



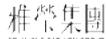
Responding to Climate Change and Jointly Building a Better Future

Report of China Corporate Action on Sustainable Consumption



Acknowledgements

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In no particular order, the list includes but is not limited to the brands mentioned above.

Preface

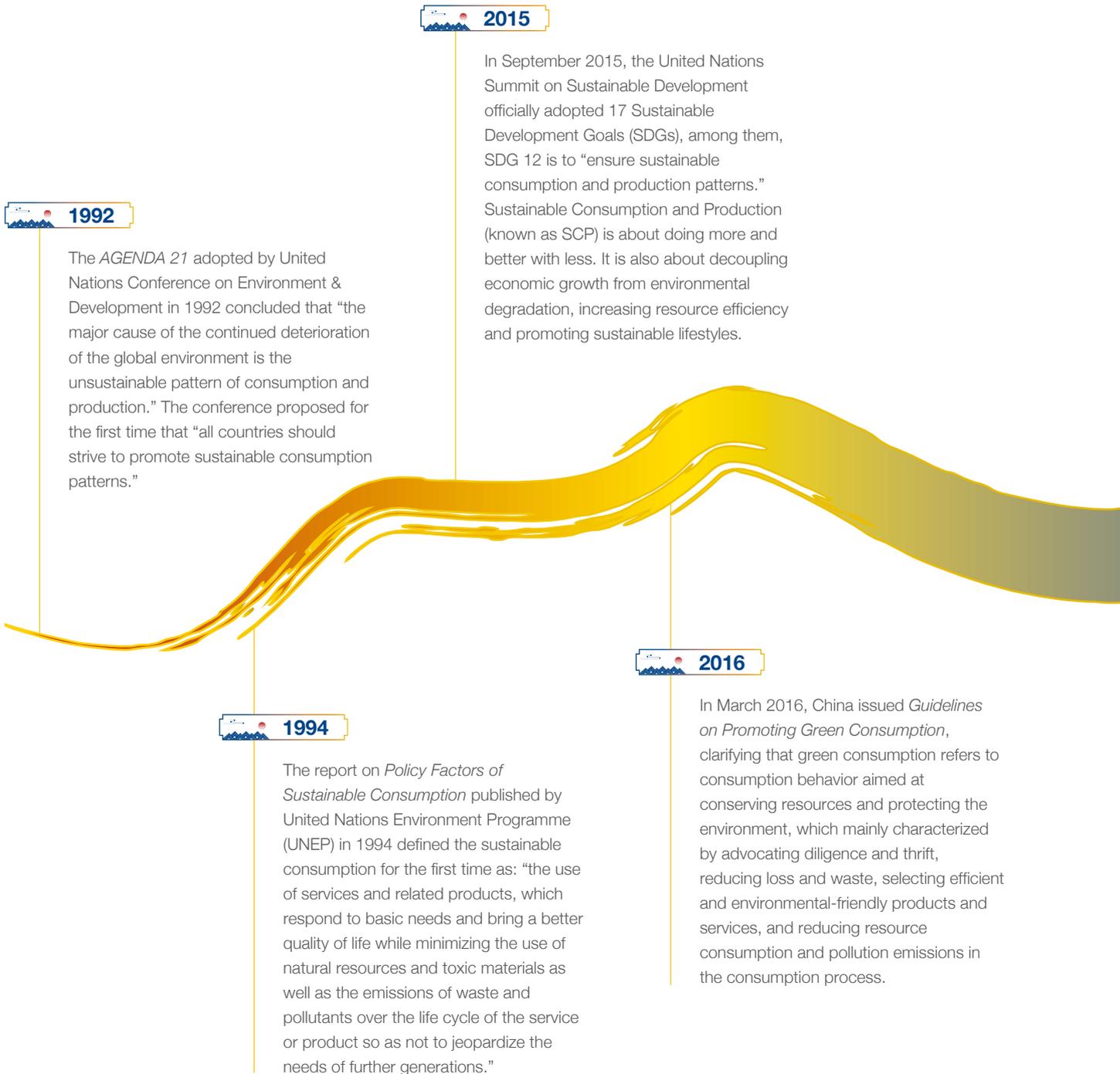
The *Report of China Corporate Action on Sustainable Consumption* is to be issued at the 27th Conference of the Parties of the UNFCCC (COP 27) in 2022 by GoldenBee (Beijing) Sustainable Brand Communication Ltd. (hereafter referred as GoldenBee Communication) in cooperation with GoldenBee ThinkTank and Global Sustainable Consumption Initiative.

This report aims to provide a reference for the international community to learn about China corporate performance on sustainable consumption and production, thereby displaying Chinese companies' dedication to and achievements in responding to climate change and supporting SDG 12 (responsible consumption and production). In the meantime, it strives to foster Chinese business examples in terms of sustainable consumption and production to drive more companies toward in-depth participation in sustainable consumption actions by combining the edges of Global Sustainable Consumption Initiative, GoldenBee Global CSR 2030 Initiative, GoldenKey-SDG Solutions and other channels.

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About Sustainable Consumption



2021

In May 2021, during the First China International Consumer Products Expo, six enterprises and organizations, namely China Sustainability Tribune, GoldenBee Communication, Dell Technologies, Sateri, Nestlé and VISA, jointly initiated the *Global Sustainable Consumption Initiative*.

In July 2022, during the Second China International Consumer Products Expo, six new partners, including L'Oréal China, China Resources Snow Breweries, JD Logistics, LEE KUM KEE, M&G Chenguang Stationery, Ctrip.com joined the initiative.

2022

In July 2022, UNEP published the *Progress report on the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns*, which put forward four actions to promote the sustainable consumption and production patterns: first, sustainable consumption and production as a system influencing socioeconomic, climate, biodiversity, pollution and waste outcomes; second, leaving no one behind: launching a just and inclusive global movement on sustainable consumption and production; third, inspiring action on sustainable consumption and production through enhanced science, monitoring and reporting; and forth, acting together for the future that we want, and that future generations deserve. The report indicated that responsible consumption and production (SDG 12) could be a driver of global post-pandemic recovery, leaving no one behind, fulfilling our ambitions of global sustainability, and enabling us back to the right track before 2030.

2022

In January 2022, National Development and Reform Commission (NDRC), Ministry of Industry and Information Technology, Ministry of Housing and Urban-Rural Development, Ministry of Commerce, State Administration for Market Regulation, National Government Offices Administration and Offices Administration of Departments Directly Under the CPC Central Committee, together with relevant departments, formulated the *Implementation Plan for Promoting Green Consumption*. The plan pointed out that promoting green consumption is a profound change in the field of consumption, and it is necessary to achieve full-cycle, whole-chain and system-wide deep integration of green philosophy across all areas of consumption, and promote all-around green and low-carbon transformation and upgrading of consumption, which is of great significance to implementing the new development concept, building a new development pattern, promoting high-quality development, and achieving the carbon peak and carbon neutrality goals.

Promoting sustainable consumption requires the joint efforts of all stakeholders including companies, to form a closed loop between sustainable consumption and production. More and more Chinese companies have joined the action of sustainable consumption through exploration and practice in the green and low-carbon transformation, becoming a force to be reckoned with in the global response to climate change.

Discovery of Corporate Action on Sustainable Consumption

From April to June in 2022, GoldenBee Communication distributed the *2022 China Corporate Action on Sustainable Consumption Questionnaire* to the public for the collection of cases in cooperation with GoldenBee ThinkTank, after which 216 questionnaires were collected, among which 211 were valid.



Climate Change Response Action Integrated into Business Development Strategy

Judging by the survey results, we discover that companies differ from their attention to each sustainable consumption issue. But generally speaking, in the sustainable consumption action, the strategic top-level design and internal management improvement that matter most to a company, also become a collective action for companies to promote sustainable development and achieve carbon peak and carbon neutrality goals.

One fourth of companies have or are formulating action plans for carbon peak and carbon neutrality. Up to 75% of companies have organized their employees to take part in environmental protection related training. 50% have institutionalized it and established special training funds. This is the first step for most companies to practice the sustainable consumption internally.

