



Future-proof ESG Commitments Fuel Alibaba's Drive for Positive Change in Society

— An Interview with

Ms Cerin Yip

ESG Director, Alibaba Group, Hong Kong



阿里巴巴推動 社會積極變革

創造可持續的未來

— 專訪阿里巴巴集團ESG總監 **葉雅婷**女士

As a global technology leader, Alibaba Group is at the forefront of environmental, social and governance (ESG) implementation. Thanks to the company's widespread impact on businesses and consumers, the digital platform company believes that driving ESG from within, and extending it across its business ecosystem, can help realise decarbonisation goals as well as promote the well-being of the society.

As an integral part of the Alibaba's comprehensive efforts to become a sustainable business that can last for at least 102 years – as enshrined in the company's vision – Cerin Yip, ESG Director at Alibaba Group in Hong Kong, says in an interview with Momentum that the company focuses on seven strategy dimensions and these include: restoring the green planet; building its people; enabling a sustainable digital life; fueling small businesses; enhancing community inclusion and resilience; facilitating participatory philanthropy, and building corporate and social trust.

In 2021, Alibaba Group set up a sustainability steering committee responsible for ESG-related strategic planning, goal setting and management. An ESG task force, made up of members from each business unit across the group has also been established to ensure implementation of the objectives on a day-to-day basis. "The ESG champions appointed by each business unit are responsible for facilitating the implementation of ESG policies," Yip explained. Alibaba's champions are knowledgeable about frameworks and standards and can identify appropriate ESG information for collection, analysis and reporting, as well as necessary actions for strategy implementation.

Navigating Complex Reporting Frameworks

In order to evaluate performance and the associated risks while meeting the most stringent compliance requirements, Alibaba has made a concerted effort to systematically understand the ESG criteria needed, which criteria should be adopted and which information should be collected and analysed. Yip recalls that, during the early stages of bringing ESG together the process was challenging and costly, even for a well-established company like Alibaba. With Alibaba listed on the New York Stock Exchange but with its shares also traded in Hong Kong, currently as a secondary listing, Yip said ESG reporting is even more complex. Yip said Alibaba must adhere to all ESG disclosure and reporting regulations as required by both the US and Hong Kong exchanges. Meanwhile, Alibaba began disclosing its climate information in line with the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) implemented in 2022 by the Hong Kong Stock Exchange. "While the US is still consulting on their ESG reporting standards, Hong Kong has already implemented them," Yip said that, compared to the US, Hong Kong is ahead of the game when it comes to standardising ESG reporting criteria.

阿里巴巴集團作為全球科技領導者之一，在推動環境、社會和管治（ESG）方面擔當舉足輕重的角色。鑑於其對商業和消費行業的影響深廣，阿里巴巴認為從內部推動 ESG，推己及人，將其擴展到集團的生態體系，能助力實現國家減碳目標，促進社會福祉。

事實上，阿里巴巴對 ESG 的重視，正切合其「成為一家活 102 年的好公司」的願景。阿里巴巴集團 ESG 總監葉雅婷在《Momentum》專訪中表示，該公司專注於七個戰略行動方向，包括修復綠色地球；支持員工發展；服務可持續的美好生活；助中小微企業高質量發展；助提升社會包容和韌性；推動人人參與的公益；以及構建企業和社會間的信任。

2021 年，阿里巴巴成立了可持續發展管理委員會，負責 ESG 相關的戰略規劃、目標設定和管理。其轄下的 ESG 工作小組，由集團各業務部門的成員組成，旨在確保日常目標的適當實施。葉雅婷解釋，每個業務單位均會委派 ESG 代表，負責部門內推動 ESG 政策，他們熟悉 ESG 政策框架和標準，能夠識別適當的 ESG 資訊，進行收集、分析和報告以及必要的實踐舉措。

