



2025

# BELONGING AWARDS



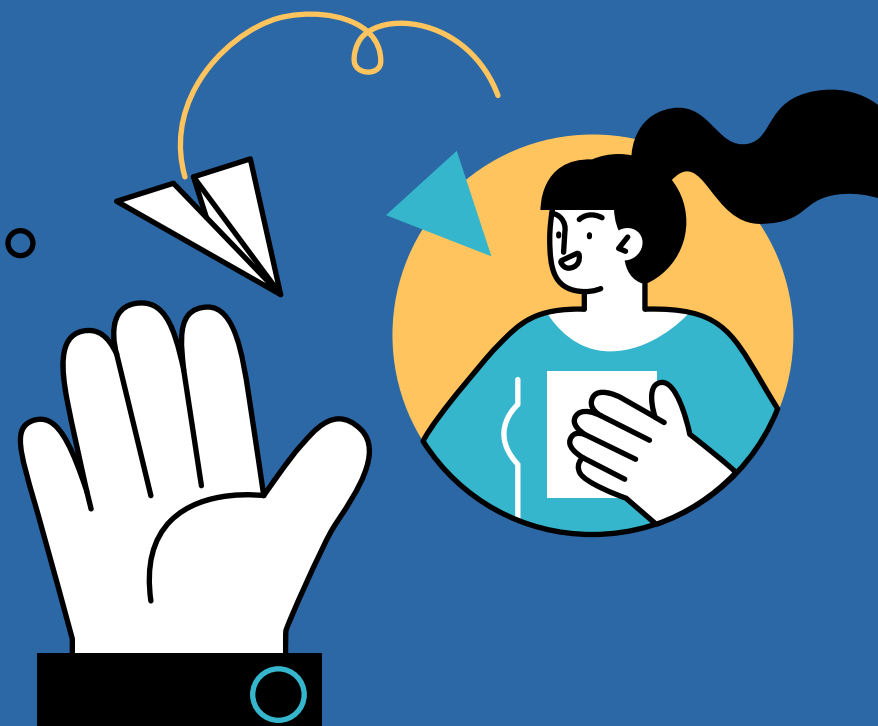
# BACKGROUND

## LEADING THE FUTURE OF THE WORKPLACE: FROM DEI TO BELONGING

Over the past several decades, organizations have made significant progress in diversity, equity, and inclusion (DEI)—for example, by enhancing workforce diversity and implementing inclusive policies and practices. However, practical experience has shown that merely focusing on “diversity and inclusion” metrics does not necessarily lead to genuine employee integration and identification. Organizations have begun to realize that there is an essential difference between “being included” and “feeling a sense of belonging.”

As Deloitte’s research has pointed out, “You can invite someone to a ball, but if you don’t ask them to dance, they will still not truly be part of it.” This means that organizations need to move beyond superficial inclusion and delve into employees’ “subjective experiences” and “emotional connections.” The emergence of the “Belonging” concept is a direct response to this need, representing a further deepening and development of the DEI philosophy.

An increasing number of enterprises are elevating “Belonging” to a strategic level, viewing DEIB as a key element in building sustainable competitive advantage. “Belonging” is no longer merely an “add-on” to DEI initiatives; it is gradually becoming their “core objective” and “ultimate metric.”



# WHAT IS “BELONGING”?

Belonging is a more subjective, emotional, and individualized experience—it is an employee’s internal perception of an inclusive environment. In the workplace, “Belonging” means that employees feel:

## ✦ **Respected – Respect & Dignity:**

Every employee, regardless of background, identity, or perspective, is treated with equal respect and dignity.

## ✦ **Recognized – Value & Contribution:**

An employee’s skills, experience, and contributions are acknowledged and appreciated, and they are seen as key to the organization’s success.

## ✦ **Supported – Support & Growth:**

The organization provides the necessary resources and opportunities to support employees’ career development and personal growth.

## ✦ **Needed – Connection & Community:**

Employees form positive emotional connections with colleagues, teams, and the broader organizational purpose, fostering a sense of community.

## ✦ **Able to be Themselves – Authenticity & Self:**

Employees can express their true selves at work without fearing negative judgment or exclusion because of their uniqueness.

## ✦ **Valued – Involvement & Influence:**

Employees’ voices are heard, and they have opportunities to participate in decision-making processes and make a positive impact on the organization.

The creation of belonging is an evolving process—a natural extension and a higher-level manifestation of diversity, equity, and inclusion.



# THE CONNECTION BETWEEN DEI AND BELONGING

## Diversity as the Foundation for Belonging, but Not a Sufficient Condition



Research shows that diversity is the fundamental basis and prerequisite for building a sense of belonging. An organization lacking diversity is essentially a homogeneous group where individuals from different backgrounds find it difficult to integrate, let alone feel a true sense of belonging. The presence of diversity opens up possibilities for belonging by:

- **Offering a Wider Range of Community Options:** In a diverse organization, individuals are more likely to find groups or people with whom they share similarities, thereby fostering connections and a sense of identity.
- **Breaking the Dominance of a Single Culture:** A diverse environment diminishes the dominance of any one culture, creating space for the coexistence of different cultures and values while reducing the risk of marginalizing certain groups.
- **Promoting Understanding and Respect for Differences:** In a diverse setting, individuals have more opportunities to engage with and understand various cultures, perspectives, and lifestyles, which nurtures empathy and tolerance, laying the cultural foundation for genuine belonging.



# Equity as the Institutional Guarantee of Belonging

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Fair DEI practices provide a solid institutional foundation for employees' sense of belonging. When employees feel that the organization operates fairly at the systemic and procedural levels, they are more likely to experience:

- **Safety:** A fair institutional environment reduces concerns about discrimination or unfair treatment based on one's identity or background, thereby enhancing psychological safety.
- **Trust:** When employees see that the organization is committed to eliminating systemic bias and actively promotes equity, they are more inclined to trust that every individual will be treated justly.
- **Respect:** A fair system signals that the organization values and respects all employees, recognizing each person's unique contributions regardless of their background.
- **Equal Opportunity:** Equitable practices ensure that all employees have access to the same development opportunities, boosting confidence in their career prospects.

Conversely, without fair institutional safeguards, employees may experience unjust treatment and unequal opportunities. Even if an organization invests in diversity and inclusion, the absence of true equity can hinder the development of genuine belonging. The phenomenon of "symbolic inclusion" illustrates this point: merely adding diverse "faces" without addressing deeper equity issues may intensify feelings of deprivation and alienation among marginalized groups.

# WHY “BELONGING”?

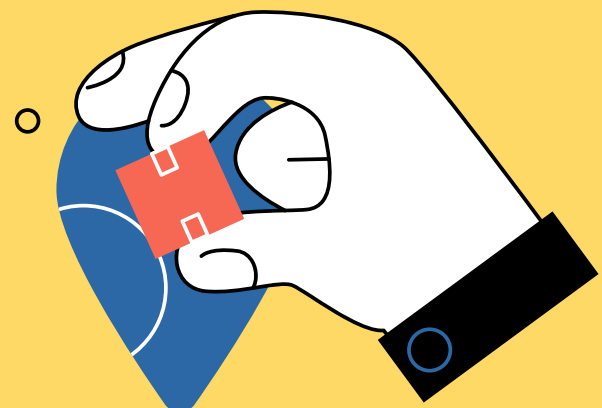
- ⚡ **Shifting Focus from “Numbers” to “People” and from “External Forms” to “Internal Experiences”:**
- ⚡ **The Business Value of Belonging:** It enhances engagement, loyalty, and performance, while also sparking innovative energy and sharper market insights.
- ⚡ **A New Benchmark for DEI Success:** Belonging serves as a warmer and deeper metric for assessing the effectiveness of DEI efforts—it is not only the ultimate goal of DEI but also its core driving force and the standard by which its success is measured. In doing so, it reflects the deeper objectives and value of DEI, propelling sustainable organizational growth.
- ⚡ **"Belonging" is not only the "ultimate goal" of DEI but also its "core driving force" and "benchmark for effectiveness."** It embodies the deeper objectives and values of DEI, driving sustainable growth within organizations.

## From the Perspective of Organizations and Leaders:

- ✦ **73%** of surveyed companies believe that fostering a sense of belonging among employees is critical to business success.
- ✦ **93%** of leaders agree that belonging can drive organizational performance.

## When Employees Experience a Strong Sense of Belonging:

- ✦ Their work performance increases by **56%**
- ✦ Their risk of turnover decreases by **50%**
- ✦ Their sick leave usage drops by **75%**
- ✦ Their likelihood of recommending the company (eNPS) rises by **167%**



# ABOUT THE BELONGING AWARDS 2025

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The “Belonging Awards” is an initiative launched by China’s leading employer branding research institution—the Employer Branding Institute. It aims to identify and honor outstanding companies that place “Belonging” at the core of their values. These companies are dedicated to creating workplaces where every employee feels respected, recognized, and supported, and where individuals can fully realize their potential. They are also recognized for their forward-thinking vision and exemplary practices in building an environment where every employee truly feels a sense of belonging.

The launch of the “Belonging Awards” marks a new understanding of workplace value—it goes beyond merely acknowledging individual differences, focusing instead on creating an environment in which all members can fully integrate, contribute, and thrive. This initiative is not only an honor but also a guiding framework for driving organizations toward higher levels of development.

- Identify, Select, and Recognize: Pioneer companies in China that have established an outstanding culture of employee belonging.
- Share Innovations and Success Stories: Disseminate the innovative practices and successful experiences of award-winning companies as benchmarks for the industry.
- Raise Awareness: Promote a broader recognition of the importance of belonging across the business community and society, guiding workplace culture toward greater human-centric care.
- Facilitate High-Level Exchange: Build a sophisticated platform for dialogue that encourages collaboration and mutual success in fostering a culture of belonging.





# THE VALUE OF THE AWARD AND THE SIGNIFICANCE OF CORPORATE PARTICIPATION

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## **Breaking Through DEI Strategic Bottlenecks, Guiding the Construction of a DEIB Framework**

The establishment of the “Belonging Awards” offers companies a clear guide to building their DEIB (Diversity, Equity, Inclusion, and Belonging) framework. Through the application and evaluation process, organizations can comprehensively assess their current practices and achievements in diversity, equity, inclusion, and belonging. This process functions like a systematic DEIB health check, helping to identify areas for improvement and set future directions. During the evaluation, EBI will utilize authoritative assessment models and professional diagnostics to help organizations carve out a development path and progressively build a robust DEIB management system. For companies at an early stage, participation is an excellent opportunity for benchmarking and learning; for those with an established foundation, it serves to validate achievements, reinforce progress, and set industry benchmarks.