Against the backdrop where the first part of COP15 was held in China, more and more companies are becoming aware of and underscoring the biodiversity conservation. In this survey we are caught by surprise that near 70% of companies are reducing operational measures and actions that have an impact on biodiversity. Companies have achieved brilliant performance in many other aspects including conducting GHG inventory audit, formulating GHG emission reduction goals and measures, building green offices, boosting energy conservation of buildings, introducing unified regulations on pollution and emission reduction during production and purchasing carbon offsets.

Prioritizing Sustainable Product Development, and Empowering Sustainable Consumption with Technology

Companies not only have to meet consumers' demand for high-quality consumption, but to practice the philosophy of sustainable development. To achieve both needs, continuing to upgrade and improve their products and services is the key. Near 80% of companies highlight the R&D of sustainable products and services, suggesting the important role of R&D in corporate action on sustainable consumption. Meanwhile, the major R&D investment in corporate action on sustainable consumption will be: reducing the use of natural resources and poisonous materials; reducing pollutants and waste; raising resource utilization efficiency; developing an energy-efficient and recycling-oriented production model.

In contrast, in terms of resource protection, R&D of renewable resources, and new technologies for waste product disposal, companies show limited impetus for R&D due to technical thresholds and other reasons. As the strategy of scientific and technological progress and innovation-driven development are further implemented, new technologies will become a strong driver for companies to better practice sustainable consumption and production.

Efforts Made in Building Low-carbon Supply Chain and Driving Whole Industrial Chain Reform

From the data, we can see that companies begin to realize reducing resource consumption during production matters a lot to the management of supply chain. More than half of companies have already established transparent and sustainable supply chain with their partners, and continue to tap the potential of supply chain by expanding green storage, green packaging, green delivery, green recycling, etc.

They use clean and renewable energy sources and green materials during manufacturing and packaging, dedicating to fostering sustainable material supply chain. In addition, to better recycle and dispose of waste products and re-utilize these products in a comprehensive way, they also continuously develop and upgrade their supplier system, thus meeting their growing environmental protection demand. In the meantime, some leading companies in the industry have made great contributions to leading the entire industrial chain to introduce energy-saving measures and to driving upstream and downstream to commit to sustainable consumption.

A New Ecology of Consumption Built by Companies and Consumers

In terms of public communication and publicity, companies are willing to communicate the low-carbon and green philosophy to the society and encourage the public to participate in the related public welfare events they hold or support. With the help of WeChat, Weibo, Tik Tok and other social media platforms, they knit the green stories behind their products into online or offline marketing events to convey the environmental philosophy to consumers, aiming to foster a green, low-carbon and environmentally friendly brand image. By guiding consumers to buy low-carbon products, companies can boost sustainable consumption and together realize green transformation of production and consumption model with their customers.

Furthermore, companies now pay more attention to green information transparency. Some companies disclose to the public their GHG discharge and management, carbon trading, progress in energy conservation and carbon reduction and other key information in their social responsibility reports or sustainability reports. They take the initiative to receive the supervision by the public and society.

Considering the above survey results, we can conclude that Chinese companies have been practicing sustainable consumption both internally and externally. On one hand, they highlight internal governance and improved management at strategic level so as to bolster research on sustainable products and services. On the other hand, they are engaged in advancing the green synergy in the whole industrial chain, and strengthening communication with consumers. By integrating the sustainability philosophy into each section like corporate operation, production, supply chain and publicity, Chinese companies aim to foster a sustainable consumption atmosphere, and strive for a closed-loop system integrating sustainable consumption and production with efforts of stakeholders.

Who is a Vanguard of Sustainable Consumption

We've unearthed a group of role models in sustainable consumption and production sector in this research. They take advantage of their unique edges in fields they are clever at and tap into their professionalism, dedicating to such actions as shining examples in the industry including internal management, coordination between sustainable products and services and the supply chain, effective communication with the public and those in other aspects.

- Beijing Organic and Beyond Corporation: Zero Carbon Practice of Organic Food
- China Shengmu Organic Milk Limited: Converting "Bare Desert" into "Fertile Oasis"
- EP YAYING Fashion Group: Opening up the Development Path for Tibet's "Soft Gold"-Yak Wool's Sustainable Growth
- GoldenBee Sustainable Brand Communication Ltd.: Helping Create a Closed Loop for Sustainable Consumption and Production
- Inner Mongolia Yili Industrial Group Co., Ltd.: "Zero-Carbon" Milk Achieves Full Life-Cycle Carbon Neutrality
- Lee Kum Kee Sauce Group: Integrating Energy Conservation and Emission Reduction Measures into Production Link, and Contributing to a Sustainable Green Factory
- Meituan / Beijing Sankuai Online Technology Co., Ltd.: Blue Mountain Project Opens a Sustainable Future for the Takeaway Industry
- Nestlé (China) Ltd.: Facilitating Industry's Green and High-Quality Development by Fostering High-Quality Brand Image
- Shandong Deartree Circular Furniture Co., Ltd: Replace Inferior New Products with Premium Second-Hand Furniture
- Shanghai Goodcycle Environmental Technologies Co., Ltd: "Bottle Philanthropy In Spring"-School Uniform Donation
- Shanghai TOTOLE Food Ltd.: Optimizing Sustainable Packaging to Help Environment Protection and Plastic Reduction
- Tenpay (Weixin Pay): Promote Low-Carbon Knowledge in Consumption and Everyday Life

The list of companies is in alphabetical order.



OABC

Zero Carbon Practice of Organic Food

Agricultural intensification has been identified by relevant institutions as one of the main causes of biodiversity loss. In this context, Organic and Beyond (OABC) is providing solutions to this social and environmental problem through organic farming and organic food.

From the product life cycle, firstly in the production phase, organic farming itself is a low-carbon agriculture that maintains soil, ecosystems and human health. According to the UN Intergovernmental Panel on Climate Change (IPCC) recommendations, 89% of the greenhouse gas reduction potential of agriculture lies in increasing soil carbon sequestration ability. Compared to conventional farmland, the amount of soil carbon sequestered per unit area under the organic farming model is at least doubled. The OABC foods are sourced from domestic and international certified organic farms, which use ecological farming methods to cultivate and fertilize the ground. In terms of fertilizer use, OABC uses organic fertilizers instead of chemical fertilizers, effectively reducing nitrous oxide emissions and also avoiding the use of coal, which is the raw material for fertilizer production. In the packaging stage, OABC actively tries sustainable materials, bagasse and recycled pulp, to reduce the use of plastic packaging.

Accounting of OABC product's greenhouse gas emissions is based on ISO 14067 and PAS 2050, using the emission factor method. By working with Carbonstop, China's first carbon management software and consulting services provider, to account for greenhouse gas emissions from the "cradle to gate" of products, accurately quantifying, tracking, and accounting for these emissions, OABC discloses emissions data for its business partners and end consumers to assist them in making climate-friendly purchasing decisions. These data will also serve as the basis for reducing the cradle-to-gate greenhouse gas emissions of OABC products in the future, so that effective emission reduction programs can be developed to achieve OABC carbon neutrality goals.

Up until now, OABC has made progress in its sustainable consumption initiatives.

Firstly, in the process of achieving product carbon neutrality, OABC collected the GHG emission data of 32 kinds of products (including cotton fabrics) from the production of raw materials to the distribution of products in one year, enriching the emission database of organic products. After the emission reduction in raw material production and packaging, OABC purchased carbon credits from China's Certified Emission Reduction (CCER) program to offset the remaining emissions: 2,029 tons of carbon dioxide equivalent, thus achieving carbon neutrality for 32 kinds of products. It is equivalent to the annual CO₂ absorption volume of 92,227 adult trees.

Secondly, the 2022 organic mooncake packaging was partially upgraded from tung wood to 80% bagasse mixed with 20% waste recycled pulp, effectively improving resource utilization and reducing greenhouse gas emissions by 11.7%.

Thirdly, the report "Organic Agriculture under Carbon Neutrality" prepared by the Organic Agriculture Technology Center of OABC was released to explain the potential and value of carbon neutrality in agriculture, based on years of practical accumulation in the organic food industry.

