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大学生社会责任系列活动

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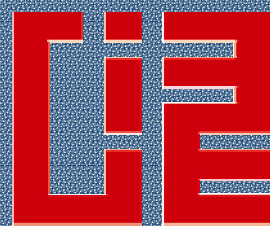
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目 录 CONTENT

前言 <i>PREFACE</i>	1-2
大学生社会责任协会 <i>CSR STUDENT ASSOCIATION</i>	3-4
“企业社会责任” 征文大赛 <i>CORPORATE SOCIAL RESPONSIBILITY ESSAY COMPETITION</i>	5-6
未来领袖讨论会 <i>FUTURE LEADERS' WORKSHOP</i>	7
伦理学数字图书馆 <i>DIGITAL LIBRARY OF GLOBAL ETHICS</i>	8
未来城市设计大赛 <i>FUTURE CITY DESIGN COMPETITION</i>	9-10
气候变化校园系列活动 <i>CLIMATE CHANGE CAMPUS TOUR</i>	11-12
五彩路自闭症儿童救助基金 <i>REINDEER FOUNDATION FOR AUTISTIC CHILDREN</i>	13-14



C I B E

国际经济伦理研究中心
CENTER FOR INTERNATIONAL BUSINESS ETHICS

前 言

致大学生朋友：

常见的领导手段无外乎三种：屈之以威、诱之以利、励之以雄心壮志。保罗·桑顿通过他著名的“3C”框架——挑战（*Challenge*）、信心（*Confidence*）、引导（*Coaching*）——着重阐述了他对第三种领导方式的理解。在他看来，一名成功的领导者必须能够勇于面对挑战，在使他人树立信心的同时，予他人以正确的引导。惟其如此，才能实现真正有效的领导。毕竟，在这个全球化数字化的时代，随着信息和知识边界的消弭，每个人都拥有高度的自主选择权。

然而毋庸置疑，领导力所建基的根本仍然是“责任”。通过对成功的个人和组织进行研究，我们深刻认识到，领导力和社会责任是密不可分的。为有效提高自身领导能力，以便能更好地承担起当前及步入社会后所必将承担的社会责任，当代大学生可以通过一种3A模式来实现自身修养的提高，这一模式所包含的三个要素，即意识（*Awareness*）、态度（*Attitude*）、行动（*Action*），已成为个人和组织成功的关键因素。

对外经济贸易大学国际经济伦理研究中心历来以上述目标为己任，为此我们推出了SEP即“社会全接触”项目，其中包含了一系列形式多样、内容丰富的活动，比较重要的有：

- 企业社会责任征文大赛
- 未来城市设计大赛
- 气候变化校园系列活动
- 伦理数字图书馆
- 未来领袖讨论会

我们希望能为大学生们提供一个交流的平台。在这里，他们可以互相交流彼此对“社会责任”的理解，分享他们所取得的成就。我们有理由相信，等到他们成为社会之中流砥柱，指点江山、挥斥方遒之时，我们的世界一定会变得加美好。参与是承担责任的前提。我们真诚地邀请你加入到我们的行列中来，释放激情，携手成长，彼此鼓励，使自己变得更为充实、更有勇气和远见。最重要的是，我们正在用行动创造着明天的美景。

对外经济贸易大学
国际经济伦理研究中心主任
刘宝成

2009年10月29日

PREFACE

October 29, 2009

To College Students:

Leadership can be achieved via 3 means: coercion, allurements and aspiration. Paul Thornton emphasized the power of aspiration by proposing the 3C's framework- challenge, confidence, and coaching. Successful leaders must be able to approach challenge, build confidence and provide coaching. In a globalized and digitized era, freedom of choice is highly supported by knowledge over a broad spectrum.

However, the ultimate foundation of leadership rests firmly on responsibility. Leadership and social responsibility are closely connected by common core elements of personal and organizational success. To prepare for collegiate and social leadership and responsibility, college students can take up The 3As model – awareness, attitude and action. Awareness, attitude, and action become the core elements of personal and organizational success.