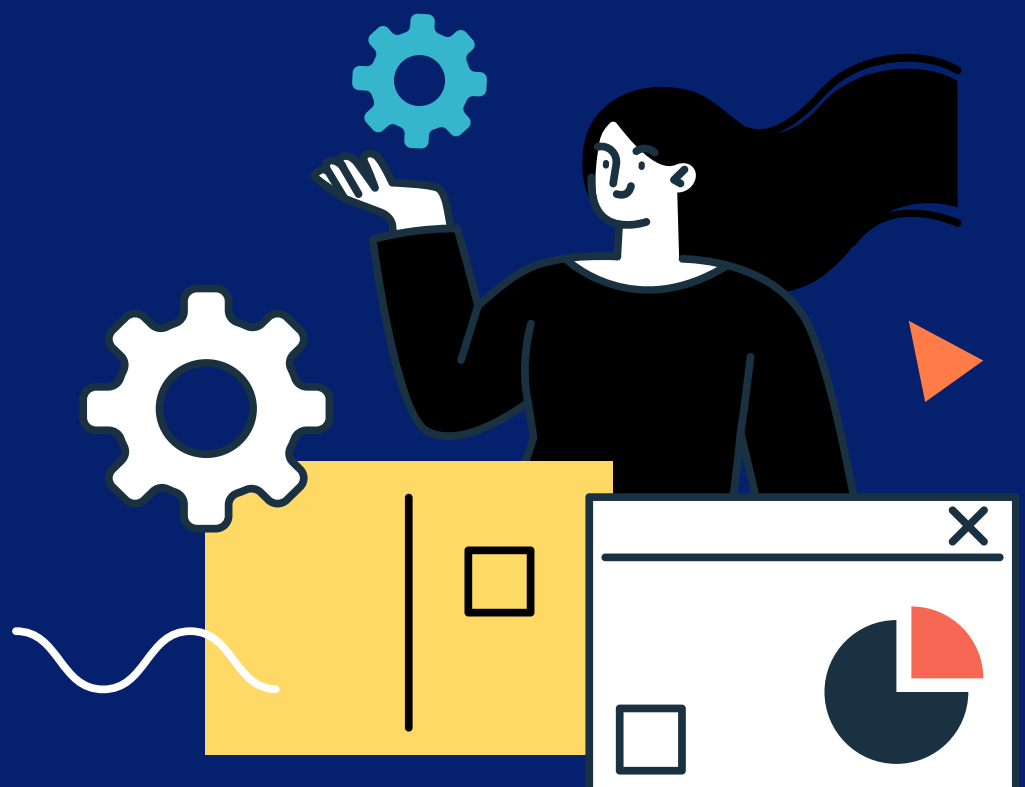
## **Brand Reputation and Compliance Advantages**

Participating in the “Belonging Awards” and earning recognition will significantly enhance a company’s employer brand reputation and public image. Award-winning organizations not only gain positive exposure in media and industry circles—demonstrating their commitment to social responsibility and talent care—but also bolster their appeal to a diverse pool of talent, becoming a top choice for job seekers. On the compliance front, requirements for DEI data disclosure in ESG and sustainability reports are becoming increasingly stringent (for example, the EU’s Corporate Sustainability Reporting Directive (CSRD) mandates disclosure of employee diversity and other related indicators). By participating and systematically collecting DEI-related data, companies can meet global regulatory requirements for DEI information disclosure, proactively address compliance issues, and reduce regulatory and commercial risks. Overall, the “Belonging Awards” provide a platform that seamlessly integrates social responsibility, legal compliance, and brand building, thereby helping companies achieve a win-win in both commercial and social value.



## Enhancing Employee Experience and Performance

From an employee's perspective, advancing DEIB directly improves their experience and satisfaction. An organizational culture that emphasizes belonging creates a friendlier, safer work environment where individual value is recognized. In such settings, employee engagement and loyalty are higher, and team morale is significantly boosted. Studies indicate that when employees feel a strong sense of belonging, their engagement and work efficiency markedly improve. Furthermore, a diverse and inclusive culture fosters innovation and collaborative spirit, cultivating a positive work atmosphere and superior team performance. These factors, in turn, have a direct impact on overall business performance: higher productivity, reduced turnover, less internal friction, and enhanced innovation. By participating in the "Belonging Awards", companies send a powerful message about their commitment to employee well-being and growth, thereby establishing an employer brand where "employees are driven to excel, and talent is eager to join."



# Benefits of Applying

for the  **BELONGING**  
AWARDS 2025

## Eight Major Advantages



# COMPLIANCE DISCLOSURE

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**Benchmark against the latest global regulatory requirements to swiftly complete DEIB data self-assessment and disclosure.**

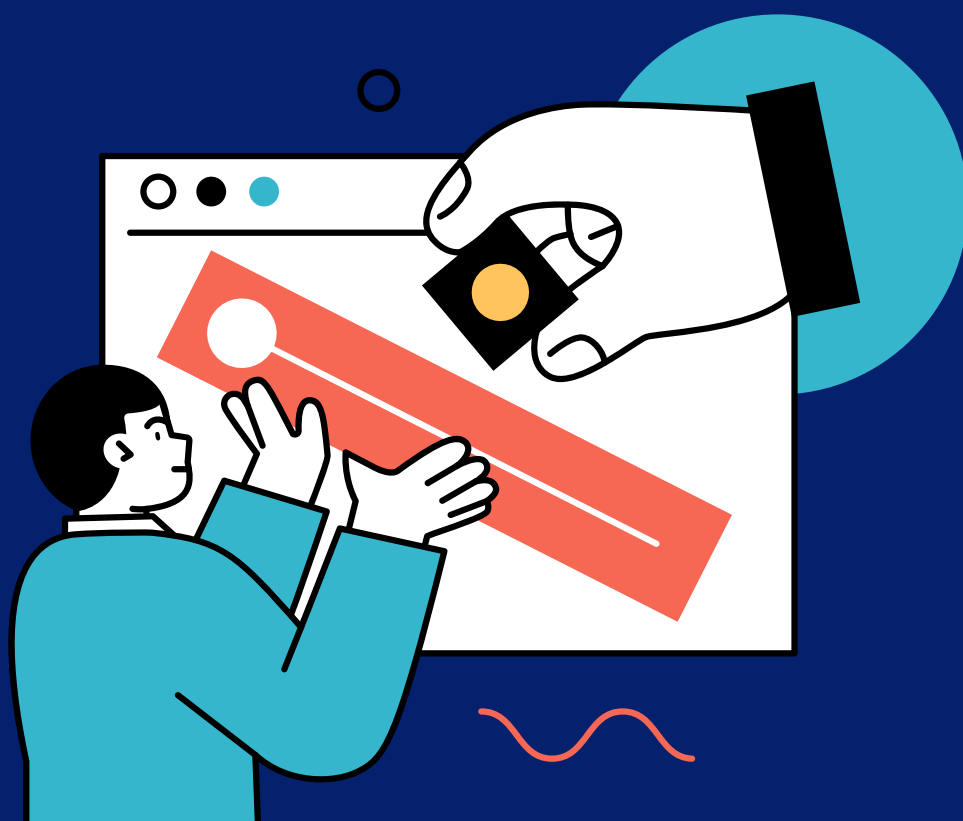
By submitting the required data for the application, companies can meet the disclosure requirements related to diversity and inclusion indicators imposed by major global economies and relevant regulatory bodies, thereby reducing compliance burdens. Additionally, winning the award serves as strong evidence of corporate social responsibility and provides authoritative endorsement for ESG reports.



# BENCHMARK COMPARISON

**Gain industry-leading insights and accurately position your organization.**

The Employer Branding Institute will offer detailed data analysis services, generating a bespoke 2025 Employer DEIB Advanced Report (covering multiple dimensions such as workforce diversity, equitable policies, inclusive initiatives, and belonging assessments). Companies can use this report to compare their performance against domestic and international industry benchmarks across various dimensions (national, industry, regional), identify strengths and gaps, and clarify improvement directions.

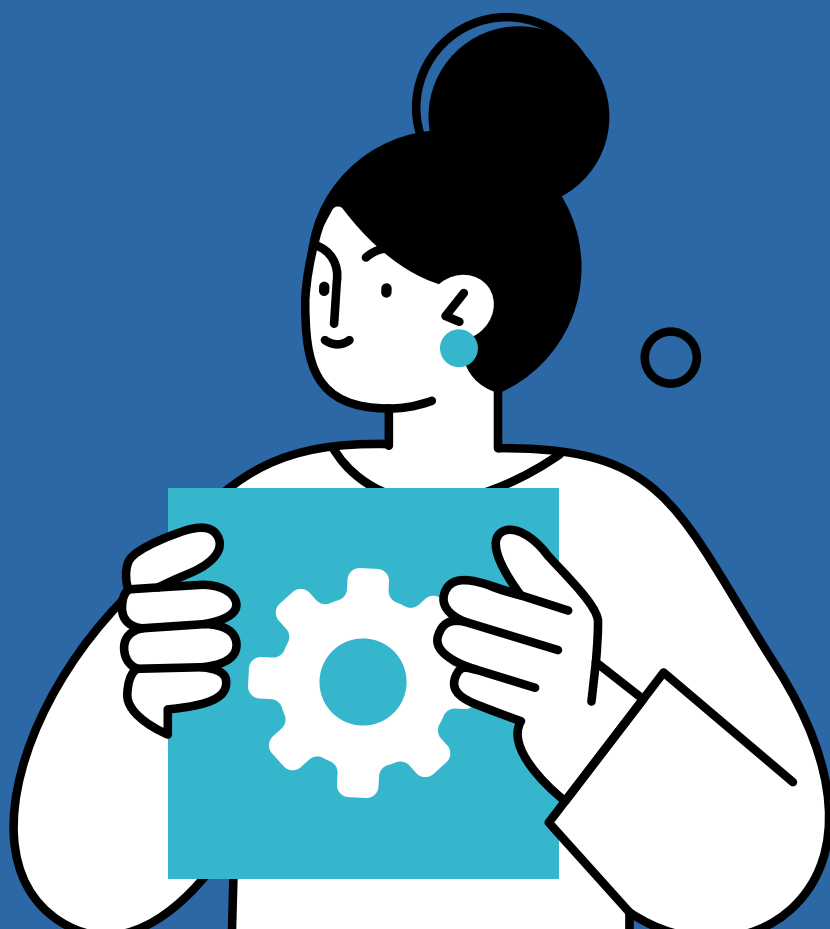


# VALIDATION ENDORSEMENT

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## **Enhance data credibility and obtain authoritative certification.**

Regulatory frameworks in major global economies (such as the EU and US CSRD) now incorporate independent third-party verification mechanisms, requiring companies to validate their disclosed sustainability data. By participating in and winning the “Belonging Awards”, a company effectively undergoes a rigorous, professional DEIB evaluation and secures independent third-party validation—thereby boosting the reliability and credibility of its reports to investors and regulators.



# RESPONDING TO HEADQUARTERS REQUIREMENTS

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## Meet reporting requirements from multinational headquarters.

The custom report and evaluation results provided by EBI compile comprehensive DEIB data at a standard that exceeds current Western regulatory requirements. For multinational enterprises, this report can directly address global headquarters' information needs regarding regional diversity and inclusion efforts, helping headquarters fully understand the DEIB progress in China and demonstrating the high level of professional management in the region.



# REGIONAL REPORTING:

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## Efficiently complete the local annual DEIB report.

Many companies affected by regulations such as CSRD must disclose both global and region-specific data. By participating and obtaining detailed data analysis, companies can quickly complete their annual DEIB report for the China region. This report not only meets international standards but is also tailored to local realities, making it ideal for headquarters reporting or public release within China—thereby saving significant time and manpower.

