

沃尔玛中国

企业社会责任报告

Walmart China's Corporate
Social Responsibility Report

为顾客省钱，从而让他们生活得更好
We Save People Money so They Can Live Better.



沃尔玛（中国）投资有限公司

地址：深圳市福田区农林路69号深国投广场2号楼2-5层及3号楼1-12层
Add: 2-5F, Tower 2 and 1-12F, Tower 3, SZITIC Square, 69 Nonglin Road, Futian, Shenzhen
邮编 Postcode: 518040
电话 Tel: 86 755 2151 2288
传真 Fax: 86 755 2151 1076/2151 1077
<http://www.wal-martchina.com>



沃尔玛中国

企业社会责任报告

Walmart China's Corporate
Social Responsibility Report



目录

- 02 高层寄语
- 04 公司简介
- 06 企业社会责任使命
- 07 企业社会责任战略
- 10 女性经济自立
- 16 儿童食品安全与营养
- 22 可持续发展与社区服务
- 30 近年主要奖项

Table of Content

- 02 Message from Senior Executives
- 04 Company Introduction
- 06 CSR Mission
- 07 CSR Strategy
- 10 Women's Economic Empowerment
- 16 Children's Food Safety and Nutrition
- 22 Sustainability and Community
- 30 Awards in Recent Years



10 | 女性经济自立
Women's Economic Empowerment



16 | 儿童食品安全与营养
Children's Food Safety and Nutrition



22 | 可持续发展与社区服务
Sustainability and Community

CEO 寄语

Message from the CEO



岳明德

沃尔玛亚洲总裁
沃尔玛中国总裁兼首席执行官

Dirk Van den Berghe
President, Walmart Asia
President & CEO, Walmart China

2016 年是沃尔玛进入中国 20 周年。与在世界其它地方一样，沃尔玛在中国始终坚持“尊重个人、服务顾客、追求卓越、始终诚信”的四大信仰，专注于开好每一家店，服务好每一位顾客，履行公司的核心使命，以不断地为我们的顾客、会员和员工创造非凡。

自进入中国市场以来，我们在经营业务的同时始终没有忘记践行企业社会责任。沃尔玛在中国的企业社会责任战略涵盖三个主要领域：女性经济自立，儿童食品安全与营养，可持续发展与社区服务。20 年来，沃尔玛在全国范围内累计向各种慈善公益事业捐献超过 1.4 亿元人民币的资金和物品，沃尔玛中国员工在公益事业方面投入累计超过 24 万多个小时。特别值得一提的是：2016 年沃尔玛中国员工积极组建志愿者协会，并开展了一系列的志愿者活动。

我高兴地看到，沃尔玛中国在所有三个企业社会责任领域的努力都得到各方认可并且不断取得新的进展，让我们携起手来，在未来的 20 年更好的服务我们的顾客和社会！

Year 2016 marks the 20th anniversary of Walmart's arrival in China. In China, as elsewhere, we follow the four beliefs of "Respect for the individual", "Service to the customer", "Strive for excellence", and "Act with integrity". We also adhere to the Walmart tradition of building our business one store and one customer at a time, so as to fulfill our core mission, and continue to make a difference in the lives of our customers, members and associates.

Since entering the Chinese market, we have never forgotten to fulfill our corporate social responsibilities while we operate our business. Our corporate social responsibility strategy in China focuses on three pillars: Women's Economic Empowerment, Children's Nutrition & Food Safety, and Sustainability & Community. We have donated funds and in-kind support worth over RMB 140million to local charities and welfare organizations during the past 20 years. Moreover, Walmart China associates have dedicated over 240,000 hours to these activities. What is particularly worth mentioning is that this year our associates proactively established the Walmart China Volunteer Association and carried out a series of volunteer activities.

I am also happy to see that we are gaining recognition and are making progress in all three areas of our corporate social responsibilities. Let us join our hands to better serve our society and communities in the coming 20 years!



公司简介

Company Introduction

沃尔玛百货有限公司由美国零售业的传奇人物山姆·沃尔顿先生于 1962 年在阿肯色州成立。经过五十多年的发展，沃尔玛公司已经成为世界最大的私人雇主和连锁零售商，多次荣登《财富》杂志世界 500 强榜首及当选最具价值品牌。

沃尔玛致力通过实体零售店、在线电子商店、以及移动设备移动端等不同平台不同方式来帮助世界各地的人们随时随地能够节省开支，并生活得更好。2016 财政年度（2015 年 2 月 1 日至 2016 年 1 月 31 日）的营业收入达到近 4,821 亿美元，全球员工总数约 220 万名。

沃尔玛对中国经济和市场充满信心，并致力于在中国的长期投资与发展。沃尔玛于 1996 年进入中国，在深圳开设了第一家沃尔玛购物广场和山姆会员商店。目前沃尔玛在中国经营多种业态和品牌，包括购物广场、山姆会员商店等。

一直以来，沃尔玛坚持创新思维和服务领导力，一直在零售业界担任领军者的角色；更重要的是，沃尔玛始终履行“为顾客省钱，从而让他们生活得更好”的这一企业重要使命，成为消费者信赖的优秀企业公民。

Walmart Stores, Inc. was founded by American retail legend Mr. Sam Walton in Arkansas in 1962. After 50 years of development, the company is now the world's largest private employer and retailer. Walmart was ranked at the top of the Fortune 500 list several times and is among the most recognized global brands.

