

# **Corporate Social Responsibility in Chinese Financial Sector -China Development Bank CSR Practice**

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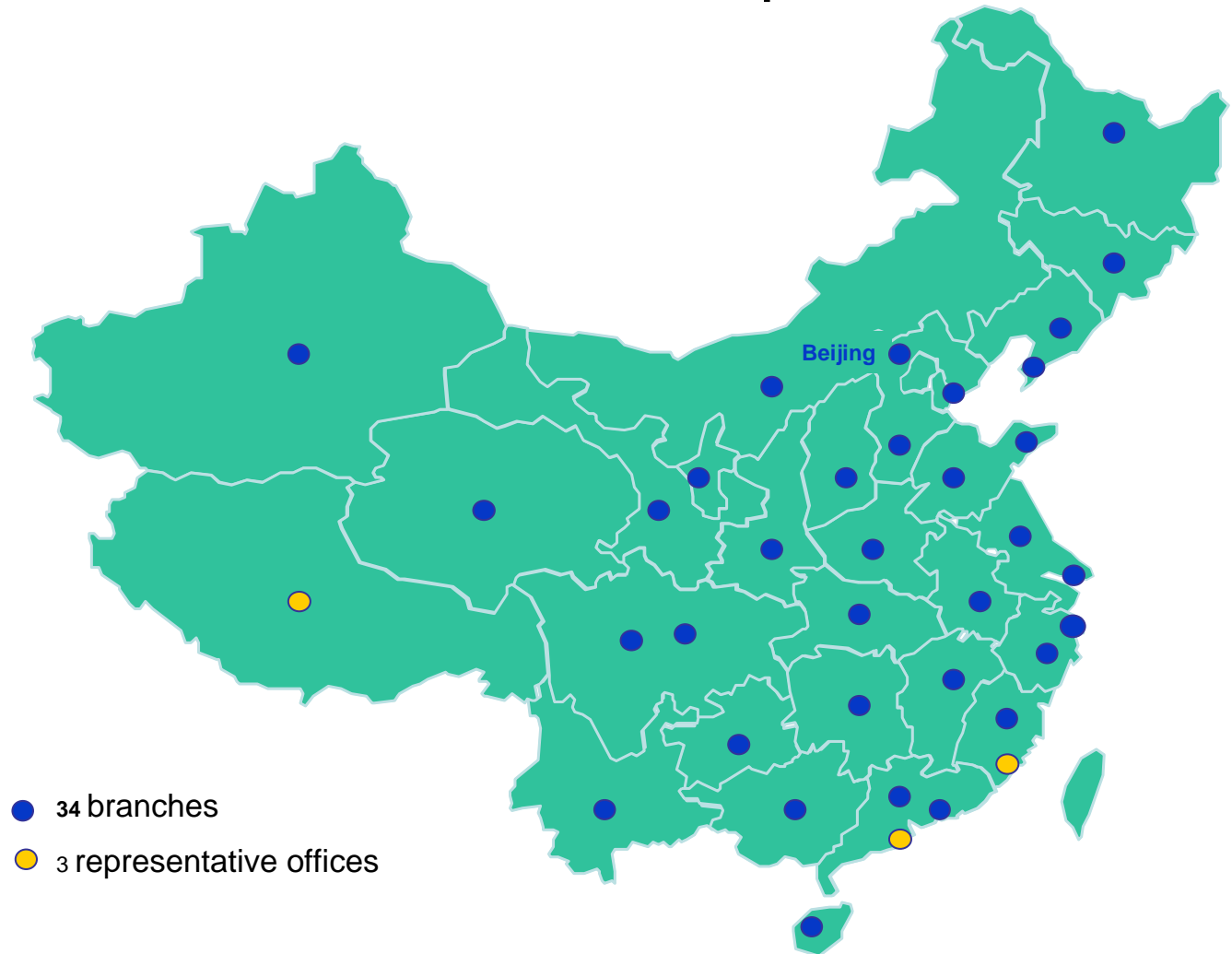
- 1. CDB's Profile
- 2. Responsibility concept of CDB
- 3. Introduction to CDB social responsibility

# CDB's profile

- Stated-owned financial development institution
- Fast and steady growth
- In the process of commercialization
- An active player in promoting CSR

