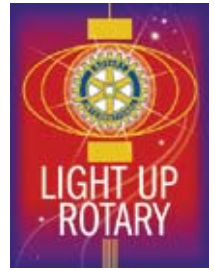




Pagoda



Service Above Self

One Profits Most Who Serves Best

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Published Weekly

Coca Cola's Green Value Chain

Guest Speaker Zhang Yifei



Our speaker, Mr. Zhang Yifei, will present to us Coca Cola's green initiatives in China. As a conservationist, Yifei's focus is always "nature" although he has been playing very different roles in different organizations, including state-owned media, NGOs and corporates. Yifei got the first job as a journalist in Xinhua News Agency in 1997 after graduation from Zhejiang University, and environmental issues became a main focus of him after he witnessed extensive environment crisis across the country.

His reports had accelerated the release of many national and domestic "green" policies, such as the wetland restoration subsidy policies. Then, Yifei became the communication manager of freshwater and marine program serving for WWF China from 2001 to 2009. During that period, he widely disseminated environmental concepts, ideas and models through field projects, media network and many influential campaigns led by him, such as the Wetland Ambassador Action and Earth Hour. He moved to Earthwatch, a NGO promoting citizen science in 2009 and then went to the Linden B. Johnson College of Public Affairs, University of Texas at Austin, USA, for a 2-year master program in 2011.

He is currently working at Coca-Cola Great China & Korea as the Senior Manager for Environment Sustainability. As the biggest beverage company in the world, Coca-Cola invests heavily in environmental protection, especially water and climate, and explores practical solutions together with the "Golden Triangle" partners from governments, non-governmental organizations and corporates. China's focal areas include water stewardship, water source protection, sustainable agriculture, green packaging, etc. and Yifei coordinates these with the whole bottling system.

Yifei is also a photographer and translator. His photos have been published by Chinese National Geography and many other mainstream magazines.

Congratulations "Fresh Start"

"Fresh Start" is now a full Rotary Club. Congratulations!

Fresh Start was the inspiration of several Rotarians of the existing Rotary Club of Shanghai, prior to Mark Secchia's presidency. At the time the RCS had just finished its first year with a Satellite pilot project and several Rotarians felt that based on this experience the time had come for a second satellite club. Focus was to found a club which is attractive to younger Rotarians with an entrepreneurial background, to become a center of gravity for social enterprises, but also to have a more balanced gender set-up. Additionally a target was to attract more Chinese participants, not as members but as associates.

In order to attract a different crowd and also to have lower cost "Fresh Start" is a breakfast club, with first weekly meetings commencing in July 2012, first in Issimo, then Urbn and now in 'Element Fresh'. First President was Philippe Hugot and, since July 2014, it has been Angie Eagan. A key project is a time barter system called "Time Bank", where social enterprises can put specific tasks up on the site and our members, other Rotarians, other social enterprises, and the broader Fresh Start community can offer their skills in support. Thus, over 50% of the 'Fresh Start' members are working in social enterprises and weekly a social enterprise presents.

'Fresh Start' became provisional in July 2014 and has been fully chartered as of January 15th, with 22 charter members.

UPCOMING PROGRAMS

Date	Topic/Speaker	Venue / Time
Feb. 3rd	Fellowship	Jing An Hilton, 19:00
Feb. 10th	First Aid Course (Red Cross)	Jing An Hilton, 19:00
Feb. 17th	No meeting	./.
Feb. 24th	No meeting	./.

The Four-Way Test 四大考验

Of the things we think, say or do:

1. Is it the truth?
是真的吗? Shì Zhēn de ma?
2. Is it Fair to all Concerned?
是公平的吗? Shì Gōng Píng de ma?
3. Will it build Goodwill and better Friendships?
是善意的并促进友谊吗? Shì Shàn Yì de - Bìng Cù Jìn Yǒu Yí ma?
4. Will it be Beneficial to all Concerned?
是对大家有利吗? Shì Duì Dà Jiā Yǒu Lì ma?

Last Meeting Highlights : 20 Jan 2015

Present at the Meeting

Visiting Rotarians: 6

Sophia Slingerland	RC Nyon - La Cote	Switzerland
Markus Gericke	RC DIELSDORF	Switzerland
James Walton	RC Russellville Downtown	USA
James Feldkamp	From Fresh Start	China
Angie Eagan	From Fresh Start	China
Steffen Ummelmann	From Fresh Start	China

Members: 33, Rotaracts: 0, Interacts: 0, Guests: 10

Contributions raised: Rmb 2,340 (585 Rmb/table)

Don't forget to visit the Rotary Website

<http://www.rotaryshanghai.org/>

Check out the Rotary website for information on weekly speakers, events, press releases and media clippings, and updates on the Rotary Leadership Awards. The RLA nomination form is on our website and gives information on how to apply.