Walmart helps people around the world to save money and live better – anytime and anywhere – in retail stores, online, and through their mobile devices. With a 2016 fiscal year revenue of approximately \$482.1 billion, Walmart is at the top of the Fortune 500 companies list, and employs more than 2.2 million associates worldwide.

China is a market with a vast amount of opportunities. We are fully confident about the prospects of the Chinese economy and the Chinese market. Walmart entered the Chinese market and opened its first hypermarket and Sam's Club in Shenzhen in 1996. Currently, Walmart operates a number of formats and banners in China including hypermarkets and Sam's Clubs.

Walmart continues to be a retail leader through innovative thinking, leadership through service, and above all, a commitment to saving people money so they can live better. We strive towards building on our position as a trusted corporate citizen in China.

 **2.5** 亿顾客

每周，超过 2.5 亿顾客和会员光顾沃尔玛
Each week, more than 250 million customers and members visit Walmart stores.

 **28** 个国家

分布全球 28 个国家
Walmart has business presence in 28 countries.

 **1.15** 万家

全球 11,500 家分店
Walmart has 11,500 stores in the globe.

 **423** 家

截至 2016 年 7 月 31 日，沃尔玛已在中国开设 423 家门店
Up to 31 July, 2016, Walmart has been operating 423 retail units in China.

 **10** 万名

沃尔玛中国拥有约 10 万名员工
Walmart China has 100,000 associates.



沃尔玛中国企业社会责任使命：
做一个有高度企业社会责任感的零售商

Walmart China's CSR Mission:
A Retailer with a Strong Sense of Corporate Social Responsibility

作为优秀的企业公民，沃尔玛中国致力于通过企业社会责任帮助人们生活得更美好。自进入中国以来，沃尔玛在全国范围内累计向各种慈善公益事业捐献超过 1.4 亿元人民币的资金和物品，沃尔玛中国员工在社会公益事业方面投入累计超过 24 万多个小时。根据沃尔玛全球企业社会责任的重点领域并基于中国经济和社会发展现状，我们确定了沃尔玛如何更好的为我们所在的社区服务以及沃尔玛中国企业社会责任的三个重点领域：女性经济自立、儿童食品安全与营养，可持续发展与社区服务。

As a good corporate citizen, Walmart China is committed to helping people live a better life. We have donated funds and in-kind support worth over RMB 140 million to local charities and welfare organizations since entering the Chinese market. Moreover, Walmart China associates have dedicated over 240,000 hours to these activities. In line with Walmart's global focus areas and based on China's socio-economic development status, we have identified what we could do for the communities where we have a presence, and have set out our CSR strategies in the following three pillars: Women's Economic Empowerment, Children's Food Safety and Nutrition, and Sustainability and Community.



1.4 亿

沃尔玛在全国范围内累计向各种慈善公益事业捐献超过 1.4 亿元人民币的资金和物品

Walmart has donated funds and in-kind support worth over RMB 140 million to local charities and welfare organizations.

24 万小时

沃尔玛中国员工在社会公益事业方面投入累计超过 24 万多个小时。

Walmart China associates have dedicated over 240,000 hours to philanthropic activities.



女性经济自立
Women's Economic Empowerment(WEE)

Initiatives

- Women-Owned Business Program
- Women in Retail Training Program

Social impact

- Gender equity
- Job creation

主要项目

- 女性拥有的企业
- 女性零售培训

社会影响

- 性别平等
- 创造就业



儿童食品安全与营养
Children's Food Safety and Nutrition

Initiatives

- Children's Food Safety Program
- Children's Nutritious Meals Program

Social impact

- Population quality
- Food security

主要项目

- 儿童食品安全项目
- 儿童营养餐项目

社会影响

- 人口素质
- 食品安全



可持续发展与社区服务
Sustainability and Community

Initiatives

- Leading in energy
- Community development & volunteerism
- Disaster response and preparedness

Social impact

- Sustainable development
- Social cohesion
- Disaster mitigation

主要项目

- 节能环保
- 社区发展与志愿者服务
- 救灾减灾

社会影响

- 可持续发展
- 和谐社会
- 救灾减灾

沃尔玛 CSR 战略与 SDG 相协同之处

The charity programs under the framework of Walmart China’s CSR strategy are consistent with the UN Sustainable Development Goals.



我们很高兴看到以上三个战略重点与 2015 年 9 月联合国可持续发展峰会上通过的可持续发展目标是相协同的。联合国 17 个可持续发展目标将联合政府、非政府组织 (NGO)、企业和社区共同推动社会、经济和环境三个维度的可持续发展，因此沃尔玛深感肩上的社会责任任重道远，希望通过自己在公益方面的努力和影响力，更快更好的推动社会可持续发展，并“让人们生活的更好”。

We are glad to see that the 3 strategy pillars mentioned above are consistent with the UN Sustainable Development Goals (SDGs), which were approved during the United Nation Sustainable Development Summit in September 2015. The 17 SDGs call for collaboration among governments, NGOs, corporations and communities to promote the sustainable development of society, economy and environment. Thus, Walmart is fully aware of our social responsibility and hopes our philanthropic efforts and influence can further promote sustainability in society and achieve the mission of “live better”



联合国可持续发展目标
United Nations Sustainable Development Goals



✧ 女性经济自立

Women's Economic Empowerment

2011年9月，沃尔玛宣布启动全球“女性经济自立”项目，将发挥其辐射全球的业务规模和资源优势，为女性提供更多的发展机会。该项目很快就在约占世界女性人口 1/5 的中国开展，并响应了男女平等的基本国策。到 2016 年底，沃尔玛预计将为“女性经济自立”中国项目累计捐出 9,130 万元人民币。

In September, 2011, Walmart launched the global Women's Economic Empowerment (WEE) initiative, aiming to increase development opportunities for women by leveraging its global scale and resources. Soon after the launch, the WEE program came to China, where it has a female population accounting for 1/5 of the female population of the world. This program echoes China's basic state policy of gender equality. By the end of 2016, Walmart will have made donations totaling about RMB 91 million for programs that support WEE in China.



