

## 欧莱雅(中国)有限公司“真情互动”校园义卖助学活动

2003年,欧莱雅(中国)与中国青少年发展基金会合作,设立“欧莱雅西部助学金”,以资助来自中国西部的贫困大学生。在2003到2005的三年间,公司为440多名大学生捐助了共计150万人民币的奖学金,2006年拟再提供60多万元人民币的奖学金。

欧莱雅(中国)每年通过在北京、上海、成都、广州、重庆、杭州和哈尔滨等地的大学举行义卖来筹款,然后将义卖所得以奖学金形式资助给中国西部地区贫困学生。此项目由欧莱雅的员工和从各个校园招聘的学生志愿者协作完成。

在截至2006年5月的四年中,欧莱雅的校园义卖助学活动已在北京大学、清华大学,北京外国语大学,人民大学,复旦大学,上海交通大学,上海师范大学,上海外贸学院,浙江大学,四川大学,武汉大学,中山大学,重庆大学和黑龙江大学等多所学校成功举办。

### 在中国关于企业社会责任其它方面的努力

- 设立“中国青年女科学家奖”
- 响应“迎接北京绿色奥运,携手共建美好家园”的号召,手植“欧莱雅美丽常青林”
- “保护长江、拯救白鳍豚”绿色行动
- 赞助平遥国际摄影节、设立“中国当代摄影师—欧莱雅大奖”
- 捐助保护江苏苏州古老园林

## L’Oreal China Scholarships

L’Oreal China partners with the China Youth Development Foundation to assist poverty-stricken university students from the western regions of China with scholarships. In the three years from 2003 to 2005, RMB 1.5 million was awarded in scholarships to more than 440 students, with another RMB 630,000 expected for 2006.

L’Oreal China raises funds each year through charity sales of its products at a number of universities in different cities, such as Beijing, Shanghai, Chengdu, Guangzhou, Chongqing, Hangzhou, and Harbin, and donates the money in the form of scholarships to financially needy students from the western regions of China. The project involves a small team of people from L’Oreal and students recruited from each campus.

In the four years up to May 2006, charity sales have been conducted on the campuses of Beijing University, Tsinghua University, Beijing Foreign Studies University, Renmin University, Fudan University, Shanghai Jiaotong University, Shanghai Teacher’s University, Shanghai Institute of Foreign Trade, Zhejiang University, Sichuan University, Wuhan University, Zhongshan University, Chongqing University, and Heilongjiang University.

### Other CSR efforts in China

- China Young Female Scientists Award
- L’Oreal Beauty Forever Forest
- Protect the Yangtze River and Rescue the Dolphins
- Ping’yao International Photography Festival and the Contemporary Chinese Photographer Award
- Donations to protect the ancient gardens in Suzhou, Jiangsu Province



**欧莱雅中国有限公司**

核心业务: 化妆品  
进入中国市场年份: 1996  
全球职工人数: 52,000  
在华职工人数: 4,000  
网址: www.lorealchina.com

**L’OREAL CHINA**

Core business: Cosmetics  
Year of China market entry: 1996  
Employees worldwide: 52,000  
Employees in China: 4,000  
Website: www.lorealchina.com