

# Individual CSR Hero

**HUANG Peizhao**

# Yi Jiefang Mother of the earth

- A mother
- A founder and a leader of NPO called ‘Green life’
- National honest and trustworthy model candidate



# A story behind the strong women

- 1949 born in Shanghai
- 1978 she gave birth to a child
- 1987 she went to study in Japan
- 1990 she graduated and find a white collar job in Japan
- 1997 her son was successfully admitted to a famous university in Japan
- 2000 her only son was killed in a traffic accident in Japan
- 2002 she decide to fulfill a promise for her son...until now

**For the last 12 years the native of Shanghai has planted different kinds of tree in Inner Mongolia trying to reforest the region, but also to keep the memory of her dead son alive**

# Why her?



- She planted a total of 500,000 trees on the desert in six years, the total area of afforestation has more than 5,000 acres.

Currently, she is carrying out an activity. She promotes that the mother who donates 5 RMB will plant a tree in the hopeless place.

Yi couples also donated 250,000 RMB to established a hope primary school in Hunan Province Wangcheng City



# Institutional Hero



# Fair Labor Association (FLA)

A collaborative effort of universities, civil society organizations and socially responsible companies dedicated to protecting workers' rights around the world.



The screenshot shows the homepage of the Fair Labor Association (FLA) website. The header features the FLA logo (a stylized 'F' and 'L' in red, yellow, and blue) and the text "FAIR LABOR ASSOCIATION". The top navigation bar includes links for "About Us", "MyFLA", "Registration", "Accreditation", "Blog", and "Contact Us". A language dropdown set to "English" with a UK flag is also present. Below the header, a main menu bar has tabs for "HOME", "OUR WORK", "IMPACT", "AFFILIATES", "TRANSPARENCY", and "GLOBAL ISSUES". A large image of two workers in a textile factory is displayed, with a caption below it: "Issue brief: Significant minimum wage increase in El Salvador as of Jan. 1" and a navigation bar with links 1, 2, 3, and 4. A sidebar on the left contains the text "IMPROVING WORKERS' LIVES WORLDWIDE". The bottom section features a world map and a paragraph of text: "Since 1999, FLA has helped improve the lives of millions of workers around the world. As a collaborative effort of socially responsible companies, colleges and universities, and civil society organizations, FLA creates lasting solutions to abusive labor practices by offering tools and resources to companies, delivering training to factory workers and management, conducting due diligence".

# Contributions



## Ensuring Proper Benefits for Workers in India

Nike works with supplier factory in India to increase the bonus qualification limit for workers and raise awareness following an FLA follow-up visit.



## Adequate Working Hours for Pregnant Women in Turkey

adidas works with supplier to reduce working hours for pregnant women and provide childcare facilities for children.



## Preventing Discrimination Against Pregnant Women in Bangladesh

adidas and Forty Seven Brand work with supplier in Bangladesh to prevent discrimination against pregnant women following an FLA assessment.



## Ensuring Fair Compensation and Worker Safety in Mexico

EA works with a supplier factory in Mexico to protect worker health and safety and remedy issues related to wages and benefits following an FLA assessment.

-What would it take to make  
iPhones in the United States?  
Why can't that work come home?

-Those jobs aren't  
coming back.

# A Brief Case: Apple, Foxconn and FLA

**Apple became a participating member of FLA since 2012, also it was the first technology company to earn that distinction.**



# FLA' s Projects in China

## WORKING HOURS PROJECT

- Started in December, 2013
- Based on status quo
- Assist factories to solve the CSR problems in order to maintain their competitiveness
- Urge the factory to comply with the laws and regulations on working hours

## COMPLIANCE STANDARDS PROJECT

- Cooperate with local NGOs, businesses and government departments to provide solutions
- To improve the ability of factories to deal with regulatory issues on a self-financing basis

# ■Resources■

[https://en.wikipedia.org/wiki/Chai\\_Jing](https://en.wikipedia.org/wiki/Chai_Jing)

<http://www.fairlabor.org/about-us>

[https://en.wikipedia.org/wiki/Fair\\_Labor\\_Association](https://en.wikipedia.org/wiki/Fair_Labor_Association)

<https://www.youtube.com/watch?v=cahyw-4Kcqk>