

# *GoldenBee Index on CSR Reporting in China*

*(2009-2014)*



**China WTO Tribune**

**GoldenBee (Beijing) Management Consulting Co., Ltd.**

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# Overview of CSR Report in China



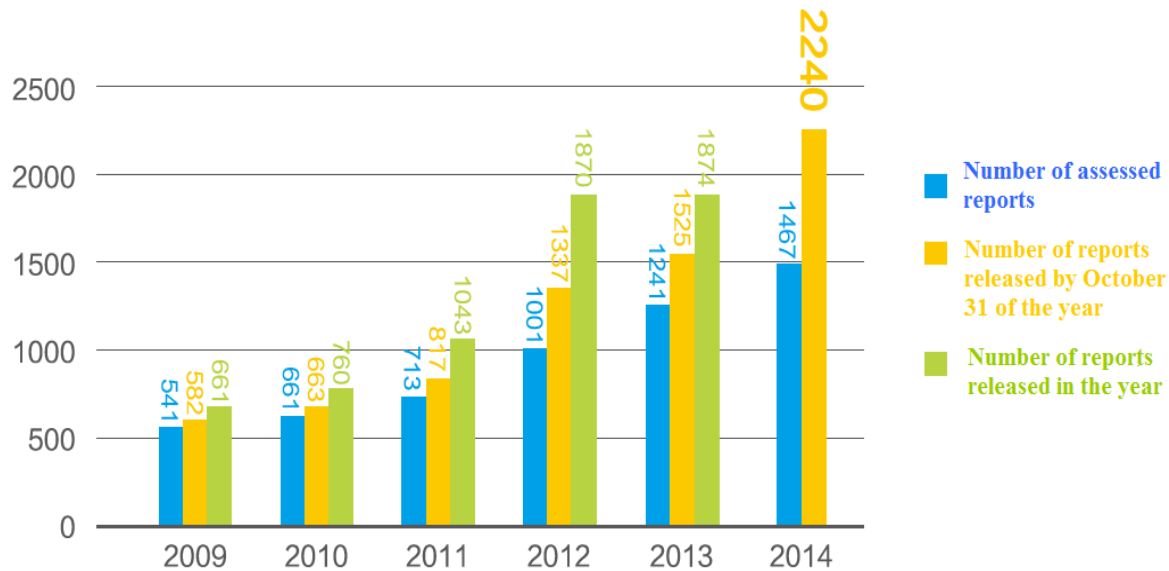
## 2240

2,240 social responsibility reports have been published in China by October 31, 2014, an increase of 37% over the previous year.

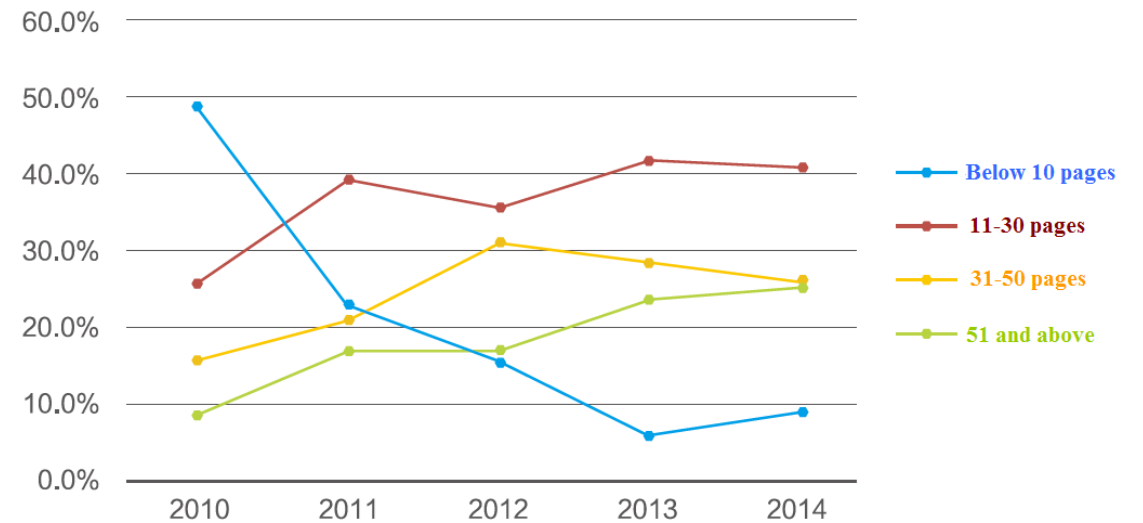
## 59.6%

1,336 reports were published through centralized platforms, 59.6% of the total, and a year-on-year growth of 113.4%.

