Information Sharing

Progress Report

School of Economics and Management

Tsinghua University

July 2016– June 2018

We welcome feedbacks on the contents of this report
CONTENTS

I. Letter of Renewed Commitment by the Dean

II. Main Report on Progresses
   2.1 PRME Principle Description
   2.2 Brief Overview
   2.3 Major Achievements and Progress

III. Future perspectives/ Key Objectives
I. Letter of Renewed Commitment by the Dean

Tsinghua University School of Economics and Management, as an institution of higher education involved in the development of current and future leaders, sincerely renews its commitment to PRME. We declare our willingness to progress in the implementation of the six PRME principles. We will continue to report on progress to all our stakeholders and exchange effective practices related to the six PRME principles with other academic institutions so as to be able to make our due contributions to promote and deliver a more responsible management education for China and the world.

QIAN Yingyi

Dean
School of Economics and Management
Tsinghua University
Beijing, China
II. Main Report on Progresses

2.1. PRME Principle Description

Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.\(^1\)

Cultivating future leaders for China and the world is part of the school’s mission. In addition to providing students with necessary abilities and knowledge, we also attach great importance to cultivating students’ ethical awareness, social responsibility and sustainability through learning and discussion.

Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Value shaping is the most important keyword in Tsinghua’s cultivation model. In SEM, we integrate business ethics into student cultivation programs as a compulsory course and provide MBA and EMBA students with elective courses on CSR and sustainability.

Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

We combine learning and doing together to encourage students to have a deeper understanding of ethical issues. In addition, we develop teaching cases and guide students to write cases themselves and apply appropriate theories to the analysis of ethical issues, thus helping students to make appropriate and responsible choices.

\(^1\)http://www.unprme.org/about-prme/the-six-principles.php 20140430
Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

The faculty members of the school conducted rigorous research in the area of sustainability and how this impacts the China. This is discussed in 2.3.

Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

We introduced enterprises’ practices of various well-known companies into our course design, case development and academic research ranging from business ethics and CSR to green economy and sustainability.

Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We have participated in and organized a number of forums and seminars with the themes of business ethics, sustainability, and CSR, in which we have had focused and effective discussion and interactions with experts from education, business, government, and other related organizations. This is discussed in 2.3.
2.2. Brief Overview

The Chinese government has announced that China’s economic development has entered the “New Normal”. In addition, a series of sustainable development concepts put forward at the 18th and 19th CPC National Congresses have profoundly changed and will continue to further change the landscape of the Chinese society. In the new economic environment, to maintain stable performance of the national economy under the “New Normal” and achieve the sustainability of the economic development and the society is a crucial challenge facing the Chinese whole society.

Along with the rapid development of China’s economy, the business management practices in China have also entered a new phase. Many Chinese enterprises are further engaged in global business activities, particularly encouraged by the Road and Belt Initiative (OBI); more enterprises started to pay close attention to sustainability; and internet enterprises are playing an increasingly important role in the national economy. The whole society is calling for a fairer and healthier business environment, and the public is paying more and more attention to CSR fulfillment of well-known enterprises.

However, it is noteworthy that there are still serious issues in today’s China. The business environment is far from being healthy and the development of CSR is coming to a crossroad. In the past two years, several abominable incidents have been made known to public, which include, among others, the child abuse in RYB Education Kindergarten, Qihoo 360’s infringement on people’s privacy through streaming videos recorded by its surveillance cameras, substandard vaccine, and illegal fund raising on P2P platforms. Some companies’ business practices are still far from responsible.

