

The Charity School Project

Initiated by the Finnish Business Community in China

Why wouldn't you build a school?

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Executive Summary

- The objective of this project is to raise funds and re-build a school in the WenChuan quake area.
- A primary school will be built in GuiYuan village 30 km north-east of Chengdu. The school will accommodate a minimum of 250 students in grades 1 to 6.
- The value of the project is approximately RMB 4.200' (~EUR 465k) out of which about 90% is already secured in the form of cash, materials, or services.



Executive Summary

- Pöyry Beijing Consulting Co. supports the project by donating architectural design and construction management services.
- Further support and participation from companies and the community is needed in order to secure execution of this project.
- A donation is the excellent way for a company to demonstrate corporate social responsibility in China, where CSR efforts from companies are both highly appreciated and expected.



Background

- In June 2008 the Finnish Community decided to organize a fund raising project in order to build a school after the Wenchuan earthquake in May.
- The objective of the project is not to provide emergency relief, but to re-build a completely collapsed primary school.
- The project is governed by steering group with the task to monitor the interests of the members.
- The Finnish Ambassador, Mr. Antti Kuosmanen is a patron to the project.



The School in a Nutshell

- A primary school will be built in GuiYuan village 30 km northeast of Chengdu.
- GuiYuan is 85 km from the epicenter and the previous school was completely destroyed.
- GuiYuan is a poor community with no communal water supply.
- The primary school will accommodate a minimum of 250 students in grades 1 to 6.



Conceptual design



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How the re-building works

- The re-building efforts in Sichuan are coordinated by the local government.
- The international community is welcome to participate by co-operating with nationally recognized charity organizations.
- The steering group has chosen the China Children and Teenagers' Fund, CCTF as our charity organization partner.



Appeal for support

- Further support and participation from companies and the community is needed in order to secure execution of this project.
- Corporate cash donations have been in the range of RMB 10.000 to RMB 500.000. The donations are tax deductible in China.
- Donations can also be made via the United Kingdom branch of CCTF in order to enjoy tax benefits within EU.
- This project is not a “beauty contest”. Therefore the size of the donations is not made public and donors are not categorized according to the size of their contributions.



What's in it for me?

- You will become a member of the Finnish Charity School Project and your company will be named in all PR material generated by the project.
- A page to present your company on the Charity School Project Website, www.finnish-charity-school.org
- The right to display the Charity School Project logo and present yourself as a member of the Finnish Charity School Project in your corporate communication.
- Inclusion in the listing of all donors in a plaque at the school.
- Last, but not least: Eternal fame and glory for having given a chance of a better education to countless children.



How can I join?

- Corporate commitments have ranged from RMB 10k to 500k, depending on the size of the company.
- Personal commitments have ranged from EUR 50 to 300 per family.
- Donations can also be in form of appropriate materials or services.
- Pledge your commitment by contacting Oskar Helling, oskar@startupshanghai.com



Thank You for your Support

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Appendices

- Sichuan province & GuiYuan Primary School
- Preliminary design proposition
- Who else is on Board
- Steering group
- Timeline
- China Children's and Teenagers' Fund
- Media coverage
- Benefits of CSR in China