To this end, the Center for International Business Ethics (CIBE) at the University of International Business and Economics rallies support from a number of enlightened organizations to launch our social exposure programs. These include the:

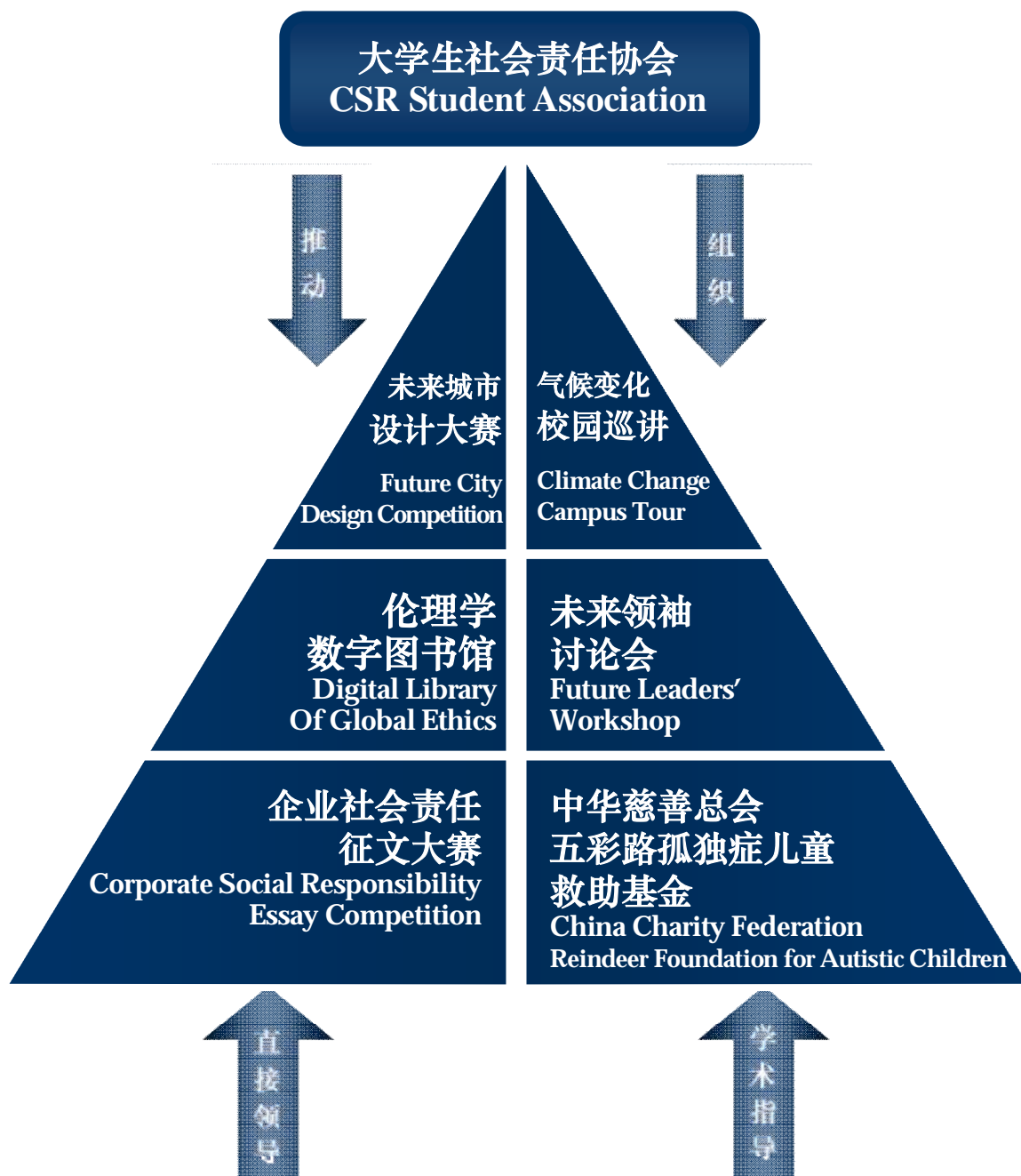
- *CSR Essay Competition*
- *Future City Design Competition*
- *Climate Change Campus Tour*
- *Digital Library on Global Ethics*

CIBE takes the pleasure to deploy a platform and offers stewardship for college students to communicate their understanding in and contribution to social responsibility so that a better world can be expected when they step into leadership positions. Responsibility begins from participation. Therefore, we count on your participation and contribution to shore up our initiative. Together we will grow in knowledge, courage and vision. Most importantly, we will take action to reach a better tomorrow.

