

2018 中国饮料行业可持续发展报告

China Beverage
Industry Report on
Sustainable Development

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China Beverage Industry Report on Sustainable Development



中国饮料工业协会

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中国饮料工业协会

China Beverage Industry Association

报告说明

2016和2017年,中国饮料工业协会分别对外发布了两份《中国饮料行业可持续发展报告》(以下简称2016报告、2017报告)。两份报告的发布对深化行业的可持续发展理念,引导广大饮料企业积极践行社会责任起到了良好的推动作用,受到政府有关部门、业内企业、社会各界及专家的广泛好评。

近年来,我国的经济和社会进步日新月异,越来越多的饮料企业应当认识到自觉履行社会责任作为企业的重要经营理念和企业义务;可持续发展是市场经济发展的必然要求,企业的价值取向与国家利益和社会价值保持一致才是企业生存的根本源头。为了展现2017年以来饮料行业在可持续发展方面的业绩表现,持续引导和深化全行业的可持续发展战略,中国饮料工业协会撰写了第三份中国饮料行业可持续发展报告。

本报告在以往参考文件的基础上,增加了参考文件,如全球报告倡议组织(GRI)《2016可持续发展统一标准》、国家标准《社会责任指南(GB/T 36000)》,并结合我国饮料行业发展现状和特点进行编写。本报告可可持续发展的经济、社会、环境三个维度出发,参照《社会责任指南(GB/T 36000)》中“资源可持续利用”议题设置了“环境保护”和“节水节能”两个章节,参照《2016可持续发展统一标准》“经济绩效”和“市场表现”议题设置了“经营业绩”章节;结合饮料作为食品的属性,设置了“食品安全”和“产品质量”两个章节;与2017年报告相比,新增了“健康中国营养多元”、“产业扶贫”及“新零售”三章节,将原“节能环保”扩充为“环境保护”和“节水节能”两章节,将“行业自律”的内容融入到具体工作领域的章节,在“健康中国 营养多元”章节增加了老品牌碳酸饮料企业的发展。

本报告素材涵盖的时间范围为2017年10月-2018年8月,保持了与上一份报告的延续性。报告主体依然分为制造商、行业、企业篇三部分内容。

第一部分概述中首先简单描述了可持续发展战略在我

国的确立、发展与不断深化的历史进程的认知,例举了我国部分发展阶段有关的可持续发展政策的核心理念,然后综合阐述了近几年我国饮料行业在步入新发展阶段的过程中取得的成绩和存在的问题,进而提出饮料行业在可持续发展方面的新思路和新任务;最后总结了“中国饮料工业协会2014年以来在推动行业可持续发展方面开展的各项工作和取得的成果,明确了在行业进行动能转换、升级发展的进程中应发挥的引领作用和具体工作。

第二部分行业篇的报告内容按“总览责任、应尽责任、应尽责任”划分为三大即,分别从食品安全、产品质量、环境保护、节水节能、员工关爱、经营业绩、科技提升、健康中国 营养多元、产业扶贫发展、新零售、国际交流与合作、产业扶贫、脱贫攻坚、捐资助学、公益实践、文化建设等十六个方面通过详实的实例记录了饮料行业近四年来在实施可持续发展战略和履行社会责任方面取得的绩效和进步,并提出了未来发展方向和努力目标。

第三部分企业篇,收录有代表性、典型性的十三家饮料企业履行社会责任的成功报告。

此份报告事例来源于2017年10月-2018年8月期间由企业提供或报刊、企业自媒体、其他网络媒体上共计605份,涉及271家企业,无论是企业数还是案例数均比2016年增加一倍,我们全力以赴为其进行了核实和编辑,我们希望能够尽可能多地涵盖业内企业的典型案例,全面而真实地揭示出饮料行业可持续发展现状。我们也期待此份报告能后鼓励和带动更多的企业履行社会责任,实施可持续发展战略,为促进饮料行业及整个社会的可持续发展做出贡献!

本报告编写过程中,吸纳了社会智库项目专家对2016报告、2017报告的指导意见,并在行业内广泛征集企业意见。企业篇中来自企业的资讯全部由企业自行提供,并承担真实性责任,本报告编写组已尽最大努力进行了核实和确认。如果您对本报告有意见或建议,请通过以下方式和我们联系。

Introduction to the Report

In 2016 and 2017, China Beverage Industry Association issued two "China Beverage Industry Sustainable Development Reports" respectively. The release of the two reports has played an important role in deepening the industry's understanding of sustainable development concepts and guiding the beverage companies to actively practice social responsibility. It has also received widespread praise from government departments, industry enterprises and the general public.

