

Social Responsibility - Art Science Society Lecture

社会责任——艺术、科学、社会系列讲座

In 2010, the Barbecue Lectures BBQ, organized by swissnex China together with the Swiss Art Council, Pro Helvetia, and the Shanghai Minsheng Art Museum, offered lively discussions on art, science and society topics. To continue this successful collaboration swissnex China and the two partners decided to go for a further interactive lecture series in 2011 and dedicated this year's lecture topic to Social Responsibility. The fast growing economy and world globalization force societies, businesses and individuals to reflect about their role within society and their social responsibility. As Dr. Katja Gentinetta stated at the Art Science Society opening lecture on May 11, 2011: Social responsibility is an ethical ideology or theory, and it says mainly that an organization or individuals, have an obligation to act to benefit society at large. This responsibility can be passive by avoiding engaging in socially harmful acts, or active, by performing activities that directly advance social goals.

The Art Science Society lecture series bring together distinguished experts from different research fields to discuss on social responsibility and focus on an exchange of theories, experience and ideas between experts and laymen from both countries Switzerland and China. The goal is not to look for a comprehensive but rather for a challenging overview, showing the significance and complexity of this topic. The lecture series was kicked off in May and will last until autumn 2011.

瑞士联邦政府科技文化中心联合瑞士文化基金会、上海民生美术馆，于2010年举办了 BBQ 系列讲座，讲座提供了有关艺术、科学和社会主题的讨论，反响热烈。为了延续和其他三方的成功合作，2011年瑞士科技文化中心继续推出以“社会责任”为主题的系列互动讲座。快速增长的经济、加速的全球化进程使得社会、企业和个人开始反思自己的社会责任。正如 Katja Gentinetta 博士在2011年5月11日的开幕讲座中所提到的：社会责任是一种道德意识形态或者理论，意味着无论组织还是个人都有义务在最大程度

上造福社会。避免参加对社会有害的事件是在间接地履行自己的社会责任，而直接参与有助社会进步的活动则是在主动地履行自己的社会责任。

艺术、科学、社会系列讲座汇集了各研究领域的杰出专家共同探讨社会责任的话题，同时也为中瑞两国的专家和业余爱好者提供了交流理论经验和想法的平台。我们希望此次活动不是一般泛泛而谈式的讨论，而是能提出挑战成规的观点，从而体现出该主题的重要性和复杂性。



May - Social Responsibility: Dr. Katja Gentinetta, former Deputy Director of the Swiss think tank Avenir Suisse, elaborated on different definitions of social responsibility, the political and social security system in Switzerland and also analyzed on individual volunteering.

五月——瑞士人的社会责任观：总部位于苏黎世的智囊团 Avenir Suisse 的战略与规划部前副主任 Katja Gentinetta 博士，在讲座中对社会责任、政治体制及瑞士社保制度的不同定义作出了阐述，并就个人志愿服务进行了分析。



June - Corporate Social Responsibility: Dr. Stephan P. Roethlin, General Secretary and Vice Director of CIBE, the Center for International Business Ethics, Beijing and Mr. Robert Larsson, Head of ABB Discrete Automation and Motion Division, North Asia and China shared their experience with CSR and how they see this topic in the Chinese context.

六月——企业社会责任：北京对外经济贸易大学国际经济伦理研究中心秘书长罗世范博士及 ABB 离散自动化与运动控制业务部北亚及中国区负责人罗森先生分享了他们有关企业社会责任观的经验以及他们对企业社会责任现在中国语境下发展状况的看法。



July - Art & Culture Social Responsibility: Daniel Kurjakovic curator and head of program of the Burger Collection in Hong Kong and Leo Xu, curator and writer based in Shanghai discussed the questions what kind of social responsibility artists and professionals of the art and culture scene have towards the society.

