**Executive Focus**

**Using CSR to Forge Links Between Foreign & Chinese Businesses**

美国商会搭建中国与世界经济沟通的桥梁

American Chamber of Commerce in Shanghai's Brenda Foster

高端访谈：傅丝德

Foreign companies operating in China are often proactive in addressing corporate social responsibility initiatives in their businesses. For American companies, the American Chamber of Commerce in Shanghai has been one of the most active participants in organizing firms to build sustainable practices in the Middle Kingdom.

Brenda Foster is the president of the American Chamber of Commerce in Shanghai. Originally from the State of Hawaii, her Chinese roots began when she majored in Chinese language and literature at the University of Washington. In 1972, while still a university student, she served as a translator to the first group of Chinese gymnasts to visit the United States and afterwards had the opportunity to lead numerous delegations from the U.S. to China and build networks with Chinese government entities, businesses, organizations and individuals.

What sort of community outreach initiatives has the Chamber implemented over the last year, and what are you planning for the coming year?

AmCham Shanghai has a very strong corporate social responsibility program that is continually growing and expanding. One of our most important initiatives is the Make a Difference Corporate Volunteer Program, which aims to connect American companies with the local community by providing them with opportunities to engage in volunteer activities. In 2006, AmCham Shanghai expanded this program from an annual day-long event to a year-round initiative. Every month, new projects are listed online so member companies can get involved. Our goal is to expand this key program to Hangzhou and Suzhou so we can make a positive impact on the whole Yangtze River Delta area.

Secondly, AmCham Shanghai has also established the Migrant Children Integration Program. This program will enable us to work in partnership with schools for migrant children in Shanghai to provide them with learning and development opportunities.

Lastly, AmCham Shanghai is also dedicated to improving healthcare in rural China and has partnered with the Shanghai Soong Ching Ling Foundation to work on improving medical care for women and infants in China’s poorest regions. All proceeds from AmCham Shanghai’s 2007 “Showboat” Charity Gala to be held on April 14, will benefit the Foundation’s mother and infant care program.

Through the annual AmCham CSR Conference and Awards, a comprehensive CSR strategy has been effectively communicated to member companies, NGOs, media, government agencies and raised awareness of the benefits of ‘doing well by doing good’ with key stakeholders and the wider community.

CSR frequently focuses on community outreach, but how else is the Chamber engaging stakeholders to discuss corporate governance, labor issues, environmental safety, and business transparency?

AmCham Shanghai’s CSR program has five major focuses: community outreach, philanthropy, environmental stewardship, corporate governance and employee health and safety. We have been actively engaging all our stakeholders through a variety of initiatives. Our on-going projects and events include: holding joint workshops, one with the Ministry of Civil Affairs and the Asia Foundation on private sector participation in disaster management and another with the local EPA, Chinese companies and academics on waste treatment; running seminars on corporate compliance and governance issues; facilitating workshops on climate change and sustainable development; and sponsorship of the 2007 Special Olympics World Summer Games in Shanghai.

Going forward, why should foreign and domestic companies make CSR a key component of their activities in China?

CSR programs are increasingly seen as an integral part of delivering business prosperity and sustainable economic growth. AmCham companies involved in CSR report benefits to reputation and the bottom line – they identify new markets and products, attract and retain high quality and motivated staff and make efficiency gains. People value working for a company that is also a good corporate citizen.

Increasingly the CSR program is becoming a key component in the way companies do business and run their operations. All companies, foreign and domestic, big business and SMEs, need to consider the impact on the community and the environment in which they operate and work and partner with stakeholders on CSR programs to achieve common goals and meet local needs.

请问您的姓名、国籍、工作职位和工作地点？

我的中文名字叫傅丝德。我是上海美国商会的总裁。我是美国公民，来自于夏威夷州。

您来中国任职有多久了？您在上海美国商会中担任什么样的角色？

我和中国有着超过三十年的深厚渊源。我的中国梦始于我的大学时代。当我在华盛顿大学学习中国语言和文学的时候，我拜读了大量中国名著。我的导师是当时中国著名的语言学家李方桂。早在1972年，当还是大三学生的时代，我作为翻译接待了中国第一个访美的体操代表
团。六年之后，作为学术交流团的一员，我记得第一次踏上中国的土地，这比中美关系正常化还早了六个月。当为记者准备采访美国的活动时，我被安排与中国国家主席江泽民和前副主席胡锦涛进行访谈。我在过去的二十年里，无数次带领美国和来自中国的代表团团访问中国，建立中国和政府、企业、机构和个人的联系。现为上海美国商会会长，负责商会发展和规划，管理商会办公室的事务，并且作为董事会和商会会员之间的桥梁。

