

BEING PEOPLE-ORIENTED TOGETHER FOR WELLBEING

## SUSTAINABLE DEVELOPMENT REPORT 2016 OF SINO-OCEAN GROUP





## 報告簡介

2010 年以來，遠洋每走過一個絢麗的年頭，都會伴隨着一本社會責任報告的誕生。從滿腔熱情摸索前進到一路收獲漸成體系，連續 6 本社會責任報告的發佈系統地反映了遠洋的可持續發展狀況和認真履行企業公民責任的努力。

2016 年，伴隨着遠洋集團煥然新生的品牌形象和定位，我們在一如既往堅持追求經濟、社會與環境效益平衡的基礎上，將《環境社會與管治》指標的精髓融入健康運營管理的過程中，由此也煥發出企業社會責任更為廣博和深刻的內涵。於是，我們將《社會責任報告》升級為《可持續發展報告》，用充滿熱情與真心的誠意感激過去的每一步脚印，用更有方法和能力的努力回歸人與社會原本的需求，用不斷探索和變革的自信期待更溫馨和廣闊的發展與改變。

來吧，和我們一起。回歸人本，實現價值。

## 時間範圍

報告時間跨度為 2016 年 1 月 1 日至 12 月 31 日，部分內容追溯至以往年份。

## 發佈周期

本報告為年度報告，是遠洋集團連續發佈的第 7 份報告，上期報告已於 2016 年 6 月發佈。

## 報告範圍

本報告以遠洋集團控股有限公司為主體，涵蓋公司所屬事業部、項目、附屬公司。

## Overview

In each and every brilliant year since 2010, Sino-Ocean has publicly reported its corporate social responsibility performance. From the passionate exploration onset, it has gradually developed its own social responsibility system with outstanding results achieved along the way. Sino-Ocean's six social responsibility reports have systematically reflected how the Group carried out sustainable development and earnestly fulfilled its responsibilities as a corporate citizen.

Sino-Ocean remains committed to striking a balance between economic, social, and environmental benefits. With a new brand image and new positioning, Sino-Ocean incorporated the essence of "environmental, social and governance (ESG)" criteria into its healthy operations in 2016, demonstrating the increased breadth and depth of its corporate social responsibility. Given all these, we have upgraded our Corporate Social Responsibility Report to Sustainable Development Report to passionately and truly appreciate every step we have taken and show our stronger capability of working hard to satisfy original needs of people and society in better ways, as well as hope for a better world by continuous confidence in exploration and reform.

Come on and join us. Let's realize our value always with people in mind.

## Time Frame

The report spans from 1 January 2016 to 31 December 2016 and also integrates some content from previous years.

## Release Cycle

This is the seventh yearly report published by Sino-Ocean. This report is published on an annual basis and the previous one was published in June 2016.

## Scope of Report

This report focuses on operations of Sino-Ocean Group Holding Limited and also covers those of its business units, project units, and subsidiaries.

## 編制依據

本報告根據香港聯交所《環境、社會與管制報告指引（HK—ESG）》、全球報告倡議組織（GRI）《可持續發展報告指南（G4）》和中國社科院《中國企業社會責任報告指南（CASS—CSR3.0）》等標準要求編寫。

## 數據來源

除特殊說明，本報告所引用的財務數據來源於經過審計的《遠洋集團控股有限公司年報》，其它數據來源於遠洋集團內部正式文件及相關統計。

## 稱謂說明

為便於表述，報告中的“遠洋集團”、“遠洋”、“集團”、“我們”、“公司”均指代“遠洋集團控股有限公司”；“遠洋之帆公益基金會”、“遠洋之帆”、“基金會”均指代“北京遠洋之帆公益基金會”。

## Basis of Preparation

This report is prepared in accordance with the Environmental, Social and Governance Reporting Guide (HK-ESG) published by Hong Kong Stock Exchange, Sustainability Reporting Guidelines (G4) by Global Reporting Initiative (GRI), and Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 3.0) by the Chinese Academy of Social Sciences (CASS).

## Data Sources

Unless otherwise specified, financial data cited in this report come from the audited Sino-Ocean Group Holding Limited Annual Report. Other data are derived from Sino-Ocean's internal official documents and related statistics.

## Description of Appellations

For easier expression, "Sino-Ocean Group", "Sino-Ocean", "Group", "we", and "Company" all refer to "Sino-Ocean Group Holding Limited" in the report and "Sino-Ocean Charity Foundation", "Sino-Ocean Charity", and "Foundation" all refer to "Beijing Sino-Ocean Charity Foundation".

## How to Get the Report

You may download electronic version of the report from the official website of Sino-Ocean Group Holding Limited (www.sinooceangroup.com). If you want a hardcopy report or have any comments or suggestions, please contact us via the following means:  
Address: 31 Floor, Tower A, Ocean International Center, 56 Dongsihuanzhonglu, Chaoyang District, Beijing  
Tel.: 86-10-59293377  
Fax: 86-10-59299877  
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Hong Kong address: Suite 601, One Pacific Place, 88 Queensway, Hong Kong  
Investor relations email: ir@sinooceangroup.com



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## 遠洋的 2016 Sino-Ocean in 2016

協議銷售（人民幣 百萬元） Contracted sales (RMB million)	50,380
營業額（人民幣 百萬元） Revenue (RMB million)	34,551
納稅額（人民幣 百萬元） Taxation (RMB million)	4,062
土地儲備（平方米） Landbank (sq. m.)	21,699,000
覆蓋城市（個）／交付可售面積（平方米） Cities covered (cities) / Saleable GFA delivered (sq.m.)	19 / 2,325,000
2016 年新增綠建項目面積（平方米） 2016 green building project area added (sq.m.)	1,847,401
客戶滿意度（％） Customer satisfaction (%)	66
服務住戶數（戶） Number of households served (units)	144,100
供應商總數（家） Total number of suppliers (units)	8,000+
員工總數（不含保安保潔等物業人員） Total number of employees (excluding security and cleaning and other property management staff)	7,563
基金會及帶動社會捐贈額（人民幣 百萬元） Foundation and social donation amount (RMB million)	66.01
志願者人數 Number of volunteers	1,209
志願者服務時間（小時） Number of hours of voluntary services (hours)	32,168

## 行政總裁致辭 MESSAGE FROM CHIEF EXECUTIVE OFFICER



遠洋集團董事局主席、行政總裁李明

Li Ming, Chairman of the board of directors and Chief Executive Officer of Sino-Ocean Group

李明

## 回歸人本 共築健康 BEING PEOPLE-ORIENTED TOGETHER FOR WELLBEING

2016 年，無論對遠洋自身的發展進程，還是可持續發展的探索和努力而言，都是有里程碑意義的標誌性的一年。

在過去的二十餘年，遠洋樹立了一個通過產品與服務，實現對客戶、對合作方承諾的“可靠的夥伴”形象，也成為眾多遠洋人心中揮之不去的記憶。2016 年 6 月 16 日，我們在北京舉辦品牌煥新新聞發佈會，正式提出遠洋要做“建築健康”的企業，品牌定位由“可靠的夥伴”向“價值實現”轉變。

“建築健康”，“建築”是動詞，意為“構建”、“實現”，表示遠洋致力於建設一個健康的企業。

“價值實現”成為遠洋新的品牌定位，而價值的實現就是實現健康的生活。“可靠的夥伴”依然可靠，但它將更有能力和方法，更具象和落地。圍繞“價值”，我們以更多元化的產品、服務與體驗為載體，實現利益相關方當下與未來價值的最大化。

2016 is a monumental year and a landmark in the development of the Sino-Ocean and in its sustainable development commitments.

Over the past two decades, Sino-Ocean has established itself as "a reliable partner" thanks to its quality products and services, fulfilling its commitment to customers and partners and making those days unforgettable to many Sino-Ocean people. On 16 June 2016, we held in Beijing a new branding press conference where we officially put forward Sino-Ocean's resolution to be a company engaging in "healthy construction" and transform its brand positioning from "a reliable partner" to "value realization".

In "health constructing", "constructing" means the verb "building" and "realizing" represents Sino-Ocean's commitment to building itself as a healthy business. "Value realization" has become the Group's new brand positioning and means achieving a healthy life. "A reliable partner" remains dependable but will be more capable, resourceful, and down-to-earth. With a focus on "value", we will maximize stakeholders' current and future value by providing more diversified products, services and experience.





一切改變的核心都是圍繞着一個關鍵詞而發生——“人”。過去的“以人爲本”是關注人有没有房子可以居住的基本需要，而現在和未來的“回歸人本”是關注居住者的健康。只有人們需要的改變、客戶需要的改變，才是有價值的改變。我們以此作爲奮鬥目標，並在實踐上全力以赴。

我們從美國引入 WELL 健康建築標準，促進本地化的同時在全國範圍內進行推廣和應用，將 WELL 標準在遠洋各項目落地，加強研究，推動健康人居實驗室進程，在建築全生命周期實施健康準則。

Every and all changes revolve around "people". "People-oriented" was about meeting people's basic needs for shelters in the past, but at present and in the future, relates to health of occupants. Changes are valuable only when they reflect what our customers and people need. We take this as a goal and do our utmost to achieve it.

We have introduced WELL, healthy buildings standards of the United States. We work to drive its localization while promoting and applying it across China. The WELL standards have been applied to Sino-Ocean's various projects. We ramp up efforts to conduct research, promote the building of WELL Living Lab, and adhere to health guidelines throughout the lifecycle of buildings.

我們正視和面對環境，發展健康、綠色的建築，投入了大量的時間和資源用於減少項目的能源消耗，減少環境污染，讓建築、人和環境和諧共生，協調發展。

我們更加注重非財務數據的營運情況，全面履行企業公民角色，在經濟利益、社會責任和環境保護三者之間努力實現平衡，推動經濟、社會可持續發展。

我們作爲“建築健康”的先行者，致力與政府、員工、合作夥伴及客戶攜手，共同推動建築朝着更健康的方向發展，共築健康，實現人、建築、環境乃至整個社會的可持續發展。

We face up to surroundings and work to develop healthy, green buildings. We have invested a lot of time and resources to reduce energy consumption and environmental impact of our projects. In doing so, we allow buildings, people and the environment to coexist in a harmonious manner and achieve coordinated development.

We focus more on operations irrelevant to financial data and are playing the role of a responsible corporate citizen who endeavors to strike a balance between economic benefits, social responsibility and environmental protection to promote sustainable economic and social development.

As a leader in "healthy construction", we are committed to work with governments, employees, partners and customers to promote the development of healthier buildings, build health and wellness, and achieve sustainable development of people, buildings, environment and society.



2016 年 6 月 16 日，《一起改變 開啓健康生活時代》遠洋品牌焕新新聞發佈會現場，李明行政總裁發表主題演講

On June 16 2016, at the press conference of Acting for Change Usher in the Healthy Lifestyle, Li Ming, CEO, delivered keynote speech



## 關於遠洋

也許你也發現了，今天的遠洋和之前不太一樣了。

我們不再以“遠洋地產”一統天下，而是發展成爲以“遠洋集團”爲核心，輔之以“遠洋地產”、“遠洋商業”、“遠洋服務”、“遠洋資本”和“遠洋營造”5個業務品牌共同組成的組合群。

我們依然視各利益相關方爲“可靠的夥伴”，但我們還不斷激勵自身將更多的專業能力與精力投入到實現其“共同價值”的努力之中。從做一個健康的企業出發，開啓並實現健康生活時代。

我們在創造經濟效益的同時，更加注重非財務數據的運營情況，從“人”的需求出發，真正面對所在的環境。

我們把遠洋的現在放在這裏，等待着你和我們一起，發現更多的不同。

## ABOUT US

Maybe you have also found that Sino-Ocean is not quite what it was before.

We are no longer well known only as "Sino-Ocean Real Estate". Instead, we have developed into a combination of five business brands, namely, "Sino-Ocean Real Estate", "Sino-Ocean Commercial Property", "Sino-Ocean Service", "Sino-Ocean Capital", and "Sino-Ocean Construction" with "Sino-Ocean Group" as the core.

We still stick to the value of being "a reliable partner" of our stakeholders. But we go even further than that by constantly motivating ourselves to devote more expertise and effort to the achievement of "shared value". We will reappear as a healthy company to usher in an era of healthy lifestyle.

We pay more attention to operations irrelevant to financial data while creating economic benefits. Guided by needs of "people", we face up to our surroundings.

This is where Sino-Ocean is now, and we are waiting for you to discover more differences together with us.

遠洋國際中心 A 座（北京）  
Block A, Ocean International Center (Beijing)

遠洋集團總部大廈  
Headquarter of Sino-Ocean Group



簡介與城市佈局

PROFILE AND PROJECT DISTRIBUTION

遠洋集團創立於 1993 年，並於 2007 年 9 月 28 日在香港聯合交易所（“聯交所”）主板上市（股份代號 03377.HK）。截至 2016 年 12 月 31 日，遠洋集團已發行總股份數目約為 75 億股，主要股東為中國人壽保險股份有限公司（02628.HK）、安邦保險集團股份有限公司。

遠洋集團以“為中高端城市居民及高端商務客戶創造高品質環境”為使命，致力於成為以卓越房地產實業為基礎，具有領先產業投資能力的投融資集團，業務範圍包括中高端住宅開發、城市綜合體和寫字樓開發投資運營、物業服務、社區 O2O、養老產業、醫療產業、共享辦公、房地產基金、股權投資、資產管理和海外投資等。憑藉一貫優質的產品及專業的服務，已在全國樹立了“遠洋”品牌的知名度和美譽度。

遠洋集團在中國高速發展的城市及城市群中，擁有超過 80 個處於不同開發階段的房地產項目。截至 2016 年 12 月 31 日，土地儲備達到約 21,699,000 平方米，其中約 95% 位於一、二線城市。

Founded in 1993, Sino-Ocean Group was listed on the Main Board of the Hong Kong Stock Exchange (stock code: 03377. HK) on 28 September 2007. As at 31 December 2016, Sino-Ocean Group had a total issued number of shares of approximately 7,500 million, whose major shareholders include China Life Insurance Company Limited (02628.HK) and Anbang Insurance Group Co. Ltd.

Sino-Ocean Group prides itself on striving to "create quality living environments for mid- to high-end urban citizens and high-end business clients". We aim to build upon our proven track records in real estate development and grow into investment and financing group that excels in industrial investments. Our scope of business includes mid- to high-end residential property development, investment and operation of urban property complexes and offices, property services, community O2O, pension industry, medical care, shared offices, real estate funds, equity investments, asset management and overseas investments. "Sino-Ocean" is a brand name with nationwide reputation as a provider of consistent quality products and professional services.

Sino-Ocean Group currently owns more than 80 projects in different stages in rapidly growing Chinese cities and metropolitan regions. As at 31 December 2016, we had a land reserve of approximately 21,699,000 sq.m. of which approximately 95% were located in tier-one and tier-two cities.

	項目數目 No. of project	總樓面面積（平方米） Total GFA (sq.m.)	土地儲備（平方米） Landbank (sq.m.)
東北地區 Northeast Region	9	8,458,000	4,581,000
京津冀地區 Beijing-Tianjin-Hebei Region	33	13,050,000	9,299,000
華中地區 Central Region	17	4,711,000	3,820,000
華南地區 Southern Region	23	7,979,000	3,999,000



## 品牌架構煥新與組織機構優化 REFRESHMENT OF BRAND STRUCTURE AND OPTIMIZATION OF ORGANIZATION STRUCTURE

法律名稱小變化  
Small changes in  
legal name

順應第四步發展戰略實施的需要，本公司由“遠洋地產控股有限公司”更名為“遠洋集團控股有限公司”，借此改變過去專注房地產的形象，鮮明地表達出公司正向有限多元化發展的態勢。

To comply with the needs of the fourth step development strategy, the company changed its name from "Sino-Ocean Land Holdings Limited" to "Sino-Ocean Group Holding Limited", to change the past focus on real estate, which vividly expresses the Company is in pursuit of limited pluralism.

品牌架構大升級  
Brand structure upgrade

法律名稱的小變化直接引致品牌結構的大升級。公司從過往“遠洋地產”一統天下的兩級品牌架構升級為以母品牌“遠洋”為核心，集團、業務與產品的三級品牌架構，集團品牌發展成為“遠洋集團”和 5 個業務品牌共同組成品牌組群。

Small changes in the legal name will directly lead to the upgrading of the brand structure. The Company has upgraded itself from the past two-level brand structure where "Sino-Ocean Land" played the dominant role to the three-level brand structure with the parent brand "Sino-Ocean" as the core, complemented by group, business and products. Our brand grows to be a cluster consisting of "Sino-Ocean Group" and other five business brands.



## 品牌架構 BRAND STRUCTURE

一級/集團層級  
Level 1/ group level

遠洋集團控股有限公司  
SINO-OCEAN GROUP HOLDING LIMITED



遠洋集團

二級/業務層級  
Level 2/business  
level



住宅開發

Residential development



不動產開發投資

Investment property  
development



客戶服務

Customer service



房地產金融

Real estate finance



產品營造

Product construction



遠洋地產



REAL ESTATE



遠洋商業



COMMERCIAL  
PROPERTY



遠洋服務



SERVICE



遠洋資本



CAPITAL



遠洋營造

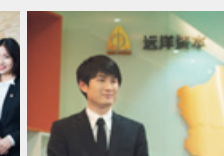


CONSTRUCTION

三級/產品與服務層級  
Level 3/products and  
services level

產品與服務品牌

Products and services brands





組織架構顯優化

爲了落實這一系列的變化和升級，我們在組織架構上也進行了調整和優化。我們撤銷了技術成本中心，將設計、工程、安全、品質採購及供應商管理等職責納入產品營造事業部，成本等職責納入經營管理中心，組織架構與業務發展更爲契合。

Organizational structure optimization

To implement the above changes and upgrades, we have accordingly adjusted and optimized the organizational structure. We have scrapped the Technology Cost Center and incorporated responsibilities like design, engineering, safety, and quality into the product construction business unit and responsibilities such as cost, procurement and supplier management into the operation management center to better align the organizational structure with business development.



## 企業管治 CORPORATE GOVERNANCE

董事局及本集團管理層承諾實現及保持高水平企業管治，我們認為這是確保本公司之廉潔營商環境和維持投資者對本公司信心的關鍵因素。

由董事局負責帶領公司達成目標，制定發展戰略，定期檢討組織構架，監控業務活動及管理層表現，以保障及提升本公司及其股東利益。

於 2016 年 12 月 31 日，董事局由十五名董事組成，包括六名執行董事、四名非執行董事以及五名獨立非執行董事。董事局設有四個董事局委員會以監督本公司的特定事務，即審核委員會、薪酬委員會、提名委員會及投資委員會。各董事局委員會的職權範圍及工作細則均詳細載有其各自的權力及責任。

有關本集團企業管治及董事局的更多資料，請參閱本公司網站 ([www.sinooceangroup.com](http://www.sinooceangroup.com)) 及香港交易及結算所有限公司的網站 ([www.hkexnews.hk](http://www.hkexnews.hk)) 刊發的 2016 年年報。

我們將股東周年大會和股東特別大會視為重要事件，股東通過股東大會行使自身權利，保證股東的權益及權利。我們也設立了投資者關係部，以保證雙向溝通、回應股東及公眾人士的查詢、保護中小投資者的利益。

按照監管機構對信息披露的相關規定，堅守高度披露的準則，在合理、切實可行的範圍內，定期或隨時對特殊事實情況進行真實、準確、完整、合規的披露，使公眾能平等、適時及有效地取得所披露消息。

The Board and the management of the Group are committed to achieve and maintain high standards of corporate governance, which we consider to be critical in safeguarding the integrity of the Company's operations and maintaining investors' trust in the Company.

The Board is responsible for leading the Company to achieve the corporate goals, formulating the development strategy, regularly reviewing the organizational structure, and monitoring the business activities and the performance of management so as to protect and maximize the interests of the Company and its shareholders.

As at 31 December 2016, the Board comprised fifteen Directors, including six executive Directors, four non-executive Directors and five independent non-executive Directors. The Board has set up four board committees, namely, the audit committee, the remuneration committee, the nomination committee and the investment committee for overseeing particular aspects of the Company's affairs. Each of these committees has terms of reference and operating rules which set out in detail their respective authorities and responsibilities.

For more information on the Group's corporate governance and the Board, please refer to our Annual Report 2016 which can be accessed on the Company's website ([www.sinooceangroup.com](http://www.sinooceangroup.com)) and the website of Hong Kong Exchanges and Clearing Limited ([www.hkexnews.hk](http://www.hkexnews.hk)).

We regard the annual general meeting and extraordinary general meeting as important events and shareholders exercise rights through general meetings to ensure the realization of their interests and rights. We have also set up the Investor Relations Department to allow for a two-way communication, respond to enquiries from shareholders and the public, and protect the interests of small and medium investors.

The Group adheres to high standards with respect to the disclosure of information in accordance with regulators' relevant provisions on information disclosure. To a reasonable and practicable extent, the Group discloses special facts in a true, accurate, complete, and compliant



我們堅持依法合規、誠信經營的工作原則，在 2014 年獲得了穆迪、標普、惠譽三大國際權威評級機構給出的投資級評級。期冀在自願、平等的基礎上建立良好的合作關係，下屬多家公司連續多年保持信用等級 AAA 級，保持着良好的成長性。經濟合同履約亦始終保持 100%。

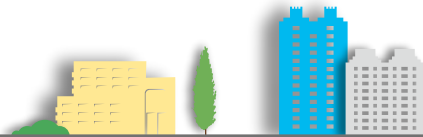
我們在員工勞務合同中明確羅列反商業賄賂條款，專項設置了監察崗位。在所有中高管人員必須簽署的《中高管行為準則》中明確說明了反商業賄賂和反商業腐敗的內容。

manner regularly or at any time so that the public can have equal, timely, and effective access to the disclosed information.

Sino-Ocean got its credit rating from three major international credit rating agencies Moody's, S&P, and Fitch in 2014 thanks to its adherence to the principle of compliance with laws and integrity management. We expect to establish good relationships on a voluntary and equal basis. Given this, it should be no wonder that many of our affiliated companies with consistently good growth maintain an AAA credit rating for many years. Compliance rate of business contracts stays at 100%

We have clearly specified anti-bribery provisions in employment contracts and set up special supervision posts. Anti-bribery and anti-corruption provisions are clearly stated in the Middle and Senior Management Code of Conduct that all mid- and senior-level executives must sign.

案例 CASE



2016 年，集團開展各類廉潔從業專項宣講 5 次，直接聽課人數 320 餘人。監察模塊與內部審計模塊聯合開展了招投標等專項檢查工作，2016 年全年核查違紀綫索 52 件，處理違紀人員 58 人次，對違反回避制度、主觀舞弊、利益輸送、索賄受賄等重大違紀行為予以調查，樹立了公司制度的權威性、嚴肅性，對常見觸及紅綫的違紀行為堅決予以遏制。

In 2016, the Group carried out special lectures on the practice of integrity 5 times with more than 320 attendees. The supervision unit and internal audit unit jointly conduct inspection for activities such as tender and bid activities in 2016. During the year, the units identified 52 clues to violations of discipline and punished 58 violators and carried out an investigation on serious violations of rules such as nonconformity with the rule of avoidance, subjective fraud, tunneling, and solicitation or acceptance of bribes. These efforts have built the authority of corporate rules and firmly curb common violations of rules.