Last but not least, since the year of 2020, OABC held more than ten seminars on the topic: *Sustainable Development under Carbon Neutral*, communicated with more than 40 industry experts and organizations, and spread ideas, values and actions of companies and individuals in promoting carbon neutrality and sustainable development, reaching more than 2,000 enterprises and more than 100,000 WeChat subscription account users.



Shengmu

Converting “Bare Desert” into “Fertile Oasis”

Beneath the sand layer of Ulan Buh Desert, the eighth largest desert in China, there is a red-clay layer with the thickness of over ten meters, which has great performance of water and fertilizer conservation. There are over 200 lakes in different sizes scattering on the desert, which can facilitate the irrigation via water diversion. Meanwhile, sufficient sunshine and big temperature difference between day and night are beneficial to the growth of forage crops. In light of these advantages, Shengmu chose to develop an organic milk production base at the center of Ulan Buh Desert. Thanks to these efforts, there have grown 230,000 mu of fine grasslands and over 97 million desert trees covering 200 km²; nearly 100,000 high-quality dairy cows are now living in over 30 large pastures that have been built.

Shengmu bulldozed large sand dunes to plant forage on sandy soil with organic fertilizers; the company spent a great deal of money to channel the spillover of the Yellow River during the ice flood season to our organic cultivation bases for building reservoirs to guarantee water use. Then, Shengmu visited more than 20 technology experts in fields of animal husbandry, plantation industry, and sand industry, to build a sand industry system and to find trees and crops that can be planted in the desert. Organic standards are strictly followed in both process management and product processing. Meanwhile, plants such as alfalfa, corn, oil sunflower, etc. are grown on the pasture to provide dairy cows with sufficient nutrition and to produce organic feeds with proper formulations.

The isolated pastures on Ulan Buh Desert are a natural shelter to keep external pollutants out, the abundant sunshine guarantees calcium synthesis in dairy cows, the sand bath makes cow fur smooth and shiny, and the sand is also good for preventing cow mastitis. Besides, Shengmu also provides dairy cows with organic feeds and mineral water, to ensure that there is no hormones or antibiotics in the food, water and drugs for cows. To improve animal welfare, Shengmu not only offers equipment including playgrounds, sand cushions, fans, cow brushes, cold suits, windbreaks, lighting equipment, and sprinkler systems, but also equips the farm with professional dietitians and veterinarians to ensure the health and comfort of dairy cows.

In treating cow manure, Shengmu makes full use of the recycling model. The company uses cow manure on pastures as an organic fertilizer to increase the aggregate structure of sandy soil, to improve the soil's performance of water and fertilizer conservation and thus its fertility, and also to improve the drought resistance of crops. With these efforts, Shengmu is able to ensure that the whole production process is operated in accordance with organic standards, and that problems such as water and soil pollution caused by the random disposition of animal waste are effectively prevented. Shengmu feeds dairy cows on plants and forages that can help with sand control, returns organic manure produced from dairy cows to farmland, and expands the planting coverage via enlarging the breeding scale. Shengmu is also the first to form a whole organic industrial chain and a complete organic eco-friendly desertification control system. In doing so, Shengmu is able to produce high-quality organic milk and enjoy a high market share in organic raw milk market. The company has turned the isolated desert into a “fertile oasis”, contributing to the world a new sand control model and a good practice in combining desert management and circular economy.

EP YAYING Fashion Group

Opening up the Development Path for Tibet's "Soft Gold"-Yak Wool's Sustainable Growth

Yak wool, with its warmth protection and permeability properties similar to cashmere, is known as "soft gold in Tibet". It is also very environmentally friendly as yaks grazing on grass without damaging its root systems. However, due to geographical and technical limitations, lack of supply chain support, management system, consumer market awareness and many other factors, yak wool have not been fully developed and utilized.

EP YAYING Fashion Group is a fashion enterprise focusing on original oriental design and development of indigenous raw materials. Since 2018, the Group has relied on the paired assistance and collaboration between Jiaxing, Zhejiang, and the Aba Tibetan and Qiang Autonomous Prefectures in Sichuan Province, as part of China's poverty alleviation strategy that links up the country's eastern and western regions. The Group worked with industrial chain partners, relying on modern skills, innovative technology and science-based management to improve the innovative development and utilization of yak wool. In 2019, the *Yak Wool Industry Development Strategic Cooperation Framework Agreement* was signed with the joint efforts of Jiaxing and Aba, which not only enhanced the local self-development capability of Aba, but also helped Jiaxing to optimize the blueprint of its fashion sector and deepened the integrated development of source, supply and society. As a key party to this agreement, EP YAYING Fashion Group developed a sustainable path for this unique and rare natural animal fiber in China.

Over the past four years, EP YAYING Fashion Group has actively utilized its own resources and joined hands with 15 supply chain partners to jointly develop the entire yak wool value chain from grazing, wool collection, sorting, scouring, carding, weaving, sales and marketing, into a modern supply chain system through the synergy of the eastern and western capabilities, supported by innovative technology, advanced equipment, and modern management.

The Group, together with and upstream and downstream partners set up a research and development project team to improve the use of yak wool, constantly innovating in sorting, spinning, blending and other processes, while introducing more scientific and systematic management. In 2021, the use of yak wool recorded an increase from 28% in 2019 to nearly 40%. The Group deeply integrated resources from the eastern and western regions of China, constantly innovating technology, bringing in new partners, expanding wool collection to other places such as Nagqu in Tibet and Gansu province, and launched a rare and precious white yak wool collection. EP YAYING yak wool collection is increasingly sought after by the market, and has become an emerging force in the current mainstream fashion materials market.

While fully developing and utilizing yak wool in diversified ways, the Group is also working hard to let consumers and the public understand the beautiful story behind it. In 2021, the Group launched a 142-pages special edition of *EP YAYING* magazine on sustainable yak wool with more than 4000 copies printed. Through cooperation with an avant-garde artist of China, the entire yak wool industry chain ecosystem spanning from the eastern to western regions of China is presented in the form of fashion illustrations; extensive interviews with officials from Jiaxing working on aiding programs in Sichuan, Aba Prefecture Federation of Industry and Commerce, Tibetan herdsmen, supply chain partners, EP YAYING designers and customers deeply showcased the background stories and cultural heritage of the herdsmen, supply chain stakeholders, yak wool and even the yaks.

In addition, the Group also actively organizes raw material and product training for frontline employees, and leverages on its online official self-media platforms such as WeChat public account and WeChat Channels video platform and offline distribution channels to cordially invite customers and the public to the stores to experience this rare and environmental-friendly green raw material from China as well as the warm and moving beautiful stories behind it. Meanwhile, through collaborating with influential news and fashion media such as Xinhua news and WWD, and well-known entertainers and influencers, EP YAYING Fashion Group strives to disseminate the concept of sustainable fashion to society in an all-round way, calling on more people to join in responsible and sustainable consumption.



Mission XR

Helping Create a Closed Loop for Sustainable Consumption and Production

Even though personal consumption accounts for 53% of China's GDP, over 60% of consumers have not purchased "sustainable goods". In order to raise consumers' awareness and preference for such goods, and to encourage more companies to enter into responsible production, In 2022, GoldenBee (Beijing) Sustainable Brand Communication Ltd. launched a sustainable consumption initiative, Mission XR (X stands for each and every one of us and infinite possibilities, and R means the extension of the three principles of circular economy). The core of the mission is "Reduce, Reuse, Recycle and Repair".

Based on the preferences of the target audience, including the young and middle-aged group with spiritual consumption demands (who prefer aesthetically pleasing products with social features and focus on participation and entertainment), Mission XR includes a series of social, artistic and experiential activities with carbon neutrality as the goal. Those activities can allow participants to follow the fashion trends while discussing the environmental protection topics, thus making it easier for them to accept the sustainable concept and spread it actively.