In recent years, China's economic development and social progress are accelerating fast. More and more beverage companies recognize that fulfilling social responsibilities should be the important business logic and obligation of enterprises. Sustainable development is an inevitable requirement of market economic development. The company's value orientation should be consistent with national interests and social values, which is the foundation of enterprise survival. To show the performance of the beverage industry in sustainable development since 2014, and continuously guiding and deepening the sustainable development strategy of the whole industry, China Beverage Industry Association has issued the third "China Beverage Industry Sustainable Development Report" of China Beverage Industry. Based on referring to the Global Reporting Initiative (GRI) "2016 Universal Standard", national standard "Social Responsibility Guide (GB/T 36000)", and continuing to refer to Chinese Academy of Social Sciences "Guidelines for the Compilation of China Corporate Social Responsibility Reports (2008-2012)" and International Organization for Standardization "26000:2006 Social Responsibility Guidelines (ISO 26000)", this report further breaks through the traditional development characteristics of industry development. This report starts from the three dimensions of sustainable economic, social and environmental aspects. According to the "Sustainable Development Goals" in the "Guidelines on Social Responsibility (GB/T 36000)", "Environmental Protection" and "Water Saving and Energy Saving" topics are set. The "Business Performance" topic is set with reference to the "economic performance" and "market performance" topics in the "2016 Universal Standard", and adding the topic from food safety to the report. This report sets up "Food Safety" and "Product Quality" topics, considering the current beverage industry is in the transformation stage of innovation and upgrading, this report also specially set the topic of "Health China, nutrition diversity".

The scope of the report covers the time range from October 2017 to August 2018, and maintains the continuity with the previous report. The main body of the report is divided into three parts: overview, industry sector, and enterprise sector. The first sector overview firstly introduces the historical process of the establishment, development and upgrading of sustainable development strategies in China, explaining the core concept of sustainable development policies in our own stages of development in China; then it comprehensively expands the achievements and issues of China beverage industry in the development stage in recent years, putting forward new ideas and new tasks in the sustainable development of the beverage industry; finally it introduces the work and results of China Beverage Industry Association in promoting the sustainable development of the industry since 2014, and summarizes the Association's leading and guiding effect.

work in the process of kinetic energy conversion, upgrading and development of the industry.

Reports in the second sector Industry Sector are divided into three categories according to "most-fulfill responsibility, should-fulfill responsibility, and willing-to-fulfill responsibility". Achievement and progress in the field of sustainable development strategy and social responsibility in the past four years are elaborated through detailed examples in sixteen aspects, including food safety, product quality, environmental protection, water and energy conservation, employees, business performance, scientific and technological progress, healthy China and nutrition diversification, industry chain development, new retailing, international communication and cooperation, disaster relief and poverty alleviation, donation for education, poverty alleviation by industry development, volunteerism and practice, culture construction, etc. Also, the development trend and goal are presented. In combination with the current development characteristics of the beverage industry, new market development requirements, the content of "Health China and Nutrition Diversity" in the "Guidelines for Industry Development" are analyzed and compared with the 2014 report, and the original "Energy Saving and Environmental Protection" is expanded into two topics of "Environmental Protection" and "Water and Energy Saving". Also, "Industry Self-discipline" is integrated into the chapter of product work.

The third sector Enterprise Sector contains 13 reports on the implementation of social responsibility of 130 beverage industry enterprises and 130 enterprises. Practicing Social Responsibility".

The examples in this report are from the reports provided by enterprises, reports collected from the media, and other sources. The number of enterprises included in this report is 285 reports and 145 companies compared with 131 in the 2016 report. We haven't included some reports that are not representative. Because our research topic cases as possible in the industry, and comprehensive and truly describe the sustainable development of the beverage industry. Realize that this report will inspire and motivate more companies to fulfill their social responsibilities, implement sustainable development strategies, and contribute to the sustainable development of the beverage and food industry.

This report is compiled and edited by the Association. It is subject to the project reports and opinions from the industry are received. The information from the company is provided thoroughly and without responsibility to the industry. If you have comments or suggestions about this report, please contact us by the following.