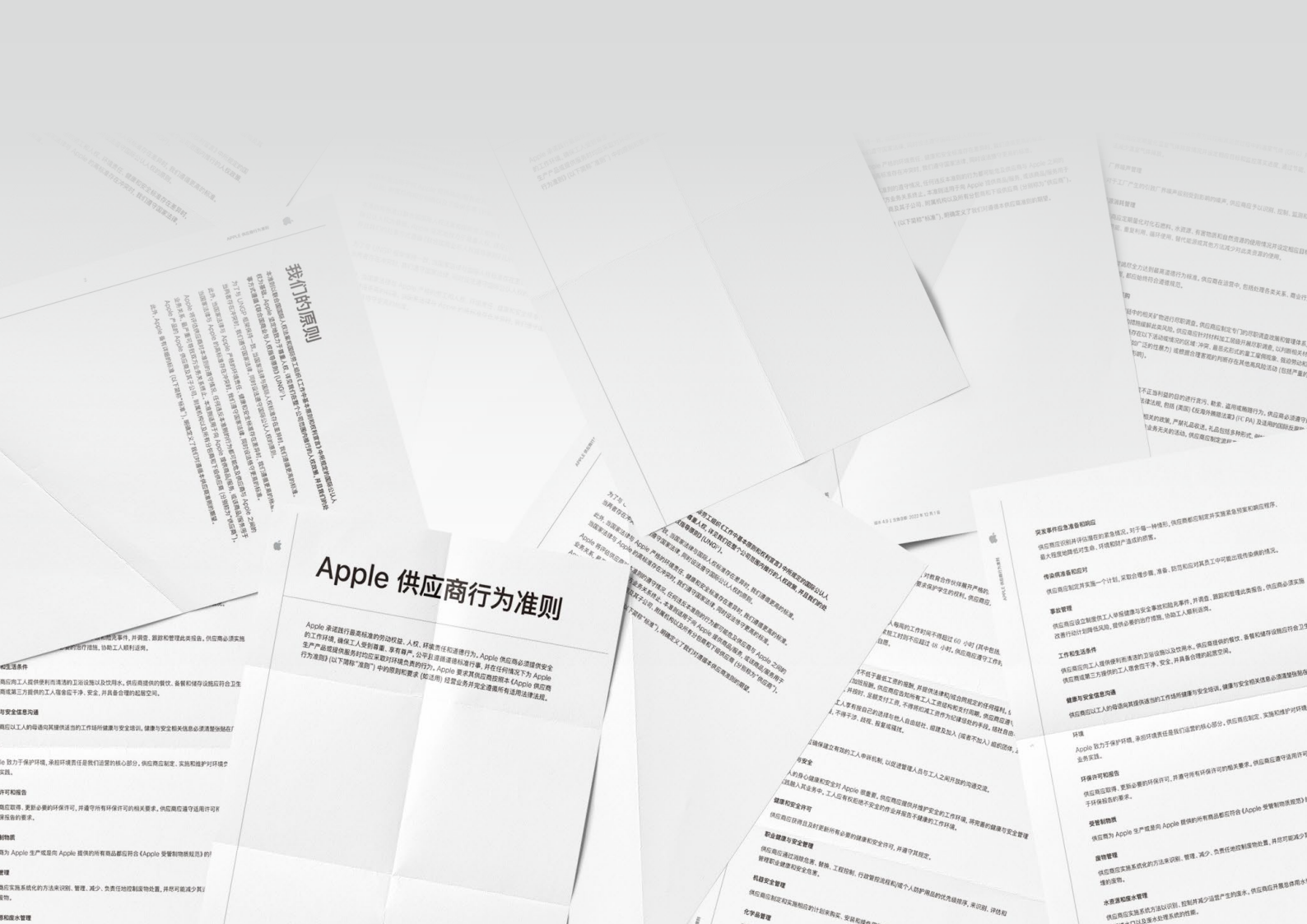




# SUPPLIER ACCESS:

## Enhance customer collaboration advantages and meet the diversity requirements of major clients.

An increasing number of global clients now use suppliers' DEI performance as one of their access criteria. For instance, Apple's Supplier Code of Conduct clearly requires suppliers to meet standards in human rights and inclusion; similarly, auto parts giant Yanfeng uses a supplier scorecard annually to assess suppliers' investments in diversity and inclusion. By systematically advancing DEIB and gaining recognition from the "Belonging Awards", companies can enhance their credibility with major clients, better meet procurement compliance requirements, and gain a competitive edge in winning business opportunities.



# ABUNDANT RESOURCES:

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## Gain free access to professional insights and learning support.

Every company that applies will automatically receive a complimentary account for the “Diversity, Equity, Inclusion Hyper-Analysis and Learning System,” which offers a wealth of DEIB resources.

- **Dynamics and Insights:**

Real-time DEIB news and in-depth analysis articles.

- **Benchmark -Dashboard:**

Powerful DEIB Benchmarking Intelligent Dashboard, providing real-time analysis of enterprise data in China, categorized by nation-wide, industry, country, and type of enterprise.

- **E-books, Literature, and Reports:**

DEIB-related research reports, e-books, documents, papers, and more.

- **Video Learning:**

A vast collection of DEIB-related learning videos and animations.

- **Events:**

DEIB-themed online and offline forums and seminars, covering cities such as Beijing, Shanghai, Guangzhou, and Shenzhen.

- **Case Library:**

Dozens of best practice cases from outstanding DEIB enterprises in the Chinese market.

- **Awards:**

Introductions to annual awards in the DEIB field.

- **Regulation Library:**

A collection of relevant laws and regulations globally (United Nations and major economies, main stock exchanges).

- **Ultra Agent:**

An AI expert on DEIB topics, built based on the currently leading large models globally, with an extensive knowledge base, superior learning capabilities, and top-level intelligence comparable to human experts.

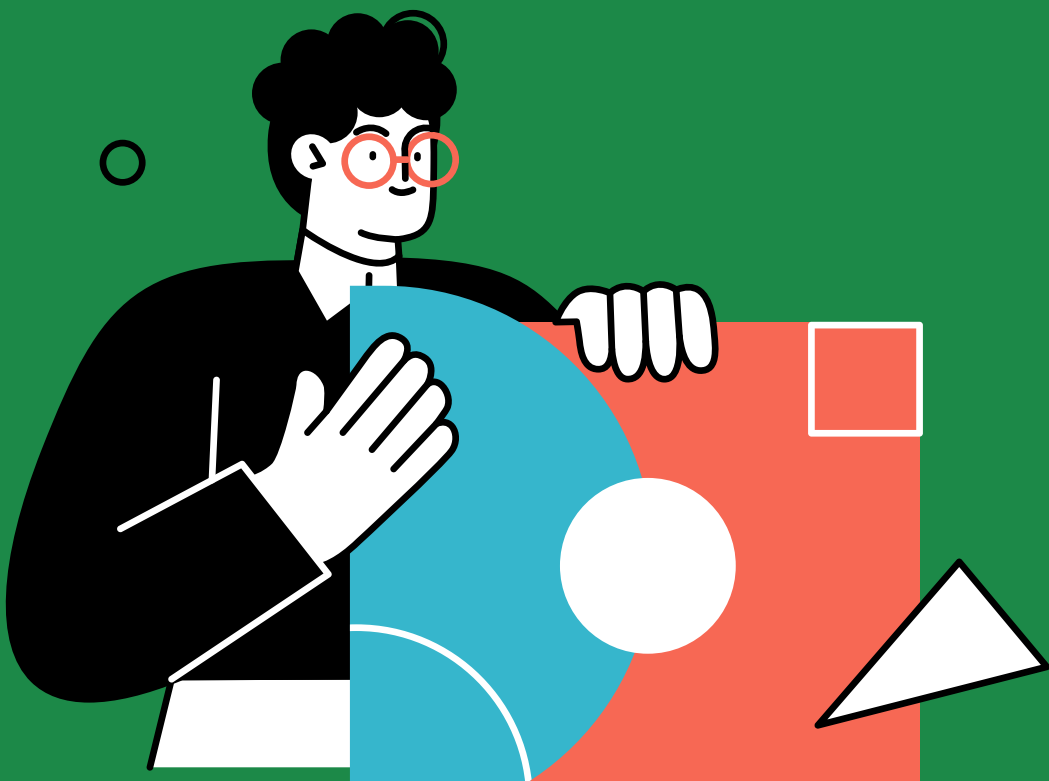
These resources will help companies continuously learn the latest concepts, adopt best practices, and accelerate internal capacity building.

# BRAND REPUTATION:

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## Enhance your employer brand and attract diverse talent.

Winning the Belonging Awards will significantly boost a company's reputation in the talent market and public opinion, demonstrating its commitment to diversity, inclusion, and employee care. Award-winning companies can leverage the honor in their employer branding efforts, deepening job seekers' and employees' identification with the company culture. This not only helps attract more outstanding talent from diverse backgrounds—improving recruitment competitiveness—but also enhances the pride and loyalty of current employees, creating a positive word-of-mouth effect. In the long term, a strong employer brand will convert into commercial goodwill, earning greater public trust and market esteem.



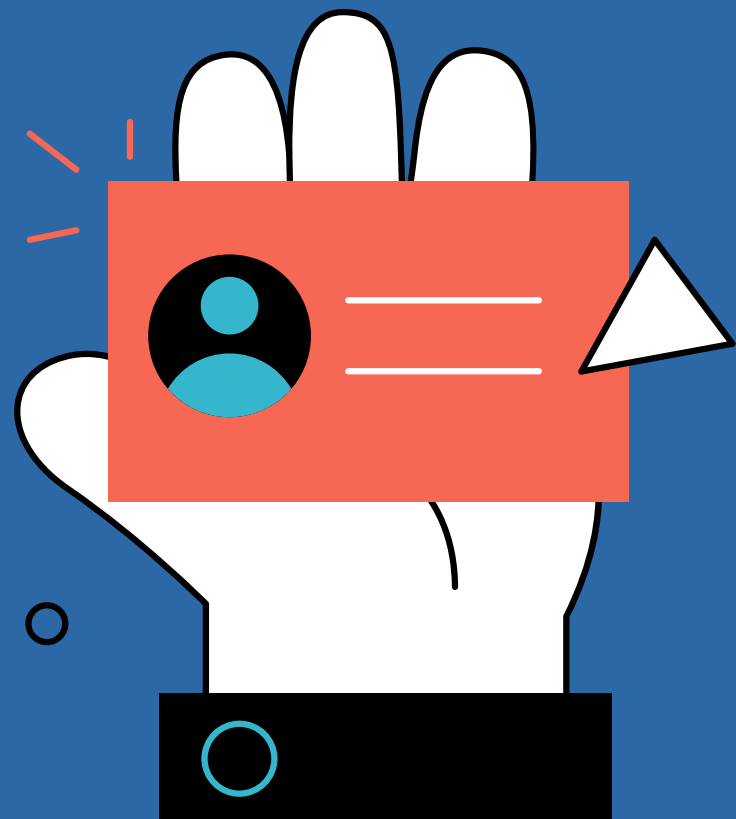
A Leading-Scale, Authoritative, Comprehensive,  
and In-Depth DEIB Evaluation and Excellence

Recognition Program



Application link is

<https://2025.deib.co>



# SHOWCASE YOUR COMPANY'S OUTSTANDING SENSE OF BELONGING AND DEIB PRACTICES FOR ALL TO SEE AND EXPERIENCE

As a leading employer branding research institution—the Employer Branding Institute—we are dedicated to advancing the development of Diversity, Equity, Inclusion, and Belonging (DEIB). The 2025 “Belonging Awards” aim to identify and honor those employers who truly place “Belonging” at the core and have achieved exceptional success in building superior DEIB practices. Award-winning companies will fully demonstrate their DEIB values, impact, and human resource management capabilities.

The 2025 “Belonging Awards” will evaluate companies based on their investments and practices in DEIB, employing extensive research, strict evaluation criteria, quantitative data, and expert reviews. This process will comprehensively showcase each employer's value and influence in fostering a sense of belonging, as well as their overall excellence in DEIB philosophy and practice—ultimately enhancing the brand presence of award-winning employers and promoting best practices in cultivating outstanding belonging.



