

“循环巨龙：耗材回收”计划

“循环巨龙：耗材回收”计划由惠普公司(HP)与北京地球村、根与芽办公室共同发起,旨在提高公众对随意丢弃打印耗材所造成的环境危害的认识,并鼓励所有的消费者、政府部门、企业客户、学校与社区积极地参与到循环回收的行动中。该项目是公司与非政府机构之间的首次正式合作。

2005年2月到6月间,该项目深入到北京、上海的43所学校和11家公司,通过一系列互动活动来提高参与者们对废弃电子产品的回收意识。在该项目第一阶段结束时,惠普(HP)对三所学校的突出表现予以了特别奖励。

该项目从2005年10月中旬起进入第二阶段,并进而深入到政府机构和社区,同时在10所大学和40所中学开展了超过6个月的宣传活动。其中在大学项目中还包含了电脑硬件回收。

迄今为止,在北京和上海已经有14所政府机构,15个社区,13个公共场所和40多所学校及超过2万名学生参与该活动。在全球,该回收项目是惠普公司(HP)“环球伙伴计划”的一部分。部分回收废弃物已经成功应用到新产品的生产中。目前,惠普在市场中所销售的多款打印机和扫描仪外壳都已使用再生塑料代替了纯塑料,这些再生塑料中的25%来自“环球伙伴计划”中回收的惠普耗材,75%来自回收的塑料饮料瓶。对正规回收的宣传和鼓励有助于消灭非法电子废弃物倾倒及其对土壤所造成的环境破坏。

在中国关于企业社会责任其它方面的努力

- 供应商集中改善方案(FISI)——项为期一年的惠普(HP)供应商培训计划,旨在向其中国供应商的管理层提供知识培训,以促进供应商工厂更好的履行社会与环境责任
- 员工之声——惠普公司(HP)每年通过一项包括40个问题的员工调查来听取员工建议、改进工作环境
- 惠普业务经营准则——该准则与惠普(HP)长期以来的企业价值观相一致,为全体惠普(HP)员工所遵循,并翻译成13种语言应用于全球子公司
- 惠普(HP)奖学金——2003年惠普(HP)与中国教育部共同创办的惠普(HP)奖学金计划,到目前为止,已有超过200名优秀本科生、研究生和博士生获得该奖学金

Cartridges for Dragon Recycling

The Cartridges for Dragon Recycling program aims to provide simple and environmentally friendly methods to collect used HP printer supplies to prevent inappropriate disposal methods, which may impact the environment. The program is a first-of-its-kind public and private sector collaboration. Nongovernmental organizations partnering with HP in Cartridges for Dragon Recycling are Global Village of Beijing and the Jane Goodall Institute Roots and Shoots (Shanghai and Beijing).

From February to June 2005, the program reached out to 43 schools and 11 companies in Beijing and Shanghai. The program was delivered through an interactive series of activities to engage students and heighten their awareness of the recycling efforts. HP awarded prizes to three schools for outstanding performance.

From mid-October 2005, the Cartridges for Dragon Recycling program began its second phase to reach out to tertiary institutions and the communities. It rolled out programs in 10 universities and 40 high schools over six months. The universities program includes recycling of computer hardware.

Altogether, 14 government offices, 15 communities, 13 public areas, and more than 40 schools and 20,000 students are involved in the program. Globally, the Cartridges for Dragon Recycling program is part of the HP “Planet Partner” program. The recycled products are partly re-used for manufacturing new products. HP already has several models of scanner and printer covers using the reprocessed plastic—25 percent from HP inkjet print cartridges through the recycling program and 75 percent from beverage bottles. Recycling helps eliminate illegal e-waste dump and dissolving areas.

Other CSR efforts in China

- The Focused Improvement Supplier Initiative (FISI)—a year-long training program for management staff of HP suppliers in China to provide them with the knowledge to improve social and environmental responsibility practices in their factories
- Voice of the Workforce—HP’s annual employee survey, which gives employees the opportunity to answer approximately 40 questions about their work environment and provide comments in response to a single open-ended question
- Standard of Business Conduct—a code consistent with HP’s longstanding values and standards, followed up by all HP staff, reviewed annually, and available in more than 13 languages
- HP Scholarships—initiated with the China Ministry of Education in 2003; more than 200 undergraduates, postgraduates, and doctoral students have been awarded scholarships



中国惠普有限公司

核心业务: IT基础设施、全球服务、商用和家用计算以及打印和成像等领域
进入中国市场年份: 1985
全球职工人数: 150,000
在华职工人数: 5,000+
网址: www.hp.com

CHINA HEWLETT-PACKARD CO., LTD.

Core business: Infrastructure, personal computing and access devices, global services, and imaging and printing
Year of China market entry: 1985
Employees worldwide: 150,000
Employees in China: 5,000+
Website: www.hp.com