



Preparing for  
Future Responsible Business Operators  
Engaging young generation for CSR

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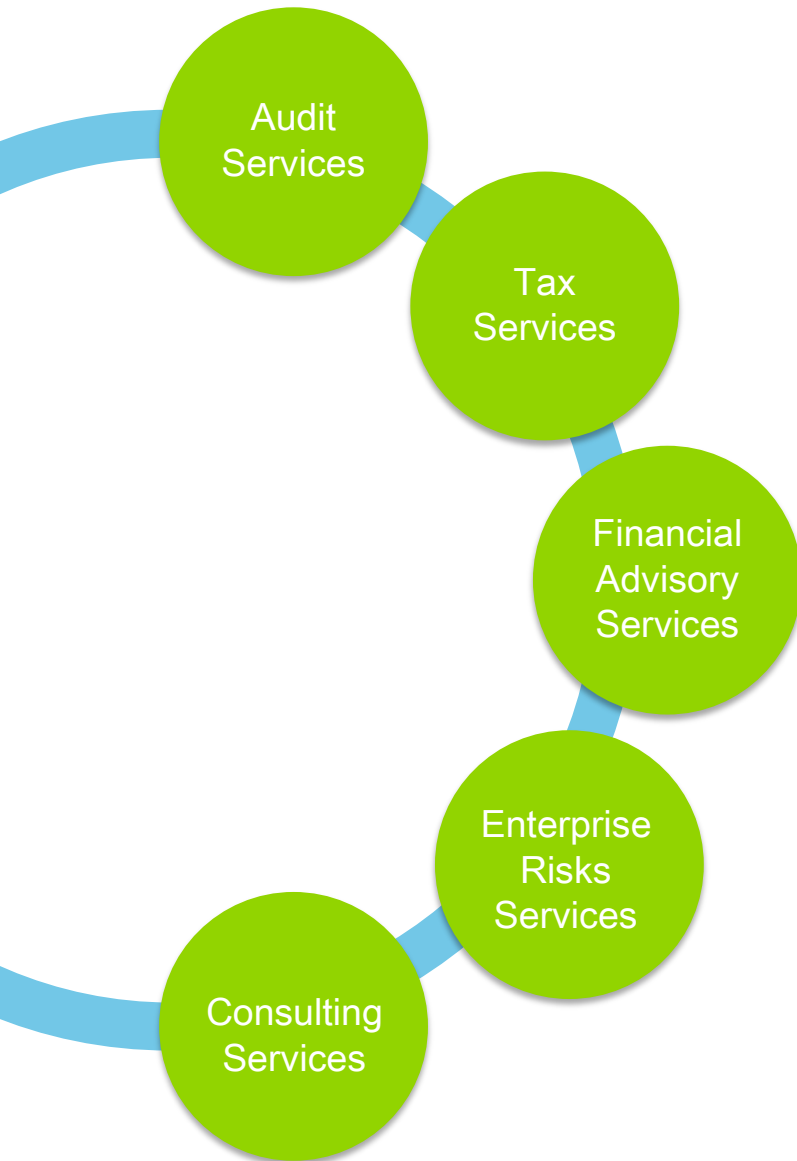
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# About Deloitte

# About Deloitte



**Deloitte.**  
德勤

- **First foreign accounting firm in Shanghai**
- **13,500** professionals in Greater China region
- **21** offices in Greater China region
- Recognized market leadership across our services
  - Auditor of the largest number of companies listed in Hong Kong
  - China's largest IPOs
  - Largest tax practice
  - Largest overseas auto manufacturing acquisition by a Chinese enterprise
  - Leader in risk consulting
  - Largest consulting practice