# DEIB EMPOWERS COMPANIES TO ADDRESS KEY CHALLENGES AND DRIVE SUSTAINABLE DEVELOPMENT

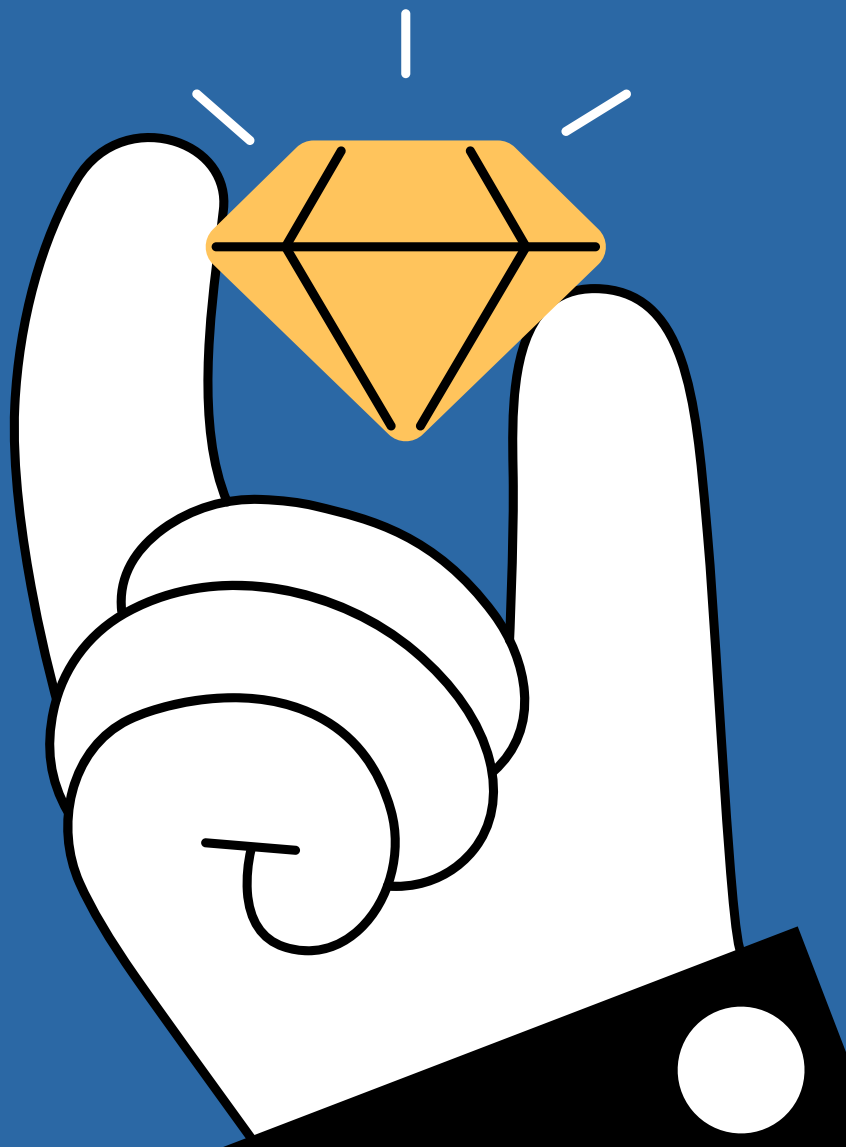
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The development of DEIB (Diversity, Equity, Inclusion, and Belonging) has become a focal point for an increasing number of companies striving to boost their competitiveness and achieve sustainable growth. It not only helps organizations effectively control costs, enhance marketing effectiveness, and increase organizational agility, but also significantly strengthens their employer brand attractiveness, resolves workforce management challenges, and elevates overall HR capabilities.



# WHAT **COMPETITIVE ADVANTAGES** CAN A DEIB

(DIVERSITY, EQUITY, INCLUSION,  
AND BELONGING) STRATEGY  
BRING TO AN ORGANIZATION?





# COSTS

When minority and marginalized groups feel disrespected, unaccepted, or lack a sense of belonging, employee motivation, engagement, and satisfaction are significantly affected:

01.

The pressure to assimilate for minority groups drains the energy that employees could otherwise invest in enhancing their work performance.

02.

A lack of belonging may lead to mental health issues (such as stress, anxiety, and depression), which in turn increases healthcare costs and absenteeism.

03.

When employees feel undervalued or lack a sense of belonging, their intention to leave increases, resulting in higher recruitment and training costs.

04.

By fostering belonging and ensuring that employees feel accepted and appreciated, companies can reduce turnover and lower the high costs associated with employee departures and mental health issues.



# MARKETING

Companies that embrace DEIB enjoy a competitive edge in marketing:

01.

A diverse workforce is better positioned to understand and meet the needs of different customer groups.

02.

Employees from varied backgrounds can provide deeper insights into the decision-making processes and preferences of specific community segments.

03.

Members of minority groups are often more adept at understanding the decision dynamics within their own “subcultures.”

04.

Many customers prefer to engage with companies that understand their cultural backgrounds and values—DEIB helps establish this connection.

05.

Companies that actively showcase their DEIB values can attract a broader customer base, thereby expanding market reach. Employees are more inclined to proactively understand customer needs, improve satisfaction, and ultimately drive business growth.



# EMPLOYER BRAND

Integrating DEIB into corporate culture and practices can significantly enhance an employer's brand:

01. Companies that actively promote DEIB are more attractive to talent from diverse backgrounds.
02. This approach resonates with younger generations who expect open, inclusive, and belonging-oriented work environments.
03. It helps create a positive employer reputation, making the company more competitive in attracting and retaining top talent.
04. An enhanced sense of belonging fosters greater employee loyalty and commitment to supporting their employer over the long term, turning them into active advocates who help amplify and reinforce the employer brand.



# FLEXIBILITY

Implementing a DEIB strategy increases an organization's flexibility and adaptability:

01. Homogeneous companies might cling to rigid business models, making it difficult to swiftly adapt to changing market conditions.

02. DEIB encourages a diversity of opinions and ideas, enabling organizations to assess risks and opportunities more comprehensively and make more agile decisions.

03. A diverse and inclusive organizational structure is more receptive to innovation and change.

04. DEIB strategies promote the consideration of multiple solutions, cultivating tolerance and adaptability. As a result, employees are more willing to embrace change, and the organization can respond more flexibly to external challenges and market fluctuations, performing better in the face of uncertainty.



# CREATIVITY

Diverse perspectives are a crucial source of innovative thinking:

01.

Different backgrounds and experiences contribute to more innovative team decisions by often integrating unconventional solutions.

02.

An environment that encourages inclusion and belonging can unleash employees' creativity, breaking free from the constraints of a singular cultural framework.

03.

By strengthening the sense of belonging within an organization, employees who feel accepted and respected are more courageous in expressing their genuine ideas, thereby effectively sparking creativity and driving innovation.



# PROBLEM-SOLVING

DEIB enhances both the ability and quality of problem-solving:

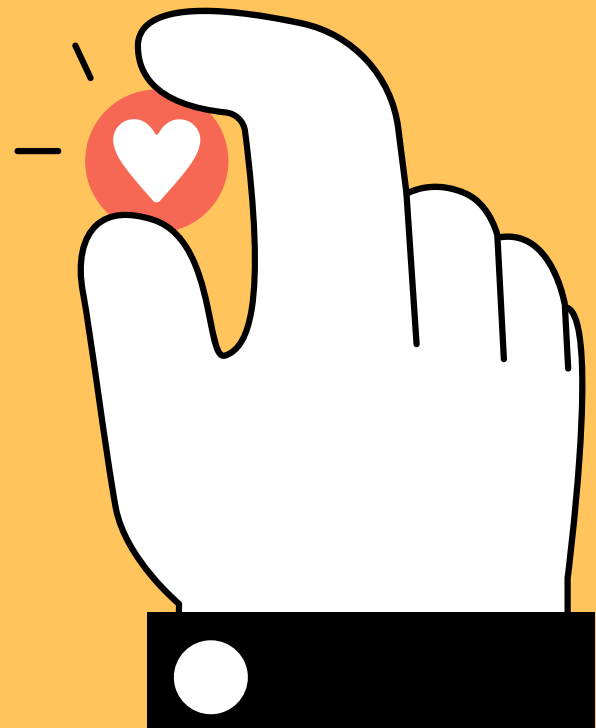
**01.** Although homogeneous teams may sometimes reach consensus more quickly, diverse teams are generally better at identifying creative and higher-quality solutions.

**02.** A diverse team brings together a wider range of expertise and experience, enabling them to analyze and solve problems from multiple angles.

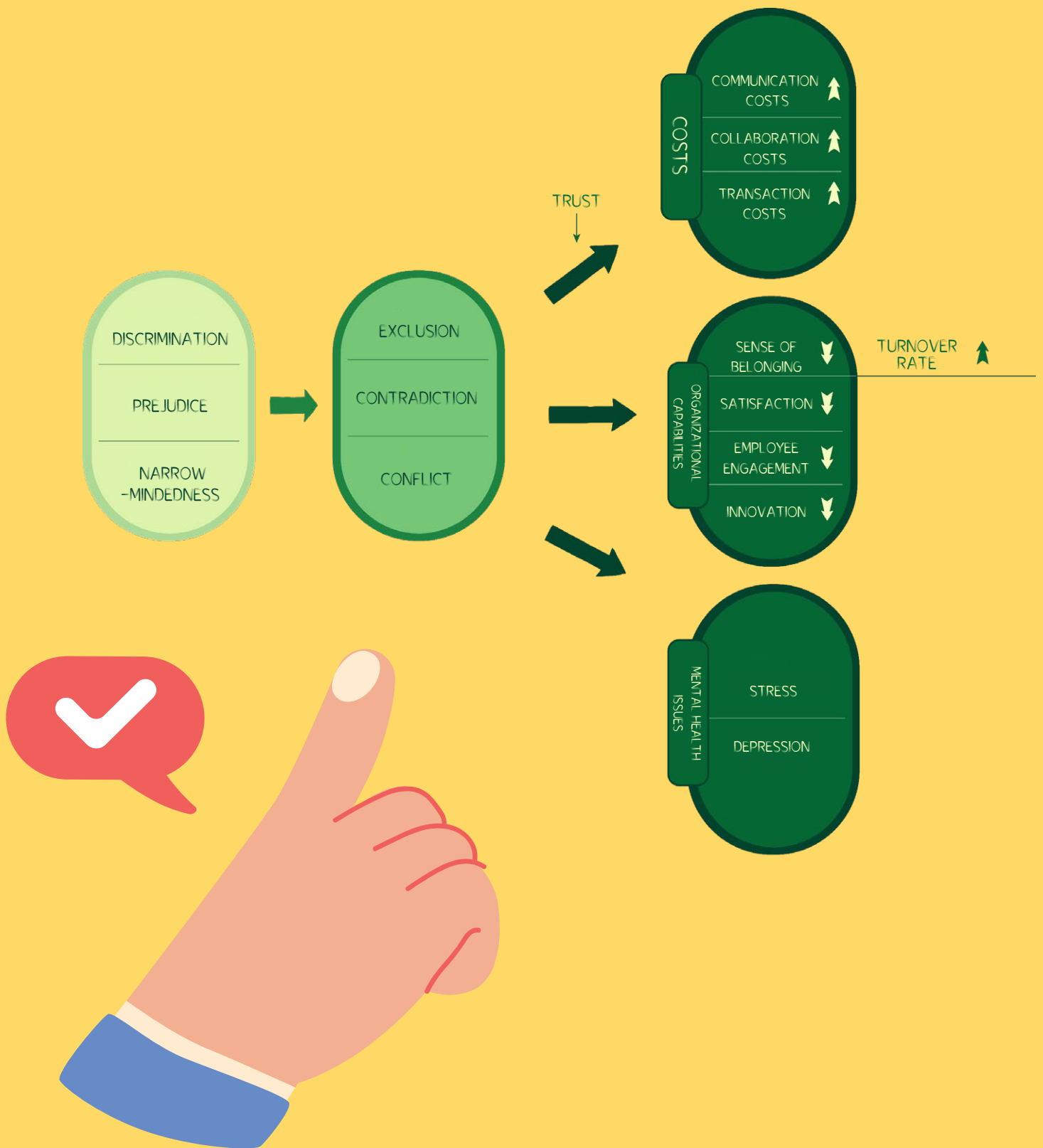
**03.** An inclusive culture encourages employees to voice different perspectives and challenge the status quo, which helps uncover potential risks and superior solutions.