### Steady growth in the number of reports

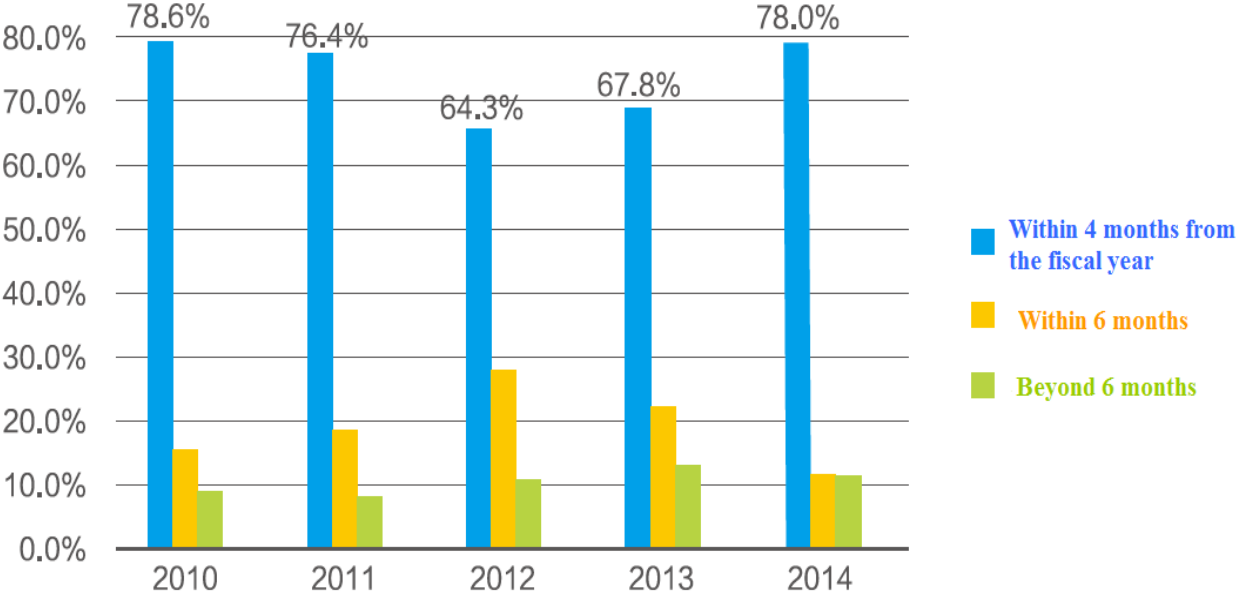


### A year-over-year increase in the length of report

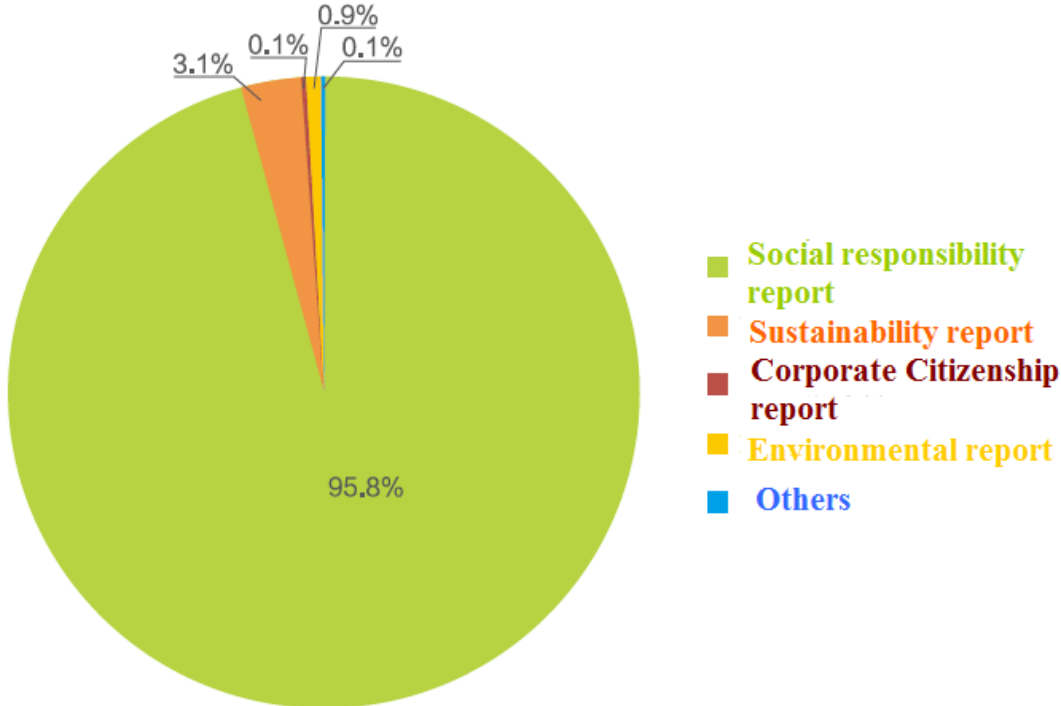