主要目标：

The program mainly aims to accomplish five goals, including:

- ✧ 帮助女性拥有的企业成长；
Empowering female entrepreneurs to grow;
- ✧ 加大对女性拥有企业的采购量；
Increasing sourcing from women-owned businesses;
- ✧ 为女性提供教育和就业培训；
Empowering women through job training and education;
- ✧ 提供培训、市场准入和就业机会给农场和工厂中的女性；
Empowering women on farms and in factories through training, market access and career opportunities;
- ✧ 向女性经济自立项目做慈善捐赠；
Making significant philanthropic giving towards women's economic empowerment;



主要项目：女性拥有的企业、女性零售培训
Signature programs: Women-owned businesses(WOBs) and Women's Retail Training Programs

女性拥有的企业：
Women-owned businesses (WOBs)

为女企业家的成长提供支持，寻求合作伙伴，并帮助她们寻求进入大型国际零售企业的商机

Women-owned businesses (WOBs): Empower female entrepreneurs to grow and seek partners; help them identify opportunities to enter the supply chains of large-scaled international retailers.

✧ 2015 年 12 月 3 日，由沃尔玛中国捐赠支持的国际女性企业联盟 2015 年度会议暨展会 (WEConnect China 2015 Marketplace) 在上海举行。作为国际女性企业联盟的全球合作伙伴，沃尔玛已经连续四年支持该项目，累计在中国捐赠了 110 余万元人民币，助力参会女性企业家寻找市场合作机会。

On December 3, 2015, WEConnect 2015 Marketplace was held in Shanghai with the support and donation from Walmart. As the global partner of WEConnect International, Walmart has supported this marketplace for four consecutive years with an accumulated donation amount of RMB 1.10 million to empower participating women entrepreneurs seeking market collaborative opportunities.



Willy Tsoi
蔡荣月

Managing Director
董事总经理

Calson Investment Limited
启星投资有限公司

加入沃尔玛女性经济自立项目后，“启星”已经从原本一家地方上的小工厂成长为在中国拥有超过十家工厂、员工超过一万人、年销售额超过 3 亿美元的国际企业。

Since joining Walmart's WEE program, Calson has grown from a small local factory to an international company, with more than 10 factories in China, more than 100,000 employees and annual sales exceeding USD 300 million.



女性零售培训项目：
Women's Retail Training Programs

a. 与中国连锁经营协会合作打造“零售明日之星”培养计划
Future Retail Star Training program in partnership with China Chain Store & Franchise Association

沃尔玛中国向中国连锁经营协会分阶段捐赠 500 万元，该项目将主要为开设连锁经营、市场营销等商贸类专业的中等职业院校提供培训，计划到 2016 年底将培养 200 名在职教师和 20000 名在校学生，其中超过一半为女教师和女学生。

Walmart China donated 5 million RMB. This program will mainly target secondary vocational school students with majors in chain store operation, marketing and other specialties in commerce and trade. According to the project plan, by the end of 2016, a total of 200 in-service teachers and 20,000 students, more than half of whom will be female teachers and female students, will receive training.



 500 万

沃尔玛中国向中国连锁经营协会分阶段捐赠 500 万元
Walmart China has donated 5 million RMB to China Chain Store & Franchise Association.



2015 年 7 月，“零售明日之星培养计划”项目第二期启动。
In July 2015, the second phase of the Future Retail Star Training program was kicked off.

b. 沃尔玛基金会“全国零售训练营”计划

Walmart Foundation's Retail Training Camp Program in China

截至 2016 年年底，沃尔玛基金会将在中国投入 520 万美元（3313 万人民币），培训 45000 名（其中 36000 名女性）零售人才，覆盖 10 个省。

By the end of 2016, Walmart Foundation will invest \$ 5.2 million (33.13 million yuan) into the Chinese market, and provide training to 45,000 people (including 36,000 females). This program will cover 10 provinces.



2015 年 11 月 7 日，在第十七届中国连锁业会议上，沃尔玛基金会与中国连锁经营协会签署“全国零售训练营”项目合作协议，将捐赠 150 万美元（约 950 万人民币）。在今后两年内，针对中国内地在校的 1.5 万名中高职院校学生 - 其中超过一半为女生，开展零售经营能力提升培训，为他们今后从事零售或相关行业工作、或自行创业开设小型门店打下知识基础。

On November 7, 2015, at the 17th plenary session of China Chain Store & Franchise Association (CCFA), Walmart China and CCFA signed an official agreement on the nationwide charity project, "Retail Training Camp". Walmart Foundation will donate US\$1.5 million (app. RMB 9.5 mil.) to CCFA over the next two years for the training of 15,000 medium and high-level vocational school students in China. Over half of these students will be women. The training is designed to enhance students' retail operational capability, so as to lay a foundation of knowledge for them to be either engaged in retail or retail-related jobs, or open up their own small-scaled retail stores.



