

Dairy giant teaches kids about nutrition

FrieslandCampina employees give health advice to Shanghai students

By CHEN MEILING
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For Rahul Colaco, president of Royal FrieslandCampina China, May 31 was a special day when he swapped his role as an executive of the Dutch dairy giant to an English teacher of the children of Chinese migrant workers.

In a 90-minute class, the children learned words such as "milk" and "dairy cow", and took part in a Q&A session about the nutritional function of dairy products.

The day before International Children's Day, Royal FrieslandCampina China sent 50 employees to Yanglin Primary School in Shanghai to teach, build a book corner and paint pictures with local pupils as part of efforts to help children in need, the company said.

Colaco told the class his mother asked him to drink milk every day when he was young and that's why he is now 1.83 meters tall.

He also shared pictures of his two sons, aged 12 and 8, who drink milk three times a day and love to play outside.

"This knowledge can help children understand how milk can benefit their health, which conforms to our idea of 'nourishing by nature,'" Colaco said.

Founded in 1871, the company is now one of the world's largest dairy companies with its revenue hitting 12.1 billion euros (\$14.23 billion) in 2017. Its dairy-based drinks, infant



Rahul Colaco, president of Royal FrieslandCampina China, teaches students English at the Yanglin Primary School in Shanghai on May 31. PROVIDED TO CHINA DAILY

nutrition, cheese and desserts are sold to more than 100 countries and regions worldwide, according to its official website.

Since it entered the Chinese market in 1992, the company's most popular products with Chinese customers include Friso and Dutch Lady, its premium infant and toddler formula brand.

The event, held ahead of World Milk Day on June 1, aimed to raise awareness of the

\$14.23 billion

total revenue of Royal FrieslandCampina in 2017

effect of milk on the human body and the firm hopes to let children from around the

world to have access to milk, the company said.

Colaco said although learning and living conditions that were not so good, the shining smiles on the children's faces revealed their positive attitude to life.

"The big brothers and sisters are all nice to us," Kang Haijing, a girl at the primary school wrote in a thank-you note. "Mr Colaco is tall, rich and handsome. He is perfect,

except for his oral Chinese. I hope they can come again next year!"

Zou Ye, principal of the school, said she hoped the children could feel love and gratitude through the event, and learn to help other people in need when they grow up.

The company said it will help improve the nutrition of Chinese children by raising awareness, donating dairy products and providing vol-

unteering services.

During last year's International Children's Day, it donated milk, milk powder, schoolbags and toys valued at 500,000 yuan (\$78,000) to children in Gyirong and Burang counties in the Tibet autonomous region.

The company also set up two stations in Beijing and Shanghai to provide long-term volunteering services for underprivileged children.

Wanda inks research deal with US university

By ZHENG YIRAN
and YANG JUN in Danzhai, Guizhou

Dalian Wanda Group has inked a deal with the University of Southern California, marking a step forward in the former's poverty alleviation undertakings in Southwest China's Guizhou province.

The Danzhai Wanda Village, one of Wanda's target poverty alleviation programs located in Danzhai county in Guizhou, signed a memorandum of understanding on June 2 with the Sol Price School of Public Policy at the University of Southern California. Together they aim actively explore the potential for a broader partnership, including using the Wanda Village as a host location for a USC Sol Price School International Lab to conduct research into poverty alleviation.

Using the Wanda Village as a case study location, the two sides will also explore the potential to conduct USC Sol Price School faculty-led scholarly research on poverty alleviation in a global context. The Wanda Village will invite the USC Sol Price School to provide a rigorous assessment of the effectiveness of the project, and to offer constructive and practical



Eric J. Heikkila, director of the Sol Sol Price School's Office of Global Engagement at the University of Southern California, plants a tree at Dalian Wanda Group's poverty alleviation tea garden in Danzhai county, Guizhou province. PROVIDED TO CHINA DAILY

advice for boosting Wanda's future poverty alleviation initiatives.

Eric J. Heikkila, director of USC Sol Price School's Office of Global Engagement, said: "One thing I would like to see happen, is to have a faculty member from USC bring a group of graduate students

here, to develop this case study in a more methodical way.

"Three years ago, the United Nations enumerated 17 Sustainable Development Goals as benchmarks for global progress toward improving people's lives, with poverty alleviation being the first goal, aiming at

eliminating poverty by 2030.

"Such an ambitious but worthy goal cannot be met by governments acting alone. This collaborative effort between Wanda Group and the USC Sol Price School of Public Policy is an example of how the private and academic sectors can contribute to

the effort in a meaningful way, drawing upon their unique set of talents and resources."

Li Biao, deputy head of Danzhai county, said that since Wanda launched the village last June, more than 5 million people had visited the tourist spot, with an

average of 19,000 per day, bringing a total of 2.5 billion yuan (\$390 million) in tourism sales revenue to the county.

"The influence is not only economic, but it is also changing the business model of the local economy. Danzhai enjoys a good reputation now, and villagers are proud of working in Danzhai," Li said.

According to Chen Wanyong, general manager of the Danzhai Wanda Village, the first phase of the poverty alleviation project in the village involved an investment of 1.5 billion yuan, and the company plans to invest 800 million yuan into the next phase.

"We are glad to work with a world-class research institution on poverty alleviation, and will actively explore the potential to collaborate further."