駕馭複雜的披露框架

為了在滿足最嚴格的合規要求的同時評估績效和相關風險，阿里巴巴致力於有系統地了解所需的 ESG 標準、採用哪些標準以及應收集和分析的資訊。葉雅婷回憶，即使是像阿里巴巴這樣具規模的企業，在早期整合 ESG 的過程裡也是充滿挑戰，成本高昂。阿里巴巴在紐約證券交易所上市，也在香港第二上市。葉雅婷表示，集團須確保能遵守兩地交易所的 ESG 披露要求，於是便於 2022 年開始根據香港交易所規定，根據氣候相關財務信息披露工作組（「TCFD」）的建議作為其氣候信息的披露框架。她說：「美國仍在就其 ESG 報告標準進行諮詢，但香港已經實施一套標準化的披露框架，比美國走得更前。」



Targets Set to Reduce Carbon Emissions

In 2021, Alibaba made the bold move of announcing a series of climate goals including targets to achieve carbon neutrality in its operations by 2030. In the same time frame, the company aims to reduce by half the carbon intensity of Scope 3 emissions across its entire value chain in regard to the base year of 2020. Whereas scope 3 emissions are a consequence of the activities of the company but occur from sources not owned or controlled by it, scope 1 and 2 are those emissions that are owned or controlled by a company. Alibaba also launched a pioneering initiative aiming to eliminate 1.5 gigatons of carbon emissions across its ecosystem by 2035.

Yip pointed out that Alibaba's "1.5 Gigatons for 1.5°C" initiative, goes beyond scopes 1-3, targeting "Scope 3+ emissions", which includes those generated by a broader range of participants in the company's business ecosystem. Because of the nature of Alibaba's platform business model, Yip noted that technically speaking, Alibaba's partner merchants and their businesses are not deemed as part of the company's direct value chain for Scope 3 emissions tracking. However, due to the unique relationships Alibaba has built with merchants and businesses, the company believes that it can and should leverage its influence beyond the current boundaries. As such, Yip said Alibaba has devised various innovative initiatives to reduce carbon emissions across its diverse range of business units. Furthermore, the company is also engaging both partners and customers to participate in its green initiatives.

Driving Behavioural Change

Aware of the vital role Alibaba plays in connecting millions of merchants with over 1.2 billion consumers, the company proactively encourages the transformation to a green lifestyle by promoting eco-friendly behaviour and the provision of goods that offer sustainability.

In March 2022, Alibaba's online marketplace, Taobao & Tmall introduced a new feature that helps users to purchase more energy-efficient household appliances. Consumers can now find an energy-saving and carbon-reduction logo along with the total carbon reduction amount when shopping for home appliances. By the end of June 2022, more than 4,000 merchants had listed 430,000 home appliances that are both energy-efficient and reduce carbon emissions.

At the "618" shopping festival in June 2022, the second largest and most important shopping festival in Mainland China, the total amount of carbon dioxide reduced as a result of the purchase of energy-efficient electronic products on Taobao & Tmall was 153,000 tons. Expanding the carbon saving momentum, in 2022, Alibaba launched the 'Carbon88 Ledger' initiative which includes Taobao,



為減排訂下長遠目標

2021年，阿里巴巴宣布了一系列氣候目標，包括到2030年在其運營中實現碳中和，並在同一時間框架內，集團目標是將其價值鏈中範圍3碳排放強度比2020年減半。簡單說，範圍3排放由公司活動引起，但來源不為公司所有或控制；而範圍1和範圍2的排放量是公司擁有或所能控制的排放量。集團同時開創性提出一項範圍3+目標，到2035年帶動其生態系統（內部和外部）共同減碳排15億噸。

葉雅婷指出，由阿里巴巴發起的1.5 Gigaton for 1.5°C項目，通過減碳為切入點，結合廣大消費者、企業、商家及服務商的參與，使更多持份者參與到減碳行動之中。由於阿里巴巴業務平台模型的性質，合作商戶和企業在技術上不被視為公司範圍3排放跟蹤的直接價值鏈的一部分。然而，由於阿里巴巴與商家和企業建立的獨特關係，集團認為它可以而且應該利用其影響力超越目前的界限。因此，阿里巴巴已制定了各種創新舉措，以減少其各業務部門的碳排放，同時鼓勵其合作夥伴和客戶參與不同的綠色倡議。

