

Fulfilling Corporate Social Responsibility: Human Rights

Perspective of China's Non-public Sectors

China-Africa Business Council (CABC)

Key words: CSR, Human rights, Poverty eradication, right to life, right to development

1 The international human right movement has undergone an ascendant trend since the 21st century, respecting and developing human rights has turned to the consensus of all states. For the developing countries, including China, to guarantee human rights, first and foremost, is to ensure the rights of subsistence and development, and the right to subsistence in particular, which is one of the worldwide and long-term basic human rights.

2 The population of absolute poverty has decreased from over 50 million in 1979 to more than 20 million since the adoption of reform and opening-up policy, which is a major breakthrough in the field of human rights as well as a great contribution to the international human right movement for China. An important experience is to guide entrepreneurs to actively fulfill their social responsibilities. To this end, CABC has conducted active practice.

3 CABC is a non-profit civil chamber of commerce with private enterprises as its participation subject and service object, aiming at the guidance of China's non-public sectors of "going global" and the exploration of African market; to further strengthen the international exchanges and corporation, establish the contact network through domestic and international cooperation partnership with a view to create a favorable environment for China-Africa economic and technological cooperation and promote China-Africa and South-South Cooperation by practical means.

4 The corporate social responsibility is considered that, for the enterprises, to shoulder corresponding social responsibility while creating profit, to protect the lawful rights and interests of workers, the environment, support the charity cause, donate social public welfare, and protect the disadvantaged group while ensuring the benefit of shareholders, with a view to simultaneously achieve the development of enterprises and poverty-stricken areas.

5 Africa is one of the continents with the world's largest poverty population, and

the Sub-Saharan regions in particular, in which the impoverished population experiences the fastest growth and takes up the largest proportion up to 220 million currently, almost 50% of the total population in that regions. To realize the magnificent blueprint of the UN Millennium Development Goals (MDGs), CABC would successfully introduce to Africa the concept of development-oriented poverty alleviation and development mode.

6 Since it was founded 3 years ago, CABC and a large number of private enterprises “going global” had always put their corporate social responsibility in the first place, and had formed the human rights concept of “putting people first”, the development concept of “giving priority to culture, paying attention to both benefits and obligations, and carrying out win-win cooperation”. CABC has always taken agriculture, medicine, education, and other projects concerning the national economy and livelihood of African countries as the locomotive, and piloted the Chinese non-public enterprises “going global” to fully respect African cultures, deeply understand African customs, help the African people to resolve their urgent problems, and forge a profound friendship the Chinese and African people so as to gain the win-win harmony. The establishment of the aforesaid concepts, satisfying the actual needs of the Chinese enterprises conducting overseas business transactions and offering earnest and practical assistance in solving our African friends’ “livelihood” problems, is in conformity to the common needs of the developing countries, and to the basic demands of the African people for the rights of subsistence and development.

7 Listed below are the successful cases of Holley Group in fulfilling its corporate social responsibilities.

8 Established in 1970, Holley Group is a corporation with medicine as its core business and diversified development investments, involving pharmaceuticals, power metering instruments and power automation system, wireless and wide-band telecommunications, electronic materials, real estate, agriculture, petrochemical, mining, etc. Holley has established an international presence with manufacturing bases and branches in USA, France, Russia, Argentina, India, Thailand and the Philippines, and representative offices in more than a dozen African countries.

9 Holly Group has made great efforts in nurturing and developing, in central and western China, the Antimalarial artemisinin medicine industry since 2000. It opened up 0.4 million mu (approx. 26,666.67 ha.) of plantation base in the Wuling mountainous areas of Chongqin Municipality and Three Gorges region, leading the local peasants to the path of poverty relief; to help the disadvantageous group, the Holly Group, on the one hand, launched a program of “supplying subsistence material”, to practically make donations in kind or in cash; on the other hand, implemented the “imparting expertise” program by setting up “Hangzhou

Zhongsheng Instruments Co., Ltd.”, in which over 60% employees are the handicapped, fundamentally saving the disadvantageous group from difficulty; the Group established “Greencare Foundation” to aid the development of education in the western poverty-stricken areas and has successively helped hundreds of poor students in Inner Mongolia, Chongqin, Kunming, etc. to fulfill their dreams of entering university. In 2007, Kenya, Greencare Foundation established “Greencare---Masai Mara Protect Animal Foundation” and “Greencare---University of Nairobi Protect Animal Scholarships”.

10 Beijing Holly-Cotec Pharmaceuticals Co.Ltd (Holly-Cotec), a subsidiary of the Holly Group, is a professional pharmaceutical corporation that endeavors to explore the international pharmaceutical market and promote pharmaceutical products. Holly-Cotec introduced its antimalarial artemisinin to Africa. Cotec owns independent intellectual property rights over the said medicine through independent R&D. Such products have saved millions of African lives and have been determined by WHO as new-type of specific medicine for malaria treatment with high efficiency and low price in anti-malarial process. At present, “Cotec” has registered in 35 countries and become a well-renown brand in Africa and the international medical circle. While relieving the malaria sufferings of the African people, the corporate development of the said enterprise has entered the fast lane.

11 In conclusion, the fulfillment of corporate social responsibilities, refers to adhering to the premise of *giving priority to culture, the guarantee of paying attention to both benefits and obligations, and the aim of carrying out win-win cooperation*, to the realization of the integration of the interests of enterprises, staff and society and to the close attention paid to the rights of subsistence and development of both people and enterprises. Facts have proved that, be it at home or abroad, the fulfillment of corporate social responsibility is one of the effective means to eliminate poverty, safeguard human rights and promote development. To the numerous developing countries, the rights to subsistence and development are actually the human rights of utmost importance.