

A Commitment to Build Sustainable Brands

The year of 2025 marks the 80th anniversary of the founding of the United Nations. At this milestone moment, the United Nations' 2030 Agenda for Sustainable Development has entered the crucial implementation phase of its final five years. The international community has placed unprecedented high hopes on the business community to play a key role in this process. Meanwhile, due to the interplay of factors such as geopolitical conflicts, anti-globalization, the climate crisis, and disruptive technological changes, global enterprises are facing more uncertainties in expanding into international markets and optimizing supply chains. This complex landscape demands visionary leadership, wisdom and adaptive resilience as enterprises strive to confront unprecedented challenges and pursue long-term development.

Sustainable development provides enterprises with a path that aligns with the trend of the era and turns challenges into opportunities. We firmly believe that the business community is not only a key generator of economic value, it should also serve as the core driving force, the vanguard of innovation, and a responsible stakeholder in the journey of sustainable development.

Building sustainable brands is an initiative that reflects the business community's commitment and vision for a sustainable future. It encompasses the entire value chain of sustainable consumption and production. Enterprises are required to integrate sustainability into their business operations and the processes of brand value creation. It empowers enterprises to establish competitive advantages and tangible business value through sustainable practices, which in turn encourages them to pursue sustainable development with greater determination and higher standards, ultimately enabling them to evolve into world-class enterprises and brands.



At this landmark historic point, we hereby commit and call on more enterprises to join us:

1. Actively contribute to United Nations' 2030 Agenda for Sustainable Development, and promote the implementation of the Sustainable Development Goals (SDGs), continuously explore new technologies, new business models, new products and services that align with the concept of sustainable development.
2. Clearly integrate sustainable development into corporate development strategies, develop relevant roadmaps and action plans, and achieve a win-win situation for business and social values.
3. Gradually establish a responsible business operation system, adopt sustainable consumption and production, set up related assessment criteria, drive the green transformation of the supply chain, put people first, care for the environment, and be responsible corporate citizens.
4. Make technological innovation the core engine for building sustainable brands. Clearly allocate R&D investment for breakthroughs and continuously upgrade towards green and intelligent development.
5. Enhance life-cycle sustainability of products and services, and offer the market more eco-friendly, intelligent, efficient, and high-value solutions.
6. Incorporate sustainable development into brand building. Uphold integrity, guide consumers towards sustainable consumption patterns, and promote a societal shift to a sustainable lifestyle.
7. Participate actively in the construction, application, promotion, and international cooperation on voluntary sustainability standards for business and brand building.
8. Develop industry best practices and case studies that serve as international benchmarks, lead sustainable brand building and development, and strive to realize the long-term value of brands.
9. Build a broad consensus on sustainable brand building, promote multilateral dialogue and collaboration, and jointly create an open and win-win global sustainable business ecosystem.

Full Name:

Position:

Signature:

Date (dd/mm/yyyy):

Corporate Seal:

