



INSPIRING THE DREAMS OF OUR FUTURE



Stella Artois plans to deploy financial resources to help female residents in Yudemi village in Wenshan, Yunnan province, gain more access to water this year.

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Stella Artois and Matt Damon pool resources

By ZHONG NAN
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Stella Artois, the premium brand of Belgium-based Anheuser-Busch InBev, launched the Buy a Lady a Drink campaign for the first time in China to bring clean water to women in Wenshan Zhuang and Miao autonomous prefecture of Southwest China's Yunnan province.

Buy a Lady a Drink is a global public welfare project launched in 2015 by Stella Artois and its co-partners, Hollywood actor Matt Damon and United States-based charity organization Water.org.

It aims to help women and families to solve difficulties in using clean water. The campaign, which has now come to China, aims to drive awareness of the global water crisis that affects 663 million people around the world who lack access to clean water. It calls on consumers to help leave a legacy

as the generation that ends the crisis, once and for all.

In the countries where it has operated, the Buy a Lady a Drink campaign cooperates with the well-known local artists to sell limited-edition chalices, or drinking cups, featuring their special designs.

For every limited-edition chalice sold, Stella Artois helps Water.org provide five years of clean water for one needy person in the impoverished regions.

Stella Artois debuted with the project in China at the international design show — Design Shanghai.

“As a global campaign of Stella Artois, Buy a Lady a Drink has always been concerned about women's domestic water use in developing countries and by allying with the consumers, committed to making a difference to the survival of women,” said Frank Wang, vice-president of legal and corporate affairs, AB InBev



We will continue to support this charitable campaign because it solves water problems for Chinese women.”

Frank Wang, vice-president of legal and corporate affairs, AB InBev north Asia-Pacific region

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At the design show, a special chalice carousel was formed, three meters high and consisting of 180 of the limited-edition chalices. The chalices, created by designer Cathy Wang, featured depictions of the Miao ethnic group of Wenshan.

The chalices will also go further afield in China, with another 5,000 limited drinking cups being put up for sale on Tmall.com. By purchasing one, people can jointly participate in the five-year water plan for women in Wenshan, buying them a drink.

Before coming to China, the Buy a Lady a Drink campaign operated in India, Ethiopia, Honduras, Haiti, Kenya and Peru, bringing clean water and also creating employment opportunities.

In 2017, Stella Artois began focusing on China and selected Yudemi village in Wenshan — which suffers from extreme scarcity of water resources due to environmental and geological conditions — as the first stop for its campaign.

With the support of the local government and residents, Stella Artois built a reservoir and laid pipes to bring clean water to households.

The partners are hoping

that with the project moving to China, Buy a Lady a Drink has taken another solid step towards its objective of aiding 3.5 million women gain access to clean drinking water in a long-term and sustainable way by 2020.

AB InBev's Wang said the initiative was a corporate social responsibility campaign helping to link people, for a better world.

“We will continue to support this charitable campaign because it solves water problems for Chinese women,” Wang added.

Li Guoxiang, deputy director of the Rural Development Institute at the Chinese Academy of Social Sciences in Beijing, said organizing such campaigns attracted the favorable attention of people from international companies partnering with international organizations — to create a better quality of life for those in the country's remote areas.

Wengfu may lift 5,000 out of poverty

Help for needy families, credit support for rural firms part of \$1.4m pledge

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Wengfu (Group) Co Ltd, one of the largest State-owned phosphorus and chemical manufacturers, pledged to spend at least 10 million yuan (\$1.4 million) this year to support needy households and local industries, as part of its long-term commitment to poverty alleviation.

The company will step up its efforts to help cash-strapped families and offer credit support to rural industries, according to the Guizhou-based company.

Jin Gang, Wengfu's assistant general manager and a senior economist, said: “Wengfu has been striving to eradicate poverty, and will continue to do so in the years to come.”

It is estimated that the initiatives could lift at least 5,000 people out of poverty, and increase income for 15,000 local people, in 2017, said Jin, who sat as a deputy of the National People's Congress, during the Two Sessions in Beijing.

According to the Government Work Report recently delivered by Premier Li Keqiang, the government has set goals to lift another 10 million

people out of poverty this year through “tailored poverty relief policies and precision measures”.

Last year, the number of people living in poverty was reduced by 12.4 million in rural areas, said the report.

“Poverty-stricken people” are categorized, by a standard China set in 2011, as those with an annual income lower than 2,300 yuan (\$335).

Wengfu has said it had invested roughly 20.2 million yuan by the end of 2016. For example, it donated 320,000 baby chicks to poverty-stricken families and offered help with growing a special kind of rice last year, which has lifted more than 3,500 people out of poverty.