*Dr. Baocheng Liu
Center for International Business Ethics (CIBE)
University of International Business and Economics*



大学生社会责任协会



对外经济贸易大学团委
Youth League Committee of UIBE

国际经济伦理研究中心
Center for International Business Ethics

“大学生社会责任”系列活动金字塔

Collegiate Social Responsibility Project Pyramid

CSR Student Association

对外经济贸易大学“大学生社会责任协会”是在校团委的支持下，依托国际经济伦理研究中心(CIBE)的学术和社会平台，由对外经济贸易大学学生申请并创办的学生社团组织，也是迄今为止全国范围内第一个由在校学生自主创办、以提高大学生社会责任为使命的学生社团，充分体现了我校学生心系社会、关注未来的社会责任感。

社团成立的宗旨在于提升大学生的社会责任意识，推动以社会责任为主题的实践活动，已备其在未来的岗位上为中国乃至世界的经济繁荣、社会进步以及人与环境的和谐发展做出更大的贡献。

大学生社会责任协会将全面承接此前由CIBE推动的大学生社会责任系列活动，并在校团委和CIBE的支持和指导下，以大学生为主体，组织并推动一系列新活动，同时，加强同其它高校的合作，进一步扩大大学生社会责任系列活动的范围和影响力，力争建立起全国范围内的大学生社会责任联盟。

The Collegiate Social Responsibility Student Association of University of International Business and Economics (UIBE) is a students-driven association, authorized and supported by the Youth League Committee of UIBE, benefiting from the academic and social resources of Center for International Business Ethics (CIBE). It is also the first Chinese student association that specifically concentrated on Collegiate Social.

The CSR Student Association was built for enhancing college student's social responsibilities by organizing various social activities. According to exposing the full-time college students under the social realities, the student association hopes contribute to the economic prosperity, social progress and the harmony between nature and human beings.

The CSR Student Association took over the CSR programs promoted by CIBE previously as soon as it was built. They will organize and promote more programs following the guidance of Youth League Committee of UIBE and CIBE. The student association ambitiously plans make the CSR programs scaled up and increasingly influential and then, build a nationwide CSR students union which could promote the CSR developing into the further steps.

“企业社会责任” 征文大赛

活动意义

当代大学生是未来经济社会的生力军和领导力量，CIBE希望通过“企业社会责任”征文比赛，健全当代大学生的知识结构，培养大学生社会责任意识，增强大学生对企业伦理行为的洞察力，以成就德才兼备的未来领导者。

比赛回顾

2007年，首届征文大赛在对外经贸大学举办，此后，大赛的影响力迅速扩大，2008年，已有包括北京大学、清华大学在内的12所北京知名高校参与其中，参赛者达600余人，最终有12篇文章获奖，其中4篇已陆续发表于商务部主办的杂志《WTO经济导刊》（2009年7月-11月）。

2009年大赛进程

CIBE计划将“企业社会责任”大型征文比赛发展为年度大学生学术盛宴，并在全国范围内推广，目前已有北大、清华、对外经贸、同济、复旦等20多所全国顶级高校承诺参加2009年的大赛。

2009比赛日程表

2010年1月10日	报名截止日期
2010年1月-3月	论文创作时间
2010年3月30日	提交论文截止日期
2010年4月	评审阶段
2010年5月	颁奖典礼

未来愿景

CIBE争取在五年内实现国内参赛高校达到100所，并计划在三年内首选几所国外高校进行试点推广，并希望七年内在全球排名前100的商学院内展开活动，使比赛成为一项全球性盛会。



“企业社会责任” 征文大赛 颁奖仪式 2009年4月
CSR Essay Competition Award Ceremony, Apr. 2009

Corporate Social Responsibility Essay Competition

Our Mission

In organizing the Corporate Social Responsibility (CSR) Competition we hope to promote awareness of Business Ethics and CSR among college students, and to develop socially-minded business leaders of tomorrow.