# Overview of CSR Report in China

## Enhancement in the time-efficiency of report



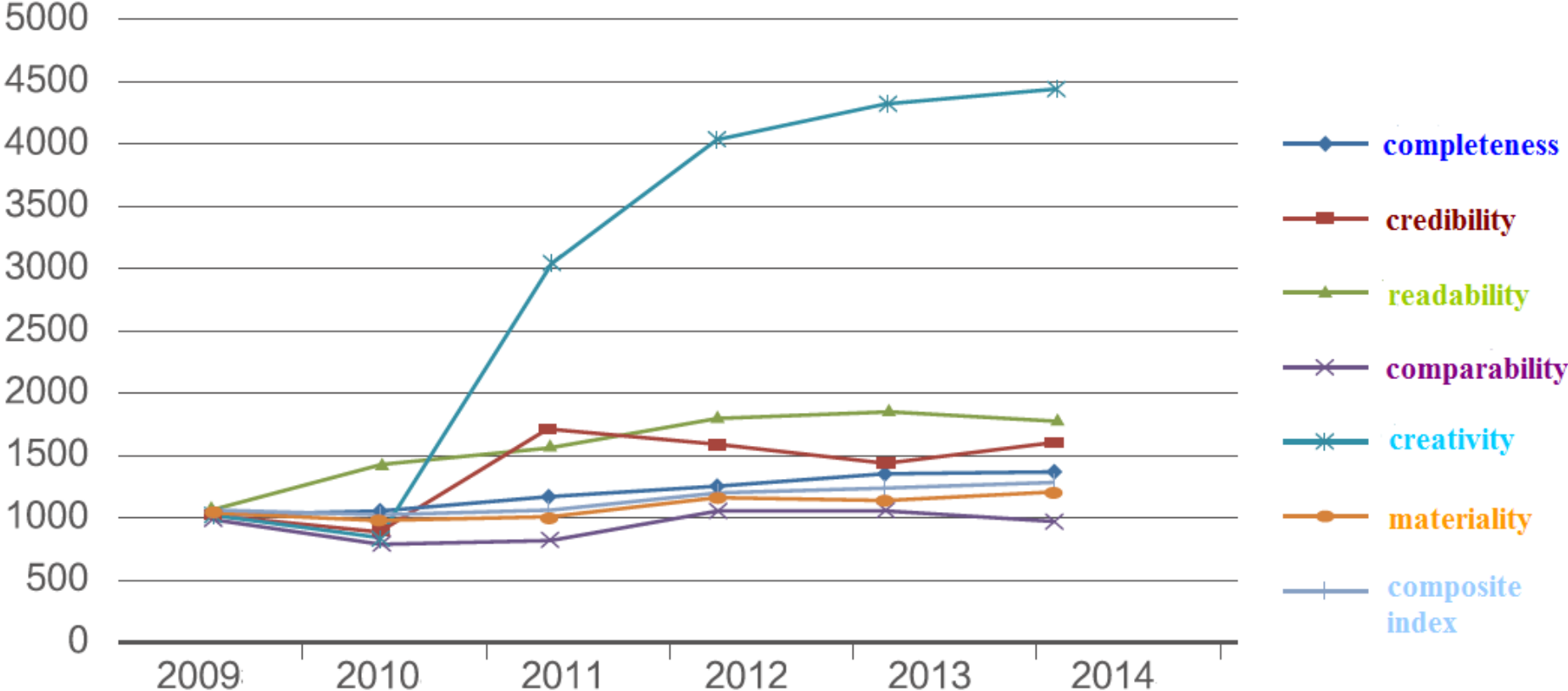
## Social responsibility reports account for over 90%