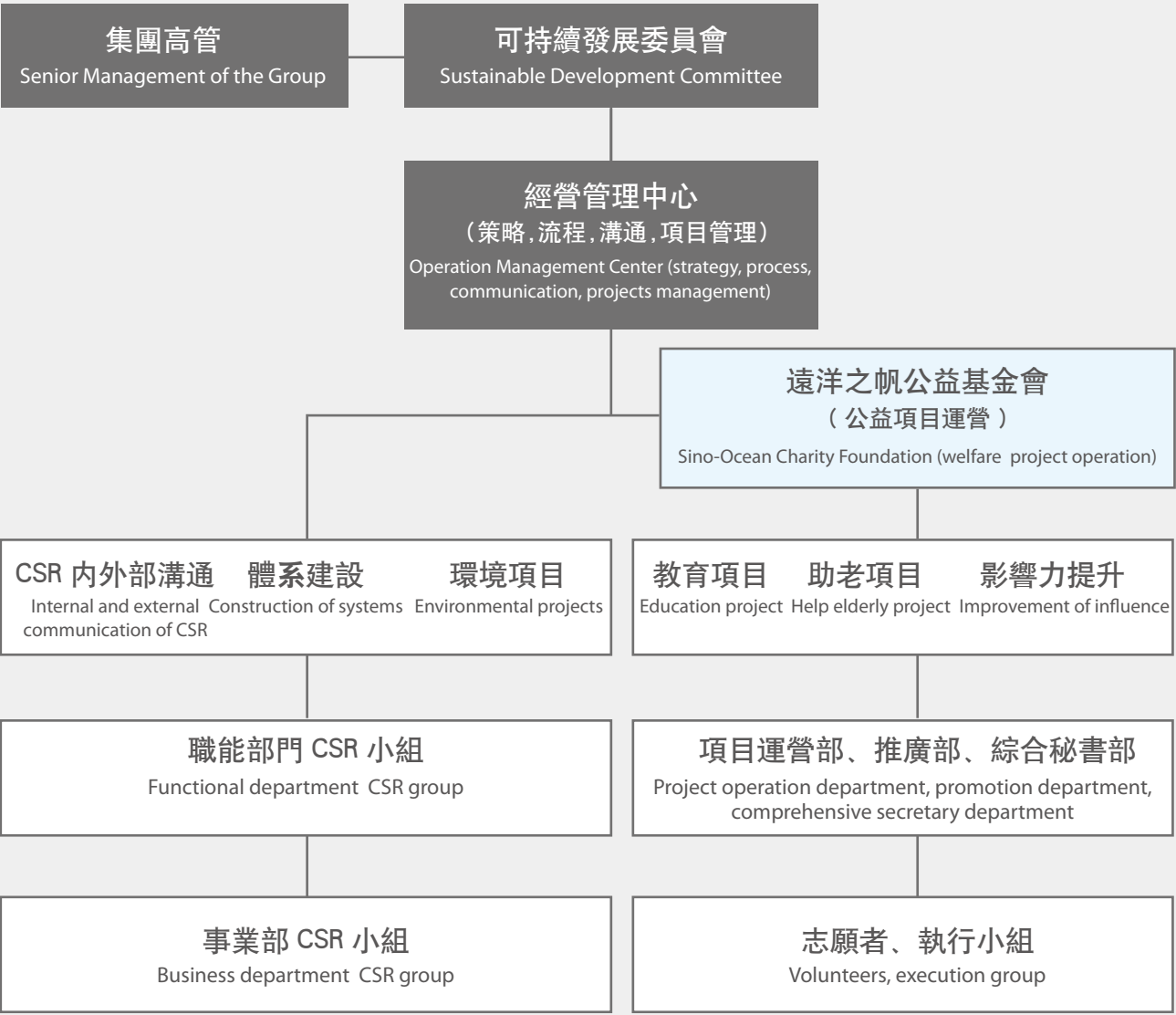
集團中高管參加廉潔從業專項宣講  
Group executives participated in incorruptible employment preach

責任管理體系  
RESPONSIBILITY  
MANAGEMENT  
SYSTEM

我們的責任觀  
OUR RESPONSIBILITY OUTLOOK

作為“建築健康”的先行者，攜手利益相關方共同推動人、建築、環境和社會的可持續發展。  
As a leader in "health construction", we aim to work with stakeholders to promote sustainable development of people, buildings, environment and society.

我們的責任管理體系  
OUR RESPONSIBILITY MANAGEMENT SYSTEM





利益相關方重要議題分析及回應

STAKEHOLDERS' MATERIALITY

ASSESSMENT AND RESPONSE

結合對過往責任歷程的回顧，對當前國際國內形勢的判斷，遠洋堅持與環境、客戶、社區、投資者、員工、政府和合作夥伴七大利益相關方的溝通與協作，攜手利益相關方實現經濟、社會和環境價值的可持續發展。

Combined with the review of the past history of responsibility, and the current domestic and international situation, we stick to communication and cooperation with the seven stakeholders of environment, customers, community, investors, employees, the government and partners. Hand in hand, we aim to achieve the sustainable development among economic, social and environmental value.

溝通機制與方式 Communication Mechanism and Mode			對遠洋集團的期望 Expectations for Sino-Ocean Group		遠洋集團的回應與成效 Response and Effectiveness of Sino-Ocean Group	
環境 Environment	關注環保 環保項目合作 社會團體合作	Concerned about environmental protection Cooperation in environmental protection projects Social group cooperation	保護生態環境 推動環境保護	Protection of ecological environment Promotion of environmental protection	積極節能減排，應用環保新技術 倡導綠色建築，開展綠色環保活動 改造老舊社區，倡導低碳生活 開展綠色辦公，倡導健康生活	Active energy-saving emission reduction, the application of new technologies for environmental protection Advocating green building, launching green activities Transformation of the old community, advocating low-carbon life Launching green office, advocating healthy lifestyle
客戶 Customer	客戶滿意度調查 客戶關係管理 搭建“遠洋會”平臺 客戶走訪、溝通	Customer satisfaction survey Customer relationship management Build “Sino-Ocean Club” platform Customer visit and communication	提升產品質量 滿足客戶需求 改善服務質量	Improve product quality Meet customer needs Improve service quality	安全質量大檢查 人性化的產品開發 客戶服務流程精細化 持續提高產品和服務品質 豐富多彩的社區文化	Safety quality inspection Humanized product development Customer service process refinement Continuously improve the quality of products and services Great variety of community culture
社區 Community	參與社區項目 定期溝通 媒體溝通	Participate in community projects Regular communication Media communication	促進社區社會經濟發展 關注社會民生 支持社會公益	Promote the social and economic development of the community Concerned about the livelihood of the people Support social welfare	參與社區建設，吸納當地人才 開展災害緊急人道援助 關注貧困孩子的生存與教育 倡導員工投身志願者活動回饋社會 支持大學生和社會大眾參與社會公益	Participate in community building and attract local talent Disaster emergency humanitarian assistance Paying attention to the survival and education of poor children Encourage employees to volunteer to give back to society Support college students and the public to participate in social welfare
投資者 Investor	經營績效考核 信息披露 股東大會 投資關係活動	Operating performance evaluation Information disclosure The general meeting of shareholders Investment relationship activity	持續提高公司價值 穩健經營、風險防範 及時準確的信息披露	Continuously improve company value Sound management, risk prevention Timely and accurate information disclosure	遠洋地產品牌推廣 風險管理 信息披露流程精細化	Sino-Ocean real estate brand promotion Risk management Information disclosure process refinement
員工 Employee	員工培訓 民主管理渠道 職工代表大會 投訴與反饋 績效管理	Staff training Democratic management channel Workers congress Complaints and feedback Performance management	保障合法權益 公平的薪酬和福利 良好的工作環境與氛圍 個人職業生涯發展績效管理	Safeguard the legitimate rights and interests Fair pay and benefits Good working environment and atmosphere Personal career development performance management	遵守相關法律，維護員工權益 關注員工福利，完善薪酬管理 營造舒適和諧企業文化與環境 員工的歸屬感與滿意度	Abide by the relevant laws and safeguard the rights and interests of employees Pay attention to employee benefits, improve the compensation management Create a comfortable and harmonious corporate culture and environment Employee's sense of belonging and satisfaction
政府 Government	項目合作 日常管理 會議交流 監督檢查	Project cooperation Daily management Conference communication Supervision and inspection	遵守國家政策 遵紀守法 擴大經營 履行企業社會責任	Compliance with national policy Abide by the law Expand operation Perform corporate social responsibility	響應政府號召 落實保障房建設 守法經營，依法納稅 保證安全質量 助推城市發展	Respond to the call of the government Implementation of affordable housing construction Abide by the law, pay taxes in accordance with the law Ensure safety quality Boost urban development
合作夥伴 Partner	項目合作談判 評估與調查 日常業務溝通走訪	Project cooperation negotiation Evaluation and investigation Daily business communication	遵紀守法 恪守商業道德 平等協商，互利共贏 建立長期合作關係	Abide by the law Adhere to business ethics Equal consultation, mutual benefit and win-win Establish long-term cooperative relationship	嚴格遵守合同要求 提高信譽度 嚴格選擇 資格審核 業務領域的拓展與持續合作	Strictly abide by the contract requirements Improve credibility Strict selection Qualification examination Business development and continuous cooperation

實質性議題識別過程

——我們的報告編寫邏輯

IDENTIFICATION OF SUBSTANTIVE ISSUES

- OUR REPORT WRITING LOGIC

遵循香港聯交所及相關政策對報告編寫的基本要求，我們採用“識別相關事項、明確核心議題、根據核心議題編寫報告內容並審核發佈”進行實質性議題的識別和報告編寫。通過對實質性議題和核心議題的識別和重視，更全面地進行可持續發展管理，擴大利益相關方參與，確定戰略發展和經營管理的主要方向，反哺運營能力的提升。

In accordance with the basic report preparation requirements of the Hong Kong Stock Exchange and relevant policies, we determine substantive issues and prepare report by “identifying relevant matters, specifying core issue and preparing reports according to core issues and review and release”. By identification and emphasis on the substantive issue and core issue, we carry out sustainable development in a more comprehensive manner, expand stakeholder's participation, determine the main direction of strategy development and operation management, so as to contribute the improvement of operation.

1 識別相關事項

IDENTIFYING RELEVANT MATTERS

通過對過往責任歷程的回顧，遵循當前國內、國際責任發展與披露的新形勢，我們對可持續發展體系進行了調整、梳理和規劃。砥礪前行，我們與專業機構一起進行實質性議題識別，對相關議題進行梳理，明確核心議題作為公司戰略發展的核心。

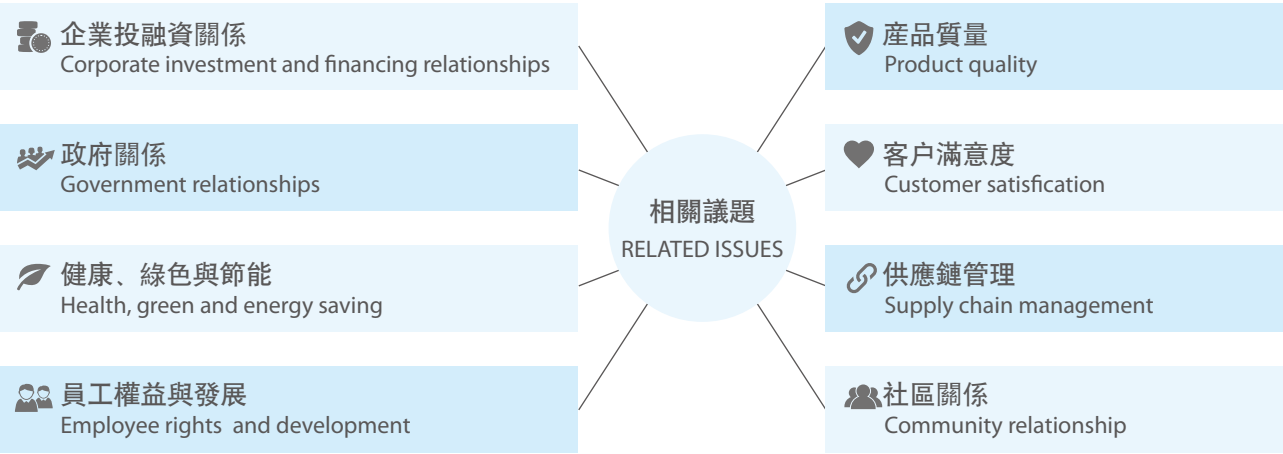
主要依據：  
利益相關方訪談及問卷：  
投資者、政府、員工、客戶、環境、合作方和社區

政策標準：  
香港聯交所《環境、社會及管治報告指引》(HK—ESG)  
全球報告倡議組織(GRI)《可持續發展報告指南》(G4)  
《中國企業社會責任報告編寫指南》(CASS—CSR3.0)

We have adjusted, sorted out, and planned our sustainable development system based on the review of our past responsibility performance and new situations of domestic and international responsibility development and disclosure. We work with professional organizations to identify substantive topics and specify core topics as the core of the Company's strategic development.

Main basis:  
Interviews with and questionnaires of stakeholders:  
Investors, governments, employees, customers, environment, partners and communities

Applicable standards:  
HKEx's Environmental, Social and Governance Reporting Guide (HK-ESG)  
GRI's Sustainability Reporting Guidelines (G4)  
CASS's Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 3.0)





2 明確核心議題  
SPECIFYING CORE ISSUES

對遠洋可持續發展重要性確定依據：

- (1) 對當前和未來的財務影響
- (2) 對遠洋戰略、政策和承諾的影響
- (3) 對競爭優勢和管理卓越性的影響
- (4) 對運營所在地區的影響

Basis for determining the importance of a certain issue to Sino-Ocean's sustainable development:

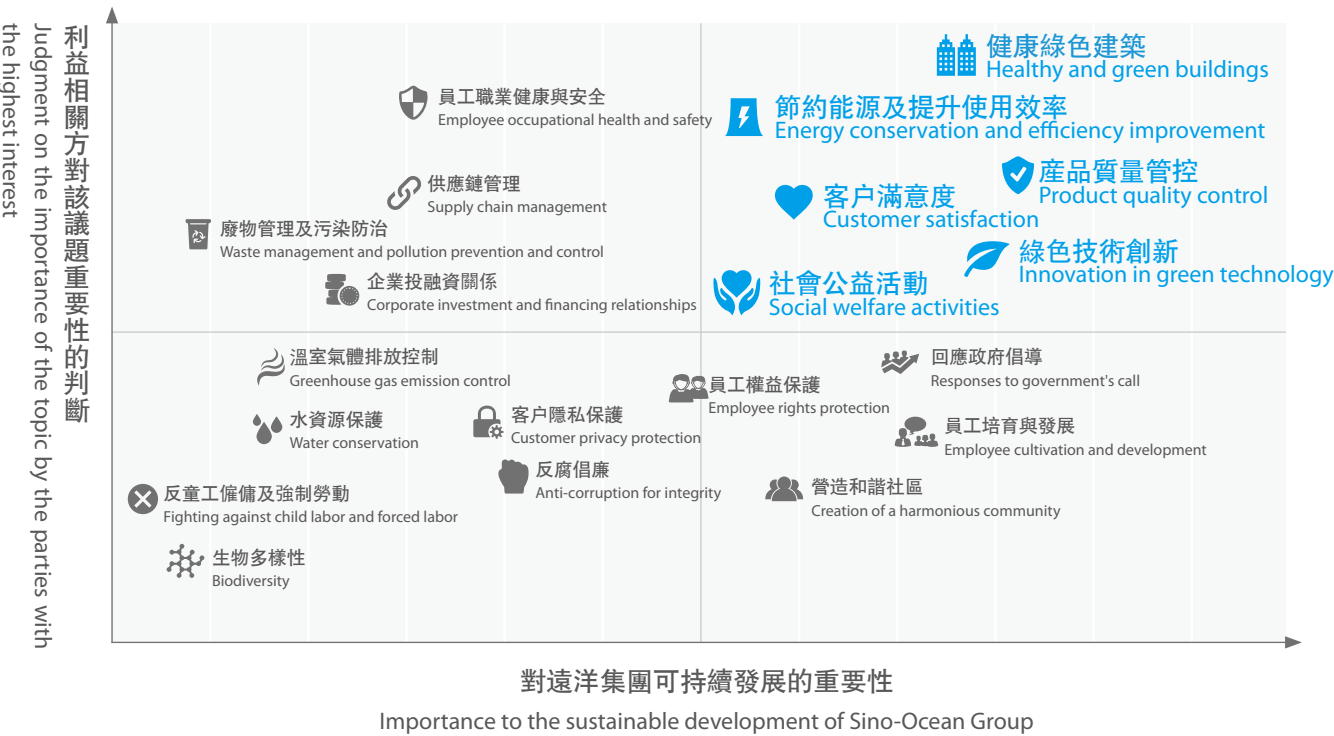
- (1) Impact on current and future finance
- (2) Impact on Sino-Ocean's strategies, policies and commitments
- (3) Impact on competitive edges and management excellence
- (4) Impact on regions where Sino-Ocean has presence

對利益相關方重要性確定依據：

- (1) 利益相關方問卷數據收集結果
- (2) 利益相關方採訪結果

Basis for determining the importance of a certain issue to Sino-Ocean's stakeholders:

- (1) Results from stakeholders' questionnaire data
- (2) Results of interview with stakeholders



遠洋天著春秋（北京）  
Ocean Epoch (Beijing)



3 根據核心議題編寫報告內容並審核發佈

PREPARE REPORTS ACCORDING TO CORE ISSUES AND REVIEW AND RELEASE

通過對相關議題的梳理和核心議題識別，我們編制了此本報告，經過內外部審核流程，繼續把“建築健康”的責任使命融入自身的血脈，更加注重非財務數據的運營情況和社會回饋，將“健康綠色建築”、“節約能源與使用效率”、“產品質量管控”、“綠色技術創新”、“客戶滿意度”和“社會公益活動”6個核心議題的內容作為經營管理和責任發展的核心，逐步完善完整合規、公開透明、健康有序的可持續發展體系，為公司戰略和管理方向提供支持。

基於“建築健康”理念，我們通過健康的管理和運營，成為社會責任的倡導者和建築健康的先行者，積極回應利益相關方要求，立志成為行業健康的引領者和領導者，與夥伴攜手在可持續發展的道路上昂首向前。

審核流程  
Audit process

內部審核：  
Internal audit by:



外部審核：  
External audit by:

中國社會科學院企業社會責任研究中心過程審閱及評定  
Review and evaluation of the research center of corporate social responsibility of Chinese Academy of Social Sciences

After combing relevant issues and identifying substantive issues, we prepared the report. We decide to continue weaving the responsibility of "health construction" into the fabric of Sino-Ocean and focus more on operations irrelevant to financial data and how to give back to the society. We will take six core issues, namely "healthy and green buildings", "energy conservation and efficiency improvement", "product quality control", "innovation in green technology", "customer satisfaction" and "social welfare activities" as the core of management and responsibility development. In addition, the Company will keep improving a compliant, open and transparent, healthy, and orderly regime for sustainable development to provide support for corporate strategies and management.

Based on the concept of "health construction", we seek to continue being an advocate for social responsibility and a leader in "health construction" through healthy management and operations and identify a best way to achieve sustainable development with our partners.

案例 CASE



“綠色建築是一個載體，背後包含創新能力、節約能源使用效率、水資源保護、溫室氣體排放、廢物管理，這些都是綠色建築的一個體現。健康建築在綠色建築的基礎上更多考慮了人的因素，以居住使用者為核心。健康綠色建築是現在及未來行業發展的方向，也是消費者生活質量提高的體現。”

——在利益相關方訪談中，有 6 人着重強調了健康綠色建築，與 2016 年集團提出的建築健康理念高度吻合，核心議題的識別和與利益相關方的密切溝通推動着集團業務向更可持續的方向邁進。

"Green buildings are just a carrier for a few things such as innovation capacity, energy conservation, efficiency, water conservation, greenhouse gas emissions, and waste management. Healthy buildings take more human factors into account on the basis of green buildings with their occupants as the core. Healthy and green buildings point the way for the current and future development of the industry and reflect consumers' pursuit for higher quality of life."

—Among stakeholders in the interview, 6 people have emphasized the healthy green building, which is highly consistent with the "health construction" concept put forward by the Group in 2016. Identification of the core issues and close communication with stakeholders promote the Group's business to move toward more sustainable direction.



遠洋天驕（廣州）——國內首個註冊 WELL 標準的多用戶住宅項目  
The Elite Palace (Guangzhou) ----- the first domestic multi user residential projects to register WELL standard.

我們的榮譽  
OUR HONOR

2016 年榮獲境外獎項情況  
OVERSEAS AWARDS IN 2016



榮獲獎項：2015 港股 100 強 — 綜合實力 100 強  
獲獎時間：2016 年 2 月  
頒獎機構：騰訊網、財華社聯合主辦

Award received: 2015 Top 100 HK Awards — Top 100 Comprehensive Strength Companies  
Time of award: February 2016  
Issuing organisation: Co-organised by QQ.com and Finet



榮獲獎項：傑出上市企業大獎 2016—傑出企業業績表現大獎  
獲獎時間：2016 年 11 月  
頒獎機構：《CAPITAL WEEKLY 資本壹周》

Award received: The Listed Enterprise Excellence Awards 2016 — Excellent Performance  
Time of award: November 2016  
Issuing organisation: Capital Weekly



榮獲獎項：上市企業大獎 2016  
獲獎時間：2016 年 11 月  
頒獎機構：《彭博商業周刊 / 中文版》

Award received: Listed Enterprises of the Year 2016  
Time of award: November 2016  
Issuing organisation: Bloomberg Businessweek/Chinese Edition



榮獲獎項：2016 年最具投資價值上市公司  
獲獎時間：2016 年 12 月  
頒獎機構：由香港多家財經服務機構聯合創辦，包括合規結構、財經公關公司、財經媒體、會計師事務所等

Award received: Best Investment Value Award for Listed Companies 2016  
Time of award: December 2016  
Issuing organisation: Co-established by various financial servicing institutions in Hong Kong, including compliance agencies, financial public relations firms, financial media and accounting firms.



榮獲獎項：  
遠洋集團：《中國卓越物業大獎 2016 年》— 最佳開發商（中國）  
北京遠洋天著春秋：《中國卓越物業大獎 2016 年》— 最佳住宅項目（北京）  
獲獎時間：2016 年 12 月  
頒獎機構：Property Guru Group

Award received:  
Sino-Ocean Group: China Property Awards 2016 — Best Developer (China)  
Ocean Epoch, Beijing: China Property Awards 2016 — Best Residential Development (Beijing)  
Time of award: December 2016  
Issuing organisation: Property Guru Group

2016 年榮獲境內獎項情況  
THE DOMESTIC AWARDS IN 2016



榮獲獎項：中國平安社區聯盟理事單位  
獲獎時間：2016 年 12 月  
頒獎機構：新華網、中國平安社區聯盟

Award received: China Ping An Community Union Council Member  
Time of award: December 2016  
Issuing organisation: Xinhuanet and China Ping An Community Union



榮獲獎項：2016 年度新浪樂居品牌影響力獎  
獲獎時間：2016 年 12 月  
頒獎機構：樂居年度創新峰會

Award received: Sina Leju Brand Influence Award for 2016  
Time of award: December 2016  
Issuing organisation: Leju Annual Innovative Summit



榮獲獎項：2016 中國最具價值地產上市企業  
獲獎時間：2016 年 8 月  
頒獎機構：博鰲房地產論壇組委會

Award received: The Most Valuable Listed Real Estate Enterprise of China for 2016  
Time of award: August 2016  
Issuing organisation: Boao Real Estate Forum Committee



榮獲獎項：2016 中國綠房企 TOP10  
獲獎時間：2016 年 7 月  
頒獎機構：標準排名

Award received: 2016 Top 10 China Green Real Estate Developers  
Time of award: July 2016  
Issuing organisation: Biaozhun



榮獲獎項：第十三屆（2016）中國藍籌地產  
獲獎時間：2016 年 12 月  
頒獎機構：經濟觀察報

Award received: The 13th (2016) China Blue Chip Real Estate Developer  
Time of award: December 2016  
Issuing organisation: The Economic Observer



榮獲獎項：2016 年價值地產總評榜－年度價值地產企業  
獲獎時間：2016 年 12 月  
頒獎機構：每日經濟新聞

Award received: The Billboard of the Most Valuable Real Estate Enterprises of China for 2016-the Most Valuable Real Estate Enterprise of the Year  
Time of award: December 2016  
Issuing organisation: National Business Daily



榮獲獎項：中國綠色建築 TOP 排行榜－2016 年度最具競爭力 30 強企業  
獲獎時間：2016 年 12 月  
頒獎機構：住交會、中國房地產報、綠建築聯盟

Award received: China Top Green Building-Top 30 Most Competitive Enterprises for 2016  
Time of award: December 2016  
Issuing organisation: China International Real Estate & Architectural Technology Fair, China Real Estate Business, Green Building Alliance



榮獲獎項：2016 中國房地產年度紅榜－年度綠色創新力房企  
獲獎時間：2016 年 12 月  
頒獎機構：中國互聯網新聞中心、地產中國網

Award received: 2016 China Real Estate Annual Red List — Green Innovative Real Estate Enterprise of the Year  
Time of award: December 2016  
Issuing organisation: China Internet News Center, House.china.com.cn





榮獲獎項：2016 中國商業地產年會－卓越公司  
獲獎時間：2016 年 12 月  
頒獎機構：經濟觀察報

Award received: 2016 Annual Meeting of China's Commercial Property Committee-Excellent Company  
Time of award: December 2016  
Issuing organisation: The Economic Observer



榮獲獎項：2016 年中國健康建築締造企業  
獲獎時間：2016 年 9 月  
頒獎機構：全聯房地產商會、中國房地產報社

Award received: China WELL Building Making Enterprise for 2016  
Time of award: September 2016  
Issuing organisation: China Real Estate Chamber of Commerce, China Real Estate Business

榮獲獎項：第一財經·中國企業  
社會責任優秀實踐獎  
獲獎時間：2016 年 12 月  
頒獎機構：中國企業社會責任榜組委會

Award received: CBN-Excellent Practice Award of Corporate Social Responsibility Ranking in China  
Time of Award: December 2016  
Issuing Organisation: The Organising Committee of Corporate Social Responsibility Ranking in China



# TOGETHER FOR WELLBEING ADVOCATE AN ACTIVE LIFESTYLE

## 共築健康 營建蓬勃愉悅的氛圍

健康的運營理念如同空氣一般貫穿在我們每一個日常管理的細節中，無論是工程安全、社區、客戶、員工還是合作夥伴，一切都是那麼的蓬勃和愉悅

Healthy business philosophy, like air, runs through every detail of our day-to-day management, whether it's engineering, security, communities, customers, employees, or partners, everything is so vigorous and enjoyable





## 共築健康 營建蓬勃愉悅的氛圍 TOGETHER FOR WELLBEING - ADVOCATE AN ACTIVE LIFESTYLE

### 開啓健康生活時代 STARTING AN ERA OF HEALTHY LIFESTYLE

現代人 90% 的時間都是在各式各樣的建築中度過的，健康的建築對人的影響非常巨大。2015 年起，遠洋開始實施第四步發展戰略，從“人”的角度出發，思考如何把住宅和建築從用戶個體的健康角度做研究和實踐。於是我們發現了一個冉冉升起的工具，那就是——WELL。WELL 建築標準是一個基於性能的系統，更多地立足於醫學研究機構。7 大概念，百餘項特質，從醫學角度出發為我們建築的每一個細節提供理論依據。

### 建築健康 HEALTHY CONSTRUCTION

我們欣喜於已經發現的健康工具並時刻保持着對先進的理念和工具的探索之心。2016 年，我們提出“建築健康”的品牌理念，昭示了我們為健康付出努力、探索實現人、建築和環境三者和諧關係的態度和決心；我們以“健康生活家”的身份，引領和示範健康在未來行業中的作用，創建能為用戶和社會帶來價值的“健康生活時代”。

### 健康建築 HEALTHY BUILDINGS

Since modern people spend 90% of their life indoors, healthy buildings have a profound effect on their well-being. From 2015, Sino-Ocean started the fourth phase of strategic development to think about how to study housing and buildings from the perspective of wellness of individual occupants and how to put relevant ideas into practice. Then we found a promising tool, that is, WELL. The WELL Building Standard is a performance-based system and grounded in a body of medical research. The standard introduces seven concepts and hundreds of traits related to healthy buildings, providing a theoretical basis for every detail of our construction.