Competition Scope

The first competition was organized in 2007. In 2008, CSR the Competition had colleges and universities throughout Beijing, including Peking University and Tsinghua University, and more than 600 applicants involved. There were 12 papers were awarded prizes, four of which were published by the “WTO Economics Guide” Magazine from July to November, 2009.

Structure of 2009 Competition

CIBE plans to develop the collegiate CSR competition to be an annual academic activity among college students across China. There are more than 20 top universities committed to the program 2009.

Timetable of 2009 CSR Competition

Jan. 10, 2010	Application Deadline
Jan. - Mar., 2010	Students' Research and Writing Period
Mar. 30, 2010	Submission Deadline
Apr., 2010	Judging Process Completed
May., 2010	2009 Competition Award Ceremony

Future Competition Growth

CIBE strives to gain the participation of 100 Chinese colleges and universities in the competition within 5 years, meanwhile, attempts to choose foreign colleges and universities for trial promotion within 3 years and aims to introduce the competition to the world's top 100 business schools within 7 years. CIBE's objective is to make the competition the most influential global student academic event.



在北京大学进行推广活动 2008年12月 Promotion, Dec. 2008

未来领袖讨论会

Future Leaders' Workshop

“未来领袖讨论会”是CIBE于2009年着力打造的全新项目，旨在加强“企业社会责任征文大赛”参赛者的研究、写作和英语交流能力。讨论会提倡中英双语的参与模式，共同关注全球范围内的“企业社会责任”问题，力图提高参与者跨文化交流和思考的能力。

“未来领袖讨论会”由CIBE发起并提供学术支持并由“大学生社会责任协会”组织安排，每学期在北京高校中举行三次活动。

2009年10月21日，“大学生社会责任先锋”论坛即“未来领袖讨论会”启动仪式在对外经济贸易大学举行，2008“企业社会责任征文大赛”优胜者和来自美国西东大学的交换学生参加了讨论会。与会同学热情高涨，提问积极，讨论会气氛十分热烈。“未来领袖讨论会”还将在2009年11月和12月在北京高校举办两次活动，届时，2008、2009“企业社会责任征文大赛”优胜者将参与讨论会并与同学们交

The Future Leaders' Workshop aims to enhance CIBE's Corporate Social Responsibility Essay Competition participants' research, writing, and English language communication abilities. At the same time, the Future Leaders' Workshop encourages bilingual cross-cultural discussion regarding the world-wide hot topics in Corporate Social Responsibility

The Future Leaders' Workshop is a student-driven workshop held three times a semester in universities located in Beijing, under the guidance of Youth League committee from UIBE. CIBE will offer the workshop support and advices as well as the CSR Student Association will be in charge of the management.



未来领袖讨论会启动仪式，2009年10月
Launch Ceremony of Future Leader's Workshop, Oct. 2009

The launch of the Future Leaders' Workshop called, "Corporate Social Responsibility Pioneers" at University of International Business and Economics took place on October 21, 2009, featuring top CSR Essay Competition winners and exchange students from Seton Hall University. Students exhibited great interest through their questions and insightful comments. November and December's workshop will be held at the Beijing universities with top participation in the 2008-2009 Competition.

伦理学数字图书馆

Digital Library of Global Ethics

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全球伦理学网络组织（Globethics.net 域名：www.globethics.net）是一个在全球具有广泛影响力的伦理学研究和学术交流的网络社区，总部位于瑞士日内瓦，拥有丰富的伦理学电子资源，致力于为个人和机构提供更便捷的交流渠道，为推动伦理领域的全球合作研究贡献卓著。

为了向关注伦理和社会发展的广大中国用户提供更丰富、更便捷的电子资源，CIBE致力于全球伦理学网络组织在中国的推广，以便实现中国读者与国际伦理学术平台的无缝对接，在第一时间分享最前沿的伦理学研究成果，丰富知识，拓宽视野，塑造国际化头脑，并最终推动中国的伦理学研究更上一个台阶。

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Globethics.net (www.globethics.net) is a worldwide ethics network based in Geneva, Switzerland, with a strong network of supporters. Globethics.net provides an electronic platform for dialogue, reflection and ethical action.

