



German Chamber of Commerce in China

ESG Alliance

中国德国商会 环境 | 社会 | 治理 联盟



The initiative “**ESG Alliance**” by the German Chamber of Commerce in China provides a platform for German companies in China to showcase their ESG engagement and commitment, as well as to exchange knowledge.

We help Alliance Members learn about ESG, connect with valuable partners, open a line of communication to government authorities, and increase employee and stakeholder engagement in sustainability.

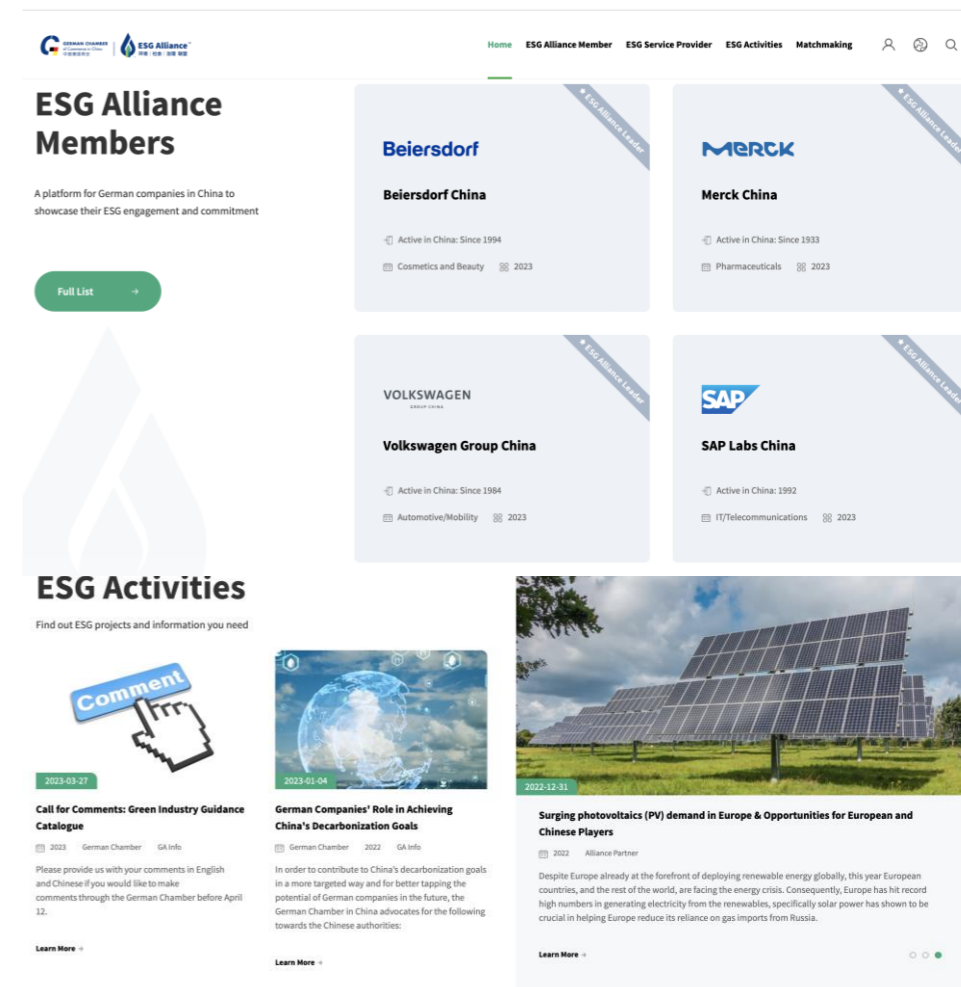
More Info about **ESG Member Listing, ESG Provider Listing, and Best Practice Learning from The More Than A Market Awards** on the ESG Alliance Website!