 **520** 万美元

截至 2016 年年底，沃尔玛基金会将在中国投入 520 万美元（3313 万人民币）用于“全国零售训练营”计划

By the end of 2016, Walmart Foundation will invest \$ 5.2 million (33.13 million yuan) into the Retail Training Camp Program in China.

 **45000** 名

截至 2016 年年底，沃尔玛将培训 45000 名销售人才

By the end of 2016, Walmart will provide training to 45,000 people.



2016 年 6 月 21 日，沃尔玛基金会“全国零售训练营”项目中的贫困妇女电商创业培训课程在江西南昌启动。该项目旨在通过电子商务培训实现精准扶贫，让更多的农村贫困女性了解和掌握电子商务这一创新的网络零售技能，通过电子扶贫工程使农村贫困女性从中受惠。

On June 21, 2016, the course on retail e-commerce entrepreneurship for Chinese women in poverty, which is part of the Retail Training Camp project funded by the Walmart Foundation, was launched in Nanchang, Jiangxi. This project aims to realize target-oriented poverty alleviation so that more rural women get to learn and master e-commerce, an innovative online retail skill, so that rural women in poverty may benefit from this poverty alleviation project through e-commerce.



✧ 儿童食品安全与营养

Children's Food Safety and Nutrition

民以食为天，食品安全是沃尔玛合规建设的重中之重：2013 到 2015 期间，沃尔玛在中国投入了约 3 亿元用于保证食品安全，遵循从农场到餐桌的食品供应链管理理念；此外，沃尔玛也积极的与专家、学者和政府官员共同探讨食品安全最佳实践，并且连续多年举行食品安全宣传周活动，邀请顾客参观超市后厨、物流配送中心以及供应商生产基地，深入了解供应链上的食品安全管理。



People regard food as their top priority in daily life. Therefore, food safety is the focal point in Walmart's compliance practice. Between 2013 and 2015, Walmart invested a total of RMB 300 million in food safety programs, in line with its food supply chain management practice of "From farm to the dinner table". Additionally, Walmart actively engages food safety experts, scholars and government officials in the mutual study of food safety's best practices. Over the past years, Walmart China has consecutively held food safety week events, inviting customers to visit the back kitchens in the hypermarkets, logistics and distribution centers, as well as suppliers' manufacturing bases, so as to familiarize them with food safety management in the supply chain.

沃尔玛将持续加大食品安全的公益性投入，到 2016 年年底，预计沃尔玛在中国食品安全与营养方面的公益性投入约 2000 万人民币。同时，沃尔玛也长期致力于改善贫困地区的儿童营养状况，关爱少年儿童的健康成长，到 2016 年底投入约 400 万元人民币为超过 20 所小学的 5000 名学生提供营养加餐、爱心厨房和营养宣教。

Walmart will increase its donations in food safety. By the end of 2016, Walmart will have donated an estimated RMB 20 million in China on food safety. Meanwhile, Walmart has long been committed to improving the nutrition status of children in impoverished region, caring for the healthy growth of children. By the end of 2016, Walmart will have invested a total of RMB 4 million in providing nutritious meals, charitable kitchens and nutrition education to some 5000 schoolchildren in over 20 elementary schools.

 **5000** 名

为 5000 名学生提供营养加餐、爱心厨房和营养宣教

Walmart has provided nutritious meals, charitable kitchens and nutrition education to some 5000 schoolchildren.

 **400** 万

到 2016 年底投入约 400 万元人民币改善贫困地区的儿童营养状况

By the end of 2016, Walmart will have invested a total of RMB 4 million to improve the nutrition status of children in impoverished region.



家
Home



卖场
Stores



运输
Transport



配送中心
DCs



处理
Processing



屠宰
Slaughter



农场
Farm

主要项目：儿童食品安全项目、儿童营养餐项目

Signature programs: Children's Food Safety Program and Children's Nutritious Meals Program

儿童食品安全项目： Children's Food Safety Program

儿童食品安全不仅与儿童的健康成长息息相关，也关系着千家万户的幸福，儿童更是将来的食品生产者、制造者和监管者。沃尔玛联合中国儿童少年基金会开展的儿童食品安全项目，是“全国儿童食品安全守护行动”的重要组成部分，旨在通过儿童食品安全教育，通过“进家庭、进学校、进社区”的方式，提高儿童食品安全意识并改善行为习惯。

Children's food safety is closely associated not only with the healthy growth of children, but also with the happiness of thousands of families and households. Children are the producers, manufacturers, and regulators of food in the future. Walmart will carry out the children's food safety program in partnership with China Children and Teenagers' Foundation, which is an important portion of the National Campaign on the Safeguarding of Children's Food Safety. It is designed to promote the awareness of children's food safety and improve children's behaviors and habits through children food safety education in the forms of "walking into families, schools and communities".



- ✧ 2016年6月5日，由中国儿童少年基金会等单位承办的“全国儿童食品安全守护行动”在北京中国儿童中心正式启动，此活动作为国家2016年食品安全宣传周重点活动之一，将在全国范围内开展儿童食品安全宣传教育实践活动。随后，在沃尔玛南昌、长沙和成都的食品安全宣传周活动上，也引入了沃尔玛虚拟厨房对儿童进行食品安全教育。

On June 5, 2016, China Children and Teenagers' Fund kicked off their "China Children's Food Safety Protection Campaign" at the National Children's Center. The vice minister of China Food and Drug Administration (Deputy Director of Food Safety Office of State Council), Vice President of All China Women's Foundation and other key leaders were present to support the launch. As one of the key activities of this year's National Food Safety Promotion Week, the "China Children's Food Safety Protection Campaign" will hold activities on the education of children's food safety all over the country. Afterwards, Walmart introduced the virtual reality kitchen into the corporate food safety promotion week activities in Nanchang, Changsha and Chengdu.