Focusing on the consumer goods industry, Mission XR, on the one hand, holds offline pop-up exhibitions characterized by trends and art by adhering to the "zero-waste" concept. On the other hand, it also operates a long-term app with the form of "gamified task – bonus points - rewards". By participating those activities, participants will be introduced to the concept of sustainability, and then start choosing sustainable products and gradually develop a sustainable lifestyle. At the same time, enterprises and brands could effectively expose their stories of sustainability and sustainable products to consumers on the platform of Mission XR, and even attract more supporters to increase their reputation. Both the production and consumption will jointly promote the formation and deepening of sustainable consumption values in the whole society eventually.

At present, GoldenBee has joined hands with many sustainable communities and universities to form a network of sustainable consumption. Based on this, Mission XR launched its first offline pop-up exhibition in Beijing from June 28 to August 13, 2022. It received positive support and response among participating brands and participants, especially members of the Global Sustainable Consumption Initiative, and had an initial cooperation with them in this pop-up event.



“Zero-Carbon Milk” Achieves Full Life-Cycle Carbon Neutrality

Yili Satine Milk, as a premium brand of Yili Group, is committed to producing high-quality organic milk. It has also dedicated a lot of time and resources to the research and development of ‘zero-carbon milk’.

First, Yili has calculated the carbon footprint of Satine A2 β -Casein Organic Pure Milk. In April 2021, Yili launched a carbon inventory and carbon footprint calculation training program and 150 workers from Yili’s factories across the country participated in the program, 50 of whom received a carbon inventory and accounting certificate. These 50 workers make up Yili’s carbon neutrality team. They are split up into 8 groups. Each group is responsible for calculating the carbon footprint of one of Yili’s eight product categories (room temperature pure milk, modified milk, bottled water, low-temperature yogurt, low-temperature pure milk, cold drinks, milk powder, and cheese). Yili designed a supplier questionnaire in May 2021 and distributed it to more than 200 suppliers with a 95 percent or higher quality performance score. At the same time, it started calculating the carbon footprint of its products in accordance with ISO 14067 Product Carbon Footprint Verification and IPCC Guidelines for National Greenhouse Gas Inventories. The calculation results came out on July 20. This endeavor aimed to work out carbon emissions of Yili’s product lines and provide data to support decision-making related to carbon neutrality. Second, all packaging materials used by Yili Satine Milk come from responsibly managed forests certified by the Forest Stewardship Council (FSC). It is part of Yili’s effort to promote responsible forest management. In June 2021, Yili Satine Milk launched its first product that uses plant-based “Dream Caps” in China, and some of the product’s packaging materials are made from sugarcane, a renewable resource. In December 2021, it launched an aseptic, low-carbon, paper-based composite packaging solution (with no aluminum layer) certified by the China Environmental United Certification Center (CEC). The carbon footprint of this packaging is 41.8% lower than that of paper-based packaging (with an aluminum layer) of the same type and the same size produced by SIG Combibloc. Third, Yili has optimized dairy feed rations and increased the utilization efficiency of manure with integrated crop–livestock farming. If everything goes to plan, Yili will achieve carbon neutrality across its entire value chain by 2050. Fourth, Yili’s A2 β products have achieved net-zero GHG emissions across their entire life cycle from sourcing, production and transportation of raw materials to the production, transportation, consumption and disposal of the product. Fifth, Yili has taken various measures to minimize the carbon footprint of its A2 β products. For example, it has used biogas boilers in the production of the A2 β products. GHG emissions produced in the wastewater treatment process are significantly reduced thanks to the utilization of methane produced by anaerobic digestion of wastewater and the steam produced by the biogas boilers, which can reduce the need for steam from an external source. It has also optimized production planning to increase process flow efficiency, reduce the allocation of raw milk between factories, lower cleaning frequency, improve the efficiency of equipment cleaning, and thereby reduce emissions. Yili has built distributed photovoltaic power stations in the pastures and electrified the raw milk delivery vans in an effort to reduce the emissions of its pastures. It has also adopted an integrated crop–livestock farming model and digital and smart technologies to lower carbon emissions per kilogram of raw milk produced by dairy cows. Its short-term plan for carbon reduction in transportation is to use more direct distribution, train transportation, and vehicles that comply with China V or more stringent standards. On the premise of meeting market demand, Yili will expand the use of low-carbon transportation methods as far as possible and increase the use of renewable energy vehicles in distribution. Sixth, in addition to the above emissions reduction measures, Yili also buys carbon credits on China Emissions Exchange Guangzhou (CEEX) to offset the remaining emissions.

On July 27, 2021, the United Nations Global Compact officially released Corporate Net Zero Pathway, which is the world’s first report issued by a United Nations agency to provide companies with comprehensive guidance on how to achieve carbon neutrality. Given its effective emissions reduction measures, Yili Group is the only agri-food company selected as a case study by the report.





Lee Kum Kee sauces

Integrating Energy Conservation and Emission Reduction Measures into Production Link, and Contributing to a Sustainable Green Factory

Rational usage of “green resources” enables sustainable development. By adopting such measures as upgrading energy system, building sewage treatment plant and constructed wetland parks, and improving product packaging, Lee Kum Kee is dedicated to realizing low carbon emission in all production links, applying more environmental protection measures, and building green production links. In this way, Lee Kum Kee constantly contributes to energy conservation and emission reduction, with total investment of HK \$76 million in this field.

In terms of reducing energy consumption, Lee Kum Kee, as the first condiment company in China to apply PV power generation system, has built Phase I PV System covering an area of 47,000 m² and Phase II PV System covering an area of 3,000 m² on the roofs of its new production base and warehouse and its soy sauce factory. The PV System uses semiconductor interface to convert solar power directly into electricity. Lee Kum Kee is also the first company in the world that has applied Ground Source Heat Pump (GSHP) to soy sauce production, and develop a large-scale renewable energy system - GSHP system. The system, consisting of more than 1,700 wells, 30m U-shaped circulating pipes, evaporators and condensers, regulates the thermostatic geothermal energy to supply hot and cold water for soy sauce fermentation, thus reducing greenhouse gas emission, and power and water consumption. In addition, its factories are also provided with water circulation use system and solar hot water-based thermal insulation and fermentation system, to replace such fossil fuels as oil and coal, and minimize energy consumption.

In terms of sewage treatment, its production base is set up with Phase I and Phase II sewage treatment plants, with a daily sewage treatment capacity of nearly 10,000 tons. The recycling system effectively reduces water consumption and sewage discharge. While focusing on self-development, Lee Kum Kee is also committed to creating a balanced ecological system. The company has built a constructed wetland park covering an area of 16,000 m².

In terms of waste reduction, Lee Kum Kee adheres to the “3R” environmental protection principle - “Reduce, Reuse and Recycle”. The company reduces the consumption of glass bottles through technological innovation; saves about 10% of raw materials of cartons through improved design; and increases the use of flexible packaging and large packaging in different product categories. Moreover, the company also recycles plastic buckets, plastic pallets and other containers in its factories, in an effort to comprehensively reduce wastes and fulfill its environmental protection responsibilities in all aspects.

Meituan

Blue Mountain Project Opens a Sustainable Future for the Takeaway Industry

The takeaway industry, as an emerging industry in the digital era, triggers people's thinking about the impact of disposable plastics on the environment while providing us more convenient dining services. In August 2017, Meituan launched the Blue Mountain Project, the first action plan for environmental protection in the takeaway industry, so as to speed up the environmental protection progress of the industry. With a focus on topics such as controlling plastic pollution, reducing food waste, promoting sustainable consumption, and coping with climate change, Meituan sets up four sectors including green packaging, low-carbon ecology, Green Tech, and Green Mountain Public Welfare Action. In this way, Meituan works together with merchants, consumers and ecological parties to jointly explore systematic solutions to environment impact governance of the industry, and assist the country and society with low-carbon transformation.

In the past five years, Meituan has profoundly conducted the environmental impact assessment on takeaway packaging throughout the "production - circulation - use - waste - disposal" cycle, established the idea of plastic pollution control with equal emphasis on "reduction, substitution and recycling", and formed a green packaging path that covers the upstream and downstream of the industrial chain and motivates participants in all links to share governance. To build industry consensus, guide enterprises to standardize production, and promote the extensive usage of green packages, Meituan's Blue Mountain Project actively participates in the construction of green packaging standardization, and has successively led or participated in the formulation of seven national standards and group standards in degradable plastic, paper-based, and recyclable plastic packages.

