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AmCham China | Social Impact Initiative

# Report on Rural Revitalization

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China's rural revitalization strategy is a major strategy put forward by President Xi Jinping in the report to the 19th National Congress of the Communist Party of China on October 18, 2017 to improve the social and economic development of China. As highlighted in the report, issues concerning agriculture, rural areas, and farmers ("三农") are fundamental to China's national economy and citizen's livelihood. Rural revitalization is a key engine for the domestic market, and a critical aspect of "Dual Circulation" ("双循环"). The strategy has led to new requirements for foreign enterprises regarding sustainable development and plans for long-term operation.

On February 22, 2022, the No.1 Central Document entitled *Opinions of the CPC Central Committee and the State Council on Key Tasks to Promote Primary Rural Revitalization* (《中共中央 国务院关于做好 2022 年全面推进乡村振兴重点工作的意见》) was released, highlighting grain pro-

duction, supply of important agricultural products, consolidation of infrastructure, support for the modern agriculture, prevention of large-scale poverty, and focus on the role of industries in promoting rural development. The important role of rural revitalization in China's agricultural and rural undertakings and social and economic development was readily apparent from the document. To achieve common prosperity, rural revitalization is critical.

On March 1, 2022, the Ministry of Civil Affairs and the National Rural Revitalization Administration jointly issued a call-to-action to mobilize social organizations for rural revitalization. They demanded the active participation of many kinds of social organizations to participate in the rural revitalization of China.

Rural revitalization is a national strategy drawing attention from many multinational enterprises ("MNCs") investing in China. Market opportunities and shifts created as a result of the rural revitalization strategy may be great opportunities for MNCs to maintain continuous development in China.

Against this backdrop of change, the American Chamber of Commerce in China ("AmCham China") has launched the 2021 Social Impact Initiative to build a multi-lateral cooperation platform for governments, domestic and foreign enterprises, international organizations, think tanks, and others to develop new public-private cooperation modes via organizing workshops, conducting research, sharing best practices, and writing reports, all to advance rural revitalization.

This purpose of this report is to introduce the achievements and experiences of a few AmCham member companies in rural revitalization, provide recommendations on how MNCs can participate in the implementation of a rural revitalization strategy in order to support China's common prosperity goal.

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## I. Summary of Relevant Policies

The CPC Central Committee and State Council issued the No.1 Central Document and announced a plan to prioritize agricultural and rural development and advance rural revitalization. In March 2018, the Government Work Report proposed “vigorously implementing the rural revitalization strategy”. On May 31, 2018, the Political Bureau of the CPC Central Committee held a conference to deliberate the *National Strategic Plan for Rural Revitalization (2018-2022)* (《国家乡村振兴战略规划（2018-2022年）》). In September 2018, the CPC Central Committee and the State Council issued the *Strategic Plan for Rural Revitalization (2018-2022)* (《乡村振兴战略规划（2018—2022年）》).

Rural areas and cities mutually benefit and coexist with each other as places that humans work and live. The development status of rural areas is an indicator of the overall prosperity level of a country. Implementing a strategy for rural revitalization is crucial for building a “Beautiful China” (美丽中国), carrying forward China’s traditional culture, and achieving prosperity for all.

The COVID-19 pandemic is still rampant worldwide, the recovery of the global economy is lagging, and the challenges posed by climate change are dire. These factors have created challenges to China’s economic and social development. To achieve common prosperity, gaps in development between resident groups, regions, and urban and rural areas must be reduced through rural revitalization. To achieve this goal, recommendations to promote investment in promising industries, livable communities, sustainable societies, and more, have been proposed by the government to encourage those seeking development opportunities in these fields.

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## II. Opportunities and Challenges

Since the rural revitalization strategy was implemented, AmCham China's member companies have sensed that there are significant opportunities for foreign enterprises to contribute – something designated as a priority for China's social and economic development. Our member companies have created strategies around how to effectively participate in rural revitalization, contribute to common prosperity, and boost rural development in China.

### (i) Opportunities

Rural revitalization is critical to achieving common prosperity. It is a strong driver for the social and economic development of China. Additionally, rural revitalization creates significant opportunities for MNCs looking to invest in China. AmCham China holds that rural revitalization would further shrink the urban-rural gap and believes that it is a good solution to strengthen rural industries; increase farmers' income; and improve social security, medical, and education services in rural areas.

As rural areas develop and farmers accrue more income, the market potential of rural areas will continuously increase.

MNCs should increase cooperation with upstream and downstream players of their supply chains and incorporate rural industries to enhance efficiency, lower costs, improve quality, and optimize production management. This would improve profitability and the effectiveness of their business. In turn, this investment in rural industries will accelerate regional economic development and raise the incomes of rural residents.

MNCs involved in social security and medical services should also make use of their technical, product, digital, and talent advantages to participate in medical service provision and infrastructure construction to play a positive role in rural revitalization.

MNCs should also use their capacity for professional talent training to train rural and urban workers in operations, management, and information technologies, thus playing a part in rural revitalization.

## **(ii) Challenges**

Besides the significant opportunities, MNCs also have new challenges. To capture rural revitalization opportunities, MNCs will need to shift from a “CSR dominated” practice to “business development + CSR” practices. Additionally, the development of rural markets is another new challenge for MNCs. MNCs will need to conduct more research on ways to improve competitiveness and better meet rural market demands from perspectives of R&D, production, and sales.

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## III. Insights and Recommendations

### (i) Insights

1. The support of local business communities and governments at all levels forms the foundation of rural revitalization projects. Only with the engagement of all stakeholders will rural revitalization be realized.
2. The prosperity of industries is the core mechanism for rural revitalization. As such, AmCham China's member companies should make full use of their technical, management, and market advantages to support the development of key industries.
3. Rural revitalization is impossible without improving education access and quality. Following the "education-based poverty alleviation" and "teaching people how to fish" principles, AmCham member companies have implemented AI talent training, agricultural technology training, and grassroots medical training. These efforts have been met with significant positive public response.
4. Specialized expertise will be needed to build rural medical systems. AmCham member companies can use their competitive advantages to provide local medical workers with significant assistance on this front.
5. Previously, MNCs participated in rural revitalization through executing CSR projects. Now, however, they also face pressure to attain internal business targets. MNCs should strive to work rural revitalization and social impact projects into profitable business models to further grow and expand their business.

### (ii) Recommendations

1. Government could take the lead in developing platforms or mechanisms for MNCs to engage in rural revitalization, with greater focus on the technical, talent, market experience, and other beneficial capacities offered by MNCs.
2. Digital technologies could be used to reduce the urban-rural gaps in the quality of education and medical services. Digital technologies, smart agriculture, and other methods of digital operation should be used to accelerate rural revitalization.
3. Children and young people in rural areas are very interested in new adopting technologies and exploring new business models. Efforts could be made to target these groups.



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## V. Best Practice Sharing from AmCham China's Member Companies

AmCham China member companies have already carried out projects to support rural revitalization before the national strategy was proposed. Now, the national strategy raised new requirements on CSR practices and business strategies.

AmCham China's member companies have recently been working on projects in **(1) developing rural areas' industry and economy, (2) improving medical service, (3) promoting education and cultivation of talents, (4) building digital infrastructure, and (5) supporting environmental protection.** This effectively serves China's rural revitalization strategy and playing a positive role in achieving common prosperity goals.

AmCham China has summarized and analyzed the work of our member companies about the above five areas. Due to space limitations, the case studies below only highlight some of the best practices that each business has to offer. The full text of company-specific case studies and best practices can be found in the appendix.

### (i) Developing rural areas' industry and economy

Engagement in rural industry development has always been a major way for MNCs to support rural revitalization. AmCham China member companies have made substantial efforts in their own fields, with significant positive effects achieved.

#### **1. *Assisting in the development of agricultural and food industries***

Developing county-level industries that benefit the community is a key part of economic development of rural areas. As noted in the No.1 Central Document, great effort should be made to develop industries with comparative advantages at the county level that can create jobs. Focusing on developing industries with comparative advantages will also help fulfill the national development goal that "every county has a featured industry"; strengthen county-level grassroots innovation; support the integration of supply and innovation chains; improve the ability of county towns to support industry; drive industries to co-locate in industrial parks; produce local industry leaders; guide towns to develop specialized SME clusters; and encourage the development of rural workshops and family plants.

An example of this is Danone, a company that purchases products from poverty-stricken areas, teaches local villagers through livestreaming platforms, mobilizes employees to participate in “online poverty alleviation” activities, and invites employees to join the company in helping support impoverished areas. Because of the challenges presented by getting transportation to rural areas, Danone also makes use of e-commerce. Thus, in addition to selling agricultural goods locally, Danone gives local farmers new marketing solutions and helps them increase their income.

## **2. Supporting young rural residents to start business**

The 2022 No.1 Central Document provides guidance on how to help farmers find jobs and start local businesses; give farmers training for new professions; and provide rural migrant workers with guidance on paying for medical and pension insurance.

In 2021, Mars launched the Mars Project for Supporting Village and Town Youth in Employment and Starting Businesses. To execute this project, the company developed training platforms for the youth in villages. Mars uses its distribution systems to link village youth working on businesses to local retailers, allowing them to learn and benefit from established business models.

## **3. Supporting development of featured rural industries**

Yunnan is a major coffee planting province, producing 98% of total coffee of China. Pu'er, Baoshan, Dehong, and Lincang coffee planting areas of Yunnan have exceptional geographic and climate advantages for growing premium arabica coffee. However, coffee quality and the coffee industry were occasionally unstable due to aging, limited diversity of coffee varieties, weak natural and market risk resilience, unsustainable picking methods, obsolete processing techniques, lack of marketing awareness and skills, and other factors. Coffee farmers often lived a difficult life with humble income.

In 2012, Starbucks set up its farmer support center in Pu'er, Yunnan, introducing its agronomy expertise and practice of “paying higher prices for higher quality”. The “coffee planting + tourism” project represents an integrated development approach towards Yunnan's agricultural and service industries, helping to improve businesses and hotels within coffee planting areas. Entrepreneurial coffee leaders and cooperatives received development support, and cultural-tourist-agricultural projects were launched to attract domestic and foreign tourists. Because of this initiative, significant social, economic, and tourism benefits were achieved.

## **(ii) Improving medical services in rural areas and protecting health of rural residents**

Building close-knit county medical communities, developing rural medical information systems, constructing digital medicare reimbursement systems, and guaranteeing quality medical services for rural residents are main goals of the livable rural area program. AmCham China's member companies are active in promoting the health of rural children by building medical service systems and had significant achievements.

### ***1. Improving early development of rural children***

Research has found a wide urban-rural gap in children's early development in China, along with many problems in rural children's early development. Chinese rural children lag behind in cognitive, language, emotional, and social development. The health, safety, living, and learning conditions of Chinese rural children are concerning, especially in light of their often-subpar living conditions. In addition to poor living conditions, obsolete and low-quality parenting techniques also put rural children at risk.

To improve the early development of rural children, the Health and Sports Development Center of the China Working Committee for the Care of the Next Generation, Amway Charity Foundation, Shenzhen-based One Foundation, and Tencent Charity Foundation jointly founded an early development project for children. This project aims to distribute educational material to support the early development of children aged 0-6 in rural areas of China, build small playgrounds and game centers, improve the environment where children are raised, provide and improve child nutrition, conduct health and parenting courses for rural families, and reduce the risk of early developmental delay to support rural revitalization and give rural children a fair start.

### ***2. Promoting public health***

Pfizer is taking active steps to respond to the Healthy China 2030, reduce the urban-rural gap in medical services, improve the quality of medical education and training, and promote knowledge of good hygiene and healthy habits. Its "Xian Zai Qi Hang" (start now) project is designed to train the managers and doctors of 500 county hospitals, who are then tasked with improving the capacity of their hospitals and clinics. Through this initiative, Pfizer contributes to the Healthy China strategy by comprehensively improving the quality of hospitals.

### ***3. Paying attention to the development of doctors in rural areas***

Herbalife announced a global "Nutrition for Zero Hunger" initiative in 2019 to address global hunger, malnutrition and food security issues. Combining the global "Nutrition

for Zero Hunger” initiative with Healthy China 2030, rural revitalization, and other national strategies, Herbalife launched the “Nutrition for Zero Hunger - Rural Doctors” project in China. By training rural doctors, establishing community health station, and donating mobile hospital equipment package, this project is aimed to improve the health of rural people and the rural public health system through capacity building and facility enhancement.

#### **4. Treatment of sick children**

In 2008, ConocoPhillips China (COPC) initiated the Heart for Heart Project in partnership with the leading TEDA International Cardiovascular Hospital (TICH) in Tianjin. COPC provides financial support to sponsor surgery for children below the age of 14 from low-income families who were born with Congenital Heart Disease (CHD). The donation has exceeded 12 million RMB and helped a total of 590 children from 16 provinces and autonomous regions including Qinghai, Inner Mongolia, and Tibet, as of March, 2022. With more than 10 years’ commitment in CHD treatment, COPC sees the grave importance of early screening work, as it can significantly improve treatment efficacy. COPC has thus donated equipment and funds to TICH to conduct screening work nationwide and guarantee early diagnosis — to create a safety net for children in need to obtain timely treatment.

### **(III) Supporting rural education and accelerating talent development**

Talent development is the cornerstone of the nation’s rural revitalization strategy. AmCham China member companies have been paying attention to rural talent development for years. Our diverse member base has a significant amount of manpower and resources that they have been able to use to organize talent training in different disciplines.

#### **1. Serving rural areas and training top IT talents**

According to the 2017 *Circular of the State Council on Issuing the Development Plan for the New-Generation Artificial Intelligence* (《国务院关于印发新一代人工智能发展规划的通知》), China has an urgent need for individuals skilled in AI and is actively encouraging the creation of artificial intelligence education projects. Education in science, technology, engineering, and mathematics – commonly referred to as STEM Education – is an important way to train adolescents’ capacities for reasoning, logical thinking, and creativity.

This report especially encouraged the creation of AI courses and fun software program-

ming courses for primary- and middle-school students. However, even though schools in remote areas and areas inhabited by ethnic minorities are equipped with computers due to education fund support, they lack the programming courses and teachers needed to provide students with the opportunity to benefit from modern AI education.

Offering frontier courses in AI in areas inhabited by ethnic minorities would be helpful for enhancing the ability of local schools to attract to students from local areas, thus reducing the student dropout rate. Local and ethnic cultures could also be incorporated into programming courses, enabling students to understand their cultures and hometowns in a new and modern way so that they can strengthen their emotional ties.