The PR committee needs members and friends of Rotary to help with writing press releases, updating the website, arranging media interviews, and posting information on LinkedIn and WeChat. Please contact Michel De Vriendt and Tara Strunk if you are interested in joining this team!



The last meeting was presided over by Frank and well attended. Sam, as Sergeant-at-arms, this time skipped the usual sergeant's session and, in order to save time for our speaker, simply asked for donations from whoever was willing to donate.

The speaker, Tamdin Wangdu, gave a very informative and interesting presentation. He reviewed the history of NGOs in western China and the challenges facing them now. He also highlighted the trend towards social entrepreneurship and gave three examples for such projects. He explained to our members the inner logic of each project, its mode of operation and the possibilities for scaling, and what lessons this holds for future projects in western China.

There were also several announcements of note, namely the following:

'Fresh Start' was formally chartered on January 15th. Angie Eagan gave a brief introduction of this new club, also thanking the RCS for its support. Please visit 'Fresh Start' to continue our good relations. There is also a celebration party planned with details to be announced.

We were reminded of the SCIS-HQ carpet auction (Jan. 31st) and the upcoming trip to the Taicang Handicapped Workshop (Feb. 13th).

Fellowship was adjourned with a toast to 'Fresh Start'.



Club Information

Club No. 60725, District 0052

Officers

Frank Yih - President
Dean Merritt - President Elect/
 Club Admin and Membership
Patrick Tissier - Vice President/
 The Rotary Foundation
Motohiro Yamane - Hon. Secretary/
 Club Admin (deputy)

Anthony Aucutt - Treasurer
Tom Kane - Immediate Past President

Basic Info of our Club

First chartered on 1 October 1919, re-chartered on 8 February 2006
 Number of active members - 91
 Number of honorary members - 8
 Average age - 45
 Nationalities - 23
 Male - 80% Female - 20%

Contacts

The club meeting is a dinner meeting every Tuesday at Jing An Hilton Hotel 华山路250号 (18:30 cocktails, 19:00-20:30 dinner)

Contact the club administrator Edith Du at RSVP@rotaryshanghai.org, +86 18801624833

Committees and Directors

Club Administration Committee
 1st Tuesday of each month, 17:30
 Chair: Dean Merritt dean@mdmlevel.com
 Deputy Chair: Motohiro Yamane yamane@tmish.com

Membership Committee
 1st and 3rd Tuesday of each month, 18:00 - 18:30
 Chair: Dean Merritt dean@mdmlevel.com

Public Relations Committee
 1st Tuesday of each month, 17:00
 Chair: Michel De Vriendt
 michel.devriendt@premiumfinance-group.com

Community and International Service Committee
 1st Tuesday of each month, 17:00
 Chair: Terry Chu terrychu_prn@msn.com
 Deputy Chair: Sylvain Parpaite sparpaite@gmail.com

Youth service committee
 Last Tuesday of each month, 17:00
 Chair: Nikola Urosevic nikola.urosevic@gmail.com

Rotary Leadership Award Committee
 Chair: Tara Strunk Tara.Strunk@grace.com

The Rotary Foundation Committee
 Chair: Patrick.tissier pt@tca-services.com

For more information, please visit www.rotaryshanghai.org

Provisional Club Pudong (Lujiawei)
 Thursday, 19:00-20:30
 Location: Radisson Blu Hotel(Pudong) in Thumb Plaza, Pudong, Shanghai.

位置: 浦东 大拇指广场 证大丽笙酒店

地址: 迎春路1199号 (靠近芳甸路)

If you would like to attend Rotary Pudong Meeting, please contact Mr. Brinton Scott
 Email: bscottesq@hotmail.com

Fresh Start Rotary Club of Shanghai
 Friday, 7:30-8:30 am
 Location: Element Fresh, Jing An Kerry Center
 位置: 新元素静安嘉里中心店
 Address: No.1551 Nan Jing Xi Lu, Shanghai

地址: 南京西路1551号

If you would like to attend Fresh Start, please contact Mr. Gary Permenter
 Email: gary.permenter@gmail.com