

## 福特汽车公司的福特汽车环保奖 (CEGC)

2000年,福特汽车公司把“福特汽车环保奖”介绍到了中国。每年提供总计100万人民币(125,000美元)的奖金,是国内同类别中规模最大的环保评比活动。在过去的6年中,此奖项共资助了95位优秀的个人,草根非政府组织和机构,另有35个项目获得提名奖。

2005年,福特汽车环保奖重点鼓励和支持中国的水资源保护项目。这一举动受到中国政府有关机构的欢迎和支持,因为防治水污染并促进水资源的可持续利用已放在中国政府议事日程之首位。来自云南的民间组织“绿色流域”,运用公众参与、流域管理的理念和方法为云南丽江拉市海的流域群众解决地区经济发展和环境保护以及百姓切身利益的矛盾,因而获得了自然环境保护类一等奖。由湖北省的绿色汉江组织的对汉水流域居民进行环境教育获得环境教育项目的一等奖,而保护黄河和长江的项目分别获得二等奖。

2006年福特汽车环保奖的主题是“创新发展,人境和谐”。在这个主题下,福特汽车环保奖特别设立了一个新的奖项,即青年环境创新项目,以鼓励年轻人发挥创新性,更积极地参加环境保护活动。此外,福特汽车环保奖还为西南和华东地区的60多个基层环保组织提供了两期培训班,帮助他们提高组织能力和可持续发展。

### 在中国关于企业社会责任其它方面的努力

福特汽车公司历来关注中国的环境问题,并积极参与社会责任项目。下面是近来的一些项目例子:

- Big Bang—降低成本的绿色零部件项目(由福特研究所和清华大学,上海交通大学,重庆大学合作)
- 全球道路安全伙伴(GRSP)/全球道路安全行动(GRSP),(福特中国公司和GRSP)
- 中国道路安全数据系统和分析(福特,中国汽车技术研究中心和公安部合作)
- 先进冲压模具设计,工艺研究(福特和上海交通大学合作)
- “从油井到车轮”,有关可持续的能源和交通机动性研究(福特汽车公司,清华大学和BP公司)

## Ford Motor Conservation and Environmental Grants

In 2000, Ford Motor Company introduced Ford Motor Conservation and Environmental Grants, China Program (CEGC) in China. With annual grants totaling RMB 1 million (USD 125,000), CEGC has become the largest environmental grants program of its kind in China. In the past six years, the grants have awarded financial support to 95 individuals, grassroots NGOs, and organizations, and honorable mention to another 35.

In 2005, the Ford CEGCs supported water resources protection in China. The grants were welcomed and supported by relevant Chinese governmental agencies because preventing water pollution and promoting sustainable use of water resources is at the top of the Chinese government's agenda. Green Watershed won first prize in the Natural Environment Protection category for its public drainage-basin management in the Lashi Hai area, Lijiang, Yunnan Province. Environmental education for residents on the Hanshui River organized by Green Hanjiang in Hubei Province won first prize among the education projects, while projects for protecting the Yellow and Yangtze Rivers won second prizes.

In 2006, the theme for awards is Innovation and Sustained Development, Making a Harmonious World Between Humans and Nature. Under this theme, CEGC added a new category, the Youth Environmental Innovation Prize, to encourage young people to participate in environmental protection in a more active and innovative way. Additionally, CEGC has provided two training sessions for more than 60 Chinese environmental grassroots organizations in Southwest and East China to improve their organizational capability and development.

### Other CSR efforts in China

Ford Motor Company has a very long history of environmentally conscious and socially responsible programs in China. These are some examples of recent programs:

- Big Bang—Low Cost and Green Manufacturing Components (Ford Research with partners from Tsinghua University, Shanghai Jiaotong University, Chongqing University)
- Global Road Safety Partner (GRSP) / GRS Initiative in China (Ford China with GRSP)
- China Road Safety Data System and Analyses (Ford Motor with China Automotive Technology & Research Center and the Ministry of Public Security)
- Advanced Stamping Die System Modeling and Engineering Tool Box (Ford Motor with Shanghai Jiaotong University)
- Well to Wheel Transportation Energy Study in China (Ford Motor with Tsinghua University and BP)



### 福特汽车(中国)有限公司

核心业务: 汽车制造和销售  
进入中国市场年份: 进口产品, 20世纪80年代中期; 国内产品, 1997  
全球职工人数: 约 300,000  
在华职工人数: 12,000+ (包括合资企业和投资企业)  
网址: www.ford.com.cn

### FORD MOTOR (CHINA) LTD.

Core business: Automotive manufacturing and sales  
Year of China market entry: Import products, mid-1980s; domestic production, 1997  
Employees worldwide: Approximately 300,000  
Employees in China: 12,000+ (including JV and invested business)  
Website: www.ford.com.cn