The transformation and upgrading of the Chinese economy and the society have also brought forth higher requirements on education. As a Chinese saying goes, while it takes ten years to grow trees, it would take a hundred years to cultivate a well-rounded person. Higher education must play its role in cultivating talents for the country and the society, and more importantly,
must be “responsible”. It has been clearly proposed in the *National Outline for Medium and Long Term Educational Reform and Development (2010-2020)* that more efforts should be made to strengthen students’ sense of social responsibility of serving the country and its people. Tsinghua University integrates this into its own educational and pedagogical reform. It has clearly put forward the trinity cultivation model of shaping values, developing abilities, and imparting knowledge, with value shaping at the top of the three priorities. Moreover, in its teaching practices, it vigorously promotes academic code of conduct and offers courses on professional ethics, which serve as carriers for value shaping.

For SEM, our mission is to cultivate top-rank business leaders for China and the world. Our students, in addition to acquiring a global vision, outstanding ability and extensive knowledge, should also have a sense of mission to serve the country and the people, possess ability to sense ethical issues, be able to make responsible decisions, and stay true and righteous despite the rapid changes and various temptations in the society. To this end, business ethics education is of particular importance in SEM.

The following part presents the efforts of SEM in business ethics education during the period from July 2016 to June 2018.

“Way stretched endless ahead and we will search with our will unbending.” We are still on the road and will continue to work hard in our education of responsibility.
2.3. Major Achievements and Progress

2.3.1 Research

- Overall research outcomes and projects

Academic research in green economy, business ethics, CSR, and sustainable development is one of the major focuses of the research work of our faculty. We pay great attention to the development of China’s economy, especially its healthy and sustainable development. The detailed information of the research projects and research results in related fields of our school during the period from 2016 to 2017 is presented below.

![Figure 1: Research Projects in the Areas of Ethics, CSR and Sustainability](image)

Figure 1 shows the number of research projects that were embarked upon by the faculty from the period of 2016 to 2017.

During the period from 2016 to 2017, SEM was also prolific in its publications in national and international journals. A total of 21 publications/monographs pertaining to sustainability, CSR and other issues were published. The table below highlights some of these publications.
<table>
<thead>
<tr>
<th>Name and Dept.</th>
<th>Publication</th>
<th>Journal/Book/Book Chapters</th>
</tr>
</thead>
</table>
| Li Hua, Chen Jin  
Department of Innovation, Entrepreneurship and Strategy | The Sustainable Development Concept in “Harmonious” Innovation | Tsinghua Business Review, No.10, pp.48-52, 2017 |
| Thomas Scott, Duan Zhirong, Kent Wickstrøm Jensen  
| Cao Jing, Mun Ho, Huifang Liang  
Department of Economics | "Household Energy Demand in Urban China: Accounting for Regional Prices and Rapid Income Change" | the Energy Journal, Vol.37, No. SI 1, pp.87-110, 2016 |
| Pan Wenqing, Zhang Runjun, Pan Yuange  
Department of Economics | CO2 Emissions in Inland China and Coastal China: Different Perspectives from the Production of Final Products | Journal of Tsinghua University (Science and Technology), Vol.56, No.4, pp.417-423, 2016 |
| Chen Xiao, Christina Sue-Chan  
Department of Accounting | "Who coaches and how do they coach? The interactive effects of coaching agents and coaching styles on social enterprise sustainability". | The 6th World Business Ethics Forum, Hong Kong Baptist University, 2016 |
| Qian Xiaojun, Jiang Peng  
Department of Leadership and Organization Management | You Know My Confusion - A Selection of Business Ethics Cases | Tsinghua University Press, 2016.9 |
| Kong Ming, Qian Xiaojun, Chen Jin  
| Kong Ming, Xu Haoying, Qian Xiaojun  
| Zhu, W. C., Treviño, L. K., Zheng Xiaoming  
| Chen Jin  
Department of Innovation, Entrepreneurship and Strategy | Be Mindful and Make Positive Changes | Tsinghua Business Review, No.4, pp.01, 2017 |
| Zhou Jianghua, Jiao Hao, Li Jizhen  
Department of Innovation, Entrepreneurship and Strategy | "Providing appropriate technology for emerging markets: Case study on China’s solar thermal industry" | Sustainability, Vol.9, No.2, pp.1-21, 2017 |
| Duan Zhirong, Guo Peiyuan  
Department of Innovation, Entrepreneurship and Strategy | "CSR-related Risk Management in the Overseas Investments of Chinese Companies: Context, Dimensions and Effectiveness(Chapter)" | Routledge, 2017 |
<table>
<thead>
<tr>
<th>Project Leader and Dept.</th>
<th>Project Name or Book Title</th>
<th>Principal or Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bai Chongen</td>
<td>Research on Carbon Emission Peak in Guangdong Province</td>
<td>China CDM Fund</td>
</tr>
<tr>
<td>Duan Zhirong</td>
<td>Motivation and External Factors of Corporate Sustainable Development Strategy under the Cross-cultural Background</td>
<td>Ministry of Education of the People’s Republic of China</td>
</tr>
<tr>
<td>Cao Jing</td>
<td>Economics of Energy, Environment and Climate Change</td>
<td>National Natural Science Foundation of China (NSFC)</td>
</tr>
<tr>
<td>Cao Jing</td>
<td>Research on Energy Demand of Chinese Urban Residents and Energy Conservation Policy</td>
<td>Office of Scientific R&amp;D, Tsinghua University</td>
</tr>
<tr>
<td>Li Donghong</td>
<td>Case Study of Eco-Enterprises at Home and Abroad</td>
<td>Tsinghua Holdings Co., Ltd.</td>
</tr>
<tr>
<td>Duan Zhirong, Guo Peiyuan</td>
<td>&quot;Community Engagement of Chinese Companies Investing Overseas(Chapter)&quot;</td>
<td>The Asia Foundation, 2017</td>
</tr>
<tr>
<td>Duan Zhirong</td>
<td>Community Engagement Guideline for</td>
<td></td>
</tr>
</tbody>
</table>