In addition, it pledged 500,000 yuan to fund 100 short-listed candidates under the age of 18 in three-year occupational education — subsidizing the tuition and covering a proportion of their living expenses.

The program will empower young people working on farms and in factories through training, career opportunities and market access, Jin Gang said.

“In future, we will further expand occupational education and strive to eliminate discrimination in local areas.”



Jin Gang, Wengfu's assistant general manager, discusses local industry development with farmers living in Rongjiang county in February. PROVIDED TO CHINA DAILY

Briefly

Glasses provided for school kids

Chengdu, capital of southwestern China's Sichuan province, will in a special project provide 1,500 pairs of glasses to children from local poor families and organize free eye exams in 30 rural schools as well as schools for migrants' children. A spokesman from Chinese glasses brand Formosa Optical said, at the opening ceremony of the activity on March 17, that buses carrying eye examination equipment will reach remote areas to serve the kids in need.

Pharma firm in healthy sleep drive

Listed pharmaceutical corporation China Traditional Chinese Medicine Co Ltd will provide funds for 240 mainland hospitals to organize voluntary clinics and healthy sleep promotion activities in 2017. It will do this together with the Chinese Sleep Research Society, in an initiative which will benefit more than 100,000 people. The first free clinic was held in Guangzhou, capital of southern China's Guangdong province, on March 20. The fund's administrator said the activity is expected to educate the public about chronic diseases caused by sleep disorder.

Tencent donates \$1.45m to UNICEF

Tencent Charitable Foundation announced it is donating 10 million yuan (\$1.45 million) and will provide technical support to the United Nations Children's Fund, to protect juveniles from the risks of surfing the internet. The fund will be used during a three-year period to investigate juveniles' usage of the internet and the research on online games, cyber bullying and improper online contacts.

Ipsen backs best young doctors

Ipsen China, the Chinese branch of French pharmaceutical company Ipsen Group, said it supported the selection of the Top Influential Young Doctors, Young Doctors with Outstanding Contributions and Top Ten Women and Children's Doctors in China. The event was held by Chinese media group Guangming Online. More than 1,700 doctors from 124 hospitals around the nation participated in the activity. Their stories were put online for 5 million netizens to comment and vote on. The result was released on March 16.

Dairy producer shows the milk of human kindness

By YUAN HUI in Hohhot and ZHANG YU in Shijiazhuang
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China Mengniu Dairy Co Ltd, one of China's leading dairy producers, has upped its corporate social responsibility game by providing free training to ranchers who supply raw milk to the company.

The training program — Ranchers University — started in 2014 and has provided free training in scientific cattle breeding and feeding to roughly 3,500 ranchers, according to the company.

More than 800 cattle ranches have benefited from the technological support from Mengniu, which sent 150 professionals from home and abroad to give on-site instruction.

Tang Yiguo, a rancher in East China's Anhui province who has raised cattle for 21 years, said his ranch has developed faster since he started cooperating with Mengniu.

Tang said: “Since 2004, Mengniu has been giving guidance on cattle breeding. Its strict quality inspection system has made my ranch's milk better.”

Zhong Hongwu, head of the



London Olympic champion Jiao Liuyang, at the invitation of China Mengniu Dairy Co Ltd, gives a swimming class at a rural school in Guangdong province. PROVIDED TO CHINA DAILY

CSR research center at the Chinese Academy of Social Sciences, said: “The training program used Mengniu's technological advances to help the development of the cattle ranches. It's an innovative way of performing social responsibilities.”

Mengniu has integrated social responsibilities into its routine operation and management.

“Fulfilling corporate social responsibilities has become one of Mengniu's key strategies, in an aim to deliver care for people in need,” Lu Min-

fang, president of Mengniu, said last month when he was awarded the honor “Asian Outstanding Corporate Leader” in Hong Kong for social care schemes.

According to a report on Chinese Enterprises Corporation Social Responsibilities

3,500

the number of ranchers that have been provided with free training in scientific cattle breeding and feeding by the Ranchers University program

(2016), Mengniu ranked first among all Chinese dairy producers.

The company slogan is “A little happiness matters.” Mengniu performs its social responsibilities in the areas of food safety, low-carbon development, employee care and social care.

In the past five years, Mengniu invited nearly a hundred celebrities, university students and teachers to give speeches at more than 600 schools in the country's rural areas, aiming to inspire students with confidence and enthusiasm for study and life.

Last month, the company announced it would donate 4.8 million cartons of milk to rural schools in a hundred counties in 22 provinces across the country.