七月——文艺界的社会责任：策展人、香港 Burger Collection 项目负责人 Daniel Kurjakovic 与上海的策展人、艺评人许宇 (Leo Xu) 共同探讨文艺界的艺术家和专业人士如何承担其社会责任。



August - Film afternoon: Five short movies were giving food for thoughts to the audience about social responsibility in daily life within different societies.

八月——电影专场：通过五部短片启发观众们思考不同社会背景的日常生活中有关社会责任的主题。



Up-coming lectures

September - Political Participation & Social Responsibility: Prof. Dr. H.P. Kriesi Director of the Swiss national research program on the Challenges to Democracy in the 21st Century (NCCR Democracy) at University of Zurich and Prof. Liu Jianjun, School of International Relations and Public Affairs (SIRPA) at Fudan University

October

- Individual Social Responsibility
For details visit www.swissnexchina.org

For detailed information and registration for the up-coming lectures please contact lectures@swissnexchina.org or visit www.swissnexchina.org. Don't miss the up-coming lectures and join us for discussion at Minsheng Art Museum, we are looking forward to welcoming you!

即将开展的讲座

九月——政治参与和社会责任

十月——个人社会责任

要获取更多的信息、预约讲座请联系 lectures@swissnexchina.org 或访问我们的网站 www.swissnexchina.org，即将到来的讲座不容错过，我们期待您来到民生美术馆参与我们的讨论。

Practice-Oriented and Scientifically Grounded: The Zurich University of Applied Sciences

ZHAW 苏黎世应用科技大学

Cross-border experienced: Zurich University of Applied Sciences

跨越国界的丰富经验



Whether located in the town center or overlooking the Lake of Zurich, the facilities of the Zurich University of Applied Sciences offer excellent infrastructure.

The Zurich University of Applied Sciences (ZHAW) is one of the leading Swiss Universities of Applied Sciences with national and international significance. Its three facilities are located in the heart of the Greater Zurich Area, a platform in the globalized world. In addition to the ETH Zurich and Zurich University, the ZHAW complements the educational spectrum in this region.

The ZHAW offers numerous bachelor's and master's programs and training opportunities in the fields of architecture and civil engineering, health, applied linguistics, life sciences, facility management, applied psychology, social work, engineering, management and business law. The university is practice-oriented but scientifically grounded - in teaching, research, development and consultancy. Cooperation with national and international academic and business partners is hence extremely important.

Partner universities in China

ZHAW graduates are competitive in the job market after graduation, because in contrast to research university graduates, they have already acquired professional experience. Work skills today include international competencies: foreign language skills, intercultural know-how, international knowledge and openness. These skills are central to the effective cooperation in multinational teams and for the successful handling of foreign contacts. The teaching of these skills is therefore a clearly formulated goal of ZHAW. To this end, the ZHAW offers internationally-oriented programs and continually diversifies the mobility programs. Already there are more than 200 agreements with partner universities on all five continents - including several in China. The ZHAW has recognized that China offers great possibilities and opportunities, not only for businesses, but also for universities.

School of Management and Law in China

The ZHAW School of Management and Law (SML) is one of the leading business schools in Switzerland. It has a global reach and is particularly active in developing international contacts. China is one of its strategic focus areas. The SML pursues accordingly various activities across the board in teaching, training, research, development and services. In teaching, the SML maintains partnerships with several Chinese universities (e.g. University of Nottingham Ningbo, Shanghai University, Sun Yat-Sen University, Hong Kong Baptist University, Hong Kong Lingnan University) for exchange of students and lecturers.



A delegation of the Zurich University of Applied Sciences visiting the East China University of Science and Technology

Student exchanges with Chinese partner schools are steadily increasing. The students have recognized that China will play a determining role in global economy and politics. They therefore seize the opportunity to take a semester abroad and learn about this country, its culture and politics in a deeper way. The mutual cultural, economic and personal exchange is also shared through study tours, which the SML has carried out for years with their students. In July 2011, for example, students were given the opportunity to visit various companies in Shanghai, Beijing or Hong Kong. A highlight was a test drive of the new BYD e6, which made it clear that China is at the forefront in the field of e-cars. The SML also regularly advises and supports companies that want to gain a foothold in China. It has, for example, worked with a medium-sized industrial company to develop a market entry strategy and a marketing concept that could be implemented with success locally.

