



爱德曼国际公关(中国)有限公司

核心业务: 公共关系
进入中国市场年份: 1994
全球职工人数: 2,200
在华职工人数: 100
公司网址: www.edelman.com.cn

EDELMAN PUBLIC RELATIONS WORLDWIDE (CHINA) CO., LTD.

Core business: Public relations
Year of China market entry: 1994
Employees worldwide: 2,200
Employees in China: 100
Website: www.edelman.com.cn

吉余启南教育项目

2005年10月,爱德曼中国公司的员工们来到了位于云南省丽江市的贫困村—吉余启南村,开展了“多彩生活”吉余启南教育项目,以帮助该村小学改善教学设施。在此期间,爱德曼的员工们亲手为学校制作课桌椅,修理窗户,打扫校舍与院落,并用爱德曼全体员工捐赠的书籍为孩子们建立了一个小型图书馆。与村民和孩子们共同经历的这一真实温馨的时刻被员工们用数码相机记录下来,并汇集在一起制作成了一面“快乐墙”,与此同时,爱德曼中国公司还许诺承担吉余启南村的孩子们来年的学费。

当爱德曼中国的员工们离开时,孩子们的脸上留下了灿烂的笑容。他们为贫困地区的教育事业做出了贡献。

在中国关于企业社会责任其它方面的努力

移山冬季愿望系列

Jiyuqinan Educational Program

Edelman China began its “Living in Color” Jiyuqinan Educational Program in October 2005 when all staff traveled to the primary school of underserved Jiyuqinan Village, Lijiang City, Yunnan Province, to improve the village’s educational facilities. Edelman work crews built new desks and chairs, painted classroom walls, repaired windows, cleaned the schoolhouse courtyard, and organized a small library of staff-donated books. They also created a “Happiness Wall” of real-time digital photos documenting this shared experience with villagers and students. Edelman China additionally pledged to cover tuition costs for the following academic year.

When the Edelman China team departed, they left smiles on the children’s faces and a lasting contribution to their education.

Other CSR efforts in China

Moving Mountains Winter Wish List