In order to provide convenient and abundant of digital resources for Chinese people concerned about ethics and society, the Center for International Business Ethics, cooperating with Globethics.net is going to work on making Globethics.net the leading global platform for exchange and research on ethics and values by expanding the digital library's Chinese language materials and promoting the website to Chinese users.

There is no cost involved in using the library. Individuals only need to register (free of charge) as participants on the Globethics.net website to get access to all the full text journals, e-books and other resources. Users also could send paper on ethics to CIBE email. CIBE will select out the most valuable ones to upload under professional criteria and then reward the providers.

未来城市设计大赛

随着城市化进程的加速，能源消耗、环境污染以及城市的可持续发展等问题已成为众多国家面临的危机和挑战。人们逐渐意识到，改造现有的城市形态、设计出能够保证可持续发展的未来城市，是解决城市化进程所带来问题的最有效的途径之一。

为激发年轻人的想象力，提高对城市化衍生问题的关注，加强可持续发展意识，为青年学生提供一个能够充分展示个人对未来城市设计的平台，国际经济伦理研究中心（CIBE）在BENTLEY软件（北京）有限公司的赞助下，举办此次“未来城市设计”大赛，旨在引导大学生关注如何在未来的城市的设计理念中融入可持续发展元素和人文思考等问题。



未来城市概念图
Image of the Future City

参赛资格

主修建筑工程、景观设计或城市规划等相关专业的在校大学生和研究生。

参赛要求

在不降低居民生活水平的前提下，通过对城市设施的合理配置、对新能源的充分利用以及对市民生活中每个环节的环境友好化达到市区的可持续发展。

参赛者须具备以下能力：

- 解决实际问题能力
- 团队合作能力
- 想象力
- 研究和演讲能力
- 实用数学和科学应用能力
- 计算机应用能力

奖项设置

- 奖金
- 出国学习机会：有机会到美国知名大学免费攻读学位；
- 出国访问机会：有机会到BENTLEY美国总部访问；
- 实习机会：有机会获得在BENTLEY软件（北京）有限公司实习或培训的机会。

Future City Design Competition

Most of the countries nowadays are obsessed with the problems arose by rapid urbanization, such as energy over-consumption, environment pollution and the urban sustainable development. People have realized that city renewal and designing some kind of new cities will be the possible approaches to solve the cities problems. In order to inspire the imaginations of the youths, attract their attentions to the problems that the urbanization resulted in, enhance their awareness of sustainable development, CIBE hold a competition named “Future City Design” with the support of the Bentley Systems, Incorporated, hoping to provide the young students a platform to show their talents on designing the expected future city.

Participant Qualifications

College students majoring architecture engineering and public planning

Requirements

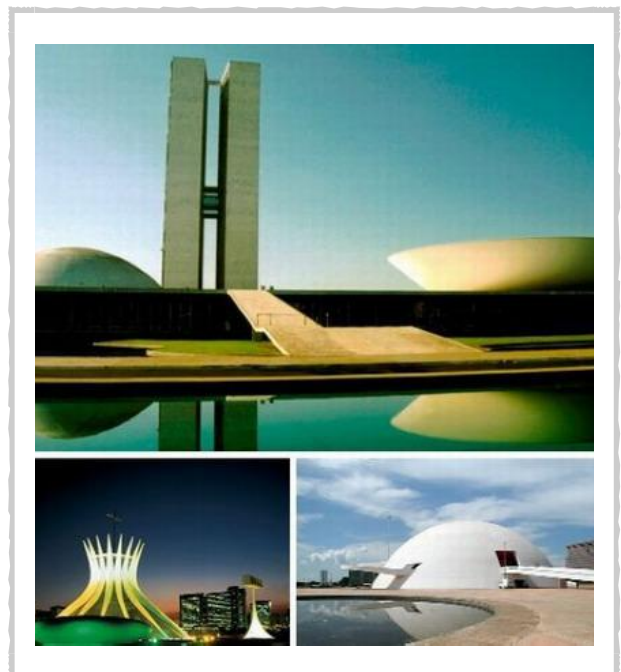
The participants should show the following abilities in their works:

