

星巴克中国教育基金

星巴克的成功经验在于自始至终地致力于向顾客提供最高质量的咖啡和温馨的人际接触。星巴克成功经验的很重要的一部分是力争改进星巴克成员(员工)、咖啡种植者、咖啡生产国、和星巴克所服务的社区在社会、环境、和经济方面的福利。星巴克公司董事长霍华德·舒尔茨先生确信,公司的企业社会责任(CSR)是公司企业文化的重要组成部分,并且最终会被结合到公司的所有业务运作中。

在中国,星巴克愿为中国创建和谐社会贡献自己的力量。2005年9月,星巴克向中国的教育事业作出郑重的长期承诺,宣布了投资500万美元(4,000万人民币),用于建立星巴克中国教育基金的计划。这项计划的第一项举措是向中国宋庆龄基金会提供150万美元的捐款。这是一项为期4年的向中国宋庆龄基金会的捐款计划,其中的100万美元将用于培训来自农村学校的教师,50万美元将作为奖学金资助无力负担大学费用的贫困学生。星巴克正在积极寻找其它途径,利用所余的基金向国教育事业给予更多的帮助。

此外,星巴克企业社会责任(CSR)活动的重要内容之一,是鼓励每一家连锁店的员工,利用他(她)们的业余时间参与社区服务。通过公司对企业社会责任(CSR)的积极投入,公司期盼这些投入已经证明了星巴克是所在社区的好邻居。

北京美大(星巴克)咖啡有限公司的行知计划

美大星巴克行知计划向行知学校提供资源,并且与行知学校的在校学生共同分享星巴克员工的经验。行知学校是一所设在北京大兴区正式挂牌的民工子弟学校。年度参与活动集中在星巴克员工与行知学校在校学生的关系建设上。很多从外地到北京的学生在新的生活环境中,常常会有离乡背井和迷茫的感觉。美大星巴克的目标是与这些学生分享星巴克员工的经验,并且通过不断的共同活动和交流,帮助这些学生尽快适应这个繁华热闹、五光十色的城市。

美大咖啡的员工和行知学校的在校学生,通过贯穿全年的人行道艺术、图书捐献、以及有组织的游戏活动等,一起努力,共同创建“一个更美好的世界”。作为这所学校持续可靠的支持者,美大星巴克的员工希望这所学校的学生将会成为美大星巴克的资源 and 公司的朋友。

这项计划不仅已经取得了帮助相知学校的显著效果,同时为顾客和员工提供了了解和看待美大咖啡的另一个新视角。成为社区的一部分是星巴克的心愿。与行知学校的合作伙伴关系,使美大咖啡的员工非常兴奋,通过这类活动,使得他(她)们能够更融洽地融入社区,同时激发他(她)们建设性地思考,怎样能够更好地成为所在城市一部分的新途径。

Starbucks China Education Foundation

Starbucks is committed to offering customers the highest quality coffee and human connection through the Starbucks Experience. A large part of this experience is striving to improve the social, environmental, and economic well-being of partners, coffee farmers, countries of coffee origin, and communities served. Howard Schultz, Starbucks chairman, believes that corporate social responsibility (CSR) plays an important role in the company's culture and ultimately will be integrated into every part of the business. In China, Starbucks wants to contribute to the country's emphasis on a harmonious society.

In September 2005, Starbucks made a long-term commitment to education in China with the announcement of the USD 5 million (RMB 40 million) Starbucks China Education Project. The first commitment under this project provides a USD 1.5 million grant to the China Soong Ching Ling Foundation. The four-year grant to SCLF will allocate USD 1 million for training for teachers from rural schools and USD 500,000 in scholarships for poor students who would otherwise not be able to afford college. Starbucks is looking at ways to use the rest of the fund towards more opportunities for education in China.

In addition, a key Starbucks CSR initiative is to encourage partners from each store to volunteer their spare time towards community service. By investing in CSR, the company wishes to demonstrate how Starbucks is a good neighbor to local communities.

Beijing Meida (Starbucks) Coffee Company, Ltd. Xingzhi Project

The Meida Starbucks Xingzhi Project provides resources and shares experiences with the students at the Xingzhi School, an officially licensed migrant school in the Daxing district of Beijing. The year-long commitment focuses on partner-student relationships. Many of the students come from areas outside of Beijing and often feel displaced and uncertain in their new surroundings. Meida Starbucks' goal is to share experiences with these students and, through consistent activities and exchanges, help the children feel more adjusted and welcomed in the vibrant, diverse city.

Meida Starbucks partners and students work together to create "A Better World" through sidewalk art, book donations, and organized games/activities throughout the year. By being a constant and dependable presence for this school, Meida Starbucks partners hope that the students will turn to Meida Starbucks as a resource and company-friend.

This program, besides benefiting the school, also has become another way for customers and partners to view Meida Starbucks. Being part of the community is integral to what Starbucks is. The partnership with Xingzhi has excited Meida Starbucks' partners, involved them in the community, and stimulated creative thinking about new ways to be a part of their city.



星巴克(中国)公司

主营业务：咖啡/零售
进入中国市场：1999
全球成员(员工)：124,154
中国大陆成员(员工)：2,900
网址：www.starbucks.cn; starbucks.bj.cn

STARBUCKS (CHINA) COMPANY

Core business: Coffee/retail
Year of China market entry: 1999
Worldwide partners: 124,154
Mainland China partners: 2,900
Websites: www.starbucks.cn; starbucks.bj.cn