Table 2: Selected Projects in the Area of Sustainability and Business Ethics
<table>
<thead>
<tr>
<th>Department of Innovation, Entrepreneurship and Strategy</th>
<th>Overseas Investment of Chinese Enterprises</th>
<th>Duan Zhirong, Department of Innovation, Entrepreneurship and Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cao Jing, Department of Economics</td>
<td>Assessment on Climate Change Impact Based on C3IAM Model</td>
<td>Beijing Institute of Technology</td>
</tr>
<tr>
<td>Liu Xiao, Department of Economics</td>
<td>Assessment of Carbon Emission Trading Pilot in Guangdong Province</td>
<td>China Emissions Exchange</td>
</tr>
<tr>
<td>Lu Lin, Department of Economics</td>
<td>Risk Assessment on the Impact of China’s Water Resources on Food Security in Extreme Climate and Flexible Countermeasures (participation)</td>
<td>NSFC</td>
</tr>
<tr>
<td>Chen Bingzheng, Department of Finance</td>
<td>Research on Catastrophe Risk and Insurance System under the Background of Climate Change</td>
<td>National Development and Reform Commission</td>
</tr>
<tr>
<td>Zhang Jin, Department of Leadership and Organization Management</td>
<td>Research on the Establishment and Innovation of Happiness Enterprises</td>
<td>Beijing Happiness Foundation</td>
</tr>
<tr>
<td>Zheng Xiaoming, Department of Leadership and Organization Management</td>
<td>An Empirical Study on Ethical Leadership in Chinese Enterprises</td>
<td></td>
</tr>
<tr>
<td>Chen Jian, Department of Management Science and Engineering</td>
<td>Research on Theory and Method of Supply Chain Modeling, Optimization and Coordination in Low Carbon Era</td>
<td>NSFC</td>
</tr>
<tr>
<td>Chen Rong, Department of Marketing</td>
<td>Consumer Evaluation on Attributes of Green Products and Acceptability of Their Premium</td>
<td>NSFC</td>
</tr>
</tbody>
</table>