推動行為改變

作為千萬商家和12億以上消費者的連接者，阿里巴巴將從消費者側和商家側兩端推動綠色轉型，宣導綠色行為，提升綠色商品供應，並加強綠色低碳物流和認證等平台服務。

2022年3月，淘寶天貓上線了引導用戶購買高效能家電並累計減碳量的功能，用戶在購買家電類商品時能看到「節能減碳」標識及對應的減碳量。截至6月30日，已有超過4,000名商家提供了約43萬種具有節能減碳屬性的家電產品。

2022年618活動中，淘寶天貓上高效能消費電子商品成交訂單對應減碳量共計15.3萬噸。2022年，阿里巴巴建立了「88碳帳戶」體系，覆蓋淘寶、餓了麼、閑魚、高德、菜鳥等多個平台。2022年4月份，自碳中和在餓了麼上線以來，有1,300萬用戶在點外賣時主動選擇了「無需餐具」選項。

Ele.me, Idle fish, Amap and Cainiao online platforms. Starting April 20, 2022, through the Carbon 88 Ledger initiative, Ele.me users were able to measure their potential carbon reduction from choosing the “cutlery free” option when ordering takeout. Since then, more than 13 million users have enabled this option in their orders.

“By July 2022, over 20 million people had joined us in taking part to help reduce carbon emissions as well as promote a greener lifestyle in their everyday lives,” Yip said. As part of its commitment to a circular economy, Alibaba has launched initiatives such as a consumer marketplace for buying and selling second-hand products, recommending eco-friendly navigation services with intelligent route planning and minimising the use of packaging material through smart packing algorithms. On the enterprise front, Alibaba Cloud is not only helping enterprise customers to save on carbon reduction costs through greener cloud computing services but has also introduced various solutions that help organisations to manage reduce and avoid carbon emissions.

Pushing Carbon Emissions Targets with Innovation

In 2022, the Alibaba Group achieved a significant reduction of 619,944 tons of carbon emissions by revamping the company’s energy use structure. Significantly, 21.6% of electricity consumption by Alibaba Cloud was sourced from clean energy.

In the same period, Alibaba Group’s data centres set an impressive record in Asia with average power usage effectiveness (PUE) of 1.247. Utilising Alibaba’s cloud computing services in Mainland China instead of constructing one’s own data centre could decrease carbon emissions by a whopping 85.5%, primarily because Alibaba Cloud’s data centres are optimised for energy efficiency. “This can benefit the environment and also reduce the organisation’s total cost of ownership,” Yip noted. Alibaba Cloud has been using immersion liquid-cooled servers in its data centres since 2015. The process provides high-quality energy efficiency and reliable service availability while the coolant absorbs heat and then dissipates it to its surrounding environment.

Internationally, Alibaba joined the Low Carbon Patent Alliance. As part of the collective of international organisations, nine patents related to immersion liquid cooling technology have now been made available to the public. “Our goal is to make use of technology to reduce carbon emissions as much as possible,” Yip said. “We are pushing the edge to make the most of existing renewable and clean energy sources, though we do face some bottleneck issues,” Yip explained, adding that carbon offsetting should only be a last option when there are no other alternatives.

葉雅婷表示，截至2022年7月，已有超過2,000萬用戶在日常生活中主動參與減碳，實行綠色生活方式。為推動循環經濟，集團還推出了一系列針對性的倡議，包括推出買賣二手產品的交易平台、電子地圖環保智能路線規劃導航服務，以及通過智能包裝算法減少包裝材料的使用。在企業客戶方面，阿里雲不僅通過雲計算服務幫助企業客戶節省減碳成本，還推出了各種解決方案，幫助客戶管理、減少和避免碳排放。

創新推動減碳

2022年，集團通過改變能源使用結構，大幅減少碳排放619,944噸。此外，阿里雲的電力消耗中有21.6%來自清潔能源。

同期，阿里巴巴集團的數據中心創下了1.247的平均電源使用效率（PUE）的亞洲紀錄。在內地，若企業客戶選用阿里雲的雲端數據中心服務，最多可減少85.5%的碳排放，這主要歸因於數據中心的高能效。葉雅婷指出，選用阿里巴巴雲數據中心，不僅有利於環保，相對於自建數據中心，還可大大減低總擁有成本。自2015年起，阿里雲數據中心伺服器，採用了浸沒式液冷技術，將數據中心伺服器浸沒在絕緣冷卻液中降溫，冷卻液吸收設備熱量後升溫，再由冷卻液將熱量通過循環系統最大效率地傳到外界環境，實現高能效與高可用等級。

