



Dear colleague

Share your Smart Business practice

China has lots of legislation but many bad news stories. CSR is still misunderstood and distrusted. What most factories need are good news stories and practical guidance on business practice.

CSRchina.net is launching a **Smart Business Exchange** on our web site (in Chinese and English) to promote responsible business practices that deliver productivity improvements and other business benefits. We are asking international brands, consultants and leading Chinese companies to [share your experience, tools and guidelines](#). We will communicate it on our web site for all to access, free of charge.

The best examples will be highlighted in our monthly Update newsletter and also on our home page, along with author interviews.

We are aware of the desire to protect good practice information for a range of competitive and other commercial reasons. However, we believe that releasing at least key summaries of case studies, together with your contact details, will be enough to stimulate the emergence of a healthy and productive exchange.

We are prepared to give appropriate branding of case studies and tools, along with targeted exposure on the web site, if that will support the case for you to share your best work. We will publish a list on www.CSRchina.net of those who have offered material. For consultants we can offer a free listing in our soon to be launched EcoMatch directory of EHS and CSR suppliers.

We highlight some key areas where our network has identified priority needs. But, whatever you have to offer, or if you'd like to learn more, please [email us](#) with a brief summary and we will get back in touch.

Thanks—we look forward to hearing from you.



Energy and Resources

Scarcity, rising prices, unreliable supply. The challenge will only grow in low-carbon markets, with regional water pollution and over-abstraction. Opportunities exist for cost savings, productivity gains and business risk management. **Smart Business** is eco-efficient.

Pollution and Waste

The threat of penalties and reputational loss is growing. The productivity costs of pollution and waste are signs of operational inefficiency and can become commercially damaging. **Smart Business** is cleaning up.

Health and Safety

Operational costs, employee morale, legal liabilities, reputation, insurance costs. What more could make it worth providing a safe and healthy work environment? **Smart Business** takes care of itself.

Labour Productivity

Two hands, ten fingers, time on the production line...what more can it mean? A brain, creativity, reliability, skills, a valuable asset worth retaining and growing. **Smart Business** invests in people.