# Our ten major findings

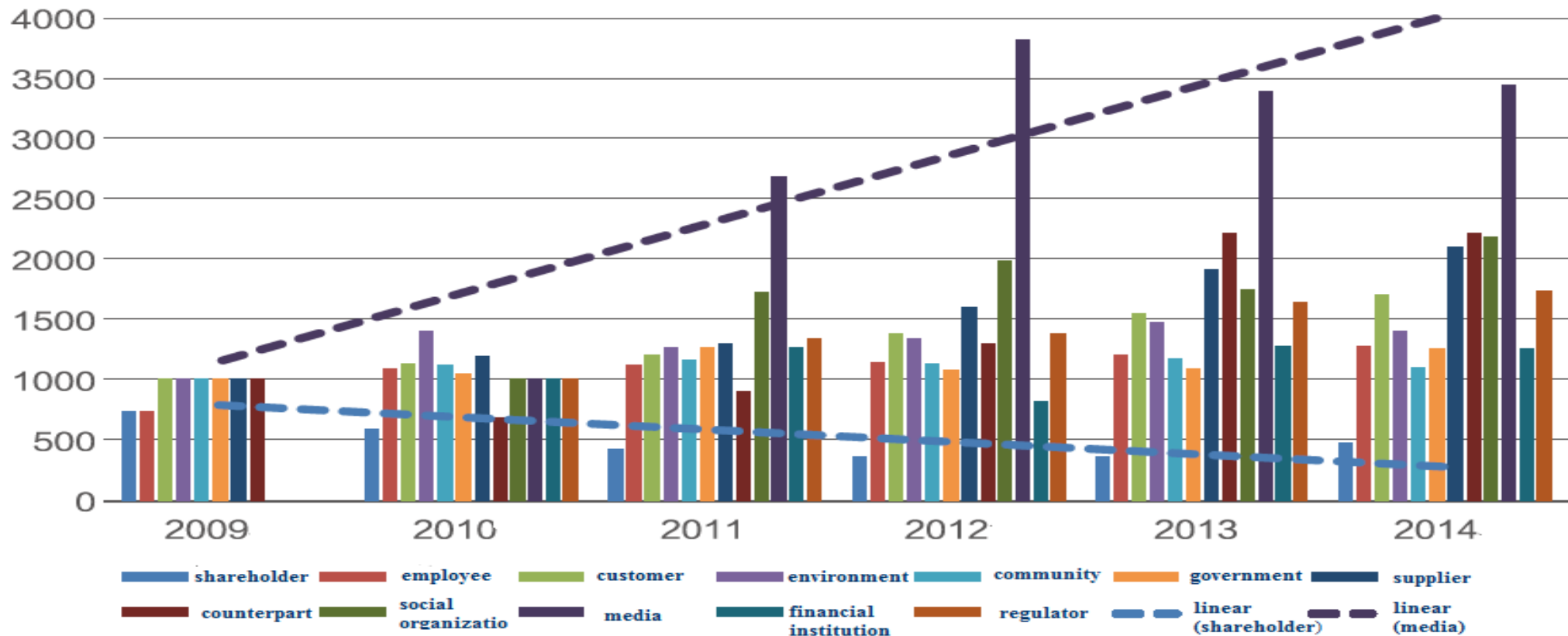


1. Steady improvement— the reports show a year-over-year improvement in their quality and outstanding innovation.



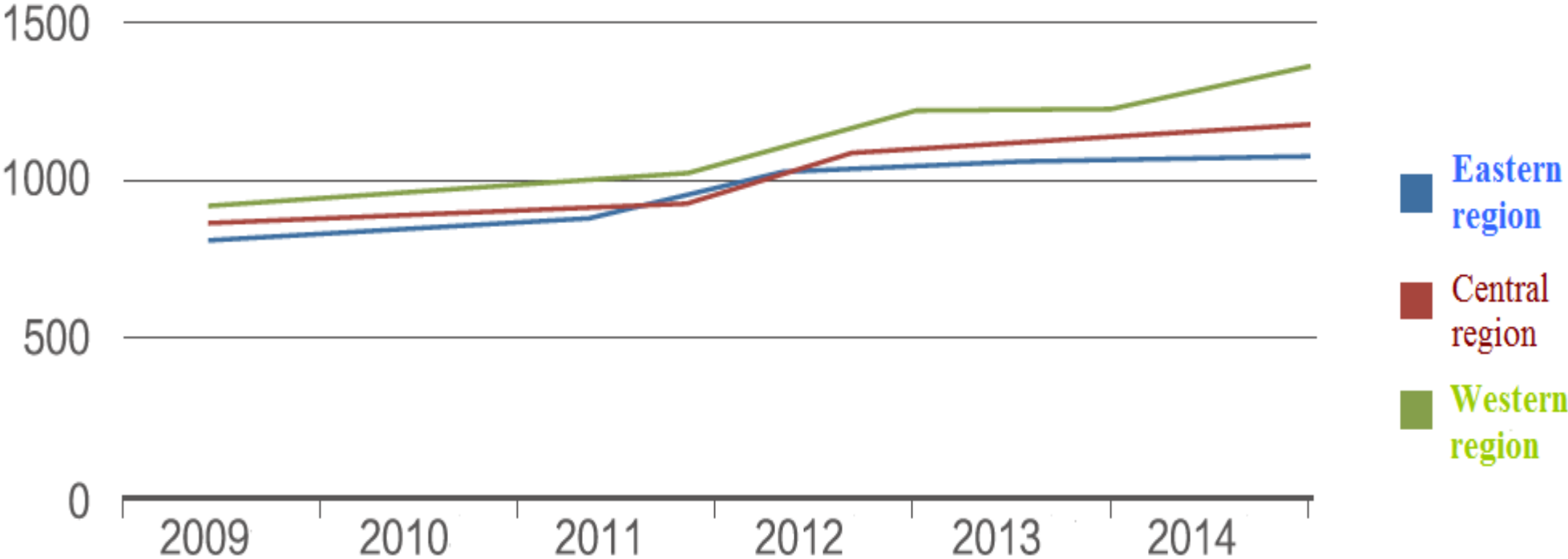
# Our ten major findings

2. Overall focuses — the reports fully disclosed the performance of responsibility organizations owe to their stakeholders with different features. There is a continuous focus on employees, environment and communities, an increasing attention to media, suppliers, counterparts and social organizations, a clear decreasing disclosure of shareholders and an obvious volatility in that of financial institutions.



