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# 民营企业社会责任蓝皮书

BLUE BOOK OF PRIVATE CORPORATE SOCIAL RESPONSIBILITY

# 中国民营企业 社会责任报告 (2015)

中华全国工商业联合会 / 编著

ANNUAL REPORT ON THE PRIVATE CORPORATE  
SOCIAL RESPONSIBILITY OF CHINA (2015)



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版

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# 《中国民营企业社会责任报告（2015）》

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## 摘要

2014 年我国民营企业普遍面临着如何转型升级、创新发展的共同问题。本报告从企业社会责任的视角，借助国际通行的“三重底线”和利益相关方企业社会责任理论分析方法，运用大量翔实的数据和丰富生动的案例，全面论述了 2014 年在我国经济发展进入新常态的大背景下，民营企业在经济、环境和社会三方面，如何对各利益相关方履行社会责任。

本报告重点阐述了民营企业在经济增速换挡期、经济结构调整阵痛期、前期刺激政策消化期的“三期叠加”压力下，通过积极适应新常态，调整发展方式、实现转型升级，为促进经济发展、社会就业、扶贫开发和税收增长做出突出贡献，集中展现了民营企业家的“爱国、敬业、诚信、守法、奉献”精神和“报效国家、服务社会、造福员工、保护环境”的社会责任理念。

报告的主体部分以数据为基础，辅以典型案例，深入分析了 2014 年民营企业社会责任具体指标上的绩效表现，说明了民营企业在保持经济发展良好态势的同时，依法履行对员工、消费者、商业伙伴、环境、社区和政府等利益相关方的社会责任；同时对一些企业通过社会责任的理念和方法协调好与各利益相关方关系的典型实践，做了具体的分析与评述。

报告发现，多数民营企业都积极参与公益慈善事业和光彩事业，并将公益战略纳入社会责任规划。一些民营企业开始以党建工作引领企业社会责任建设，并注重将社会责任理念融入企业文化，企业社会责任实践能力与水平得到提升，但企业社会责任组织与管理体系还有



待进一步规范和完善。

与此同时，民营企业在践行生态文明建设、保护环境方面有明显的进步。越来越多的民营企业注重发展绿色经济，自觉节能减排。一些企业还通过对环保工艺的改进，研发环保产品，实现绿色转型。

## Abstract

The private enterprises in China face common problems of transformation and upgrading, innovation and development since 2014. This report discussed comprehensively how the enterprises could fulfill social responsibility of the various stakeholders in the aspects about the economy, environment and society under the China's economic new normal in 2014, according to the internationally accepted analysis method of the Triple Bottom Line, theory of social responsibility of business stakeholders and the use of large amounts of detailed data and rich vivid cases.

The report focused on the outstanding contribution of private enterprises about promoting economic development, creating community employment, alleviating poverty and increasing tax by actively adapting to the China's economic new normal, adjusting the development mode, achieving transformation and upgrading under the pressure of three overlays period which including the economic growth rate schedule change, growing pains of economic restructuring, pre-stimulus digestion. The contribution expresses the "patriotic, dedicated, honest, law-abiding, dedication" spirit of private entrepreneurs and the concept of social responsibility of serving the country and community, benefiting the employees, and protecting the environment.

Based on the data and supplemented by the typical cases, the main part of this report elaborated the performance of the private enterprises in the aspects of the specific indicators of social responsibility, and systematically analyzed how to fulfill the social responsibility with employees, consumer, business partners, the environment, community, government and other



stakeholders at the same time of getting the sustainable development of private enterprises in the 2014. The report gave detailed analysis and comments on the typical practice of private enterprises in handling the relationship with the main stakeholders.

The report also found that the majority of private enterprises were actively involved in philanthropy and Guangcai program, and bringing welfare strategies in social responsibility planning. Some private enterprises began to build corporate social responsibility through CPC construction, and focused on bringing the concepts of the social responsibility into the corporate culture. The practical ability and the level of social responsibility had been enhanced. However, the social responsibility organization and management system have yet to be further standardized and improved.

Meanwhile, private enterprises have made a significant progress in the practice of ecological civilization construction and the protection of the environment. More and more private enterprises had focused on the development of the green economy, and energy conservation consciousness. Some private enterprises also realized that the green transformation by improving environmental technology and developing environmental friendly products.



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## 一 民营企业社会责任绩效表现整体向好

社会稳定与进步是企业发展的根本前提，企业持续发展是推动社会不断进步的重要力量，而企业履行社会责任则是企业实现可持续发展的重要途径。企业的发展不仅要追求利润，还必须承担相应的社会责任，而能力越大责任越大。这也符合中国企业家“达则兼济天下”的传统理念与情怀。

经济责任是民营企业履行其他社会责任的基础。调研发现，尽管2014年外部环境变化加剧了民营企业的生存和发展压力，但民营经济发展势头依然良好。在国家一系列刺激性经济政策的推动下，一大批创新型民营企业应运而生，一些企业通过不断加大研发投入力度，追求技术突破和创新，积极探索转型升级路径，主动进军战略性新兴产业，大力开拓国际市场，并依托互联网技术对现有产业进行升级改造。据国家工商行政管理总局和统计局数据显示，2014年我国私营企业数量达到1546.4万户，私营企业注册资本达59.2万亿元，规模以上私营工业企业实现利润总额22323亿元，企业数量和规模同步增长；全国个体私营经济从业人员新增3117.66万，个体私营经济成为吸纳新增就业的主力军；私营企业贡献税收占全国税收总额一半以上，在拉动经济增长和改善民生方面继续发挥着重要作用。

整体看来，2014年我国民营企业开始以较高的站位，优化布局企业社会责任工作，规范完善企业社会责任组织和机制，持续提高社