**04.** A heightened sensitivity to opportunities and risks, combined with unique insights from employees of different backgrounds, provides the company with a stronger entrepreneurial edge.

**05.** By evolving from DEI to DEIB, companies not only address these challenges but also create a work environment where every employee feels a sense of belonging, is respected, and is empowered—leading to sustainable success.



# If there is a lack of belonging and no DEI





# BENEFITS



Recognizing and commend-  
ing employer's DEIB  
initiatives and practices.

01.



Assisting employers in  
understanding the current  
status of their DEIB invest-  
ments and developments.

03.



02.

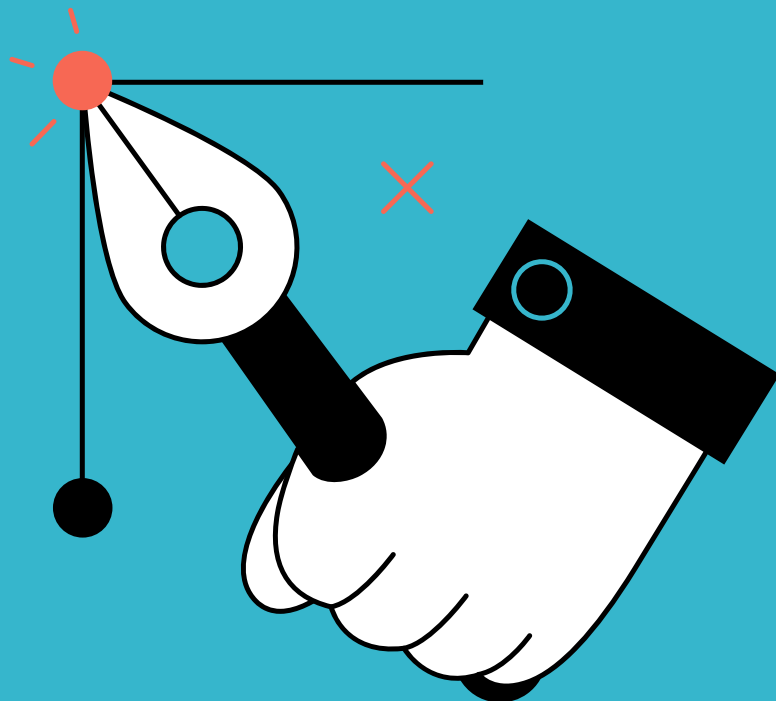


Promoting the dissemination  
of excellent DEIB practices  
and enhancing employer  
brand image.

04.



Empowering organizations  
to build their own core  
DEIB competencies and  
influence.



# PROMOTION PLATFORMS

01.

The Employer Branding Institute and its affiliated online platforms and social media channels have a daily total of 40,000 page views.

02.

The Employer Branding Institute and its affiliated entities precisely target 300,000+ enterprise HR professionals, mid-to-senior-level candidates, and university graduates through EDM (Email Direct Marketing).

03.

Offline case sharing and online live broadcasts reach over 10,000 enterprise HR professionals and candidates.

04.

Hundreds of media outlets provide direct coverage of the award-winning companies in the competition.

05.

Through an extensive network of 6,000+ QQ groups, WeChat groups, Weibo influencers, and other channels in over 1,200 universities nationwide, the message reaches an audience of over 3 million.



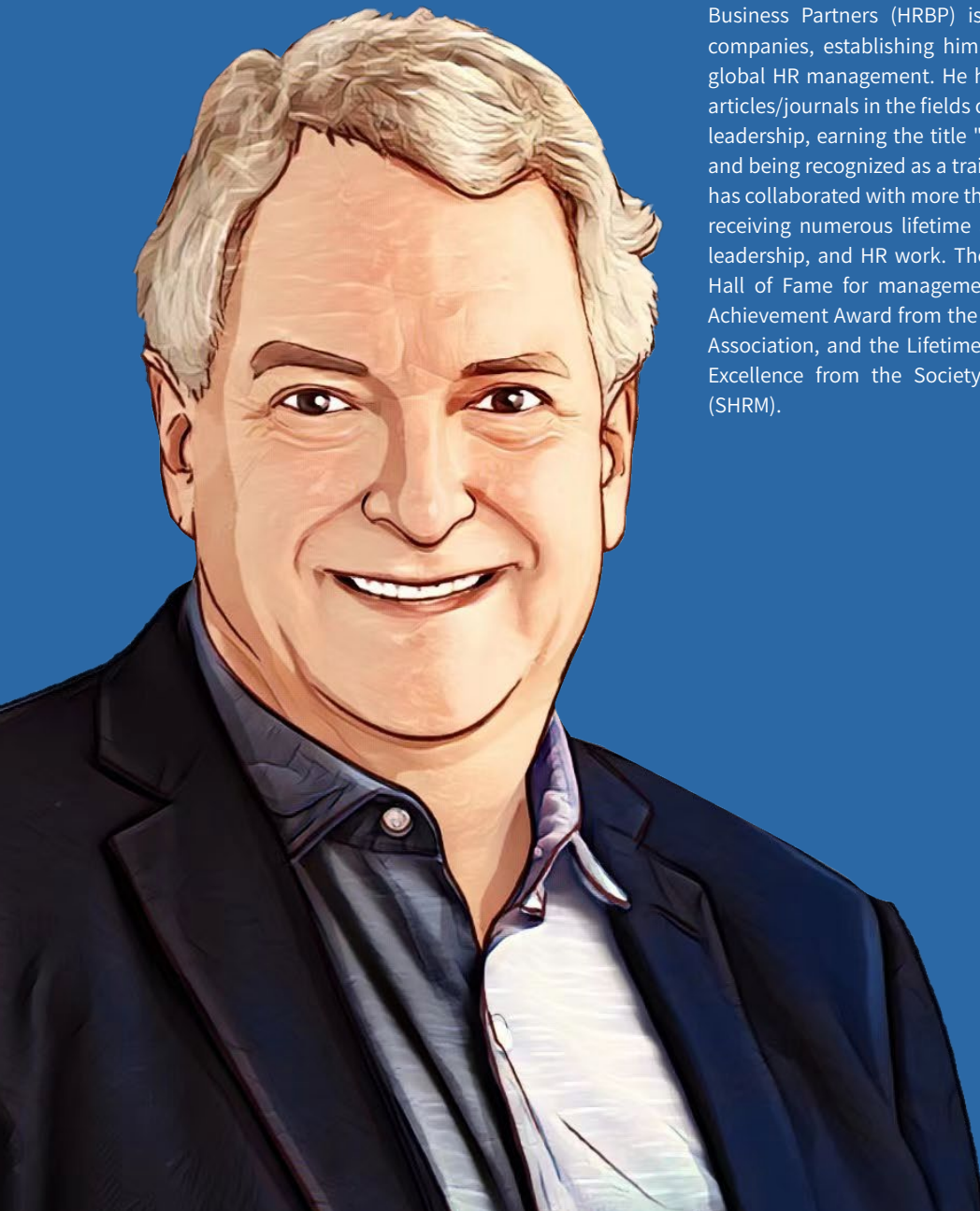
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# EXPERT COMMITTEE

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## Dave Ulrich Father of Modern HR

David Ulrich, a pioneer of modern human resource management theory, is a professor at the Ross School of Business at the University of Michigan. He was the first to propose the concept of "Human Resources" (HR) and is ranked as the most popular management guru in a Business Week survey, ahead of notable figures like John Kotter and Peter Drucker. Ulrich's three-pillar model of HR Shared Service Centers (HR SSC), HR Centers of Expertise (HR COE), and HR Business Partners (HRBP) is widely adopted by leading global companies, establishing him as a foundational figure in modern global HR management. He has published over 30 books and 200 articles/journals in the fields of human resources, organization, and leadership, earning the title "Father of Modern Human Resources" and being recognized as a trailblazer in HR management theory. He has collaborated with more than half of the Fortune 200 companies, receiving numerous lifetime achievement awards in organization, leadership, and HR work. These include the first-ever Thinkers 50 Hall of Fame for management thinkers, the Warner Stockberger Achievement Award from the International Personnel Management Association, and the Lifetime Achievement Award for Professional Excellence from the Society for Human Resource Management (SHRM).



## Richard Mosley Father of Employer Brand

Richard Mosley is a world-renowned pioneer and authority in employer brand management with 25 years of experience in brand management and HR consulting. He has led employer brand projects for global corporations such as British Petroleum, Coca-Cola, Ferrero, GlaxoSmithKline, HSBC, Lego, L'Oréal, Pepsi, Banco Santander, Unilever, and the World Food Programme. His new book "Employer Brand" has been officially published as a bestseller and hailed by The Sunday Independent as "the most insightful and far-sighted management book of the past five years." Mosley regularly speaks globally on employer branding and is frequently featured in leading media outlets like Harvard Business Review, The Wall Street Journal, and The Financial Times.







## Suprinice Ma Academic Stream Leader (Human Capital Management) of HKU ICB

Former Director of Organisation Development and Change Management  
Asia Pacific Division, Colgate Palmolive  
Former HR Director of Colgate Greater China  
Founder of the CHANGES model for organizational

Ms. Suprinice Ma has profound Human Resources Management and Organisation Development (OD) experience, with leadership roles from Colgate, Shell and General Motors, and she has more than 25 years of extensive management experience.



## Anson Tang Director, emlyon business school - Global HR & Organization Innovation Center (GHOIC), Executive Director of HRflag, Certified ESG Specialist from the Chartered Financial Analyst Institute (CFA).

Dr. Tang has more 20 years' experience in Human Resource with a PhD in Management from the University of Montpellier, France, a master's degree in innovation management from the Australian National University and a master's degree in business administration from Huazhong University of Science and Technology. He also holds a postgraduate diploma in organization and human resources management from the University of Hong Kong and as well as a certificate in the "Science of Well-Being" program from Yale University. He is the author of 10 bestsellers on computer and HR Management and 2 books of paintings. His book "Future Thinking of HR", "Mission of HR" and "The Future of HR" are called "The Future Trilogy of HR", and was ranked No.1 in the new book list of HR category by Amazon and he also published a collection of HR thought pictures titled "Beyond the Mountain" and "Hesitation". He led the research and publication of dozens of large research reports and rankings, including Global HR Technology Trends, Global Talent Selection Trends, and Global Employer Branding Trends. In 2022, he co-authored the new book "AI Ethics and Security" and translated "The Complete Guide to Total Rewards". In 2023, he published On Values – "The Ultimate Power of Organizations" and is set to release his upcoming work, "108 Things HR Cannot Do".

Dr. Tang also serves as a guest lecturer for the HR and AI course at the Chinese Business School (ICB) of the University of Hong Kong (HKU) and is an internationally certified Senior Professional in Human Resources (SPHRi™) by the Human Resource Certification Institute (HRCI®).