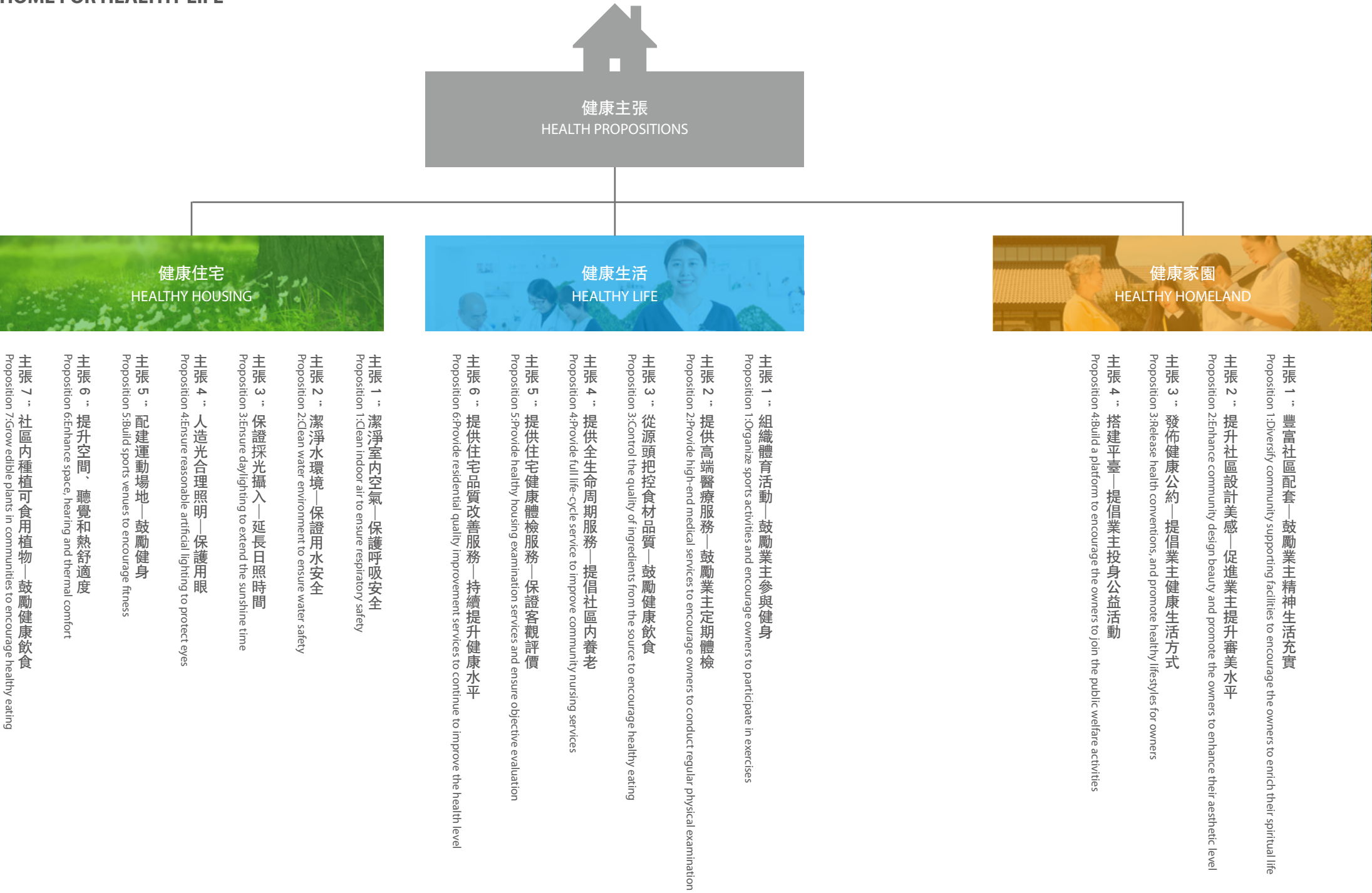
We are excited with the finding and keep exploring more advanced ideas and tools. In 2016, we propositioned the brand concept of “health construction”, showing our attitude and resolution to strive to pursue health and coordinate the relationship between people, buildings, and environment. As the “Home for Healthy Life”, we aim to lead the way and showcase the importance of healthy practices in the future industry and usher in the “Era of Healthy Life” that will bring value to our users and the wider society.



遠洋·天著（北京）  
Ocean Palace (Beijing)



健康生活家  
HOME FOR HEALTHY LIFE



誠然，不同的人擁有對“家”不同的定義。在我們眼中，那個能夠輕鬆卸下我們所有的防備和武裝，讓我們以最舒適、最自在的狀態面對最真實的自己的地方，才是家。我們努力將健康理念覆蓋所有業態，拓展到與人相關的所有領域。住宅、辦公、購物、休閒、娛樂、養老、教育、金融、服務、醫療，每個地方都如家般舒適和溫暖。健康無處不在才是真正的健康生活時代。

Different people have different definitions of "home". In our eyes, home is where we can easily lower our defenses and face our truest selves in the most comfortable way. We strive to integrate the concept of health into all of our commercial activities and all areas that involve people. People should feel warm and comfortable like home wherever they go, be it a residence, office building, shopping center, leisure and entertainment center, nursing home, school, financial center, service place, and hospital. In a real era of healthy lifestyle, health is everywhere.





工程管理

ENGINEERING MANAGEMENT

爲了實現健康生活家的美好目標，更好地營造健康建築，我們不僅是理念與標準的倡導者，更精細打造了從規劃設計到建築施工、裝飾裝修、園林景觀、物業服務的全產業鏈，嚴格做好健康產品的質量把控。爲在建設之初就營造好健康的產品，保證工程規範性和專業性，我們的工程管理部編制與修訂了工程方案策劃、質量管控及安全管理共 3 個類別、26 個專項的制度與標準。通過開工策劃評審、月度監控、項目聯檢等形式及時全面地識別承包商履約過程中的問題，針對重點問題進行專項檢查與專題溝通，提出預警與管理建議，科學地促進問題整改與管理提升。2016 年實測質量平均分 95.14 分，不僅保持着行業領先優勢，更是在歷年成績的基礎上穩步上升；交付評估平均成績 71.21 分，較 2015 年提升 7%，工程管理的專業性與規範性得到進一步提升，處於業內前列。

To achieve the admirable aim of Home for Healthy Life and better develop healthy buildings, we do more than just advocate relevant ideals and standards—we meticulously build the entire industrial chain from planning and design to construction, decoration, landscaping, and provision of property services and strictly control the quality of our healthy products. Our project management department has formulated and revised 26 sets of specific regulations and standards under 3 categories—scheme planning, quality control and safety management to prepare for healthy products at the very beginning of construction and improve our project work management in terms of professionalism and standardisation. We identify problems from the performance of contractors in a timely and comprehensive manner through means such as review of kickoff planning, monthly supervision, and joint inspection. For major problems, we carry out special inspection and communication and give early warnings and management recommendations to scientifically promote the rectification and management of problems. In 2016, the average score of real-time testing is 95.14, a steady rise compared with previous annual results and still the highest score in the industry. In the same year, the average score for delivery assessment is 71.21, a 7% increase compared with 2015. This marked further improvements to our project work management and our leadership in the industry in terms of professionalism and standardisation.

實測質量：根據相關質量驗收規範，現場測量建築物各項施工精度等評價指標，真實反應產品質量數據的方法。

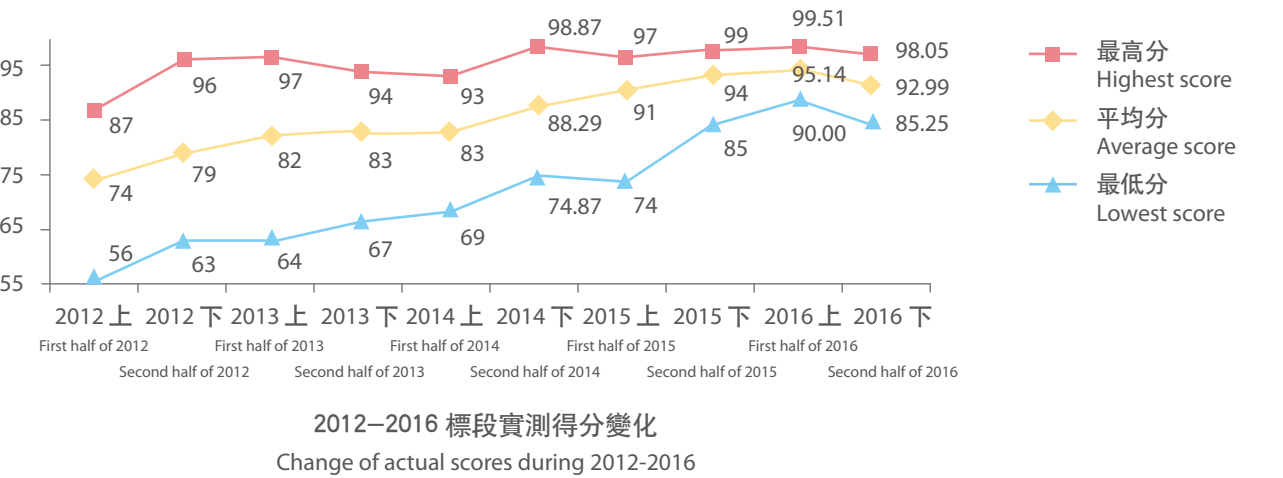
交付評估：在產品交付前，從客戶角度出發，針對觀感品質與功能性缺陷，通過定性及定量的方式對交付產品予以全面、客觀評價的評估方法。

Measured quantities: according to the relevant quality acceptance specifications, on-site measurement of building construction accuracy and other evaluation indicators, the real response to product quality data.

Assessment of delivery: before the delivery of the product, from the customer's point of view, to assess the quality and functional defects of the product by qualitative and quantitative methods, a comprehensive and objective evaluation method is adopted.

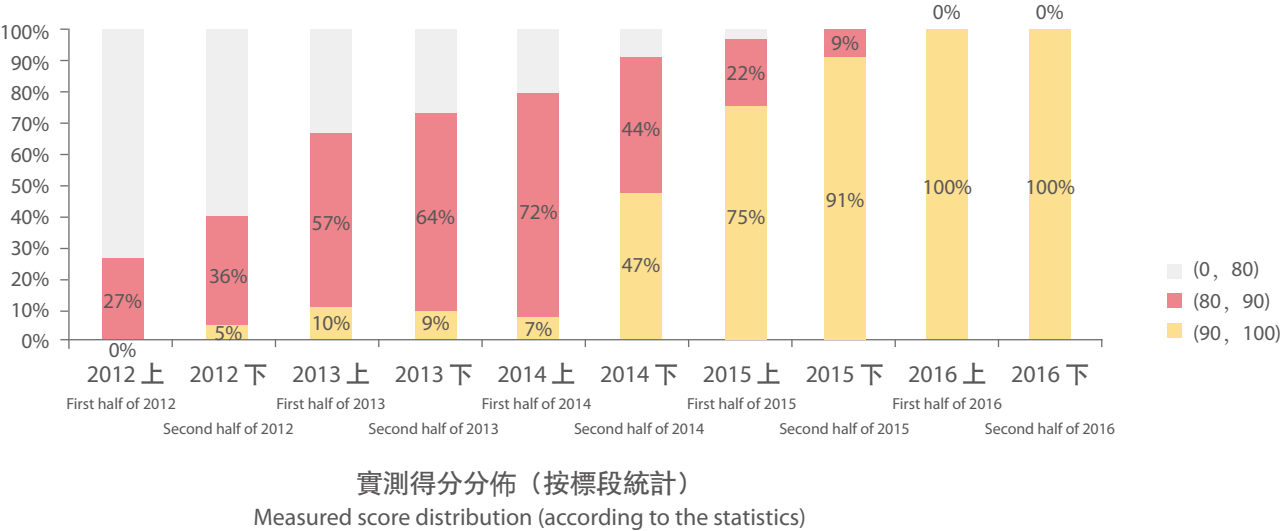
專項分析——交付評估

SPECIAL ANALYSIS -- DELIVERY ASSESSMENT



專項分析——實測質量

SPECIAL ANALYSIS -- REAL-TIME TESTING



（數據來源：深圳市瑞捷建築工程諮詢有限公司）  
(Table Source: Shenzhen Ruijie Construction Consulting Co. Ltd.)

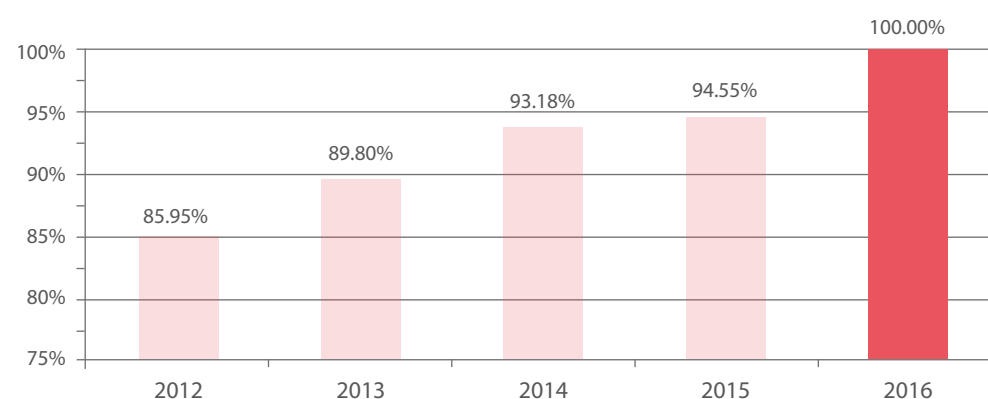
## 安全管理 SAFETY MANAGEMENT

恪守健康的底線——保證工程作業人員的人身安全是一切工程管理的基礎。堅持“安全第一、預防為主、綜合治理”的方針，我們建立了完善的安管理制度體系。對組織架構合規性、關鍵管控動作執行規範性和項目施工現場重大危險源控制有效性進行安全管理檢查。2016 年我們交出了聯檢合格率第一次實現 100%、連續兩年“零工亡”事故控制的成績單，通過恪守專業管理底線有力保障了工程專業人員最基本的身體健康和經營環境的穩定。

Defending the bottom line of health—ensuring the safety of engineering personnel—is the basis of all project work management. We have developed a comprehensive safety management system with the objective of prioritising safety and dealing with safety issues in a consolidated preventive approach. In 2016, the Group registered the first 100% passing rate in joint inspections and “zero work-related fatality” for the second consecutive year. Our stringent compliance with management principles has afforded rigorous assurance to the most fundamental health of engineering practitioners and the stability of our operating environment.

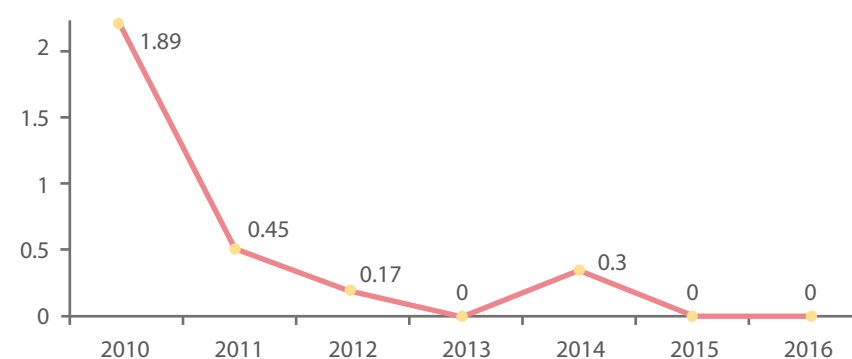
### 歷年安全檢查合格率統計（≥ 80 分）

#### THE SAFETY INSPECTION PASS RATE STATISTICS (≥ 80)



### 歷年百萬平米事故率統計

#### ACCIDENT RATE PER 1 MILLION SQ.M. OVER THE YEARS



## 社區與客戶服務 COMMUNITY AND CUSTOMER SERVICE

每個行業無論平凡與否，都有自己的榮光。能夠從零開始創造社區，是我們所參與的最引以為傲的過程。數以萬計的人聚集在一起，創造着前所未有的成果。這些浸氫美好的記憶和聯結，能夠被整個社區甚至他們的後代，所喜愛，所尊重，所記得，所傳承。

Every industry, whether ordinary or not, has its own glory. Being able to build communities from scratch is what we are most proud of. Tens of thousands of people gather together to yield unprecedented results. These beautiful memories and connections can be liked, respected, remembered, and inherited by the whole community and even their descendants.

### 充滿科技感的社區服務

#### TECHNOLOGY-DRIVEN COMMUNITY SERVICE

遠洋社區客戶服務的載體“億街區”從政府工作報告“智慧城市”的理念出發，開創“智慧社區”，在遠洋社區內建立了整合物業及周邊商家的社區生態。億街區全綫產品都獲得了知識產權認證和計算機軟件著作權登記證書，在保障了自身利益的同時也為社區提供了安全保障和優質的體驗感。我們形成了一套完整的社區商城業務管控體系，更加專業化、規範化地與實力型企業合作，在改變社區居民消費習慣的同時打造充滿科技感的健康社區。

Sino-Ocean pioneered in the development of a “smart community” by means of its “Yijiequ” community service platform based on the idea of “smart Cities” in the Chinese government’s work report to create community ecology that integrates property services and surrounding businesses within Sino-Ocean communities. Intellectual property certification and computer software copyright registration certificates have been obtained for all “Yijiequ” products, safeguarding their own interests and provide security assurance and a quality experience for communities. We have developed a complete community-based mall business control system to cooperate with powerful enterprises in a more professional and standardized manner. This helps change consumption habits of community residents and create highly technology-driven healthy communities.



每個城市都擁有屬於自己的記憶。我們重視歷史的饋贈，給予寶貴的建築遺產以最深刻的珍視和保護。位於成都市錦江區的成都遠洋太古里是一個面積逾 10 萬平方米的開放式、低密度的街區形態購物中心。毗鄰千年古剎大慈古寺，成都遠洋太古里融合了文化遺產、創意時尚都市生活和可持續發展，有着豐富的文化和歷史內涵，項目所囊括的六座保留院落和建築均得以妥善保護修復。

Each city has its own memory. We attach importance to the gift of history and give precious architectural heritage to the deepest value and protection. Chengdu Sino-Ocean Taikoo Li, located in Jinjiang District, Chengdu, is an area of more than 100 thousand square meters of open, low-density shopping mall neighbourhood form. Adjacent to the Millennium Temple of Daci, Chengdu Sino-Ocean Taikoo Li integrates cultural heritage, creative fashion, city life and sustainable development, it has a rich cultural and historical connotations, the project includes six seat reserved courtyards and buildings, all of which were able be properly protected and renovated.



文化資產嵌入在成都遠洋太古里的項目中，順理成章，並得以孕育

Cultural assets embedded in Chengdu Sino-Ocean Taikoo Li project, which is logical and can be nurtured



城市建設上，我們嚴格執行政府相關政策開展拆遷工作。以武漢賀家墩項目為例，根據政府頒佈的補償方案，項目成立共管賬戶，先公佈補償方案、簽約並發放補償金後再開展拆遷工作。對於所有拆遷居民按成本價格提供房源用於居民安置回購，公開公平公正，杜絕一切強遷行為，承擔起作為大型房地產開發企業的社會責任，積極配合政府部門和拆遷單位做好居民的安撫工作，維護社會穩定。對於已經整理出的土地，則加快建設，改善居民生活環境，通過城市建設回報社會。

In terms of urban construction, we strictly implement the relevant government policies to carry out demolition work. Take the Wuhan Hejiadun project as an example, according to the compensation scheme issued by the government, a jointly manage the account was set up for the project. The compensation scheme was announced first, and the demolition work was carried out after signing the contract and issuing compensation funds. We provide housing for all the residents at cost for their resettlement and purchase in an open and fair manner. We eliminated all eviction behavior, assumed enterprises social responsibility as a large real estate development, actively cooperate with the government and demolition department to appease residents and maintain social stability. For the land that has been sorted out, we sped up construction, improved the living environment of the residents, and return the society through urban construction.



賀家墩項目嚴格按照《武漢市城中村改造拆遷補償管理方案》開展拆遷工作，為建設新城市作出貢獻

Hejiadun project was in strict accordance with the "Wuhan City Village Transformation Compensation Management Program" to carry out demolition work and contribute to the construction of new cities





## 老有所養的長者服務 SERVICES FOR THE ELDERLY

通過引入美國 40 年先進運營管理經驗及服務體系，我們的老年公寓——“椿萱茂”用實際行動為長輩打造健康、快樂、安心、有尊嚴的生活。歷時四載，椿萱茂在北京已擁有四家落地項目，與此同時，我們主導開發建設的 CLRC 長者社區（Continuing Living Retirement Community）也初具雛形，為長輩形成了老年公寓與長者社區並行的豐富產品服務模式。

We have launched senior apartments “Senior Living L’Amore” by introducing the forty-year advanced management experience and service system of the United States to show our commitment to creating a healthy, happy, comfortable, dignified life for the elderly. We have carried out four Senior Living L’Amore projects in Beijing in the past four years. The Continuing Living Retirement Community (CLRC) whose development and construction is led by us also takes shape. All these have formed abundant product and service models that combine senior apartments and elderly communities.

老有所依，老有所養，隨着我國人口老齡化的日漸加重，養老早已演變為一個社會問題。7 月 12 日，遠洋之帆公益基金會與遠洋服務旗下椿萱茂、海醫匯、遠洋億家三大服務品牌聯合在椿萱茂老年公寓舉辦揭牌儀式，推出全國首個短期托老服務公益示範項目——頤和之家。在頤和之家，長輩將會得到高質量的社區養老短期服務體驗。2016 年，中國脊樑健康支持計劃也正式啓動，聚焦本不該被遺忘的群體的晚年生活。養老這個詞在遠洋，已經成為了一種習慣，一個信仰。

Old age, a sense of security, with China's increasingly serious aging population, has already evolved into a social problem. On 12 July, Sino-Ocean Charity Foundation and Senior Living L’Amore, Health in Here and Ocean Homeplus, the three service brands under Sino-Ocean Service jointly held the opening ceremony in Senior Living L’Amore, where they launched the first national public service demonstration project of the short-term care for the elderly - Yihe Home. At Yihe Home, the elderly will get free, high quality community short-term care service. In 2016, "China's backbone" health support program was also officially launched, focusing on the late years of the elderly that should not be forgotten. The word "Senior Living" has become a habit and a belief in Sino-Ocean.