Table 3: Selected Cases Developed by Faculty

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haitong Securities Co., Ltd.: Reverse Consolidation</td>
<td>Jin Yongjun, Li Xiaohui</td>
<td>2016-12-31</td>
</tr>
<tr>
<td>GSK in China: Do One Thing Under the Cover of Another</td>
<td>Jin Yongjun, Li Xiaohui</td>
<td>2016-10-10</td>
</tr>
<tr>
<td>Guizhou Forerunner College: Innovation in Education Model</td>
<td>Jiang Xuping, Guo Jia</td>
<td>2016-7-5</td>
</tr>
<tr>
<td>The Agricultural Road of TRHF Limited Inc</td>
<td>Jin Zhanming</td>
<td>2016-7-15</td>
</tr>
<tr>
<td>CCAI: A Continuously Growing Non-Profit International Adoption Agency</td>
<td>Jiang Peng, Cao Shanshan, Zhang Hong</td>
<td>2017-8-8</td>
</tr>
<tr>
<td>Animal Protection 2012 - Cosmetic Experiment on Animals, included in the national degree course teaching case library for engineering majors</td>
<td>Jiang Peng</td>
<td></td>
</tr>
<tr>
<td>JunLeBao Dairy Co., Ltd.</td>
<td>Qian Xiaojun, Jiang Peng, Li Liping, etc</td>
<td></td>
</tr>
<tr>
<td>Ma Jun and Institute of Public &amp; Environmental Affairs (IPE)</td>
<td>Jiang Peng, Qian Xiaojun</td>
<td></td>
</tr>
</tbody>
</table>
Research Center for Green Economy and Sustainable Development

Since its establishment in March 2015, the Research Center for Green Economy and Sustainable Development has served as an interdisciplinary research cooperation platform of Tsinghua University (THU) to promote the research in related disciplines and the integration of research resources by strengthening research team building and encouraging academic research. We have solicited six research teams from the Institute of Transportation Engineering of the School of Civil Engineering, the School of Environment, the School of Public Policy and Management, and the Low Carbon Energy Laboratory, the School of Economics and Management and the Department of Architecture, respectively, to engage in the research on green transportation and logistics, environmental protection tendency and control strategy, green industry and innovation, low-carbon development, economic policies for sustainable development, green building and energy-efficient building strategy. All the leaders of the six research teams are well-known scholars of Tsinghua University who have made outstanding academic achievements and have significant influence in related fields.

In the past two years, the Research Center has made some progress including the 2016 annual policy report-Reflections on China’s Green Development after the Paris Agreement (already published) and the 2017 annual policy report-Research on Green and Low-Carbon Transformation under China’s New Normal (forthcoming) Tsinghua University Press. The annual research reports introduce the main annual research results of the Research Center and the latest concepts and opinions in the field of sustainable development to provide policy advices for governments and enterprises.

In addition, the Research Center funded the publication of 34 papers in 2016 and 66 papers, 3 books and one patent in 2017. Moreover in 2016, Professor Lu Xi, a member of the research team, made important achievements in the field of renewable energy research. His research result, Challenges Faced by China Comparison with the US in Developing Wind Power, was published in the June 2016 issue as a cover article of Nature Energy, a division of Nature. This paper is an important achievement in the series of studies on the environmental and climate change benefits of China’s new energy life-cycle.

2.3.2 Other Contributions in the Field

The third Annual Symposium of the Harry Susilo Institute for Ethics in the Global Economy

On June 15, 2017, our Associate Dean Xiaojun Qian attended the signing ceremony at Boston University, Questrom Business School. SEM Tsinghua officially became a member of the
Academic Collaboration Network (ACN). ACN is a unique global faculty community established by the Susilo Institute and designed to advance business ethics research, teaching and practice.

