

Group Theme 3

New models of Economy and Corporate Social Responsibility / Social Enterprises / Business Ethics

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CHINA-EUROPA FORUM

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Forum Action Plan Priorities

1. Sino-European CSR/Business Ethics / Social Entrepreneurship Bi-annual Forum involving various stakeholders : Large companies, SMEs, NGOs, trade unions, academics, governments, civil society representatives, interested citizens) and focusing on CSR models/best practices/common standards / CSR multi-stakeholder partnerships. In between the Forum there should be single stakeholder on-line communications. Promotion of this Forum should be carried out more intensively through networks.

2. Sino-European CSR/Business Ethics / Social Entrepreneurship Information Center and Data Base organized as a network by Universities, practitioners and networks to provide and sharing information, eventually starting from existing csr information platforms and the China-Europa website.

3. Sino-European CSR/Business Ethics / Social Entrepreneurship Exchanges and placement programs between enterprises managers (including SMEs, Social Entrepreneurs and other stakeholders) of China and Europe in order to share their experiences and develop pilot projects, with a peer-to-peer approach.

4. Sino-European Cooperation on educational curricula development (master course) on CSR/Business Ethics / Social Entrepreneurship by Universities/Academic Networks and Business Association, and targeted to University Students and Entrepreneurs (connected with csr information data base)

5. Bi-Annual Sino-European List of the 100 good and bad CSR Companies and an Award for the good innovative SMEs initiatives in selected sectors based on international shared and commonly recognized CSR/sustainability indicators and eventually published in

cooperation with existing company rating and validated by various Ngos/stakeholders. Selection could be supported by China-Europa Forum Groups.

6. Influencing the ongoing negotiations on trade negotiations between EU and China

in order to integrate CSR standards in the trade agreements through National Governments and EU and existing networking of Civil Society actors/Trade Unions/Academic studies. Funds for these six activities should be found e.g. from Chinese and EU companies, EU commission, CEF Foundations and other foundations.