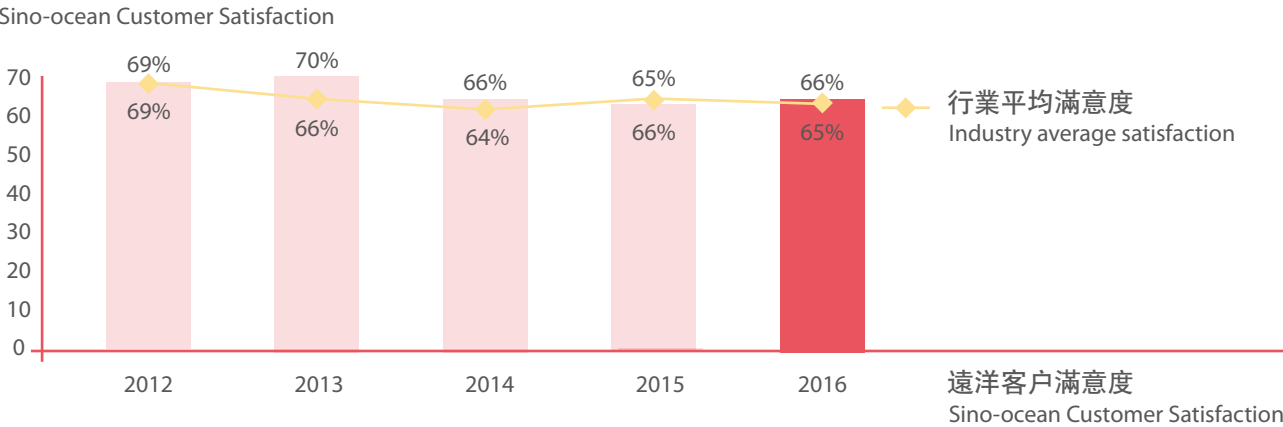
未來 · 夢想 · 家

FUTURE · DREAM · HOME

在社區裏，我們積極倡導健康的生活理念、有品質的生活方式、友好的鄰里關係和文明的社區氛圍。積極完善社區文化活動室等基礎設施建設。提供硬件保證的同時，我們在社區中組織書法、太極拳、合唱團等文化社團，定期開展社團活動。2016 年，我們在社區內開展文化、體育、公益、便民等各類活動近 600 場，累計投入資金超過人民幣 170 萬元，參與業主近 10 萬人次。我們一貫重視保護客戶信息及消費者隱私，制定了《客戶信息管理辦法》，嚴格控制客戶信息的接觸和使用。我們珍視社區中的每一件小事，2016 年全年共接受客戶投訴（含報修）21806 條，解決 21354 條，投訴解決率 97.93%。客戶滿意度為 66%，與 2015 年持平。

In communities, the Group makes every effort to promote healthy lifestyles, quality life, amicable neighbor relations and mutual respect in its developments. Vigorous work has been done to improve cultural facilities, such as the construction of community cultural activity halls, to ensure the availability of necessary physical setup. Cultural and sporting groups such as calligraphy class, Tai Chi class and vocal ensemble have been formed in the communities and regular programs have been organized. In 2016, we organized some 600 events in culture, sports, charity and daily service with an aggregate cost of over RMB1.70 million, serving close to 100,000 owner-participants. We have always attached importance to the protection of customer information and consumer privacy, and formulated the "customer information management approach", strictly control the contact and use of customer information. We care about every trivial matter in a community. In 2016, we received a total of 21,806 customer complaints (including repair requests) and solved 21,354 of the complaints with a resolution rate of 97.93%. The customer satisfaction in 2016 was 66% flat from 2015.

遠洋客戶滿意度



投訴解決率

	2013	2014	2015	2016
投訴解決率 Complaint solution rate	98.27%	99.58%	99.57%	97.93%

案例 CASE

隨着時間的推移，中山遠洋城項目出現監控綫路老化、畫面不清晰、監控管理不全面的隱患，物業部門無法即時、準確的判斷小區內的安全情況。2016 年，物業部門對中山遠洋城的監控老化綫路進行了集中檢查和更換，目前監控畫面清晰可見，最大限度地增強了安全防範力度。

With the passage of time, Zhongshan Ocean City project appears monitoring circuits aging, blurred images shown on monitoring equipment, incomprehensive monitoring and management which causes hidden dangers as the property sector cannot immediately and accurately determine the security situation in the district. In 2016, the property department carried out a centralized inspection and replacement on the monitoring and circuits aging of Zhongshan Ocean City. The monitoring screen was clearly visible and the security was strengthened to the utmost.



整改後的中山遠洋城監控室  
Zhongshan Ocean City monitoring room after rectification

## 環抱式社區醫療

### COMMUNITY-BASED OTO HEALTHCARE

因為從未忽視社區在醫療上的真正需求，我們也開始切實思考如何通過自身的力量解決“看病難”的社區痛點。我們響應國家分級診療、社會資本辦醫的政策，建立起了專註服務社區的基礎醫療連鎖機構——海醫匯全科診所。名醫定期坐診、“醫聯體”綠色通道和在綫醫療網絡環抱式並行，為優質醫療資源下沉社區提供平臺，扮演了三甲醫院“離岸門診部”的角色。“海醫匯”通過海納優質醫療資源，成為社區週邊居民問診、就診和大病篩查的最優選擇，用結實的臂膀和溫暖的懷抱實質解決社區醫療難題。

We have started to think about how to help resolve communities' pain points of "having difficulty in seeking medical service" as we have never neglected real needs of communities for health care. The Group has established a chain of basic community medical institutions—Health in Here—as a response to the national policy of promoting hierarchical diagnosis and treatment and encouraging private capital to invest in healthcare. Famous doctors regularly appear in the clinics, "Health Alliance" green passages are set up there, and online medical platforms are made available. All these arrangements help direct quality medical resources to communities and allow the clinics to play the role of "offshore outpatient departments" of tertiary hospitals. "Health in Here" clinics pull in abundant quality medical resources, making them the best choices for community or nearby residents who want to make a medical inquiry, receive treatment, and take screening tests and helping solve community health care problems.



## 與合作夥伴共同成長

### GROWING WITH PARTNERS

在實現價值的道路上，我們希望能夠和有共同理想的合作夥伴一起攜手成長、共創價值。欣喜的是，通過傳達健康、透明、有序、共贏的合作理念、積極推動合作方的可持續發展，越來越多的夥伴選擇與我們一起攜手。我們的 8000 多家合作夥伴遍佈全國，服務類、工程類、貨物類和維修維保類等 39 大類 260 個行業領域中都能看到他們的身影。

我們根據項目所在地優先選用本地供應商，遵循“透明公正、合理低價、保密與回避”等原則，供應鏈採購過程全部通過“海鷗 II 招標平臺”綫上運行。每個步驟、環節均可以查閱網絡資料審核驗證，確保採購結果的公正公平。我們制定了流程化的管理機制與合作夥伴定期溝通和交流，每半年對戰採供應商進行評估，每兩月收集戰採合作情況反饋表，隨時了解合作夥伴的業務與發展情況。我們不斷地輸出研究理念和成果，與多家長期合作的供應商開展 CSR 會談，為各自履行社會責任開啓了新的篇章。同時我們也將“微公益、共參與、可持續”的公益價值觀傳遞給所有的夥伴。現在，越來越多的合作夥伴更是加入到了為世界創造多一份美好的遠洋責任大家庭。

On a path to realize our value, we expect to grow and create value with partners who share the same ideals. To our delight, an increasing number of partners elect to join hands with us as we convey ideas of healthy, transparent, orderly and win-win cooperation and actively promote sustainable development of partners. We have over 8,000 business partners across the nation, engaged in 260 sectors under 39 major categories such as servicing, project work, supplies, and maintenance.

We give priority to local suppliers based on the locations of relevant projects and have developed a process-based management mechanism that encourages regular discussion with business partners. Strategic suppliers are assessed and classified on a semi-annual basis while feedback on cooperation in strategic procurement is collected every other two months to ensure timely understanding of the partners' businesses and developments. We are engaged in dialogues in corporate social responsibility with a number of longstanding suppliers to continuously exchange our research ideas and achievements, furnishing new insights for our respective performances of social responsibilities. In the meantime, we have also shared the idea of "micro-charity, co-participation and sustainability" with our partners, an increasing number of which have joined the Sino-Ocean initiative for joint efforts in charity.



案例 CASE



作為卓越的合作夥伴，東方雨虹防水技術股份有限公司在與遠洋的長期溝通和合作中對遠洋的社會責任項目印象深刻並深受鼓舞。在對遠洋之帆小夥伴成長計劃——傳統文化教育基地進行考察後主動提出加入到共同傳承傳統文化、發展城鄉教育的公益事業中，與遠洋攜手進行了湖南女書傳統文化基地到教育教學建設。

As an excellent partner, Dongfangyuhong Waterproof Technology Co., Ltd is deeply impressed and motivated by Sino-Ocean's social responsibility projects during their long-term communication and cooperation. After inspection of the Little Partner Growth Plan of Sino-Ocean Charity Foundation -- traditional culture educational base, it offered to join in the undertakings of joint inheritance of traditional culture and development of urban and rural education. Together with Sino-Ocean, it carried out construction of Hunan women's script traditional cultural base and education.



小夥伴成長計劃—湖南女書傳統文化傳承教育基地  
Little Partner Growth Plan - Hunan Nushu cultural heritage education base

組織發展  
ORGANIZATIONAL DEVELOPMENT

我們始終相信，健康企業的生存和發展根基在於人。這些有着共同的光榮和夢想的人聚集在一起，擁有共同的身份，用專業的個人與團隊能力推動企業的健康運營，用向上和蓬勃的生命力支撐企業的基業長青。最可喜的是，我們也通過創造卓越的就業、培訓、激勵等工作平臺，打造透明和有活力的發展途徑，努力讓員工成為我們用心創造的健康的工作和生活環境的第一受益者。

We always believe that a healthy enterprise cannot survive and develop without people. A company is a gathering of people who share same ideas and dreams. They help promote the healthy operation of the company with their personal and professional skills and the power of teamwork and provide support for the company to stay in business. To our utmost delight, we strive to make sure our employees are the first to benefit from our well-crafted transparent and vigorous promotion channel by providing quality resources related to employment, training, and incentives.



嚴格遵照《勞動合同法》等國家相關法律規定，我們規範勞動合同管理，在招聘環節中明令禁止以性別、年齡等因素對候選人進行差別化對待，違檢項目亦禁止加入入職體檢環節。依法與員工簽訂勞動合同，勞動合同簽訂率保持 100%。2016 年，全集團招聘新員工 2894 人，僱傭殘疾人 19 人。截止 2016 年 12 月 31 日，集團員工總數 7563 人（不含保安、保潔），員工平均年齡 34.6 歲。

We standardize labor contract management in strict accordance with the Labor Contract Law and other relevant national laws and regulations. It is expressly prohibited to discriminate against any candidate because of that person's age, gender or other conditions during recruitment. Examination items banned by the government are also excluded from our pre-employment health check-ups. We sign labor contracts according to law and maintain the rate of signed labor contracts at 100%. The Group recruited 2,894 new employees in 2016, including 19 employees with disabilities. As of 31 December 31 2016, the total number of employees was 7,563 (excluding security and cleaning staff) with an average age of 34.6.

2894  
全集團招聘新員工（人）  
Group-wide new employees recruited (persons)

7563  
集團員工總數（不含保安保潔等基礎性物業人員）（人）  
Total employees of the Group (excluding security and cleaning and other basic property employees) (persons)



我們明令禁止侵犯員工個人隱私，在招聘環節就嚴格要求保守候選人信息，杜絕任何形式的信息泄漏。工作時間、假期保障、解聘等方面，均按照國家相關法律法規要求執行。我們不斷完善薪酬體系，以行業市場薪酬水平為依據保證合理的薪酬競爭力，遵循多元化業務的發展特點，擁有更具靈活性、針對性的多元化薪酬體系，不斷吸引外部優秀人才的同時，保有內部核心人才能力，以“進步”作為激勵分配導向，形成以利潤、業務和戰略為核心的激勵體系，激勵員工與公司共擔風險，共享收益。遵循公司制度規定，秉持實事求是原則，對員工獎勵，違規事項的紀律處分等信息進行披露。

我們亦在公司建立學習型組織，根據不同的培訓對象及需求制定相應的培訓計劃。建立了以提升領導力為目的的“船長訓練營”、專注專業力和通用力培訓的“啟航訓練營”和專門為校招新員工開設的“探海者訓練營”的培訓體系。在傳統培訓外，自2016年開始，我們推出“iShare”自媒體學習品牌，推動隨時隨地利用碎片化時間學習分享，促進不同業態及專業間橫向交流。2016年全年集團培訓總學時329,443.5小時。中基層員工的培訓人均學時48.9小時；中高層員工的培訓人均學時72.6小時。我們的職業發展雙通道體系更提倡並指引員工向管理或專業技術雙方向發展，充分發揮員工個人價值，幫助員工取得職業發展上的成功。

培訓總時間  
Total training time

遠洋船長訓練營

Captains' Training Camp

2013	2014	2015	2016
15,453	18,984	15,837	18,510

(單位：課時)  
(unit: hours)

遠洋啟航訓練營

Set-sail Training Camp

2013	2014	2015	2016
113,322	183,304	197,265	152,102

(單位：課時)  
(unit: hours)

遠洋探海者

Seafarers' Training Camp

2013	2014	2015	2016
3,672	11,376	8,664	3,784

(單位：課時)  
(unit: hours)

We expressly prohibit the invasion of employees' personal privacy and require candidate information to be kept confidential even during recruitment to prevent such information from leaking in any form. Working hours, holidays, dismissal, and other relevant issues are all subject to relevant national laws and regulations. We keep improving our remuneration system and have developed a diversified and targeted regime for remuneration based on the market levels of remuneration for respective sectors, so as to ensure the competitiveness of our remuneration and enhance our ability to attract high-calibre talents in the market and retain a core team of personnel. Incentives are distributed based on "progress" of employees and an incentive system centered on profits, business, and strategies has been set up in a bid to motivate employees to share rewards as well as risks with the Company. The Company rewards employees who follow its rules and requirements and uphold the principle of seeking truth from facts and disclose information about disciplinary punishment for any violation.

We are committed to developing ourselves into a learning-oriented organization. To make this happen, the Group has prepared appropriate training programs for different trainees based on various needs. We have established a training system comprising "Captains' Training Camp" for leadership improvement, "Set-sail Training Camp" for specialisation and versatility and "Seafarers' Training Camp" for new employees from on-campus recruitment. Besides the traditional training, the Group launched the "iShare" brand for self-media learning in 2016. This initiative enables employees to learn and share anytime, anywhere during spare moments and facilitates horizontal exchanges among different business patterns and disciplines. In 2016, the Group completed a total of 329,443.5 hours in staff training. The average training time of middle- and low-level staff is 48.9 hours, and that of high- and middle-level staff is 72.6 hours. Our dual career path system encourages and guides employees to remain in a technical career path or move into a management career. This gives full play to personal values of employees and helps them achieve success in career.

案例 CASE

2014年入職的校招新員工侯磊，入職時參加了探海者訓練營，隨後順利融入工作團隊，在專業崗位上工作了將近兩年，後通過集團內部競聘機制成功競聘成為某項目負責人助理的崗位，集團為走上管理崗位的他提供了船長訓練營新經理課程。經過課程培訓以及在崗訓練，他的成長非常迅速，在2016年末的人力資源訪談中，領導和同事都為他給出了極高的評價，年度績效考核中也被評定了最高評價“A”。

Mr. Hou Lei was recruited from campus in 2014 took part in the "Seafarers' Training Camp". He succeeded to fit in his work team. After staying at a professional post for nearly two years, he won the post of assistant to a project leader through Sino-Ocean internal competitive employment mechanism. The Group provided him at the new managerial post with "Captains' Training Camp" courses designed for new managers. After course training and on-the-job training, he grew very fast. In HR interview at the end of 2016, leaders and colleagues gave very high praise to him. He also got the highest rating "A" during annual performance appraisal.



豐富多彩的专业培训  
A variety of professional training





 <div>創造安全健康的工作環境 Create a safe and healthy working condition</div>	 <div>提供帶薪休假福利 Provide paid leave benefit</div>	 <div>提供男性員工的陪產假 Provide paternity leave for male employees</div>
 <div>為員工子女提供免費的醫療保障 Provide free medical security for employees' children</div>	 <div>提供免費早餐、午餐 Provide free breakfast, lunch meals</div>	 <div>為員工父母提供中秋慰問金 Provide Mid-Autumn festival gratuity for employees' parents</div>

除了法定的基本福利保險，我們還提供多項充滿人性化的福利。免去用餐煩惱的營養早午餐、感謝員工家人支持的中秋慰問金、進一步保障員工身體健康的補充商業保險、年度健康體檢等，全方位體現人文關懷。2016 年，集團員工服務滿意度 4.46 分，較 2015 年（4.4 分）提升 0.06 分。

In addition to statutory basic allowances and insurance, we also provide caring benefits, such as nutritious breakfast and lunch meals, Mid-Autumn gratuity as a token to thank staff families for their support, supplementary commercial insurance providing further coverage for staff health and annual medical check-ups, to show our care for staff in all aspects. In 2016, the Group's employee satisfaction was 4.46 points, up 0.06 points from 2015 (4.4 points).

民主管理方面，2016 年職工代表大會到會代表 100%。參與審議公司涉及員工權益的制度 8 項，民主審議產生 5 項意見，通過民主協商進行修訂，制度通過率 100%。困難面前無所畏懼，遠洋為你遮風擋雨。2016 年工會深入基層送去溫暖和關懷，切實解決員工生活中的實際困難。通過公司內部困難員工幫扶制度，完善特困員工需求溝通渠道，及時準確掌握困難的實際情況，採用多種渠道和形式給予幫扶。集團層面 2016 年特殊員工群體幫扶 15 人次，幫困資助金人民幣 12.8 萬元。

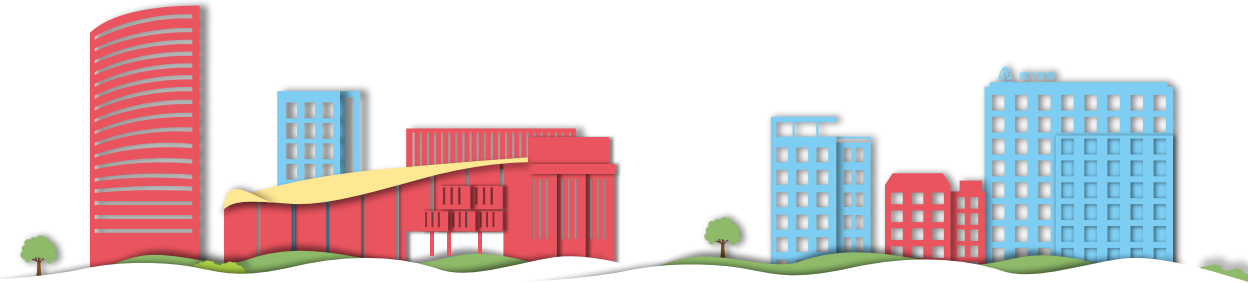
As for democratic management, the attendance rate of worker representative congresses achieved 100% in 2016. The attendants participated in the deliberation of 8 rules involving employees' rights and interests, gave 5 opinions after democratic deliberation, and revised relevant rules through democratic consultation. The final pass rate of relevant corporate rules was 100% in 2016. Sino-Ocean serves as a shelter for its employees . In 2016, the union met grass-roots employees to express the Company's care for them and help solve their problems in life. The Company adopts the internal assistance system for employees with financial difficulties and improve communication channels for poverty-stricken employees to better express their needs. In this way, the Company can promptly and accurately know about their situations and provide support for such employees in various forms via a variety of channels. At the Group level alone, RMB128,000 was spent to help 15 poor employees in 2016.

100%

2016 年職工代表大會到會代表  
Attendance rate of worker representative congresses in 2016

100%

制度通過率  
Pass rate of relevant corporate rules





# TOGETHER FOR WELLBEING CONTRIBUTE TO BRIGHT STARS

## 共築健康 守護熠熠閃耀的星辰

一個建築的結局究竟是作為建築文物保存還是作為垃圾被拆除，取決於建築本身的價值。有價值的建築如同夜空中熠熠閃耀的星辰，在現實和記憶中擁有永恒的光芒。

Whether the end of a building is preserved as a heritage or dismantled as a waste is determined by the value of the building itself. A valuable building is like a shining star in the night sky, with eternal light in reality and memory.





## 共築健康 守護熠熠閃耀的星辰 TOGETHER FOR WELLBEING CONTRIBUTE TO BRIGHT STARS

翻開建築的歷史，星辰與塵埃似乎總是共同存在。我們看到閃耀的徽章次第亮起，如坐落在西班牙廣場僻靜角落的巴塞羅那德國館，自 1929 年幾經戰火和動蕩，即使已經拆除仍然因為經典和永恒被重建和保護，用簡潔和高雅詮釋着最初始的“Less is more”。我們看到不用心的堆砌不斷被時代拋棄，拆除和爆破每天都在進行，一聲巨響，仿佛未曾有過任何歷史與記憶。

一個建築的結局究竟是作為建築文物保存還是作為垃圾被拆除，取決於建築本身的價值。

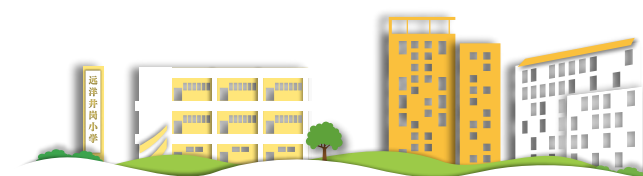
It seems that shiny stars and gloomy dust always coexist throughout the history of architecture. We can see that sparkling badges light up successively. Take German Pavilion of Barcelona located in the secluded corner of Plaza de Espana for example. After repeated wars and turmoil since 1929, even if the Pavilion had been dismantled, it is reconstructed and protected due to its forever classic, interpreting the initial "Less is more" with conciseness and elegance. We also can see that mindless constructions are constantly abandoned by the times. Demolitions and blasting are in progress every day, and after a loud crash, they will disappear as if they never existed in history and memory.

The ending of a building whether it is preserved as a cultural relic or dismantled as a garbage, depends on the value of the building itself.

2006 年我們就沿着環保方向持續開展了“老社區新綠色”環保公益行動。針對老舊社區，我們建立環保改善或改造示範項目，組織形式多樣的環境宣傳教育活動，與環保部宣教中心、美國環保協會攜手搭建起平臺，在北京、天津、沈陽、杭州、哈爾濱等 17 個省市 800 多個社區生根發芽、開花結果。我們連續 8 年主辦“大學生環保創意大賽”，他們的環保海報、攝影、動漫等作品最終被廣泛應用到環保書籍、招貼進入千萬小區。我們自主設計、施工、連續三年實施的“零排放四合院”、“水循環四合院”和“光能四合院”三座環保主題改造示範項目，引起了廣泛的社會關注。2014 年，我們的志願者在四川雅安主導參與震後重建的“遠洋井崗小學”正式竣工並移交，這個全縣最漂亮、條件最好的村

Since 2006, we have continuously developed the "old community, new green" environmental-protection public welfare activity. For the old community, we set up environmental improvement or transformation demonstration projects, organize various forms of environmental publicity and education activities, and build a platform together with Center for Environmental Education and Communications of Ministry of Environmental Protection and the US Environmental Defense Fund, which takes root, sprouts, blossoms and yields fruits in more than 800 communities in 17 provinces and cities such as Beijing, Tianjin, Shenyang, Hangzhou and Harbin. We have hosted the "Environmental Protection Ideas Competition for Undergraduates" for 8 years consecutively, and their posters, photography, animation and other works related to environmental protection have been widely used in environmental protection books and placards to access millions of communities. Our three environmental-protection themed transformation demonstration projects

小不僅是“遠洋制造”的升級，更加入了衆多環保節能的理念和設計。為此，遠洋員工志願者共計付出了 13,000 小時。每一位遠洋志願者都在各自崗位上提供了自己無償而又專業的服務又從中獲益頗多。



, i.e., "zero-discharge quadrangle courtyard", "water-cycle quadrangle courtyard" and "light energy courtyard", designed, constructed and implemented by us for three consecutive years have raised a wide range of social concerns. In 2014, the post-quake reconstruction of "Sino-Ocean Jinggang Primary School" in Ya'an, Sichuan led and participated by our volunteers was officially completed and handed over. As the most beautiful village school of the best conditions in the whole county, it is not only the upgrading of "Sino-Ocean manufactured" but also an integration of a number of environmental-protection and energy-conservation concepts and designs. To this end, Sino-Ocean's employees and volunteers have devoted for a total of 13,000 hours. Every Sino-Ocean volunteer has provided free and professional services in their respective positions and benefited a lot therein.



2016 年 7 月 29 日，由標準排名和萬房投資主辦的「2016 中國綠色生活高峰論壇」在北京舉行。遠洋集團因為在綠色建築領域的深耕，以及對 WELL 健康建築標準的大力推廣而榮獲「標準排名 2016 年中國綠房企（商業地產）TOP10」第二名，及「標準排名 2016 年中國綠房企 TOP30」第七名。

At the "Green Life Summit of China 2016" hosted by Standard Ranking and Wanfang Investment in Beijing on 29 July 2016, Sino-Ocean Group was awarded the 2nd ranking among the "TOP10 Green Property Developers (Commercial Properties) of China 2016" and 7th ranking among the "TOP30 Green Property Developers of China 2016" named by Standard Ranking for its meticulous work in green building and vigorous promotion of the WELL building standards.