<https://esg.china.ahk.de/>

由中国德国商会发起的 **环境 | 社会 | 治理 联盟** 旨在为在华德企提供一个展示其ESG表现和承诺、沟通交流的平台。

我们帮助联盟成员了解ESG；并与多方伙伴建立联系，与有关部门建立沟通；提高员工及利益相关者在可持续发展实践中的参与度。

更多关于**联盟成员列表、ESG 服务商列表、“MORE THAN A MARKET 同心 同力 同行”奖项评选的最佳实践分享**在ESG Alliance 网站精彩呈现！ <https://esg.china.ahk.de/>





Together with the German Chamber of Commerce in China and the Missions of the Federal Republic of Germany in the People's Republic of China, **the More than a Market initiative** was launched in 2015. Its aim was to showcase the best corporate social responsibility (CSR) initiatives by German enterprises in China and their added value for the Chinese society. From 2015 to 2021, with support from members and partners, the More than a Market Awards were successfully organized six times, with over 400 best practice cases submitted.

In 2023, the More Than A Market Awards return to celebrate the progress and achievements of German companies in China with an expanded focus, namely in the field of environmental, social, and corporate governance (ESG). The Awards aim to not only provide a platform for enterprises, but also to help them (especially for SMEs) to better understand ESG, where they stand, and what more they can do to promote and implement ESG actions.

Next award will be organized in 2025.

在德国驻上海总领事馆和其他德意志联邦共和国驻中华人民共和国使领馆的大力支持下，中国德国商会于2015年发起“**同心、同力、同行**”倡议，其目的是展示德国企业面向中国社会实施的最佳企业社会责任倡议及其附加价值。在此期间，在会员和合作伙伴的大力支持下，我们成功举办了六届“同心、同力、同行奖”（奖项）。期间收到了超过400个最佳实践案例，并选出了27家获奖公司/组织。

“**同心、同力、同行**”奖未来将每两年举办一届，以鼓励德国企业在中国的环境、社会和治理方面取得的进展和成就。奖项不仅为企业提供平台，更有助于企业（特别是中小型企业）更好地了解ESG，推动可持续进程。

下一届评选将在**2025**年举办。



为员工打造的线上ESG概述培训

ESG General Knowledge Online Training for your Employee

- 10 – 12mins Online Video
- Company expert sharing in Chinese
- Present general ESG knowledges
- Available for every colleagues

- 10 – 12分钟线上视频
- 来自公司的专家中文分享
- 分享ESG基础知识
- 适合所有部门的所有员工



ESG and Company Value

ESG和公司价值

- Introducing ESG values into a company
- Integrating ESG values and metrics Examples of all-level employee contributing to improving the company's ESG performance
- Examples of all-level employee contributing to improving the company's ESG performance
- 在公司中引入ESG价值观
- 整合ESG价值和衡量标准
- 各部门员工能为提高公司的ESG绩效所做的贡献



Understanding the Fundamentals of Sustainable Finance

了解可持续金融的基本原理

- Background of Sustainable Finance
- Purpose of Sustainable Finance
- Process of Sustainable Finance
- Application of Green Finance
- 可持续金融的背景
- 可持续金融的目的
- 可持续金融的过程
- 绿色金融的应用



Carbon Neutrality and Carbon Peaking

碳中和与碳达峰

- Background
- Challenge and opportunity for company
- Company and Personal Case Sharing
- 双碳背景
- 企业的挑战和机遇
- 企业及个人的案例分享



Enterprise ESG Pathway Planning

企业ESG路径规划

- ESG Pathway Planning
- Case Studies for Implementing ESG Pathways
- ESG路径规划
- ESG路径实施案例参考



ESG in Sustainable Building Design

ESG在可持续性建筑设计及建造领域

- How is ESG relevant for building design + construction?
- What are the KPIs for ESG-compliant buildings?
- Why is Integrated Design key to meeting ESG targets?
- What will be next? 接下来将如何?
- ESG如何与建筑设计及建造相关?
- ESG合规建筑的KPIs是哪些?



Definition of ESG

ESG的定义

- ESG/Sustainability/CSR
- Main Content of ESG
- Why ESG is important?
- ESG/可持续/CSR
- ESG的主要内容
- ESG的重要性?



Volkswagen Group (China) ESG Case Study

大众汽车集团（中国）ESG案例研究



Beiersdorf ESG Case Study

拜尔斯道夫集团ESG案例研究

ESG Activity

ESG Alliance Closed-door Meeting

- High-quality and discuss practical marketing strategies with sustainable department members.
- The topics are initiated by our company, focusing on actual issues faced by businesses.
- Invite relevant experts to participate in the discussions and share their experiences and insights, while delving into the latest market trends.
- Exclusive for ESG Alliance members, free participants.