In August 2021, Amazon China partnered with the YouChange China Social Entrepreneur Foundation to launch the YouChange X Amazon "Coding for the Future" program and provided support to 18 rural elementary schools in Zhuxi County of Hubei Province, Funing County of Yunnan Province, and Shicheng County of Jiangxi Province. This partnership provided rural schools with systematic curriculum support and trained teachers to be able to teach coding courses in schools. More than 1,800 rural students were able to develop basic coding skills after taking the course, nurturing their programming literacy and creativity.

In December 2020, Dell partnered with the China Youth Development Foundation to improve the elementary education of children living in ethnic minority regions. The program they established, named "From the Mountains," runs Scratch the Cat programming courses in elementary and primary schools to integrate programming education with ethnic culture education.

Google China has also made active efforts in promoting programming education. Google volunteers have been teaching programming courses in rural Chinese schools since early 2021. Despite the COVID-19 pandemic, they continue to organize computer training activities like the "1-Hour Programming" and "micro:bit" robotics programming. Google brings its programming passion and skills to rural Chinese schools and nurtures the interests and abilities of local children. Google also provides rural college students with one-on-one career coaching and guidance, striving to help students develop self-understanding and self-confidence.

## **2. Helping with training of agricultural technicians**

The skills of operators using, repairing, and maintaining agricultural machinery can directly affect the machine's efficiency, the production and harvest of grains and other crops, and the income of farmers. Currently, there is a shortage of skilled agricultural machinery technicians. There is a particular need for skilled after-sales service personnel and maintenance technicians.

To train skilled agricultural machinery technicians, CNH Industrial cooperates with vocational technical schools to administer agricultural machinery workforce development training, such as TechPro<sup>2</sup>'s international enterprise-school cooperation project. The project is training highly skilled agricultural machinery talents in Northeast China, the "big barn" of China.

### **3. Boosting rural area's physical education**

With economic development and continuous attention and investment from governments at all levels, the quality of China's rural physical education has greatly increased.

To improve the quality of PE in rural China, NBA China has made use of its advantage in basketball education, event organization, and sports management to cooperate with the YAO Foundation and Beijing Sport University to assist rural areas in improving physical education through basketball education. Since 2021, NBA China has teamed up with the YAO Foundation to jointly launched programs to improve rural PE teachers' basketball skill and professional skill. Through online and offline formats, NBA China and the Yao Foundation have conducted courses on sport psychology, sports injury and protection, basketball tactics, team and event management, referee skills, and others. The goal of the program is to develop the professional skills of rural PE teachers and train them on specific sports to narrow the urban-rural gap in PE quality, support rural revitalization, and aid China's "Double Reduction" policy. In addition, through online communication, instruction on actual classes, and selecting exemplary teaching cases, follow-up support is provided to contribute to the sustainable development of rural physical education. One teacher trained could in turn train other local teachers. In this way, the NBA has created a solid foundation for the comprehensive healthy growth of rural children.

## **(iv) Leveraging resources to support the digital transformation of rural areas**

The 2022 No.1 Central Document requires the development of smart agriculture and the integrated application of information technology and agricultural machinery. To achieve this goal, organizing digital technology training for farmers, delivering rural public services using digital technology, and extending the implementation of the "Internet +" national strategy to cover rural areas is vital. It's important to get into the local community to solve existing problems and make use of agricultural and rural big data; accelerate the development of a "digital countryside"; pilot digital countryside projects; and strengthen the construction of rural information infrastructure.

Member companies of AmCham China make use of their advantages in blockchain, precise agriculture, and others to carry out various kinds of projects.

### **1. Targeted rural revitalization with the blockchain technology**

Targeted rural revitalization and digitalization efforts are important facets of the rural revitalization strategy and are primary goals of future rural development.

IBM helps farmers, cooperatives, exporters, importers, distributors, retailers and other related parties in the coffee industry supply chain share information using blockchain technology. Consumers can also access information about coffee planting and production by scanning a QR code using their mobile devices. Using the same technology, consumers are also able to donate to farmers. Blockchain technology links coffee producers, transporters, and consumers, and allows information to flow smoothly throughout the coffee supply chain. And provide end-to-end charitable donations to farmers.

### **2. Leveraging smart agriculture to improve efficiency and reduce pollution**

The 14th Five-Year Plan emphasizes the importance of creating smart, technology-enabled agriculture and improving meteorological services for farmers. Since 2020, Qualcomm Incorporated and the China Foundation for Poverty Alleviation have cooperated on a "science and technology assisting agriculture" project named "Smart Agriculture," which is projected to help approximately 5,000 rural farmers sustainably increase their income and the capacity of their farm. The project has funded plots of land for farmers to grow red rice in Yunnan Honghe terraced fields, Tiandong mango in Guangxi, Baoxing honey beekeeping in Sichuan, and other projects. Sensors, monitoring stations, and cameras using Qualcomm technology were installed on these sites to help monitor the weather, water quality, soil environment, and pests, enabling the precise management of agricultural production. Both production efficiency and the income of farmers increased. The project plans scale its operations to include Jiamusi and Tongjiang City, Heilongjiang Province.

## **(v) Ensuring Sustainable Development of Rural Environment**

Livable environment is an important indicator of rural revitalization. How to make reasonable use of agricultural wastes and source clean energy is a major issue concerning settlement improvement and construction of livable countryside during the implemen-

tation of the rural revitalization strategy.

Sichuan accounts for one-seventh of the national total in terms of household biogas consumption. Helping poor households in Sichuan access biogas and clean energy would help protect the local environment and improve the livelihood and well-being of residents.

As an energy company, British Petroleum (“bp”) co-launched a project to provide biogas to poor rural families with the Sichuan Rural Energy Office and other Sichuan-based partners in May 2015. The project has installed biogas equipment and smokeless kitchenware in local poor households, helping one million low-income livestock-raising families in Sichuan, China. Since this intervention, low-income families have been able to use clean, convenient, and free biogas for cooking, heating, and lighting. This project also uses carbon financing to promote biogas and support the development and environmental protection of rural areas, and has achieved emission reduction of more than 7 million tons of carbon dioxide equivalent.



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## VI. AmCham China's Next Step

### **(i) Supporting Better Understanding of Policies in Rural Revitalization**

To provide support for member companies to better participate in the rural revitalization strategy, AmCham will strengthen communication with various central and local government departments and hold policy interpretation meetings.

### **(ii) Mobilizing and Guiding Member Companies to Further Invest and Engage in Rural Revitalization**

AmCham China encourages member companies that already have rural revitalization initiatives to continue their support and investment. AmCham China also encourages companies without rural revitalization projects to initiate similar projects, promoting rural and agricultural development, and communicating with the relevant government agencies about local investment in order to actively participate in rural revitalization.

### **(iii) Strengthening International Exchanges and Cooperation**

AmCham China plans to use its capacity for international communication and cooperation to organize international seminars; promote communication amongst government agencies, industries, and MNCs; and promote the positive social and economic benefits achieved as a result of companies participating in rural revitalization.

# List of Case Studies from AmCham China's Member Companies

1. Amazon: Cultivate Rural Students to Become Future Digital Talents
2. Google and Chunshan Education Foundation (CEF): Supporting Successful Careers for Rural Undergraduates
3. Google: Bridging the Digital Divide with an Hour of Code
4. Dell Technologies: Combining Technological and Cultural Education
5. Mars Wrigley in China and the Economics of Mutuality Foundation: Supporting retail-sector employment and entrepreneurship in China's counties and rural areas
6. Amway: Playground for Children's Health - Program for Early Childhood Development
7. bp: Sichuan Rural Household Biogas Development Program
8. CNH Industrial: TechPro<sup>2</sup> Agricultural Equipment Technicians Training Program
9. ConocoPhillips China: "Heart" Projects Offer Vital Support to Combat Congenital Heart Disease
10. Danone: Supporting Rural Revitalization through Nutrition and Education
11. Herbalife Nutrition: Enhance health condition of rural residents by promoting capacity of grassroots medical organizations
12. IBM: Leverage Blockchain Technology for Targeted Agricultural Poverty Alleviation
13. NBA China - Leveraging Basketball Expertise to Promote the Development of Rural Sports Education
14. Pfizer China: Innovate Health Education and Contribute to Rural Revitalization
15. Qualcomm: Corporate Charity to Enhance Rural Revitalization
16. Starbucks: Uplifting Yunnan's Coffee Growing Communities and Advancing Rural Development




## Amazon: Cultivate Rural Students to Become Future Digital Talents

Amazon China and YouChange China Social Entrepreneur Foundation (YouChange Foundation) launched the YouChange x Amazon “Coding for the Future” program in August 2021. The two parties provide systematic coding curriculums to 18 rural elementary schools in Zhuxi County of Hubei Province, Funing County of Yunnan Province, and Shicheng County of Jiangxi Province. The program provides systematic coding courses to help over 1,800 rural students acquire basic coding skills and develop coding literacy and creativity. The program aims to promote coding education in remote rural areas and support rural teachers’ growth and coding expertise. It also proposes diversifying rural students’ development, providing schools with coding education support, and cultivating more talents to promote China’s digitalization.

STEM education is one of the priorities that Amazon’s community efforts focus on. STEM education addresses multiple disciplines, including science, technology, engineering, arts, and mathematics, and is vital to nurturing young people’s thinking and reasoning ability, logic, and creativity. Amazon x YouChange “Coding for the Future” program starts with coding education. By providing a series of courses centered on project-based learning and an “online + offline” training system to empower the teachers, the program facilitates teachers to provide coding courses in rural schools and a series of fun coding activities for rural students. At the same time of promoting the sustainable development of coding education in local schools, the program also provides support for promoting coding education in the wider countryside.

During the “Coding for the Future” Training Camp, which was kicked off in August 2021, coding education experts were invited to give a four-day “online + offline” training course for 36 teachers from 18 schools. Through live-stream training in the online meeting room and face-to-face seminars for experience sharing, teachers learned the theories of coding education, designing and implementing graphic coding, and how to take advantage of the “Coding for the Future” STEM curriculum at school.

The program also provided advanced training for teachers participating in the “Coding for the Future” Advanced Training Camp and invited coding education experts to lead online training sessions, share their teaching experience, and review the program. At the same time, the teachers taking part in the program provided systematic courses on graphic coding and organized stimulating coding activities in the 18 elementary schools. The activities aim to inspire the students’ interests in coding, improve their coding literacy, enhance their understanding of the coding disciplines and capability, and



## Amazon: Cultivate Rural Students to Become Future Digital Talents

promote coding education development in schools.

The program and activities aim to narrow the digital divide between urban and rural areas through curriculum development and trainings for teachers, and promote coding education in China's rural areas. Miao Qing, Deputy Secretary General of YouChange Foundation said, "We are pleased to work together with Amazon China to bring advanced teaching methods and high-quality educational resources to more counties in China. Through close cooperation with the education bureaus of the program's pilot counties, we will explore innovative curricula applicable to the teaching scenarios in the rural areas and contribute to the cultivation of digital talents for the future."



## Google and Chunshan Education Foundation (CEF): Supporting Successful Careers for Rural Undergraduates

### ***I. Lack of exchange opportunities for rural undergraduates makes integration into society difficult***

1. The primary problem identified by Google concerns the challenges faced by rural undergraduates when trying to integrate into society. These challenges are rooted in family conditions, educational background, and life experience. Even after entering Tier-I cities or graduating from top-level universities, some still feel a lack of confidence, independence, and sense of belonging.
2. The closed management of partial universities and colleges in Western China makes it difficult for local youth NGOs to engage students in relevant activities, which leads to the lack of opportunities for exchange for students to broaden their perspectives and develop career plans.

If these issues can be addressed, rural undergraduates will have a healthy view of life and improved confidence. Google is working with Chunshan Education Foundation (CEF) to organize long-term collective activities to enhance their sense of belonging. Through sharing and exchange, they can have a better plan for a successful career.

### ***II. Improving student outcomes through exchanges on career planning***

- A two hour introduction of I Am Remarkable and group discussions help students to better understand their abilities. Their confidence is boosted when someone is listening to their narrations and providing positive feedback.
- Google employees with a background in HR career planning share Google's corporate culture and career development stories so that more students can learn about the experience and career opportunities of a Google employee.
- In one-on-one tutoring sessions, students share their personal concerns, expectations, and doubts related to community and career planning. Google employees pay full attention to student problems during this one-on-one session and respond to questions in a pragmatic manner.

### ***III. Feedback from students and NGOs***

Gao Haodong, a student who participated in tutoring sessions, said that the tutoring encouraged him to be more confident in his job search. Google employees shared rel-



## Google and Chunshan Education Foundation (CEF): Supporting Successful Careers for Rural Undergraduates

evant personal experiences, such as the specific step-by-step advice given by Google's HR, which largely alleviated attendees' concern regarding job hunting. Gao also provided positive feedback on the "I am remarkable" session. He previously viewed "modesty" as the antonym of "self-expression" and infrequently expressed his feeling in public. This mindset shifted significantly after the session.

### ***IV. Achievements and improvements going forward***

Attending students reported that the program was high quality, given that it shared not simply general theories, but also practical suggestions.

Two aspects could be modified in the future:

- 1. Event publicity could be broader. The organizer should find suitable students as event facilitators and promoters on their campus.
- 2. Compared to their peers, rural students have less awareness regarding planning for future careers. Many students only consider the issue just before graduation from secondary school. In reality, however, students should prepare in advance to gain relevant experience and take advantage of future opportunities. Students hope that there might be similar activities in the future to help rural students better prepare for long-term employment.

The activity feedback demonstrates that Google still has room for improvement in the following two areas.

- 1. This event has received positive feedback from NGOs and students, as it provides students from remote and mountainous areas with more opportunities to discuss pragmatic challenges with Google employees. This lessens the distance between urban and rural areas and enhances confidence building. We will consider analyzing long-term or regular courses of career planning to help students and contribute to rural education.
- 2. Employees from multinational corporations might have a different perspective from university students in rural areas of Western China with regards to personal experience, linguistic background, and cultural barriers. These issues deserve consideration and careful planning in the organization of future events.



## Google: Bridging the Digital Divide with an Hour of Code

### ***I. Digital gap between China's urban and rural areas***

The digital gap still remains wide despite the narrowing of urban-rural disparities in China. When visiting rural schools, Google found many challenges faced by rural students; for example, a majority of rural students have no computer at home. Additionally, the skills taught in school are merely how to use a keyboard and mouse. In some schools with deteriorating equipment, students must start the computer 30 minutes in advance for the computer to operate. In contrast to urban students who access coding for teenagers at the secondary school stage, rural students do not establish the concept of programming until they enter universities or colleges.