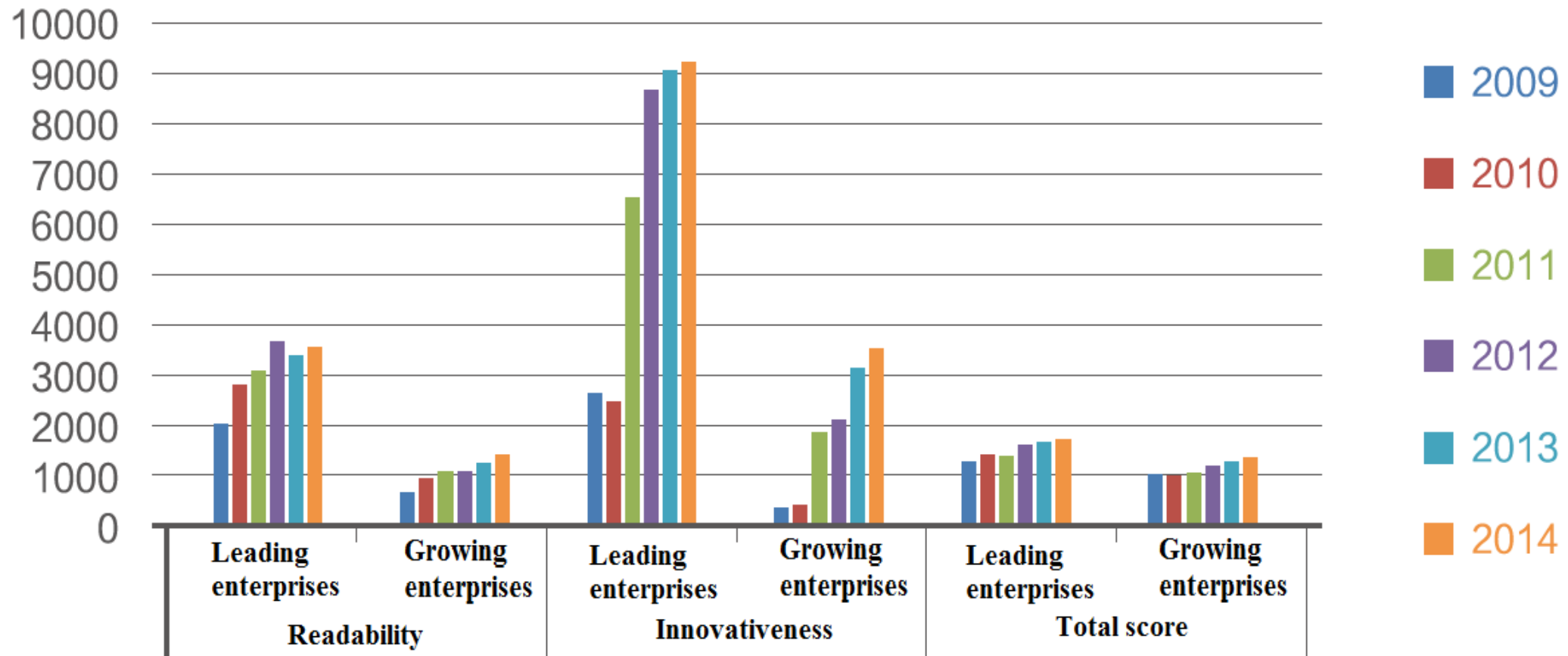
# Our ten major findings

3. Emerging western region —the western region improves the reporting level rapidly. After 2012 when surpassing the central regions, it surpassed the eastern region for the first time this year, becoming the region with best overall quality of reports.