Nationwide Pioneering ESG Topics Events

- Latest Trends & Topics
- Online & Offline
- For all chamber members

Monthly Newsletter

- Selected Domestic and EU Policy and News
- Nationwide AHK ESG Topic Events and Trainings
- Opportunity to Contribute Chamber ESG Projects
- Exclusive for ESG Alliance Members

联盟闭门会

- 高质量、与公司可持续发展部门相关负责同志探讨实用的营销策略。
- 话题由会员公司发起，聚焦企业面临的实际问题。
- 同时邀请相关专家参与讨论，分享他们的经验和见解，同时深入探讨最新的市场趋势。
- 联盟企业专享，免费参与

全国范围ESG先锋主题活动

- 最新趋势和主题
- 线上 & 线下
- 面向所有商会会员

月度邮件

- 精选国内和欧盟政策与新闻
- 全国 AHK ESG 主题活动和培训
- 参与商会 ESG内测 项目
- ESG 联盟会员专享

Review 回顾2023

<p>Jan</p>	<p>Feb</p> <p>Feb 28 [Roundtable] Green Energy 绿色能源圆桌会</p>	<p>Mar</p> <p>Mar 7 [WE.C.U] 在华德企高管女性培训会</p> <p>Mar 1,8,15 [Training] 碳绿卡 (CGC) 培训</p> <p>Mar 14 [Policy Briefing] 碳绿卡 (CGC) 政策趋势</p>	<p>Apr</p> <p>Apr 7 [Training] CSR General Knowledge 企业社会责任通用知识培训</p> <p>Apr 7,11,12,13 [Roadshow] ESG Alliance Project</p> <p>Apr 18 [Green Factory Visit-Boehringer-Ingelheim] 绿色工厂参观</p> <p>Apr 19 [WE.C.U] 在华德企高管女性培训会</p>	<p>May</p> <p>May 12 [Training] ESG Risk and Opportunity Management ESG 风险和机遇管理培训</p> <p>May 25 [Econet] China 30•60 Seminar Series - GREEN SUPPLY CHAIN 绿色供应链</p> <p>May 26 [Seminar] Hydrogen Sustainable Appli cation Seminar 可持续氢能应用研讨会</p>	<p>Jun</p> <p>Jun20 [Launch Event] MTAM Official Launch Live Streaming MTAM 直播发布会</p> <p>Jun 29 [Chamber North] Sino-German Carbon Neutrality Building Forum 德中碳中和建筑论坛</p> <p>More Than A Markets Awards Nomination</p>
<p>Jul</p> <p>Jul 07 & 21 [Briefing] “More Than A Market Awards 2023” Briefing 奖项说明会</p> <p>Jul 28 [Closed Door Meeting] CSDR Supply Chain Practical Exchange and Advice CSDR供应链实践交流与实 用建议</p> <p>More Than A Markets Awards Nomination</p>	<p>Aug</p> <p>Aug 30 Webinar Circular Economy: Effective Practices Sharing 循环经济 – 实用实践分享</p> <p>[Aug 22 Chengdu] GCC Insight Tour: Balluff Chengdu Factory Phase III</p> <p>More Than A Markets Awards Nomination</p>	<p>Sep</p> <p>Sep 14 [Econet] China 30•60 Seminar Series -SUSTAINABLE MANUFACTURIN 可持续制造业</p> <p>[WE.C.U] 在华德企高管女性活动</p> <p>More Than A Markets Awards Nomination</p>	<p>Oct</p> <p>[Green Factory Visit] 绿色工厂参观</p>	<p>Nov</p> <p>Nov 8-11 Xceleation Day</p> <p>More Than A Markets Awards Ceremony</p> <p>Nov 16 [Econet] China 30•60 Seminar Series - GREEN FACTORY 绿色工厂</p>	<p>Dec</p>



Projects Plan 2024

2024项目计划

Projects Plan 2024 2024项目计划

ESG Performance Survey Report 2023 在华德企环境|社会|治理表现调查报告 2023



Report Partner:
报告合作伙伴:



The project aims to showcase the ESG practices of German companies in China through a summary of ESG Award application cases from More Than A Market Awards 2023, with the goal of setting an example for other companies that have not yet taken action on ESG and promoting the popularization and dissemination of ESG concepts.