儿童营养餐项目

Children's Nutritious Meals Program

沃尔玛中国长期关注青少年的营养改善和健康成长。早在 2011 年，沃尔玛就携手其主要供应商联合开展 ‘爱心接力’ 活动，共同捐助中国扶贫基金会发起的 ‘爱加餐’ 项目，通过捐赠 “1 个鸡蛋 +1 盒牛奶” 的营养餐和捐赠爱心厨房设备以及开展营养宣传教育等方式来改善贫困地区的儿童营养状况。

Walmart China has always cared about the improvement of nutrition and healthy growth of children in China. Since 2011, Walmart cooperated with a few major suppliers to launch the “Love Relay” campaign to support the Nutritious Meals program, which was initiated by China Foundation for Poverty Alleviation. This program aims to improve the nutrition status of children in poverty-stricken areas and provides “one egg plus one carton of milk” nutritious meals, kitchen equipment and nutrition education.



你“沃”一起，为爱加餐

Hand in Hand with Walmart, Let Us Donate to the Nutritious Meals Program



从 2011 年到现在，沃尔玛中国已向中国扶贫基金会 “爱加餐” 项目捐赠资金 366.29 万元，同时，带动供应商捐赠 54.10 万元，共计 420.39 万元。为云南、贵州、湖南、广西、河北的 21 所小学提供营养加餐，超过 5000 名学生受益；为云南、贵州、湖南、河北的 10 所小学提供爱心厨房设备，近 1700 名学生受益。

Since 2011, Walmart China has made accumulated donations in the amount of RMB 3.66 million to the China Foundation for Poverty Alleviation's Nutritious Meals program. Meanwhile, Walmart China also engaged its suppliers for donations in the amount of RMB 541,000, making the total donation from Walmart and its suppliers reach RMB 4.2 million. This amount of donation is used to provide nutritious meals to some 5000 students in 21 elementary schools in Yunnan, Guizhou, Hunnan, Guangxi and Hebei as well as kitchenware benefiting 1700 students in 10 elementary schools in Yunnan, Guizhou, Hunnan and Hebei.



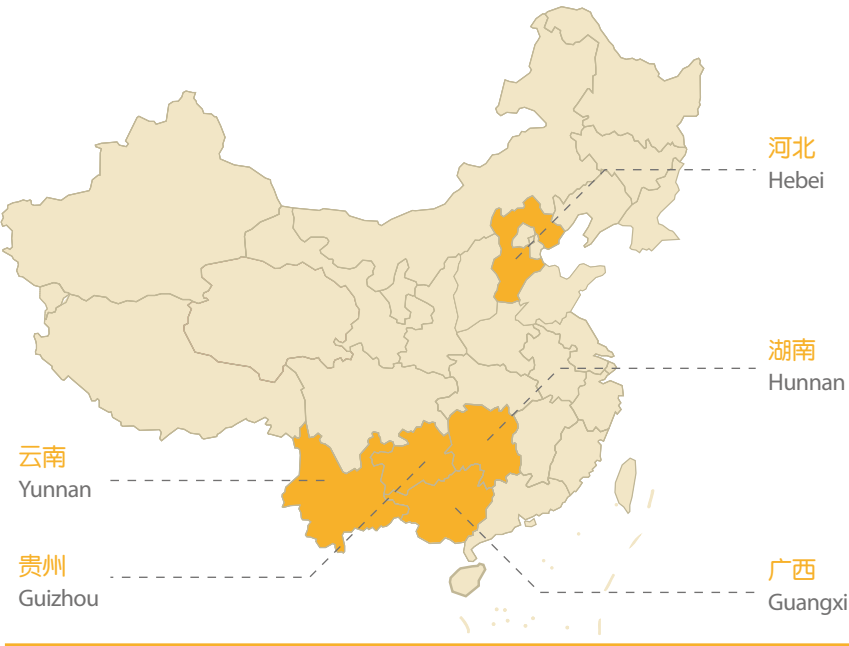
2015 年 8 月 6 日至 8 月 19 日，沃尔玛携手中国扶贫基金会、腾讯公益以及供应商和顾客发起你“沃”一起，为爱加餐公益活动，沃尔玛中国代表参与各方承诺向中国扶贫基金会 “爱加餐” 项目捐赠 200 万元，并率先捐赠 100 万元。

Between August 6th and August 19th, Walmart China, in collaboration with China Foundation for Poverty Alleviation, Tencent Charity, suppliers and customers, launched a themed event of “Together, Let us Donate to the Nutritious Meals Program”. On behalf of supplier partners, customers and associates, Walmart donated RMB 2 million to China Foundation for Poverty Alleviation (CFPA), where Walmart China took the lead with a RMB 1 million donation.



