Service-learning
As a mean to promote
Corporate Social Responsibility

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Corporate Social Responsibility

It is the **right** thing to do

Deloitte China is committed to making a clear and positive difference to our community through our inclusive approach. As we grow and develop our business, we also help our local communities to grow and develop by reinvesting an appropriate portion of our firm's **knowledge, skills and resources** into the priority needs of China which we deem to be education and the environment.
Deloitte’s research

The three highest ranked motivations for participation:

− employees desire to give back
− Deloitte’s ability to have a measurable impact on the communities in which we live and work, and ethical — It is the right thing to do
United Nations Global Compact Management Model
Corporate Responsibility

- Responsible business
- Investing in people
  - Deloitte 21
- Environmental sustainability
- Approach to reporting
Deloitte China CSR programme and activities

Education
- Deloitte Hope School Project
- Pass the Torch student mentoring

Disaster Relief
- Japan Earthquake and Tsunami relief, 2011
- Qinghai Earthquake, 2010
- Sichuan Earthquake Relief Fund, 2008

Volunteering
- National Impact day

Supporting Sustainable Development in China
- Village adoption project in Yunnan
- Joint programme with Heifer at Dadonggou, Hebei
Serving to learn, learning to serve

A Village Adoption Project in Yunnan, China

- Gezhangla Village
- Yang Jia Village
- XiJuLa Village
Collaboration
Team-building among the delegation: the team walked 90 minutes because the vehicles were stuck.
Team-building: the delegation shared the same food as the villagers.
– Conduct medical check, and gather health data of all households
– Health talks (incl. hygiene, dental care, heart disease etc.)
Sharing with secondary school students...
**Needs**

**Education (launch in Year 1)**
- Build school dormitory
- Improve existing facilities
- Encourage pride in ethnic culture
- Scholarship for deprived students

**Healthcare (launch in Year 2)**
- Install clean water supply
- Teach hygiene & healthcare

**Economy (launch in Year 3)**
- Obtain government subsidies
- Find channels for local products
- Assist supply chain management
- Start to think beyond tobacco

**Skills development**

**Education**
- Teaching (English classes)
- Environment (e.g. use of safe materials)
- Project management skills, (e.g. specifications, budgeting, design, building management)

**Healthcare**
- Project management, (e.g. consultation with villagers, co-funding negotiations for shared accountability)
- Communications (e.g. coaching)

**Economy**
- Research (e.g. into subsidies, alternative crops)
- Marketing (e.g. order & help promote handicrafts)
Impacts on participants
“I was inspired by the changes that we have made. From the 1st time that we visited...... From there, I can see a future to the village, but more can still be done”

“I attended a similar social service project ... But I feel different this time... I came as a Deloitte employee and took the assignments with the team which I had not seen before”

One can never know his / her power and impact on others if he / she does not ever try.
A Village Adoption Project in Yunnan

2011 Always One Step Ahead Award
Best Corporate Social Responsibility Initiative
Next step
Way forward

• **Produce reports for sharing** more widely, to motivate and guide an expanded community in the area, and to draw on our experiences to raise awareness of the needs of China’s underserved rural communities

• **Expand geographical coverage (Yunnan Project Phase Two)**
  Assist neighboring villages to create a wider self-sustainable community

• **Alumni network**

• **Voluntary Community Service Leave (VCSL) Program**
Thank you
Deloitte.
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