

## 中日美比较政策研究所CPRI

### 企业社会责任指标CSRI

[第1.1版]

这是中日美比较政策研究所首次发布的企业社会责任指标，以人权为主要考量。现在，许多大公司都发布把环境因素包括在内的社会责任报告，但这样做对能源、制造、软件等不同行业不能比较，也有欠公平，有些公司故意用环境因素掩盖社会因素。这一次发布包括我不同程度亲身工作、交涉、“拥有”、研究的33个公司(1个在日本、6个在中国，其余的在美国)，读者可以从每一个公司的脚注看出如何达到结论的。我知道这个指标的方法论局限（我过去因开发社会阶级/阶层变动指标而获得“经验社会学与社会调查法”博士学位），准备不断改进。自从我1992年被日本和中国政府赶出由金钱和权力控制的“学术界”以来，已经对美国、日本、中国的三十几家公司的社会政策进行了长达二十年的亲身调查。通过政策比较设立企业社会责任指标，把全球化局势下的公司治理纳入普遍的社会政策框架，是把公共政策研究确立为一门社会科学的一个尝试，为全球化时代衡量大公司的社会责任提供了一个新的参考。引用请以英文原版 <http://cpri.tripod.com/cpr2012/csri.pdf> 为准。

A: 80-100, 领导型

B: 60-80, 良好公民

C: 40-60, 普通

D: 20-40, 有点令人担忧、需要改进

F: 0-20, 失败、不道德、违法

赵京

中日美比较政策研究所

2012年11月8日

- A Google<sup>1</sup>
- A- Intel<sup>2</sup>
- B+ Chevron<sup>3</sup>
- B- Microsoft<sup>4</sup>, Cisco<sup>5</sup>
- C+ 电通Dentsu group<sup>6</sup>, Adobe Systems<sup>7</sup>, Best Buy<sup>8</sup>, HP<sup>9</sup>, Boeing<sup>10</sup>
- C Applied Materials<sup>11</sup>, eBay<sup>12</sup>, 永新视博China Digital TV<sup>13</sup>, JDS Uniphase<sup>14</sup>, Sun Microsystems<sup>15</sup>, Brocade Communications<sup>16</sup>, Visa<sup>17</sup>, Goldman Sachs<sup>18</sup>
- C- 中国南方航空China Southern Airlines<sup>19</sup>, Juniper Networks<sup>20</sup>, Oracle<sup>21</sup>, NetApp<sup>22</sup>,

<sup>1</sup> <http://cpri.tripod.com/cpr2008/google.html> . There are three documents on Google at <http://cpri.tripod.com/cpr13.html> , seven documents on Google at <http://cpri.tripod.com/cpr14.html> including the final review in Chinese at <http://cpri.tripod.com/cpr2010/google2010.html>

<sup>2</sup> [http://cpri.tripod.com/cpr2011/Intel\\_csr.pdf](http://cpri.tripod.com/cpr2011/Intel_csr.pdf) , [http://cpri.tripod.com/cpr2011/ict\\_freedom.pdf](http://cpri.tripod.com/cpr2011/ict_freedom.pdf) , [http://cpri.tripod.com/cpr2011/to\\_intel110921.pdf](http://cpri.tripod.com/cpr2011/to_intel110921.pdf)

<sup>3</sup> <http://cpri.tripod.com/cpr2008/chevron.pdf> , <http://cpri.tripod.com/cpr2009/chevron2009.pdf> . There are five documents on Chevron at <http://cpri.tripod.com/cpr14.html> including the final review in Chinese at <http://cpri.tripod.com/cpr2010/chevron100201.pdf>

<sup>4</sup> [http://cpri.tripod.com/cpr2012/MS\\_Shareholders.pdf](http://cpri.tripod.com/cpr2012/MS_Shareholders.pdf)

<sup>5</sup> <http://cpri.tripod.com/cpr2008/cisco.pdf> . There are fourteen documents on Cisco at <http://cpri.tripod.com/cpr14.html> including five in Chinese.

<sup>6</sup> I worked for two Dentsu group companies 1992-95. <http://www.dentsu.com/csr/>

<sup>7</sup> I worked in Adobe 2000-2001 as a Quality Engineer. <http://www.adobe.com/corporate-responsibility/reports.html>

<sup>8</sup> <http://cpri.tripod.com/cpr2012/bestbuy.pdf> Note: after further communications with Best Buy, I upgraded its CSRI from C to C+.