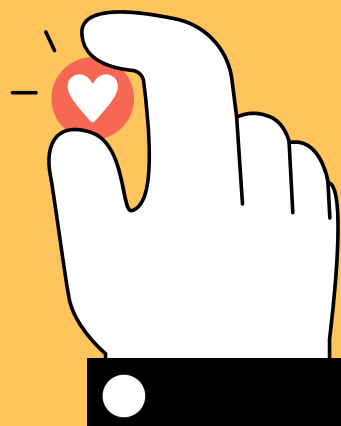
## Ocean Fu Head of Employer Branding Institute

Ocean Fu is the head of the Employer Brand Research Institute and a co-founder of WINGS, a leading employer brand architecture firm in China. With nearly 20 years of experience in various fields of marketing and project management in cities like Toronto, Shenzhen, and Shanghai, Fu has served as the marketing and sales director of Shanghai's most popular website for foreigners. She has extensive experience and expertise in creative communication and brand cultivation. In the HR and employer brand fields, Fu has spent many years researching and has led marketing for North Asia at renowned recruitment firms Robert Walters and Kelly Services, a Fortune 500 company. She has pioneered benchmark projects in the HR industry using innovative and cross-disciplinary marketing strategies. Fu has also led project teams of over 30 people in employer brand projects for Fortune 500 and large local companies, receiving widespread acclaim in the industry. She is dedicated to influencing the marketing strategies in the HR industry, adept at solving HR issues with marketing tactics, and is a dual expert in HR recruitment and corporate brand cultivation. Fu aims to promote marketing and creative thinking in the HR industry and has been instrumental in developing the WINGS integrated marketing platform for employer branding.



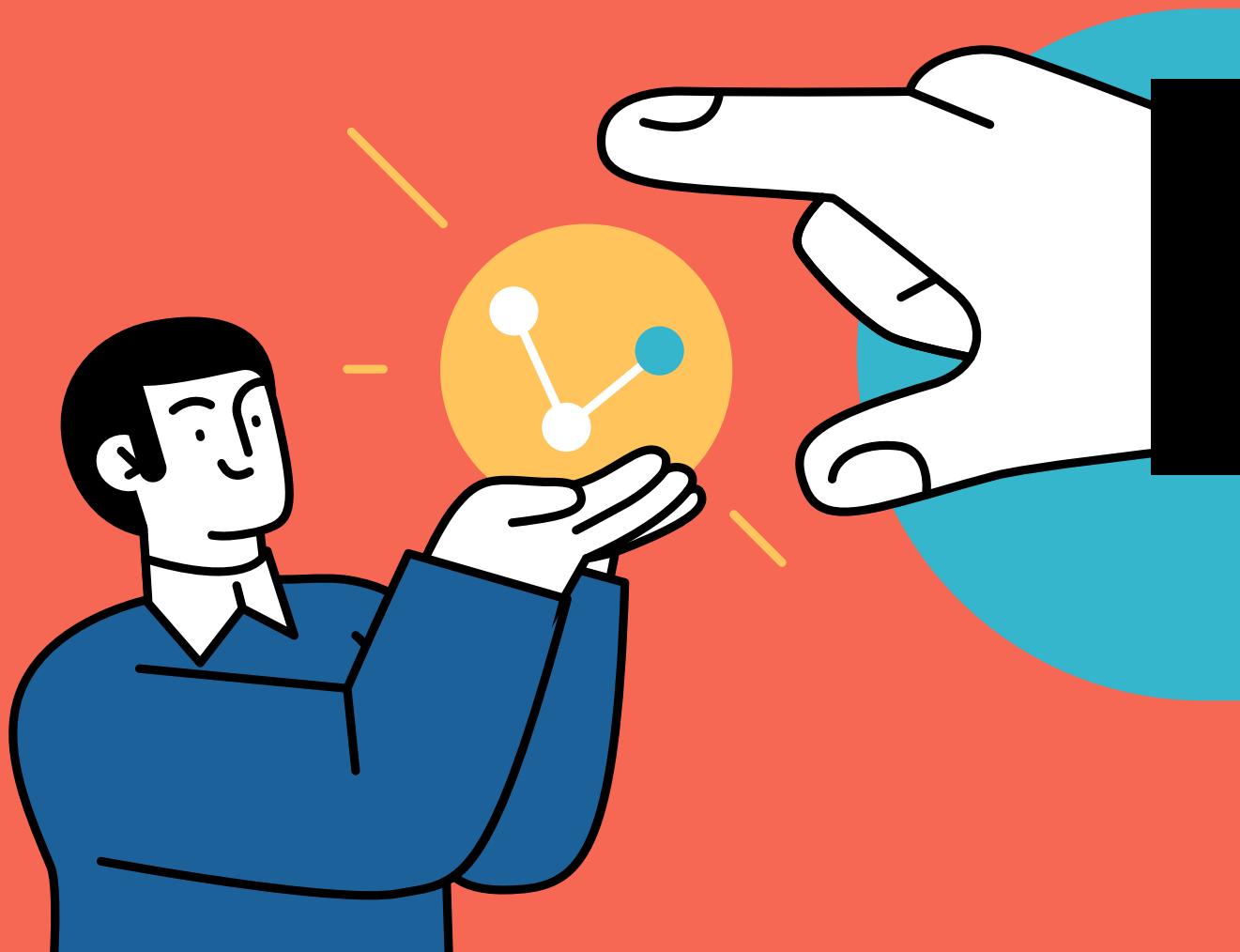
## Johannes Dong General Manager of HRflag

Johannes Dong, a Master of Business Administration from Shanghai Jiao Tong University and a certified talent intermediary, has served as a human resources executive in joint-stock commercial banks and HR business organizations. He is a seasoned recruitment expert who has provided high-end recruitment consulting to over a hundred Chinese and foreign renowned companies, including Roche, Maersk, ACNielsen, Danone, Siemens, Kohler, and Fosun. Dong has been interviewed by various media outlets like The Financial Times, Yangzi Evening News, Shenjiang Service Herald, Shanghai People's Radio, and Shanghai TV. He is also a member of the First Financial Elite Program's esteemed career master group.



# APPLICATION TIMELINES

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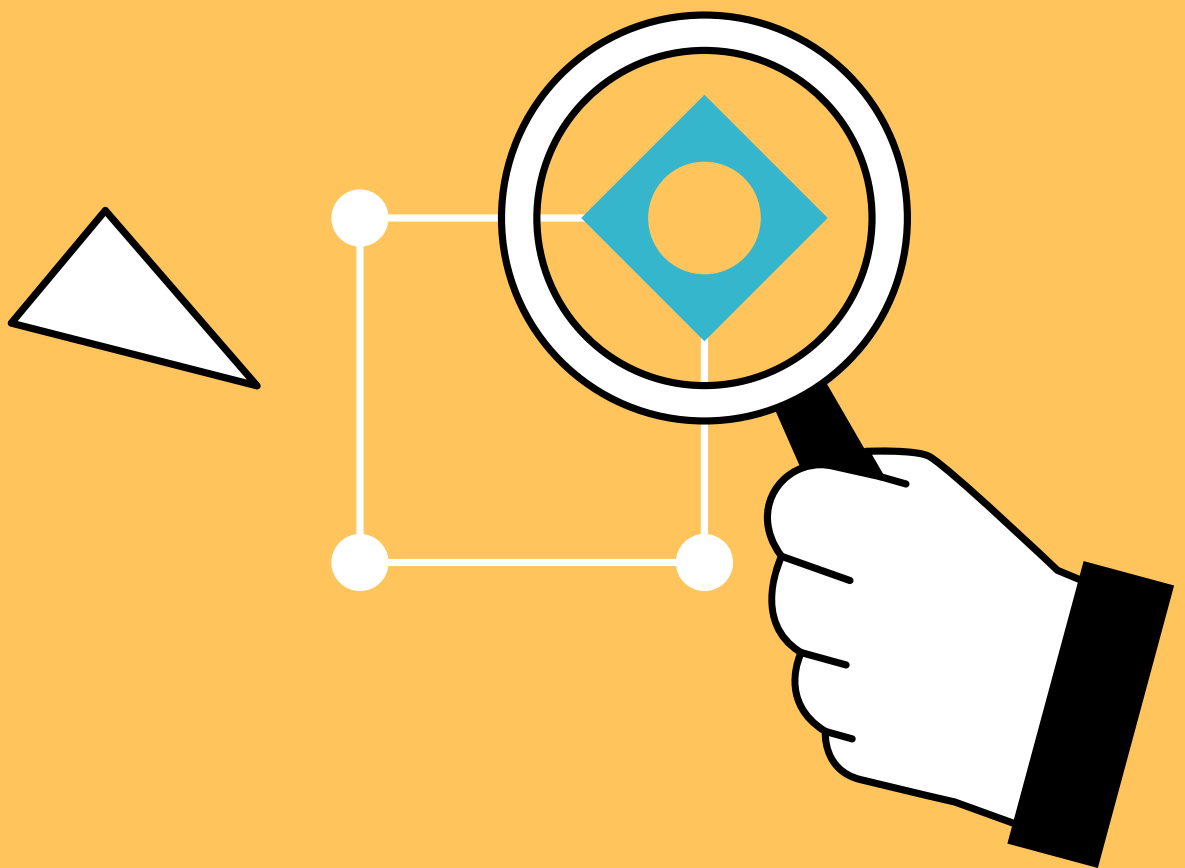
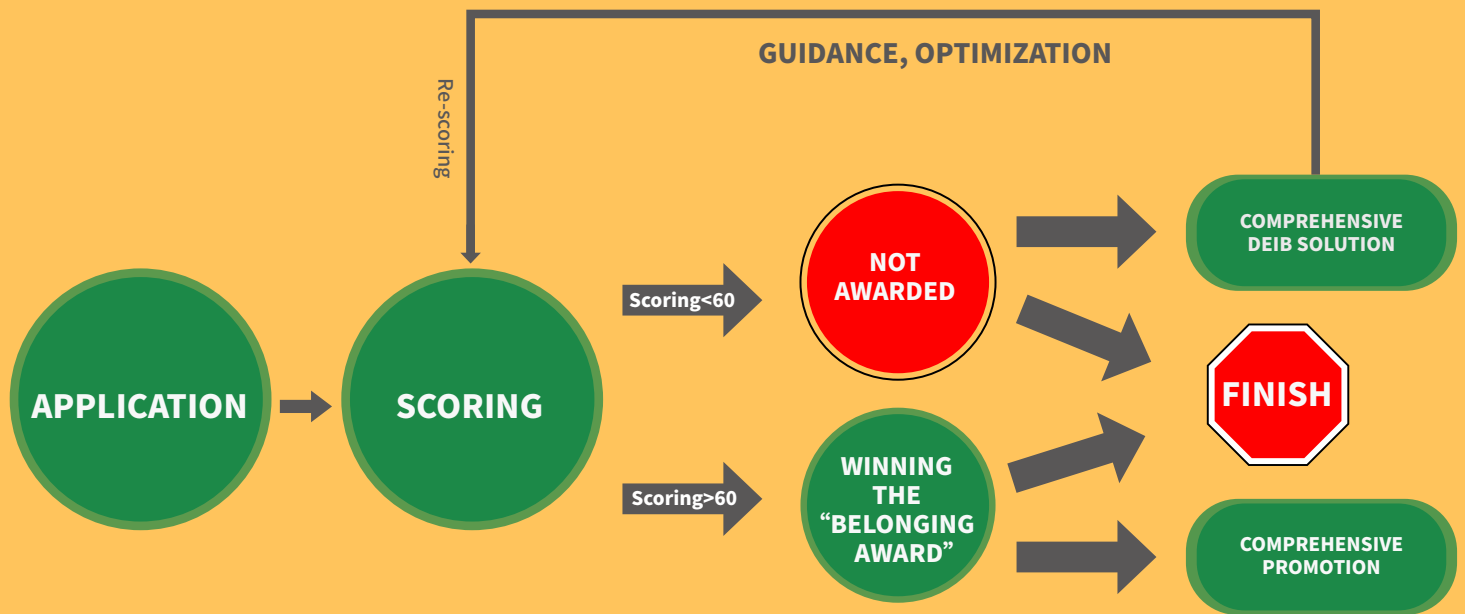
ANNOUNCEMENT TIME