# CSR in Deloitte

# CSR in Deloitte

## Our Vision

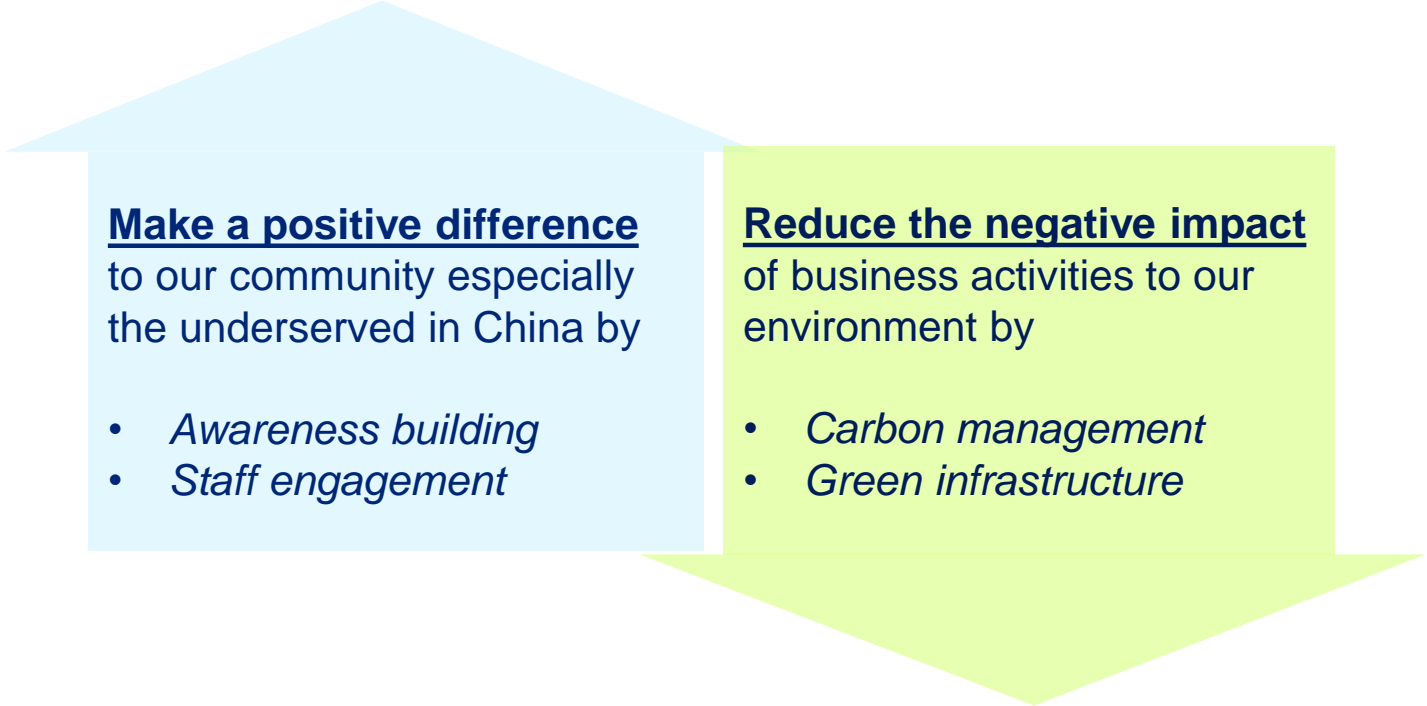
*“ For us, corporate social responsibility is about the way a company understands and proactively manages its economic, environmental, and social impact toward becoming a sustainable business. CSR is not a separate activity. It should underpin everything that each person in Deloitte China does.”*



Chris Lu, CEO

# Deloitte China CSR Vision

- To make a clear and positive difference to our community
- As we grow and develop our business, we also help our local communities to grow and develop
- Reinvest an appropriate portion of our firm's knowledge, skills and resources into the priority needs of China



**Make a positive difference**  
to our community especially  
the underserved in China by

- *Awareness building*
- *Staff engagement*

**Reduce the negative impact**  
of business activities to our  
environment by

- *Carbon management*
- *Green infrastructure*

# CSR in Deloitte

## Aligning CSR vision with our business strategy





# CSR in Deloitte

An integral part of our organization structure since 2007



Our focus on  
Education and Skills Building

# CSR strategy and focus

Deloitte as a professional firm, we focus on:

1. **Education & skills building**
2. **Environment**

**Our community investment strategy** is to help underserved communities in China, delivered through a combination of financial aid, skills based and traditional volunteering, through our community programs and Probono services.

**We see education as the most significant catalyst for sustainable change for the better.**

**Align with Global intention on Deloitte21 initiatives**, to deliver high-impact CSR programs for the benefit of underserved young people, supporting them to acquire the skills needed to join the 21st century workforce:

## ***Skills to prepare students for successful livelihoods/careers***

- Ethical leadership
- Global diversity
- Entrepreneurial behaviour
- Problem solving and analytical thinking
- Finance and business
- Communication
- Technology and new media



Highlights of our major CSR projects

## A Village Adoption Program in Yunnan

*Involving multi-level students from pre-school to University in Yunnan and Hong Kong*

A six-year project jointly implemented by Deloitte China and Lingnan University since 2007 to support underserved rural villages in Yunnan

Develop a **sustainable development model for rural communities in China**:

1. *Focus on education, healthcare and micro-economy*
2. *Promote understanding of ethnic groups and their cultures*
3. *Enhance students' learning and leadership skills through applying knowledge to service and **utilizing Deloitte staff as mentors.***

A **cross-regional and cross-functional team of delegates** from Deloitte and students from Lingnan University and Yunnan University of Nationalities will conduct service trips to our adopted villages twice a year.