通过总结2023年同心、同力、同行 - ESG奖项申报案例在华德企在ESG方面的成功做法，为其他尚未开始ESG行动的企业树立榜样，促进ESG理念的普及和推广。



ESG Forum 2024 ESG峰会2024

This ESG topic forum will feature a variety of engaging events, including government speeches, panel discussions with ESG leaders from German headquarters, panel discussions with Sino-German sustainability industry leaders, an innovation sustainability product roadshow, and opportunities for networking. Whether you join us in person, or tune in to our online livestream on the AHK WeChat account, we invite you to participate in this dynamic and informative event.

本次ESG主题论坛将包括政府演讲、与德国总部的ESG领袖进行的小组讨论、中德可持续性产业领袖小组讨论、创新可持续性产品路演以及网络交流等多样化的活动。无论您是亲临活动现场，还是过后通过AHK微信公众号在线观看直播，我们都邀请您参与这个充满活力和观点的活动。

CSR Project 企业社会责任项目

The ESG Alliance is initiating a new CSR project that allows member companies to join together and contribute to social. Focusing on education or environmental topics, the chamber will select an NGO partner to collaborate with and ensure maximum impact. This is a fantastic opportunity for businesses to participate in a CSR project without requiring significant manpower for preparation or budget, while making a positive difference in CSR.

ESG联盟正在发起一项新的企业社会责任项目，旨在让会员联合起来为社会作出贡献。该项目将聚焦于教育或环境议题，商会将选择与NGO合作伙伴协作，以确保最大程度的影响力。这是一个绝佳的机会，让企业无需大量人力筹备或预算即可参与CSR项目，同时为社会带来积极影响。

Yearly Calendar 年度日历 2024

<p>Jan</p> <p>SH Jan 16 [closed-door meeting] Green Energy 绿色能源主题闭门会</p> <p>SH Jan 26 [WE.C.U] 在华德企高管女性培训会</p>	<p>Feb</p> <p>Feb 1 [Webinar] New Company Law and the new Charity Law 2024 新公司法及慈善法解读</p>	<p>Mar</p> <p>Nationwide Closed-door Meeting</p> <p>SME sustainable strategies 中小型企业ESG策略主题闭门会</p> <ul style="list-style-type: none"> • Shanghai March 6 • Beijing March 15 • Shenzhen March 19 	<p>Apr</p> <p>Apr 21 [Launch Event] First Issued – ESG Report ESG 报告发布 - 首次发布</p>	<p>May</p> <p>ESG Forum ESG 峰会</p>	<p>Jun</p> <p>[Green Factory Visit] 绿色工厂参观</p> <p>Nationwide CSR Project Recruitment 企业社会责任项目企业招募</p>
<p>Jul</p> <p>Nationwide CSR Project Recruitment 企业社会责任项目企业招募</p>	<p>Aug</p> <p>Nationwide CSR Project Recruitment 企业社会责任项目企业招募</p>	<p>Sep</p>	<p>Oct</p> <p>Nationwide Closed-door Meeting</p>	<p>Nov</p> <p>[Green Factory Visit] 绿色工厂参观</p>	<p>Dec</p>



Join the ESG Alliance
加入联盟

ESG Alliance Leader 联盟领袖

RMB 70,000/ 2 years

Companies with in-depth ESG experience 具有经验的德国企业

Invitation only 仅邀请

Membership Includes :

