

**Chinese companies applying CSR principles**  
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Article 13, the leading corporate social responsibility consultancy, is profiling examples of Chinese organisations applying CSR principles on its website. These case studies are part of the company's latest feature exploring sustainability risks presented by the burgeoning Chinese economy and show that some companies are addressing sustainability issues, despite the gloom and doom predictions.

The case studies include examples of carbon emissions reduction initiatives promoted by the Industrial Bank of China and the Chinese Renewable Association and the systematic approaches to environmental management undertaken by the Tianjin Economic Development Area and Hong Kong's building industry. The final case study examines the sustainability credentials of the Games themselves.

The role of partnerships in achieving sustainability goals is particularly evident in the Industrial Bank of China case study. In partnership with the World Bank's International Finance Corporation (IFC), this Chinese bank has launched a risk sharing facility of USD 25 million. This facility has enabled the financing of 46 energy efficiency and greenhouse gas reduction projects. It is anticipated that phase 1 of this project will lead to reductions in carbon dioxide of 3-4 million tonnes each year, equivalent to the emissions of all Beijing's 70,000 taxis for three years.

The importance of stakeholder dialogue for meeting sustainability objectives is also highlighted by the Chinese Renewable Energy Industries Association (CREIA) case study. CREIA works to bring together a variety of stakeholders to accelerate the development and deployment of renewable energy in China. It is achieving this aim through communication with and promotion to members, the provision of advisory services, study tours and national exhibitions and technology exchanges. Policy developments, as well as the fact that at the end of 2007 China was ranked fifth in the world in terms of installed wind energy capacity, seem to indicate that the CREIA is performing well against its objectives.

To read the full China case studies, visit <http://www.article13.com/csr/theissues.asp> or contact Fiona Banyard:

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Article 13 are experts in business responsibility, typically in the areas of corporate social responsibility (CSR), sustainability and governance. Article 13 seeks to embed and integrate responsible business practices in organisations by means of consultancy services, training, coach-mentoring and thought leadership.

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