# Deloitte Hope School Project

*Involving primary school students in Hubei*

Deloitte China aims to **build or renovate one school every year for five years** in remote and undeserved areas in Hubei Province, and donate books, stationery and laptop computers to Hope School students.

Since 2010, three Deloitte Hope Schools, situated in Yun County, Xiejiaping County and Xingshan County, have been completed and put to use.



## Bai Nian Vocational School

*Involving secondary / high school students in Beijing and Chengdu*

In Beijing and Chengdu, we sponsor two classes, subsidizing tuition and accommodation expenses and **provide free vocational education for students from 12 to 17 years of age from distressed migrant families.**

Deloitte volunteers also provide English teaching to the students and coach them to develop their self-confidence and motivation.



## Pass the Torch Student Mentoring

*Involving secondary / high school students in Hong Kong*

Since 2009, in collaboration with the Tin Shui Wai Buddhist Mau Fung Memorial College in Hong Kong launched a three-year student mentorship program.

Deloitte professionals act as “personal mentors” to students for the particularly final years of secondary education from Form Four to Form Six. **Students learn from mentors how to overcome challenges in both personal and career development**, and enhance their self-knowledge, communication, organizational, management and leadership skills.





## Deloitte Tax Championship

*Involving university students across China, Hong Kong, Macau and Taiwan*

Launched in 2004, the Deloitte Tax Championship **promotes education, research and innovation in the field of taxation**. The competition aims at facilitating the development of the tax education, nurturing future talent for the profession, and promoting interest in tax studies.

University students exchange experience and learn from Deloitte tax professions through case study competition for undergraduates and an essay competition for postgraduates.



Continuous effort in engaging our  
young generation

# Deloitte Club

*An open channel to reach out to university students in Hong Kong and China*

The Deloitte Club is a structured program designed to develop university students, and to help to equip future accounting and business elites with technical knowledge and practical experience.

## **Mentoring**

- Personalized career advice by a dedicated Partner or Manager of Deloitte throughout your university life, the most important years before joining the profession.

## **Experiencing the Profession**

- Internship opportunity to provide you with first-hand experience of the accounting profession before the start of your career.

## **Networking with Talent**

- Various activities and numerous interaction opportunities to acquaint you with our professionals and other talented students.

## **Developing Leadership Qualities**

- A series of soft skills training and championship experiences to equip you with leadership skills at an early stage.



## National IMPACT Day

Since 2006, Deloitte China has organized annual **IMPACT Day** - a Firm-wide day of volunteer service for our people to join together to support the needs of our local communities.

On National IMPACT Day 2012, **1,704 Deloitte China colleagues**, together with **440 students and 108 NGO and other volunteers**, through **15 different activities across all 3 regions** of our Firm, made time to think about and do something for our local community and precious environment.



## Share our Thoughts

"Life is not about how many accomplishments one can achieve;  
It is not about how much money one can earn;  
It is not about how much power one can possess;  
Life is about how many people you can help;  
It is about how many lives you can save;  
It is about how many you love."

Through different programs and channels reaching out to young generation, we hope to provide learning equality to students in underserved communities, unleash their potentials and develop their skills to become better and responsible future leaders.



### **About Deloitte**

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see [www.deloitte.com/cn/en/about](http://www.deloitte.com/cn/en/about) for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. More than 195,000 Deloitte professionals are committed to becoming the standard of excellence.

### **About Deloitte in Greater China**

We are one of the leading professional services providers with 21 offices in Beijing, Hong Kong, Shanghai, Taipei, Chongqing, Dalian, Guangzhou, Hangzhou, Harbin, Hsinchu, Jinan, Kaohsiung, Macau, Nanjing, Shenzhen, Suzhou, Taichung, Tainan, Tianjin, Wuhan and Xiamen in Greater China. We have nearly 13,500 people working on a collaborative basis to serve clients, subject to local applicable laws.

### **About Deloitte China**

In the Chinese Mainland, Hong Kong and Macau, services are provided by Deloitte Touche Tohmatsu, its affiliates, including Deloitte Touche Tohmatsu CPA Limited, and their respective subsidiaries and affiliates. Deloitte Touche Tohmatsu is a member firm of Deloitte Touche Tohmatsu Limited (DTTL).

As early as 1917, we opened an office in Shanghai. Backed by our global network, we deliver a full range of audit, tax, consulting and financial advisory services to national, multinational and growth enterprise clients in China.

We have considerable experience in China and have been a significant contributor to the development of China's accounting standards, taxation system and local professional accountants. We provide services to around one-third of all companies listed on the Stock Exchange of Hong Kong.