



# Ethical Rules: For Investors and Employees in Education

**Transformation from values to value**



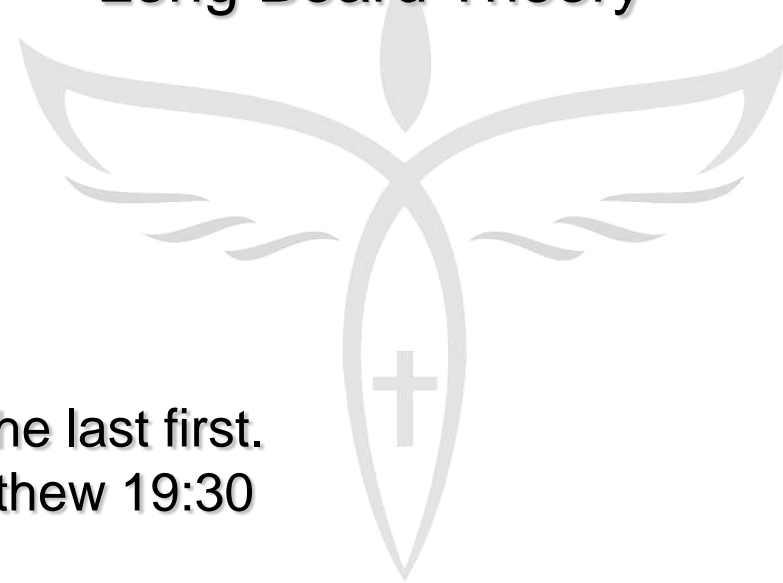
## Ethical Rules 1: Laggard has priority

- Laggard has priority



Long Board Theory

But Many who are first will be last, and the last first.  
Matthew 19:30



## Ethical Rules 2: Values has priority

- Money has no priority, interest has no priority, but “ values” has.
- Investing in right education with the right ways.



## Ethical Rules 3: Implementation has priority

- It is a debate.
- Open your hands, close mouth.
- Educators deny the ethical buildings before they walk out of a class.



## Ethical Rules 4: Ethics has priority

- Ethics is more important than capabilities.
- Before you do the right thing, you should be a right person.



Cases from KBC which will verify the fruits from the ethical rules.



## Case1: Horse Farm to Medical Center



- Mr. Su Hui, Juvenile Physical Education Center
- Social service foundation: Equestrian and Behavior Psychological Program

## Case 2: Bring Spring





## Case 3: Keep away from pollution

- Mr. Zhu Bin
- From Battery Pollution to Solar products。



# Conclusion

- These are all sustainable social companies;
- It is not one time donation purely by money;
- New generation entrepreneurs are creating a power with strong responsibilities: innovation and caring;
- They are making a better world and a better China!



# Thank You!



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