From June 9 to 10, 2018, the third Annual Symposium of the Harry Susilo Institute for Ethics in the Global Economy, co-organized by the Tsinghua University School of Economics and Management (Tsinghua SEM), Boston University Questrom School of Business and the Harry Susilo Institute for Ethics in the Global Economy was held at Tsinghua SEM. With the theme “Sustainability and Responsibility: Navigating Creative Routes”, the symposium focuses on the frontier issues and new challenges of ethics in the global economy and discussed the pressing ethical issues faced by Chinese companies in a globally interconnected world.

Scholars and entrepreneurs from McKinsey Global Institute, Boston University Questrom School of Business, China Program in Bill & Melinda Gates Foundation, JunLeBao, Meituan and other Chinese companies gave wonderful speeches on business ethics and corporate social responsibility. The symposium saw business leaders, college scholars, students and alumni, more than 200 in total, jointly discussing the responsibilities of companies and entrepreneurs in a highly connected world, and how to respond to future challenges and build a better future for sustainable development.

Figure 2 : Welcome remarks given by Professor Yang Bin, Vice President of Tsinghua University
Vice President Yang Bin of Tsinghua University, Prof. Kenneth Freeman, Allen Questrom Professor and Dean in Management, Boston University Questrom School of Business, and Mr. Harry Susilo, Founder and Co-Chairman of the Harry Susilo Institute for Ethics in the Global Economy and the Founder of the Sekar Group, attended the forum. The President of Boston University Prof. Robert Brown and his wife Dr. Beverly Brown were also present at the symposium. The symposium was hosted by Professor Qian Xiaojun, Associate Dean of SEM Tsinghua, and Professor Duan Zhirong, Professor from Department of Innovation, Entrepreneurship and Strategy.

Join the international alliance of research universities initiated by UNDP-UNSIF

In January 2017, together with eight other academic institutions (including the Wharton Business, Massachusetts Institute of Technology, Harvard John F. Kennedy School of Government, Oxford University, University of Cape Town, University of Heidelberg, Indian Institutes of Management, Hong Kong University of Science and Technology), Tsinghua SEM became the co-chair units of the International Alliance of Research Universities initiated by UNDP-UNSIF (the United Nations Development Programme-United Nations Social Impact Fund). The Alliance addresses important theoretical and academic issues related to corporate performance assessments, particularly investment systems, for global enterprises in
their achievement of sustainability goals, aiming to exert a profound and substantial impact on investment practices.

- **Participate and contribute in the National MBA Business Ethics and CSR Course Seminar**

The faculty has participated in the 8th, 9th, and 10th National MBA Business Ethics and CSR Teaching Seminar hosted by the China National MBA Education Supervisory Committee for the three consecutive years from 2016 to 2018. During the Seminar, we exchanged views on business ethics, CSR education and CSR practices of Chinese and foreign companies with representatives of MBA programs from universities, enterprises and related institutions all over the country. Professors Tong Yunhuan, Qian Xiaojun, Jiang Peng and other professors in our school have participated in recent seminars, during which they shared their teaching experience, course contents, and research cases of business ethics courses and their personal experience with representatives of MBA programs and enterprise managers at home and abroad, aiming to explore how Chinese enterprises can better undertake their social responsibilities.

**2.3.3 Curricular Improvements**

On the academic lessons front, all first-year MBA students (a total over 400 students per year) undertook the course *Ethics and Corporate Responsibility* in 2017 and 2018. This is a one-credit course with case study as the main teaching-learning method, which requires students’ high involvement. On average, the students gave the positive feedback that this course was above average in terms of quality and was much needed.

The Course “Corporate Social Responsibility Management: Challenges and Practice” was supported by the Tanoto Foundation and organized by the MBA Education Center of Tsinghua SEM. (The Tanoto Foundation established by Mr. Chen Jianghe, Chairman of Zhejiang Golden Eagle Group Co., Ltd, and his wife.) This course first opened in 2017 before the official enrollment of the MBA freshmen, is of far-reaching significance. To reach the teaching goal, this course will link related concepts and theories with corporate management practices, make good use of students’ rich practical experiences, and integrate latest research outcomes
through teaching methods of lecturing, case discussion, debate, and advanced CSR practice sharing so as to make the learning experience as much interactive and heuristic as possible.