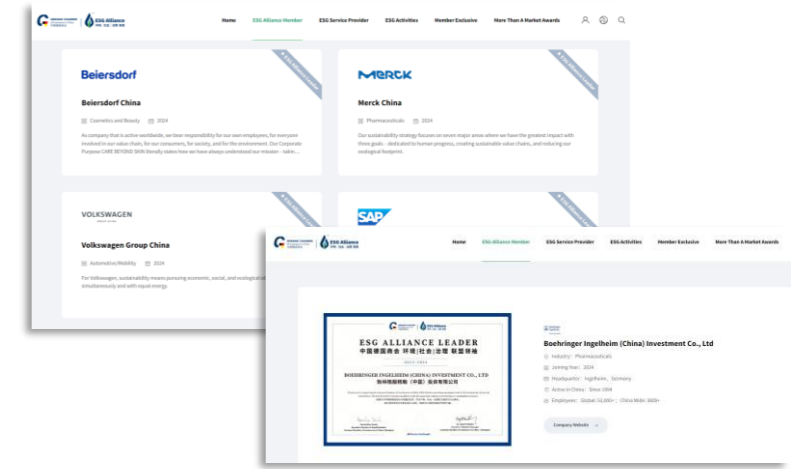
- ✓ Lead and contribute to an “Advocacy Advisory Paper” on ESG
- ✓ Lead an ESG topic group
- ✓ Meet with government officials to advocate your ESG needs
- ✓ Regular ESG updates to stay informed
- ✓ Free access to an “Introduction to ESG” online training for your staff

- ✓ ESG Alliance Leader Certificate
- ✓ Shown as “ESG Alliance Leader” in the ESG project publications
- ✓ Share your ESG progress and achievements on the AHK Website’s ESG page
- ✓ Free CEO interview in the ESG Alliance publications
- ✓ ESG event VIP seat
- ✓ Event speaker opportunity
- ✓ Become a “2023 More than a Market Awards” judge or presenter

福利包含：

- ✓ 领导并参与撰写关于ESG“倡导建议报告”
- ✓ 领导ESG主题小组
- ✓ 提供决策者进行对话的优先渠道
- ✓ 定期接收ESG新闻
- ✓ 为您的员工提供免费的“ESG概述”在线课程

- ✓ 提供联盟成员证书
- ✓ 在联盟宣传中显示为“联盟领袖”
- ✓ 联盟成员列表显示公司的ESG承诺
- ✓ ESG联盟网站专属页面，展示您的ESG进展和成就
- ✓ 高层采访
- ✓ 活动vip席位
- ✓ 演讲嘉宾机会
- ✓ 成为2023年同心同力同行奖颁奖嘉宾或评审团



ESG Alliance Leader 联盟领袖

ESG Alliance Member 联盟成员

RMB 980/year *The yearly membership begins on January 1 and ends on December 31

Companies who want to improve their ESG performance 希望提高ESG绩效的公司

Members of the German Chamber of Commerce in China ONLY 仅限德国商会会员申请加入

Online Registration 线上注册: <https://forms.office.com/r/gSJNTrmMKi>

Membership Includes :

- ✓ Contribute to an “Advocacy Advisory Paper” related to ESG
- ✓ Regular ESG updates to stay informed
- ✓ Free access to an “Introduction to ESG” online training for your staff

- ✓ ESG Alliance Member Certificate
- ✓ Show as “ESG Alliance Member ” in the ESG project publications
- ✓ A summary of your ESG commitment displayed on the ESG Alliance Website
- ✓ Individual company page on the ESG Alliance Website, free to submit your ESG project to be featured
- ✓ Opportunity for CEO interview in the ESG Alliance publications

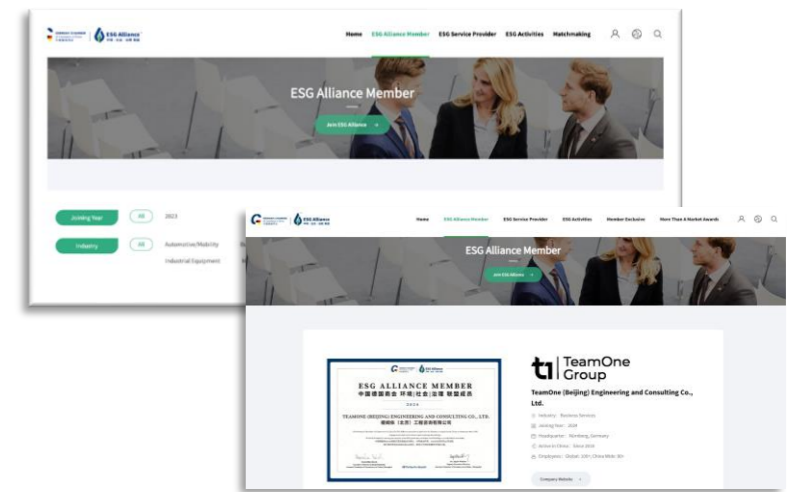
- ✓ Access ESG activities and participate in ESG events
- ✓ Event speaker opportunity
- ✓ Apply for “2025 More than a Market Awards” and enjoy logo exposure