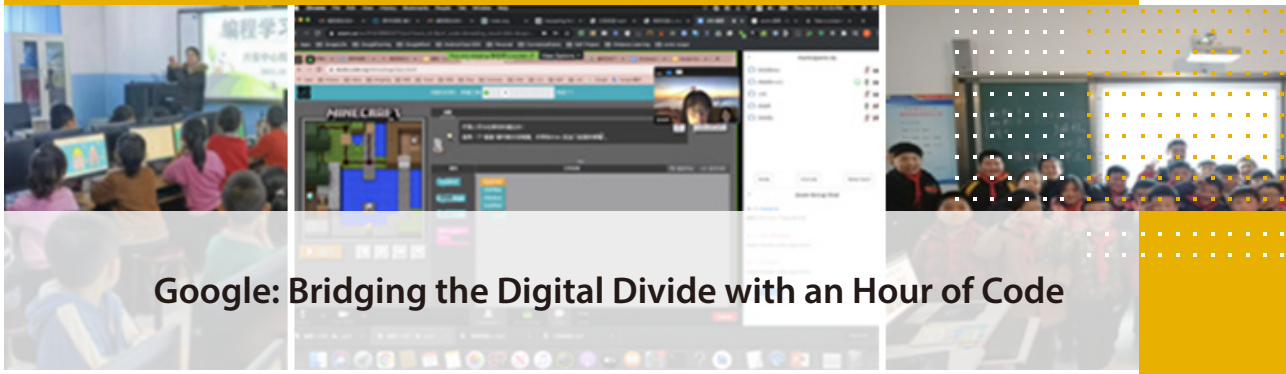
### ***II. "Hour-of-Code": Making high-tech villages***

Google utilized its spare time and leveraged its expertise to help students access and learn programming from the end of October to the middle of December, 2020. This inspired students' interests in computer, programming, software, and high-tech applications to engage in relevant sectors and research in the future. The project organization is as follows:

- Course design is optimized based on students' needs.
- Point-to-point voluntary services support more schools to conduct the "Hour-of-Code" project and teachers are trained simultaneously.
- Long-term exploration is conducted on how to support rural schools in providing programming education.

### ***III. Google volunteers bring programming education to rural schools in China***

Since the beginning of 2021, Google's philanthropic steps have not been impeded by COVID-19. Its volunteers have been deeply engaged in computer-related education and training since last year, including Hour-of-Code and Micro:bit, taking Google's enthusiasm and skills for programming to Chinese rural schools and opening a door to the programming world. Volunteers contribute to the design of course and teaching plans, training for teachers, and remote support for students to take the course. Encouraged by positive feedback about Hour-of-Code from teachers and students, volunteers are expanding their team by engaging more than 60 Google employees into the voluntary project this year.



## Google: Bridging the Digital Divide with an Hour of Code

In addition, Google launched a new module of Micro:bit together with a brand-new teaching plan to make coding more interesting and evoke students' passion for programming. When Micro:bit is running, teachers are excited and students' smiles convince Google that its efforts will contribute a technological transformation in China's rural areas. This increases momentum around Google's endeavor.

### ***IV. Conclusions and Recommendations***

1. Hour-of-Code has been well received by teachers and students because it opens a door to a new world for local students.
2. Compared to last year, Google invests more time in improving teachers' abilities to teach students how to use computers and program. Google hopes that programming will extend beyond one hour per year and become part of basic education for the long-term benefits of local students.





## **Dell Technologies: Combining Technological and Cultural Education**

### **1. Train More AI Talents in Remote Areas with Programming Education**

According to the *Circular of the State Council on Printing and Distributing the Development Plan for the New Generation Artificial Intelligence Technology* released in 2017, companies should work to meet the state's urgent need for AI talents. We are recommended to implement an intelligent education program for all, provide AI-related courses in primary and secondary schools, promote programming education, and encourage nongovernmental sectors to participate in programming software and courses that integrate education with entertainment. However, in remote areas and areas with large ethnic minority populations, technological abilities are limited. Although schools are equipped with computer classrooms through special education funds, the content of computer courses are often limited to basic operation and typing practice due to a shortage of professional computer teachers, low computer configuration, and other factors. This environment makes it difficult to implement quality programming courses. Primary and secondary schools in these areas need programming courses suitable for students and corresponding training for teachers so that children can learn high-quality programming courses related to modern AI education.

By providing the latest and most cutting-edge AI-related courses in ethnic minority areas, Dell hopes to expand the teaching capacity of grass-roots schools in remote areas and reduce the outflow of talented students. Additionally, by integrating programming courses with local and ethnic cultures and gaining a new understanding of ethnic culture through a modern lens, students can better understand their cultures and create deeper connections to their own hometowns.

### **2. Dell's Hope Project Helps Address Educational Inequality Between Urban and Rural Areas**

Since its launch in 2010, "Dell's Hope Project Skills Training Program for Chinese Youth in the 21st Century", jointly initiated by Dell and China Youth Development Foundation, aims to provide support for children of migrant workers in urban areas and left-behind children in remote and underdeveloped areas by developing technological skills applicable in the 21st century.

Since December 2020, Dell has been working with China Youth Development Foundation to provide children in areas inhabited by ethnic minorities with basic educa-



## Dell Technologies: Combining Technological and Cultural Education

tion and assistance. Dell, in cooperation with Shanghai Yiyou Youth Center's "From Mountains" Ethnic Culture Education Project, supports primary schools in areas inhabited by ethnic minorities in teaching Scratch programming courses and integrating programming education with ethnic culture education. Three predominately ethnic minority schools in Diebu County, Gansu Province, Baoxing County, Sichuan Province, and Yulong County, Yunnan Province were selected as the pilot sites in the first phase. In addition to donating computer classrooms to three schools, Dell hosted a teacher training and pilot teaching course. From December 17-19, 2020, a total of 17 teachers and students from three schools participated in programming courses and cultural activities in Shanghai, visited Dell's R&D center and communicated with Dell's software and hardware engineers. In three days, children created Scratch programming works such as ethnic culture games and photo collections for hometown introductions under the guidance of instructors. Six teachers from three schools participated in trial courses in the whole process, and received a complete online teacher training from Dell's "Project Hope". In March 2021, the computer classrooms of three schools were built and put into use. Scratch programming courses, as a supplement to traditional information and computer courses, are popular among students because they are fun and easy to use.

In July 2021, when participating in the "From Mountains" cultural exchange camp, a student from the Tibetan School in Qiaoqi brought his programming work and presented them to Dell's volunteers. He also presented to children from Oroqen, Mongolia and Miao nationalities who participated in the same exchange camp at the Dell R&D Center. The programming work and the concentration and meticulousness in his design made him attract young fans onsite and catalyzed interest from other children in programming. In addition, more predominately ethnic minority primary schools have shown interest and expressed demand for innovative courses that integrate programming and cultural education. We hope that these courses can be introduced in more primary schools. In September, Dell donated computer classrooms to schools in Liannan County, Guangdong Province and Xinbin County, Liaoning Province for "From Mountains" ethnic culture courses. To date, the number of schools receiving benefits has increased to five, and the education courses integrating programming and ethnic culture will be promoted in the future.

Key elements of our project include: integration of Dell's modern technology concept; the credibility of China Youth Development Foundation in the field of basic education



## Dell Technologies: Combining Technological and Cultural Education

with diverse local ethnic culture and talent education courses; and an organic combination of modern technology, the inheritance of ethnic culture, and quality basic education. Through Dell's initiative, technology courses that promote physical and mental health and stimulate student enthusiasm can be provided for children in minority areas.

### ***3. "Project-Based" Teaching Model Helps Spark Student Interest in Ethnic Minority Areas***

As of December 2021, five schools in areas inhabited by ethnic minorities have participated in education courses that integrate programming and cultural education.

The "project-based" teaching model that integrates programming education with cultural education can, by means of programming and multimedia information technology, not only provide children with computer courses, but also improves their ability to create products related to cultural characteristics. Children have innovated a variety of small games, videos, and albums using programming and multimedia software to express cultural characteristics. This increases their interest in learning and desire to explore ethnic culture and modern technology.

We are also working to encourage more employees to participate. From school visits and campus interactions to tours of the technology center and discussions with engineers, Dell's volunteers provide a wealth of volunteer services based on their skills. In one year from December 2020 to now, a total of 37 volunteers from Dell have participated in the education project, guiding minority teachers and students to visit the R&D Center, sharing cutting-edge applications, providing comments on children's programming works, donating equipment, and discussing future technology and engineering innovation with children. On the cultural side, volunteers have paid field visits to programming education schools, established exchanges with local people on ethnic culture, learned ethnic songs and dances, and carried out other volunteer activities.

### ***4. Organic Integration of Technological Education and Cultural Education***

Dell has attempted to combine its own abilities with the aid recipient's needs and abilities (ethnic culture, local culture, regional characteristics, etc.) and offer support in a way



## **Dell Technologies: Combining Technological and Cultural Education**

that make the recipient feel connected and proud of these characteristics. Instead of passively receiving assistance, the recipients are thus provided with more opportunities to create their own value and show their uniqueness. Passive assistance is transformed into active learning and work, leading to positive change.

### ***Introduction of Dell Technologies***

Committed to creating technologies that drive human progress, Dell Technologies is an industry-leading one-stop and end-to-end provider of comprehensive IT infrastructure, solutions, and services with a portfolio ranging from edge computing to data center and cloud computing. Dell Technologies is the most essential technological company in the data era. Since its entry into China's market in 1998, Dell Technologies has upheld the development strategy of "In China, For China". Dell has established an integrated localization system covering design, R&D, production, supply chain management, sales, and services in Xiamen, Beijing, Shanghai, Dalian, Chengdu and Suzhou to support the rapid development of its business in China and the wider world.



## **Mars Wrigley in China and the Economics of Mutuality Foundation: Supporting retail-sector employment and entrepreneurship in China's counties and rural areas**

### ***I. Economics of Mutuality (EoM) – a new mutual prosperity paradigm from the management of Mars, Incorporated***

In 2007, the far-sighted management team of Mars, Incorporated asked a fundamental question of the business – What should be the right level of Profit? This question led a small group of business and academic leaders to engage deep in research and undertake a series of experimentation on the concept of profits, businesses, and the relationship between businesses and its many stakeholders. Over the past 15 years, this has led to the accumulation of a body of insights that includes theoretical constructs and case examples from its numerous pilots across different business sectors and geographies. In partnership with Oxford's Said School of Business, the Economics of Mutuality platform has undertaken a series of activities, including research, business practice, and executive education, on the right level of profits and its relationship to the accumulation of capitals, and on the linkage between purpose and business performance. In particular, the incorporation of human, social and natural capitals in the evaluation of a business's performance has proven to be an effective driver of mutual value creation. In 2020, recognising its potential to reshape the landscape of business, finance and management education, Mars re-deployed the Economics of Mutuality as a structurally independent public interest foundation with a management consultancy arm, able to grow beyond the boundaries of one company. In mid 2021, Mars Wrigley China and the Economics of Mutuality have decided to partner and deploy a new business model approach that is mutually beneficial for the business and for the Great Revitalization in the rural areas. This new model has already achieved initial success, and expansions are planned to broaden its social impact for the people of China.

### ***II. New management and retail models lead to new opportunities for employment and entrepreneurship in the rural areas***

China achieved a great milestone in its socioeconomic development in 2021, by reaching its ambitious and unprecedented poverty alleviation goals. Since then, it has shifted its policy focus to Great Rural Revitalization efforts. Due to long-term sustained growth of its economy, incomes for residents in towns, counties, and villages have increased, which simultaneously led to an increase in the demand for consumption in Tier-IV and Tier-V cities. The broad access to internet and innovative retail models have changed the ways in which young people shop, consume, and search for jobs. To further activate the consumption economy in the rural areas, a dense network of re-



## **Mars Wrigley in China and the Economics of Mutuality Foundation: Supporting retail-sector employment and entrepreneurship in China's counties and rural areas**

tail ecosystem stakeholders, including consumers, retailers, suppliers, distributors and logistic operators need to be established in place. Today, there is a shortage of trained retail professionals in the rural areas, which leads to sub-optimal retail sector development and impedes the transition to the consumption economy in the rural areas, a major lever of rural development.

Dedicated to deepening its presence in Chinese villages, towns, and counties, Mars Wrigley and EoM are engaging in a "Mutually Beneficial Business Model" whose purpose is to "provide access and opportunities to underprivileged youths in China". To achieve this Mars is committed to leverage its broad product portfolio (candy, chocolate, and chewing gum), deep know-how in the retail sector to train and incubate aspiring entrepreneurs in the rural area for professional careers in the retail sector and deep knowledge of how to deploy the EoM approach in the retail sector. In addition to training, Mars Wrigley engages deeply with individual entrepreneurs to provide the systems and business support that is necessary to build a solid business foundation. Mars Wrigley also provides financial incentives to support the entrepreneurs in the early phase of their business ventures and measures the human, social and shared financial capital that is being generated by the business. Eventually, Mars Wrigley aims to foster a broad, reciprocal and mutually beneficial economic ecosystem. A key objective of this project is also to demonstrate that the strategy of Mars Wrigley China towards a purpose-driven business organization leads to superior business performance and societal impact.

### ***III. Mars Wrigley and EoM help people in rural areas find jobs and start businesses***

Mars Wrigley initiated this project in China in partnership with EoM to support people in the rural areas to start their own business in the retail sector. Leveraging its broad product portfolio and a sales network that covers cities nationwide, Mars Wrigley provides entrepreneurs with business opportunities, systems, and capacity training to start their business. This project will cultivate up to 10,000 people in the retail sector in the rural areas.

The project can be summarized as "One Platform and Three Resources". "One Platform" refers to an Internet sales system and training system developed and provided by Mars. This platform is underpinned by the relationship between young entrepreneurs and local retailers with the help of Mars' distribution system. "Three Resources" includes



## **Mars Wrigley in China and the Economics of Mutuality Foundation: Supporting retail-sector employment and entrepreneurship in China's counties and rural areas**

1. Mars' broad product portfolio and distribution network covering various cities in China, which can provide young township entrepreneurs with a developed business strategy and high circulation and returns. First, Mars Wrigley will link young entrepreneurs with distributors so that they can access high quality, competitively priced supplies. Second, Mars will provide them with extra sales incentives.
2. As a century-old multinational family business, Mars developed deep know-how in training retail talent during its more than 30 years of business operation in China, which enables us to provide young entrepreneurs with world-class retail skill tutoring and skill training for career development.
3. Dedicated to helping township entrepreneurs expand their business and enhance their market influence, Mars Wrigley will leverage its market power to introduce supportive systems and engage additional brands to fully support young entrepreneurs.

### ***Project Implementation:***

#### ***Step I: Project promotion and candidate search***

Collecting information on young and middle-aged people with the intention of returning to their hometown or surrounding towns to find a job. Brief them comprehensively on the project and conduct evaluations to further support entrepreneurs to start their own business with a customized plan.

#### ***Step II: Training***

Providing small-town people who volunteer to join the retail entrepreneurial project with startup training, access to goods, sales platforms and tools, and information on the local market.

