

大田-联邦快递“儿童安全步行活动”

1999年,全球儿童安全网络和美国联邦快递在美国创立了“儿童安全步行”宣传活动,其目的是教育驾驶员安全驾驶和儿童步行者安全步行,以创造一个更安全和更适合步行的环境,使儿童在上下学途中不因危险的步行环境而受到意外伤害。

2004年起,全球儿童安全网络和联邦快递将这一模式成功引入到中国。于3月份举行的启动仪式首次向大众发布了中国儿童步行者道路交通事故伤害状况;发起了“儿童安全步行”大众宣传活动;并把“儿童安全步行”教育引入课堂教学。

自2004年此项目在中国开展以来,迄今已经有700多学校,35万名在北京,天津,上海,深圳和广州的学生接受了安全步行教育。联邦快递在为此项目投入资金的同时,还为员工创造了作为志愿者参与对在校学生进行安全步行教育的机会。

在中国关于企业社会责任其它方面的努力

- 2006年4月—把50台旧电脑捐赠给云南省两所偏远地区的小学
- 2004年7月—免费将价值超过65,000美元的救灾物资运抵广西水灾区
- 2003年6月—与香港红十字会合作运送一批非典防护医疗物资至7个城市,全力支持中国政府抗击非典
- 熊猫快递—2000年12月将两只大熊猫从中国运到华盛顿国家动物园。2003年将熊猫运到孟非斯动物园
- 2001年12月—为庆祝中国加入世贸组织而举办的一次世界范围内的活动—“开放的中国”提供运送1,500件特制纪念品的服务
- 2002年11月,为上海艺术节捐款35,000美元
- 奥比斯国际眼科飞机医院—2003年和2004年9月联邦快递和奥比斯奥比斯国际眼科飞机医院合作分别在福州和沈阳开展为期四周的防治青光眼项目

FedEx SAFE KIDS “Walk This Way” Campaign

FedEx is concerned about pedestrian safety and is taking a proactive stance to raise awareness and highlight the importance of this issue. In 1999, Safe Kids Worldwide and FedEx in the United States partnered to create SAFE KIDS “Walk this Way,” a program to bring national and local attention to pedestrian safety issues. Now FedEx has replicated the model across Asia, effectively extending the SAFE KIDS pedestrian safety programs around the globe.

Since its launch in 2004, more than 700 schools and 350,000 students in Shanghai, Beijing, Tianjin, Shenzhen, and Guangzhou have participated in the SAFE KIDS program. In addition to contributing money, FedEx creates opportunities for employees to participate in ongoing in-school activities to educate children on road safety throughout the year.

Other CSR efforts in China

- Donation of 50 used PCs to two remote primary schools in Yunnan Province (April 2006)
- Delivery of more than USD 65,000 worth of flood relief supplies to Guangxi Province (July 2004)
- Airlift of medical supplies to seven locations in mainland China in cooperation with Hong Kong Red Cross to assist the Chinese government's fight against SARS (June 2003)
- Panda Express—Delivery of two giant pandas from China to the National Zoo in Washington, DC (December 2000) and the Memphis Zoo in Tennessee (April 2003)
- China Council for the Promotion of International Trade (CCPIT)—Transport of 1,500 specially created souvenirs commemorating China's historic entry into the World Trade Organization (December 2001)
- Shanghai Arts Festival—Donation of USD 35,000 (November 2002)
- ORBIS International flying eye hospital—FedEx pilots and more than 50 employees supported the flying eye hospital's four-week training program in Shenyang (September 2004); FedEx loaned a jet and pilots for the flying eye hospital to provide eye care and treatment to people in Fuzhou (2003)



大田 - 联邦快递有限公司

核心业务: 快递运输
进入逐个市场年份: 1984
全球职工人数: 138,000+
在华职工人数: 3,100+
网址: www.fedex.com

FEDERAL EXPRESS – DTW CO., LTD.

Core business: Express transportation
Year of China market entry: 1984
Employees worldwide: 138,000+
Employees in China: 3,100+
Website: www.fedex.com