Figure 4: The teachers and students in the Course “Corporate Social Responsibility Management”

Figure 5: Students taking part in the course.
For the undergraduates’ curriculum, the following compulsory module, *Critical Thinking and Moral Reasoning* (CTMR), was offered to the school’s more than 200 second-year undergraduate students starting from 2011.

Tsinghua SEM also offers two electives, one is *Business Performance and Sustainability* (BPS, to MBA), the other is *CSR and Innovation* (to EMBA). Over the past two years, we have developed new cases for the BPS curriculum, including of *Yin Ma Yun Chi* (映马云池): *People and Nature Living in Harmony* and *Ant Forest: Green Public Welfare Project That Goes Big*. These cases have entered the MBA classroom, bringing new inspiration to students.

*CSR and Innovation* is a one-credit course. The course was opened for three times in September of 2016, September of 2017, and June of 2018 respectively. This course is designed for senior corporate executives who have a decisive role in corporate strategy. Through the perfect combination between theories and practices of corporate social responsibility and sustainable development, and by giving full play to the rich practical experiences of students, this course aims to develop viable solutions for fulfilling social and sustainable development responsibilities.

### 2.3.4 Student Extra-curricular Activities

- **Flex Ethics Case Writing Competition**

Under the guidance of some faculty of the Leadership and Organization Management Department, the 6th and 7th annual Flex Ethics Case Writing Competitions were held between Dec 2016 and July 2018 (financially supported by Flex).

The competition attracted not only MBA students from the Tsinghua University, but also students from other universities to participate. The number of entries in the last two competitions is around 50-60, indicating that the competition has taken shape and begins to gain influence. According to the feedback from the judges, the quality of the entries has witnessed a trend of all-round improvement. The award-winning entries in 2017 specifically
discussed business ethics issues in emerging industries (such as the Internet era), impressing the judges deeply.

Through successfully hosting the Flex Ethics Case Writing Competitions for five consecutive years, we have accumulated a number of instructive case works with high representation. We have selected and included some cases in our compiled book *You Know My Confusion* with comments by our faculty, which has enriched the materials of business ethics in China’s management education. The fact that this book is reprinted three times in six months speaks for its great impact on China’s management education. Being praised and recognized by some institutions of higher learning, this book has been selected as the textbook or supporting material for ethics courses.

- **x-Lab and Business Plan Competition**

As a result of reflection on its management education, the school started its x-lab in 2013, a platform to encourage and mentor students’ innovative and creative ideas and foster students’ entrepreneurship. It serves for the whole university, not just the school itself. It greatly promoted the collaboration across disciplines, between faculty and students, as well as university and industries. On this platform, a so-called Social Innovation Center was founded with the collaboration of Yu Venture Philanthropy, a social impact investment organization, which in particular, encourages students to apply their creative ideas and innovative technology to help meet social needs.

X-lab provided a course called *Social Innovation and Enterprises*, which has both on-line and off-line parts with the on-line part available on Tsinghua MOOC platform for students and for anyone on or off campus to take. The following table shows a list of events organized by the platform related to social innovation and entrepreneurship.

<table>
<thead>
<tr>
<th>Topics</th>
<th>Organizer</th>
<th>Date</th>
<th>Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Innovation Hackathon</td>
<td>x-lab</td>
<td>4/21-22/2017</td>
<td>Research Center for Accessibility, Net Impact, Schwarzman Scholars</td>
</tr>
<tr>
<td>Demo Day in UNDP</td>
<td>x-lab</td>
<td>7/2017</td>
<td>UNDP</td>
</tr>
<tr>
<td>Managerial Thinking : Design for Extreme Impact (EMBA Course)</td>
<td>Prof. Steven White</td>
<td>Autumn Semester, 2017</td>
<td>x-lab, UNICEF</td>
</tr>
</tbody>
</table>
A number of social impact projects have been incubated by x-lab. The following table provides a selected list of such projects.