環保和志願行動對公司主業起到了巨大的推動作用，遠洋自身的綠色建築標準逐步形成。我們嚴格履行項目環評審批程序，認真組織開展新項目的可行性評估和環境影響評價。所有項目嚴格按照節能 65% 標準建設、保證 30% 的綠地率、系統化地應用綠色環保建築技術、綠色建築與國際接軌，高端商業項目獲取美國能源與環境設計先鋒 LEED 認證。

但環保和綠色並非建築價值的終極目標。現在，隨著“建築健康”理念的提出，我們對建築價值的認知從僅僅關注建築功能本身的綠色建築正在向以人為本的健康建築升級。我們堅持綠色建築，但這是基礎，也是過程，我們有更高的建築價值標準和追求。2016 年，我們的健康綠色建築大家庭又新增了標誌性的項目，用沉甸甸的星級證書展示了我們在推行綠色健康建築上的努力。

Environmental protection and volunteering actions promote the development of the company's main business, and the green building standard of Sino-Ocean has gradually formed. We strictly perform the project EIA approval process, and conscientiously organize the feasibility assessment and environmental impact assessment of new projects. All projects are built in strict accordance with the 65% energy-saving standard with 30% green coverage rate ensured, green building technology, and the green building is internationally compatible. High-end commercial projects have obtained the US LEED certification.

But environmental-protection and green are not the ultimate goals of the architectural value. Now, with the proposal of the idea of "building health", our awareness of architectural values is being upgraded from the green building itself that only focuses on the architectural function to the healthy architecture taking human life as the starting point. That is, Our insistence on green building, is not only the foundation but also the process. We have higher architectural value standards and pursuits. In 2016, another landmark project joined in our healthy and green building family, showing our efforts in the implementation of green and healthy buildings with the heavyweight star-rating certificates.



大運河商務區項目（杭州）  
Canal Business Center (Hangzhou)



已註冊 WELL 項目  
REGISTERED WELL PROJECTS

項目名稱 PROJECT NAME	申報面積（萬 m <sup>2</sup> ） DECLARED AREA (MILLION SQUARE METERS)	申報級別 REPORTING LEVEL	完成註冊時間 COMPLETE REGISTRATION TIME
遠洋天驕（廣州）商業 Elite Palace Business Center (Guangzhou)	8.58	CS 金級 CS gold class	2016.09.23
遠洋天著春秋（北京）二期 Ocean Epoch, Phase II (Beijing)	0.99	MF 金級 MF gold class	2016.01.20
遠洋大河宸章（沈陽）二期 Grand Canal Milestone, Phase II (Shenyang)	2.01	MF 金級 MF gold class	2016.05.20
CBD Z13（北京） CBD Plot Z13 (Beijing)	14.15	CS 金級 CS gold class	2016.09.06
大運河商務區項目（杭州） Canal Business Center (Hangzhou)	16.97	CS 金級 CS gold class	2016.09.30
通州核心區地塊（北京） Core Center Plot, Tongzhou District (Beijing)	17.36	CS 金級 CS gold class	2016.12.05
麗澤商務區項目（北京） Lize Business District Project (Beijing)	12.03	CS 金級 CS gold class	2017.02.17



遠洋天驕（廣州）  
Elite Palace (Guangzhou)

麗澤商務區項目（北京）  
Lize Business District Project (Beijing)

大運河商務區項目（杭州）  
Canal Business Center (Hangzhou)





我們非常重視能源的影響，投入了大量的時間和資源用於減少各項目的能源消耗，致力於作出切實的改變並在實踐上全力以赴。

以遠洋大廈為例，通過對項目進行的能源審計和機房自控系統（BMS）升級改造，提高了設備運行效率，實現了最佳節能效果。

減少廢氣排放上，加強園區綠化、加強對污染源的管理，與衛生部門配合加強控烟管理，裝修採用環保材料，通過交通運輸工具廢氣的治理減少汽車廢氣排放。

減少廢水排放上，按照《城市污水處理及污染防治技術政策》採用完全分流制，辦理《排水許可證》定期進行廢水化驗，確保排放市政內污水水質符合要求。

減少廢棄物排放上，結合大廈自身情況，編制和完善了《可持續用品採購政策和固體廢棄物管理政策》，通過分析垃圾審計的結果，制定了降低廢棄物的方案措施。2016 年大廈建築垃圾清運 1100 噸，殘食垃圾清運 550 噸，廢棄物（舊燈管等）150 公斤。

We attach great importance to the impact of the energy and have invested a lot of time and resources to reduce the energy consumption of each project, to be committed to making actual changes and doing our best in practice.

Taking Ocean Plaza as an example, the energy efficiency of the equipment is improved and the best energy saving effect is achieved through the energy audit and the automatic control of the computer room (BMS).

On the reduction of exhaust emissions, we make efforts to improve the Green Park, strengthen the management of pollution sources, work with the Ministry of Health in tobacco control , use environmentally friendly materials in decoration and reduce automobile exhaust emissions through the management of transport emissions.

On the reduction of the discharge of waste water, in accordance with the "city sewage treatment and pollution control technology policy" , apply for the "drainage permit" and conduct test to the waste water regularly, to ensure that the sewage discharge wastewater, water quality meet the requirements in the city.

On the reduction of waste emissions, with reference to the building of its own, we prepare and improve the "sustainable supplies procurement policies and solid waste management policy", through the analysis of the audit results for the garbage, and formulate measures to reduce the waste. In 2016, we cleared up construction garbage of 1,100 tonnes, leftovers of 550 tonnes and waste ( such as old lamps) of 150 KG.

In 2016, we began to build a group energy consumption data reporting system, and each development and operation unit needs to fill in the energy consumption and emission data on line. Through the data review, comparison and analysis, we can more scientifically judge the actual operation of the project, and provide better energy management and emission recommendations. At present, we have received the first phase of the energy consumption and emission data of the whole group through the reporting system. We are adjusting the system according to practical problems. We can clearly see that in 2017, there will be a complete group of energy consumption and emission data presented in this chapter, comprehensively demonstrating our efforts in sustainable development.



“健康辦公綠足跡” 環保公益項目  
An Environmental Charity Project Known As “Healthy Office with Green Footprints”

集團下屬盈創再生資源有限公司作為國家級環保試點單位，環保科普教育基地，使用非降級處理技術，對塑料瓶進行同質化轉換，生命軌迹的周而復始、閉環循環，實現了真正意義上的節能減排。同時，“健康辦公綠足跡”環保公益項目也在2016年開展，通過加強公眾低碳意識，以對環境認真負責的態度，減少資源消耗，實現綠色減排。

As the national environmental protection pilot unit and the science popularization education base for environmental protection, the Group's subsidiary, Incom Resources Recovery Co., Ltd, applies the non-degradation processing technology to enable the homogenization conversion of the plastic bottle. Such a repeated closed-loop cycle of life trajectory achieves the energy saving and emission reduction in a real sense. Meanwhile, an environmental charity project known as “Healthy Office with Green Footprints” was launched in 2016, aiming to achieve conservation of resources and reduction in emissions in a diligent and accountable manner by enhancing public awareness of the importance of low-carbon lifestyles.

We also focus on the management of green office work and organize all employees to participate in energy saving and environmental protection training, to reduce the resource consumption, increase recycling, and actively.

- 綠色辦公倡導**  
promote green office
- 細化的差旅制度，增加視頻和電話會議設備，杜絕不必要的公務出行**  
promote refined business travel system, add video and teleconferencing equipments and prevent unnecessary business travels
- 鼓勵垂直健身、使用樓梯，減少不必要的電梯運行**  
encourage vertical fitness and use stairs to reduce unnecessary elevator operation
- 關注空調溫度**  
pay attention to the temperature of air conditioning
- 鼓勵自帶飲具，減少一次性紙杯使用**  
encourage to bring their own drinkware, to reduce the use of disposable paper cups
- 堅持檢查打印內容，避免產生廢紙，鼓勵雙面打印和復印，減少紙張浪費**  
insist to inspect the printing contents to avoid waste papers, and encourage double-sided printing and copying to reduce paper waste



案例 CASE

北京未來廣場  
BEIJING  
WE-LIFE PLAZA

通過對排油煙風機的計量改造、LED 照明和變頻扶梯的設施設備技術改造、制冷系統節能管控，北京未來廣場項目 2016 年商業公區總用電量為 756 萬度，較 2015 年同期節約用電量 96.14 萬度，節電率為 11.28%；北京未來廣場 2016 年單位平米用電量 110 度，較 2015 年同期降低 14.5 度，單位功率降低了 3.31 瓦，為其他商業項目提供了寶貴的節能降耗借鑒經驗。

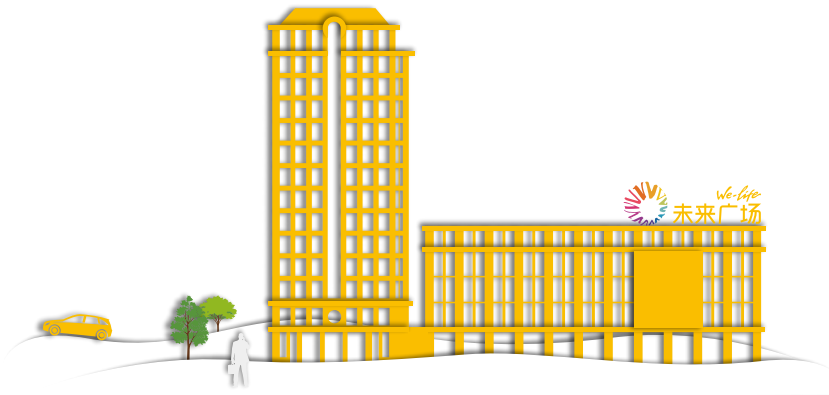
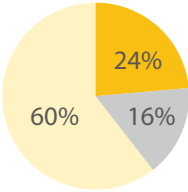
Through the measurement transformation of the oil-smoke emission fan, technological transformation of LED lighting and variable-frequency escalator facilities and equipment, and energy-saving control of refrigeration system, the total electricity consumption in the commercial district of Beijing We-Life Plaza project in 2016 was 7.56 million kwh, saving electricity in an amount of 0.9614 million kwh compared with the electricity consumption at the same period in 2015, with the saving rate 11.28%; The electricity consumption per sq.m. of Beijing We-Life Plaza in 2016 was 110kwh, which reduced by 14.5 kwh compared with that at the same period in 2015, and the unit power reduced by 3.31 watts, providing valuable energy-saving and cost-reducing experience for other commercial projects.

節能措施  
ENERGY-SAVING MEASURES

分類 CLASSIFICATION	節能措施 ENERGY SAVING MEASURES	年節電量（度） ANNUAL ENERGY SAVING (KWH)	節能周期（月） ENERGY SAVING CYCLE (MONTHS)	佔比 PERCENTAGE
計量改造 Measurement transformation	排油煙風機改造 Oil-smoke emission fan	236,000	9	24%
設施設備技改 Technological transformation of facilities and equipment	LED 照明使用 LED lighting	113,300	4	12%
	扶梯變頻改造 Variable-frequency escalator	36,200	8	4%
節能管控 Energy saving control	制冷系統節能 Refrigeration system	397,000	12	41%
	管理措施節能 Management measures	178,900	12	19%
總節電量總計 96.14 萬度 Saving electricity in an amount of 0.9614 million kwh				



節能管控 60%  
Energy saving control  
計量改造 24%  
Measurement transformation  
設備設施 16%  
Technological transformation of facilities and equipment





# TOGETHER FOR WELLBEING MAKE IT A BETTER WORLD

## 共築健康 影響相依相存的世界

我們關懷建築內的人、關注建築所處的環境，也努力改變所在的城市，珍視相依相存的世界，盡力幫助無論是否遙遠卻切實需要幫助的人。

We care about the people in the building and the environment in which the building is located, try to change the city where we are, treasure the world we live in, and help the people in real need regardless of the distance.





## 共築健康 影響相依相存的世界 TOGETHER FOR WELLBEING - MAKE IT A BETTER WORLD

“建築健康”的價值理念改變了我們的專注重點與運營方式，我們也從未忘記與更多人分享健康帶來的價值。我們關懷建築內的人、關注建築所處的環境，也努力改變所在的城市，珍視相依相存的世界，盡力幫助無論是否遙遠卻切實需要幫助的人。

Our focus and operation mode have been changed by the value of "Healthy Construction", and we also never forget to share the value brought by health with more people. We care about the people in the building, pay attention to the environment in which the building is located, try to change the city where we are, treasure the world we live in and try to help people in real need regardless of the distance.

### 公民責任 CIVIC RESPONSIBILITIES

遠洋的社會與公民責任，主要由遠洋集團出資設立的遠洋之帆公益基金會完成和履行。基金會網聚善的力量，深耕教育，以專業平臺有效地整合了遠洋資源，為集團及其合作夥伴的公益捐贈與公益合作提供了最為專業、合規的渠道。

2016 年，基金會創新音樂支教模式，聚焦教育，聚合公益資源，以積極、健康、向上的公益方式打造了一個又一個微公益示範項目，用實際行動踐行“微公益、共參與、共持續”的遠洋公益價值觀。

We fulfill our social and civic responsibility primarily through "Sino-Ocean Charity Foundation", established and funded by the Group as the hub for a network of charitable resources with special emphasis on education support. Its specialised platform has effectively integrated our resources and provided the most professional and compliant channel for the charitable donations and joint ventures between our partners and us.

In 2016, the Foundation introduced an innovative model for supportive education through music, whereby charity resources were consolidated to enable the delivery of a variety of exemplary micro-charity projects through positive approaches. These solid campaigns have brought into full play our values in charity, namely, "micro-charity, co-participation and co-sustainability".



貴州關愛基金回訪小朋友  
Guizhou care fund pay a return  
visit to children



小夥伴成長計劃基本覆蓋了從小學到大學的教育全過程。截至 2016 年，小夥伴成長計劃——助學項目累計投入 1590 萬元，在全國 10 個省市的 60 個學校幫扶共 36403 人次，幫助輟學的孩子完成了學業。在繼續完成四川北川羌族傳統文化教育基地和湖南江永女書傳統文化教育基地的教育教學項目的同時，2016 年基金會新增內蒙古格日勒圖蒙古族傳統文化教育基地項目，為少數民族傳統文化的傳承和發展貢獻着自己的力量。

Our "Little Partner Growth Plan" covers the entire course of education from primary school to university. As of 2016, the "Little Partner Education Sponsorship Scheme" - the student grants program has funded a total of 36,403 person-time and allocated grants RMB15,900,000 in 60 schools in 10 provinces and cities across the country, to help children who drop out of school to complete their studies. Meanwhile, we continued to make contributions to the preservation and development of ethnic minority cultural heritage, as the Foundation commenced the project for the Geriletu Ethnic Education Base in Inner Mongolia in 2016, in addition to the ongoing construction of the Beichuan Jiang Ethnic Group Education Base in Sichuan and the Hunan Jiangyong Nushu Education Base.



小夥伴成長計劃  
LITTLE PARTNER GROWTH PLAN



青春愛唱響貴州行  
"Youth Love Singing" in Guizhou





由遠洋之帆發起的“愛唱響”大型品牌公益系列活動已連續開展三屆，旨在延續遠洋對精神品質一貫追求的同時，以音樂為切入點為邊區孩子架起通往外面世界的橋樑，表達專注於改變基礎教育發展不均衡的持續態度和行動。2016 年，“愛唱響”系列公益活動與遠洋集團持續主辦 8 年的全國大學生“探海者”社會實踐獎深度結合，“青春愛唱響”活動吸引全國 49 所高校、798 個團隊、1786 人參與，影響 515 萬人。

The charity series under the brand of “Love for Singing” launched by Sino-Ocean Charity Foundation has been carried out for three consecutive years, aimed at setting up a bridge to the outside world for the children in border areas by taking music as the starting point while continuing the Ocean’s consistent pursuit of spirit quality, to express its persistent attitudes and actions focusing on changing the unbalanced development of basic education. In 2016, we hosted the “Love for Singing” charity series in association with the “Sino-Ocean National Seafaring” students-in-action scheme, which was in its 8th edition. The “Youth Love Singing” had attracted a total of 798 teams of 1,786 people in 49 colleges and universities to get participated in and it influenced 5.15 million people.



遠洋集團副總裁、遠洋之帆公益基金會理事長李建波先生、團中央學校部部長李驥先生在青春愛唱響的舞臺上鼓勵大學生參與社會實踐

Mr. Li Jianbo, the vice president of the Group and the Director of the Sino-Ocean Charity Foundation, and Mr. Li Ji, the Minister of the Central School Department, encouraged students to participate in social practice during the activity



在青春愛唱響的舞臺上展示藝術魅力的師生

On the stage of “Youth Love Singing”, teachers and students show artistic charm



全國“小公民”創新公益項目徵集活動是一項旨在號召關注培養少年兒童“公民”責任意識、積極調動公益實踐精神和創新潛能、為公益事業發展積蓄力量的案例徵集活動。活動分為社區站和學校站兩個部分，2016 年橫跨了全國 19 個城市、60 個遠洋社區，114 個學校，申報項目 900 個，線上點讚量超過 44 萬，獲得了教育屆大咖們的強力關注。

China “Young Citizen” Innovative Public Welfare Project is a case collection activity aimed at calling on people to focus on cultivating children's awareness for citizenship responsibilities, actively mobilize the spirit of public welfare practice and innovation potential, and gather strength for the development of public welfare projects. The activity is divided into two parts, community station and school station. In 2016, we crossed 19 cities, 60 Sino-Ocean communities and 114 schools, and reported 900 projects, while earning more than 440,000 likes on the Internet and being closely followed by heavyweight members of the education sector.

	2013	2014	2015	2016
基金會捐贈（人民幣 百萬元） Foundation donation (RMB million)	6.61	6.38	6.38	5.44
帶動社會捐贈（人民幣 百萬元） Social donation (RMB million)	1.90	2.91	2.73	60.57
志願者服務時間（小時） Service time of volunteers (hour)	4,318	10,990	17,844	32,168
志願者人數（人） Number of volunteers (persons)	688	1,830	557	1,209
項目直接受益人數（人） Number of persons influenced by projects (persons)			49,000	51,000
影響人數（人） Influence number (persons)			1,007,100	5,765,000



全國 " 小公民 " 創新公益項目徵集活動  
China “Young Citizen” Innovative Public Welfare Project

中國脊樑健康支持計劃——關愛老兵  
China "Healthy Spine" Program - Support and Care for veterans



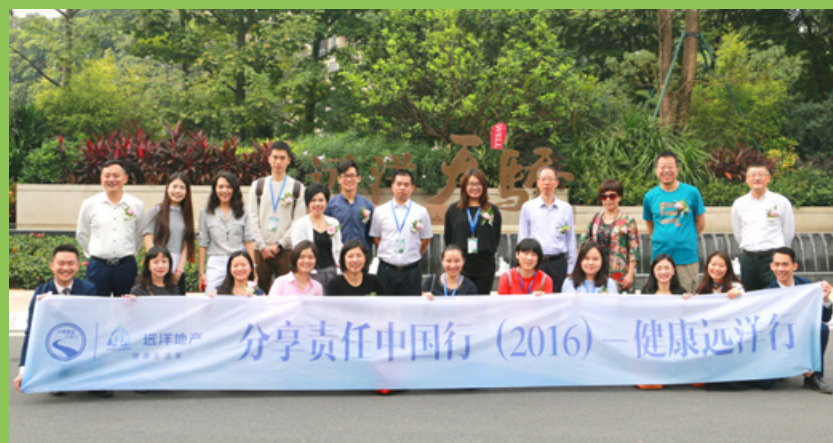
青春愛唱響貴州行  
"Singging for Love" in Guizhou



## 責任交流 CSR FORUM

2016 年 7 月，我們與多家長期合作的供應商開展 CSR 會談，交流責任理念和責任管理模式，為各自履行社會責任開啓了新的篇章。2016 年 11 月，由中國社科院經濟學部企業社會責任研究中心、遠洋集團和遠洋之帆公益基金會共同主辦的“分享責任健康遠洋行”在廣州遠洋天驕成功舉辦。來自廣東工業大學的專家代表、國開投、中國建材、南方航空等十餘家企業代表和媒體代表近 30 人組成的調研團，一同走進廣州遠洋天驕項目，近距離感受遠洋在“建築健康”全新品牌理念下，改善人居生活、締造居住健康的社會責任和聚焦社會價值、專注公益創新的實踐成果。

In July 2016, we hosted talks on CSR matters with a number of suppliers who have been our longstanding partners to exchange views and garner new insights on social responsibility and models of managing social responsibility operations. In November 2016, an event known as “Responsibility Sharing — Healthy Construction at Sino-Ocean” was jointly hosted by the Social Responsibility Research Centre under the Division of Economics of the Chinese Academy of Social Sciences, the Group and “Sino-Ocean Charity Foundation” at Elite Palace (Guangzhou). A 30-member delegation comprising experts from Guangdong University of Technology, staff representatives from more than 10 enterprises including SDIC, CNBM and China Southern Airlines and members of the media visited the project to observe in close scrutiny the Group’s work in improving the residential environment and fostering residential health, as well as its focus on social value and innovative charity programmes, under its brand new brand philosophy of “Healthy Construction”.



## 民生責任 RESPONSIBILITY OF THE PEOPLE'S LIVELIHOOD

響應國家政策是企業回應政府期望與訴求的基本要求。作為多年來緊跟國家政策、堅持關注民生的開發商，我們從未停止過最大限度發揮自身專業技能優勢，在深耕京津冀、發展自身市場的同時，響應國家“優先保證中低價位、中小套型普通商品住房供應”的號召，堅守開發商承諾與社會責任，為更多家庭的夢想實現而不懈努力。

An enterprise should form initiatives in support of national policies as a means to fulfill government expectations and demands. As a developer which has followed national policies closely and shown a persistent concern for people’s livelihood, we have never ceased to supply small and medium-sized commodity housing at lower prices in response to the government’s call while developing projects for our market segments in the Beijing-Tianjin-Hebei region, as we bring the strengths of our specialised skills into full play and help families to realise their dreams in fulfilment of the pledge and social responsibility of a property developer.



遠洋天驕（廣州）  
The Elite Palace (Guangzhou)



社區活動照片牆

COMMUNITY ACTIVITY PHOTO WALL

SINO-OCEAN GROUP  
SUSTAINABLE  
DEVELOPMENT  
REPORT 2016

青島遠洋萬和四季－踏青活動  
Qingdao Ocean Seasons-spring outing

青島遠洋公館－迪士尼主題生日會  
Qingdao Ocean Mansion - Disney  
theme birthday party



BEING PEOPLE-ORIENTED  
TOGETHER FOR  
WELLBEING



遠洋榮域業主社團雙節歡樂聚  
Holiday party organized by Owners  
Association of Ocean Glory



孩子們在愉快的粉刷  
The children are having a good  
time

櫻桃採摘歡樂行  
Cherry picking fun



業主足球賽  
Football game of owners



員工活動照片牆  
STAFF ACTIVITY PHOTO WALL

創變者行未來  
Create the future  
戶外健身協會媽河騎行活動  
Outdoor fitness association of Gui River riding activities



迎六一瘋狂樂高活動  
Crazy Lego activities to welcome children's Day



遠洋員工第十三屆羽毛球聯賽  
The thirteenth badminton league



遠洋工會員工健康關懷活動  
Ocean union employees health care activities  
員工參加 FESCO 足球聯賽  
Employees participate in FESCO Football League  
遠洋集團經營管理中心團建  
Team building of Sino-Ocean Group Operation Management Center



# TOGETHER FOR WELLBEING LISTEN TO DIFFERENT VOICES

## 共築健康 傾聽四面八方的聲音

健康建築理念已經逐漸成爲一種潮流。  
讓我們開放耳朵，聽聽來自業主、媒體  
和員工的聲音。

The concept of healthy architecture has  
gradually become a trend. Let's open our ears  
and listen to the voices of the owners, the  
media and the staff.





## 共築健康 傾聽四面八方的聲音 TOGETHER FOR WELLBEING - LISTEN TO DIFFERENT VOICES

縱使同一個城市，也可以有完全不同的生活方式。其中的差別，可能只是一座健康人居的不同。隨著對生活品質的提升，遠洋的“健康建築”因其舒適、生態的理念逐漸成爲一種潮流。讓我們開放耳朵，聽聽來自業主、媒體和員工的聲音。

Even for those in the same city, they have a completely different way of life. The difference may be just a green habitat. With the improvement of quality of life, "healthy building" of Sino-Ocean has gradually become a trend because of its concept of comfort and ecology. Let us open the ears and listen to voices from the owners, the media and the staff.