<sup>9</sup> There are three documents on HP at <http://cpri.tripod.com/cpr14.html> . <http://cpri.tripod.com/cpr2011/hp111010.pdf> , [http://cpri.tripod.com/cpr2012/occupy\\_HP.pdf](http://cpri.tripod.com/cpr2012/occupy_HP.pdf) , <http://cpri.tripod.com/cpr2012/hp120912.pdf>

<sup>10</sup> There are six documents on Boeing at <http://cpri.tripod.com/cpr14.html> including the final review in Chinese at <http://cpri.tripod.com/cpr2010/boeing.pdf>

<sup>11</sup> <http://cpri.tripod.com/cpr2003/stock.pdf> , <http://www.appliedmaterials.com/about/cr>

<sup>12</sup> I attended its shareholders meeting and users' event one time each.

[http://www.ebayinc.com/social\\_innovation](http://www.ebayinc.com/social_innovation)

<sup>13</sup> <http://cpri.tripod.com/cpr2008/stv.html>

<sup>14</sup> <http://cpri.tripod.com/cpr2008/jdsu.html>

<sup>15</sup> <http://cpri.tripod.com/cpr2008/sun.html> (acquired by Oracle in 2010)

<sup>16</sup> [http://cpri.tripod.com/cpr2011/Brocade\\_Zhao\\_20110513.pdf](http://cpri.tripod.com/cpr2011/Brocade_Zhao_20110513.pdf)

<sup>17</sup> <http://cpri.tripod.com/cpr2011/visa.pdf>

<sup>18</sup> [http://cpri.tripod.com/cpr2012/Letter\\_to\\_GS\\_20120521.pdf](http://cpri.tripod.com/cpr2012/Letter_to_GS_20120521.pdf)

<sup>19</sup> <http://cpri.tripod.com/cpr2009/chinasouthernairlines.pdf>

<sup>20</sup> <http://cpri.tripod.com/cpr2012/juniper.pdf>

<sup>21</sup> <http://cpri.tripod.com/cpr2008/oracle.html> , <http://cpri.tripod.com/cpr2012/oracle.pdf>

<sup>22</sup> <http://cpri.tripod.com/cpr2012/netapp.pdf>

- Symantec<sup>23</sup>, Sandisk<sup>24</sup>, Apple<sup>25</sup>
- D+ 中国石油天然气PetroChina<sup>26</sup>, RadioShack<sup>27</sup>, Zynga<sup>28</sup>, 百度Baidu<sup>29</sup>, 新浪Sina<sup>30</sup>  
D 搜狐Sohu<sup>31</sup>
- F News<sup>32</sup>, Yahoo<sup>33</sup>

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<sup>23</sup> <http://cpri.tripod.com/cpr2012/symantec.pdf>

<sup>24</sup> Sandisk did not answer my shareholder letter of human rights concern.

<sup>25</sup> I have been a shareholder but have not communicated with Apple directly.

<http://www.apple.com/supplierresponsibility/>

<sup>26</sup> <http://cpri.tripod.com/cpr2008/petro.pdf>

<sup>27</sup> [http://cpri.tripod.com/cpr2012/Zhao\\_RadioShack120516.pdf](http://cpri.tripod.com/cpr2012/Zhao_RadioShack120516.pdf)

<sup>28</sup> <http://cpri.tripod.com/cpr2012/csri-chinese.pdf>

<sup>29</sup> I have been its shareholder. It never replied my letters.

<sup>30</sup> I visited Sina when it started in Silicon Valley in 1999, have been its shareholder, and have used its blog and weibo services after it moved to China.

<sup>31</sup> [http://cpri.tripod.com/cpr2012/Letter\\_to\\_sohu\\_20120521.pdf](http://cpri.tripod.com/cpr2012/Letter_to_sohu_20120521.pdf)

<sup>32</sup> There are five documents on News Corp. at <http://cpri.tripod.com/cpr14.html> .

[http://cpri.tripod.com/cpr2011/News\\_letter.pdf](http://cpri.tripod.com/cpr2011/News_letter.pdf) , [http://cpri.tripod.com/cpr2011/News\\_scandal.pdf](http://cpri.tripod.com/cpr2011/News_scandal.pdf)

<sup>33</sup> <http://www.epochtimes.com/gb/7/6/11/n1739900.htm> ,

<http://cpri.tripod.com/cpr2009/yahoo2009.html> . There are five documents on Yahoo at

<http://cpri.tripod.com/cpr14.html> . <http://cpri.tripod.com/cpr2011/Yahoo20110623meeting.pdf> ,

[http://cpri.tripod.com/cpr2012/yahoo\\_220\\_complaint.pdf](http://cpri.tripod.com/cpr2012/yahoo_220_complaint.pdf) ,

[http://cpri.tripod.com/cpr2012/zhao\\_sec.pdf](http://cpri.tripod.com/cpr2012/zhao_sec.pdf)