# Branch network

■ CDB has 34 branches and 3 representative offices

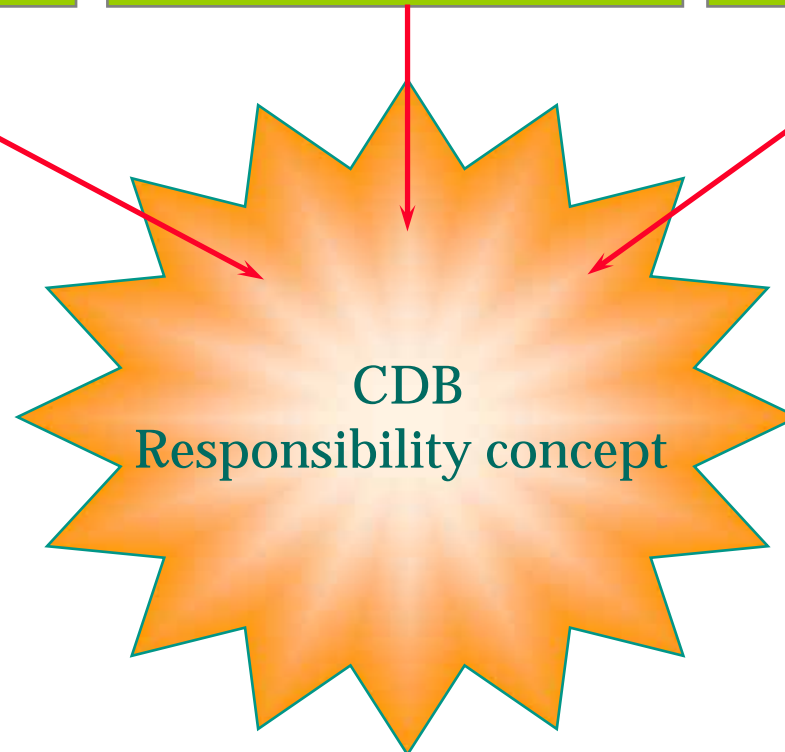


# Responsibility concept of CDB

**Traditional responsibility  
concept in China**

**International social  
responsibility trends**

**Scientific development  
policy**



## ■ Traditional responsibility concept in China

- Social moral comes first, business comes second



- Social moral serves as check and balance of conducting business
- Shoulder the responsibility for the society

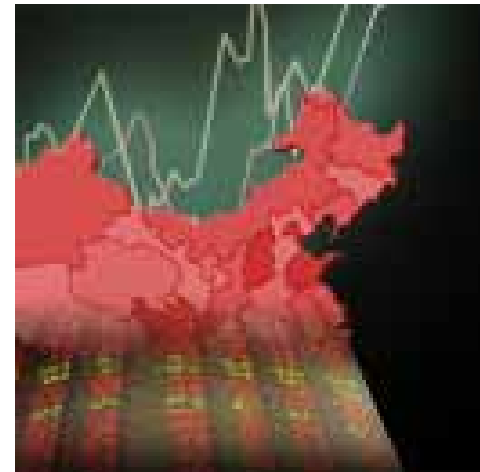
## ■ International social responsibility trends

- United Nations Global Compact
- Banking on Sustainability
- Principles for Responsible Investment



## ■ Scientific development policy

- Economic development serves as base for social development
- Development should benefit the people
- Balanced and sustainable growth
- .....