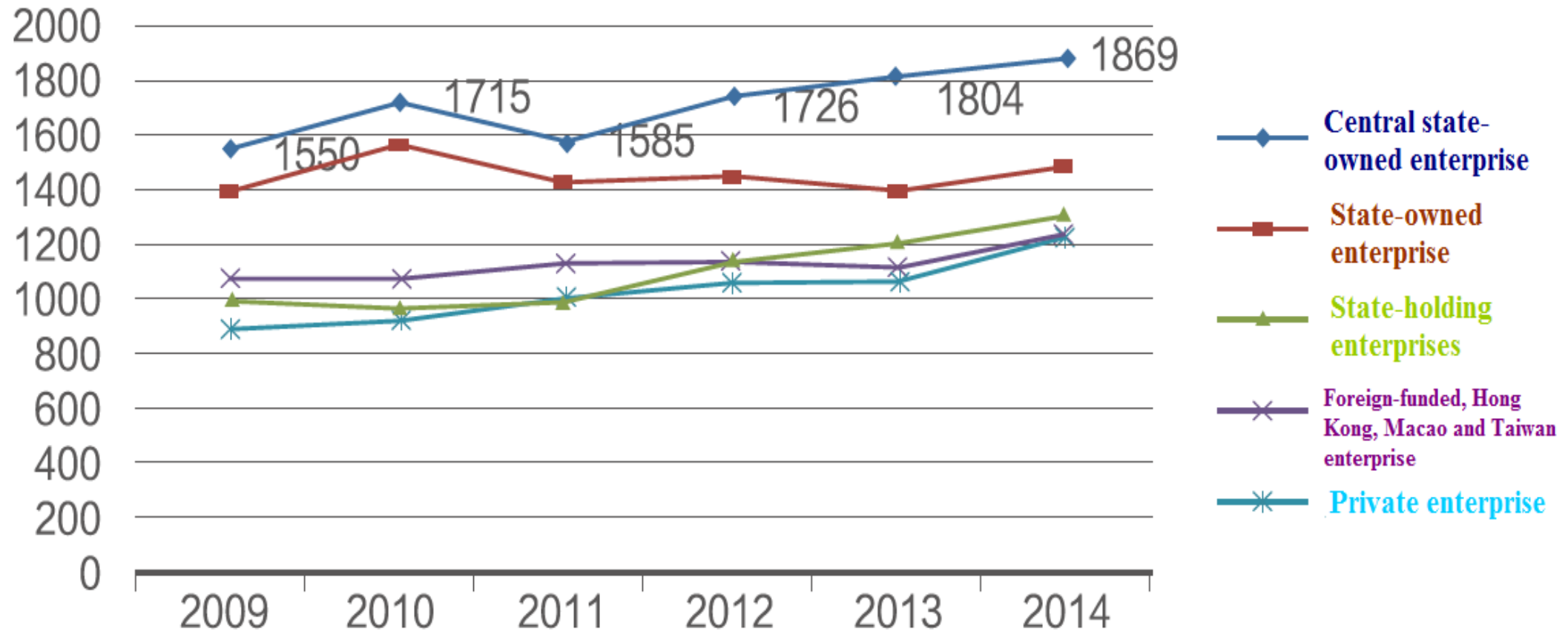
## Our ten major findings

4. Navigated by leading enterprises — the reports of leading enterprises are fully superior to those of growing enterprises with more attention to innovativeness and friendly readability.



## Our ten major findings

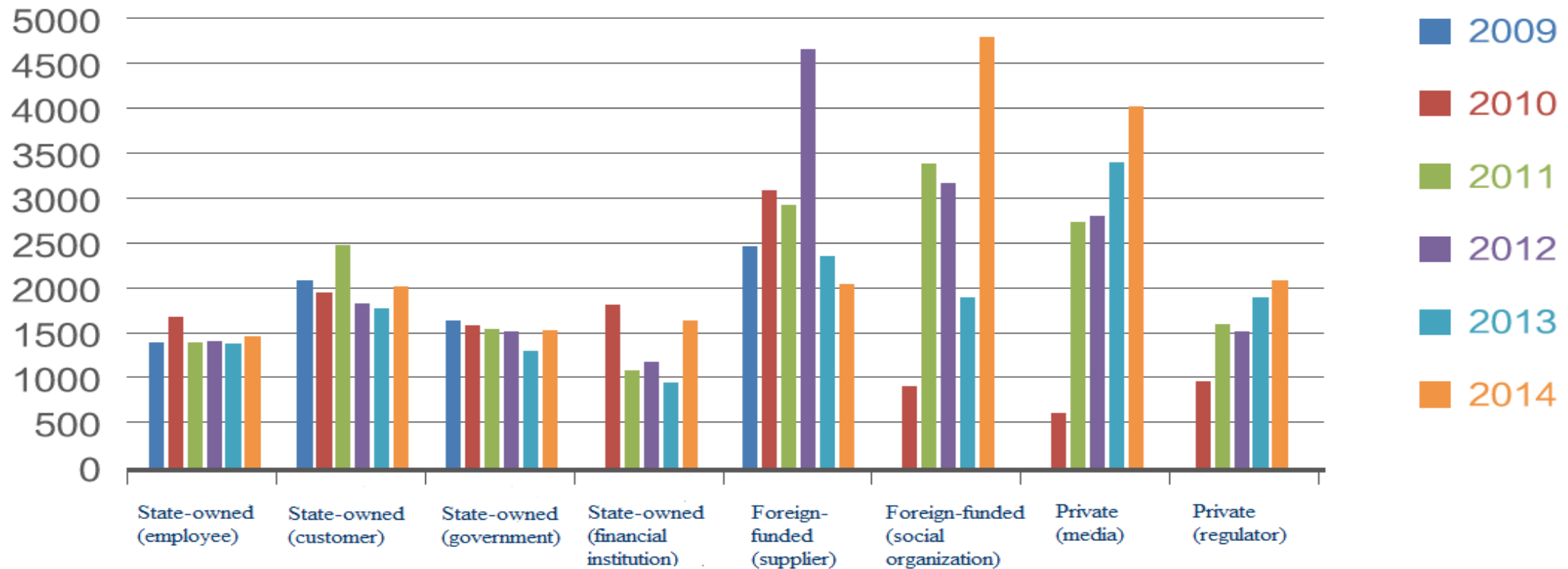
5. Benchmarking of central enterprises — the quality of their social responsibility reports has been at the top.