**2025.08.25**

THE LOCATION:  
**SHANXI · DATONG**



# APPLICATION PROCESS

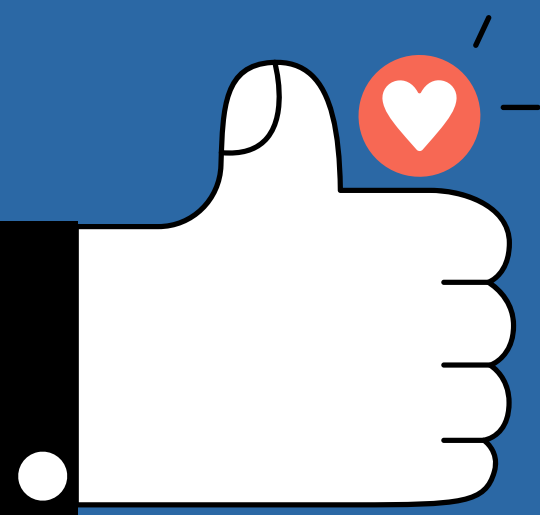


# REVIEW OF PREVIOUS SESSIONS

Awarded Enterprises of 2024 DEI Employer® Awards

	JLR	Carlsberg	TECH	MERCK 默克	LYB LyondellBasell
RC REMY COINTREAU Terror, people and time	Marriott INTERNATIONAL	PLANSEE	TCL	Linde	Cargill
Valeo	NOVARTIS	GHG GoBroad Healthcare Group 高博医疗集团	伊利	DECATHLON 迪卡侬	SMBC 三井住友银行(中国)有限公司
Bristol Myers Squibb 百时美施贵宝	Mosaic 美盛	DAIMLER TRUCK	covestro	AVA 安盛	康师傅控股
BEIJING FANUC	汤臣倍健	AHLSTROM	爱士惟 AISWEI	阳光电源 SUNGROW	AVNET
KEYONG 凯洁电商	Autoliv	国泰世华银行 Cathay United Bank	BOE	ARLANXEO	videsco TECHNOLOGIES
SUNTORY GLOBAL SPIRITS	RHI MAGNESITA	JM Johnson Matthey Inspiring science, enhancing life	FRESENIUS KABI	思爱普 SAP	VFS 威孚仕 VFS GLOBAL
MODERN FARMING 现代牧业	Air Liquide	Jinko Solar	IKEA	亿滋 Mondelez International 亿滋 Mondelez	INRAM 英迈中国
RÖHM TRADITIONALLY INNOVATIVE	BAYER	MINI SOU	AMEC	KERRY	浙江五洲新春集团股份有限公司
汇丰 HSBC	GENTHERM 捷温科技	XINGYUN GROUP 行云集团 Polibeli Group	GEA Engineering for a better world.	康龙化成 PHARMARON	ASTRONERGY
Envision	ups	TEXAS INSTRUMENTS	MEGAP&C	B/S/H/	M&G 晨光文具
Amway 安利	Lilly	L'ORÉAL CHINA	EAT·N Powering Business Worldwide	蒙牛	LACOSTE
FESTO	SONY	Neusoft	商汤 sensetime	RWS	cytiva
SKF	SHURE	星云开物 StarThing	菊乐 JULE	TCT 交控科技 TRAFFIC CONTROL TECHNOLOGY	Engma
吉尼斯世界纪录 Guinness World Records	groupm	sanofi			

\*Companies in no particular order





# REVIEW OF PREVIOUS SESSIONS

Listed Enterprises of top 100 DEI Employer® 2024

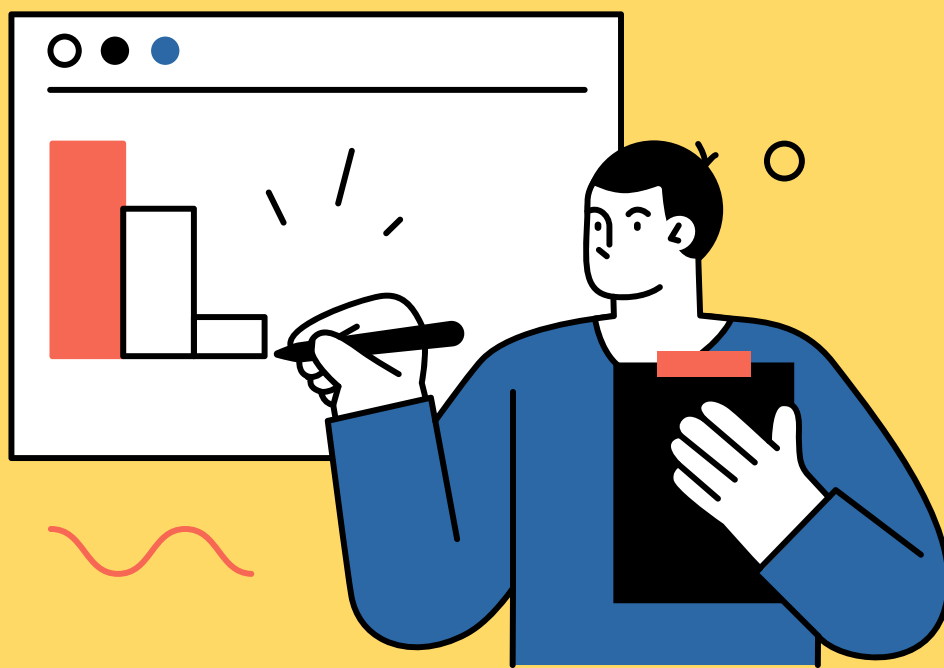
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1		11		21		31		41	
2		12		22		32		42	
3		13		23		33		43	
4		14		24		34		44	
5		15		25		35		45	
6		16		26		36		46	
7		17		27		37		47	
8		18		28		38		48	
9		19		29		39		49	
10		20		30		40		50	
51		61		71		81		91	
52		62		72		82		92	
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56		66		76		86		96	
57		67		77		87		97	
58		68		78		88		98	
59		69		79		89		99	
60		70		80		90		100	





## PARTICIPATION RIGHTS

	Standard version	Premium version
Application fees	RMB30,000	RMB60,000
Enter the “Belonging Awards” Nominee List	√	√
DEIB Data and Information Collection Analysis	√	√
Data Analysis and Scoring	√	√
Hyper Analysis and Learning System for Diversity, Equity, and Inclusion	√	√
Ultra Agent for Diversity, Equity, and Inclusion	√	√
Trophies, Medals (e.g., for winners)	√	√
Advanced customized version of benchmark analysis report		√
DEIB Expert Consultation, Analysis, and Diagnostic Meeting (Online)		√
Global Media Communication Plan	100 Chinese Media Outlets 150 Overseas Media Outlets	200 Chinese Media Outlets 300 Overseas Media Outlets
Outdoor Advertising Communication Plan (USA, New York · NASDAQ Big Screen)	Form a matrix for joint promotion with the logos of other award-winning organizations	10-second exclusive full-screen advertisement video promotion & forming a comprehensive matrix promotion together with the logos of other award-winning organizations





MEMBER OF THE EMPLOYER BRAND INSTITUTE

## GET THE RIGHT OF FREE APPLICATION FOR AWARDS

		Non-member Price	Standard Membership Price	Premium Membership Price
	Standard Version	30,000	Free	Free
	Premium Version	60,000	30,000	Free
	Standard Version	30,000	Free	Free
	Premium Version	60,000	30,000	Free
	Standard Version	30,000	Free	Free
	Premium Version	60,000	30,000	Free
	Standard Version	5,000	2,500	Free
	Standard Version	5,000	2,500	Free

### MEMBER COMPANIES HAVE THE FOLLOWING MEMBERSHIP RIGHTS

Employer Brand Masterclass	Direct Lectures by Leading Experts like the Father of Employer Branding, Richard Mosley
In-depth Employer Brand Workshop	Over 30 Employer Brand Executive Expert Sessions throughout the year, covering Beijing, Shanghai, Guangzhou, and Shenzhen
Employer Brand Learning Cloud	China's largest Employer Brand Learning Cloud, with over 11,000 minutes of online learning videos
Employer Brand Research Reports	The world's largest Employer Brand document sharing platform, offering free access to over 5,000 related reports
Visits to Fortune 500 Companies	In-depth exchanges and discussions with benchmark enterprises regarding comprehensive Employer Brand development
Systematic Employer Brand Management Courses	Cutting-edge domestic Employer Brand management courses integrating theory with practical application
Exclusive WeChat Mini Program for Members	Tailored for members, providing an instantly deployable mobile toolbox.
.....	.....





# COMPREHENSIVE DEI SOLUTIONS



## Awards



## DEIB System Auditing

Evaluation of 104 Data Indicators  
Assessment of 80 System Documents



## DEIB Data and Benchmarking Services

(DEIB Situational Data and Industry Comparison)



## DEIB Assessment Services

- Organizational Fairness Perception Evaluation
- Diversity Awareness Assessment
- Inclusive Awareness Assessment
- Inclusive Leadership Assessment