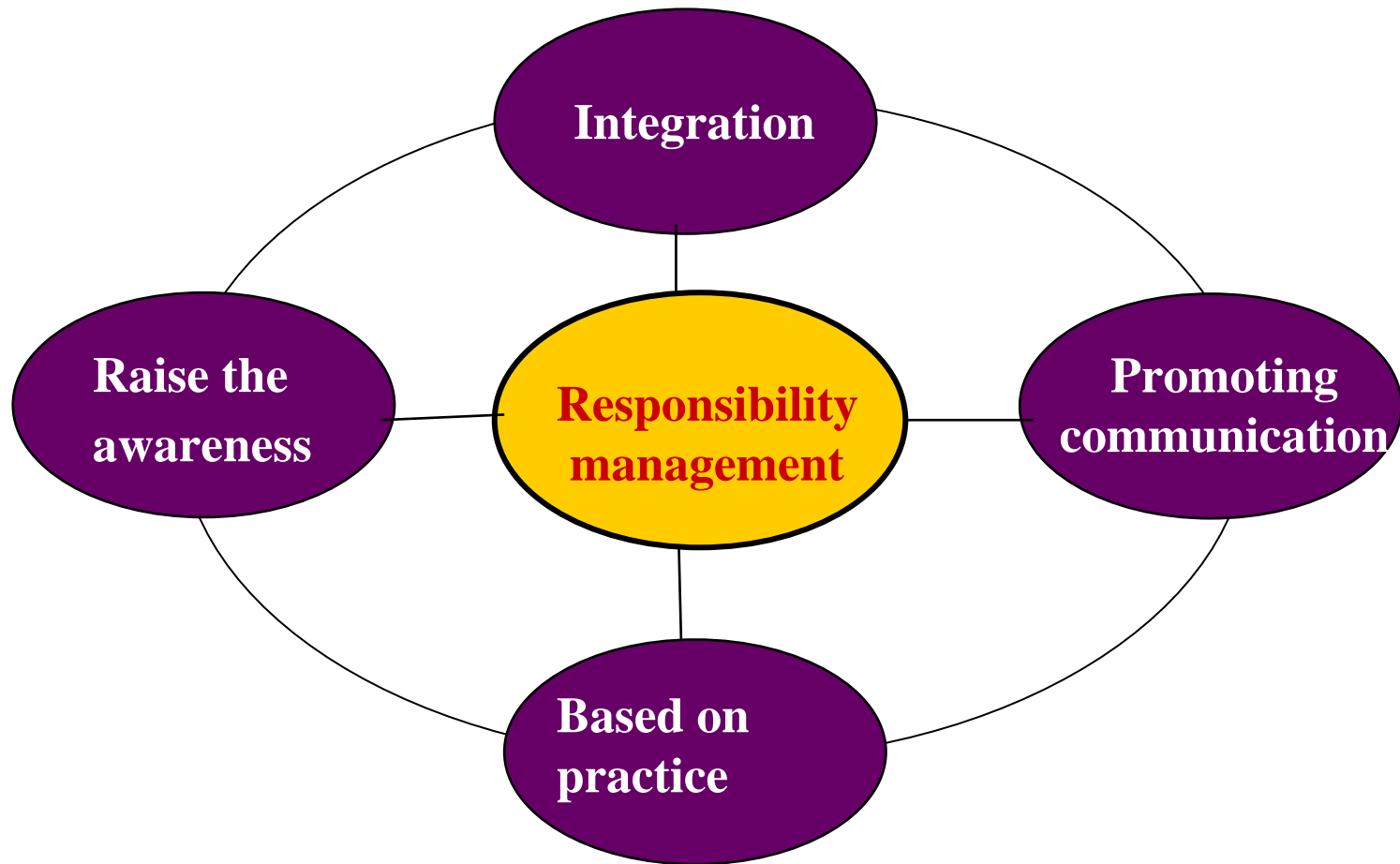


# Responsibility concept of CDB

- Increasing national wealth, and improving people's living standards
- Widen and deepen the financial service
- Public participation and public benefits
- Promoting access to financial service



# CDB social responsibility management



## ■ Based on practice

- Chinese characteristics
- Development finance practice



## ■ Raise the awareness

- Training for senior management
- and Staff



- Seminars for stakeholders and clients

## ■ Promoting communication

- Social responsibility report
- Public participation
- Promoting international communication
- .....

# Social responsibility report

- *China Development Bank Social Responsibility Report 2007* has been awarded the notable report by UN Global Compact



“We found your COP to be of outstanding quality and believe it can serve as an illustrative and inspirational example for other participants.”