Table 5: Examples of Startups Registered in x-lab (2017 – 2018)

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Team Leader</th>
<th>Product/Service</th>
<th>Current Statues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Umbrella</td>
<td>Christian Oertel</td>
<td>Umbrella is building a mini-program for WeChat, the largest and most popular online platform in China, where we will provide access to modern multimedia 21st century sex education content that will leave no stone unturned and help society move beyond taboo. We are Umbrella, a team of five students from all over the world, from China, Germany, South Africa and Sri Lanka, working together to answer the questions that people are asking about sex and informing them further about the questions they didn’t know they could ask about in the first place.</td>
<td>This project was born during the Global Solution Festival 2018 held at Schwarzman College and won the 1st price of the competition.</td>
</tr>
<tr>
<td>Galloon</td>
<td>Alisa Salimova</td>
<td>Galloon is providing clean the drinking water to those who need it by extracting it from the air and treating it to the safe drinking water standard. Our installations vary in shapes and operation depending on the area, climate and the final cost. We are developing and manufacturing atmospheric water generators from the small-scale indoors devices to the large-scale city installations integrated with the different infrastructure elements.</td>
<td>Project now is one of the selected teams for MIT-THU Future City Innovation Connector (FCIC).</td>
</tr>
<tr>
<td>Aquilo</td>
<td>Zhang Shu</td>
<td>Aquilo is a micro-hydropower and wind power generation device, which makes rational use of renewable energy. It aims to liberate the types of power generation. It is the smallest distributed energy module, which can be detachably and portably used. It will solve the problem of power shortage, such as residents, outdoor activists, environmentalists for some urgent situation.</td>
<td>The team has currently completed the first prototype.</td>
</tr>
<tr>
<td>Mining for</td>
<td>Chang Shuai</td>
<td>“Mining for”, the platform aims to reduce the unreasonable distribution of old materials or secondhand goods and let them go back into the recycling process. By building a creative design sharing platform, it could engage the manufactures to participate, and finally, it will build a &quot;recycling-reengineering-sales&quot; new business model for goods recycling. Based on the big data platform, Mining for also want to do more, such as education about environmental protection or other forms of events to raise public awareness.</td>
<td>The project is generated from the &quot;Green Innovation Academy&quot;</td>
</tr>
</tbody>
</table>
One Centimeter - Belt compass
Sheng Yiyao
He Yu

The Belt compass combines publicly available map data with an innovative software and hardware to ease navigation in urban areas. While it can be used by everyone, we have designed the system specifically for people with visual impairment.

The prototype is completed and the product is under testing procedure. The website: http://simetka.cz/OGH/#home

- Student club activities: Ray of Love Association

About Ray of Love Association: Established in November 2008, the Ray of Love Association is affiliated to Tsinghua SEM and is a non-profit organization found by Tsinghua MBA students voluntarily. It is the first Team MBA member of GMAC in China. Initiated by GMAC, Team MBA is a professional organization in guiding and supporting MBA students to organize and conduct social responsibility activities. Since its inception, it has carried out a multiple of public welfare activities themed “caring for the disadvantaged, caring for the earth, dedicating love, and spreading civilization”, which raised Tsinghua MBA students’ awareness of public welfare and received wide recognition. Professor Qian Xiaojun, Associate Dean of the School of Economics and Management, served as the instructor of the Ray of Love Association.