- Problem- solving
- Team work
- Imagination
- Research and presentation skills

- Practical math and science applications
- Computer skills

Awards

- Monetary prizes
- Scholarship: winners will have opportunity to study for free in a foreign university for either Undergraduate or Master Program.
- Trips Abroad: winners will have opportunity to visit Bentley headquarter in the United States.
- Internship: winners will have the additional opportunity to do internship, to be trained or visit in Bentley headquarter or branches.



未来城市概念图

Image of the Future City

气候变化校园系列活动

气候变化是目前全球可持续发展的焦点话题，也是迄今为止人类遇到的最大危机。随着气象与经济的联系日益紧密，气候变化导致极端天气事件的增加直接影响企业的生存与发展，由此引起的问题正日益影响着我们的日常生活。

气候变化问题具有跨国界、跨领域的特性。如何正确有效地应对气候变化的威胁，这需要每一个普通公民的参与和支持。提高公众对气候变化的认知和关注，已成为相关工作的基础和亟待完成的任务。“气候变化校园系列活动”的目的便是提高大学生对气候问题的认识，使他们能更积极、更有计划地应对气候变化带来的挑战。

主办单位

中国气象局中国气象频道

国际经济伦理研究中心

主要活动

• 校园巡讲

“气候变化校园巡讲”于2009年4月全面启动，活动内容形式丰富，包括专家讲座、纪录片展映、现场知识问答、观众互动、倡议书签名等。活动开启以来，已经在超过8座城市的多所高校举办了大型讲座，每场听众人数均在1000人以上，活动引起了强烈的社会反响，极大加强了大学生对气候变化问题的认识，激发了他们争做环保先锋的热情。

巡讲活动邀请了被誉为“气象先生”

央视著名主持人宋英杰先生担任主讲，依托由多名中国科学院和工程院院士组成的顾问团队，着力打造最具影响力和专业性的公益活动，以期在全国范围内造成广泛的影响。

• 有奖征文

“气候变化校园系列活动”还包括以“气候变化”为主题的大学生征文比赛，这也是“大学生企业社会责任征文大赛”的组成部分。

从2009年起，CIBE拓展了CSR征文大赛的关注点，将目光投向更广泛“大学生社会责任”。关注气候变化是大学生社会责任的具体表现，也是广义CSR的题中之义。有关征文活动的细节，请参阅手册第5页《“企业社会责任”征文大赛》相关内容。

CIBE有信心有决心进一步扩大活动的影响力，同时，欢迎国内外关注气候变化的企业、组织及个人以各种形式参与到关注气候变化的公益活动中来。



宋英杰先生在演讲

Mr. Song Yingjie in Speech

Climate Change Campus Tour

As an international topic, the biggest crisis and a widely influential public issue, climate change has attracted the attention of most countries' citizens and governments. Extreme weather will cause problems affecting everyday people, corporations, and nations.

As a transnational and interdisciplinary problem, climate change demands efforts from citizens all over the world. Reasonable and effective crisis management should be based on the public's rising awareness and concentration on climate change challenges. The mission of "Climate Change Campus Tour" series aims to inspiring students to courageously and constructively challenge climate change.

Organizers

Weather Channel of China Weather Bureau
Center of International Business Ethics

Events

• Lecture Tour

The "Climate Change Lecture Tour" was launched in April 2009. Events take various forms including speeches by experts, documentary showings, question and answer sessions, and interactive lectures. Interactive lectures have been delivered to audiences of 1000 students in over 8 Chi-

nese cities, inspire students' awareness of climate change and spearhead collegiate environmental stewardship initiatives.

Mr. Song Yingjie of CCTV2, well-known as Mr. Weather, presents dynamic speeches. With a strong set of advisors and experts as the consultants, "Climate Change Lecture Tour" will ambitiously grow to strongly influence China.