Sichuan province

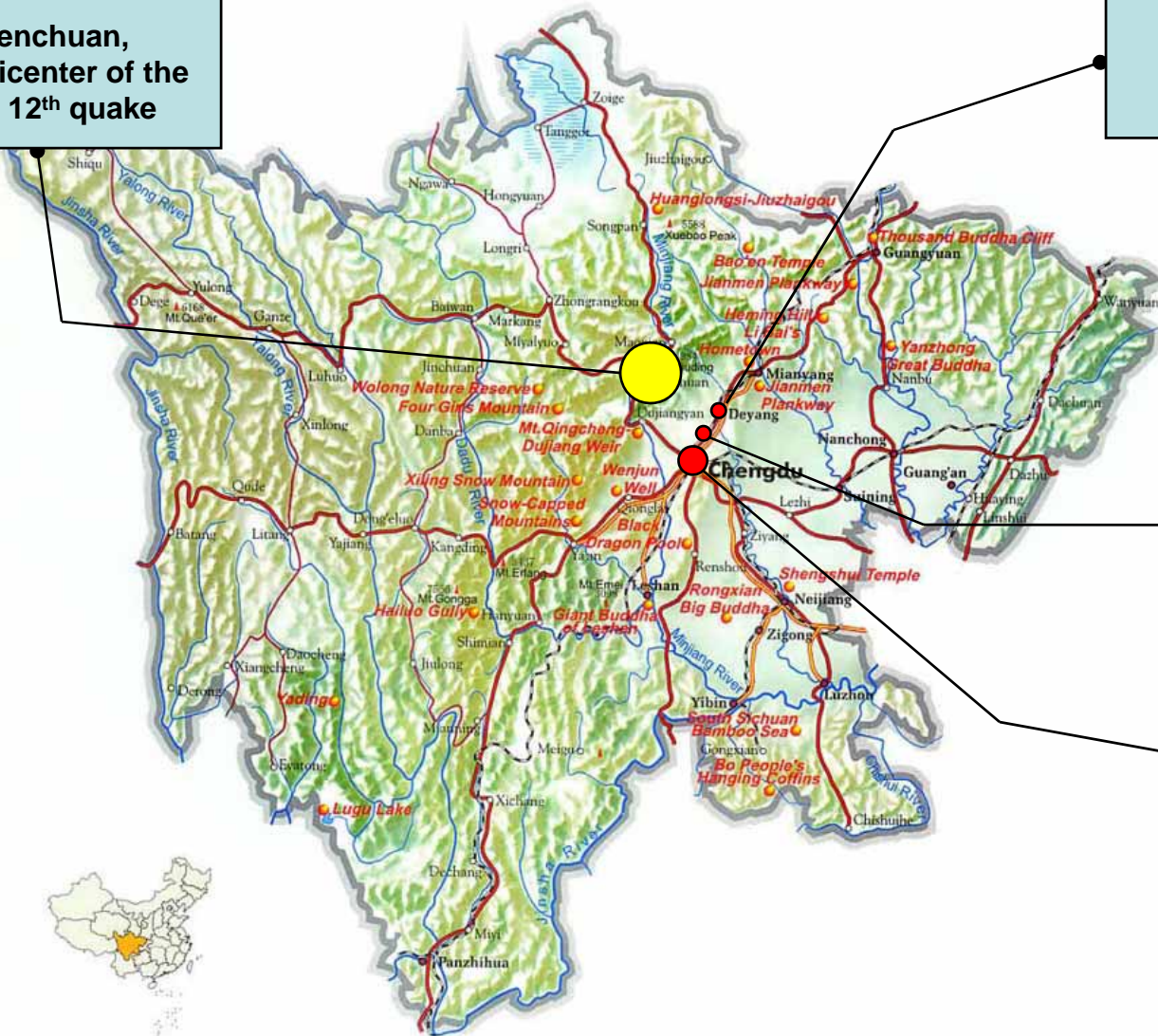
Wenchuan,
The epicenter of the
May 12th quake

De Yang
(including 1 District
and 5 Counties)

Guang Han Town,
(1 of 5 Counties
of De Yang City)

Guiyuan is a part of
Guang Han town

Cheng Du,
Capital City



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Guiyuan Primary School



The epicenter of the Wenchuan quake is only 85 km from GuiYuan. The previous school was completely destroyed. The remains of the school have been bulldozed against the wall of the school ground.

You can see the traces where the walls of the former school stood as dark lines on the ground.



GuiYuan Primary School



GuiYuan is a poor community with no communal water supply.

These children are playing during a break next to the water tank of the temporary school building.

The rubble on the ground are the remains of the old school.

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Guiyuan primary school



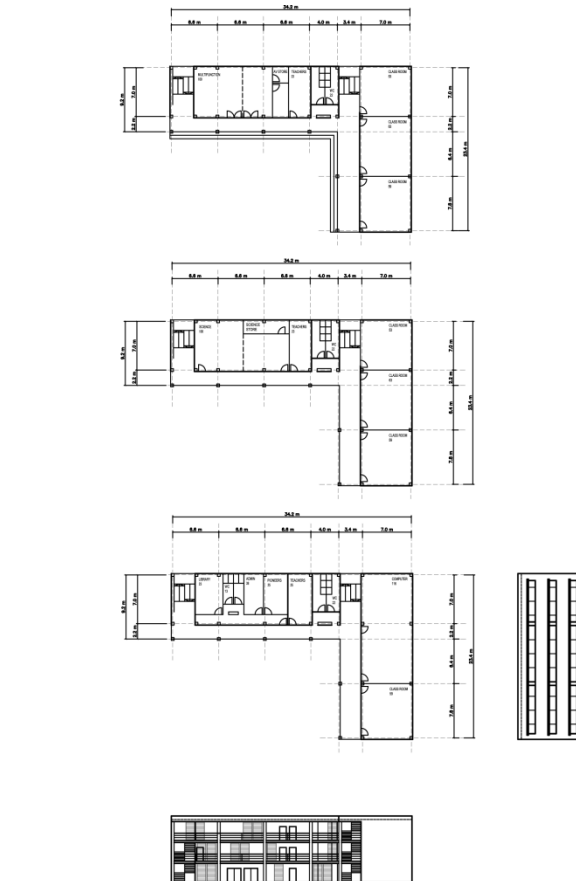
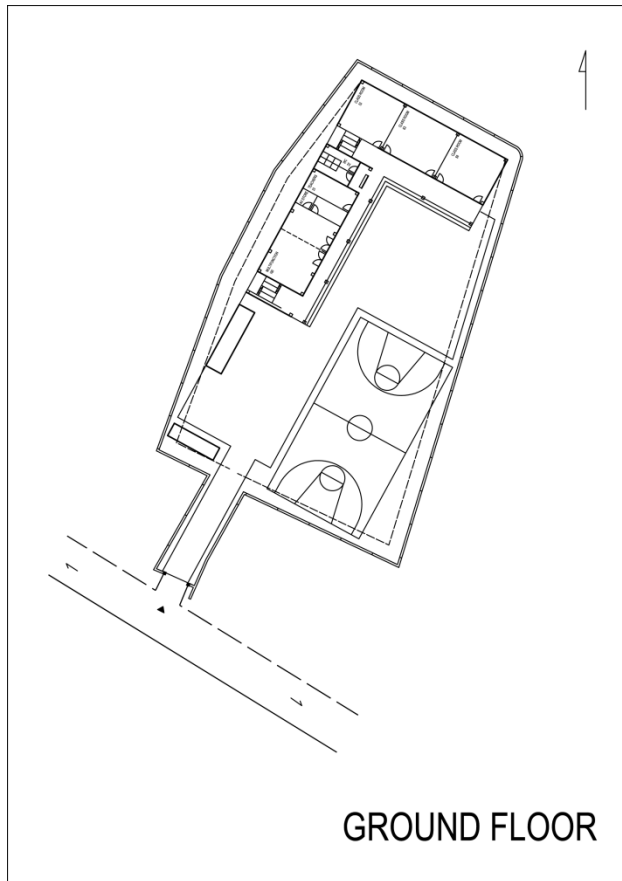
Zeng Qing, 8, is attending 2nd grade at the temporary facilities of Guiyuan primary school.

