institutions. The Center has paved a road to social responsibility for Chinese non-profit scientific research institutes following the principle of openness, transparency and seeking truth from facts, that is, actively fulfilling its duties as a researcher, promoter and observer of Chinese CSR practices with a view to promoting Chinese CSR practices. The Center's approach to social responsibility will definitely become a paradigm for social responsibility practices of domestic and foreign non-profit scientific research institutes. I hope the Center will embody its social responsibility practices in this Report, establish and continuously improve a working method and form a more comprehensive social responsibility management system as a best example for social responsibility practices in China.



上海证券交易所公司管理部高级经理 杨金忠

Yang Jinzhong, senior manager, Company Management Division of Shanghai Stock Exchange

作为社会责任研究机构自身推出社会责任报告，是很有创意的行为，本身就是在履行社会责任，为其他企事业单位起到了良好的示范作用。该报告围绕研究者、传播者、推进者和观察者这一中心使命，以“CSR理论研究”“CSR实践推进”“CSR进程观察”为主线，全面展现了中心企业社会责任的各方面的实践和贡献。这是一份极具专业性的报告，报告在内容结构、陈述逻辑、成就贡献、表达形式等方面非常恰当和准确。这是一份客观详实的报告，报告以企业社会责任研究者、推进者和观察者为框架全面展示了中心履行社会责任的“亮点”，并用成果和事实说明中心履行社会责任的实践，客观而详实。

Social responsibility report from a CSR research establishment is by itself a very creative initiative of social responsibility practices that provides an inspiring guide to other enterprises and institutions. This report encompasses the role of the Center as a researcher, propagator, promoter and observer of Chinese CSR practices in CSR theoretical research, CSR knowledge transfer, CSR practice promotion and CSR process observation to fully represent the practices and contributions of the Center with respect to corporate social responsibility. This is a highly professional report featuring reasonable structure, high readability and convincing narration of achievements and contribution. This is also a detailed and factual report showcasing in detail the achievements of the Center's social responsibility practices.



深圳证券交易所公司管理部高级经理 费加航

Fei Jiahang, senior manager of Company Management Division of Shenzhen Stock Exchange

中国社会科学院企业社会责任研究中心推出了一系列重要的、有高度理论和实践价值的研究成果，在企业社会责任的评价、社会责任信息披露等方面做出了基础性的、开创性的贡献，对于推动中国企业履行社会责任，提高社会责任信息披露质量发挥了积极的、重要的作用。

CSR Research Center of CASS has published a long string of important and theoretically and practically valuable research findings and made fundamental and pioneering contributions with respect to CSR performance rating and information disclosure, playing an active and important role in encouraging Chinese enterprises to implement social responsibility and raising the quality level of CSR information disclosure.



宝钢集团公司公关部总监 何潮

He Chao, director of Public Relations Division of Baosteel Corporation

本报告完整地描述了中心成立两年来的工作，充分体现了该中心作为中国企业社会责任的研究者、推进者和观察者的定位，和为推进中国企业社会责任事业所作出的突出贡献。其中，创建中国企业社会责任数据库、发布中国企业社会责任发展指数等做法，在国内处于领先地位，也为下一步深入地推进中国企业社会责任工作奠定了坚实的基础。希望社科院企业社会责任中心能够继续加强与政府、企业、NGO组织等利益相关方的合作，通过共同努力，构建、完善中国社会责任指标体系，最终能够形成中国的G3标准。

This report details the achievements of the Center over the past two years since its inception and fully embodies the role of the Center as a researcher, promoter and observer of Chinese CSR practices as well as the outstanding contribution made by the Center to the cause of corporate social responsibility in China. In particular, creation of Chinese CSR database and establishment of Chinese CSR development index represent pioneering efforts of the Center at home that laid a solid foundation for further promotion of Chinese CSR practices. I hope the Center will deepen cooperation with its stakeholders including the government, enterprises and NGOs to build and refine Chinese CSR indicator system and eventually form the Chinese version of G3 standard.



中国民生银行品牌管理部总经理 何炬星

He Juxing, general manager,

Brand Management Division of China Minsheng Banking corp., Ltd.