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中国饮料工业协会组织撰写的《2018中国饮料行业可持续发展报告》，真实地反映了中国饮料行业对价值的追求及对社会的贡献，令人欣喜、印象深刻。

社会责任是国家经济富强、文明发展的要求，是行业和企业服务民生、奉献社会的体现。不同行业社会责任的核心要义有所不同。饮料行业与人民生活密切相关，社会责任非常重要，也很直接。

进入满足人民对美好生活需要的新时代，食品行业面临发展新使命。食品企业履行社会责任的四个核心是：一坚决落实安全责任，二积极承担健康责任，三自觉履行环保责任，四主动担当扶贫责任。当然，饮料企业行业和社会的关系远远不止这四个方面，履行社会责任还可以做得更好。

《2018中国饮料行业可持续发展报告》，不仅反应了饮料企业履行社会责任，更体现了强烈的时代感。报告中的“环境保护”、“节水节能”、“健康中国 营养多元”、“产业扶贫”

和“新零售”等内容，紧扣时代脉搏。报告以详实的事例，生动地记述了近年来饮料行业实施可持续发展战略、实践社会责任的绩效和进步，科学地分析了饮料行业发展的阶段性特点、市场趋势和政策导向，前瞻性地提出了未来发展方向和奋斗目标。这是一份难得的好报告。

改革开放四十年来，饮料行业涌现了许多多开拓创新、勇于担当、志高德厚的企业家。在他们的带领下，一大批优秀饮料企业社会责任日益增强，社会贡献与日俱增，赢得了全行业和社会的称赞和尊敬。

《中国饮料行业可持续发展报告》，是迄今为止中国轻工唯一的行业性可持续发展报告。2010年以来，共发布了三部《报告》。三部《报告》的撰写和发布，反映了中国饮料工业协会引导行业提升社会责任的持续努力和显著成效，彰显了中国饮料工业协会在轻工行业协会中的率先垂范。美好生活需要饮料行业，美好未来呼唤责任担当。衷心地希望中国饮料工业协会和饮料行业，在习近平新时代中国特色社会主义思想指引下，不忘初心，砥砺前行，做强自身，回馈社会，共同谱写新时代中国饮料工业可持续发展的新篇章，为满足人民美好生活需要作出新的更大的贡献。

中国轻工联合会会长 张崇和



当《2018中国饮料行业可持续发展报告》第一稿放在面前时，内心是感动、是感谢、是对完成第三本的释然感。感动于饮料企业在履行社会责任方面持续不断的努力与成就，感谢编写组工作人员四年间不间断的积累信息。当正式印刷版出现在2018中国饮料工业协会年会时，我希望很多企业能从中感受到亲切和自豪。

2010年将引导行业提升社会责任作为工作目标写入新修订的《中国饮料工业协会章程》。2010年开始尝试《2010中国饮料行业可持续发展报告》的撰写。当时摸着石头过河的恐慌感大家一定能感受到，因为作为行业的可持续发展报告在中国是第一本，没有可借鉴的文本。有了第一本的经验，《2014中国饮料行业可持续发展报告》比2010报告有所提高，但专家们也开始对这份报告给予重视，在肯定的基础上提出了存在的不足。显然，专家和读者期望《2018中国饮料行业可持续发展报告》更好。

十九大提出可持续发展战略作为国家七项重大发展战略之一。可持续发展理念下的社会责

任的内涵随着时空、背景和联系对象的不同在变化。国家社会发展目标、发展重点的转变对饮料行业的社会责任行为产生着影响，本报告力图反映时代变迁的特点。与2014报告相比较，本报告增加了“健康中国 营养多元”、“产业扶贫”和“新零售”章节，强化环境保护，将原有的“节能环保”扩充为“环境保护”和“节水节能”。

饮料行业对社会责任的履行是发自内心的自觉自愿的行为，顺应时代的变化和要求，兼顾企业发展和对社会的贡献，兼顾短期发展与长期发展，表现了充分市场竞争下的行业素质。本报告引用的企业数和案例数比2014报告增加了100%。中国饮料工业协会的引导作用也不断加强，明显感觉到自觉履行社会责任已成为饮料行业的主流，在不断为社会增加正能量，但依然有更深入的更广泛的提升空间。

我国饮料行业借势中国四十年改革开放而发展，企业由小变大且行业正在由大变强，做强做大历程中必定会经历一段很波折的转型阶段，但无论顺境还是逆境，作为现代文明社会中的企业，应体现出社会责任的价值。必尽责任应该是所有企业的底线，这是条红线不得逾越；应尽责任应该是企业发展中的伴程，从未履行到履行，由浅入深、从入门到上台阶，直至履行应尽责任。企业处在履行社会责任的不同阶段，一定程度上也代表了企业的发展成熟度和品牌成熟度。行业的发展离不开社会环境的支持，履行社会责任是政府、社会、专家、消费者的共同期盼，在更深入更广泛的领域履行社会责任将成为饮料行业的追求。在此，非常感谢政府和社会对饮料行业的支持！

感谢您的阅读！
让我们一起为营造和谐社会共同努力，加油！

中国饮料工业协会理事长 赵亚利