Since 2017, when Meituan Waimai first launched the "tableware free" function, it has iterated the product function more than ten times, advocating users' awareness of reducing disposable tableware and putting it into practice. With regard to the problems of poor performance, high cost, insufficient market awareness and poor circulation channels of green packaging products, the Blue Mountain Project strives to support green packaging innovation and supply chain construction, expand application scenarios, and promote industrial development.

Meituan, together with China Packaging Federation (CPF) and other industry organizations established the "Working Group of Green Packaging Application for Food and Beverage Takeaway", and promoted the study of packaging solutions to 16 categories of food in three stages. Since 2020, 30 types of green and innovative packages have been hatched in two batches for Chinese food, tea and other application scenarios. A total of 1.91 million packages have been put into use for catering businesses. At the same time, Meituan has cooperated with professional institutions to launch a list of recommended green packages of three types - "paper-based, degradable, and recyclable", and set up a trading platform for green packaging. Aiming at the pain points in the lunch box recycling system, such as difficulty in sorting, difficulty in scale recycling, and lowness of added value, Meituan's Blue Mountain Project has worked together with all parties to carry out garbage sorting publicity, optimize site selection based on Big Data, and support the construction of collection and transportation infrastructure. Large-scale and normalized lunch box recycling projects have been successively completed or are under construction in nine cities including Xiamen, Shanghai and Hangzhou. By the end of August 2022, the large-scale recycling projects had collected more than 5,400 metric tons of plastic lunch boxes. Meituan included environmental protection clauses into business agreements, established rules to strengthen the implementation and control of "tableware-free orders", and provided traffic support for merchants who actively took environment-friendly actions like the "tableware free" function. Through interactive design, interface optimization, reward feedback and other settings, environmental protection concepts such as reducing the environmental impact of takeaway and food waste have been embedded into product design and business operation, guiding merchants and consumers to jointly contribute to the sustainable development of the catering industry.

With the proposal of the "3060" carbon peaking and carbon neutrality goals of China, as well as the establishment and improvement of the policy system, it has become a broad consensus to promote green and low-carbon transformation and innovation in all fields and sectors of the economy and society. In this context, Meituan invested RMB 500 million in the launch of the Meituan Green Tech Fund in 2021, which coordinated with the Green Mountain Public Welfare Action involving 800,000 merchants, to help realize the "dual carbon" goals through technological innovation and ecological protection.

Nestlé (China)

Facilitating Industry's Green and High-Quality Development by Fostering High-Quality Brand Image

Guided by the concept of "Creating Shared Value", Nestlé has focused on developing agricultural raw materials in China since its entry into the market. Nestlé is the first mover to implement coffee planting projects in Yunnan and has promoted good practices in coffee quality improvement and sustainable sourcing, making the coffee industry a driver of rural revitalization and sustainable development.

In 1992, Nestlé set up Coffee Agriculture Services Department in Yunnan to provide field guidance and support for local coffee development. Up to now, Nestlé has dispatched six foreign coffee experts and one Chinese expert, to teach local coffee farmers advanced coffee planting techniques, which contributes to the continuous improvement of coffee output and quality in Yunnan. As a result, more than 23,000 people have registered for Nestlé training in field management, coffee processing techniques, and good agricultural practices.

In March 2016, Nestlé has launched Nescafé Coffee Center in Yunnan, the one and only coffee center within the Nestlé Group. Covering an area of 33,000 square meters, the Center is equipped with coffee planting training center, coffee green bean testing laboratory, and modern storage facilities. The Center not only provides a training and communication platform for coffee farmers, agronomists, and coffee professionals, but also offers the much-needed infrastructure to ensure sustainable sourcing of coffee beans and establishes high-quality local sourcing and testing standards based on international standards. Up to now, Nestlé Coffee Center has a total of 1,105 coffee suppliers, 83% of which being smallholders and 17% being coffee growing companies.

In the past 30 years, Nestlé has stuck to its commitment to promoting coffee cultivation and empowering coffee farmers. Since 2004, Nestlé has purchased more than 10,000 tons of Yunnan coffee beans every year, with a cumulative value of over RMB 3 billion. Supported by 4C (Common Code for the Coffee Community) Association, Nestlé Zone Greater China has achieved 100% sustainable sourcing of coffee green beans, driving

6 batches of coffee growing partners, altogether 1,105 partners to pass 4C certification, benefiting more than 30,720 coffee farmers and covering nearly 200,000 mu of planting area. Besides, in terms of ecological and environmental protection, Nestlé advances shade trees planting at scale to protect coffee trees, avoid soil erosion, increase biodiversity. This contributes to a virtuous cycle of coffee planting in Yunnan and the realization of carbon neutrality target in China, which would create a good image of Yunnan as a coffee producing area and a Chinese highlight in the world coffee map.



Deartree

Replace Inferior New Products with Premium Second-Hand Furniture

Recycling one piece of second-hand furniture = Planting one tree. As an enterprise focusing on the recycling of branded office furniture, Deartree has reached recycling cooperation with over 1,500 Fortune Global 500 companies, medium and large enterprises in China since its establishment in 2009. It has successfully provided 100,000+ enterprise customers with the whole ecological chain of professional second-hand office furniture services, reducing a total carbon emission of 32,660 tons.

With its own furniture recycling evaluation standards and systems, Deartree mainly aims at the recycling and reuse of domestic and foreign imported and high-end brand office furniture. After preliminary quality judgment, professional quality inspection evaluation, cleaning, refurbishment and repair, it is sold to micro, small and medium enterprises or for public welfare donations. In terms of product pricing, Deartree also has its own complete set of market pricing standards and system, which are obtained after comprehensive calculation with reference to brand, style, quality, quantity and cost, so as to reduce the procurement cost of enterprises through resource-conservation and waste-reduction. At the same time, Deartree owns an e-commerce website platform and an information management system of the whole second-hand business process which is state of the art in the industry. It cooperated with downstream peers to establish a national-wide marketing and service network of the recycling of second-hand office furniture and equipment.

Under the mainstream trend of green procurement, Deartree actively paves the road for premium second-hand office furniture into the procurement scope of government agencies, institutions and various enterprises to promote resource circularity. Deartree runs a service loop of the whole furniture life cycle from asset management, warehousing, cleaning, leasing, retrofitting, disassembly to recycling. According to the statistics in 2021, 387,302 pieces of office furniture were reused after recycling, 62,698 pieces of obsolete furniture were disposed by Deartree with a recycling rate of 86% and a cumulative carbon emission reduction of 25,820 tons. At the same time, the economic benefits brought by Deartree in reducing costs of SMEs are also obvious. Compared with buying brand new furniture, second-hand furniture can help SMEs reduce costs by 40% - 60%, optimizing their cash flow.

Distinguished from traditional businesses, Deartree makes trade profits from product sales and leasing, while radiates new service systems such as disassembly and assembly, warehousing, handling, and renovation. It shapes a professional service system for the whole ecological chain of resource recycling - screening and classification - renovation and warehousing - leasing and sales of high-end office furniture. Deartree strives for providing enterprises and individuals with circular office solutions that embodies both economic and environmental benefits, and relentlessly contributes to the green, low-carbon and sustainable development




P.E.T.

“Bottle Philanthropy In Spring” - School Uniform Donation

According to official data, there are 4000+ schools that are without school uniforms. As a social enterprise P.E.T., as continued commitment to “zero plastic pollution”, launched the “Bottle Philanthropy in Spring” in partnership with Shanghai Adream Charitable Foundation and China Poverty Alleviation Foundation. Partners are encouraged to donate what they can, be it money, PET Bottles, or PET Clothing. P.E.T. will match partner donations 3:1 to produce environmentally friendly school uniforms for students in under privileged areas in China. Each set of uniforms are made from 28 recycled PET bottles. All products made by P.E.T. use 100% rPET, local, certified and traceable materials, which fundamentally reduce environmental pollution. To date, P.E.T. has used 900,000 plastic bottles to make recycled polyester products.