為推廣這項技術，阿里巴巴加入了由國際各界機構組成的低碳專利共享聯盟，其中對外開放的九項專利，包含浸沒式液冷技術。葉雅婷表示：「我們的主要目標是有效地使用技術以減少碳排放，盡可能地利用現有的可再生和清潔能源，但我們確實遇到了一些瓶頸問題。在這種情況下，碳抵消只能作為最後的手段，而不是我們的首選。」



Social Responsibility

As well as being a pioneer in the technology environment, Alibaba also takes a pioneering approach to its social responsibility activities. “When we talk about social responsibility and its societal impact, we are referring to all the stakeholders – our employees, local communities and society in general,” Yip said. For social responsibility actions to make a positive impact, it is essential they are integrated – and practiced – in each part of Alibaba’s ecosystem and across the corporate structure.



To this end, Alibaba employees are encouraged to provide at least three hours of volunteering services in their local communities each year, which is intended to promote kindness towards others. “After volunteering and giving back to their local communities, our staff often report they feel more purposeful,” Yip said. To further enhance employee well-being, Alibaba has established a flexible work schedule that allows employees to better manage their professional and personal responsibilities. “Flexible working arrangements are becoming increasingly important for talent retention, which also helps to enhance employee morale and promote workplace stability,” Yip said.

Established in 2011, the Alibaba Foundation is a national non-profit organisation that works in partnership with affiliates of the Alibaba Group. The foundation strives to inspire people to get involved in philanthropy by creating an encouraging culture. “Younger members of the workforce in particular prioritise sustainability and are eager to lend their skills to their communities,” said Yip. Concluding on a high note, Yip said, as a responsible and caring employer, Alibaba stands to benefit from attracting and retaining talented individuals that have a social conscience. **M**

— Jimmy Chow
Journalist

社會責任

阿里巴巴不僅是科技行業的領導者，還積極承擔社會責任。葉雅婷表示，這包括其員工、社區和整體社會。為了產生有效的積極影響，阿里巴巴確保在其運營的各個方面整合和實施社會責任。

為促進使命感和社區參與，阿里巴巴鼓勵員工每年至少進行3小時的志願服務，以回饋社會，在參與過後，員工往往也會感到更有成就感。此外，公司為員工提供靈活的工作時間安排，並使員工能夠兼顧專業和個人責任。她認為，彈性的在家工作模式，對於留住人才至關重要，有助於提高工作滿意度和整體員工的穩定性。

阿里巴巴基金會成立於2011年，是一個與阿里巴巴集團附屬機構合作的全國性非營利組織。該基金會致力於通過營造鼓勵文化來激勵人們投身慈善事業。葉雅婷表示：「千禧一代更加關注環境問題，也較樂意貢獻自己的能力來幫助社會。」最後，她總結道，阿里巴巴作為一家具有強烈社會責任感的僱主，熱衷於吸引和留住具有與公司價值觀相一致的人才，這不僅有利於企業發展，也有利於整個國家和社會發展。**M**

— Jimmy Chow
記者

Calling All Members

讓我們對你有更深認識

Since 2009, Hong Kong-listed companies from a wide range of industries have taken the opportunity to gain exposure by being profiled in *Momentum's* “Member in the Spotlight” column. As a member of the Chamber of Hong Kong Listed Companies, you have the privilege of being featured in this column, too.

If you are interested in having your company profiled in *Momentum*, please contact the CHKLC Secretariat: Karina Leung, Tel: (852) 2970 0886; Email: karinaleung@chkcl.org

自2009年以來，在各個不同領域經營的香港上市公司，有不少已透過 *Momentum* 的《會員聚焦》專欄，向大家展示其企業的面貌。作為香港上市公司商會的一員，你也可享有接受本欄專訪的機會。

會員如有意藉 *Momentum* 介紹貴公司近況，請與商會秘書處梁小姐聯絡（電話：(852) 2970 0886；電郵：karinaleung@chkcl.org）