#### ***Step III: Cascade system implementation***

- Based on the curriculum system in this project, each entrepreneur has a free training account for Mars online training. Participants complete different modules in the online learning course on retail skills under the guidance of the Mars-Wrigley Team. There are exercises and quizzes following each lesson.
- In addition, every entrepreneur receives regular tutoring and support provided



## Mars Wrigley in China and the Economics of Mutuality Foundation: Supporting retail-sector employment and entrepreneurship in China's counties and rural areas

by experienced Mars-Wrigley sales managers and establishes connections with young entrepreneurs nationwide for regular exchanges with the Mars-Wrigley Team.

### ***Step IV: Performance Measurement (beyond the financials)***

The project is evaluated on outcome and impact metrics demonstrating benefits to the entrepreneurs who are enrolled in the project, to Mars Wrigley China, and to the communities that the entrepreneurs are based. Measurements are captured on the entrepreneur's human and social capital, and improvements in their satisfaction with their life, job and income. Business metrics related to distribution and coverage are tracked through Mars Wrigley China. Furthermore, measures of the maturing of the retail landscape in the local cities and towns are captured and tracked. The ultimate goal is to factor in these non-financial capitals into an adjusted Profit & Loss account that will internalize positive and negative externalities.

The project is making continuous improvement on a set of curriculum suitable for rural retail practitioners. Through empowerment training and incubation, we train entrepreneurs and help trainees to start a retail business. Meanwhile, the project will collect cases of outstanding trainees and produce a summary of the project for dissemination and advocacy.

### ***IV. Early positive results from the Mars Wrigley's Township Entrepreneurship Program***

This project has achieved good initial recognition. Mars Wrigley is in communication with the relevant department of the Ministry of Agriculture and Rural Affairs to enhance cooperation with the Central Government and local authorities. Mars Wrigley will expand the project in 2022, making further contribution to the Revitalization of rural areas in China.

- Training and influence: Mars Wrigley has provided local young and middle-aged people with training opportunities in townships of provinces including Inner Mongolia, Shanxi, Hebei, Yunnan, Guizhou and Sichuan. Through these trainings, entrepreneurs learned to better understand the market, their competitive advantages, basic financial knowledge, and entrepreneurial abilities. Mars Wrigley has offered over 10 online and offline training sessions for





## **Mars Wrigley in China and the Economics of Mutuality Foundation: Supporting retail-sector employment and entrepreneurship in China's counties and rural areas**

over 200 trainees. Moreover, an online platform to polish entrepreneurial skills with a broad curriculum and over 100 courses will be offered for free.

- Results: By the end of 2021, the project has supported nearly 100 entrepreneurs in 61 counties of 16 provinces in China, helping them to begin their entrepreneurial journey. Participants have recorded a monthly averaged income of 3,500 yuan per capita and more outstanding business partners are emerging. The number of entrepreneurs and their incomes continue to increase.
- Social recognition: Mars Wrigley has taken the initiative to collaborate with the Central Government and local authorities to build a mutually beneficial economic ecosystem through field visits. This allows Mars Wrigley to better understand rural revitalization efforts and cooperate with NGOs to support underemployed communities. We have cooperated with Mianning County (Autonomous Prefecture of the Ethnic Li in Liangshan) and the town government in Hongmo (Mianning County). Mars Wrigley established formal cooperation with foundations to financially support retail training for women in Shixing County (Shaoguan City, Guangdong Province) and helped Mars Wrigley auxiliary trainers start their own businesses in snack foods.
- Case study: Jiang Longjun, a young man in Qiaojia County (Zhaotong, Yunnan), served as a delivery driver in a food trade company in 2019. His wife worked in an electronic factory in Guangdong. The couple was separated for an extended period of time. Jiang lost his job due to the pandemic in 2020, while his wife's income was greatly reduced. Their dream was to start their own business in their hometown and live a stable life. After learning about Mars' Retails Employment and Entrepreneurship Project, Jiang immediately contacted the project team and submitted his application. With Mars' help, he started his entrepreneurial journey. Jiang and his wife are now successfully running their own snack food business in Qiaojia County and their monthly income increased from approximately 3,000 to over 8,000 yuan.

### ***V. Mutually beneficial economic ecosystem drives sustainable employment and entrepreneurship***

Different from most rural projects that provide funding or technical training, Mars Wrigley EoM' project aims to build a sustainable and mutually beneficial economic ecosystem by cooperating with different stakeholders and orchestrating them. Its success



## **Mars Wrigley in China and the Economics of Mutuality Foundation: Supporting retail-sector employment and entrepreneurship in China's counties and rural areas**

can be attributed to win-win cooperation. Firstly, the national government and local authorities can leverage the impact and appeal of large-scale enterprises, as well as their resource advantages. These advantages not only support young people working in cities to return to their hometowns if they wish, but also actively drive local employment. During this process, local retail and consumption will further increase. Secondly, people who hope to start a business or find a job in their hometown can obtain a decent job or start a successful business with a low-threshold financial requirement and effective support. This provides a stable and promising prospect of upward mobility. Thirdly, township retailers can secure the supply of high-quality products with the help of local entrepreneurs. Brands can also directly assist local people to make services more professional and business operation more profitable. Finally, enterprises that begin these projects can build a deeper understanding of the Chinese market and consumers to better target different consumer groups, helping to improve quality of life. The business itself can also transform into a purpose-led organization by embarking on such purpose-driven projects to drive strategies.

### ***About Mars and Mars China***

Established in 1911, Mars Incorporated headquartered in McLean, Virginia, USA. Over the past century, with its global footprint in over 80 countries, Mars has been acknowledged as one of the most well-known leading global food manufacturers and distributors. Mars owns four segments – Mars Petcare, Mars Wrigley, Mars Food, and Mars Edge. To achieve the purpose “Tomorrow Starts Today”, more than 133,000 Mars Associates are taking actions in line with Mars Five Principles “Quality, Responsibility, Mutuality, Efficiency and Freedom” through daily work. Mars is committed to create a better world for people and their beloved pets by providing fruitful and valued products and services.



## **Amway: Playground for Children's Health - Program for Early Childhood Development**

### ***I. Risks abound in the early childhood development of a majority of children***

A key period for children is their early days since their vulnerability to the environmental impact peaks in the first 1,000 days of its life. Such significance has been widely recognized by the international community. Early Childhood Development (ECD) refers to the all-round development of nutrition, psychology, sports and movements, language, awareness, social abilities and emotions starting from fetus period to pre-school age (0-6 years old).

Over 17 million children in China suffer from ECD risks. According to statistics released by the authoritative medical journal Lancet in 2019, there were about 249 million children in the world facing ECD deficiency with at least 43% of those being under 5 years old. Sampled data reveals that there are about 17.43 million (8% and ranking the second in the world) Chinese children around whom ECD risks loom large. However, this might be an under-estimation as children who suffer from insufficient over-all development might be "hidden" due to absence of nationwide surveys about children's language, awareness, social abilities, and emotions.

Research points to a huge gap in ECD between urban and rural areas where rural children are mostly plagued by ECD challenges. They lag significantly behind in terms of awareness, language, emotions, and social abilities. Rural families in China in general terms have old-fashioned concepts or weak awareness of how to raise children scientifically. Their lack of knowledge and skills in child rearing is also apparent. A combination of objective restrictions and deficient subjective cognition results in a worrying situation for rural children's health, safety, life and education. Rural children are exposed to risks because of their caregivers' outdated mindsets and insufficient child-rearing skills.

### ***II. "Playground for Children's Health" sets an equal starting line for Chinese children***

Playground for Children's Health is an ECD program initiated jointly by China Youth Concern Committee Health and Physical Culture Development Center, Amway Charity Foundation (ACF), One Foundation (Shenzhen) and Tencent Foundation. It provides rural families whose children are 0-6 years old with ECD material packages, establishes Parent-child Paradise (Game Salon for Families), and improves child-rearing environ-



## Amway: Playground for Children's Health - Program for Early Childhood Development

ment in rural families. It also develops and offers courses of nutrition & health as well as child rearing suitable for rural families as a way of raising caregivers' awareness of children's health and upgrading their skills in child rearing. Besides, it organizes Parent-child events and activities on a regular basis, supporting communities to build a child-rearing atmosphere of mutual support, and creating model villages for healthy child rearing. Furthermore, risks of retardation in rural ECD are mitigated, supporting rural revitalization. A fair starting line is drawn for rural children.

### 1. Distributing ECD material packages and building Parent-child Paradise

In the principle of children safety, the program of Playground for Children's Health fully absorbed suggestions by experts from Peking University, Beijing Normal University and Shaanxi Normal University, and took into consideration the development rules for ECD in order to provide children from every project family with a small paradise of 3m<sup>2</sup> which reaches the 4C standards of Colorful, Clean, Comfortable and Creative. This paradise of 2-3m<sup>2</sup> equipped with furniture, toys and picture books among 20 items falling into three categories aimed for children is a safe space to support active and enriched parent-children interactions in rural families. It is divided into three sub-spaces, each featuring nutrition and health, cognitive development, and games, thanks to decorations of soft wall posters, creeping mats for children and shelves to store toys.

### 2. Developing and providing courses of nutrition & health as well as child-rearing

After creating a family-version of paradise for rural children of the right age, this Project, for the next step, provides suitable courses endorsed by experts. The Parent-child Interactive Courses in the Project is developed jointly with Rural Education Action Project (REAP) and operated by the Center for Chinese Agricultural Policy under the Chinese Academy of Sciences together with the Center for Experimental Economics in Education of Shaanxi Normal University. There are two components to this set of curricula, Childhood Nutrition in Rural China, and Child-rearing in Rural China, in the hope that vigorous scientific evaluation and statistics analysis would serve as references for policy-making on Chinese rural children's education, health and nutrition.

The nutrition part of the curriculum begins with physical development rules in early childhood from the 1<sup>st</sup> month to the 36<sup>th</sup> month. External attention is in need in every stage of development. And ECD shall be fulfilled from multiple perspectives including



## Amway: Playground for Children's Health - Program for Early Childhood Development

maternal nutrition, nutrition for babies, development guidance for babies and children, breast feeding and prevention from harms and hurts.

The child-rearing part of this Project traces ECD rules as well and produces a set of Parent-child activity plans in terms of month age from the 6<sup>th</sup> month to the 36<sup>th</sup> month. It aims at fostering cognitive development, language, sports and social & emotional abilities in early childhood. Caregivers' knowledge and skills in science-based child rearing shall be improved, so that better accompany and help with children in ECD stage can be practiced.

### ***3. Parent-children activities organized on a regular basis***

The period from 0-6 years is critical for brain development and the establishment of social emotions. Children become more active, independent and curious particularly in the toddler stage when a large amount of opportunities are required for them to practice and develop new skills. They have to build their cognition and awareness of society along with relations with other people in an enriched, safe, reliable and flexible environment.

This is why the Project designs a monthly Parent-child activity for communities, inviting caregivers and their children to gather every month for activities such as games, DIYs, reading picture books, music and birth parties. In addition, knowledge of children nutrition and health and experience of science-based child-rearing are provided and shared. People are encouraged to participate in and create mutual-aid groups for parenting and pay more attention to ECD, so as to create a positive environment in communities for parenting and child rearing.

### ***III. Goals and planning of Playground for Children's Health***

- General goals of the Project: Raising family's awareness of healthy parenting, improving ECD environment, lowering retardation risks for the development of rural children aged 0-6, and giving rural children a fair beginning.

This 5-year project aims to benefit 40,000-50,000 families.

- Specific goals:



## **Amway: Playground for Children's Health - Program for Early Childhood Development**

**1. Goal No. 1: Providing 8,000-10,000 rural families with ECD material packages by June 2022, establishing Parent-child Paradise (Game Salon for Families) and improving parenting environment;**

Measurement indicators:

- 1) Exploring a mechanism to select toys and materials for Chinese rural children aged 0-6 years old;
- 2) Purchasing hardware materials for the Game Salon in support of healthy development of 8,000-10,000 children;
- 3) Timely updating and enriching materials in Game Salon for the healthy development of children.

**2. Goal No. 2: Putting into place a preliminary and relatively complete curriculum system based on science for ECD, delivering parenting knowledge directly to rural families both online and offline, and improving caregivers' child-rearing behaviors.**

Measurement indicators:

- 1) Caregivers engaged in this Project have a higher percentage of giving the correct answers when taking a child-rearing test;
- 2) Building a preliminary curriculum framework based on actual conditions in Chinese rural families whose children are aged 0-3 years old.

**3. Goal No. 3: Supporting communities to build a parenting environment featuring mutual-aid and helping caregivers to have better awareness of children health and parenting skills through offering online parenting courses, operating learning groups in communities, providing offline supervision on a continued basis, organizing activities in communities and creating demo villages for children's healthy development.**

Measurement indicators:

- 1) In the future, over 4,000-5,000 families will be engaged in online interaction every year and 80% of them shall complete the curriculum;
- 2) No less than 200 offline sessions will be carried out in communities;



## **Amway: Playground for Children's Health - Program for Early Childhood Development**

- 3) "Backbone Caregiver", a promotion mechanism, will be put into place; efforts will also be made to train 3%-5% caregivers to become Backbone Caregivers.

### ***IV. Experience and suggestions for children's welfare***

1. Creating a model for welfare projects to directly intervene in families in ECD stage for children. The vacuum for welfare projects benefiting rural families and children in ECD has been filled in by dispatching ECD material packages, building Parent-children Paradise, improving the ECD environment for rural children and empowering caregivers.
2. Focusing on rural families, this Project has its models based on families, kindergartens and communities and explores standards for building demo villages of children's healthy development which could serve as reference for national policies.
3. In the area of children's welfare, it proposes and advocates for a scientific parenting concept of "Effectively Caring of Your Child for 15 min Every Day" which might be a new topic for social campaign in the field of Chinese rural children's ECD.
4. From the perspective of policy guidance, the national government has attached great importance to ECD in response to which this Project builds an independent online ECD management system as well as a mechanism of "Toy Bank". Caregivers are supported to actively participate in this Project, and it leverages Internet technologies to explore effective approaches to learning ECD nutrition and the transformation of rural caregivers' behaviors.

For around 50 years

bp is committed to being

bp: Sichuan Rural Household Biogas Development Program

### ***I. Tensions Between Energy Needs and Environmental Protection***

The “Sichuan Rural Household Biogas Development Program” (the Project) was launched in 2012 to provide a solution for the biogas of 1 million low-income families raising livestock in Sichuan and achieve an emissions reduction of over 4 million tons of CO2 equivalent. In transforming rural lives while fighting climate change, the Project’s multifaceted impact contributes to 14 of the 17 UN Sustainable Development Goals and is certified by the UN Clean Development Mechanism and Gold Standard.