During the process, P.E.T. partnered with corporate clients to stage educational pop-ups and recycling stations throughout the country in shopping malls, schools and local communities, allowing consumers to learn and engage. By simply donating their waste PET bottle on hand, they can also scan the P.E.T. Chain Traceability QR code to see the recycling process for the bottles, and know that every small action can bring valuable resources to underprivileged students.

Every P.E.T. product comes with its unique wash label with a “Bottle Mark” that shows the number of bottles used to make your product, and QR code that shows the bottle recycling process. The brand tag also has the GRS (Global Recycling Standard) logo, assuring that the product is made from a local, certified and traceable supply chain. Every set of uniform also comes with an environment educational postcard, explaining to the students how recycling plastic bottles can reduce marine pollution and dependence on natural resources. After distributing school uniforms, P.E.T. will also invite teachers to play a short video of the production process, so as to stimulate children’s interest in sustainable development goals, circular economy, and thrive as a new carbon neutral generation.

Since 2021, P.E.T. Chain. has been available for use to corporate clients, encouraging clients to scale up their recycling, traceability and data tracking efforts. Now the “Bottle Philanthropy in Spring” project is also live on the app, so consumers can see bottle donation figures live and race each other to goal completion, while seeing the factory production of the school uniforms, creating a sustainable model of philanthropy.

As of April 2022, in partnership with the China Poverty Alleviation Foundation and the Shanghai Adream Foundation, P.E.T. has donated 2500 sets of school uniforms to 7 schools, equivalent to recycling 70000 bottles, reducing 1.81 tons of carbon emission and planting of 30 trees. The recycling of plastic bottles not only solves the pollution problem, but also makes the best use of plastics, and gives it a new life through recycling.

P.E.T.
Plastic Ecological
Transformation



Optimizing Sustainable Packaging to Help Environment Protection and Plastic Reduction

Driven by the plastic reduction and pollution control of the whole society, TOTOLE has started to optimize its products' packaging since 2020. Integrating the concept of green design into packaging design, product use, recycling and reusing and end-of-life management, TOTOLE has reduced the plastic use in bottle caps while ensuring their sealing performance and consumer experience, and has also reduced the amount of plastic packaging in the condition of not impacting products' guarantee period. Meanwhile, it has also achieved plastic reduction through more innovative ways, including designing packaging into a bag shape, shrinking packaging size, eliminating sealing strip and canceling the cropping process of packaging and removing the external plastic film coated on paper boxes.

TOTOLE has begun exploring the application of non-plastic coated and eco-friendly paper bags for *Recipe Solutions* since 2021. The product uses a single paper material as its packaging which is graded as level 2 of environmental protection, with no coating outside and degradable non-plastic heat seal coating inside. This packaging is applied to the outer bag of the Recipe Solution 2.0 to replace the original plastic composite one. Up to now, this innovation has been the only one in the food industry.

TOTOLE has gradually replaced the virgin plastic particle packaging belt with the 100% recyclable and reusable plastic particle packaging belt since December 2021. Besides, to solve the difficulty in covering the color of recycled dark plastic packaging effectively, TOTOLE, on the one hand, has changed dark color masterbatch to light color masterbatch, on the other hand, it has also reduced the amount of color masterbatch. As thus, TOTOLE has adjusted 13 packaging and applied them to 28 products, so that it is easy to recycle and reuse them from consumers.

In terms of product packaging design, the *Liquid Chicken Bouillon* (238g/ 408g) and the *Abalone Oyster Sauce* (232g/ 396g) adopt an innovative transparent PET squeeze-squeeze bottle. The non-slip structure on the side of the bottle with the silicone valve can effectively achieve the control of the usage amount, with no residual on the bottle mouth. The design can maximize the product use and avoid unnecessary waste.

In addition, TOTOLE has also been delivering the concept of sustainable development to consumers. On Earth Day 2021, TOTOLE teamed up with Yonghui Market to establish the first pilot of smart recycling machine for plastic flexible packaging, then it worked together with LOVERE, a recycling agency, to introduce another smart recycling machine for plastic flexible packaging to consumers in community. The project with LOVERE allows residents to collect points for community public facilities while dropping litter. When the target points are accumulated enough, TOTOLE will donate public facilities to the community to encourage more residents to participate and develop environmental habits, realizing a complete closed-loop of "production-use-recycling" of plastic flexible packaging products.



高品质 好滋味



Weixin Pay

Promote Low-Carbon Knowledge in Consumption and Everyday Life

China has made the “dual carbon” goals of peaking CO₂ emissions before 2030 and reaching carbon neutrality before 2060 a national strategy and a commitment to the international community. It's important to help the public understand the concepts and ideas driving the strategy while also providing people with easy ways to embrace a low-carbon lifestyle.

To leverage Weixin Pay's extensive connections with both consumers and businesses, Tenpay created both the Weixin Mini Program “Carbon Neutrality Quiz” for consumers to learn about the science of carbon emissions and the “Go Green Together” campaign for merchants that bring both consumers and businesses into the endeavor.

In August 2021, Weixin Pay joined hands with the Carbon Neutrality Lab, a unit under Tencent's Sustainable Social Value Organization (SSV), as well as the Tencent Financial Research Institute and Tencent Foundation to launch “Carbon Neutrality Quiz”. Using a Mini Program, it invites the public to answer interesting questions about net-zero emissions and then supports low-carbon charity projects. A participant can answer three questions in a day, with every correct answer leading to donation of a random amount of money by Weixin Pay through the Tencent Foundation, which goes to charity projects such as growing trees, improving greenspace and protecting wetlands.

The mini program's design is focused on triggering changes in people's habits. Participants can directly see how they can help protect the planet when they choose green travel, reduce the use of paper or plastics and buy responsibly. The questions are simple, fun and practical too as nearly 70% are closely linked with everyday life. That approach helps participants feel more relevant and empowered as they do something to help cope with climate change. In addition, because answering questions leads to donations, participants are more willing to share their results, which naturally enhances the publicity of the campaign and galvanizes attention on becoming carbon neutral.

In March 2022, Weixin Pay led more than ten brands engaged in F&B, retailing, transportation, logistics and other sectors such as Heytea, Meituan, Tim Hortons, Yeste Hotel, MJstyle, Yonghui Superstores and image to kick off the “Go Green Together” campaign. Through the initiative, consumers can earn reward points and coupons of participating brands by making low-carbon choices while shopping, which provides incentives to help people form eco-friendly habits such as using their own coffee cup or shopping bag and accepting an e-invoice instead of the paper version.

Outcomes of the initiatives include nearly 10 million participants in the “Carbon Neutrality Quiz” challenge, which also led to the donation of nearly 2 million yuan. The program was recognized by the Ministry of Ecology and Environment of People's Republic of China as one of the best practices of green and low-carbon, 2021. Meanwhile, the “Go Green Together” campaign has also seen more than one million participations join in low-carbon buying choices.

Sustainable Consumption Market and Brand Insights

Through the questionnaire survey and in-depth interviews with key companies, we have summarized the following trends in impacts of practicing sustainable consumption on their future development.

China's 30·60 Decarbonization Goal Leads the Low-carbon Development of Chinese Companies

In 2020, China proposed the 30·60 Decarbonization Goal, that is, striving to peak carbon dioxide emissions by 2030 and achieve carbon neutrality by 2060. In this context, many Chinese companies have announced their carbon neutrality goals and plans to achieve them, which can not only help protect the environment and promote sustainable development at the national and global levels, but also bring many benefits to the enterprises, such as improving profitability, enhancing investor confidence, driving corporate innovation, reducing regulatory uncertainty, and strengthening brand reputation based on corporate social responsibility. Under the general trend, many Chinese companies are now aware of the close ties between the 30·60 Decarbonization Goal and consumer demand, and have successively launched lower-carbon products and services to create a favorable new consumption environment.