• Essay Competition

"Climate Change Campus Tour" Series includes an Essay Competition which is a part of the CSR Essay Competition.

From 2009, CIBE has expand the concerns of CSR Essay Competition, which includes the "Climate Change". Please refer to the "Corporate Social Responsibility Essay Competition" on Page 6 for more details.

We ambitiously and confidentially plan to extend the range and influence of the tour series in the coming days. We invite government officials, media representatives, enterprises, organizations and individuals to change China and counteract Chinese and international environmental challenges.



推广活动 Promotion

中华慈善总会

五彩路孤独症儿童救助基金

基金设立目的

“中华慈善总会五彩路孤独症儿童救助基金”是由北京市朝阳区五彩路儿童行为矫正中心发起，并接受中华慈善总会的支持和管理的民间慈善非营利性基金。

旨在为现有孤独症儿童家庭争取社会的广泛关注和支持，填补该领域众多科学研究空白，力争让更多的孤独症儿童得到科学、规范、有效的康复训练，通过国内外捐助推进我国孤独症儿童救助事业的发展，使自闭症儿童能够走上了一条五彩斑斓的人生道路，实现自然生存、健康发展。

基金的募集

基金的来源包括：来自国内外法人或自然人的捐赠，组织开展专项筹资活动及合作项目募集的资金，合法的基金增值收益，以及其他合法收入。本基金接受货币和非货币形式以及特定的服务和类似捐赠。

基金会根据捐赠人的意愿安排基金的使用，并对捐赠者以适当的方式给予答谢。

主要活动

- 对家庭经济困难的患儿实施社会救助计划。
- 支持干预后期的孤独症儿童与普通教育机构儿童的融合教育。

- 引进和自主开发适用于我国国情的孤独症评估体系、教育方法和教材。

- 支持高等教育和职业教育机构开设孤独症教育专业，培养专业人才。

- 举办专题活动，开办专项刊物，面向社会广泛宣传科学的孤独症知识，唤醒民众意识，杜绝社会歧视。

- 支持国内外学生学者交流，推进有关孤独症的研究和经验交流。

- 对医护人员和当前以及潜在的从业人员进行专业性培训和指导。

- 支持患病严重的地区设立孤独症教育培训机构。

- 向力量薄弱的孤独症教育机构输出专业教师 and 教学指导，为其提供教学软、硬件的支持。

志愿者招募

我们欢迎有爱心、乐于奉献的青年志愿者们参与到孤独症儿童的救助中来。

如有兴趣参与，请发邮件至：

ccf.reindeer@gmail.com



Brief Introduction

The China Charity Federation Reindeer Foundation for Autistic Children is a non-profit and non-governmental charity fund initiated by the Beijing Chaoyang Reindeer Children's Behavior Rehabilitation Centre (RCC) and supported by the China Charity Federation (CCF). The foundation will dedicate its efforts to helping autistic children and their parents, raising social awareness of the illness, and funding research on the causes of and prevention of the mental disorder.

Fundraising

Sources of funding include: corporate and individual donors domestically and abroad; funds collected from financial activities and cooperative projects; interest and return-on-investment; other legal income sources. Both monetary and non-monetary donations of goods and services are accepted and used for the foundation's project and educational infrastructure.

Activities

- Implement social assistance programs to help needy children;
- Support education for autistic children in the late stages of intervention and in general education institutions;
- Introduce and develop autistic development assessment systems, teaching methods, and textbooks;
- Support higher education and vocational education institutions to offer autism education and foster professionals in autism education;
- Organize special events and run a special publication to spread scientific knowledge of autism, awaken public consciousness, and eliminate social discrimination;
- Support the exchange of students and scholars at home and abroad in order to promote autism research and exchange experience;
- Conduct professional training and guidance to medical personnel and potential practitioners;
- Support the establishment of autism educational institutions in geographical areas suffering from severe autism;
- Provide professional teachers and teaching guidance to autism education institutions with weak teaching power, and offer them teaching software and hardware.

Volunteers

We warmly welcome the warm-hearted and responsible volunteers join in the Autism program. Please send email to ccf.reindeer@gmail.com for inquiry.