Sichuan is a biogas-rich province, comes top of the country for household biogas digester ownership as of 2020. In an area requiring revitalization, the challenge was how best to leverage the area’s natural biogas resources, help people use clean biogas, and meet their energy needs, while also improving the environment and well-being of the community.

In rural Sichuan, the average disposable income per person was just over 7 RMB per day in 2012. Additionally, households traditionally used non-sustainable fuels such as coal for their cooking and heating needs. The Project was therefore conceived to equip low-income households raising livestock with biodigesters (which convert organic waste into biogas) and efficient, smoke-free cookstoves.

### ***II. bp Provides Environmental-Friendly Solutions for Low-Income Families***

As a company reimagining energy production with ambitions to become net zero and years of experience in low-carbon development, bp China joined the Project alongside the Sichuan Rural Energy Office (SREO) and other partners. We leveraged our experience to establish a special project committee providing organizational and technical support for the Project.

The Project helps us meet our emission reduction commitments and low-carbon goals. Using the UN Sustainable Development Goals as the evaluation framework, the Project was included in our voluntary carbon offsetting program “bp Target Neutral”, allowing businesses and our customers to offset their carbon emissions. These offsets underpin some of our certified carbon-neutral products.

With its sustainable, replicable, and scalable impact, the Project is not only a foundational project of “bp Target Neutral”, but also serves as a model for the development of





*bringing the best*

## **bp: Sichuan Rural Household Biogas Development Program**

low-carbon and carbon-neutral products and services throughout our business and further supports the carbon reduction plans of China and the rest of the world. With the Project, we have created a successful model that combines the needs of rural areas requiring revitalization with the goal of clean energy through a public-private partnership.

To date, the Project has equipped nearly 400,000 low-income households with biogas digesters and smoke-free stoves, substantially improving the lives of around 1.2 million people in rural Sichuan. The Project has created thousands of permanent and temporary jobs required for the distribution, installation, and maintenance of the equipment. Around 2,000 community members, mainly farmers and bricklayers, have qualified as certified biogas technicians, helping to lift them out of poverty.

bp's efforts have also resulted in cost savings for low-income households by providing biogas as the clean, convenient, and free energy source. Building upon the SREO's government subsidy scheme, the Project uses carbon financing to help install the equipment, covering about 40% of the biogas digester cost. In addition, the Project has a clear revenue sharing plan, distributing a significant portion of its carbon-offsetting proceeds to participating households (with the remaining distributed to the SREO and the project developers).

The Project uses existing resources of rural households in Sichuan (biomass) to reduce CO<sub>2</sub> emissions from fossil fuels and capture methane emissions. Since its launch, the Project has achieved a cumulative emission reduction of over 7 million tons of CO<sub>2</sub> equivalent. It has also significantly improved the respiratory health of primarily women and children, improved sanitation and helped alleviate deforestation and soil degradation.

Its positive impact on multiple fronts was recognized in a study by The University of Science and Technology of Beijing, which acknowledged the Project's impact on 14 of the 17 UN Sustainable Development Goals. They include (amongst others): 1 – No Poverty, 2 – Zero Hunger, 3 – Good-Health and Wellbeing, 6 – Clean Water and Sanitation, 7 – Affordable and Clean Energy, 8 – Decent Work and Economic Growth, 10 – Reduced Inequalities, and 13 – Climate Action.

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**bp: Sichuan Rural Household Biogas Development Program**

### ***III. Positive Social Impact through bp's Endeavors***

As part of a wider package of methods to achieve our net zero goals, we have implemented "bp Target Neutral" to use carbon offsets, where permitted, as a means of compliance and offer offsets to our customers to help them meet their own goals. Through this voluntary program, we have helped to offset over 7 million tons of carbon emissions. In addition, offsets secured through "bp Target Neutral" underpin several of our certified carbon neutral lubricants and fuels products. The program celebrated its 11th anniversary with a wide range of activities in the areas of forest conservation, energy efficiency, and renewable energies.

In the context of the Project, we have used carbon financing to help support implementation and further attract support from our customers through its high-profile inclusion in "bp Target Neutral" after a rigorous selection process. We have used the high-quality carbon credits of the Project to develop carbon neutral products such as PTAir™, a product which assists manufacturers of plastic packaging and fibers in making lower carbon products for consumers. The Project was presented to our customers and partners as part of PTAir™'s product launch in Shanghai in 2017.

Leveraging bp's resources on carbon offsetting and net zero strategy, as well as its experience as an integrated energy company, bp China has successfully joined hands with public and private sector stakeholders to maximize social impact. bp is contributing to a new model for energy use which is scalable and replicable throughout rural China, offering environmental and social co-benefits that support bp's goal to reimagine energy for people and our planet.

### ***IV.A Scalable, Sustainable, and Duplicable Model for Chinese Rural Revitalization***

As a 28-year program, the Project creates long-term impact. Having already helped 400,000 households from low-income families raising livestock in Sichuan province since its 2012 launch, the Project now aims to help one million of such households and reduce a total of 20 million tons of CO<sub>2</sub> equivalent by 2040. It will continue to provide occupational training and employment opportunities to local communities and share a considerable portion of generated CER sales revenue with the participating rural households.



*bringing the best*

## **bp: Sichuan Rural Household Biogas Development Program**

Going forward, bp will continue to support the Project in China through carbon financing and build on the success of its public-private partnership model. bp eventually hopes to promote the replication of this model elsewhere and revitalize other rural communities in China by reducing emissions and improving people's livelihoods and living environments, which can also serve as a duplicable and scalable project model in China.

bp China commits itself to providing more low-carbon innovative solutions and do its part to help China reach its carbon neutrality and rural revitalization goals.

### ***bp Group and bp in China***

bp Group is a global energy company with business covering the whole energy sectors and has operations in Europe, North America, South America, Oceania, Asia and Africa. As of 2021, bp has a total number of 65,900 employees worldwide and its shares are listed in London and New York Stock Exchange.

bp has been operating in China since the early 1970s and is one of the leading foreign investors in the energy sector in China. By 2020, bp has US 7 billion accumulative investment in China. With the ambition to be a net zero company by 2050 or sooner, bp is pivoting to be an integrated energy company (IEC) focused on delivering solutions for customers. bp's main business activities in China include aviation fuel supply, oil products retailing, lubricants blending and marketing, oil and gas supply and trading, LNG terminal and trunk line operation, future mobility and solutions as well as venturing.



## CNH Industrial: TechPro<sup>2</sup> Agricultural Equipment Technicians Training Program

### ***I. Agricultural Machinery Industry Facing Shortage of Technical Talents***

The shortage of technical talents in the agricultural machinery industry, including technical service works for manufacturers and service technicians for the dealer network, is becoming serious.

Agricultural machinery is typically seasonal equipment with concentrated working time, scattered location, and high mobility. Therefore, the service capacity, response time, and skill level directly impact the efficiency of the machinery, the harvest of grain and other crops, and even farmers' income.

In order to actively implement national guidelines for the work of technical professionals and cultivate technical talents for society and industry, CNH Industrial China has successfully carried out the TechPro<sup>2</sup> International School-Enterprise Cooperation Project. TechPro<sup>2</sup> is implemented through cooperation with vocational-technical colleges to form a talent-training model of collaboration between schools and enterprises as well as respond to demand from the industry.

### ***II. TechPro<sup>2</sup> Project Cultivates Agricultural Machinery Talents***

TechPro<sup>2</sup> was firstly launched in Changshan, Zhejiang Province in 2014. So far, it has successfully implemented 3 projects in Yanji, Jilin Province, and Urumqi, Xinjiang Province. A total of 601 students have been trained. The graduates are widely recognized and praised by society and employers. TechPro<sup>2</sup>, currently launching in Heilongjiang Province, is the fourth project in China, aiming to promote the cultivation of highly skilled talent for the agricultural machinery industry in the Northeast Region.

In addition, the project also achieved gratifying results. In the National Vocational Skills Competition for Rural Revitalization held in September 2021, one teacher and one student of TechPro<sup>2</sup> Xinjiang Technical School achieved outstanding results: Mr. Liu Zhiming, a TechPro<sup>2</sup> teacher from Xinjiang Agricultural Vocational Technical College, won the gold prize for the teacher group; and Cao Zhiyong, a TechPro<sup>2</sup> Class of 2019 student, received the silver prize for the student group.



## CNH Industrial: TechPro<sup>2</sup> Agricultural Equipment Technicians Training Program

### ***III. Insights, Lessons Learned, and Proposals in Applying Sustainable Concepts to Agricultural Machinery Personnel Training***

TechPro<sup>2</sup> focuses on the technological progress and employment needs of the Agricultural Machinery industry. With its emphasis on professional knowledge and skill development, the project specifically introduces the practical teaching method of "project-based learning" to help teachers and students better combine theory with practice. Moreover, our company's precise emphasis on sustainable development of professional talents, cultivating skilled technicians for the agricultural machinery industry and rural revitalization, is key to success. This guiding objective, as well as the selection of education and training partners, allows TechPro<sup>2</sup> to successfully support sustainable growth in China.



## ConocoPhillips China: “Heart” Projects Offer Vital Support to Combat Congenital Heart Disease

China has a high incidence of congenital heart disease (CHD), the most common kind of birth defect globally. It is estimated that about 2 million Chinese children suffer from CHD<sup>1</sup>. It affects between 6 to 8 in every 1,000 newborns, leading to an increase of 90,000 to 150,000 CHD patients every year. Due to the complexity and high cost of surgery, most families of children with CHD endure significant psychological and financial pressure. Nevertheless, children suffering from CHD have a good chance of recovery if they receive treatment early in life.

ConocoPhillips China (COPC) launched two projects – “*Heart for Heart*” and “*Creating Hope for Hearts*” to tackle this problem and respond to China’s poverty alleviation drive.

In 2008, COPC initiated the *Heart for Heart Project* in partnership with the leading TEDA International Cardiovascular Hospital (TICH). COPC provides financial support to sponsor surgery for children below the age of 14 from low-income families who were born with CHD. A total of 590 children from 16 provinces and autonomous regions in China<sup>2</sup> have received surgery thanks to the project, with each child receiving a contribution of between RMB 15,000 to RMB 40,000. COPC’s total contribution as of 2021 has exceeded RMB 12 million.

With more than 10 years’ commitment in CHD treatment, COPC sees the grave importance of early screening work, as it can significantly improve treatment efficacy. In 2017, COPC donated an additional RMB 350,000 to purchase an inter-provincial medical screening vehicle on behalf of TICH. The vehicle has traveled across China to carry out ten screening missions and covered a total mileage of 27,708 km to date. Its philanthropy footprints were scattered across numerous remote and high-altitude areas including Gannan Tibetan Autonomous Prefecture in Gansu, Huangnan Tibetan Autonomous Prefecture in Qinghai, etc. In 2022, COPC allocates funds for TICH to provide early screening for children in need and guarantee early diagnosis and treatment — to create a safety net to help the underprivileged children and the families.

In addition to providing direct financial assistance for children with CHD, COPC has also worked to improve healthcare capabilities of domestic medical institutions. The

1. HU Shengshou, “Report on Cardiovascular Health and Diseases in China 2019: an Updated Summary,” *Chinese Circulation Journal*, Vol. 35 No.9 (September 2020), pp.833.

2. Including Heibei, Qinghai, Guangxi, Inner Mongolia, Tibet, Shandong, Liaoning, Guangdong, Shanxi, Sichuan, Jiangsu, Anhui, Jiangxi, Gansu, Tianjin, and Chongqing.



## ConocoPhillips China: “Heart” Projects Offer Vital Support to Combat Congenital Heart Disease

Creating Hope for Hearts Project, launched by COPC and U.S. NGO Children’s HeartLink in 2013, funds three top medical institutions in the field of CHD treatment located in Western, Eastern, and Northern China. West China Hospital, Qingdao Women & Children’s Hospital, and TICH were selected as host sites for pediatric cardiology treatment centers. COPC has assisted with procuring advanced medical resources and invited international experts to provide on-site guidance. With the help of medical counselors from the Hospital for Sick Children in Toronto, TICH has established a Social Psychology and Education team. The specialist team facilitates the physical and mental recovery of children under 14 years old while providing patients and their families with social and psychological support.

Between 2013 and 2020, COPC donated more than RMB 6 million to finance overseas studies, training, and exchange programs for medical personnel. To date, 1,496 healthcare workers have benefited directly from the funding and have since treated 9,648 children.

COPC’s work to promote development of medical institutions in Western, Eastern, and Northern China has already made an impact on these regions. West China Hospital completed the Children’s HeartLink Center of Excellence certification in 2015 to become a first-class pediatric CHD diagnosis and treatment institution.

In addition to its contribution of financial support and educational resources, COPC has also brought together various stakeholders in pursuit of a common goal. Leveraging its strong cooperation with the Chinese government, COPC’s Heart for Heart Project was able to extend care to children in need in the early stages of CHD, ensuring they received sufficient attention and assistance. Working closely with NGOs such as Children’s HeartLink, COPC established a joint management team to oversee the implementation of projects and ensure efficient allocation of funding. COPC has also maximized the social impact of these projects by utilizing communication campaigns and cooperation with partners to enhance public awareness of CHD and promote greater social efforts to support this important cause.

COPC’s investment in CHD treatment has saved numerous lives and has prevented patients and their families from facing harsh financial conditions as a result. Through close collaboration with partners and local communities, COPC’s philanthropic efforts have provided a long-term and highly replicable model to tackle rural healthcare challenges



## ConocoPhillips China: “Heart” Projects Offer Vital Support to Combat Congenital Heart Disease

and raise public awareness of CHD, while contributing to China’s poverty alleviation and rural revitalization agenda.

### ***About ConocoPhillips***

ConocoPhillips is the world’s largest independent E&P company based on production and proved reserves. ConocoPhillips has been a committed partner in China since the early 1980s and continues to be one of the largest foreign investors in China’s upstream oil and gas sector. For 40 years, ConocoPhillips has expanded its overall business scope in China across various fields, including oil and gas exploration and production, LNG supply, global supply chain services and potential green energy development projects. At present, ConocoPhillips has offices in Beijing and Tianjin (Tanggu).

ConocoPhillips is committed to developing energy responsibly, while creating lasting value for local communities and stakeholders. In China, ConocoPhillips applies this value via four focus areas: Conservation, Education, Health and Disaster Relief. Since 1997, our total donation and investment on CSR activities is over RMB 78 million, which benefits thousands of people and families throughout China.





## Danone: Supporting Rural Revitalization through Nutrition and Education

### ***I. Current challenges in society***

As a key strategy adopted by the 19th Party Congress, rural revitalization is a primary goal of China's economic and social development in the 14th five-year plan towards 2025. Common prosperity and rural revitalization has been elevated to encompass "the vision of the nation".

