



Chinese CSR Report Guidelines

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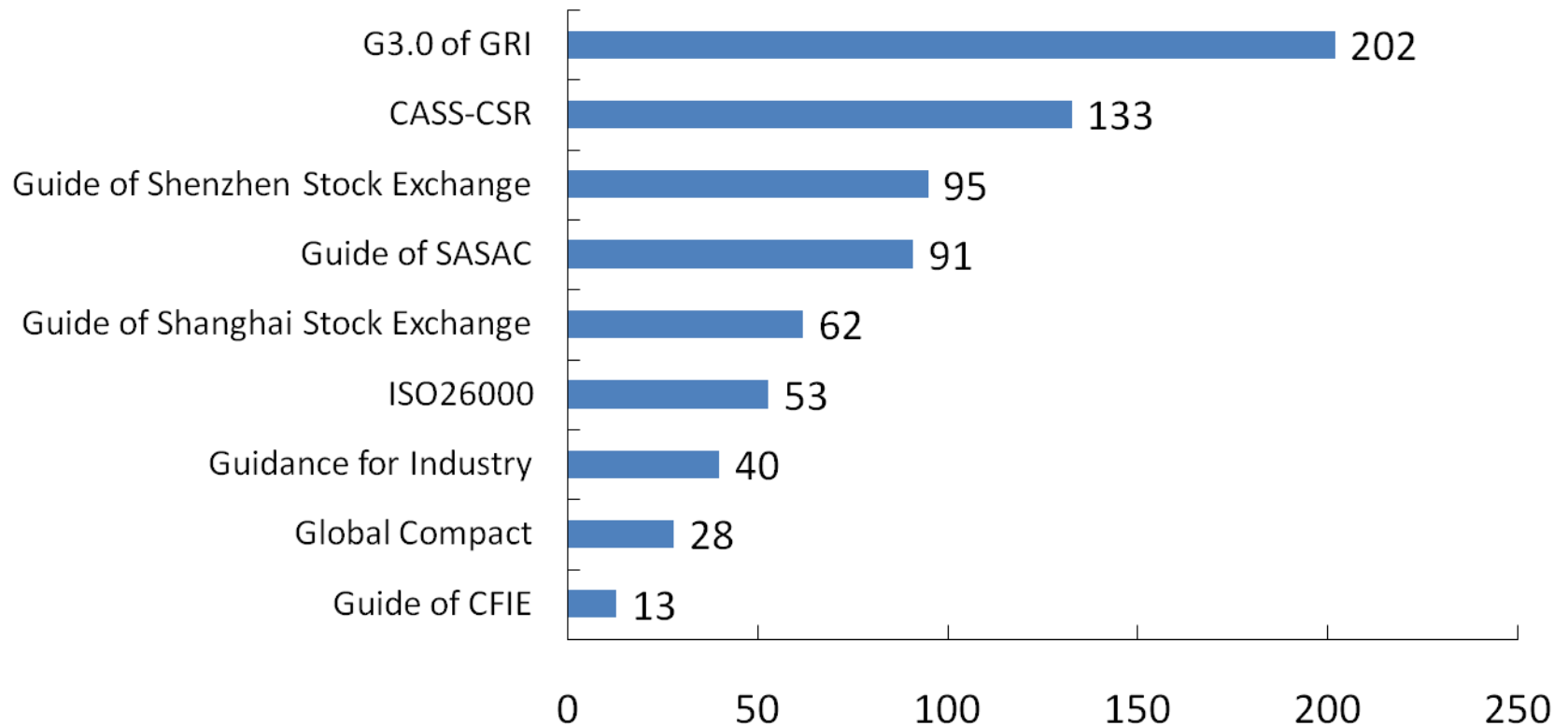
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Innovation.
Integration.
Information.

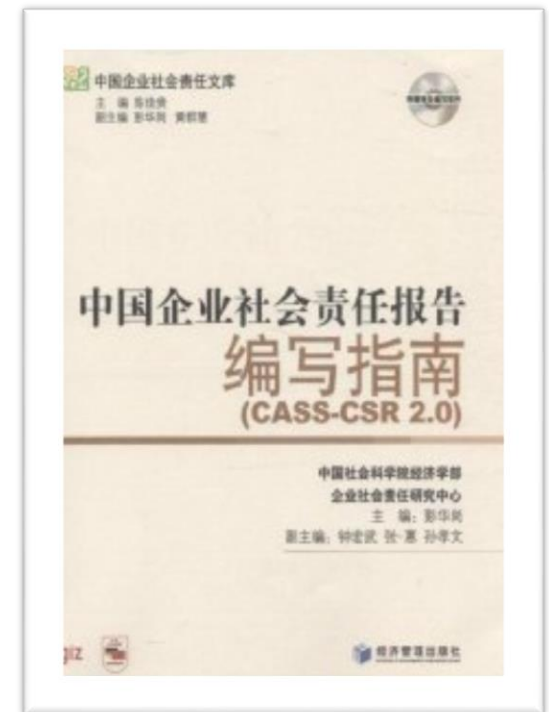
Reference Standards of Chinese 2012 CSR Reports

457 Chinese CSR reports list their reference standards or guidelines in 2012.



Purpose of Developing CASS-CSR 1.0/2.0

- ✓ Pay more attention to the core CSR issues in China according to the national conditions.
- ✓ Weaken some indicators in G3 which are difficult for most Chinese Companies to disclose.
- ✓ Provide guidance to more industries
- ✓ CASS-CSR1.0(published in 2009)
CASS-CSR2.0(published in 2011)





The Characteristics of CASS-CSR 2.0

- “Four in one” CSR model: CSR management, market, social and environmental responsibility.
- Covers core indicators of G3.0 and ISO 26000.
- Guidelines for 46 industries
- Disclosure examples of key indicators
- Free report writing software

The Application of CASS-CSR2.0

- Establish the “Expert Rating Committee of CSR Report” and develop evaluation criterion.
- Six-dimension standards to evaluate the quality of reports : integrity, substantive, comparability, balance, readability, innovation.

- The level of quality

	★★★★★	★★★★☆	★★★★	★★★☆☆	★★★★	★★	★
Score	90-100	80-89	70-79	60-69	50-59	30-49	30 or less

- Publish *White Book of Chinese CSR Reports(2011/2012)*



The Future

- invite more industry experts to optimize the indicators, give better examples.
- Revise and publish CSR 3.0 in September 2013.
- Pay more attention to strike a balance between flexibility and standardization When the quality of CSR reports is overall improved .



Innovation.
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Thank you!

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