

Responsibility Leads to Success — An Overview of GE CSR Practices
Source: China's Nanfang Weekend, September 11, 2009

For more than 100 years, GE has been showing its responsibility and ambition to be a leader in implementing good corporate citizenship. Believing that a respected company must recognize its responsibility to society, GE continually looks for innovative technologies that will grow its businesses and meet the challenges faced by customers and communities. Operating on this principle, GE continues to fulfill and improve on its promise to society.

GE ecomagination

GE has committed itself to protecting the environment and innovating while pushing for profitable growth, which will support the Chinese government's environmental targets. As a global strategy, ecomagination is aimed at meeting customer demand for more energy-efficient products and solutions.

In 2005, specific targets were established for three years — 2008, 2010, and 2012, including a principal commitment to reduce greenhouse gas (GHG) emissions by 30 percent by 2008. In the time since the target was set, GE has reduced GHG emission by 41 percent, surpassing its original commitment. The GHG emission level is the ratio of GHG emissions to revenue. Since 2005, GE has succeeded in reducing GHG emissions by another 13 percent and has increased energy efficiency by 37 percent. They are working hard to meet their targets for 2012.

Since GE started ecomagination in China in 2006, GE ecomagination technologies and solutions have been rapidly adopted and recognized by government, consumers and partners. Ecomagination has brought profit to both investors and consumers while supporting sustainable economic development in China. Ecomagination products launched in China include the GENx aircraft engine and Evolution locomotive and cover areas such as energy, water treatment and lighting. In 2008, GE's revenue from ecomagination products in China was US\$800 million, accounting for 17 percent of the total amount of sales in China.

GE Foundation

GE Foundation has been the philanthropic arm of GE since it was founded in 1953. For more than 50 years, GE Foundation has contributed to philanthropic programs in GE communities around the world. Education is the most common focus among the comprehensive projects that GE Foundation has undertaken. GE insists on promoting various education programs and investing in education because it believes that a quality education ushers in a lifetime of opportunity. Environmental and community programs are other key components of GE Foundation. GE hopes to make communities stronger all over the world. In 2007, GE Foundation contributed more than US\$93.20 million to communities worldwide.

In China, GE Foundation holds fast to a culture of community and philanthropy. From 2000 to 2007, GE Foundation has donated US\$5.7 million to Chinese community projects, and plans to continue that support moving forward.

GE Volunteers Foundation

The Elfun Society was founded in 1928 as GE's global volunteers organization; the Eflun Community Foundation was formed in 2001 to provide a way through which the Elfun Society could support volunteers worldwide. In 2006, The Elfun Community Foundation became the GE Volunteers Foundation (GEVF) to align the organization more closely in name and nature to the people of GE. GEVF has improved the organizational framework of Elfun and the comprehensive implementation of the volunteer program. GE encourages all its employees, past and present, to join GEVF to participate in community projects.

Volunteer activity and giving back to society have been a vital part of GE's culture. In 2007, GE China volunteers completed more than 140 community projects and contributed more than 26,000 hours of their time to education, healthcare, care for seniors and environmental protection initiatives, which have benefited 13 communities in different areas.

GE's Charitable Activities in China

All GE businesses in China consider contributions to the community as a responsibility. GE employees raised RMB 240,670 for the fight against SARS in 2003. In addition, employees from GE Healthcare contributed to the fight by assisting local hospitals quickly install and maintain their healthcare equipment. On November 25, 2004, GE Consumer & Industrial donated lighting products valued at over RMB 200,000 to disaster-affected Dazhou, Sichuan, to light main roads. It also funded the rebuilding of 60 affected schools. On October 9, 2006, GE donated 30 tones of rice to Qijiang, Chongqing, a county affected by drought. It was the first company to make a donation to the drought-affected area among all Top 500 companies. In April 2007, GE Consumer & Industrial donated updated energy-saving lights valued at RMB 15,000 to Tse Kong Wellness Center for Children in Shanghai.

Immediately after the earthquake of May 12, 2008, GE donated over RMB 30 million and urgently needed supplies to the affected area. GE donated equipment valued at RMB 15 million to the area, including portable ultrafiltration water systems, relief lighting devices, ECGs, B-ultrasonic scanners, respirators, C-Arms and smart X-ray apparatuses. GE's advanced portable ultrafiltration water system produces 30,000 liters of drinking water a day, which helped mitigate the shortage of clean water throughout the affected area, serving 5,000 people with water suitable for drinking and cooking.

Employees from GE China donated to relief and rebuilding efforts. According to partial statistics, over 9,800 employees made a total donation of over RMB 3.7 million to the Red Cross Society of China. After confirming the amount with the Red Cross, GE Foundation matched the figure with a donation of its own.