## Guidance on DEIB Cultural Development



## Inclusive Leadership Development Programs and Inclusive Leadership Expert Certification



## Customized Tool Services for DEI Development Projects



## DEI Hyper Advanced Analytics and Learning System



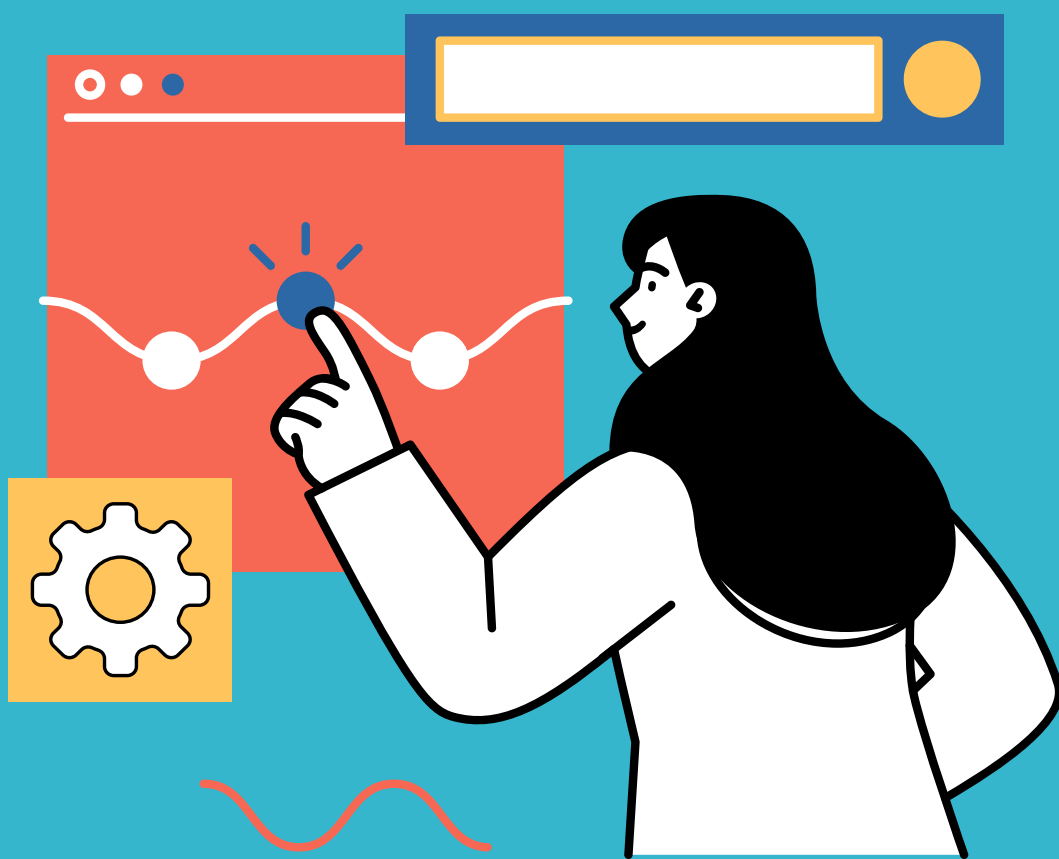


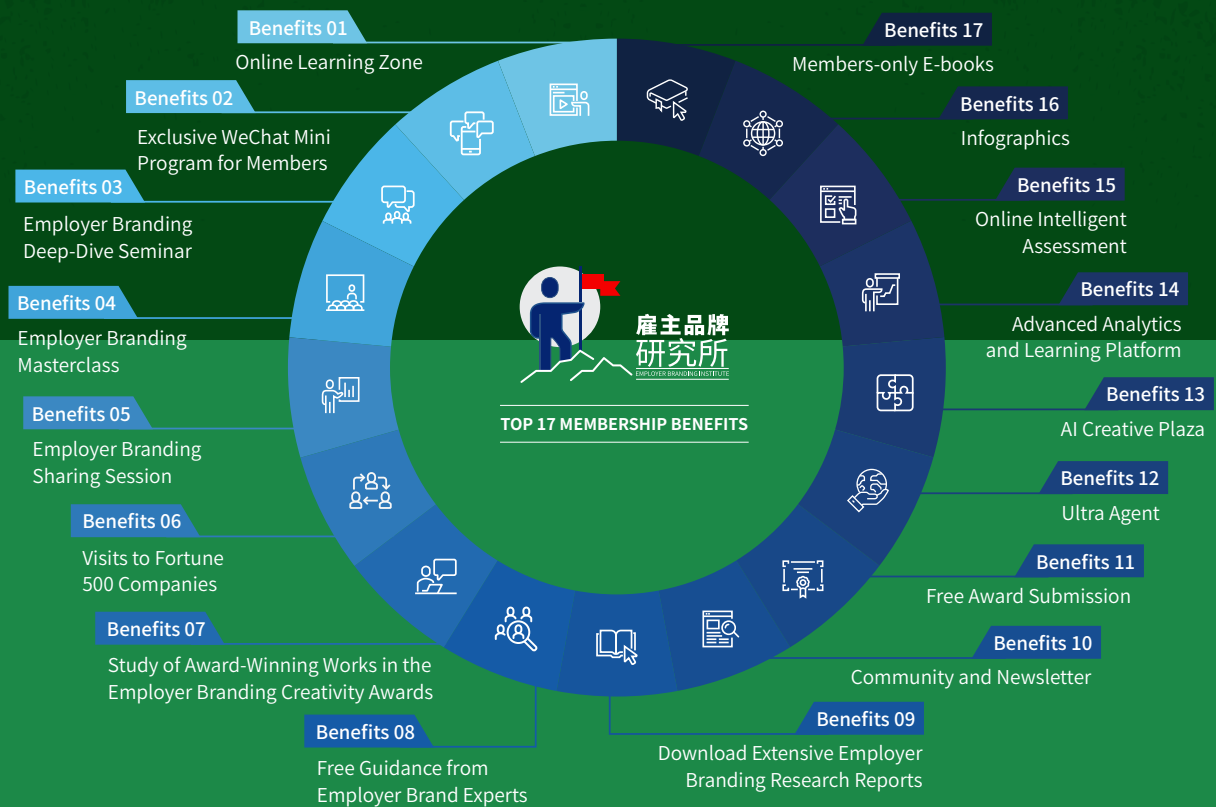


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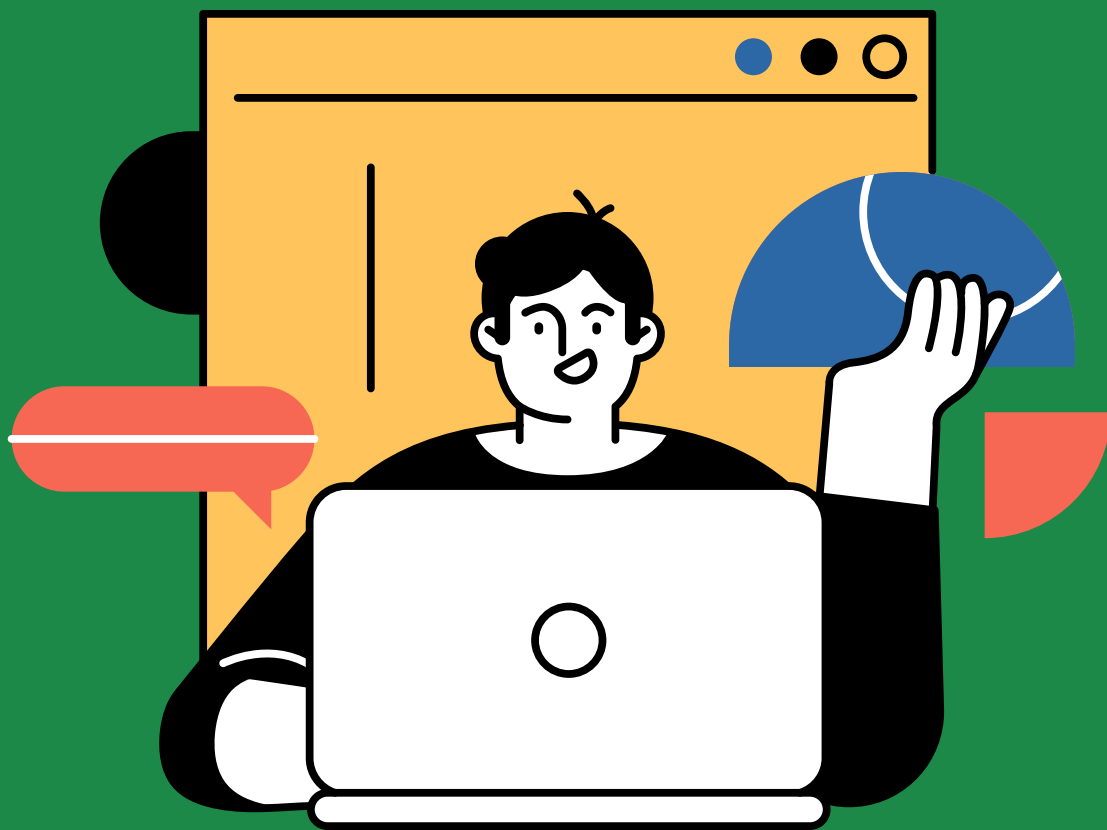
China's Leading  
Membership-based Employer  
Brand Learning Community

# Encyclopedia and Guidebook for Corporate Employer Branding





Welcome to log in to <https://www.ebiglobal.cn/> to learn more about the membership details of the Employer Brand Institute





The Employer Branding Institute (EBI) is a leading research institution in the field of employer branding, bringing together global authorities and HR experts such as Simon Barrow, the originator of employer branding, and Richard Mosley, known as the "Father of Employer Branding." EBI serves over 2,000 clients worldwide, including more than 300 Fortune Global 500 companies. The institute operates across five major business lines:

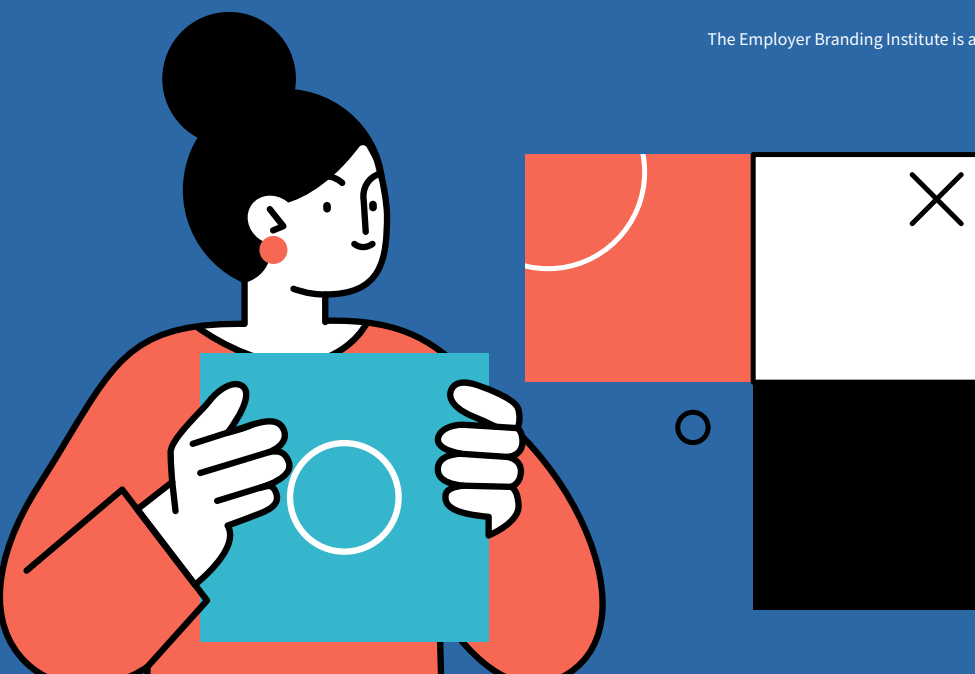
**Employer Branding Creative Competition and Festival:** EBI's flagship global event attracts over 1,000 leading companies annually, celebrating employer branding creativity.

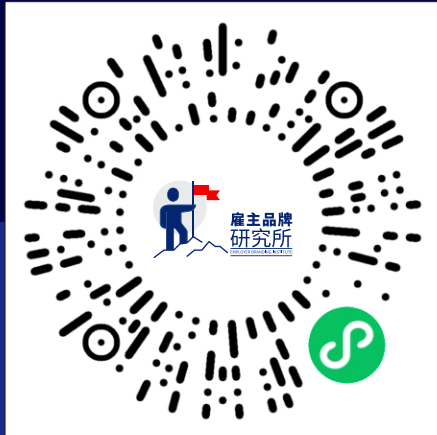
**Comprehensive DEI Solutions:** EBI offers cutting-edge Diversity, Equity, and Inclusion (DEI) solutions through seven key services, including the DEI Employer Awards and Top 100 DEI Employers list, DEI system assessments, DEI data and benchmarking services, DEI evaluations, DEI culture-building guidance, inclusive leadership development programs, inclusive leadership expert certification, and customized DEI development tools. As a pioneer in employer branding and DEI, EBI has published multiple research reports, including the DEI Employer Guide, 2024 Global DEI Compliance Guide, DEI Trends and Case Studies, and the Employer Branding Executive Guide.

**Well-being and EHS Solutions:** EBI provides comprehensive solutions for workplace well-being and Environment, Health, and Safety (EHS) management.

The remaining two business lines focus on membership services and certifications. EBI currently has over 400 paid corporate members, most of whom are Fortune 500 and industry-leading companies. The institute also assists global enterprises in obtaining international certifications such as ISO 30415, ISO 30414, and ISO 45003.

The Employer Branding Institute is a joint brand of HRflag and Wild Theory.





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