—— George Kell, Executive officer of UNGC office

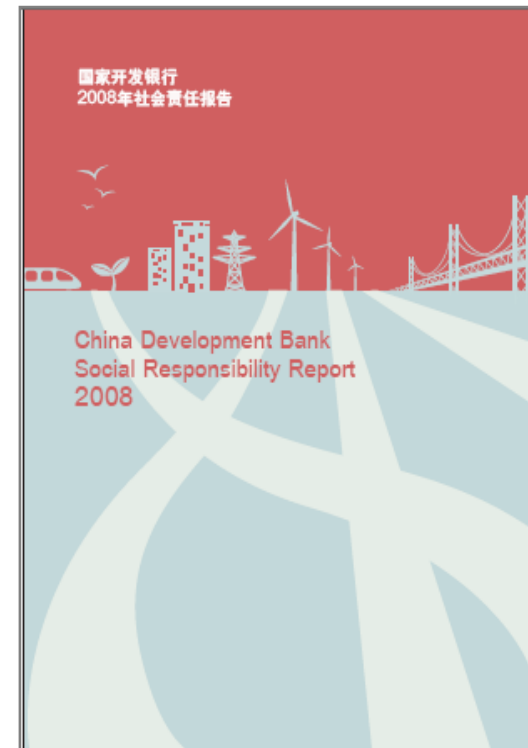
# Promoting international communication

- Join UNGC Anti-corruption Working Group and Responsible Investment Working Group in Conflict Affected Countries ;
- Participate the VI and VII Annual Global Compact Local Networks Forums, the First Expert Group Consultation Meeting on “Responsible Investment in Conflict Affected Countries” and Principles for Responsible Investment Annual Event.
- Communicate with enterprises at home and abroad, like GRI, DNV, IMF, WWF and Sumitomo Mitsui Bank



# Social responsibility report

## ■ Release Conference for *CDB Social Responsibility report 2008*





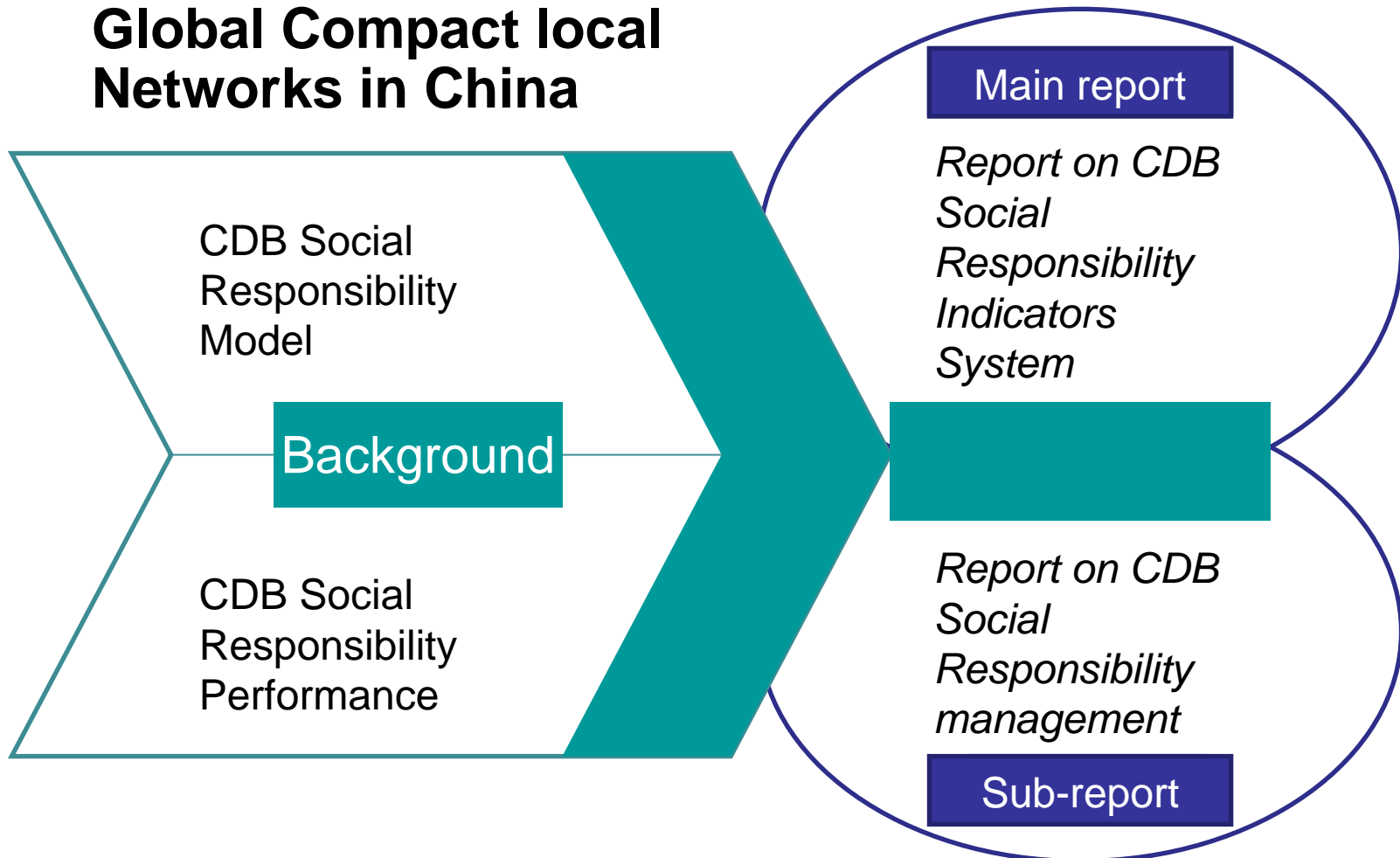
## ■ Integration

- Integration into strategic goals
- Integration into business operation
- Integration into stakeholders' expectations
- .....