Meanwhile, development in rural areas is still unbalanced and insufficient. According to China's Document No 1 of 2021, rural areas remain the most arduous task of building a modern socialist country, with "agriculture, rural areas and farmers" being an important but challenging point. The nation finds it important to advance development in rural areas, expand its demand, maintain growth pace, and enhance economic exchange between urban and rural areas.

Danone uses its first poverty alleviation project as an example to illustrate how a food and beverage company can support rural development by leveraging its strength to improve people's health, industrial development, education, and income.

### ***II. Solutions and social impact of Danone's practice***

With the corporate mission of "bringing health through food to as many people as possible" and the frame of action of "One Planet. One Health", Danone is committed to sustainable development and seeks to support rural revitalization with practical measures.

Danone China signed an MOU with the Ministry of Commerce to support poverty alleviation at the Sino-French Economic Summit in November 2019. This marked a milestone of Danone China's rural revitalization activities. One month later, the first rural revitalization project between Danone and the Ministry of Commerce was successfully implemented in Chengbu County, Hunan Province.

Leveraging its resources in the food industry, Danone worked to secure more efficient and effective development for the rural area by improving people's health, supporting industrial development, helping education, and raising residents' income.

As of October 2021, Danone China has invested resources worth nearly 3 million RMB to support the development of Chengbu County, including products, other goods, services, professional lecturers, and employee volunteers. The efforts were recognized. The



## Danone: Supporting Rural Revitalization through Nutrition and Education

project was included in the “Poverty Alleviation Storytelling” project compiled by the Ministry of Commerce. Danone was also awarded the “2020 Poverty Alleviation Advocacy Award” by the European Union Chamber of Commerce in China, the only award-winning company in this category. Meanwhile, we are pleased to see the progress in Chengbu County. Below is a chart detailing the methods and achievements adopted by Danone to support China’s rural revitalization efforts:

Leading Sustainable Development	Methods	Achievements
Health Improvements	Danone’s Nutrigo program was kicked off 10 years ago to leverage the company’s expertise in nutrition, provide nutritional supplements for children in rural areas, and help alleviate poverty.	Since December 2019, Danone has continuously provided nutrition packs to more than 2,000 children in Chengbu County to improve their health. To date, Danone has donated nutrition packs with a market value of more than 6.3 million RMB to more than 12,600 children in rural areas across China.
Industrial Development	Industrial development is the focus of rural revitalization. There is an ancient proverb that states “Give a man a fish and you feed him for a day. Teach him how to fish and you feed him for a lifetime.” Danone provided food safety training in Chengbu County, assisting local food companies to improve their production and management. In this way, Danone hopes to establish a lasting mechanism for sustainable local development.	In June 2020, Danone joined Shanghai Jiaotong University to provide dairy food safety training to two leading companies in Chengbu County: Nanshan Dairy and Shanmu Dairy. More than 60 technicians from local food companies attended the training.

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**Danone: Supporting Rural Revitalization through Nutrition and Education**

Income Increase	Danone purchased local products and guided residents to use livestreaming to promote their products. It held a volunteer program of online poverty relief, inviting its employees to join. By leveraging the power of Internet, Danone broke the bottleneck of inconvenient transportation and opened a new market for rich produces in Chengbu. This not only increased local income directly, but also gave farmers a new marketing perspective.	Since 2020, Danone has purchased produces from Chengbu County, such as citrus, tea, bamboo shoots, preserved meat, and chicken for a total of over 350,000 RMB. Danone has also used livestreaming to help Chengbu County promote its produces online and encourage Danone employee to participate in poverty alleviation projects. More than 5,000 Danone staffers have joined the livestreams.
Donation in Kinds	Danone donated laptops and other necessary materials to Chengbu County to help improve the digital office conditions of local project teams and schools.	Danone has donated 400 laptops and other materials to Chengbu County. According to local civil servants, the new equipment has greatly improved their work efficiency, especially during the pandemic when the county needed to collect local health data.

**III. Conclusion and Proposals**

Since 2018, Danone has kept exploring ways to facilitate rural revitalization. Danone China's poverty alleviation actions have now expanded to Hunan, Anhui, Gansu, Heilongjiang, Henan, Hebei, Jiangxi and other provinces, investing a total amount of RMB 7.9 million.

Knowledge comes from practice. Danone calls on companies to deeply understand the significance of strategy of "rural revitalization and common prosperity" and to use their unique expertise to help rural areas to explore effective business models, build up industrial chains, achieve sustainable development, increase farmers' income, and establish a long-term mechanism for local prosperity.



## Danone: Supporting Rural Revitalization through Nutrition and Education

### ***About Danone***

Since Danone's entry in the late 1980's, China has grown to become its second largest market in the world. As of 2020, Danone operates 8 plants and employs about 8,200 people in China, which contributes about 9% of its worldwide sales. Danone understands the vast potential of the Chinese market and continues to strengthen its commitment to China. The company's three core businesses – Specialized Nutrition, Waters, Essential Dairy and Plant-Based Products – have established a strong presence and are enjoying significant growth and sustainable development in China. Renowned Danone brands in China include Aptamil, Nutrilon, Cow & Gate, Karicare, Nutricia, Mizone, and evian.



## Herbalife Nutrition: Enhance health condition of rural residents by promoting capacity of grassroots medical organizations

### ***I. Insufficient Grassroots Medical Services***

Since the most significant cause of poverty for rural communities is disease, sanitation and public health in rural areas has remained a priority for China’s public health development. Although all farmers in China, over 500 million, have been lifted out of poverty, there are still many challenges regarding the health of rural residents and grassroots medical services, such as:

- Weak infrastructure facilities for grassroots medical institutions: Rural health centers are the most basic unit in the three-tier rural network for disease prevention, medical treatment, and health maintenance. These centers shoulder the responsibility of providing farmers with public health services including disease prevention, women’s and children’s health, and health education. They also manage preliminary diagnosis and treatment of common diseases. However, medical centers in most rural areas cannot satisfy local residents’ basic health needs.
- Lack of professional capabilities for rural doctors: As the main provider of rural medical services, rural doctors are expected to fulfill the tasks of medical service provision, disease prevention, and fitness promotion. Statistics reveal that out of approximately 1 million rural doctors in China, only 14.4% are professional practitioners.

### ***II. “Nutrition for Zero Hunger” Supports the Improvement of the Rural Public Health System***

In 2019, Herbalife Nutrition rolled out a global initiative, “Nutrition for Zero Hunger”, contributing to eliminate global hunger and ensure access to high-quality nutrition. Herbalife Nutrition (China) taps into its specialties and combines its global initiative of “Nutrition for Zero Hunger” with the Chinese national programs, “Healthy China” and “Rural Revitalization”. It initiated the “Nutrition for Zero Hunger-Rural Doctor” project, aiming to improve rural residents’ health and rural sanitation systems by boosting capabilities and improving facilities. To accomplish this, the program trains rural doctors, constructs Community Health Stations, and donate mobile hospital equipment packages.

- Training rural doctors: High-quality online vocational training enhances village doctors’ capabilities and furthers their career development.



## Herbalife Nutrition: Enhance health condition of rural residents by promoting capacity of grassroot medical organizations

This project collaborates with the Chinese Medical Association (CMA) to organize experts and scholars to develop a set of tailored online vocational training courses (100 class hours) targeting village doctors. Classes include community sanitation, commonly-applied clinical skills, appropriate clinical techniques, planned immunization, maternal and children care, psychological and mental health, health education, and more. For the first time, nutritious diets, broken down into 10 modules, are incorporated into training courses for village doctors. After trainees complete the training modules, they can apply for 5 credits of Category-II in the National Continued Education Program. This arrangement helps doctors take and pass the examination for Assistant Physician Qualification.

- Constructing Community Health Stations: The program cooperates with local governments to jointly build Community Health Stations and enhance service capabilities of grassroots healthcare facilities by improving their facilities.

Our project funds the main structure of health stations, while the local government provides land and funds to purchase medical equipment. The latter is also responsible for operation and management of the project in the later stage, ensuring its sustainability.

- Donating “Mobile Hospital Equipment Packages”: The program provides rural residents in remote and mountainous areas with basic medical services with the mobile hospital equipment.

Services are provided for rural residents in remote areas based on existing health stations. “Mobile Hospital Equipment Packages” make innovative use of dozens of terminal equipment and devices including glucose meters, sphygmomanometers, oximeters, blood lipid and hemoglobin analyzers, uric acid cholesterol analyzers, ECG, ultrasound devices and electrical stimulation therapy devices. Developed specifically in response to the medical and health requirements in remote areas, this equipment packages can satisfy general medical needs, such as: creation of residential files, physical sign detection, follow-up with chronic diseases, and rapid access to medical data. It can also enter and upload data from mass physical examinations in the context of COVID-19. Finally, our services support village doctors in providing the old, weak, ill and physically disabled with special door-to-door examination and other medical assistance in urgent medical emergencies and natural disasters.



## Herbalife Nutrition: Enhance health condition of rural residents by promoting capacity of grassroot medical organizations

### ***III. Statistics: Herbalife Health Stations Benefit Rural Medical Treatment***

Nearly 6.6 million yuan of donations to this project have been donated and as to build 13 Herbalife Health Stations, donate 16 “Mobile Hospitals Equipment Packages”, and train 1,500 village doctors. It is estimated to serve more than 500,000 rural residents.

Four Community Health Stations have been constructed, three “Mobile Hospital Equipment Packages” donated, and 1,372 training passes issued by November 2021.

### ***IV. Conclusions and Recommendations***

- ***Public-Private Partnership Created Shared Value***

Herbalife funds the baseline structure of health stations, while the local government equips these stations with medical devices and is responsible for later-stage operation and management. China Red-Cross Foundation (CRCF) is in charge of project execution. This public-private partnership organically combines policy orientation, social demands, philanthropic capacities, and business resources to create multi-fold values.

- ***Utilizing the full range of the company’s expertise to participate in project design and execution.***

Herbalife leverages its expertise in nutrition and contributes to this project from two perspectives: 1) Inviting experts to record a 10-hour course on nutrition and health and taking the initiative to incorporate nutrition and health courses into the training program for village doctors; 2) Herbalife volunteers offer voluntary services at Community Health Stations, e.g., sharing knowledge of nutritious diets and health maintenance with villagers to disseminate positive results.

- ***Digital learning boasts low costs and replicability.***

The project utilizes digital tools to deliver online training courses. This lowers the training cost and addresses difficulties faced by village doctors because doctors face difficulties finding time to attend centralized offline training programs. Online training courses and platforms could become accessible to all village doctors in China, maximizing the utilization of resources and reducing costs per unit.



## Herbalife Nutrition: Enhance health condition of rural residents by promoting capacity of grassroot medical organizations

- Engaging professionals to expand positive impact.

The impact of the program will likely be magnified. Trained village doctors, once equipped with better knowledge and skills, help not only every member in their community, but also those in surrounding villages.

- combined with the national and official training program to increase the participation rate of village doctors.

After graduating from training modules jointly developed with Chinese Medical Association, rural doctors could receive 5 credits in Category-II to apply for the National Continued Education Program. This arrangement allows them to register for and take the examination of Assistant Physician Qualification, thus incentivizing them to take this training.





### **IBM: Leverage Blockchain Technology for Targeted Agricultural Poverty Alleviation**

#### ***I. Blockchain Facilitates the Coffee Supply Chain for Targeted Poverty Alleviation***

Farmer Connect is an international organization committed to sustainable agricultural development and better transparency in agricultural supply chain. It owns *Thank My Farmer*, a mobile terminal app that displays information of coffee products. Farmer Connect chooses to cooperate with IBM's blockchain team to further improve traceability at the supply side, deepen terminal consumers' understanding of coffee production, and make donations to rural coffee farmers to mitigate poverty.

The project adopts a new type of infrastructure facility based on blockchain and made business and technological innovations in decentralized identity management, end-to-end connection in the supply chain, and transparent management of charity funds. It has become a typical case in leveraging blockchain for targeted poverty alleviation and sustainable agricultural development.

#### ***II. Traceability of Agricultural Products***

With the help of blockchain, IBM supports farmers, cooperatives, exporters & importers, distributors, retailers among other stakeholders in the coffee industry to share information. At the same time, consumers could access information about coffee plantations and production via APP. By connecting production, logistics and consumption in the supply chain for the coffee industry, blockchain reveals information about what is going on at every link. And information about the origin and farmers for coffee production could be accessed by APP users via scanning a code. In this way, end-to-end charity donations could reach farmers.

#### ***III. Achievements***

##### ***1) IBM Leverages Blockchain Technology to Address the Following Issues:***

- Disparities exist in participants' capabilities of applying information technology in the supply chain neutralize the effectiveness of a centralized system as it can't connect various entities, different systems, and diverse sectors for cross-border projects. Blockchain provides all entities and stakeholders with a different approach to incorporating into the system.
- Blockchain provides the whole coffee supply chain with a full set of traceability solutions from supply to demand, thereby realizing functionalities of end-to-



### **IBM: Leverage Blockchain Technology for Targeted Agricultural Poverty Alleviation**

end information query and exchange.

- Cross-regional cooperation needs trust among various parties and stakeholders. As an account book of information, blockchain disables any manipulation on existing information, thus ensuring transaction traceability. There thus comes a credible environment for all parties to conduct business.

#### ***2) Blockchain Ensures IBM the Following Economic Benefits:***

- Regarding farmers, Farmer Connect constructs a platform for farmers to communicate with the market. It helps farmers rapidly and conveniently display production information to access more credits and charity donations from the consumption market and financial institutions.
- Regarding coffee brands, blockchain connects production and consumption of coffee, makes the supply chain more transparent, and better controls product quality. A transparent platform to display information is built to optimize logistic transport and the management efficiency of the supply chain. Consumers can directly communicate with coffee bean farmers and offer them poverty alleviation assistance. This is beneficial for the sustainable development of the coffee supply chain globally.
- Regarding consumption, transparent disclosure of information about the plantation, production and process of coffee beans boosts brand image, tells a charming story about products, and enhances consumers' confidence in products. Not only could it offer direct support to farmers, but it also can enhance consumers' awareness of environmental protection.

#### ***IV. Conclusions and Recommendations***

##### ***1) Insights***

- A successful industrial alliance project requires business cooperation among leading companies.

The key to fruitful industrial alliance projects is that advantageous companies shall cooperate with others regarding resource integration for the industrial supply chain, relations between stakeholders, and project promotion. Meanwhile, they are expected to guide relevant entities in the industrial chain.

- Companies are supposed to have a better awareness of sustainability in inclusive projects for all entities and stakeholders of the industry.