Sustainable Consumption Leads to New Consumption Philosophy

According to reports from multiple research institutes, consumers across multiple age groups indicated that attributes such as sustainability, environmental protection and personal health are important factors for consideration when selecting a brand, especially when the consumption philosophy of China's post-1995 generation of consumers has increasingly shifted from the pursuit of "quantity" to the improvement of "quality", and from focusing on short-term satisfaction to emphasizing long-term practical needs. New consumption concepts such as green consumption, rational consumption, and sustainable consumption are constantly emerging. Faced with consumers with more and more "attitudes" and a consumer society increasingly pursuing "sustainability", how to gain insight of the future trends of consumption in the rapidly changing market and maintain competitive advantages has forced more and more companies to review and pay attention to their own sustainability strategies and business operation and management.

Giving full play to the basic and guiding role of consumption in economic development and promoting sustainable consumption with a green, moderate, civilized and healthy style as the core is not only the inevitable choice to help the sustainable, healthy and green development of the global economy, but also the surest way for companies in various industries to achieve sustainable development.

Sustainable Consumption Brings Forth New Brand Growth

Achieving win-win for brand stakeholders

With the continuous popularization of sustainable values, SDGs, carbon peak and carbon neutrality and other concepts among the public, brands have entered the stage of sustainable development oriented by the needs of stakeholders from being guided by maximizing their own interests. More and more companies integrate the sustainable development philosophy into the whole process of production and operation, and realize value recognition of consumers and various stakeholders through responsible production and sustainable product innovation, thus becoming a respected and sustainable brand.

This undoubtedly opens a new track for corporate brand building and market development - led by companies creating social values, to meet the needs of various stakeholders, and to stimulate and guide the material needs of consumers while meeting the spiritual needs of society for sustainable development, so as to create companies and brands with more social values.

Sustainable consumption enables brand to gain strength

No matter what stage of development a brand is in, it is inseparable from the topic of sustainability. Companies pursuing sustainable development of their own products and brands shall not only seek competitive resources and advantages in the current competitive environment and conditions, but also pay attention to the requirements of products and consumers for brands in the foreseeable future environment. Staying committed to responsible production and consumption and building a sustainable consumption brand could enable companies to gain recognition and attention of consumers and the market at any time.

Building a sustainable consumer brand growth model for companies is undoubtedly an important choice to improve product life cycle and long-term brand reputation. Raising profitability targets while taking into account neglected social and environmental costs will help brands serve consumers and society in a more sustainable way.

Sustainable consumption unleashes new driving forces for brand competition

Sustainable development has become a strong tide pouring into the consumer market, and with the awakening of public opinion and consumers, and it has become an inevitable trend for sustainable consumption to be integrated into product and brand competition. At present, more and more companies have opened the door to explore values of sustainable consumption, keep trying to realize energy saving, emission reduction and carbon reduction throughout the whole industry chain, and accelerate the formation of energy-saving and environmental-friendly energy consumption structure and production method. All these efforts have been pushed to the front as a new brand proposition and differentiated marketing strategy, hoping to gain the recognition and support of consumers and society, and become the driving forces for future growth of enterprises.

A Better Sustainable Future Jointly Built by All Parties

Combing the result of this report and cases of corporate actions, we can draw a conclusion that boosting sustainable consumption and production has become the consensus for steady business progress.

Giving thought to the Global Sustainable Consumption Initiative, we can see that more and more companies have already taken on the responsibility of advocating sustainable consumption and sustainable living, and that they incorporate sustainable factors into their long-term business development strategies, which involve their efforts in promoting innovation in product mix, raw material structure, energy mix and other key fields, and their commitments to continuous dedication to the design and production of sustainable products and services. In addition, they have integrated sustainable consumption into their marketing strategies and marketing channels, with outstanding achievements in encouraging upstream and downstream partners to engage in environmental protection, reducing energy consumption, upholding full utilization and recycling of resources.

Notably, Chinese companies endeavor to support green and healthy development of the society when striving to meet consumers' diverse demands. They adopt multiple measures to boost multilateral cooperation with stakeholders like governments and media outlets. By doing so, they can help build sustainable consumption policies and mechanisms and create a more sustainable social climate, thereby fostering consumption equity and an equal and inclusive society. Consequently, the gain for such efforts is more than expected.

Therefore, the majority of companies now realize that it has become a necessary process to participate in sustainable consumption action and conduct low-carbon research and emission reduction practice if they want to achieve sustainable development. The sustainable consumption action not only brings enormous social and environmental benefits to human, but also a step to help companies explore their unique green development models, build corporate social responsibility competitiveness, and fully unleash the sustainable impact of brands, serving as a crucial part that cannot be overlooked.

We believe that, in the future, more companies and brands will join in the action on sustainable consumption and production, and dedicate endless strengths to addressing global climate change. We hope that with the collective contributions from each consumer and entrepreneur a greener, more livable and prosperous home for all will become reality.