"We welcome advice and insights from the USC Sol Price School of Public Policy to help enhance our capability and effectiveness in poverty alleviation, to improve the lives of people in Danzhai. We look forward to working with the students and faculty members from USC," Chen said.

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Briefly

Cainiao kicks off green delivery plan

Cainiao Network, the delivery arm of e-commerce giant Alibaba, started to replace some of its plastic delivery sheets with renewable ones in Shanghai on June 5 — World Environment Day — as part of the company's efforts to promote green delivery in China. Other domestic delivery companies such as Yuantong Express and Deppon joined Cainiao to introduce 500,000 renewable wrappers in Hangzhou and Xiamen. According to a report from the China-Beijing Environmental Exchange, the sheets can help reduce carbon emissions by 190,000 metric tons annually in the delivery sector. "This is just the start of our green delivery plan," said Niu Zhijing, a department director with Cainiao who is in charge of the move. "We will further our efforts in other Alibaba businesses such as Tmall and Taobao, and provide the green sheets in 200 more cities across the country in the near future."

Impoverished areas receive support

China Resources Pharmaceutical Group, the pharmaceutical arm of China Resources Holdings Co, launched a project to help improve healthcare in 80 poverty-stricken counties across the country. While teaming up with the local governments, the firm will also integrate efforts from corporations and hospitals to offer diversified help, such as providing medical products and equipment to local medical institutions and free medical consultancy. According to the firm, it will use the project as a platform to set up more targeted poverty alleviation projects in areas its business reaches.

Alibaba launches library project

Alibaba launched a public library project in Xinxiang county, Henan province, last month, to help children in rural areas access educational resources. As part of its Rural Taobao initiative — which aims to raise living standards in the countryside by providing e-commerce access — the firm will bring TmallGenies — an AI supported robot designed by Alibaba's AI lab — to 500 service centers it has established. "We want to increase the ways for rural children to help get knowledge, and as a result help bridge the gap between them and urban children," said Wang Wanlin, general manager of the customer department at Alibaba.

Hotpot chain offers help to farmers

Xiabuxiabu, one of the leading hotpot chains in China, has donated 206,750 yuan (\$32,302) to the China Green Foundation to help farmers living in poverty-stricken counties in the Ningxia Hui autonomous region. According to the firm, funds were raised through the sale of reusable bags in its stores, and will be used to purchase wolfberry saplings for the farmers. "We appreciate the consumers who said no to plastic bags, and now we see hope from that," said Li Yiwen, vice-president of Xiabuxiabu. "The initiative is bringing more benefits than we expected. We will further our efforts in the area."

Remote school in Guangxi gets supplies

G-banker.com, an online services provider for gold investors, has joined hands with China Social Assistance Foundation, bringing supplies to a remote school in the Guangxi Zhuang autonomous region. The school, which was established for children living in poor families in neighboring villages, currently has 79 students, most of whom are from the Yao ethnic group. The firm gave the children clothes, toys and school supplies on the International Children's Day. It also launched a platform to collect pictures of the children to raise awareness of the lives of children in remote areas.

CNPC ramps up efforts with pledge to cut emissions

By ZHENG XIN
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China National Petroleum Corp, the nation's largest oil and gas producer, has pledged to cut its carbon dioxide emissions by 2020 by 25 percent compared with 2015 to further increase its clean energy capacity.

It has also vowed to increase its share of natural gas production capacity to 55 percent of the company's total energy production capacity in the country, through increasing its output of natural gas, coal bed gas and research and development into combustible ice.

As a major natural gas supplier in the country, the company saw its domestic natural gas sales exceed 151.8 billion cubic meters in 2017, which has helped meet the nation's growing demand for natural gas, under a policy to replace coal to combat air pollution.

Xu Wenrong, deputy general manager of CNPC, said the energy behemoth will continuously push forward exploration of unconventional natural gas — including tight gas, shale gas and coal bed gas — while further exploring renewable energy sources including geothermal heating, hydrogen energy and bio-

151.8 billion cubic meters

total sales of China National Petroleum Corp's natural gas in China in 2017

\$825.7 million

total cost of the two underground natural gas storage sites to be built in southwestern China

mass energy to meet the increasing demand for cleaner and high-quality fuel.

CNPC has built 23 of China's 25 gas storage facilities, and it will start building two more underground natural gas storage sites in southwestern China at a total cost

of 5.3 billion yuan (\$825.7 million).

The two underground storage sites will ensure combined annual supply of 1.28 billion cubic meters of gas on completion in 2022, in Tongluoxia and Huangcaoxia in Chongqing.

The company supplied a record 7.4 billion cubic meters of natural gas during last winter's gas shortage from its underground storage facilities, 21 percent more than in 2016, to ease the pressure of peak gas demand in winter.

It also plans to supply 700 million cubic meters more this winter than 2017.

The company has invested more than 10 billion yuan in emission reduction and green refinery so far, according to Xu, with all its waste water and waste exhaust gas within emission standards.

CNPC is also looking at Chi-

na's increasing demand for liquefied natural gas and has been gearing up to meet the growth in LNG trucking in the country.

It has signed two long-term contracts with Houston-based Cheniere Energy for LNG imports from Sabine Pass and a new LNG facility that is under construction on the Gulf of Mexico, before which it also participated in the Yamal LNG project with Novatek, Russia's independent natural gas producer, to ensure that China has access to more than four million tons of LNG each year when the project is in full operation.