For the time being, the services in the areas of executive education, research and development are not fully offered in China yet. However, summer school courses for Chinese students as well as trainings for executives and officials on various management topics are currently in planning. Likewise, the SML aims at joining Chinese leadership strengths with the peculiarities of the Swiss business culture. In the research area, it will soon start a project to accompany Swiss expatriates during their first half year in China to identify the challenges of working abroad. The aim of this project is to develop a coaching plan for a successful deployment of Swiss executives to China.

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苏黎世应用科技大学是瑞士领先的应用科技大学之一，在瑞士国内外享有盛誉。它的三个校区均设在大苏黎世中心区——一个全球化的地区。除苏黎世联邦理工学院和苏黎世大学之外，苏黎世应用科技大学使这一地区的教育资源更为丰富。

苏黎世应用科技大学提供了各式各样的学士、硕士课程及培训机会，专业领域涉及建筑与土木工程、卫生、应用语言学、生命科学、物业管理、应用心理学、社会工作、工程、管理和商业法。以实践为导向的苏黎世应用科技大学在教学、研发和咨询领域有着坚实的学术基础。因此，与瑞士国内外学术、商业伙伴进行合作也尤为重要。

与中国大学合作

苏黎世应用科技大学的毕业生在就业市场颇具竞争力，因为与其他研究型大学的毕业生相比，他们已经拥有专业经验。当今世界要求工作技能具有国际竞争力，如外语能力、跨文化交际能力、国际知识和开放性。这些技能是与跨国团队进行有效合作、成功处理对外交往的核心。因此，培养这些技能是苏黎世应用科技大学明确制定的目标。为此，苏黎世应用科技大学提供各种项目，并不断丰富国际交流计划。学校目前已与五大洲的大学进行合作，签署了 200 多项协议，其中也包括一些与中国大学签署的协议。苏黎世应用科技大学已经认识到，中国不仅在商业上提供了巨大的机遇，在高等教育上也是如此。

苏黎世应用科技大学管理和法律学院在中国

苏黎世应用科技大学管理和法律学院 (SML) 是瑞士领先的商学院之一。它具有全球影响力，在发展跨国交往方面特别活跃。中国是其重点战略领域之一。SML 举办各种活动，全面涵盖教学、培训、研发和服务等领域。在教学中，SML 与宁波诺丁汉大学、上海大学、中山大学、香港浸会大学、香港岭南大学合作，为师生提供交流项目。

管理和法律学院和中国院校的学生交流项目正在稳步发展。学生们已经认识到，中国将在全球政治经济中发挥决定性的作用。因此，他们抓住在国外为期半年的学习机会，更深层地了解这个国家，和其政治和文化。中瑞学生之间分享他们对文化、经济的感受以及个人体验 - SML 多年来一直致力于为学生创造这些机会。例如，2011 年 7 月，学生有机会在上海，北京或香港的公司参观。比较特别的是，学生还试驾了新比亚迪 e6 车型。毋庸置疑，中国在电动车领域已走在了前列。SML 也经常为志在开拓中国市场的企业提供咨询和支持。例如，学院与一个中型制造业企业合作，研发有关市场进入战略和市场营销的理念，使该公司能在中国取得成功。

目前，管理培训和研发领域的服务在中国尚未完善。但是，针对中国学生的暑期学习项目以及针对管理人员的各类管理培训课程目前已在规划中。不仅如此，SML 旨在用瑞士商业文化的优点来增强中国高管的领导力。在研究领域，学院不久将开启一个项目，随时协助瑞士在华工作者在中国的前半年中应对工作中的挑战。该项目旨在设计一个培训计划，用以帮助派往中国的瑞士高管取得成功。