### 我的節奏變的更加輕鬆

——郝先生（業主）

我是從事金融行業的，平時總是忙於商務洽談或社交應酬，頻繁往返於家、公司及各個區域聚會的公共會所，而且經常去周邊城市短途出差，而之前住宅的交通位置一度讓我苦惱不已。

搬進遠洋天驕，我把基本所有的商務洽談及社交應酬都統一轉移這邊。不論是接待生意夥伴，短途出差還是舉行會議，我能更好地計算好自己的時間，讓我的節奏更輕鬆、順利，我的生活也變的更加有序，會感覺輕鬆不少。

遠洋天驕這個產品，室內採光和淨水系統我覺得很人性化，我喜歡那種全屋子都很透亮的感覺，窗戶的規劃以及室內燈光的調節，這些都很得我心。精細裝修能把淨水系統都帶上，讓我覺得很窩心。國內的小區現在還沒有達到直飲水到家的水平，但住進天驕，我相信我完全可以與國際接軌。

### MY PACE OF LIFE BECOMES MORE RELAXED

Mr. Hao (The owner)

I am engaged in the financial industry and always busy with business negotiations or social entertainment, with frequent trips across home, company and public clubs in various regions. Besides, I often go to surrounding cities for short distance business travels, and the traffic location of the former residence once got me upset.

After moving into the Elite Palace, I have transferred all the basic business negotiations and social entertainment here. Whether for the reception of business partners, short trips or meetings, I can better arrange my own time to make my pace slower and smoother. My life has become more orderly, and I feel more relax.

I think that the Elite Palace is user-friendly for its indoor day-lighting and water purification system. I feel comfortable when the whole room is very translucent and both the layout of windows and the adjustment of indoor lighting get me satisfied. It's so considerable to equip the refined decoration with the water purification system. In the domestic communities, direct drinking water at home has not yet been realized, but when I live in Elite Palace, I believe that I can fully catch up with the international trend.



### 我對以後的生活狀態倍感期待

——林小姐（業主）

我之所以離開北京，有一部分原因是因爲環境，更準確的說應該是霧霾，所以當我回廣州買房置業就想過裝修一定要做新風系統。當時我過來看房時，原本是抱着觀望的態度來的，結果來了之後，有了一定的了解，我覺得一個樓盤能把新風系統做進精裝標準裏，這麼肯花成本去關心業主健康，讓我很感興趣。另外就是還有些公用設施，比如四季植物果園、親子樂園、萌寵專用的樂園、小區的圖書室等等，這些在我看是很貼心很吸引我的地方，有孩子和寵物的人都會有各自的一個專屬場地，這樣比傳統在小區牽娃牽寵物亂走更容易建立圈子，我覺得這樣特別好。我現在就已經對以後的生活狀態倍感期待了，相信我的朋友們也都會祝福和羨慕我的。

### I AM LOOKING FORWARD TO MY FUTURE LIFE

Miss Lin (The owner)

I leave Beijing partly because of the environment. To be more accurately, it is the haze. So when I go back to Guangzhou to buy the house, the decoration must be with the fresh air system. At the beginning, I come to see the house just with a wait-and-see attitude. But after getting some certain understanding, I am very interested in the building so willing to pay attention to the health of owners at high costs where the fresh air system can be made into the refined decoration standard. There are also some public facilities, such as the four-eason plant orchard, parent-child playground, pet dedicated paradise, community library, etc., which are so sweet and attract me. People with their own children and pets will have such a dedicated area, so it is easier to build relationships than people walking around with kids and pets in the community traditionally. I think that it is particularly good. Now, I am looking forward to my future life and I believe that my friends will bless and admire me.





## 敢於成爲首個吃蟹者

——地產財富會（媒體）

“健康”這兩個字很大又很小。遠洋很大膽，敢從客戶人本需求和產品理念倒推集團品牌理念，以後提“健康”就想到遠洋，這家老字號幾乎拿到了下半場的進階門票。

健康這個詞看似簡單，但打“健康”牌並不容易。

首先需要意識和視角的轉變——這是“大而不倒”的企業很難做到的。如何建造有“價值”的房子一直是行業終極命題，但是過去看待建築的價值，更多聚焦於建築本身，而不是從建築物內“人”的角度出發。健康一詞，是地產企業用客戶、用人的視角來看待產品價值。

## DARE TO BECOME THE FIRST ONE TO EAT CRABS

Real Estate Fortune (Media)

The word "health" can be big and small. Sino-Ocean is very bold to back deduct the group brand concept according to the customers' basic needs and product concepts. In future, people will think of Sino-Ocean once "health" is mentioned, and it almost gets the entrance of the second half contest.

The word "health" looks simple, but it is not easy to realize the "health".

First of all, changes in the consciousness and perspective are required- it is difficult for such a "too big to fail" enterprise. How to build a "valuable" house has always been the ultimate proposition of the industry, but in the past the value of building was evaluated from the perspective of the building itself, rather than the "people" who live in the building. The word "health" indicates that the real estate enterprise evaluates the value of the product from the perspective of the customer and the people.

其次需要有產業支撐。什麼是健康建築？你的標準是什麼？你有哪些產品能夠應有？你有哪些產業能夠支撐？否則，打“健康”牌，你就兜不住，因為這個標識太直接。

最後要有系統建設意識。健康是一個內涵豐富的詞，健康的產品、健康的公司、健康的環境等等。一旦一個企業以“健康”作為品牌定位，就意味著發展理念和價值觀的樹立，也就倒逼這家企業的方方面面都要和健康有關。

而以上三點，遠洋已經或者正在做到。這也是為甚麼，遠洋敢於成爲中國“健康建築”理念的首個吃蟹者。

Secondly, the industrial support is needed. What is a healthy building? What is your standard? What products do you have? What industries do you have to support it? Otherwise, you are not able to hold the "health" flag, because this logo is too direct.

Finally, the sense of system construction is required. "Health" is a word of rich connotations, such as healthy products, healthy companies, and healthy environments etc. Once an enterprise takes "health" as the brand positioning, it means the establishment of development ideas and values, and it is also forced that all aspects of the enterprise should be health related.

Sino-Ocean has achieved or is working on the above three points. This is why Sino-Ocean dares to become the first one in China to propose "healthy building" concept.



## 我看到了遠洋的認真

——地產中國網（媒體）

## I SAW THE CONSCIENTIOUSNESS OF SINO-OCEAN

House.china.com.cn (Media)

從我進入房地產媒體領域，遠洋就是我關注的一個樣本企業。今天，聽到整個遠洋集團的架構，再到 WELL 實驗室的打造，讓我看到遠洋的認真，認真到不僅是要把自己的項目用 WELL 標準來要求，還要把國外的標準和中國的標準結合起來，建築健康這個理念值得我們所有的有力量的人一起來推動。

Since my access into the real estate media field, Sino-Ocean is a sample enterprise I concern about. Today, from the structure of the whole Sino-Ocean Group, and then to the establishment of WELL laboratory, it enables me to see the conscientiousness of Sino-Ocean. It not only applies WELL standard to its own projects, but also combines foreign standards and domestic standards. The concept of healthy construction is worth being promoted by all capable people together.





## 為客戶想得更多、做得更多

趙一爭（員工）

我們長期以來重視客戶研究工作，致力於將更好的產品來呈現給客戶，滿足客戶多方面的需求。而 WELL，就是遠洋獻給客戶最好的禮物。和市面上各種“玩概念”、“堆設備”的所謂“科技住宅”、“健康住宅”不同，WELL 真正關注建築裏的人，是醫學和建築的完美結合。所有的指標都有着嚴謹的醫學依據，通過建築本身的構造、配置來影響人們的居住和生活，從而實現住戶的生理和心理健康。

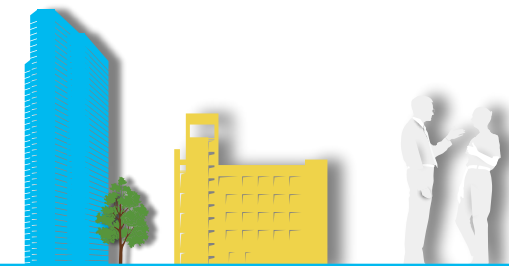
另外，WELL 不單純只是一個建設標準，更是一套貫穿始終的運營和服務。我們不僅嚴格把控建築的建造和配置，而且關注後期住戶使用，關注全生命周期，全方位提高人們的健康意識、實現人體全作息健康管理，從塑造健康建築，過渡到塑造人們在建築裏的健康生活。你想到的、沒想到的，我們都替你提前想到了——這就是遠洋對客戶的承諾。關於健康，我們為客戶想得更多、做得更多！

## THINK MORE AND DO MORE FOR CUSTOMERS

Zhao Yizheng (Staff)

We have long attached great importance to the customer research work and we are committed to presenting better products to customers to meet their various needs. And WELL is the best gift that Sino-Ocean gives to the customer. Different from a variety of the so-called "science and technology housing" and "health housing" in the market "playing the concept" and "piling equipment", WELL, a perfect combination of medical science and architecture, really concerns about the people who live in the building. All medically-based indicators affect people's living and life through the structure and configuration of the building, making residents healthy physically and psychologically.

In addition, WELL is not just a building standard, but also a complete set of operations and services. We not only strictly control the construction and configuration of the building, but also concern about the use of residents in later period and the whole life cycle, to comprehensively improve people's health awareness, achieve the overall health management, and transit from the realization of the healthy building to the realization of healthy lifestyle of people who live in the building. No matter what you have thought and what you have never thought, we have thought all for you in advance - this is Sino-Ocean's commitment to customers. we think more and do more for customers' health!



## 健康建築是滲透在建築裏面的綠色血液

莊惟敏（清華大學建築學院院長）

### A HEALTHY BUILDING IS THE GREEN BLOOD THAT PERMEATES THE BUILDING

Zhuang Weimin (Dean, School of architecture, Tsinghua University)

綠色建築更多的關注是人工環境和自然的關係，它希望對環境盡量少的施加壓力，與環境友好。現在提的健康建築是為人的，建築師更注重人工環境和人，加上自然，三種之間的聯繫，這個應該是未來的趨勢。它作為一個概念提出來，不是一種建築類型，而是滲透在建築裏面的綠色的血液，所有的健康環境都由這一點來考慮。未來，我希望在健康環境裏邊創造健康建築。

Green buildings focus on the relationship between artificial environment and the nature. That means to minimize the pressure on the environment and be more environmentally friendly. Now the healthy buildings are proposed for human. Architects pay more attention to the link among artificial environment, human and the nature, which should be the trend in the future. It is proposed as a concept, not a type of architecture, but the green blood that permeates the building. All the healthy environment is considered based on this point. In the future, I hope to create healthy buildings in a healthy environment.



## 我希望為環境改善做些什麼

戴玲梅（員工）

### I HOPE TO DO SOMETHING FOR THE IMPROVEMENT OF THE ENVIRONMENT

Dai Lingmei (Staff)

中國的環境正在變得越來越差，我希望獲得更好的環境，也希望能為更好的環境做點甚麼。遠洋和 WELL 的中國實踐給了我這樣的機會。我們遠洋在中國做 WELL 標準落地，將給行業，給業主，給中國帶來更積極的影響。這讓我對工作充滿了熱情。

In China, the environment is getting worse. I hope to get a better environment and want to do something for a better environment. Sino-Ocean and WELL's practices in China give me such an opportunity. The landing as per WELL standards by Sino-Ocean in China will have a more positive impact on the industry, the owners and even the whole China. It makes me full of enthusiasm for the work.

## 共築健康 傾聽四面八方的聲音 TOGETHER FOR WELLBEING - LISTEN TO DIFFERENT VOICES





## 健康的生活不只要綠之於身，還要綠之於心

張建宇（美國環保協會中國主任）

遠洋之所以要引進 WELL 標準，要講健康的生活，不只要綠之於身，還要綠之於心。身就是從環境角度，周圍大的環境，建築一開始的時候，國際標準進入中國，到自己的綠建標準，國外方面比我們稍微早一點，環境保護最終目的是保護自己人的健康，只是綠之於身，而沒有綠之於心，保護我們自己的健康，可能這個工作也失去了意義。

## A HEALTHY LIFE MEANS HEALTHY BOTH PHYSICALLY AND PSYCHOLOGICALLY

Zhang Jianyu (Chinese director of the American Environmental Protection Association)

A healthy life means healthy both physically and psychologically. So the Sino Ocean introduces WELL building standard. Physical health is proposed to protect from the surrounding environment. From the international standard introduced into China to our own healthy building standard, the final goal of environmental protection was only to keep people healthy physically, neglect of psychological health. Our work would be meaningless if it was only to protect our health.



## 建築健康抓住了時代發展脈搏

汪恒（中國建築設計院總建築師）

遠洋所提出的建築健康抓住了時代發展的脈搏，從以前的溫飽時代過渡到現在全面小康的時代，健康理念的轉變非常重要。自從人類有了建築以來，都在努力滿足綠色、安全、衛生的這些要求，但是目前都是一些碎片式、片段式、分散式的要求，而國外相應的各類標準、規範却已經到了一個很豐富的階段。因此，國內的綠色建築還需相應的強制性標準。

## BUILDING HEALTH CAPTURES THE PULSE OF THE TIMES

Wang Heng (chief architect of China Architectural Design Institute)

The architectural health of the Sino-Ocean has caught the pulse of the development of the times. The transition from the subsistence era to the moderately prosperous era is of great importance to the transformation of the concept of health. Since buildings exist, people are struggling to meet requirements of green, safety and hygiene. But, those requirements are fragmented and scattered, while there have been enough mature standards internationally. Therefore, relatively mandatory standards are required for the domestic healthy buildings.



2016 年 9 月，遠洋設計院作為建築健康的先行者受邀參加北京國際設計周，共話健康人居環境的未來  
In September 2016, as a pioneer of architectural health, Sino-Ocean Design Institute was invited to participate in Beijing international design and build a healthy human settlement environment in the future



品牌活躍度行業排名第一梯隊  
BRAND ACTIVITY, INDUSTRY RANKED FIRST ECHELON

來自四面八方的聲音無一不向我們展示着建築健康理念的感召力量。2016 年，遠洋品牌活躍度位居行業排行第十，品牌影響力逐年擴大。

All the voices from all quarters show us the inspiring power of architectural health. In 2016, the Sino-Ocean brand activity ranked tenth in the industry, its brand influence improved annually.

全國房企品牌活躍度  
National housing prices brand activity

	企業名稱	Enterprise name	年度指數 Annual index
1	萬科集團	Vanke Group	87.19
2	碧桂園	Country Garden	87.06
3	萬達集團	Wanda Group	83.92
4	中國恒大	China Evergrande	76.48
5	保利地產	Poly Real Estate	74.51
6	綠地集團	Greenland Group	72.55
7	中國中鐵	China Railway	71.45
8	綠地中國	Greenland China	71.42
9	華潤置地	China Resources Land	70.65
10	遠洋集團	Sino-Ocean Group	70.42
11	招商蛇口	Merchants Shekou	69.08
12	龍湖集團	Longhu Group	68.58
13	融創中國	Sunac China	68.53
14	華夏幸福	China Fortune	68.24
15	中海地產	China Overseas Property	68.04

數據來源：億翰智庫  
Data sources: Yihan Think Tank

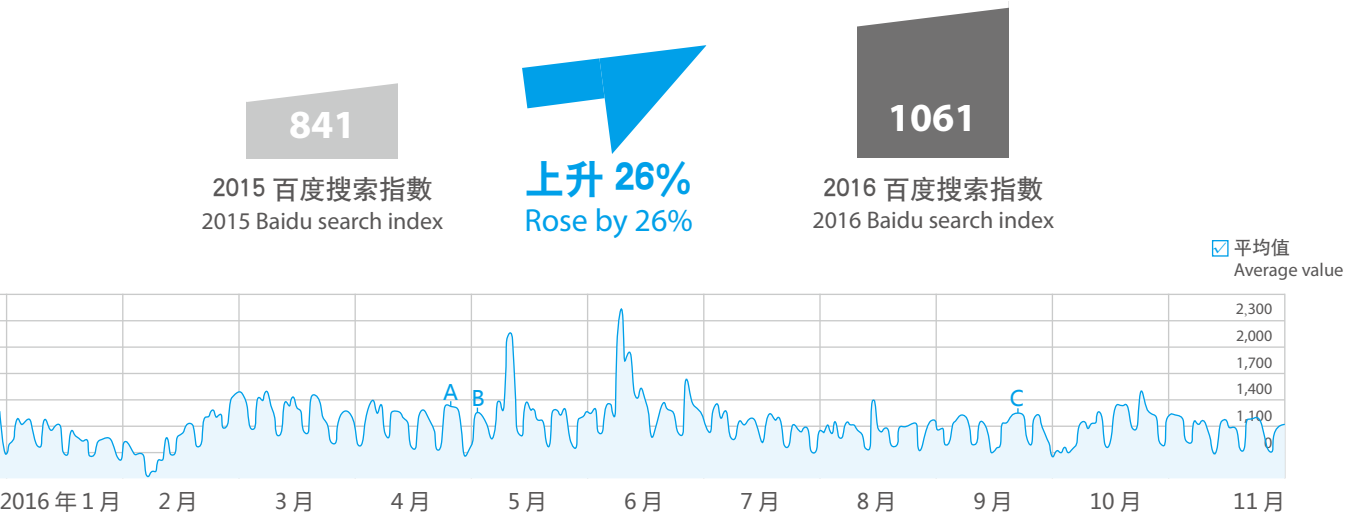
傳播聲量  
TRANSMISSION VOLUME

全年正向傳播效果顯著  
POSITIVE PROPAGATION EFFECTS WERE SIGNIFICANT THROUGHOUT THE YEAR

18,463 全年正面傳播（篇） Full year spread (times)	23% 同比上漲 Year on year rise
12,980,000 廣告價值（人民幣） Advertising value (RMB)	21% 同比上漲 Year on year rise
81,120,000 影響人數（人） Influence number (persons)	28% 同比上漲 Year on year rise
38% 微信公眾號傳播佔比 WeChat public signal traffic ratio	20% 同比上漲 Year on year rise

數據來源：第三方監測公司  
Data source: third party monitoring company

百度搜索指數大幅提升  
BAIDU SEARCH INDEX IMPROVED SIGNIFICANTLY



數據來源：百度搜索指數  
Data source: Baidu search index



結束語

CONCLUSIONS

如同人類探索星辰大海，我們從未停止過探索健康的腳步。作爲一家產品遍佈全國的企業，正是因爲我們的產品價值得到您的認可，追求健康的理念被您認同，才使得我們能夠深耕 20 餘年， 仍然保持着探索的能力與初心。

回歸人本，我們關注人類真正的需求，打造沒有保質期的健康住宅、健康家園和健康生活。

實現價值，我們感激攜手並進的夥伴，也希望越來越多卓越的人與我們同行，推動遠洋健康、穩定、可持續地運轉，實現基業長青。

2016 年，我們率先引入健康建築標準，做建築健康的先行者，推動健康在項目落地實現健康標準的本地化。2017 年，我們將穩健推動“健康”落地，聯合行業的力量普及健康標準理念，成爲建築健康的引領者。腳踏實地，我們清晰地看到在不遠的未來，成爲健康建築的領導者，在健康這個標籤的強大感知力量下，健康標準廣爲行業內外所熟知。

來吧，與我們一起，回歸人本，共築健康，實現價值。

As human being’s exploration of the star and the sea, we have never stopped our footsteps to explore health. As an enterprise with products all over the country, it is your recognition of our product value and our pursuit of the health concept that enables us to still maintain the ability and the original intention to explore after more than 20 years of deep cultivation.

Being people-oriented, we concern about the real needs of mankind, to create a healthy housing, healthy homeland and healthy life with no expiration date.

Realizing the value, we are grateful to go hand in hand with partners and also hope that more and more outstanding people can go with us, to promote healthy, stable and sustainable operation of Sino-Ocean to achieve an evergreen business.

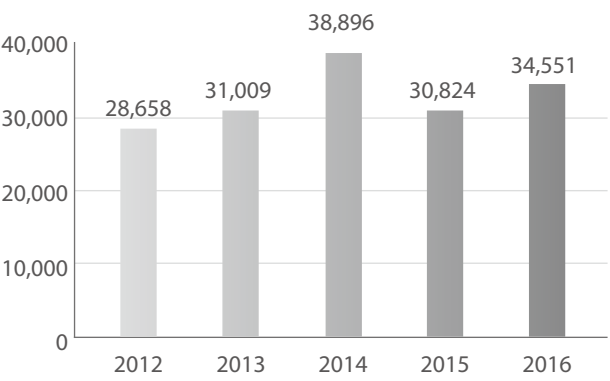
In 2016, we took the lead in introducing health building standards as the pioneer of building health, and promoted health and localization of health standards in project landing. In 2017, we will launch the health value alliance, pool the industry strength, popularize the health standard concept, becoming the leader of the healthy buildings. We clearly see that we will become the leader of the healthy construction in the near future. With srtong awareness of health, the health standards will be well konwn in the industry and beyound.

Come on! Join us, being people-oriented and working together for wellbeing to realize the value.

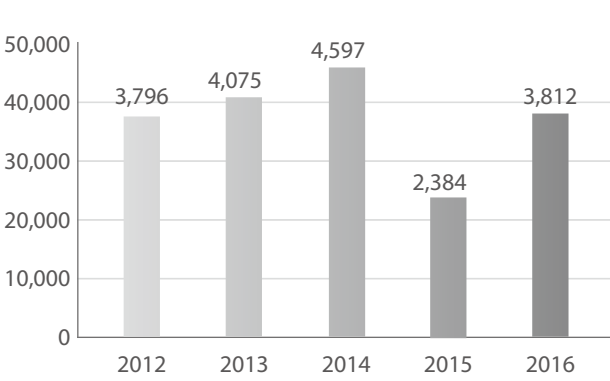


附錄 1 重點數據  
APPENDIX 1 KEY DATA

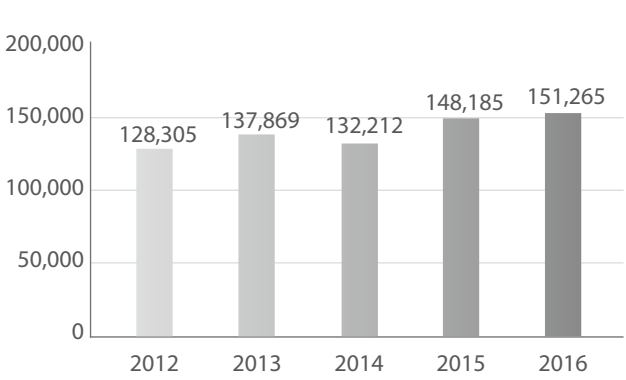
營業額 (人民幣百萬元)  
Turnover (RMB million)



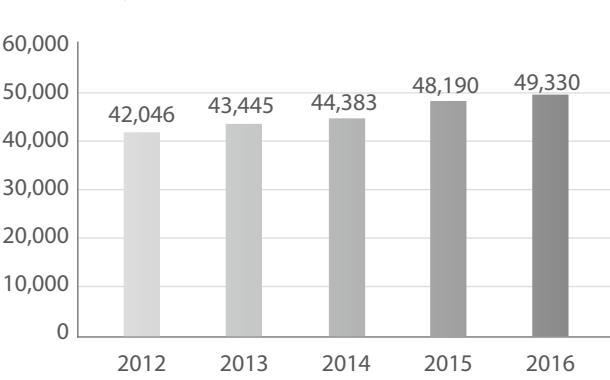
本公司擁有人應佔溢利 (人民幣百萬元)  
Profit attributable to owners of the company (RMB million)



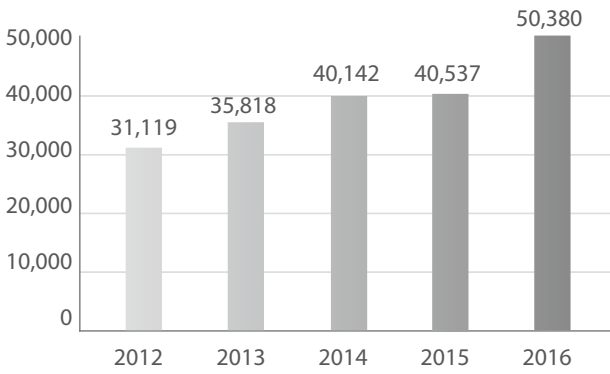
資產總值 (人民幣百萬元)  
Total assets (RMB million)



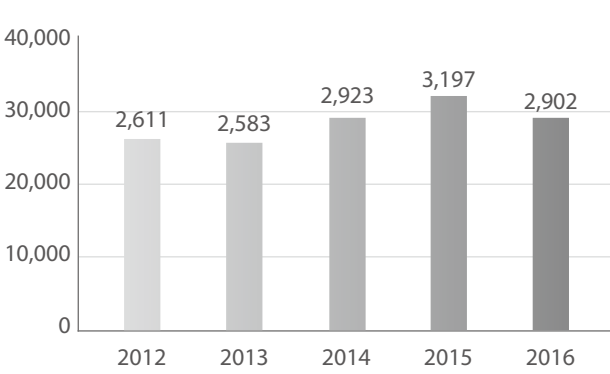
權益總值 (人民幣百萬元)  
Total equity (RMB million)



