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Corporate Social Responsibility

The Group shoulders its corporate social responsibility through a variety of practical efforts and by directing both its corporate and social resources appropriately to spread warmth and compassion. The Group is committed to fulfilling its social responsibility in order to bring long-term benefit to our staff, the community and the environment.

Corporate Culture and Staff

The Group always places emphasis on the well-being, skills training and career development of its employees, and constantly strives to enhance employee cohesion to create a greater sense of belonging and to improve individual skills, with a view to achieving mutual growth and development for both the Group and its employees.

Core Values

Though the development of the industry and the Group was facing challenges in 2011, we still managed to raise our team's sense of responsibility and cohesion by advocating the corporate culture of "accountability". We continue to promote our core values of "Live for Dream; Integrity and Commitment; We Culture; Achieving Excellence; Consumer Oriented and Breakthrough" through various platforms, including our intranet, internal publication *Sports Ethics* (《運動品格》) and front-line newsletter *Channel* (《跑道》) as well as various training courses. These platforms helped the Group to strengthen the communications between our staff and the management and prepare ourselves for all challenges we may face during our corporate reform to enable us to "Make the Change"!

Staff Development

The Group places great importance on skills nurturing and career development of our employees. The enhancement of team capabilities and experience is facilitated by the provision of comprehensive training courses, the establishment of a training system on retailing, and the standardisation of processes and benchmarks for research and development. Meanwhile, the new lecture and trainee systems continued to create an ideal learning atmosphere within the Group.

To enhance the leadership skills of the management, the Group ensures that the development and implementation of all leadership programmes are in line with the Company's qualification model. The Group continued to promote the MINI-EMBA course and managers with appropriate qualifications are encouraged to take up the responsibility as internal lecturers, in order to promote a coaching and learning culture. The Group also persists in its effort to promote the application of Key Development Indicators (KDI) among the management, which allows them to focus directly on nurturing their potential subordinates. The KDI expedites staff development and enhances team strengths, so as to promote long-term sustainable development within the Group's talent pool, which will in turn enhance our competitive edge.

To develop the professional expertise of key members of the staff, the Group developed and implemented professional training programmes for them to gain the appropriate execution skills required by the Group. We strive to maintain our training at optimal standards to satisfy internal and external customer demands and improve the ability of our staff; thereby enhancing the Company's performance while also expanding the lecturer team for the core professional expertise programmes.

Sports Cohesion

To help promote the physical and psychological well-being of our employees, the Group offers indoor facilities for swimming, basketball, badminton and tennis, as well as an outdoor football field at its headquarters. Dedicated coaches are engaged to help our staff to cultivate their sportsmanship and skills. The eleven sports clubs for employees funded and supported by the Group also play a significant role in enhancing sports cohesion within the Group.

The plentiful sports facilities, the excellent sports equipment and the spontaneous participation of our employees enable our staff to understand and appreciate the Group's corporate values and to try on our own professional sports products, which opens up more opportunities for improving our products and allows the Group to tend to the employees' well-being and heighten team cohesion.

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Caring for Staff

Apart from developing a unique sports culture, the Group supports its staff and their family members through various means, such as organising activities and distributing gifts on important festivals and holidays. The Group has also initiated the Employee Assistance Program (EAP), helping our staff to relieve stress and promote mental health. The Group has organised "Open Day" from time to time during the year, serving as a platform to enhance communications between our staff and the management. It seeks to provide our employees with answers and solutions to the issues they face in a timely and efficient manner.

The Group offers commercial medical insurance to all employees and their family members, arranges free medical check-ups for our staff every year, and organises annual trips for outstanding employees. Moreover, we provide a more natural workplace pleasantly furnished with a variety of plants and environmental-friendly facilities to create an elegant and cozy space for discussion as well as to ensure a healthy and comfortable working environment. Furthermore, in 2011, the Group revised the system and process for handling staff relations emergencies and critical health incidents to improve its staff relations system.

Participation in the Community

The Group continued to support the "Sports for All" (一起運動) campaign launched together with the China Foundation for Poverty Alleviation. The project aims at improving the standards of physical education in impoverished regions. As one of the core projects of the Group's corporate social responsibility, "Sports for All" has been successfully operating for six years since its commencement in 2006, and has provided fully funded professional training for over 1,800 physical education teachers from primary and secondary schools in state-designated poverty-stricken counties. The campaign has benefitted over 500,000 primary and secondary school students in those counties. Under the leadership and assistance of the Group, 250 physical education teachers from Mashan county of Guangxi province and Yi county of Hebei province received free training in 2011. By raising standards of physical education and professional skills of physical education teachers in rural areas, children there can now enjoy the pleasure of and the right for sports.