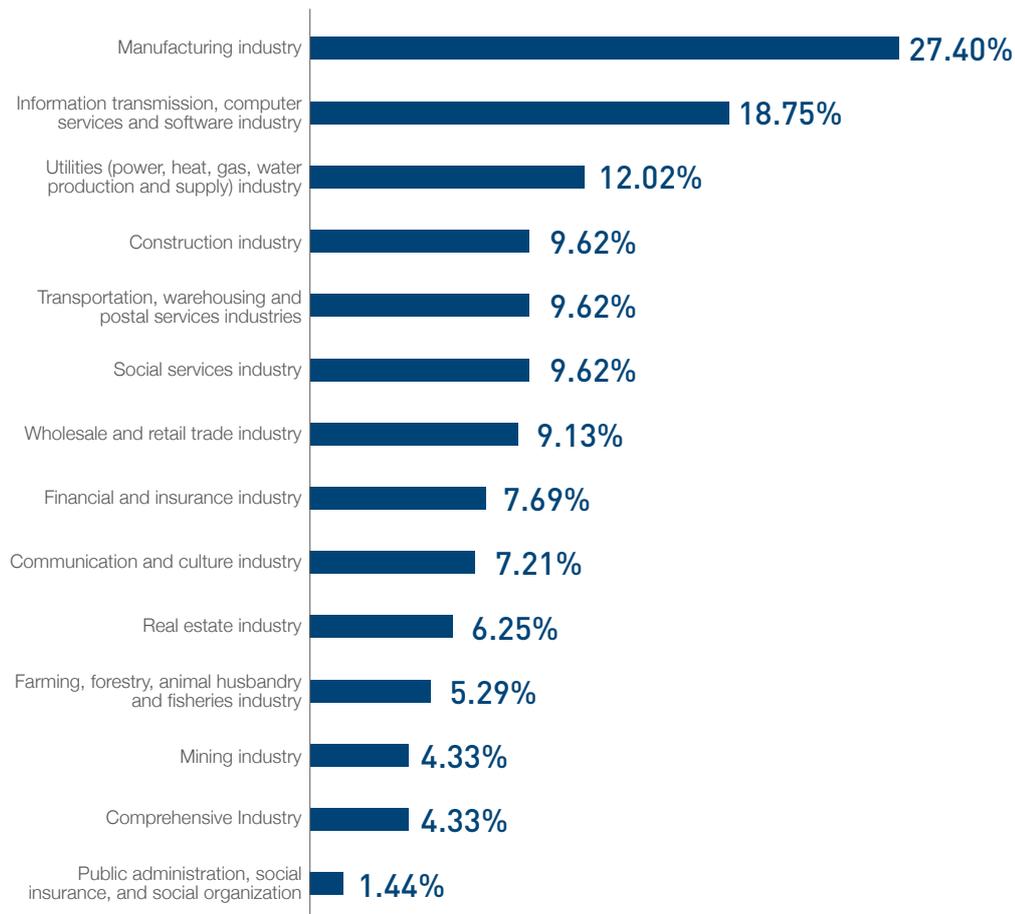


Corporate Profile of Sample Enterprises

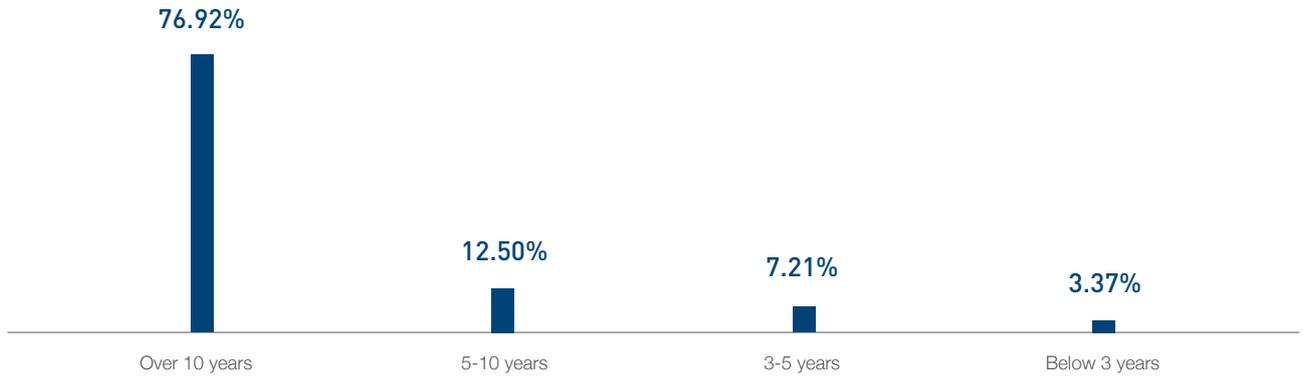
In preparing this report, GoldenBee Communication, together with the GoldenBee ThinkTank, conducted a survey through public distribution of questionnaires, with a total of 216 questionnaires collected, among them, 211 questionnaires were valid. (Some companies' businesses involve multiple industries, of which no further elaboration will be given here.)

Through the effective analysis of the above-mentioned 211 valid questionnaires and in-depth interviews with some companies, as well as the in-depth case study and analysis on sustainable consumption actions of these enterprises, this report is finally formed.

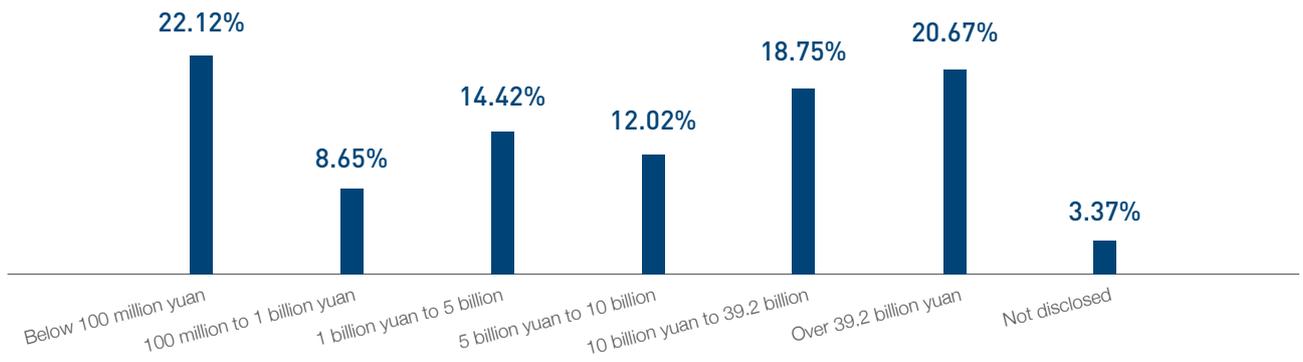
Industry distribution of sample enterprises



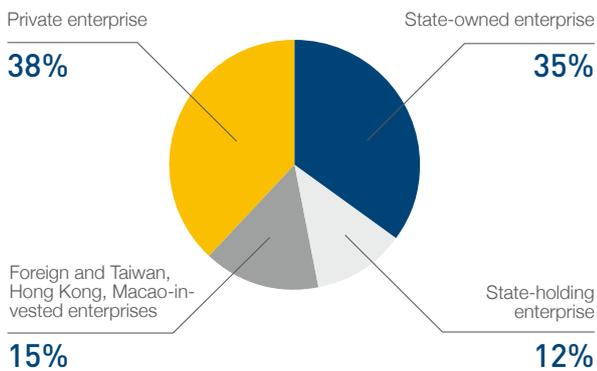
Years of principal business operations of sample companies



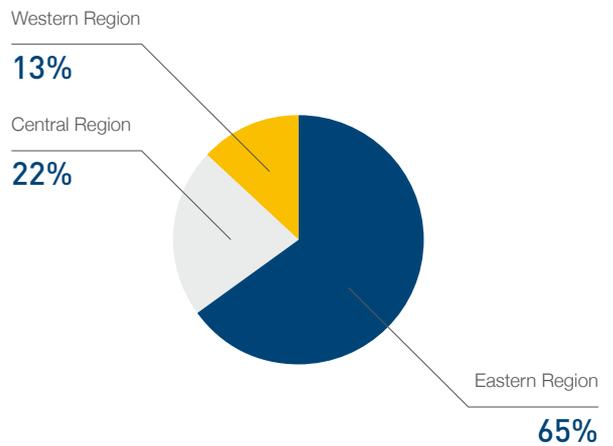
Revenue of sample companies in 2021



Ownership types of sample companies



Regional distribution of sample companies



About Initiators

GoldenBee (Beijing) Sustainable Brand Communication Ltd.



GoldenBee Communication was founded in 2012. Given its rich experience in social responsibility and sustainable development sector, combining its professional brand publicity service, it is dedicated to helping foster effective communication between companies and stakeholders, improving corporate sustainable image and social impact and boost corporate ESG competitiveness and brand value. Meanwhile, it has built its own sustainable IP in art, education, consumption and other fields, and continues to dedicate to promoting social responsibility and sustainable development causes by upholding cross-border cooperation within companies and utilizing diverse social resources.

Global Sustainable Consumption Initiative



The Global Sustainable Consumption Initiative was launched in May 2021 at the first China International Consumer Products Expo, initiated by China Sustainability Tribune in cooperation with companies and brands experienced in sustainable development sector and vigorously promoting sustainable consumption. The first batch of initiators includes Dell Technologies, Sateri, Nestle, Visa and GoldenBee. The Initiative adopts a "1+N" model, in which "1" as the fundamental principle that includes enhancing top-level design, providing sustainable products and services, highlighting communicating sustainable information to consumers, building sustainable consumption culture, concerning the consumption demand of special groups and multilateral cooperation, and fostering sustainable social atmosphere and upholding policies and mechanisms. While "N" represents the initiatives and commitments brands make in their own sustainable consumption and production fields.

GoldenBee ThinkTank



金蜜蜂智库
GoldenBeeThinkTank

GoldenBee ThinkTank was founded in 2017, and it is a research-oriented platform specializing in China corporate social responsibility and sustainable development. It serves public institutions such as the government and researches on public benefits, aiming to be the key base for China corporate social responsibility and sustainable development research. Collecting professional resources of social responsibility and sustainable development, the GoldenBee ThinkTank selects leading instructive topics of global concern and conducts in-depth research. It issues special research reports and organizes seminars to provide intelligent support for the whole society to foster a sustainable development climate and improve the mechanism for it.

GoldenKey – SDG Solutions



SDG Solutions
面向SDG的中国行动

The sustainable development is the “golden key” to the global issues at the moment. In October 2020, China Sustainability Tribune officially launched the “GoldenKey-SDG Solutions” that focuses on supporting and dedicating to the 2030 Agenda for Sustainable Development. With attention paid to six sectors including green development, inclusion and equality, tech4SDG, responsible financing, responsible governance and business innovation, it seeks to build a role model of China corporate sustainable development, and to share the stories and experience of Chinese SDG solutions. By October 2022, 494 actions from 414 companies have applied to participate in the GoldenKey event. The “GoldenKey-SDG Solutions” won the title of “UN SDG Good Practice” in June 2021.

Creating a Sustainable and Better Future Together

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GoldenBee



GSCI