Activity 1: Summer camp for children of prisoners - Tsinghua Campus Tour

On July 2, 2016, international volunteers from all walks of life and volunteers from Ray of Love Association, an MBA student club focusing on social impact and philanthropy, jointly organized a capacity building summer camp for children of prisoners - Tsinghua Campus Tour. A total of 18 children from prisoners’ families with difficulty all over the country visited Tsinghua campus under the guidance of volunteers to broaden their horizons and experience the history and humanities of Tsinghua University. The activity was initiated by Morning Tear, an international public welfare organization, organized by Ray of Love Association, and supported by KID Studio and international volunteers.
Figure 6: A group photo of the children at one of Tsinghua University’s landmarks

The activity aims to provide equal opportunities for these special children, and help them experience the joy of life and gain a positive attitude that they can still choose their own life as well as teach them to love and be loved. We hope more people can take actions to help these children and give them more love and warmth.

Activity 2: Donation by the Ray of Love Association to Wenhua School

On May 29, 2018, President Xu Lixin of Wenhua School in Hanjiachuan, Haidian District, Beijing received sports equipment from the Center for Development of Sports Industry, Tsinghua University with the support of the Ray of Love Association in promoting donations. Located in Hanjiachuan, Haidian District, Beijing, Wenhua School is a school providing education for over 300 children from nearby migrant workers’ families. The school provides kindergarten and primary school programs. Lacking sports facilities and equipment is a long-standing problem faced by this school due to shortage of funds. The donation of sports equipment this time enriches children’s after-school life, helping them enjoy sports and improving their health.
2.3.5 University Educational Achievement Award

In April 2018, Yang Bin, Qian Xiaojun, Jiang Peng, Jin Yongjun and Duan Zhirong won the second prize of the 2017 Beijing higher education achievement award due to their efforts and contributions on “professional ethics and social responsibility education in the process of training economic management talents.”

In January 2017, Jiang Peng won the first prize of Teaching Excellence Award issued by Tsinghua SEM in 2016 due to his outstanding teaching performance on the MBA course “Ethics and Corporate Responsibilities.”
III. Future Perspectives/Key Objectives.

The school will make due contributions in promoting responsible management education in China as well as in the Asia-Pacific region. The specific aspects are listed below:

1. The philanthropic activities conducted by MBA students are still disperse, resulting in limited impact due to no strategic consideration and long-term plan under the guidance of the school. Therefore, an improvement will be needed to integrate philanthropic efforts of the school so as to enhance the impact.

2. An effort to attract the school’s faculty to apply and conduct more research projects on sustainability and responsibility should be made. Although there has been an increase in the number of faculty members engaged in related research and case development, the total number of cases in CSR and sustainability is still limited and these cases are only used in some courses and not permeated with other management courses in the school. It is hoped that this will be improved in the future.

3. Although Tsinghua SEM has joined the International Alliance of Research Universities initiated by UNDP-UNSIF, the current research and practice are limited. Tsinghua SEM will strive to play a more active and important role in this Alliance in the future.

4. We should continue to develop and improve x-lab, together with the support from Tsinghua University and industries, and cultivate students’ awareness and willingness to cope with social challenges and demands through innovation and entrepreneurship aiming to incubate more projects that will help to reach the UN 2030 sustainable development goals.

5. We will develop executive education courses on business ethics, CSR, and sustainability to help industry practitioners gain a better understanding of relevant concepts, be aware of their ethical and social responsibility and make their contributions for a better world. We also need to help students understand SDGs more deeply with the goal of identifying contents in the 17 SDGs that are highly relevant to their corporate development, thus enable them to cope with sustainable development challenges with creation and innovation, and become the leaders for the fulfilment of the SDGs.
Contact: Professor Qian Xiaojun

Department of Leadership and Organization Management
School of Economics and Management
Tsinghua University, Beijing 100084
China
Tel: 86-10-62789934
Fax: 86-10-62775858
Email: qianxj@sem.tsinghua.edu.cn
http://www.sem.tsinghua.edu.cn

This report was prepared by Li Liping, Research Center for Green Economy and Sustainable Development; proofread and revised by Professor Qian Xiaojun, School of Economics and Management, Tsinghua University.