

Nomination: 19067

Budweiser China Media Academy on Sustainable Finance

<b>Page: General Information</b>
<b>Name of Organization / Company</b> BUDWEISER BREWING COMPANY CHINA
<b>Logo</b> Download File ( <a href="https://asiasteveawards.secure-platform.com/file/28477/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyODQ3NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9%27%99%BE%25%A8%81%2E4%B8%AD%25%9B%BD.png">https://asiasteveawards.secure-platform.com/file/28477/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyODQ3NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9%27%99%BE%25%A8%81%2E4%B8%AD%25%9B%BD.png</a> )
<b>Web Site Address</b> <a href="https://www.budweiserapac.com/index.html">https://www.budweiserapac.com/index.html</a> ( <a href="https://www.budweiserapac.com/index.html">https://www.budweiserapac.com/index.html</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Budweiser China Media Academy on Sustainable Finance
<b>Category</b> C01 - C12 Award for Innovation in Communications / PR > C03. Award for Innovation in Media Relations
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

### #Level of Aspiration :

PAIN POINT OF MEDIA IN CHINA –No formal or systematic ESG training customized for media professionals in China, they lack knowledge to convey its financial impact on businesses and society.

PIONEER'S INSIGHT– Budweiser China, first in the industry to build a carbon-neutral brewery in 2021 and transform two others by 2023, is among the first 100 companies setting climate goals. As a pioneer, it seeks collaboration among stakeholders, using media as a catalyst for rapid sustainability improvements.

EXTRA MILES – The challenges include engaging a broad range of media in China's complex media structure and sustainable finance is specialized territory. Budweiser China optimizes efficiency and contributes professionally to earn media trust.

### #Audience Insights :

KNOWLEDGE BRINGS STIMULATION – Media's sustainable insight fosters proactive communication, driving sustainable innovation and growth.

SUSTAINABILITY IS NOT CHARITY – Most Chinese media's understanding of sustainability is still based on CSR or charity. The China Media Academy is the first-ever initiative customized for media in this area by Budweiser China.

### #Strategic Excellence:

#### ONE STONE TO KILL FOUR BIRDS (OBJECTIVES OF THE PROGRAM)

- 1.Sustainability Literacy (social value) – To improve mass media's knowledge and skills for developing a critical mindset on sustainable finance.
- 2.Positioning Differentiation (brand value) – To differentiate Budweiser APAC's thought leadership from the market and own the pioneer position in sustainability.
- 3.Media Relationship (business value) – To build sustainable relationships and bilateral conversations with senior media professionals from different categories.
- 4.Corporate Vision (corporate value) – To leverage media in arousing sustainability awareness in the society, within the industry and beyond in attracting strategic partners in all scopes and all industries.

SUSTAINABLE STRATEGY ON SUSTAINABILITY – Budweiser China aims for a strong sustainability ecosystem, empowering media to enhance public understanding, support green policies, and promote positive change.

PARTNERSHIP FOR PROFESSIONALISM – Partnering with Yicai, Budweiser China leverages its superior financial resources and networks to integrate "environmental China" and "responsible China" aspects into tailored media training curriculums.

### #Creativity:

THE IDEA – Budweiser China and Yicai launched the Budweiser China Media Academy, a platform fostering media's sustainable finance understanding via academic modules in various cities for media professionals.

- 1.RECRUITMENT & PROMOTION – The recruitment is announced as news in Yicai's multi-media channels.
- 2.SURVEY & ANALYSIS – Then survey the media professionals to identify the training content.
- 3.ONSITE THEORIES –Credible speakers are invited to teach theories on sustainability-related evaluation, report verification, management practice, information disclosure, and investment.
- 4.ONSITE PRACTICES – In-class practice like panel discussion and group projects are given to exercise applying theories to real-life scenarios and visit Budweiser China's breweries as case studies to understand green operations and sustainability.
- 5.RELATIONSHIP MAINTENANCE – Graduates joined Budweiser China Media Centre on WeChat for updates on sustainability news. Best Report Awards was under planning to set a generally recognized benchmark.

INVOLVED PARTNERS & GUEST SPEAKERS – The participants well indicated in comparable professional standards and scale of the Academy: Sustainalytics, CSI, DNV, Yicai Sustainable Business Research Center, Global Reporting Initiative, International Sustainability Standards Board, China Europe International Business School, BNP Paribas (Asia) Asset Management, and Industrial Securities Global Fund.

### #Effectiveness & Results:

#### MEDIA ENGAGEMENT & MEDIA RELATIONS BUILT IN 8 MONTHS (FIRST 3 PHASES)

- 1.860 media professionals expressed interest, after online screening, 120 were invited and completed training, covering 400 top media from Greater China.
- 2.Half were from state-owned and half from financial/business media.
- 3.Hundreds of guests attended Academy-related events, impacting financial, environmental, and commercial sectors.
- 4.30% of participants were top-level editors.
- 5.97.5% graduates joined Budweiser China's Media Center on WeChat, generating 36,000+ engagements.

#### BUSINESS BENEFITS FOR BUDWEISER

- 1.400% growth in media mentions of Budweiser China's sustainability.

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- 3.Influential state-owned media highlighted the Academy's nationwide importance.
- 4.In 8 months, 100 media explored the green operations of 3 Budweiser China's factories.

**For this category please provide**

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

**Do You Have Supporting Files You Would Like to Upload?**

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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**Do You Have Website URLs you would like to link to**

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