She has about 250 schoolmates in grades 1 through 6.



Preliminary design

7 classrooms & 3 multifunction rooms on 3 floors



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Who is already on-board?

- The Finnish Ambassador, Mr. Antti Kuosmanen will act as a patron to the project and give it official support as well as a donation.
- Some of the companies who have pledged their support are:



Because companies are made up of people™

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The Project Group

The project is governed by a steering group with the task to monitor the interests of the members.

All efforts are voluntary and without pay.

The Steering group:

- Markku Hyvärinen, SchüCo - Chairman
- Ari Harmaala, Metso Paper
- Mikko Harju, HS International
- Baisen He, Pöyry
- Dan Mao, Nokia
- Cindy Zhang, Stora Enso
- Jaana Haartveit, Brand Balance
- Oskar Helling, StartupShanghai - Project Manager

Questions? Answers: oskar@startupshanghai.com



Timeline

History:

- Aug '08 Planning and organization of project.
- Sept. '08 Fundraising started with public appeal.
- Oct . '08 Critical mass of 2/3 budget reached. Contracts out.
- Nov. '08 Building site chosen , Design process started.
- Jan. '09 Conceptual design and cost budget completed.
- Feb. '09 Marketing resumes after pause in January.
- March '09 Further pledges from companies.
The Finnish embassy pledges large donation.

Planned:

- April ' 09 Focus on Chinese Media
Joint Ground Breaking ceremony with EXPO 2010
- May' 09 Ground breaking ceremony in Sichuan
Construction begins.
- Sept. '09 School opens for operation in time for fall semester.



The China Children and Teenagers' Fund

- Is the oldest non governmental charity organization in China and has nearly 20 years of experience in running and facilitating school building projects.
- Is providing the project with a legal and organizational framework.
- Has helped the project to choose a building site to match the budget the project can raise.
- Handles communication and bureaucracy with local government.
- Does **NOT** deduct a management fee or anything else from your donation.
- Provides tax-deductible receipts for the donations.
- Is audited by Ernst & Young.
- www.cctf.org.cn and www.cctf-uk.org



Media Coverage as of 6.2.2009

- Helsingin Sanomat
- Turun Sanomat
- FinnBiz
- Keski-suomalainen
- Kaleva
- Radio86 – distributed on Classic radio
- Etelä Suomen Sanomat
- Radio Lahti

See details on project website.

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Benefits of Corporate Social Responsibility in China – External issues

- Chinese consumers and decision makers have very high brand awareness and scrutinize carefully the companies they deal with.
- CSR is something that is simply expected by successful companies.
- Finland has very positive associations with the Chinese and thus this project can offer a possibility enjoy that brand and position your company.



Benefits of Corporate Social Responsibility in China – Internal issues

- Retention of key-personnel is one of the top issues for managers within Foreign Invested Enterprises in China.
- Active CSR efforts are the trademark of a successful company.
- According to a recent study among General Electric's staff in China, 46% stated that active CSR efforts was one of the “key reasons” they joined or stay with the company. Also, 92% stated that they prefer to work for a company that is actively involved in CSR efforts.

Conclusion: Visible CSR can be used as a tool for talent management and personnel retention.



What is the ROI on your Current CSR?

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