## IBM: Leverage Blockchain Technology for Targeted Agricultural Poverty Alleviation

That brands shall maintain a balance between, on the one hand, integrating resources of upstream suppliers, and, on the other hand, directly linking consumption, is of critical importance to the sustainable development of supply chain and the education of consumers. Businesses' efforts to promote sustainability of the industrial chain are conditioned on their clarified sustainability strategies and goals as well as their awareness of how important sustainable development is. This is how industrial sustainability could be achieved.

- A deeper understanding of the industry is necessary to a successful industrial alliance.

Forming an alliance is undoubtedly an effective way of integrating industrial resources regardless of difficulties. The leading party is expected to exert sufficient impetus and be equipped with insights and a deeper understanding of the actual business status, interests and concerns of all stakeholders, industrial development trends and challenges. They are supposed to, not only propose constructive opinions and countermeasures, but also help all sides to reach a consensus.

### 2) Recommendations

- Spotting opportunities of business revolution and product innovation induced by new technologies with exploratory efforts being made

Blockchain helps enterprises to structure a novel cooperation model for industrial entities from the technical perspective, effectively building trust among different stakeholders in cross-regional cooperation. This positively impacts the revolution of supply chain management and consumer experience. This model grows a new end-to-end business pattern to support farmers and realize inclusive finance. Businesses need to pay closer attention to how the application of technologies would impact business, and seize opportunities to turn the wheel of transformation.

- Enterprises have to meet higher requirements as mentality of the consumption market changes

Better awareness of environmental protection at the consumption side raises higher requirements in terms of product quality and production links. Enterprises must ensure quality of terminal services and products and pay attention to the sustainability of all links in the whole supply chain.



## NBA China - Leveraging Basketball Expertise to Promote the Development of Rural Sports Education

### ***1. Insufficient Rural Sports Education Hinders the Overall Development of Teenagers***

With rapid economic development in China and the continuous attention and support from the government, China's rural education has achieved significant improvement and considerable progress.

With the introduction of the "National Fitness" plan and the "Double Reduction" policy, sports activities have become a key element in after-school services for schools, providing another driver for schools to further focus on sports development. Currently, gaps in urban and rural education development and resources make it difficult for students in rural areas to engage in physical activities and develop their physical capabilities and skills. This presents a long-term problem and negatively impacts the healthy and comprehensive development of students in rural areas. The lack of sports teachers is especially challenging. In rural schools, there is a serious shortage of full-time physical education teachers, and a lack of professional skills among part-time PE teachers, which results in the lack of formal PE education and students' participation in PE classes in rural schools.

To improve the quality of PE in rural China, NBA China has made use of its advantage in basketball education, event organization, and sports management to cooperate with the YAO Foundation and Beijing Sport University to assist rural areas in improving physical education through basketball education. Since 2021, NBA China has teamed up with the YAO Foundation to jointly launch programs to improve rural PE teachers' basketball skill and professional skill. Through online and offline formats, NBA China and the Yao Foundation have conducted courses on sport psychology, sports injury and protection, basketball tactics, team and event management, referee skills, and others. The goal of the program is to develop the professional skills of rural PE teachers and train them on specific sports to narrow the urban-rural gap in PE quality, support rural revitalization, and aid China's "Double Reduction" policy. In addition, through online communication, instruction on actual classes, and selecting exemplary teaching cases, follow-up support is provided to contribute to the sustainable development of rural physical education. One teacher trained could in turn train other local teachers. In this way, the NBA has created a solid foundation for the comprehensive healthy growth of rural children.



## **NBA China - Leveraging Basketball Expertise to Promote the Development of Rural Sports Education**

### ***II. NBA China and Yao Foundation Supporting Rural PE Teachers in Improving Professional Skills***

In view of the specific challenges for rural sports education in China, NBA China leveraged its expertise in basketball education, event organization and game management. NBA China cooperated with the Yao Foundation and Beijing Sport University to help rural schools improve the level of physical education from basketball education.

In 2021, NBA China and the Yao Foundation worked together, with the professional support of Beijing Sport University, to organize the Basketball Skills and Teaching Skills Training for Rural PE Teachers program. The program aims to support rural teachers in improving their professional skills and motivating them to grow. This will allow more children to enjoy better physical education, participate in better basketball education, and grow up healthily. By achieving these goals, the program further consolidates the results of poverty alleviation and contributes to rural revitalization.

### ***III. Positive Social Impact Created***

The goal of the program is to help rural PE teachers open their mind and improve their capabilities through training and related support. In September 2021, a total of 167 teachers (some trainees could not participate because of epidemic control regulations in their provinces) from 163 different rural schools in 8 provinces participated in the 5-day on-site training held at the NBA Basketball School in Haikou. Through continuous support after training, this program will benefit more than 200 thousands middle and primary school students.

The training program contains systematic training, both online and on-site, in sports science cognition and basketball subject learning, to help teachers improve their teaching capabilities. Using lectures, sharing, certificate issuance, and recognition of outstanding teachers, the program not only focuses on training and capacity building, but also focuses on motivating these front-line rural PE teachers. The program also includes training on game organization, refereeing, and management. These skills will help the teachers expand their influence and resources to better allow students to participate with more enjoyment in physical exercise.

Besides the advanced physical education knowledge, the program also provides the participating teachers and schools with a series of follow-up supporting activities. Activities include outstanding course competition, equipment donation, commendation



## NBA China - Leveraging Basketball Expertise to Promote the Development of Rural Sports Education

and dissemination, school visits, on-site demonstration teaching from experts, and event organization, all aimed at continuously empowering these “seeds of change” to impact students in rural areas. It is the goal of this program to enable rural students to enjoy high quality, professional, and effective physical education and basketball training; have fun in physical exercise; enhance physical fitness of rural students; and build resilience to become future leaders of China.

### ***IV. Insights, Lessons Learned, and Proposals***

1. Explored the best way to address a particular social need by leveraging own capabilities and resources.
2. Conducted in-depth preliminary research to address the main causes of the challenge in a targeted manner.
3. Implemented both online and on-site activities to deal with the impact of the epidemic.
4. Provided both capacity training and organizational support to create effective and long-lasting impact.
5. Selected program participants in a well-calculated geographical layout to ensure “ripple” effect in nearby areas.
6. Plan to build a programming platform to allow easy and convenient participation of more business and charity partners who share our vision.

### ***About NBA China***

The NBA’s entity that conducts all of the league’s businesses in China was formed in January 2008 after its first office opened in Hong Kong in 1992. The NBA currently has relationships with a network of television and digital media outlets in China, including a 30-plus years partnership with CMG. The league hosts hundreds of touring basketball events for fans, conducts community enrichment programs, and maintains marketing partnerships with a combination of world-class China-based and international corporations.

NBA licensed merchandise are available through retail and authorized online stores on e-commerce and social media platforms. In 2004, the NBA became the first American professional sports league to play games in China. Following the NBA China Games 2019, 17 NBA teams have played 28 games in China.



## **Pfizer China: Innovate Health Education and Contribute to Rural Revitalization**

### ***I.China's Public Health Sector Remains Inadequate***

In recent years, the Chinese government has invested lots of energy, funds, and efforts in public health initiatives and reforms, which have reached the level of many developed countries. However, there are many challenges in Chinese healthcare provision. The “Healthy China 2030 Initiative” represents the vision that Chinese government increasingly improves its expectations of the public health sector and hopes Chinese medical service levels can be in line with that of developed countries. Therefore, Chinese government needs to address some of the pressing issues in the public health sector, including the gap in medical services between urban and rural areas. Enhancing healthcare education and training, especially education for rural people, and transmitting correct health knowledge and healthy lifestyles to communities, will have a deep positive impact on the rural revitalization strategy and “Healthy China 2030”.

### ***II.Pfizer Supports Rural Public Health System in Multiple Ways***

1. Public Health Promotion and Education: Pfizer has been committed to supporting the development of China's Public Health System and accelerating the development of public health. Pfizer actively assists the government and medical institutions in exploring innovative modes to promote the improved coordination medical treatment and prevention; actively promote the knowledge of prophylactic immunization and the value of vaccines; and improve public awareness of immunization prevention and health literacy. Pfizer hopes to protect more children from vaccine-preventable diseases and help them grow up healthy and happy. Children are the hope and future of the country. Reducing the threats of infectious diseases through prophylactic vaccination is the safest and most economical means. Improving children's preventive vaccination is of great significance in realizing the g“Health China Strategy”.
2. Healthy poverty alleviation education: Pfizer is committed to analyzing its professional knowledge in the field of chronic disease, especially its rich disease management experience accumulated through global operations. With this knowledge, Pfizer can provide full support to the chronic disease control plan of Chinese government and the national cardiovascular disease control strategy. Meanwhile, Pfizer is always endeavoring to reduce medical inequities and helps to improve the diagnosis and treatment abilities and skills of grass-roots doctors on cardiovascular diseases, aiming to allow every patient to enjoy



## Pfizer China: Innovate Health Education and Contribute to Rural Revitalization

high-quality medical opportunities and eliminating chronic diseases that are difficult to manage in China.

3. Strengthen medical education at grass-roots medical level: Improving the Chinese Medical Level is key to allowing Pfizer to use its professional advantages and fulfill its corporate social responsibilities. By supporting the “Set sail right now” program, the trained county hospital managers and clinicians can play a leading role in improving the comprehensive ability of the hospital. They can then improve the medical treatment capacity of the county in specific area, form a point-to-area effect, comprehensively improve the capacity of county-level hospitals and accelerating the implementation of the Health China Strategy.

### ***III. Program Details and Social Benefits***

#### ***1. Public Health Promotion and Education***

Since 2019, the Chengdu Daily and Pfizer China have successively carried out vaccination popularization activities in Chengdu. They have also traveled to Derong County, Ganzi Tibetan Autonomous Prefecture twice to hold health education and training activities to “Help poverty alleviation, contribute to health and hope”, spreading excellent medical resources and disease control experiences to poor and remote areas. In these areas, Pfizer China has built a joint disease prevention and control platform, promoted the coordinated development of medical treatment and prevention, promoted healthy growing and education for local children, and responded to the national call for poverty alleviation with practical actions.

Under the guidance of the Sichuan Center for Disease Control and Prevention and Chengdu Center for Disease Control and Prevention; sponsored by the Chengdu Daily Office; co-organized by the Health Bureau of Derong County, Ganze Prefecture; and supported by Pfizer China, the training activity to “help poverty alleviation, contribute to health and hope” was held in Derong County from October 21-22, 2020. The activity responded to the national call with practical actions and took multiple measures to consolidate poverty alleviation achievements. Six experts and professors from the West China Hospital of Sichuan University, Chengdu Center for Disease Control and Prevention, Chengdu Women’s and Children’s Central Hospital, and the Third People’s Hospital OF Chengdu travelled to Derong County again to carry out health training for 12 township medical units and over 100 grass-roots doctors.





## **Pfizer China: Innovate Health Education and Contribute to Rural Revitalization**

### **2. Healthy Poverty Alleviation Program**

In July 2019, to help the national strategy of “Targeted poverty alleviation and healthy poverty alleviation” - supported by Pfizer China, guided by the “Internet + Health Poverty Alleviation Promotion Group” under the leadership of the National Health Commission and the Ministry of Industry and Information Technology and sponsored by Beijing Lisheng Cardiovascular Health Foundation - the introduction of the program of “E Health Chinese Hearts” and nationwide implementation and launching meeting was officially held in Zhengzhou. This program is rooted in government policies with objectives in network technology and convenient medical treatment, fostering talents for pilot medical institutions in poor counties and providing local people with convenient medical and health services. The program integrates reliable web-based cardiovascular disease prevention and treatment. The fundamental purpose of this program is to promote and implement the national strategy of “Targeted poverty alleviation and healthy poverty alleviation” under the guidance of the government and implement the program through teamwork. Eventually, the program hopes to form a sustainable, reproducible, and self-directed model of chronic disease management and education at the grass-roots level and lay a solid foundation for preventing people from falling into poverty due to disease.

The health initiative piloted in Jinyang County in southwest Liangshan Prefecture of Sichuan Province, a state-level low-income county, is the chronic disease management model mainly utilized by the program of “E Healthy China Heart”. Nearly four months after the pilot, over 2,700 people in Jinyang County have been screened, including 1,099 cases of ultrasound screening. In these screenings, the abnormal rate of blood pressure was 43%, the abnormal rate of blood lipids was 36%, and the abnormal rate of carotid plaque was 17%. Nearly 500 patients were treated through this intervention and the efficiency of screening diagnosis was greatly improved.

### **3. Strengthen Education at Grass-Roots Medical Level**

Since 2015, to respond to national health poverty alleviation and strengthen grass-roots medical policies, under the guidance of the Medical Administration Bureau of the former National Health Commission, the “Set sail right now” program supported by Pfizer was officially launched in Fuping County, Shaanxi Province. The participants for the first batch mainly included 500 county-level hospitals supported by the former National Health Commission. More county-level hospitals will be gradually incorporated into the program.



## Pfizer China: Innovate Health Education and Contribute to Rural Revitalization

The program aims to lead the doctors from county-level hospitals to large hospitals for short-term exchanges and studies by building a study platform for the grass-roots hospitals and primary hospitals. This exchange will improve the hospital operation and medical levels. Pfizer aims to practically support the construction of “medical alliances”, and lay a foundation for realizing the government goal, “No need to go out of the village or town for small disease”.

### ***IV. Insights, Lessons Learned, and Proposals from Pfizer’s Endeavor***

First, it is important to build a strong sense of corporate social responsibility and be familiar with the national policies and regulations on rural revitalization. Second, companies should cooperate with national ministries and local governments on programs to guarantee the implementation and actual impact of the program. Third, the media should be utilized to support the program, increase the health, education and training reach, and convey correct health knowledge and lifestyles to the public. It is suggested that medical education and training should be further strengthened and nationwide multi-channel public health promotion activities should be carried out for rural areas in the future.

### ***About Pfizer***

Since entering the Chinese market in 1989, Pfizer has operated in China for over 30 years and now has become one of the leading foreign pharmaceutical companies in China. So far, Pfizer has invested over 1.5 billion USD in China, with a presence in over 300 cities nationwide and a total staff of almost 7,000 covering the business, R&D and manufacturing in China. Pfizer have introduced high-quality innovative drugs into China, covering 5 major disease areas, including the drugs and vaccines for oncology, vaccines, anti-infectives, inflammation & immunology and rare disease. Our strong product lines are developed to meet the diverse needs in every stage of life.

In the future, Pfizer will continuously pursue the purpose of “breakthroughs that change patients’ lives”, and cooperate with Chinese government and all sectors in the society, actively introduce breakthrough innovative drugs, seek innovative solutions for drug accessibility to serve the Chinese patients in time and help to realize the great goal of “Healthy China 2030”.



