

Sustainability Strategy

Based on the Corporate Social Responsibility (CSR) philosophy of “fullest sincerity and win-win development”, China Mobile built the “CSR SIGnal” model. In an effort to promote social development and meet people’s growing needs for a better life, we fulfilled our economic, social and environmental responsibilities by taking six main actions to pursue smart, inclusive and green (SIG) development, contributing “mobile” power to a sustainable future.

China Mobile's "CSR SIGnal" Model



CSR Philosophy

Fullest sincerity and win-win development. China Mobile strives to demonstrate the best nature of itself, its people and its resources with fullest sincerity. While pursuing sustainable growth of the enterprise (self-actualization), we leverage our strengths to contribute to the sustainable development of our economy, society and environment (win-win development).

Six Main Actions

Leading integrated innovation, Promoting ICT applications in all industries, Growing together with employees, Improving well-being of local communities, Practicing low-carbon operation, Offering innovative environmental-friendly solutions