2015 年 1 月 16 日，沃尔玛中国携手其主要供应商之一的玛氏脆香米品牌，与其合作伙伴中国扶贫基金会一起，在云南石林县雨布宜小学开展了 “爱加餐” 项目受益学校的探访活动，此活动也标志着为期半年的 “脆乐童心，玛上出发——百万公里，百万捐赠” 圆满收官。

On 16 January 2015, Walmart China collaborated with the Mars Cuixiangmi brand, one of its major suppliers, to visit Yubuyi Primary School in Shilin County, Yunnan Province, which was a beneficiary school of the Nutritious Meals program, together with its partner, the CFPA. The visit marked the successful completion of the half-year project “Hand in Hand with Walmart and Mars – One Million Kilometers for One Million Donation”.





✧ 可持续发展与社区服务

Sustainability and Community

在为顾客提供更优质的服务和商品的同时，沃尔玛还致力于可持续发展，积极履行保护环境的社会责任。

同时，沃尔玛一直利用广泛的门店分布和庞大的员工群体积极参与社区发展，鼓励员工参与志愿者活动。

While providing better service and quality goods to customers, Walmart actively shoulders the social responsibility of sustainability and protecting the environment.

Meanwhile, Walmart has a long history of community involvement leveraging its extensive distribution of stores and vast number of associates, and engaging associates in volunteer activities.



主要项目：可持续发展活动、社区服务（志愿者服务、救灾备灾）

Signature programs: Sustainability and Community Initiatives
(Volunteer service and Disaster preparedness and relief initiatives)

可持续发展活动 Sustainability Initiatives

沃尔玛十分重视将可持续发展融入到供应链及运营的各个环节，从2005年开始，沃尔玛将可持续发展作为其全球至关重要使命，制定了“可持续发展360”战略，并为三大目标而努力，包括：百分之百使用可再生能源；“零”浪费；出售利于资源和环境的商品。

Walmart attaches great importance to the integration of sustainable development into its supply chain and operations. Starting from 2005, Walmart launched its Sustainability 360 program, demonstrating that sustainability has become one of its core global missions. The three main goals of this project include: 100% renewable energy, zero waste, and selling products that sustains resources and the environment.



沃尔玛中国的可持续发展举措包括： Walmart China's major sustainability initiatives include:

✧ 中国连锁经营协会的可持续发展圆桌论坛

Sustainable Consumption Advocacy with China Chain Store & Franchise Association (CCFA) in Sustainable Roundtable

✧ 门店节能环保改造

Energy-saving remodeling in stores

✧ 倡导环境保护和绿色消费等

Environmental protection and green consumption advocacy



截至 2016 年，沃尔玛中国三年累计投入节能资金达 4.5 亿元，用于门店 LED 灯更换、空调节能升级、热回收以及制冷项目的提升。3 年总共节约能源 5 亿度电，相当于 10.5 万户中国家庭 1 年的用电量，减少二氧化碳排放 16.7 万吨。

From 2013 to 2015, Walmart China invested about 450 million RMB in store energy projects, including upgrades to LED lighting, HVAC, heat recovery and refrigeration systems. The accumulated energy saved in the 3 years was about 500million KWH, equaling the electricity consumed by more than 105,000 families in a year, and CO2 emission was decreased by 167,000 tons.



4.5 亿元

沃尔玛中国三年累计投入节能资金达 4.5 亿元
Walmart China invested about RMB 450 million in store energy projects from 2013 to 2015.



16.7 万吨

减少二氧化碳排放 16.7 万吨
CO2 emission was decreased by 167,000 tons.

2016 年 3 月，沃尔玛中国积极参加“地球一小时”活动，活动当晚沃尔玛关闭全国门店三分之二的照明一个小时，还首次将 3 月 19 日至 25 日定为节能环保周。在节能环保周期间，沃尔玛门店出入口处将放置易拉宝宣传海报，倡议顾客和员工一起节约能耗、保护环境，并通过店内标牌鼓励更多顾客选购节能商品。

In Mar 2016, Walmart China participated in the “Earth Hour” event. All Walmart China stores operated in 1/3 lighting for one hour on 19 Mar. It is also the first time that Walmart China kicked off the “Energy Saving Week” from 19 Mar to 25 Mar. During the “Energy Saving Week”, Walmart placed posters to advertise to customers and staff about energy saving and environment protection, encouraging customers to buy more sustainable items in store.



2015 年 8 月 11 日，沃尔玛在北京举行“2015 节能环保低碳大篷车进沃尔玛超市暨 2015 年可持续消费宣传周启动仪式”，支持由中国连锁经营协会、世界自然基金会以及中国零售可持续发展圆桌发起的以“绿色生活，智慧消费”为主旨的绿色可持续消费宣传周活动。

On August 11, 2015, Walmart China held the launch ceremony for the “2015 Energy Efficiency and Low Carbon Caravan Entering Walmart” event and the “2015 Sustainable Consumption Communication Week”, in support of the themed activities of “Green Life, Wise Consumption”, a week-long green sustainable consumption promotion event kicked off by China Chain Store & Franchise Association (CCFA), WWF and the China Retail Sustainable Development Roundtable.

社区服务 Community Initiatives

沃尔玛一直积极参与社区发展，鼓励员工参与志愿者活动，包括慰问社区孤老、残障人士和留守儿童等。到 2016 年底，沃尔玛中国员工的志愿者服务小时将超过 24 万小时。长期以来，沃尔玛还积极参与备灾救灾。2008 年以来沃尔玛向中国捐赠约 4000 万人民币的现金和实物，用于备灾、救灾和灾后重建工作。

Walmart has a long history of supporting community development and engaging associates in volunteer activities including caring for the elderly, the disabled and left-behind children. By the end of 2016, associates of Walmart China have dedicated over 240,000 service hours to philanthropic activities. Walmart is also actively involved in disaster relief through donating cash and in-kind goods in a timely fashion to disaster-affected areas in order to help local communities rebuild. Since 2008, Walmart has donated RMB 40 million in this area.



