What is Corporate Social Responsibility?

- More than traditional giving via philanthropy, and more than traditional ethics in business (hopefully)

- Should be more than PR, or GR, or Marketing

- A concerted effort on the part of the business to behave as a member of society in a manner people would want you to if they understood the issues

- CSR is an angle on business strategy for leading companies – globally, and in China

- NGO competency in knowing how they fit with what we need is helpful
The View from China: Who Shapes Our Reputation?

INTERNATIONAL REPUTATION
- “The West”
- Regional Reputation
- “The Internet”

INTERNET
- Facebook
- YouTube
- blogs

INTERNATIONAL PEPSICO FOUNDATION & GLOBAL

INTERNATIONAL PEPSICO CHINA

INTERNATIONAL PEPSICO CHINA BRANDS

CHINA REPUTATION
- Government Agencies
- Mainstream Traditional Media
- Industry/Business Community
- Via Consumers
- Broader Community

MULTI-LOCAL
- Channel Partners
- Employees/MU
- Immediate MU Community

CENTRAL

SOCIAL CONSCIOUSNESS
- Via Consumers
- Broader Community
From Traditional to Strategic Engagements

AD HOC • SCATTERSHOT • ONE WAY GIVING

COMPREHENSIVE • STRATEGIC • RELATED TO BUSINESS MISSION AND VALUES
Example: Conservation International

- Wal-Mart: Supply Chain GHG Reduction Targets
- Starbucks: Ethical Sourcing
- Marriott: PES Purchasing

NGOs can inspire companies to do more
PwP: “百事中国的承诺”

PUBLIC-PRIVATE PARTNERSHIP (PPP)
- MWC: proposed improvements and scale
- 13 Gansu school cisterns built this year
- Foundation Workshop and site visits to critical need areas
- New PPP opportunities

CORE TO OUR BUSINESS
- 2nd LEED Plant
- First Gold LEED beverage plant in China
- Conservation, irrigation and sustainable ag research

SOCIAL AWARENESS
- PepsiCola “Activate Your Thirst”
- Reputation Building in the Community

EMPLOYEE ACTIVATION
- Record: Over 9,700 employees gave 620,000 RMB
- Will bring 760 families water; 7,000 books for 2,700 kids in PepsiCo Libraries

WATER plus

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