福利包含:

- ✓ 参与撰写关于ESG“倡导建议报告”
- ✓ 定期接收ESG新闻
- ✓ 为您的员工提供免费的“ESG概述”在线课程

- ✓ 提供联盟成员证书
- ✓ 在联盟宣传中显示为“联盟成员”
- ✓ 联盟成员列表显示公司的ESG承诺
- ✓ ESG联盟网站专属页面, 展示您的ESG进展和成就
- ✓ 获得高层采访机会

- ✓ 参加联盟专属现场活动
- ✓ 活动演讲嘉宾机会
- ✓ 申请2025“同心 同力 同行”奖项评选并获得公司标识曝光



ESG Alliance Partner 联盟伙伴

Member Price: RMB 12,000 / 365 days | Non-member Price: RMB 24,000 /365days

Any company/organization provides ESG related services 提供ESG相关服务的公司/组织

Domestic legal registered 国内合法注册的公司/组织

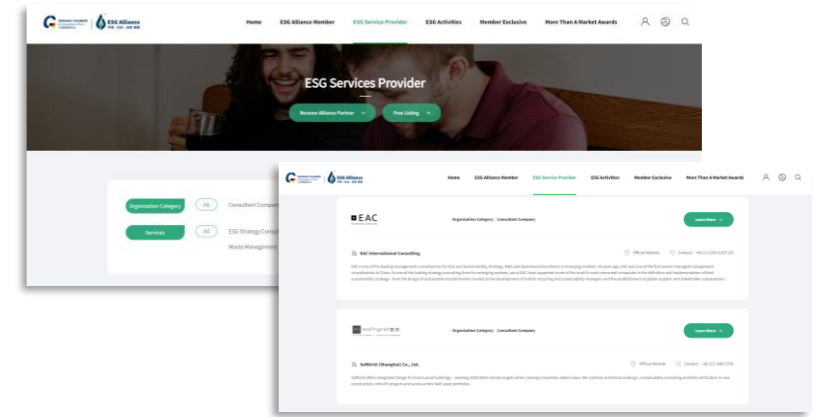
Online Registration 线上注册: <https://forms.office.com/r/zV5AdYTQ70>

Membership Includes :

- ✓ Individual company page to list your company info, logo, and contacts on the ESG website
- ✓ Free to share your expertise through articles and videos on the ESG website
- ✓ Contribute to the ESG newsletter, including key initiative updates
- ✓ Show as “ESG Alliance Partner” in the ESG project publications
- ✓ ESG Alliance Partner Certificate
- ✓ Event speaker opportunities and networking with Alliance members
- ✓ Become a guest lecturer for the “Introduction to ESG” online training

福利包含:

- ✓ ESG网站专属页, 展示公司/组织信息、标识及联系方式
- ✓ 免费在ESG网站上发布ESG相关文章及视频讯息
- ✓ 参与ESG新闻推送, 包含关键信息更新
- ✓ 在联盟宣传中显示为“联盟伙伴”
- ✓ 联盟伙伴证书
- ✓ 活动演讲嘉宾机会, 与联盟成员建立联系
- ✓ 成为ESG概述课程座课讲师



“ESG Service Provider Listing” also offers FREE listing 免费刊登服务

Any company/organization provides ESG related services

提供ESG相关服务的公司/组织

Domestic legal registered

国内合法注册的公司/组织

Online Registration 线上注册: <https://forms.office.com/r/jD0b733map>

Kindly note:

- ✓ Only Chamber-approved companies and organizations will be listed
- ✓ Only company/organization name and service category will be listed

请注意:

- ✓ 只有经商会批准的公司/组织才能被刊登
- ✓ 此列表仅展示公司/组织名称和服务类别

ESG Alliance Leaders



ESG Alliance Members



ESG Alliance Partners



German Chamber of Commerce in China

ESG Alliance

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Projectscope and timeline may be subject to adjustments based on actual circumstances.
项目内容及时间可能会根据实际情况进行调整。