在过去的一年中，美国商会开设了哪些社区倡议活动？对你们来说又有什么意义呢？

上海美国商会有着非常丰富而又不断发展壮大的企业社会责任项目。Make a Difference企业志愿者活动是商会倡导的众多企业社会责任项目之一。该项目的目标是通过为在华美国企业及员工参与志愿服务活动，促进企业和本地社区的联系。2006年，上海美国商会成功地把Make a Difference项目从一年一次的活动发展为全年不间断的项目。每个月都有很多新的项目被设立，并且通过商会企业社会责任网站向会员公司发布。会员们则根据自身资源参与项目。我们的目标是把这个活动推广到苏州和太仓，为整个长三角地区带来积极的影响。

其次，上海美国商会还设立了农民工子弟支持项目。今年我们将进一步与符合要求的农民工子弟学校合作，为农民工子弟提供学习和发展机会。

上海美国商会还致力于改善中国农村地区的医疗卫生。上海美国商会和上海宋庆龄基金会就“母子平安项目”开展合作，改善中国农村贫困地区妇女和儿童的医疗卫生状况。

今年4月14日举行的爱心捐赠活动在成都举办。捐赠款的使用将用于开展教育和医疗服务。中国的高等教育属于经济和社会多样性国家。美国企业需要从本地利益相关者那里学习和了解当地的需要和挑战。在世界其他地方有成效的项目中国未必能够有一样的结果。如果本地政府和社区积极参与，美国企业能够了解到如何规划和实施对中国现状最有效的企业社会责任项目。

一个成功的公民多国是一个旅程而不是一个终点。在这个旅程中，一些好处是可以继续做好事和做好事的方式更加深入，然而更多的好处是无形的，却对所有利益相关者有着重大的影响。

美国商会的会员企业是如何来执行这些倡议的呢？你们与本地社区和政府方面又获得了哪些支持？

我们的会员对于商会的企业社会责任倡议反应非常积极。2006年有10家企业和10个本土公益组织参与到我们的Make a Difference活动来。我们在活动期间累计完成超过2000小时的志愿服务时间。活动的参与者包括以下这些公司：Grace China, Saint-Gobain Research Co., Ltd., Deloitte, Goodyear, GE, Manpower, Corning, Ashland, Briggs & Stratton, Bovis Lend Lease Projects Co., Ltd., B&Q, Amway, Coca-cola, Disney, PML and Eaton China。

本底社区也非常欢迎我们的项目。如闵行区虹桥街道和青浦区，他们积极参与格雷沙中国有限公司全年的企业社会责任活动。由此创造了政府、企业、民众多赢的局面。

在芝加哥、中国特别奥林匹克运动会、爱尔兰的圣帕特里克节和世界杯等。

美资企业如何平衡他们在中国所面临的挑战和机遇？

从一个大的层面看，美签美国商会的环境调查报告显示中国持续向美国企业展示了不断增长的竞争压力。

以我们的经验看，以下这些关键因素是美签企业在中国获得成功的关键因素：充分认识到推动商业利益和技术带动这个市场的必要性；中国社会与市场的特点；并坚持保持企业的竞争力；与政府和市场的合作和信息传递的有效性和效率。

企业和社区的合作伙伴的在企业社会责任项目中所带来的重要影响和整体效益。

如此看来，为什么中外企业都将企业社会责任作为他们在中国发展的重要组成部分？

企业社会责任正被日益视为企业应该承担的经济责任，是任何一个企业不可分割的一部分。这包括发展新的市场和产品，吸引和保留高素质的人才。为员工提供更多的工作机会，为一个好的企业公民公司工作而得到荣誉。

企业社会责任日益成为企业日常运作中必须不可缺的一个重要组成部分。所有的企业，无论大还是小，都在谋划自己的企业社会责任项目。为社会提供更多的帮助，让社会因你而更美好。