## Qualcomm: Corporate Responsibility to Support Rural Revitalization

### ***I. Digital divide between urban and rural areas***

From smartphones to tablets, and from automobiles to even homes, breakthroughs in 5G technologies are transforming industries and enriching lives. However, the digital divide caused by the gap in application of technologies between urban and rural areas is increasingly prominent. As a global company with expertise in wireless communication technologies, Qualcomm aims to support underdeveloped communities across the world and bridge the digital divide between urban and rural areas with its cutting-edge technologies.

### ***II. Qualcomm® Wireless Reach™ narrows the digital divide between urban and rural areas***

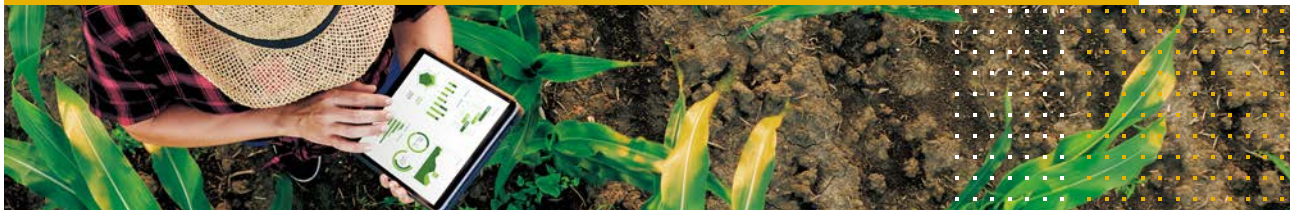
In 2006, Qualcomm launched its Wireless Reach initiative around the world. Wireless Reach is dedicated to working with partners to narrow the digital divide in education, improve healthcare services, cultivate entrepreneurship, support public security, and promote sustainable environmental development. By the end of 2021, Wireless Reach has implemented programs in 49 countries and impacted a cumulative 24 million people.

In 2015, Wireless Reach shifted focus to prioritize targeted poverty relief and alleviation in China. It has successfully implemented poverty alleviation initiatives in education and healthcare and since the implementation of China's rural revitalization strategy, Wireless Reach has also launched the Smart Agriculture program to support local farmers. To date, Wireless Reach has funded 19 initiatives in China, benefiting more than one million people, 96 percent of whom are from impoverished areas.

Simultaneously, Qualcomm actively provides various STEM (Science, Technology, Engineering and Mathematics) education opportunities for students in remote areas. By the end of 2021, a total of 200,000 China primary and middle school students have benefited from Qualcomm's STEM program.

### ***III. Qualcomm's digital poverty alleviation timeline***

- In 2011, Wireless Reach and its partners jointly launched the Wireless Heart Health program, which provides smartphones with ECG sensors embedded with Snapdragon processors for medical service personnel in rural clinics.



## Qualcomm: Corporate Responsibility to Support Rural Revitalization

Despite its small size, the mobile phone can collect electrocardiogram (ECG) data, keep electronic medical records (EMRs), and send them to the backend medical team. The team can then provide patients with improved medical treatments and advice. This initiative enhances the provision of medical care for the diagnosis and treatment of cardiovascular diseases. So far, this program has supplied approximately 3,000 smartphones with ECG sensors to medical workers in clinics in remote areas, helping 480,000 patients receive efficient and accurate cardiovascular disease screenings.

- Since 2015, Wireless Reach has worked with China Children's and Teenagers' Fund to implement the 21st Century Classroom program, which enhances the teaching ability of teachers and learning environment for students in underprivileged areas. In 2020, due to the COVID-19 pandemic, mobile terminals were unavailable for many teachers and students in underdeveloped areas, making online learning impossible. The 21st Century Classroom program provided a variety of mobile electronic devices to teachers and students in remote areas to support the Disrupted Classes, Undisrupted Learning initiative during the pandemic. To date, the program has supported over 27,000 teachers and students across 13 counties and districts.
- Since 2020, Qualcomm and the China Foundation for Poverty Alleviation have collaborated to implement the Smart Agriculture program, which is expected to help over 5,000 farmers enhance their abilities and sustainably increase their incomes. The initiative has been implemented in demonstration bases for red rice from Yunnan Honghe Hani Rice Terraces; mangos from Tiandong, Guangxi; honey breeding in Baoxing, Sichuan; and more. Through Qualcomm technology enabled sensors, monitoring stations, and cameras deployed at the base sites, farmers can comprehensively monitor meteorology, water quality, soil environment, plant diseases, and insect pests. This allows for precise and standardized management of agricultural production process, increasing production efficiency and incomes.
- Qualcomm is committed to providing the next generation of innovators with the skills and expertise necessary to confront global challenges. In China, Qualcomm offers its support to a variety of STEM (Science, Technology, Engineering and Mathematics) organizations who provide access to quality STEM learning opportunities for students in remote areas; for example, Qualcomm



## Qualcomm: Corporate Responsibility to Support Rural Revitalization

supports students to participate in robotics competitions at home and abroad. Qualcomm has also awarded scholarships to college students; sponsored science and technology summer camps for female students in remote areas; and supported young students to enroll in maker courses, assisting approximately 200,000 primary and secondary school students.

### ***IV. Enhancing the sustainability of rural revitalization programs***

To effectively support the rural revitalization strategy of China, Qualcomm utilizes its wireless communication expertise to ensure the sustainable development of its programs. Qualcomm focuses on long-term impact, realizing lasting positive outcomes in rural development and narrowing the digital divide between urban and rural areas.



## Starbucks: Uplifting Yunnan's Coffee Growing Communities And Advancing Rural Development

### ***I.Challenges facing coffee cultivation in Yunan***

Yunnan, as the largest province growing coffee in China, accounts for 98% of the country's total output. Its four major producing areas of Pu'er, Baoshan, Dehong, and Lincang boast unique geographical and climatic conditions for high-quality Arabica coffee. However, due to lack of variety, weak natural disaster resistance and market risks preparedness, incorrect picking methods, inefficient processing techniques, and lack of marketing awareness, the quality of coffee in Yunnan is unstable. As a result, many local coffee growers struggle with low incomes.

### ***II.Starbucks' support to Yunan's coffee cultivation industry***

With a mission to inspire and nurture the human spirit one cup one person and one neighborhood at a time, giving back to local communities has always been part of Starbucks core values. Since its entry into the Chinese mainland market in 1999, Starbucks has been actively promoting coffee culture and giving back to the society, including bringing high-quality Yunnan coffee to the world. In 2012, Starbucks set up its farmer support center in Pu'er, Yunnan, introducing its agronomy expertise and practice of "paying higher prices for higher quality". To date, Starbucks has donated more than RMB 130 million to charity organizations in China. In addition, since 2018, Starbucks has developed a new strategy for social impact and launched many influential social impact initiatives in four strategic areas, including "Bringing Yunnan Coffee to the World"; "Creating Life Changing Opportunities for Underprivileged communities"; "Community Service"; and "Leading in Sustainability". These initiatives actively support local communities in China.

The comprehensive support program for Starbucks coffee producing areas in Yunnan ("Yunnan Program") was developed and kicked off in 2018. Initially, it aimed to improve the living standards of farmers' families through targeted and effective measures. The Yunnan Program hoped to benefit 30 villages and over 50,000 coffee farmers in Yunnan within five years. By working with leading Chinese charitable organizations such as China Foundation for Poverty Alleviation, Leping Social Entrepreneur Foundation, as well as local governments, Starbucks has established a model for charity programs focused on supporting local industries and education, while balancing environmental protection. The Yunnan Program has been implemented in phases (one completed and two



## Starbucks: Uplifting Yunnan's Coffee Growing Communities And Advancing Rural Development

undergoing) with a total donation of USD 3.5 million so far (approx. RMB 22.6 million), and its impact has far exceeded expectations. Through regular evaluation and learning from experience, Starbucks has improved its program design and optimized output, as it strives to create broad and sustainable social impact.

### 1. Prioritizing “Shared Value” as a model of poverty alleviation

By utilizing “Shared Value” as its primary poverty alleviation model, Starbucks is able to capitalize on the advantages of all parties and integrating resources, taking into account geographical features, policy and industrial planning in Yunnan. In the first and second phases of the program, Starbucks implemented targeted poverty alleviation, following the principle of each village maintaining its own policy. With the Arabica coffee industry as the starting point, it focused on the development of an Arabica coffee demonstration base, scientific production procedures, technical training, and learning exchange to help lift farmers out of poverty and increase their income. These initiatives span four areas - changing conditions, namely improving the environmental conditions of coffee planting and primary processing; reducing costs by providing agricultural subsidies for farmers; empowering farmers by improving agronomic skills and leadership abilities; and increasing overall income of coffee farmers.

### 2. Introducing “Smart Agriculture” to improve quality and protect the environment

Through smart agriculture, the third phase of Yunnan Program launched in December 2020, a number of digital, information, and technological methods were introduced. An integrated approach to irrigation and fertilization, customized use of fertilizer based on soil tests, application of drones, and other initiatives will help farmers adopt more efficient, accurate, and environmental-friendly planting methods, mitigating risk from unpredictable weather conditions.

### 3. Implementing poverty alleviation through education

Education is of primary importance in poverty alleviation. Enabling the children of low-income farmers to access education is an important way to break out of intergenerational cycles of poverty. In the Starbucks Yunnan Program, education initiatives provide high-quality reading resources, learning aids, and curriculum activities for school-age children from low-income families, primarily the children of local coffeefarmers. By lifting the teaching qualities of rural teachers and improving teaching facilities, the



## Starbucks: Uplifting Yunnan's Coffee Growing Communities And Advancing Rural Development

initiatives seek to improve the learning and living abilities of rural school-age children and broaden their horizons.

### 4. Revitalizing rural areas with coffee and cultural tourism

With the focus of China's "agriculture, rural areas and rural residents" shifting to rural revitalization, adhering to the principle of "industrial prosperity, pleasant living environment, rural civilization, effective governance and life of abundance", Starbucks Yunnan Program plans to start its fourth phase at the end of 2021 (with the donation amount exceeding USD 2.6 million). The fourth phase will promote integration and development of agriculture and service industries in rural areas by concentrating on coffee and tourism; improve living standards in coffee growing areas; and cultivate leaders and coffee cooperatives. It hopes to build a program integrating culture, tourism, and agriculture to attract tourists from home and abroad. This will prioritize both social and economic benefits.

### **III. Positive social impacts of our practices**

The first phase of the Yunnan Program has largely achieved its objectives when completed in June 2021. In terms of poverty alleviation in the coffee industry, the program has effectively helped coffee farmers eliminate poverty and increase their income through four avenues: changing conditions, reducing costs, empowering farmers and increasing incomes.

- Changing conditions: Addressed water shortages by building a reservoir for villages covered by the program. By providing coffee degumming machines, it made a significant improvement in coffee farmers' working efficiency and reduced their work hours by 60 percent.
- Reducing costs: By distributing customized fertilizers and drying racks for coffee in villages covered by the program, the costs of coffee farmers decreased by RMB 1,674.4 per household.
- Empowering farmers: By organizing trainings on coffee growing techniques, we increased coffee output and the proportion of specialty coffee produced to over 6.5 percent in villages covered by the program.
- Increasing income: Through various support methods, the overall income level of farmers rose by RMB 2,300 in 2020, up about 12.35 percent.





## Starbucks: Uplifting Yunnan's Coffee Growing Communities And Advancing Rural Development

In terms of educational support, it enhanced the capabilities of 80 percent of students in five areas, including team-work, constructive communication, resilience, self-esteem and creativity. The reading aid program improved teaching resources, conducted cheering courses, donated high-quality books, established reading centers, and managed summer camps. It effectively expanded the knowledge of rural children in remote areas and improved the education level of children from low-income families. Better education will enable them to accumulate more human and social capital, eventually breaking cycles of poverty.

Starbucks invited a third-party evaluation team led by Professor Zhang Qi, Secretary of CPC General Branch of the Institute of Economics and Resource Management of Beijing Normal University, President of the China Institute for Poverty Reduction, and member of the Expert Committee of the Poverty Alleviation Office of the State Council, to assess the impact. Professor Zhang believes that the completed first phase of Starbucks' Yunnan Program is a model of bringing societal forces to address industry poverty alleviation. The program reduced poverty and increased rural incomes by focusing on industry development, infrastructure improvement, skills training, and educational support, and promoted the economic development of villages and areas covered by the program. The Program has found a practical, replicable, and suitable model for scaling. This model can act as a reference for other low-income rural communities to fight poverty and realize sustainable development.

The second phase of the Yunnan Program, which is expected to be completed in June 2022, will promote cooperatives to build a quality control demonstration base covering an area of 10,450 mu, promoting the development of a surrounding area of 20,000 mu, and benefiting 1,122 coffee-growing households and 288 low-income families. The primary processing plant of Arabica coffee standardized production and demonstration base of the village covered by the program in Pu'er have been built and put into use, covering an area of 9,850 mu, promoting the development of a surrounding area of 20,000 mu, and directly benefiting 975 coffee-growing households and 2,925 farmers. By upgrading the primary coffee processing facilities and equipment in the village covered by the program, the coffee growing and processing environment will improve. The environmental pollution caused by coffee processing in the village covered by the program will also be mitigated.

The third phase of Yunnan Program, which started in December 2020, has completed



## Starbucks: Uplifting Yunnan's Coffee Growing Communities And Advancing Rural Development

V1.0 prototype of the online training applet (working title: “KANONG plus” or “KAF-EITONG”) and entered into the development stage. This version is suitable for all coffee farmers in Yunnan, providing courses covering coffee farming, primary processing, farm management, skills training for females, and outstanding case studies of coffee farms at home and abroad. In terms of developing the village collective economy and providing access to the market, the program completed the registration and membership expansion of 9 coffee cooperatives. The 195 farmer members contributed RMB 1,263,400 in total.

### ***IV. Experience summary and advice***

Chinese President Xi Jinping announced in February 2021 that China had won a complete victory in the fight against poverty. With continuous innovation and adaptation during the phased implementation of the program, the Starbucks comprehensive support program for coffee growing areas in Yunnan has developed into a flagship social impact program for rural revitalization focused on improving the development of coffee farming and cultivating rural talents, while enhancing environmental protection and improvement. By effectively enhancing self-sufficiency of coffee farming areas in Yunnan, Starbucks hopes to consolidate the achievements of poverty alleviation and support rural revitalization by promoting the application of our experience.

### ***About Starbucks***

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with more than 34,000 stores worldwide, the Seattle-headquartered company is the premier roaster and retailer of specialty coffee in the world. Starbucks opened its first store in the Chinese mainland in 1999 and now operates over 5,500 stores across more than 220 cities, employing over 70,000 partners (employees) here. China is also the largest international market outside the U.S. for Starbucks and one of its two strategic markets. In 2020, the Beijing Starbucks Foundation was registered to operate in China.



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