24 万小时

到 2016 年底，沃尔玛中国员工的志愿者服务小时将超过 24 万小时。

By the end of 2016, associates of Walmart China have dedicated over 240,000 service hours to philanthropic activities.



4000 万

2008 年以来沃尔玛向中国捐赠约 4000 万人民币的现金和实物，用于备灾、救灾和灾后重建工作。

Since 2008, Walmart has donated RMB 40 million cash and in-kind goods into disaster preparedness, relief and post-disaster rebuild work.



2016 年 5 月更是在全国 400 家门店发起了主题为“你‘沃’一起，服务社区”的沃尔玛中国 20 周年 20 小时志愿者活动截止 2016 年 9 月初，全国 400 多家门店 5000 名员工志愿者向各地社区服务了 2 万小时，题包括“爱心走进长者家”、“食品安全进社区”和“阳光世界行动”。活动直接受益 500 多个社区，覆盖社区居民共计 20000 多位。

The themed community activity of “Hand in Hand with Walmart, Let Us Serve Our Communities - Volunteer 20 Hours on Walmart China’s 20th Anniversary”, which was held between late May and early September, is a true reflection of Walmart China associates’ volunteerism. Over a timespan of three months, 5000 associates in over 400 stores in China dedicated a total of 20,000 voluntary hours, serving 20,000 people in 500 communities that are near our stores.



2016 年 9 月，沃尔玛志愿者协会正式注册成立，协会将进一步普及志愿服务理念，弘扬志愿服务精神，培育志愿服务文化，更好的组织开展志愿服务活动。

In September 2016, the Walmart Volunteer Association was officially registered, which further advocates the concept of volunteerism, develops the spirit of volunteerism, cultivates volunteerism culture and organizes volunteer service activities.

2016 年 7 月 20 日，20 多名沃尔玛中国员工志愿者走进大连百年职校，讲授零售业发展相关课程百年职校的 7 所学校将成为沃尔玛志愿者服务基地，沃尔玛也将成为学生的实习基地。此次活动是 2016 年“你‘沃’一起服务社区，沃尔玛中国 20 周年 20 小时志愿者活动”北方区的重要一站。

On July 20, 2016, over 20 Walmart China associate volunteers went to Dalian BN Vocational School to teach retail-related courses and interact with students. This event is an important milestone in Walmart North China for the themed event in 2016 called “Hand in Hand with Walmart, Let Us Serve Our Communities – Volunteer 20 Hours on Walmart China’s 20th Anniversary”.



你“沃”一起 服务社区 沃尔玛中国20周年20小时志愿者活动

Hand in Hand with Walmart, Let Us Serve Our Communities
Volunteer 20 Hours on Walmart China’s 20th Anniversary



5000 名



20000 小时

全国 400 多家门店 5000 名员工志愿者向各地社区服务了 2 万小时。
5000 associates in over 400 stores in China dedicated a total of 20,000 voluntary hours, serving people in communities.



2016 年 5 月 25 日，沃尔玛在四川省北川羌族自治县邓家希望小学启动了主题为“你‘沃’一起，服务社区”的沃尔玛中国 20 周年 20 小时志愿者活动。沃尔玛中国与四川省扶贫基金会联合发起了“梦启航”支教基金，旨在支持师范专业高校学生在四川边远小学开展短期支教，同时邓家希望小学也成为了沃尔玛志愿者服务基地。

On May 25, 2016, Walmart held a “20 voluntary hours on 20th anniversary of Walmart China” themed event of Hand in Hand with Walmart, Let Us Serve Our Communities in Dengjia Hope School located in Qiang Nationality Autonomous County in Beichuan, Sichuan. Walmart China and Sichuan Foundation for Poverty Alleviation jointly launched a teaching fund themed “Dream Voyage” to encourage students from normal schools of higher learning to participate in short-term volunteer teaching activities in elementary schools in remote areas of Sichuan. Meanwhile, Dengjia Hope School became one of Walmart China’s volunteer service bases.

Wei Bangjun 魏邦俊

Associate Volunteer, Walmart Mianyang Supercenter
沃尔玛绵阳中元广场店员工志愿者

由志愿者教授小同学们英语 / 绘画 / 足球等兴趣课，让孩子们领略迥然不同的教学风格，极大提高了孩子们的学习兴趣。通过这次活动，我感受到公益活动不单单是一个捐赠活动，还要走进活动中心人物的心灵，去激发他们心中强大的力量，这样公益活动才能与时代同步，与社会并进！

Volunteers taught children English, painting, soccer, etc., which intrigued the children’s interest. Experiences of these vastly different teaching styles greatly enhanced the learning interest of the children. Through participation of this event, I came to realize that charity activities are not just about donations, but also require participants to enter the souls of the key figures so as to galvanize the power inside their hearts. Only in this way can charity events march forward simultaneously with our time and our society!



