

Companies honored for going green

THE three-month Invest in Green Future — Corporate Social Responsibility Excellence Awards came to a successful conclusion yesterday in Shanghai with 49 winners being selected for their contribution to a greener environment.

Organized by the Shanghai Observer, Shanghai Daily and Eastday.com, the excellence awards, which honor both multinational and domestic companies in a range of categories related to eco-friendly products, community relations, employee care and CSR innovation, has received 100 submissions from 83 companies.

“This was a really meaningful event as it provided a perfect platform for companies to demonstrate their commitment and strength in green development,” Zhu Yonglei, deputy director-general of the publicity department of the CPC Shanghai Committee and director of the Information Office of the Shanghai Municipal Government, told the Invest in Green Future — CSR and Innovation 2016 Shanghai Summit, during which the excellence awards were presented.

“Achievements as well as experience gained by companies from both home and abroad in the green development area will remain worth sharing through platforms like this.”

Guided by the city’s Information Office, Shanghai Commission of Commerce and Shanghai Environmental Protection Bureau, and supported by SynTao, Jiefang Daily Enterprise Innovation and Development Research Center, Shanghai Daily Multinational Companies Club, Shanghai Association of Enterprises with Foreign Investment and Shanghai Association of International Economic and Technological Cooperation, the event has attracted widespread attention, with more than 400,000 people voting or taking part in the event through digital media platforms since its launch on April 28.

Taking public votes into consideration, a panel of judges led by Zhu Dajian, a professor at Tongji University and director of Tongji’s Institute of Governance of Sustainable Development, chose 49 submissions as the final winners, with foreign companies figuring prominently.

The 49 submissions cover three aspects: “green development,” “shared values” and “responsibility and innovation.” They put heavy emphasis on innovation, setting a good example and sustainability.

With the aim of encouraging more companies to practice corporate social responsibility and make contributions to Shanghai’s development of a better business environment that will further empower Shanghai’s economic growth and raise the city’s international profile, yesterday’s summit also saw government officials, corporate delegates and green development experts exchange their thoughts through keynote speeches and panel discussions.

“Cross-sector collaboration will become a trend in green development as it enables different entities to leverage their own strength in a joint effort,” said judge Guo Peiyuan, general manager of SynTao and chairman of SynTao Green Finance.

“Moreover, green finance as well as education on green development concepts for senior management of all companies are also of special importance for Shanghai at the current stage.”

At the start of the 13th Five-Year (2016-2020) Plan, the event should provide guidelines for Shanghai’s green development as well as the city’s bid to become a global innovation center for science and technology.

The 49 winners are also expected to create green value for others and help the city achieve its target of moving to an innovation-led growth model through industrial restructuring and upgrading.

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