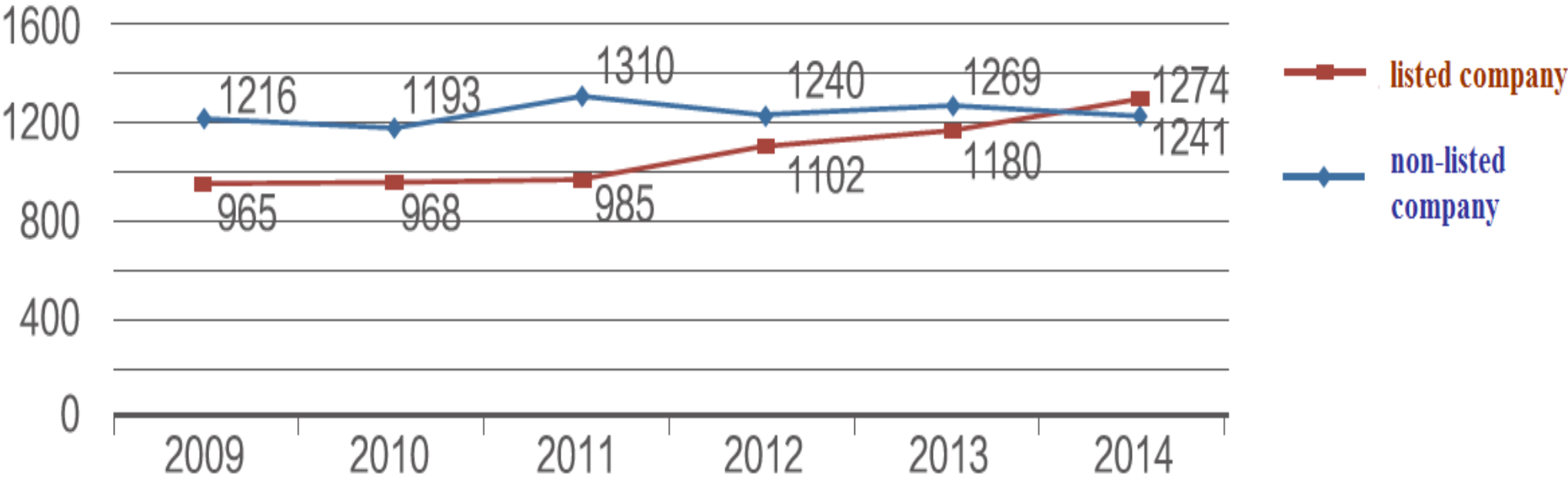
## Our ten major findings

6. Focuses vary — SOEs focused on employees, customers, governments and financial institution; foreign-funded, Hong Kong, Macao and Taiwan companies paid more attention to suppliers and social organizations; and private enterprises made significant improvement in the information disclosure of media and regulators.