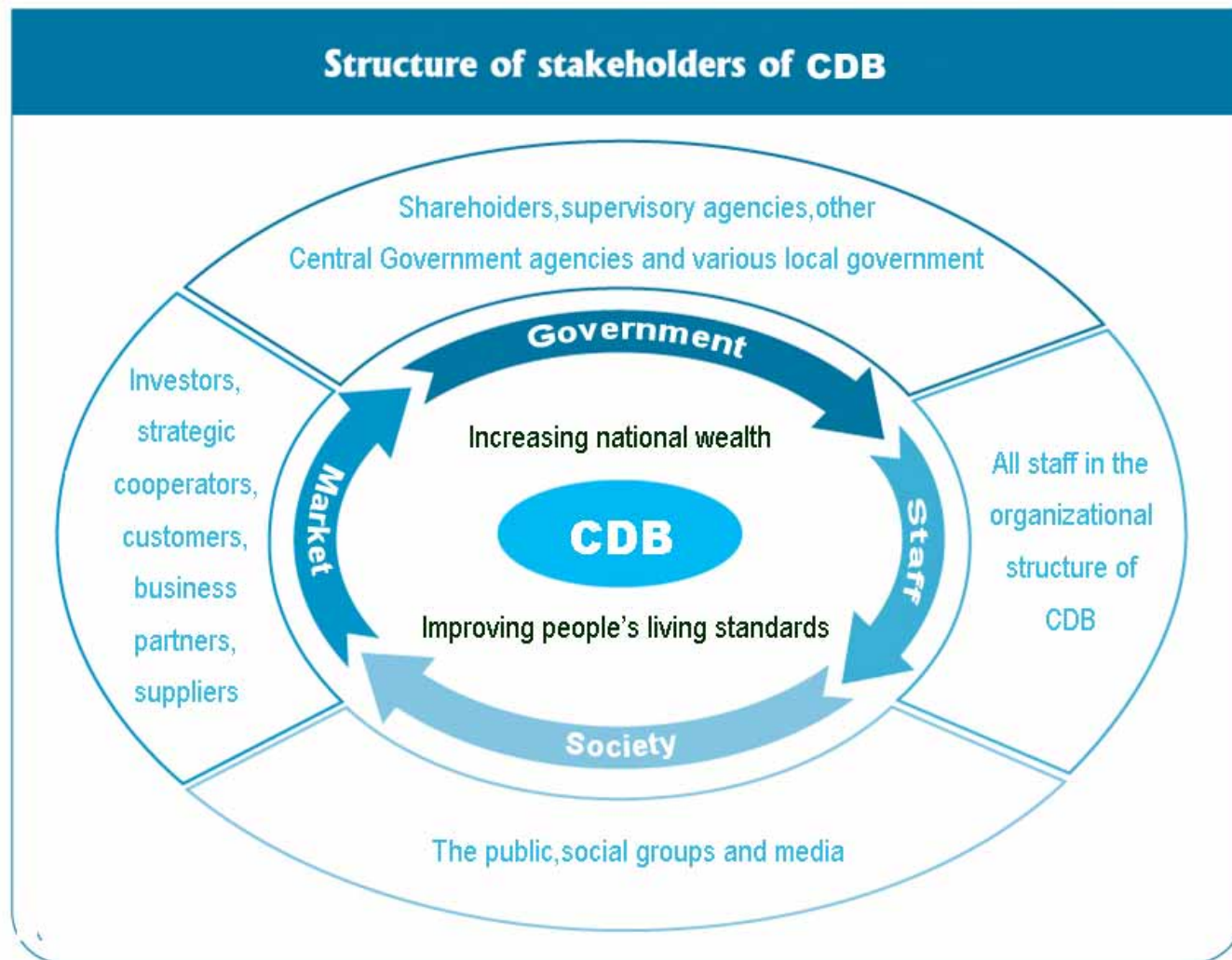
# Example :

## Social Responsibility Indicators System

- In cooperation with UN Global Compact local Networks in China



# Stakeholders' expectations



**Thank you**