While propelling business development, the Group never loses its focus on promoting sports culture among the public and advocating the concept of "Fitness for Everyone, Sports for All" (全民健身·大眾體育). During the year, the Group organised a number of community sports marketing events aiming at encouraging the public to participate in sports activities and enjoy the pleasure of sports, namely the LI-NING iRUN Club (李寧iRUN跑步俱樂部), LI-NING 3+1 Basketball Game (李寧3+1籃球挑戰賽), LI-NING Hero Vans (李寧大篷車) and LI-NING Sports Park (李寧體育園).

Sustainable Development in the Supply Chain Compliance Management on Social Responsibility of Suppliers

In 2011, the Group carried out a number of administrative measures and methods to conduct compliance management of the social responsibility of the suppliers in our supply chain. Such measures and methods included promoting and providing training under "The Basic Social Responsibility Requirements for Suppliers" (《供應商社會責任準則要求》), encouraging suppliers to conduct self-assessment of fulfilling their social responsibility, carrying out on-site monitoring of suppliers' corporate social responsibility performance and approving proposals regarding social responsibility and environmental protection filed by new suppliers.

The Launch of "Joint Roadmap towards Zero Discharge of Hazardous Chemicals by 2020"

The Group, together with other well-known international sports and fashion brands, launched the "Joint Roadmap towards Zero Discharge of Hazardous Chemicals by 2020" in November 2011, setting a new benchmark for environmental protection in the global garment and footwear manufacturing industry. This roadmap embodies the specific commitments and time limits for realising this shared goal, including:

- Communicate the mission of "Zero Discharge of Hazardous Chemicals" with all suppliers immediately;

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- Carry out a pilot project among vertically integrated suppliers of core materials during 2011 to 2013, in an attempt to better understand the scope of applications of hazardous chemicals and the range of zero discharge;
- Disclose the pilot projects outlined in the roadmap and the research results thereof; and
- Report regularly on the progress of the projects outlined in the roadmap.

This collaborative roadmap will be updated continuously and further improved as we acquire more knowledge and experience from our initial pilot and research projects, as well as through collaboration with other brands and related parties.

The Release of “Restricted Substance List for Apparel, Footwear and Accessories Products”

The Group places great importance on the coordination and balance between company development and environmental protection. To achieve an eco-friendly production, and minimise ecological damage in the process of production, the Group endeavours to develop a solution for effective chemical controls and will cooperate with other industry players, suppliers, non-government organisations, external experts and other related parties to achieve this goal.

To lay a solid foundation for the control of chemicals in the supply chain, in 2011 the Group drafted and formulated a “Restricted Substance List for Apparel, Footwear and Accessories Products”, which was published on the Company’s official website in early 2012. The list stipulates specific control requirements on the examination of chemical substances in our products. The goal of zero discharge of hazardous chemicals is a substantial challenge not only for the Group, but also the entire textile industry. It is a complicated process involving a wide range of issues which requires long-term perseverance and continuous improvement. The Group is duty-bound to shoulder the responsibility of constructing a sustainable supply chain by means of constant process transformation, technology innovation and other possible means, to realise a harmonious balance between corporate development and environmental protection.

Social Recognition

The Group’s relentless efforts in corporate social responsibility have always been widely recognised.

In September 2011, the Company was honored with “2011 Consumer Favorite Green Trademark” (2011消費者最喜愛的綠色商標) by the Fourth China Trademark Festival. This involved rating research over a two-month period and interviews with millions of consumers across ten different industries. All of the honoured companies have contributed in steering consumer behaviour and guiding their firms to healthier development by focusing on energy-saving, environmental protection, health and safety. In addition, in December 2011, the Company was named “2011 Public Welfare Contributing Partner” (2011年度公益愛心) by the China Foundation for Poverty Alleviation.

Recognition from the community has encouraged the Group to adhere to our strict policy of self-restraint, with the aim of fulfilling our corporate social responsibility, giving back to the society and contributing to the harmonious and sustainable social development while securing steady and healthy growth.