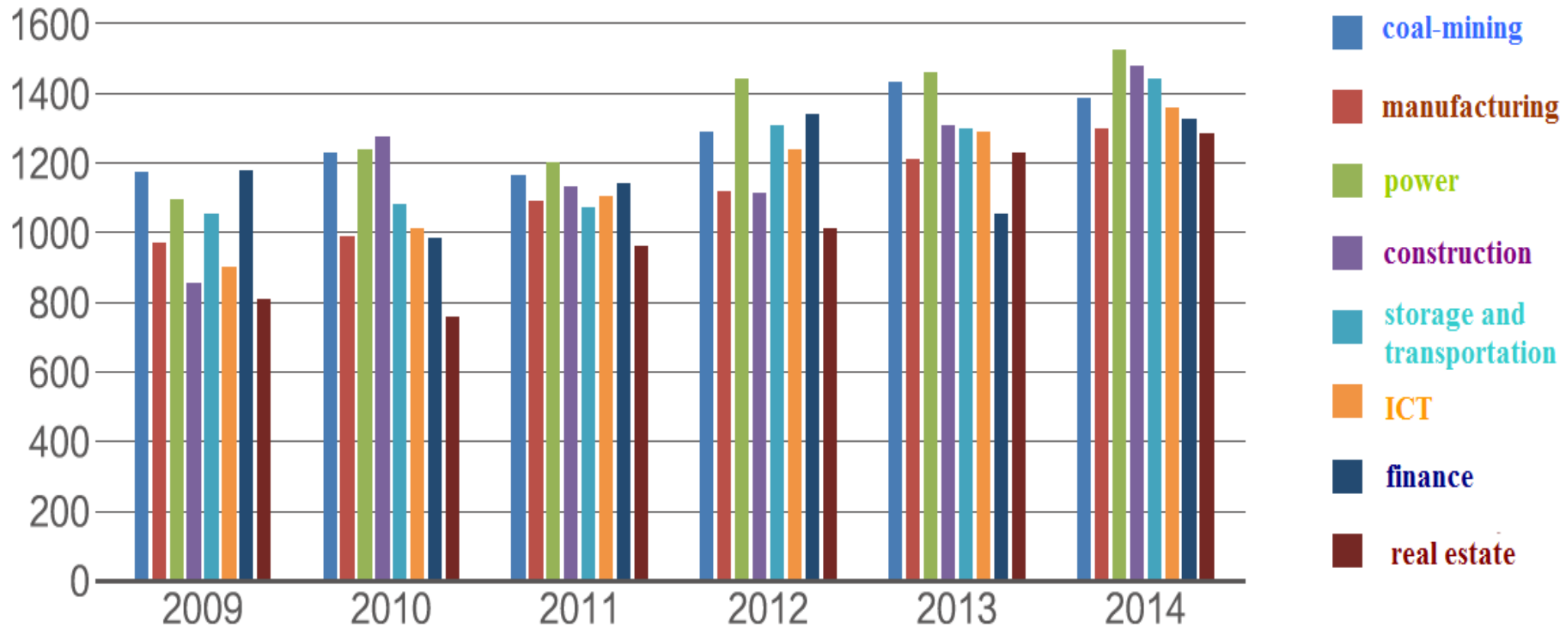
# Our ten major findings

7. Listed companies progress— they improved the quality of their reports dramatically and their index on CSR report surpassed that of non-listed companies for the first time.



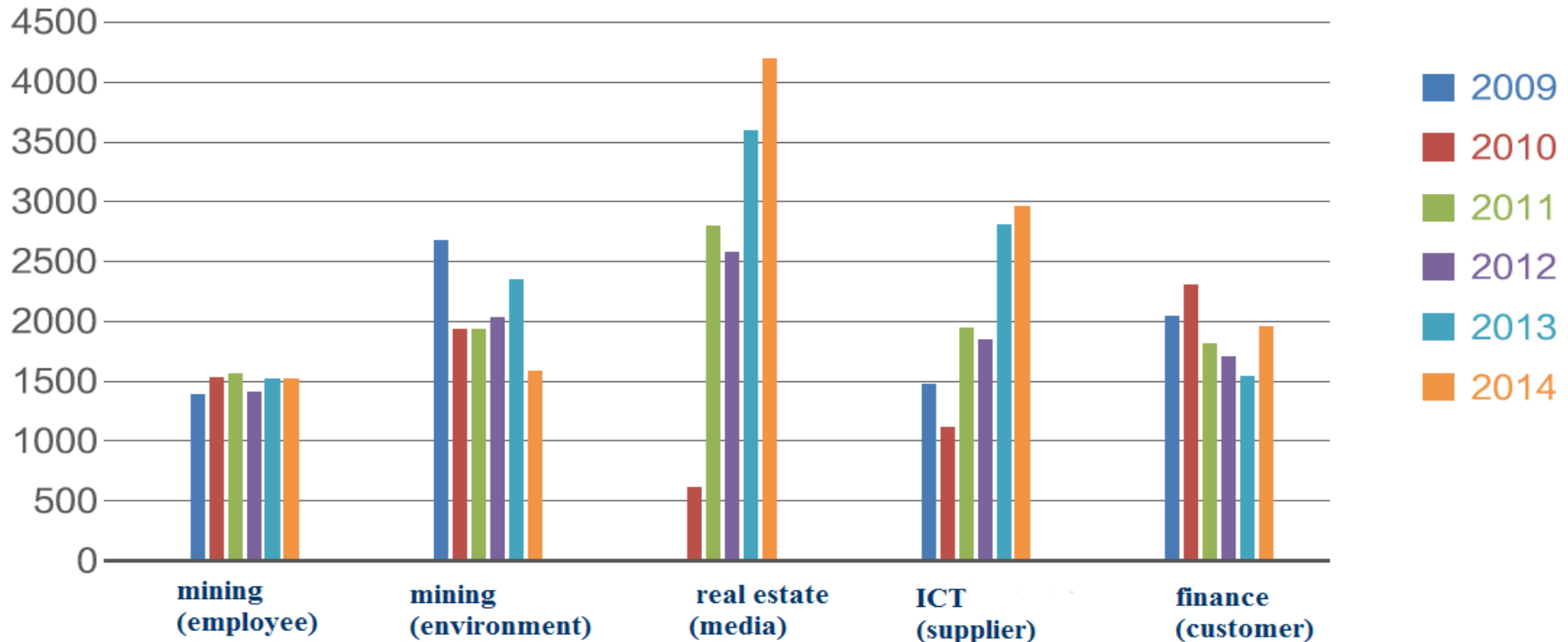
## Our ten major findings

8. Improvements vary — various industries showed an upward trend in the overall quality of their social responsibility reports, power industry taking the leading position, construction industry growing fastest and financial sector presenting higher volatility in this respect.



## Our ten major findings

9. Striking industry characteristics — various industries showed their characteristics in disclosing the performance of responsibility they own to stakeholders. Mining companies focused on employees and environment, real estate companies on the media, ICT companies on suppliers and financial sectors on customers



# Our ten major findings

10. Emerging forces — Reports of non-business organizations accounted for 34.1% of the total, of which 95.2% were released through the centralized platforms in Shanghai and Zhejiang, 47% for the first time, and 90.0% by educational institutions and government departments.