备灾救灾行动

Disaster preparedness and relief initiatives

2016 年入汛以来中国已有 26 个省份、上千个县遭受了洪涝灾害，沃尔玛一直高度关注并积极参与救灾：6 月，沃尔玛 24 小时之内紧急调配 300 套应急生活包支援江苏盐城风灾；7 月，沃尔玛积极响应壹基金的救灾采购需求，快速提供了价值 470 万余的应急物资；8 月，沃尔玛基金会向壹基金捐赠 200 万元用于洪涝灾害的地区救灾及灾后重建。

In the summer of 2016, 26 of China provinces and thousands of counties were severely hit by storm and flood. Walmart has been highly concerned and participated in disaster relief. In June, within 24 hours, Walmart prepared 300 sets of emergency life-kits for tornado hit Yancheng city; in July, Walmart quickly responded with RMB 4.7 million worth of emergency materials for disaster relief; in August, Walmart Foundation donated RMB 2 million to One Foundation for disaster relief and post-disaster reconstruction for flood stricken areas.



 **200** 万

2016 年，沃尔玛基金会向壹基金捐赠 200 万元用于救灾及重建

In 2016, Walmart Foundation donated RMB 2 million to One Foundation for disaster relief and post-disaster reconstruction for flood stricken areas.

2016 年 5 月 12 日，值此第八个“全国防灾减灾日”，沃尔玛向中国扶贫基金会捐赠了价值 780 万元的鞋帽、衣物等备灾物资，用于扩充基金会备灾库的物资储备，以便于灾害发生时提供紧急救援。

On May 12, 2016, alongside the 8th National Day for Disaster Preparedness and Mitigation, Walmart China donated shoes, clothes and other in-kind goods for disaster preparation worth RMB 7.8 million to CFPA to enrich the reservation of goods for disaster preparedness of the foundation in its warehouses so as to provide emergency relief in time of disaster.



 **780** 万

2016 年，沃尔玛向中国扶贫基金会捐赠价值 780 万元备灾物资

In 2016, Walmart China donated in-kind goods for disaster preparation worth RMB 7.8 million to China Foundation of Poverty Alleviation.

2015 年 8 月，天津塘沽爆炸发生后，沃尔玛第一时间联系其天津门店确认员工安全，同时与门店一起向政府捐血点免费发放矿泉水、扇子等物资，以鼓励并感谢前来捐血的市民。同时将 2000 个地垫、口罩和 5000 份妇女儿童卫生用品，直接送到天津事故地区。

In August 2015, Walmart immediately contacted the store associates and confirmed they were safe after the Tang'gu explosion in Tianjin. Bottled water, fans and other items were given to encourage and thank blood donors. Walmart also sent 2000 floor mats, 2000 masks and 5000 hygiene products for women and children in the affected area.



2015 年 4 月 17 日，在雅安地震两周年来临之际，由沃尔玛公司携手中国扶贫基金会援建的“沃尔玛社区活动中心”主体结构竣工仪式在四川省雅安市天全县新华永安村举行。

On April 17, 2015, in the advent of the second anniversary of the Ya'an Earthquake, Walmart China, in collaboration with the China Foundation for Poverty Alleviation, launched the completion ceremony for the construction of the "Walmart Community Center" in Ya'an.



沃尔玛中国近年所获荣誉和奖项

Walmart China's Honors and Awards in Recent Years

2014–2016 年，沃尔玛中国在企业社会责任和可持续发展方面的主要奖项包括：

Awards and honors for Walmart China's Sustainability and CSR Initiatives between 2014 and 2016 include:

- ✧ 联合国环境规划署、世界自然基金会、中国连锁经营协会在扬州联合主办的“2016 年绿色供应链研讨会”上，荣获“可持续消费推动奖”。

Walmart China was granted the “Sustainable Consumption Promotion Award ” at the 2016 Green Supply Chain Workshop in Yangzhou, co-hosted by UNEP, WWF and China Chain Store and Franchise Association (CCFA).
- ✧ 中国扶贫基金会授予沃尔玛中国“2015 年度扶贫大使奖”。

Walmart China was conferred with the award of “2015 Poverty Alleviation Ambassador” by China Foundation for Poverty Alleviation”
- ✧ 在由《经济观察报》主办的 2015–2016 年中国 CSR 贡献榜高峰论坛暨颁奖典礼上，沃尔玛中国荣登“中国 CSR 贡献榜”。

At the China CSR High Forum and Award Ceremony hosted by Economic Observer, Walmart China was presented with the honor of “China CSR Contribution Award”.
- ✧ 在由中国食品工业协会、中国轻工业联合会、中国食品报等机构共同主办的“首届中国食品企业社会责任年会”上，沃尔玛中国荣获“跨国企业特别贡献奖”和“责任先锋奖”。

At the “First Chinese Food Enterprises’ CSR Annual Assembly”, jointly hosted by the Chinese National Food Industry Association, China Light Industry Council, China Food Daily, and others, Walmart China was honored the “Special Contribution Award for Multina-tional Corporations” and “CSR Pioneer Award”.
- ✧ 国际女性企业联盟授予沃尔玛“2015 年度企业卓越贡献奖”。

WEConnect International presented Walmart with the “2015 Corporate Supporter of the Year” award.
- ✧ 在中国妇女发展基金会主办的第三届“中国妇女慈善奖”颁奖大会上，沃尔玛中国被授予“中国妇女慈善奖模范奖”并荣获“中国妇女发展基金会战略合作伙伴”荣誉称号。

At the third session of the “China Women's Charity Award” assembly hosted by China Women's Develop-ment Foundation, Walmart China was awarded the “Role Model Award on Chinese Women's Charity”, and received the honorary title of “The Strategic Partner of China Women's Development Foundation”.