这是我国第一份由研究机构发布的社会责任报告，起到了良好的示范推动作用。中心以中国企业社会责任的研究者、推进者和观察者作为自身定位，《报告》全面体现了中心在此三个方面的努力作为和丰硕成果，达到了利益相关方的要求和期许。报告有三大亮点：清晰明确的责任观、科学创新的责任模型，反映了扎实丰富的责任成果。希望中心进一步明确其履行社会责任的战略规划，细化实施计划，使企业社会责任体系发展更具方向感，从而实现CSR战略目标。

This is the first social responsibility report prepared by a research center, which sets an important example for Chinese research institution. This center orients itself as a researcher, promoter and observer of Chinese CSR development, and the report shows center's efforts and great achievement in three areas and fulfilling the expectation and request of stakeholders. The report has three characters: clear and specific responsibility perspective, scientific and innovative responsibility model, as well as practical and plentiful achievement. I hope the center can define its strategy and establish a concrete implement plan to make the orientation of CSR system development more definite, and realize its strategic object.



《WTO 经济导刊》企业社会责任发展中心主任 殷格非

Yin Gefei, Director of CSR Development Center, China WTO Tribune

这是中国社会责任学术研究机构发布的第一份充分体现自身特色的高质量社会责任报告。报告内涵丰富，特色鲜明。报告具有如下特点：1. 社会责任理念鲜明，披露了中心以推动中国特色社会责任实践为使命，系统解读了中心积极履行“研究者、推进者和观察者”的定位。2. 社会责任绩效突出，报告记录了中心为推动中国特色社会责任实践“只争朝夕、时不我待”的奋斗足迹。3. 社会责任创新显著，报告披露了中心成立以来在中国社会责任领域取得多项突出成果，这一系列创新，都填补了我国社会责任领域的空白，对于推动中国特色社会责任理论体系的构建，加大中国在国际企业社会责任领域的话语权具有重要意义。建议报告适当增加对中心员工责任的管理信息披露。

This is the first high-quality signature social responsibility report ever published by a CSR-centered academic research institute in China. This report has a clearly defined structure, and distinctive characteristics. This report has the following characteristics: 1. Clearly defined social responsibility concept. This report illustrates the mission of the Center to promote Chinese CSR practices and systematically emphasizes the active role of the Center as a researcher, promoter and observer of Chinese CSR practices. 2. Social responsibility performance is highlighted in this report. The report reviews the footprint of the Center along its journey to become the advocate of social responsibility practices with Chinese character. 3. Remarkable innovations in social responsibility practices. This report unveils the achievements of the Center since its establishment in the field of social responsibility, which are not only never before seen in the country but also extremely important to construction of Chinese CSR theoretical system and making voice of Chinese CSR practitioners heard more in the international corporate social responsibility arena. It is advisable that more information be disclosed on social responsibility practices of the Center's personnel.

》 读者意见反馈

为了持续改进中心社会责任报告编制工作，我们特别希望倾听您的意见和建议。请您协助完成意见反馈表中提出的相关问题，并传真到 010-68032473，您也可以选择通过电子邮件将意见发送至 cass_csr@sina.com。

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》 我们的联系方式是：

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● Reader feedback

In order to continuously improve the CSR reporting practices of the Center, we are particularly looking forward to your suggestions and input. You are kindly requested to complete the feedback form and fax the completed form to 010-68032473 or email your comments to cass_csr@sina.com.

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● Contact us:

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» 报告规范

1. 报告范围

本报告为中国社会科学院经济学部企业社会责任研究中心(简称“中心”)首份社会责任报告。报告主体为中国社会科学院经济学部企业社会责任研究中心, 报告时间范围为 2008 年 2 月至 2009 年 12 月。

2. 报告周期

本报告为年度报告。

3. 报告发布形式及解读

本报告以印刷版和电子版两种形式发布, 欲获取电子版, 请登陆中国社会科学院经济学部企业社会责任研究中心网站: <http://www.cass-csr.org>

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● About this report

1. Coverage

This report is the first social responsibility report ever prepared by Research Center for Corporate Social Responsibility, Economics Division of Chinese Academy of Social Sciences (the “Center”) about the activities of the Center between February 2008 and December 2009.

2. Reporting period

This report is an annual report.

3. Report format and interpretation

This report is released in both electronic and hard copy. For electronic version, please visit the website of the Center at <http://www.cass-csr.org>.

4. For questions and queries, please contact:

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