

Communication on Engagement (COE) of Peking Chenxin Science &Technology Center

Abstract : Peking Chenxin Science &Technology Center (hereinafter, the Peking Chenxin) was established in 2006 and is a non-profit organization (NPO) in China. Peking Chenxin is mainly engaged in consulting services in the field of CSR&SRI and has made three aspects of efforts to promote the development of CSR&SRI in China.

Firstly, Peking Chenxin actively help the enterprises to enhance the awareness of social responsibility and promote the level of social responsibility management through our main business services. We also use websites(www.chinacsr.cn) and WeChat public address ([chinacsr.cn](https://www.chinacsr.cn)) to track and publish CSR&SRI information at home or abroad, the funds which engage in SRI, policy interpretation, outstanding cases of corporate performance, etc. It is worth mentioning that the number of WeChat public attention has exceeded 1000.

Secondly, Peking Chenxin advocates responsible investment, and promote the development of SRI investment market from multiple perspectives. Since 2006, we have been in cooperation with the International Responsible Investment Fund (IRF) to evaluate the CSR report of the listed companies to help the fund manager to make investment portfolio decisions. In addition, in the past two years, we have also visited a number of financial institutions to introduce the concept of responsible investment, advocate more financial institutions to participate in SRI. In 2017, we published the article——ESG Investment: a new consensus of global investors.

Lastly, Peking Chenxin explores a new mode to take the corporate social responsibility for enterprises that is building the public project cooperation between enterprises and social organizations. We have been advocate strategic corporate social responsibility, that is, the direction of corporate social responsibility should be combined with its main business, but not additional investment. Therefore, the enterprises can cooperate with social organizations to carry out public welfare projects in business-related fields and jointly solve social problems. At present, we have completed a comprehensive analysis and Research on the development status and main

business of social organizations in Haidian District in Beijing, which can provide a basis for the future development of public welfare projects between enterprises and social organizations.

After two years of development, Peking Chenxin has deepened comprehension of the Ten Principles of the Global Compact, and has spread it in practice. As a member of the Global Compact, we pledge to spare no effort to bring together it to the society, supply chains and other stakeholders around us in the future.

北京市海淀区诚信科技发展中心 COE 报告

一、关于北京市海淀区诚信科技发展中心

北京市海淀区诚信科技发展中心（简称诚信科技）成立于 2006 年，是民办非企业机构，建设运营中国企业社会责任网及 chinacsrri 微信公众号。机构主要从事 CSR&SRI 领域的咨询服务业务，包括 CSR 报告资讯、CSR 评级、CSR 战略规划、社会创新等。

二、在推进 CSR 方面所做出的努力

诚信科技在推动 CSR 方面所做出的努力可以从概括为以下三个方面：

1. 提供 CSR 相关领域咨询服务

诚信科技一直从事 CSR 的咨询服务，为企业提供 CSR 战略规划、CSR 管理体系搭建、CSR 项目策划、执行与传播等全方位的专业服务。过去两年走访北京市内多家企业，包括软件类、金融类等企业，积极推动企业提升社会责任意识及社会责任管理水平，建立可持续发展理念。

诚信科技建设运营中国企业社会责任网及 chinacsrri 微信公总号。中国企业社会责任网实时跟踪并发布国内外 CSR 领域资讯、相关政策法规、研究成果及优秀企业履责案例等，为推动企业积极履行社会责任提供重要参考。chinacsrri 公总号每周发布国内外 CSR 最新动态，包括 SRI 新闻、基金动态、信息披露要求、政策解读、企业社会创新案例等领域，目前关注人数接近 1000。

2. 倡导责任投资，多角度推动国内 ESG 投资的发展

诚信科技与国际责任投资基金合作，从 2008 年起每年以中国上市企业为评估对象，通过对企业发布的 CSR 报告及其它公开信息的进行评级，对上市企业的社会责任情况给予综合评估，为基金经理构建投资组合决策提供重要依据。另外，在近两年，我们也走访国内多家金融机构，向其介绍责任投资理念，倡导更多金融机构参与 ESG 投资。

我们亦发表文章推动国内责任投资发展。目前国内责任投资处于起步阶段，在国内投资领域，责任投资原则和对责任投资的理解还方兴未艾。因此在 2017 年，我机构发表《ESG 投资：全球投资者新共识》一文，希望能为个人或机构投资者参与责任投资提供理论依据。

3.创新企业履行社会责任新模式

近年来，诚信科技努力搭建企业与社会组织合作平台。参与公益是企业履责的重要手段，但往往与企业主营业务不相关，而中国企业社会责任网倡导战略性企业社会责任，即企业履行社会责任的方向应当与其主营业务相结合，并非额外增加投入。因此，与社会组织合作开展业务相关领域公益项目，共同解决社会问题成为企业履行社会责任的创新模式。诚信科技在 2017 年申请海淀区社会建设专项资金项目《海淀区社会组织发展现状研究》，已经完成对海淀区社会组织的发展现状及主营业务领域的全面分析和研究，全面了解了区内社会组织发展的现状，为日后开展企业与社会组织的公益项目对接提供基础。

三、对全球契约十项原则的支持

经过两年发展，诚信科技对全球契约十项原则的理解更加深入，并已经在实践中传播十项原则。我们坚持将该原则贯彻实施至我们的工作中，身体力行，并且用自己的方式去影响和指导我们的合作伙伴，让他们也能遵守全球契约的原则。作为全球契约的一员，我们承诺在将来仍将不遗余力的将十项原则汇集我们周围的社会、供应链及其他利益相关方。