協議銷售額 (人民幣百萬元)  
Contracted sales (RMB million)

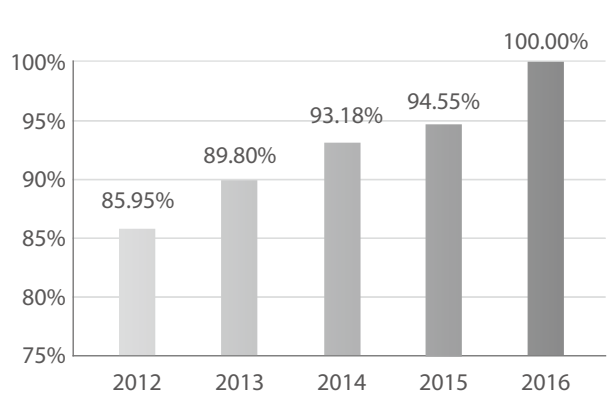


售出可售面積 (千平方米)  
Saleable area sold (thousand square meters)

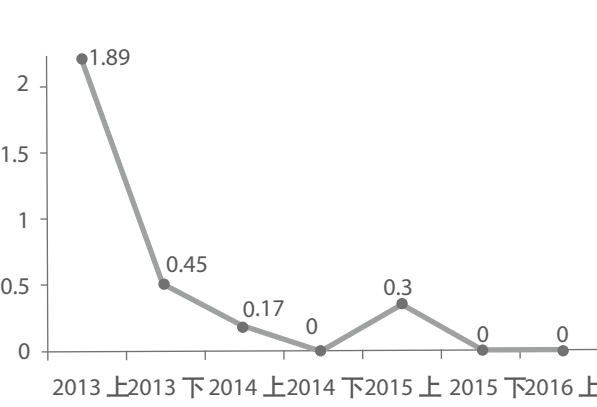


安全數據  
SECURITY DATA

歷年安全檢查合格率統計 (≥ 80 分)  
Qualification rate of safety check over the years(≥80 minute)



歷年百萬平米事故率統計  
Accident rate per 1 million sq.m. over the years



員工數據  
EMPLOYEE DATA

表 1：員工總數  
Table 1: Total number of employees

		員工性別	Gender	2014	2015	2016
正式員工 Formal employee	男性	Male		3,989	3,978	4,601
	女性	Female		2,567	2,586	2,962
	合計 *	Total*		6,556	6,564	7,563
非正式員工(不含勞務派遣) Informal employee (excluding labor dispatch)	男性	Male		92	75	129
	女性	Female		75	83	101
	合計	Total		167	158	230

表 2：僱傭類型  
Table 2: Types of employment

		2014	2015	2016
高管	Senior management	111	109	248
員工	Employee	6,445	6,455	7,315
總人數	Total number *	6,556	6,564	7,563

\* 總人數不含保安保潔等基礎性物業人員  
\* Total number excluding security and cleaning and other basic property employees



表 3：年齡情況  
Table 3: Age

員工	Employee	2014	2015	2016
平均年齡	Average age	34	34.5	34.6

表 4：各事業部人數情況  
Table 4: Number of people in each division

		2014	2015	2016	聘用當地高級管理人員比例 Hire locally Proportion of local senior management personnel
開發事業一部	Development division I	558	495	302	5.0%
開發事業二部	Development division II	332	320	161	4.3%
開發事業三部	Development division III	404	440	414	1.2%
開發事業四部	Development division IV	170	194	279	0.0%
產品營造事業部	Product construction division	1,021	1,035	1,472	1.4%
商業地產事業部	Commercial real estate division	204	301	385	2.6%
寫字樓事業部	Office building division	98	108	154	4.5%
資本運營事業部	Capital operation division	49	92	138	5.8%
資產管理事業部	Asset management division	0	8	9	22.2%
客戶服務業事業部	Customer service division	3,233	3,157	3,616	0.1%
香港公司	Hong Kong company	30	32	34	0.0%
遠嘉經紀	Ocean Jiaye Real Estate Agent Co.,Ltd.	141	166	373	0.0%

表 5：新員工總數  
Table 5: Total number of new employees

	員工性別	Gender	2014	2015	2016
正式員工 Formal employee	男性	Male	1,708	1,332	1,743
	女性	Female	1,241	1,049	1,151
	合計 *	Total*	2,949	2,381	2,894

表 6：新員工年齡情況  
Table 6: Age of new employees

員工	Employee	2014	2015	2016
平均年齡	Average age	31	32	29

表 7：各事業部新員工人數情況  
Table 7: Number of new employees in each division

		2014	2015	2016
開發事業一部	Development division I	142	57	73
開發事業二部	Development division II	61	70	37
開發事業三部	Development division III	182	156	144
開發事業四部	Development division IV	26	37	76
產品營造事業部	Product construction division	344	371	410
商業地產事業部	Commercial real estate division	55	107	121
寫字樓事業部	Office building division	35	21	64
資本運營事業部	Capital operation division	0	48	60
資產管理事業部	Asset management division	0	1	3
客戶服務業事業部	Customer service division	1,815	1,349	1,654
香港公司	Hong Kong company	7	6	3
遠嘉經紀	Ocean Jiaye Real Estate Agent Co.,Ltd.	166	114	175

表 8：全集團流失員工總數  
Table 8: Total number of employee loss

	員工性別	Gender	2014	2015	2016
正式員工 Formal employee	男性	Male	1,265	1,263	1,415
	女性	Female	1,060	990	921
	合計 *	Total*	2,325	2,253	2,336

\* 總人數不含保安保潔等基礎性物業人員  
\* Total number excluding security and cleaning and other basic property employees



表 9：流失員工年齡情況  
Table 9: Age of quited employees

員工	Employee	2014	2015	2016
平均年齡	Average age	31.3	31.2	32.1

表 10：各事業部流失員工人數情況  
Table 10: Employee loss in each division

		2014	2015	2016	2016 平均離職 Average quit rate in 2016
開發事業一部	Development division I	89	122	51	8.6%
開發事業二部	Development division II	94	80	40	11.0%
開發事業三部	Development division III	118	81	95	15.9%
開發事業四部	Development division IV	16	17	36	12.9%
產品營造事業部	Product construction division	352	387	362	23.3%
商業地產事業部	Commercial real estate division	42	28	41	9.5%
寫字樓事業部	Office building division	6	13	33	17.7%
資本運營事業部	Capital operation division	9	9	36	19.4%
資產管理事業部	Asset management division	0	2	1	7.7%
客戶服務業事業部	Customer service division	1,267	1,383	1,466	27.1%
香港公司	Hong Kong company	2	4	1	2.9%
遠嘉經紀	Ocean Jiaye Real Estate Agent Co.,Ltd.	284	85	124	24.2%
合計	Total	2,279	2,211	2,286	22.1%

表 11：高管情況  
Table 11: Senior management situation

	2014	2015	2016
高管男女比 Proporiton of male to female senior management	4:1	6:1	3:1
高管平均年齡（單位：歲） Average age of senior management	43	43	43
高管漢族和少數民族比 Proporiton of Han nationality/minority nationality senior management	13:1	13:1	13:1
聘用當地高層管理人員占高管的比例 Proportion of senior executives hired locally to the senior management	2:1	1:2	2:1

表 12：員工職稱比例  
Table 12: Employee title proportion

職稱證書範圍：工程師 Title certificate scope: Engineer	2016	比例 Proportion
中級職稱 Intermediate professional title	1,034	13.70%
高級職稱 Senior professional title	249	3.30%

備註  
Remarks

各事業部所屬區域：  
Each business unit belongs to the region:

開發事業一部：北京、天津、河北  
Development division I: Beijing, Tianjin, Hebei

開發事業二部：遼寧、吉林、山東  
Development division II: Liaoning, Jilin, Shandong

開發事業三部：上海、浙江、江蘇、湖北、湖南  
Development division III: Shanghai, Zhejiang, Jiangsu, Hubei, Hunan

開發事業四部：廣東、海南、重慶  
Development division IV: Guangdong, Hainan, Chongqing

商業地產事業部：天津、浙江、四川、遼寧  
Commercial real estate division: Tianjin, Zhejiang, Sichuan, Liaoning

資本運營事業部：北京、上海、四川、廣東、香港  
Capital operation Division: Beijing, Shanghai, Sichuan, Guangdong, Hongkong

香港聯交所《環境、社會及管治報告指引》

Hong Kong Stock Exchange Guidelines on Environmental, Social and Governance Reporting

	披露內容 Disclosure content	在本報告中的位置 Position in this report
A 環境 A Environment		
層面 A1：排放物  Level A1: Emissions	有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的政策及遵守對發行人有重大影響的相關法律及規例的資料。  The policy related to waste and greenhouse gas emissions, discharges to water and land, and generation of hazardous and non-hazardous waste, and information on compliance with relevant laws and regulations that have a significant impact on the issuer.	P65
層面 A2：資源使用  Level A2: Resource utilization	有效使用資源（包括能源、水及其他原材料）的政策。  The policy about effective utilization of resources (including energy, water and other raw materials).	P66
層面 A3：環境及天然資源  Level A3: Environment and natural resources	減低發行人對環境及天然資源造成重大影響的政策。  The policy to reduce the significant impact of the issuer on the environment and natural resources.	P66
B 社會 B Society		
僱傭及勞工常規 Employment and labor practices		
層面 B1：僱傭  Level B1: Employment	有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的政策及遵守對發行人有重大影響的相關法律及規例的資料。  The policy related to waste and greenhouse gas emissions, discharges to water and land, and generation of hazardous and non-hazardous waste, and information on compliance with relevant laws and regulations that have a significant impact on the issuer.	P52-P56
B1.1	按性別、僱傭類型、年齡組別及地區劃分的僱員總數。 Total number of employees classified by gender, type of employment, age group and region.	P100-P101
B1.2	按性別、年齡組別及地區劃分的僱員流失比率。 Employee loss ratio classified by gender, age group and region.	P102-P103
層面 B2：健康與安全  Level B2: Health and safety	有關提供安全工作環境及保障僱員避免職業性危害的政策及遵守對發行人有重大影響的相關法律及規例的資料。  The policy related to the provision of safe working conditions and the protection of employees against occupational hazards and information on compliance with relevant laws and regulations that have a significant impact on the issuer.	P41
B2.1	因工作關係而死亡的人數及比率 Number and ratio of deaths due to work	P41
B2.2	因工傷損失工作日數。 Loss of working days due to work injury.	P41

	披露內容 Disclosure content	在本報告中的位置 Position in this report
B2.3	描述所採納的職業健康與安全措施，以及相關執行及監察方法 Describe the occupational health and safety measures adopted, as well as the relevant implementation and monitoring methods	P41
層面 B3：發展及培訓 Level B3: Development and training	有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動。 The policy related to knowledge and skills that can enhance employees' performance of job duties. Describe training activities.	P53
B3.1	按性別及僱員類別（如高級管理層、中級管理層等）劃分的受訓僱員百分比。  Percentage of trained employees classified by gender and employee type (e.g., senior management, intermediate management, etc.).	P53
B3.2	按性別及僱員類別劃分，每名僱員完成受訓的平均時數。 Average number of hours completed by each employee classified by gender and employee type.	P53
層面 B4：勞工準則  Level B4:Labor norms	有關防止童工或強制勞工的政策及遵守對發行人有重大影響的相關法律及規例的資料。  The policy related to the prevention against child labor or forced labor and information on compliance with relevant laws and regulations that have a significant impact on the issuer.	P52
B4.1	描述檢討招聘慣例的措施以避免童工及強制勞工。 Describe measures to review recruitment conventions to avoid child labor and forced labor.	P52
B4.2	描述在發現違規情況時消除有關情況所採取的步驟。 Describe the steps taken to eliminate the situation when a violation is found.	P52
營運慣例 Operation practices		
層面 B5：供應鏈管理 Level B5: Supply chain management	管理供應鏈的環境及社會風險政策。 The condition of supply chain management and social risk policy.	P50
B5.1	按地區劃分的供應商數目。 Number of suppliers classified by region.	P50
B5.2	描述有關聘用供應商的慣例，向其執行有關慣例的供應商數目、以及有關慣例的執行及監察方法。  Describe practices related to suppliers’ employment, the number of suppliers who implement such conventions to them, and the enforcement and monitoring of related practices.	P50
層面 B6：產品責任  Level B6: Product liability	有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的政策及遵守對發行人有重大影響的相關法律及規例的資料。  The policy related to the health and safety, advertising, labeling and privacy matters and remedies of the products and services provided and information on compliance with the relevant laws and regulations that have a significant impact on the issuer.	P47



	披露內容 Disclosure content	在本報告中的位置 Position in this report
B6.1	已售或已運送產品總數中因安全與健康理由而須回收的百分比。 Percentage of recall in the total number of products sold or delivered for safety and health reasons.	P47
B6.2	接獲關於產品及服務的投訴數目以及應對方法。 Number of complaints received on products and services, and the coping method.	P47
B6.3	描述與維護及保障知識產權有關的慣例。 Describe practices related to the maintenance and protection of intellectual property rights.	P47
B6.4	描述質量檢定過程及產品回收程序。 Describe the quality verification process and product recall procedures.	P47
B6.5	描述消費者資料保障及私隱政策，以及相關執行及監察方法。 Describe consumer data protection and privacy policies, as well as relevant enforcement and monitoring methods.	P47
B7：反貪污  B7:Anti-corruption	有關防止賄賂、勒索、欺詐及洗黑錢的政策及遵守對發行人有重大影響的相關法律及規例的資料。 The policy related to the prevention against bribery, extortion, fraud and money laundering and information on compliance with relevant laws and regulations that have a significant impact on the issuer.	P16
B7.1	於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果。 The number of corruption litigation cases against the issuer or its employees filed and concluded during the reporting period and the litigation results.	P17
B7.2	描述防範措施及舉報程序，以及相關執行及監察方法。 Describe precautionary measures and reporting procedures, as well as relevant enforcement and monitoring methods.	P16
社區 Community		
層面 B8：社區投資  Level B8: Community investment	有關以社區參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策。 Relevant policies to understand the needs of the community where we operate through the community involvement and to guarantee that their business activities will take community's interests into account.	P71-P78
B8.1	專注貢獻範疇 Dedicated contribution areas	P73-P74
B8.2	在專注範疇所動用資源 Resources used in dedicated areas	P77

中國社科院 CASS—CSR3.0 指標索引

CASS-CSR3.0 indicator index

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
第一部分：報告前言（P 系列） Part I: Preface of the report( P series)			
（P1）報告規範 (P1) Report specification			
P1.1	報告質量保證程序 Report quality assurance procedure	P21-P25	拓展 Extension
P1.2	報告信息說明 Report information description	P I	核心 Core
P1.3	報告邊界 Report boundary	P I	核心 Core
P1.4	報告體系 Report system	P II	核心 Core
P1.5	聯繫方式 Contact information	P II	核心 Core
（P2）報告流程 (P2) Report process			
P2.1	報告編寫流程 Report preparation process	P21-P25	拓展 Extension
P2.2	報告實質性議題選擇程序 Substantive issues selection process of the report	P21-P25	核心 Core
P2.3	利益相關方參與報告過程的程序和方式 Procedures and ways for stakeholders' participation in the report process	P23-P26	拓展 Extension
（P3）高管致辭 (P3) Message from senior management			
P3.1	企業履行社會責任的機遇和挑戰 Opportunities and challenges for the enterprise to fulfil social responsibility	P3-P6	核心 Core
P3.2	企業年度社會責任工作成績與不足的概括總結 A summary of the achievements and deficiencies of the annual social responsibility work of the enterprise	P3-P6	核心 Core
（P4）企業簡介 (P4) Company profile			
P4.1	企業名稱、所有權性質及總部所在地 The name of the enterprise, the nature of the ownership and the location of the headquarter	P9	核心 Core

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
P4.2	企業主要品牌、產品及服務 Major brands, products and services of the enterprise	P11-P12	核心 Core
P4.3	企業運營地域、包括運營企業、附屬及合營機構 Enterprise operation regions, including operating companies, subsidiaries and joint ventures	P9-P10	核心 Core
P4.4	按產業、顧客類型和地域劃分的服務市場 The service market classified by the industry, customer type and region	P9-P10	核心 Core
P4.5	按僱傭合同（正式員工和非正式員工）和性別分別報告從業員工總數 Report the total number of employees as per the employment contract (formal and informal) and gender	P52	核心 Core
P4.6	列舉企業在協會、國家組織或國際組織中的會員資格或其他身份 List membership or other positions of the enterprise in the association, national organization or international organization	P59	拓展 Extension
P4.7	報告期內關於組織規模、結構、所有權或供應鏈的重大變化 Significant changes in the size, structure, ownership or supply chain of the organization during the reporting period	P11-P14	拓展 Extension
(P5) 年度進展 (P5) Annual progress			
P5.1	年度社會責任重大工作 Annual major work related to social responsinility	P2	核心 Core
P5.2	年度責任績效 Annual responsibility performance	P2	核心 Core
P5.3	年度責任榮譽 Annual responsibility honor	P27-P31	核心 Core
第二部分：責任管理（G 系列） Part II : Responsibility management(G series)			
(G1) 責任戰略 (G1) Responsibility strategy			
G1.1	社會責任理念、願景、價值觀 Social responsibility concept, vision, and values	P18	核心 Core
G1.2	企業簽署的外部社會責任倡議 The external social responsibility proposal signed by the enterprise	P19	拓展 Extension
G1.3	辨識企業的核心社會責任議題 Identify the core social responsibility issue of the enterprise	P23-P24	核心 Core
G1.4	企業社會責任規劃 Corporate social responsibility planning	P3-P6	拓展 Extension

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
(G2) 責任治理 (G1) Responsibility strategy			
G2.1	社會責任領導機構 Social responsibility leadership	P18	拓展 Extension
G2.2	利益相關方與企業最高治理機構之間溝通的渠道或程序 Channels and procedures for the communication between stakeholders and the highest governing body of the enterprise	P15	拓展 Extension
G2.3	社會責任組織體系 Social responsibility organization system	P18	核心 Core
G2.4	社會責任組織體系的職責與分工 Responsibility and division of labor in social responsibility organization system	P18	核心 Core
G2.5	社會責任管理制度 Social responsibility management system	P19-P20	拓展 Extension
(G3) 責任融合 (G3) Responsibility integration			
G3.1	推進下屬企業社會責任工作 Promote the social responsibility work of subordinate enterprises	P77	拓展 Extension
G3.2	推動供應鏈合作夥伴履行社會責任 Promote supply chain partners to fulfill their social responsibilities	P51	拓展 Extension
(G4) 責任績效 (G4) Responsibility performance			
G4.1	構建企業社會責任指標體系 Construct the index system of corporate social responsibility	P22	拓展 Extension
G4.2	依據企業社會責任指標進行績效評估 Evaluate the performance based on corporate social responsibility index	P23	拓展 Extension
G4.3	企業社會責任優秀評選 Excellent corporate social responsibility selection	P31	拓展 Extension
G4.4	企業在經濟、社會或環境領域發生的重大事故，受到的影響和處罰以及企業的應對措施 Major accidents, effects and penalties the enterprise suffered in the economic, social or environmental fields and the response of the enterprise	P17	核心 Core
(G5) 責任溝通 (G5) Responsibility communication			
G5.1	企業利益相關方名單 List of corporate stakeholders	P20	核心 Core
G5.2	識別及選擇利益相關方的程序 Procedures to identify and select stakeholders	P22	拓展 Extension



序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
G5.3	利益相關方的關註點和企業的回應措施 Stakeholders' concerns and corporate response measures	P26	核心 Core
G5.4	企業內部社會責任溝通機制 Corporate internal social responsibility communication mechanism	P19-P20	核心 Core
G5.5	企業外部社會責任溝通機制 Corporate external social responsibility communication mechanism	P19-P20	核心 Core
G5.6	企業高層領導參與的社會責任溝通與交流活動 Social responsibility communication and exchange activities that corporate senior leaders have participated in	P75	核心 Core
(G6) 責任能力 (G6) Responsibilities capability			
G6.1	開展 CSR 課題研究 Conduct CSR research	P25	拓展 Extension
G6.2	參與社會責任研究和交流 Participate in social responsibility research and exchange	P79	拓展 Extension
G6.3	參加國內外社會責任標準的制定 Participate in the development of social responsibility standards at home and abroad	P79	拓展 Extension
G6.4	通過培訓等手段培育負責任的企業文化 Cultivate a responsible corporate culture through training and other means	P53	核心 Core
第三部分：市場績效（M 系列） Part III: Market performance (M Series)			
(M1) 股東責任 (M1) Shareholders' responsibility			
M1.1	股東參與企業治理的政策和機制 Policies and mechanisms of shareholders' participation in corporate governance	P15	核心 Core
M1.2	保護中小投資者利益 Protect the interests of small and medium investors	P15	核心 Core
M1.3	規範信息披露 Standardize the information disclosure	P15	核心 Core
M1.4	成長性 Growth	P99	核心 Core
M1.5	收益性 Profitability	P99	核心 Core
M1.6	安全性 Safety	P99	核心 Core

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
(M2) 客戶責任 (M2) Customer responsibility			
M2.1	客戶關係管理體系 Customer relationship management system	P47	核心 Core
M2.2	產品知識普及或客戶培訓 Product knowledge popularization or customer training	P47	核心 Core
M2.3	客戶信息保護 Customer information protection	P47	核心 Core
M2.4	止損和賠償 Loss-cut and compensation	P47	核心 Core
M2.5	產品質量管理體系 Product quality management system	P39	核心 Core
M2.6	產品合格率 Qualified rate of products	P39	核心 Core
M2.7	支持產品服務創新的制度 The system supporting product and service innovation	P26	核心 Core
M2.8	科技或研發投入 Technology or R&D investment	P42	拓展 Extension
M2.9	科技工作人員數量及比例 Number and proportion of scientific and technical staff	P104	拓展 Extension
M2.10	新增專利數 Number of new patents	P42	拓展 Extension
M2.11	新產品銷售額 Sales of new products	不適用 Not applicable	拓展 Extension
M2.12	重大創新獎項 Significant innovation awards	P29	拓展 Extension
M2.13	客戶滿意度調查及客戶滿意度 Customer satisfaction survey and customer satisfaction	P47	核心 Core
M2.14	積極應對客戶投訴及客戶投訴解決率 Actively deal with customers' complaints and the resolution rate of customers' complaints	P47	核心 Core
(M3) 夥伴責任 (M3) Partner responsibility			
M3.1	戰略共享機制及平臺 Strategy sharing mechanism and platform	P50	核心 Core
M3.2	誠信經營的理念與制度保障 The idea of honest operation and system guarantee	P16	核心 Core
M3.3	公平競爭的理念及制度保障 The idea of fair competition and system guarantee	P16	核心 Core

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
M3.4	經濟合同履約率 Economic contract performance rate	P12	核心 Core
M3.5	識別並描述企業的價值鏈 Identify and describe the enterprise's value chain	P50	拓展 Extension
M3.6	企業在促進價值鏈履行社會責任方面的倡議和政策 Proposals and policies of the enterprise in promoting the value chain to fulfill their social responsibility	P51	拓展 Extension
M3.7	企業對價值鏈成員進行的社會責任教育、培訓 Corporate social responsibility education and training for members of the value chain	P51	拓展 Extension
M3.8	公司責任採購的制度及（或）方針 Corporate responsibility procurement system and/or policy	P50	拓展 Extension
M3.9	供應商社會責任評估和調查的程序和頻率 Procedures and frequency of the supplier social responsibility assessment and investigation	P50	拓展 Extension
M3.10	供應商通過質量、環境和職業健康安全管理体系認證的比率 Percentage of suppliers certified by the quality, environmental and occupation health safety management system	P50	核心 Core
M3.11	供應商受到經濟、社會或環境方面處罰的個數 Number of penalties that the supplier has suffered in the aspect of economy, society or environment	P50	拓展 Extension
M3.12	責任採購比率 Responsibility procurement ratio	P50	拓展 Extension
第四部分：社會績效（S 系列） Part IV: Social performance (S series)			
(S1) 政府責任 (S1) Government responsibility			
S1.1	企業守法合規理念和政策 Corporate compliance concept and policy	P16	核心 Core
S1.2	守法合規培訓 Compliance training	P17	核心 Core
S1.3	禁止商業賄賂和商業腐敗 Prohibit commercial bribery and commercial corruption	P17	核心 Core
S1.4	企業守法合規審核績效 Corporate compliance review performance	P17	拓展 Extension

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
S1.5	納稅總額 Total tax	P2	核心 Core
S1.6	響應國家政策 Respond to national policies	P80	核心 Core
S1.7	確保就業及（或）帶動就業的政策或措施 Policies or measures to ensure employment and/or promote employment	P52	核心 Core
S1.8	報告期內吸納就業人數 Number of employees absorbed during the reporting period	P52	核心 Core
(S2) 員工責任 (S2) Employee responsibility			
S2.1	勞動合同簽訂率 Signing rate of the labor contract	P52	核心 Core
S2.2	集體談判與集體合同覆蓋率 Collective bargaining and collective contract coverage	P52	拓展 Extension
S2.3	民主管理 Democratic management	P56	核心 Core
S2.4	參加工會的員工比例 Percentage of employees participating in the labor union	P56	拓展 Extension
S2.5	通過員工申訴機制申請、處理和解決的員工申訴數量 Number of employees' complaints filed, processed and resolved through the employee complaint mechanism	P56	核心 Core
S2.6	僱員隱私管理 Employee privacy management	P53	核心 Core
S2.7	兼職工、臨時工和勞務派遣工權益保護 Rights protection of part-time workers, temporary workers and labor dispatch workers	P53	拓展 Extension
S2.8	按運營地劃分的員工最低工資和當地最低工資的比例 Ratio of minimum wage and local minimum wage classified by the operating location	P52	核心 Core
S2.9	社會保險覆蓋率 Social insurance coverage	P52	核心 Core
S2.10	超時工作報酬 Payment for overtime work	P52	拓展 Extension
S2.11	每年人均帶薪年休假天數 Annual per capita paid vocations	P55	拓展 Extension
S2.12	按僱傭性質（正式、非正式）劃分的福利體系 The welfare system (formal and informal) classified by the employment type	P55	核心 Core



序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
S2.13	女性管理者比例 Proportion of female management	P104	核心 Core
S2.14	少數民族或其他種族員工比例 Proportion of employees of minorities or other races	P104	拓展 Extension
S2.15	殘疾人僱傭率或僱用人數 Employment rate or number of persons with disabilities	P52	拓展 Extension
S2.16	職業健康與安全委員會中員工的占比 Proportion of employees in the occupational health and safety committee	P39	核心 Core
S2.17	職業病防治制度 Occupational disease prevention and control system	P39	核心 Core
S2.18	職業安全健康培訓 Occupational safety and health training	P39	核心 Core
S2.19	年度新增職業病和企業累計職業病 Annual increase in occupational diseases and accumulated occupational diseases of the enterprise	不適用 Not applicable	拓展 Extension
S2.20	工傷預防制度和措施 Work injury prevention system and measures	P39	拓展 Extension
S2.21	員工心理健康制度 / 措施 Employee mental health system/measures	P53	拓展 Extension
S2.22	體檢及健康檔案覆蓋率 Physical examination and health file coverage	P55	核心 Core
S2.23	向兼職工、勞務工和臨時工及分包商職工提供同等的健康和 安全保護 Provide equivalent health and safety protection to part-time workers, outsourcing laborers, temporary workers and subcontractor workers	不適用 Not applicable	拓展 Extension
S2.24	員工職業發展通道 The occupational development channel of employees	P53	核心 Core
S2.25	員工培訓體系 Employee training system	P53	核心 Core
S2.26	員工培訓績效 Employee training performance	P53	核心 Core
S2.27	困難員工幫扶投入 Investment in helping the needy employees	P56	核心 Core
S2.28	為特殊人群（如孕婦、哺乳婦女等）提供特殊保護 Provide special protections for special populations (e.g., pregnant women, lactating women, etc.)	P55	拓展 Extension
S2.29	尊重員工家庭責任和業餘生活，確保工作生活平衡 Respect for employees' family responsibilities and amateur life to ensure a balance of work and life	P83-P84	拓展 Extension

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
S2.30	員工滿意度 Employee satisfaction	P55	拓展 Extension
S2.31	員工流失率 Employee loss rate	P102-P103	拓展 Extension
(S3) 安全生產 (S3) Safety production			
S3.1	安全生產管理體系 Safety production management system	P41	核心 Core
S3.2	安全應急管理機制 Safety emergency management mechanism	P41	核心 Core
S3.3	安全教育與培訓 Safety education and training	P41	核心 Core
S3.4	安全培訓績效 Safety training performance	P41	核心 Core
S3.5	安全生產投入 Safety production investment	P41	核心 Core
S3.6	安全生產事故數 Number of safety production accidents	P41	核心 Core
S3.7	員工傷亡人數 Number of casualties of employees	P41	核心 Core
(S4) 社區責任 (S4) Community responsibility			
S4.1	評估企業進入或退出社區時對社區環境和社會的影響 Assess the impact of the enterprise when entering or withdrawing from the community on the community environment and society	P42	拓展 Extension
S4.2	新建項目執行環境和社會影響評估的比率 New project implementation environment and social impact assessment ratio	P59	拓展 Extension
S4.3	社區代表參與項目建設或開發的機制 The mechanism for community representatives to participate in the construction or development of the project	P42	拓展 Extension
S4.4	企業開發或支持運營所在社區中的具有社會效益的項目 The enterprise develops or supports a socially effective project in the community in which it operates	P46	拓展 Extension
S4.5	員工本地化政策 Employee localization policy	P52	
S4.6	本地化僱傭比例 Localized employment ratio	P101	

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
S4.7	按主要運營地劃分，在高層管理者中本地人員的比率 The ratio of the number of local staff in the senior management classified by the operating region	P104	拓展 Extension
S4.8	本地化採購政策 Localized procurement policy	P50	拓展 Extension
S4.9	企業公益方針或主要公益領域 Enterprise public welfare policy or the main public welfare areas	P71	核心 Core
S4.10	企業公益基金 / 基金會 Corporate public welfare fund/foundation	P71	拓展 Extension
S4.11	海外公益 Overseas public welfare	P75	拓展 Extension
S4.12	捐贈總額 Total amount of donations	P77	核心 Core
S4.13	企業支持志願者活動的政策、措施 Policies and measures of the enterprise to support volunteer activities	P73-P74	核心 Core
S4.14	員工志願者活動績效 Employee volunteer activity performance	P77	核心 Core
第五部分：環境績效（E 系列） Part V: Environmental performance (E series)			
（E1）綠色經營 (E1) Green operation			
E1.1	建立環境管理組織體系和制度體系 Establish environmental management organization system and institution system	P61	核心 Core
E1.2	環保預警及應急機制 Environmental warning and emergency mechanism	P65	拓展 Extension
E1.3	參與或加入的環保組織或倡議 Environmental organizations or proposals participating in or joining in	P59	拓展 Extension
E1.4	企業環境影響評價 Enterprise environmental impact assessment	P59	核心 Core
E1.5	環保總投資 Total investment in environmental protection	P63	核心 Core
E1.6	環保培訓與宣教 Environmental protection training, publicity and education	P59	核心 Core
E1.7	環保培訓績效 Environmental protection training performance	P59	核心 Core
E1.8	環境信息公開 Environmental information disclosure	P61	拓展 Extension

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
E1.9	與社區溝通環境影響和風險的程序和頻率 Procedures and frequency of communication with the community for the environmental impact and the risk		拓展 Extension
E1.10	綠色辦公措施 Green office work measures	P66	核心 Core
E1.11	綠色辦公績效 Green office work performance	P66	拓展 Extension
E1.12	減少公務旅行節約的能源 The energy saved by reducing business travels	P66	拓展 Extension
E1.13	綠色建築和營業網點 Green buildings and operation locations	P63	拓展 Extension
（E2）綠色工廠 (E2) Green factory			
E2.1	建立能源管理體系 Establish energy management system	P61	拓展 Extension
E2.2	節約能源政策措施 Energy saving policies and measures	P65	核心 Core
E2.3	全年能源消耗總量 Annual total energy consumption	P67	核心 Core
E2.4	企業單位產值綜合能耗 Comprehensive energy consumption of enterprise unit output value	未納入指標體系 Not included in the index system	核心 Core
E2.5	企業使用新能源、可再生能源或清潔能源的政策、措施 Policies and measures for the enterprise to use new energy, renewable energy or clean energy	P66	拓展 Extension
E2.6	新能源、可再生能源或清潔能源使用量 Use of new energy, renewable energy or clean energy	P66	拓展 Extension
E2.7	減少廢氣排放的政策、措施或技術 Policies, measures or techniques to reduce waste gas emissions	P65	核心 Core
E2.8	廢氣排放量及減排量 Waste gas emissions and emissions reductions	P65	核心 Core
E2.9	減少廢水排放的制度、措施或技術 Regulations, measures or techniques to reduce waste water discharges	P65	核心 Core
E2.10	廢水排放量級減排量 Waste water discharges and discharges reductions	P65	核心 Core
E2.11	減少廢棄物排放制度、措施或技術 Regulations, measures or techniques to reduce waste emissions and discharges	P65	核心 Core



序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
E2.12	廢棄物排放量及減排量 Waste emissions and discharges, and the reductions	P65	核心 Core
E2.13	發展循環經濟政策 / 措施 Policies/measures to develop circular economy	P65	核心 Core
E2.14	再生資源循環利用率 Recycling utilization rate of renewable resources	P66	核心 Core
E2.15	建設節水型企業 Build a water-saving enterprise	P65	核心 Core
E2.16	年度新鮮水用水量 / 單位工業增加值新鮮水耗 Annual fresh water consumption/ fresh water consumption per unit of industrial added value	P65	核心 Core
E2.17	中水循環使用量 Recycled water usage amount	P65	核心 Core
E2.18	減少溫室氣體排放的計劃及成效 Plan of reducing greenhouse gas emissions and its achievements	P65	核心 Core
E2.19	溫室氣體排放量及減排量 Greenhouse gas emissions and emissions reductions	P65	拓展 Extension
(E3) 綠色產品 (E3) Green products			
E3.1	供應商通過 ISO14000 環境管理體系認證的比例 Percentage of suppliers certified by ISO14000 environmental management system	P50	核心 Core
E3.2	提升供應商環境保護意識和能力的措施 Measures to enhance supplier awareness of and capacity for environmental protection	P50	拓展 Extension
E3.3	供應商受到環保方面處罰的個數和次數 Number and times of penalties that the supplier suffered in the aspect of the environmental protection	P50	拓展 Extension
E3.4	支持綠色低碳產品的研發與銷售 Support the development and sales of green and low-carbon products	P63	拓展 Extension
E3.5	廢舊產品回收的措施和績效 Measures and performance of recycling of waste and used products	P66	核心 Core
E3.6	包裝減量化和包裝物回收的政策和績效 Policies and performance of packaging reduction and packaging recycling	P66	核心 Core
(E4) 綠色生態 (E4) Green ecology			
E4.1	保護生物多樣性 Protect the diversity of creatures	P24	核心 Core

序號 Serial No.	指標內容 Indicators description	在本報告中的位置 Position in this report	指標性質 Indicators characteristics
E4.2	在工程建設中保護自然棲息地、濕地、森林、野生動物廊道、農業用地 Protect natural habitats, wetlands, forests, wildlife corridors, agricultural land in construction	P59	拓展 Extension
E4.3	生態恢復與治理 Ecological restoration and management	P59	拓展 Extension
E4.4	生態恢復治理率 Ecological restoration and management rate	P59	拓展 Extension
E4.5	環保公益活動 Environmental-protection public welfare activities	P59	核心 Core
第六部分：報告後記（A 系列） Part VI: Reporting afterword(A series)			
(A1)	未來計劃：公司對社會責任工作的規劃 Future plan: Corporate planning for social responsibility work	P65	核心 Core
(A2)	報告評價：社會責任專家或行業專家、利益相關方或專業機構對報告的評價 Reporting assessment: Assessments of the reporting from social responsibility experts or industry experts, stakeholders or professional organizations	P121-P122	核心 Core
(A3)	參考索引：對本指南要求披露指標的採用情況 Reference index: The application of the disclosure indicators required by this guide	P105-P119	拓展 Extension
(A4)	意見反饋：讀者意見調查表及讀者意見反饋渠道 Opinions and feedbacks: Questionnaire for readers' opinions and feedback channel of readers' opinions	P123-P124	核心 Core

## 《遠洋集團 2016 年度可持續發展報告》評級報告

受遠洋集團控股有限公司委托，“中國企業社會責任報告評級專家委員會”抽選專家組成評級小組，對《遠洋集團 2016 年度可持續發展報告》（以下簡稱《報告》）進行評級。

### 一、評級依據

《中國企業社會責任報告編寫指南（CASS—CSR3.0）》暨《中國企業社會責任報告評級標準（2014）》。

### 二、評級過程

1. 過程性評估小組訪談《報告》編制組主要成員，并現場審查編寫過程相關資料；
2. 評級小組對《報告》編寫過程及披露內容進行評價，擬定評級報告；
3. 評級報告提交評級專家委員會副主席及評級小組組長共同簽字。

### 三、評級結論

過程性（★★★★☆）

經營管理中心牽頭成立報告編寫小組，公司總裁、副總裁負責報告主題、方向及報告終審；編寫組對利益相關方進行識別，并通過研討會、問卷調查、訪談等形式收集利益相關方意見；根據公司重大事項、國家相關政策、行業對標分析、利益相關方調查等對識別實質性議題；計劃通過集團相關活動發布報告，并將以電子版、印刷品、微信版、視頻書等形式呈現報告，具有領先的過程性表現。

實質性（★★★★★）

《報告》系統披露了貫穿宏觀政策、確保房屋住宅質量、合規拆遷與老城區保護、提升客戶服務、安全生產管理、減少“三廢”排放、新建項目環評、資源循環利用、倡導綠色建築等所在行業關鍵性議題，敘述詳細充分，具有卓越的實質性表現。

完整性（★★★★☆）

《報告》主體內容從“共築健康，營建蓬勃愉悅的氛圍”、“共築健康，守護熠熠閃耀的星辰”、“共築健康，影響相依相存的世界”、“共築健康，傾聽四面八方的聲音”等方面系統披露了所在行業 87.0% 的核心指標，完整性表現領先。

平衡性（★★★★★）

《報告》詳細披露了“違紀人員數”、“客戶投訴量”、“百萬平米事故”、“流失員工總數”等負面指標信息，并通過案例簡述了公司積極應對違紀事件及人員，具有卓越的平衡性表現。

可比性（★★★★★）

《報告》披露了“營業額”、“資產總額”、“售出可售面積”、“安全檢查合格率”、“投訴封閉率”、“基金會捐資額”等 82 個關鍵績效指標連續 3 年的可比數據，并就“品牌活躍度”、“客戶滿意度”、“實測質量平均分”等數據與同行業進行橫向比較，可比性表現卓越。

可讀性（★★★★★）

《報告》以“回歸人本，共築健康”為主題，從四個方面展開敘述，框架清晰，邏輯清楚，語言流暢，構思新穎；封面創意和各章開篇設計採用漫畫形式融入企業主營業務，生動形象，在呼應報告主題的同時，又增強了報告辨識度；設計風格簡約清新，配色配圖和諧清晰，既契合了公司品牌標識，又提升了報告閱讀性；採用中英文雙排形式，兼顧了不同利益相關方的閱讀需求，增強了報告的傳播效果和溝通價值，具有卓越的可讀性表現。

創新性（★★★★☆）

《報告》以專門篇章對利益相關方證言進行專題式披露，強化了報告的客觀性和說服力；建立可持續發展指標能耗數據收集系統，增強了數據收集的有效性和報告編制的規範性；編制過程通過第三方外部專家團隊的介入，推動企業高層領導深度參與，提升了報告的編寫價值，具有領先的創新性表現。

綜合評級（★★★★★）

經評級小組評價，《遠洋集團 2016 年度可持續發展報告》為五星級，是一份卓越的企業社會責任報告。

### 四、改進建議

增加負面信息及履責不足之處的分析，進一步提高報告的平衡性。

### 評級小組

組長：中國社科院企業社會責任研究中心主任 鐘宏武

成員：清華大學公共管理學院教授、博士生導師 鄧國勝

過程性評估員 王志敏

評級專家委員會副主席

魏紫川

評級小組組長

钟宏武

掃碼查看企業評級檔案



出具時間：2017 年 6 月 12 日

## Rating Report On The Sustainable Development Report 2016 of Sino-Ocean Group

upon the request of sino-ocean group holding limited, the “chinese expert committee on csr report rating” invited experts to form rating team to rate the “sustainable development report 2016 of Sino-Ocean Group ” (hereinafter referred to as “the report”).

### i. rating criteria

guidelines on corporate social responsibility reporting for chinese enterprises (cass-csr 3.0) and rating standard on corporate social responsibility reporting for chinese enterprises (2014).

### ii. rating process

- (1) the panel for process appraisal makes interview to key members of the report preparation team and examines materials related to the preparation process on site;
- (2) the rating group draws up the rating report based on its appraisal made toward the preparation process and information disclosure of the report.
- (3) the rating report is submitted to and signed by both the vice-chairman of the expert committee and head of the rating group.

### iii. rating results

process (★★★★☆)

the operation and management center took the lead in setting up the report preparation team, and the president and the vice president were responsible for the reporting topics and direction, as well as the final review of the report. the preparation team was responsible for the identification of stakeholders, and collected opinions of stakeholders by holding seminars, carrying out questionnaire surveys, and conducting interviews. the substantive issues were identified in accordance with major corporate matters, national policies, industry benchmarking analysis, and stakeholder engagement. the company planned to hold group-level release conference and to present the print and online versions of report, wechat-based report, and video-based report, and so on, achieving leading performance in the aspect of process.

materiality(★★★★★)

the report systematically disclosed key industrial issues relating to macro policy, housing quality, housing demolition and relocation, protection of old urban area, customer service improvement, work safety management, reduction of discharge of waste water, waste gas and solid wastes, environmental assessment on new projects, recycling use of resources, and advocating of green building practices, and the information was adequate and detailed, achieving outstanding performance in the aspect of materiality.

completeness(★★★★☆)

the main contents of the report disclosed 87.0 percent of core indicators of the industry from the aspects of “together for wellbeing - advocate an active lifestyle”, “together for wellbeing - contribute to bright stars”, “together for wellbeing - make it a better world” and “together for wellbeing - listen to different voices” achieving leading performance in the aspect of integrity.

balance(★★★★★)

the report disclosed detailed negative indicator information such as the “number of persons violated disciplines”, “number of customer complaints”, “accidents per one million square meters”, and “employee turnover”, and briefed the practices of the company in dealing with employees who violated disciplines by case study, achieving outstanding performance in the aspect of balance.

comparability(★★★★★)

the report disclosed 82 key indicators including “operating revenue”, “total assets”, “salable area sold”, “qualification rate of safety inspection”, “closure rate for complaints”, and “donations of the fund” for three years in a row, and conducted horizontal comparison on “brand popularity”, “customer satisfaction”, “average score of actual measurement”, and other indicators with industrial peers, achieving outstanding performance in the aspect of comparability.

readability(★★★★★)

the report took “being people-oriented, together for wellbeing” as the main topic, and unfolded the contents from four aspects, it featured distinct framework, clear logic, smooth wording, and unique ideas; and the cartoon design of the cover and the opening chapters was integrated into the main business of the company, vividly responding to the reporting topics and enhancing the degree of recognition. the simple and fresh design style and the matching colors and illustration not only highlighted the corporate brand logo, but also improved the joy of reading. the chinese-english bilingual layout of the contents took into account the reading requirements of various stakeholders, which enhanced the broadcasting effect and communication value of the report, achieving outstanding performance in the aspect of comparability.

innovativeness(★★★★☆)

the report used special features to disclose testimonials of stakeholders, strengthening the objectivity and persuasion of the contents; established energy consumption data collection system for sustainable development indicators, enhancing the effectiveness of data collection and regulation of report preparation; and invited the third-party expert team and promoted the senior management of the company to participate in the report preparation and compilation, boosted the reporting value. it achieved leading performance in the aspect of innovation.

overall rating(★★★★★)

according to the assessment of the rating team, the “sustainable development report 2016 of Sino-Ocean Group” was awarded a rating of five-star. it is an outstanding csr report.

### iv. suggestions for improvement

the analysis of negative information disclosure and deficiencies relating to responsibility performance shall be enhanced, so as to further improve the reporting balance.

### Rating team

Team leader: Zhong Hongwu, director of the Research Center for Corporate Social Responsibility of the Chinese Academy of Social Sciences.

Team Members: Deng Guosheng, Professor and Doctoral Advisor of the School of Public Policy and Management of Tsinghua University

Evaluator of process: Wang Zhimin

Vice-chairman of Chinese  
Expert Committee on CSR  
Report

魏紫川

Head of the rating  
group

钟宏武

Scan QR code to view  
rating files of Sino-Ocean  
Group



Date of issuance: June 12, 2017



意見反饋表

尊敬的讀者：

您好！

感謝您抽出寶貴的時間閱讀本報告，爲了持續改進遠洋集團可持續發展工作及可持續發展報告的編制工作，將更多來自利益相關方客觀的評價納入到我們的報告中來，我們特別希望傾聽您的意見和建議。請您協助完成意見反饋表中提出的相關問題。謝謝！

1. 報告整體評價（請在相應位置打“√”）

a. 報告全面、準確地反映了遠洋地產的社會責任工作現狀

☐ 很好 ☐ 較好 ☐ 一般 ☐ 很差

b. 本報告對利益相關方所關心的問題進行回應和披露

☐ 很好 ☐ 較好 ☐ 一般 ☐ 很差

c. 本報告披露的信息數據清晰、準確、完整

☐ 很好 ☐ 較好 ☐ 一般 ☐ 很差

d. 本報告的可讀性，及報告的邏輯主綫、內容涉及、語言文字和板式設計

☐ 很好 ☐ 較好 ☐ 一般 ☐ 很差

2. 你認爲本報告最讓您滿意的方面是什麼？

3. 你認爲還有哪些您需要了解的信息在本報告中沒有反映？

4. 您對我們今後的社會責任工作及社會責任報告發佈有何建議？

如果方便，請告訴我們關於您的信息：

姓名：\_\_\_\_\_ 職業：\_\_\_\_\_  
機構：\_\_\_\_\_ 聯繫地址：\_\_\_\_\_  
郵編：\_\_\_\_\_ 電子郵箱：\_\_\_\_\_  
電話：\_\_\_\_\_ 傳真：\_\_\_\_\_

請將此頁剪下並郵寄到以下地址：

北京市朝陽區東四環中路 56 號遠洋國際中心 A 座 31 層遠洋集團控股有限公司集團經營管理中心 CSR 運營中心  
郵編：100025  
電郵：aixin@sinooceangroup.com

FEEDBACK FORM

Dear reader:

Hello!

Thank you for taking the time to read this report. In order to establish the work of continuous improvement of Sino-Ocean Group's sustainability and sustainable development report, more objective evaluation from stakeholders will be included into our report. We hope to hear your opinions and suggestions. Please help to complete the questions raised in the feedback list. Thank you!

1. Overall evaluation of the Report (please stick "√" at the appropriate location)

a.Report provides a comprehensive and accurate reflection of the social responsibility of the work status of Sino-Ocean Group

☐ Good ☐ Very good ☐ Fair ☐ Poor

b.This report responds to and discloses issues of concern to interested parties

☐ Good ☐ Very good ☐ Fair ☐ Poor

c.Information disclosed in the report is clear, accurate and complete

☐ Good ☐ Very good ☐ Fair ☐ Poor

d.The readability of this report and the logical lines of the report, language, and panel design

☐ Good ☐ Very good ☐ Fair ☐ Poor

2. What do you think is the most satisfying aspect of this report?

3.Do you think there are any information you need to know that is not reflected in this report?

4. What do you suggest about our future social responsibility and social responsibility report?

If it is convenient, please tell us about your information:

Full name: \_\_\_\_\_ Occupation: \_\_\_\_\_  
Institution: \_\_\_\_\_ Contact address: \_\_\_\_\_  
Post code: \_\_\_\_\_ Email: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please cut this page and mail it to the following address:

Operation Center, Sino-Ocean Group Holding Limited, 31Floor, Tower A, Ocean International Center,  
56 Dongsihuanzhonglu, Chaoyang Distrct, Beijing  
Post code: 100025  
Email: aixin@sinooceangroup.com

✂ 請沿此線剪下

✂ Please cut it along this line

請在此處折疊 (2)

Please fold here (2)

100025

中國北京市朝陽區東四環中路 56 號遠洋國際中心 A 座 31 層



遠洋集團控股有限公司  
集團經營管理中心 CSR 運營中心（收）

股份代號：HK.03377

請在此處折疊 (1)

100025

31 Floor, Tower A, Ocean International Center, 56 Dongsihuanzhonglu, Chaoyang  
District, Beijing, PRC



Sino-Ocean Group Holding Limited  
Group operation management center CSR operation center

Stock Code: HK.03377

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# 遠洋集團

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Sino-Ocean Group Holding Limited

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Stock code: 03377.HK

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遠洋集團: [www.sinooceangroup.com](http://www.sinooceangroup.com)

Sino-Ocean Group: [www.sinooceangroup.com](http://www.sinooceangroup.com)

遠洋之帆公益基金會: [www.sinooceancf.com](http://www.sinooceancf.com)

Sino-Ocean Charity foundation: [www.sinooceancf.com](http://www.sinooceancf.com)



遠洋集團官方微信

ID: sino-ocean

遠洋之帆官方微信

ID: 遠洋之帆

2017 年 6 月印  
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