



遠洋集團

共同成长 建筑健康

健康綻放 共就價值

遠洋集團2017年度
可持續發展報告

HEALTHY BLOOM
TOGETHER FOR VALUE

SUSTAINABLE DEVELOPMENT
REPORT 2017 OF
SINO-OCEAN GROUP

股份代號: 03377.HK
Stock Code: 03377.HK

關於本報告

ABOUT THIS REPORT

報告簡介 OVERVIEW	<p>遠洋集團控股有限公司（「遠洋集團」）欣然發佈 2017 年度《可持續發展報告》（「本報告」），也是自 2010 年以來，連續八年以公開報告形式總結其可持續發展表現與企業社會責任工作。</p> <p>2017 年，是遠洋集團在港上市的第十年，也是快速拓展挺進 12 座城市、業務愈趨多元的一年，在業務和影響力擴大的同時也要求集團更加重視其對環境、經濟及社會的影響。</p> <p>這一年，遠洋集團進一步探索並落地「建築健康」，同時不斷通過協同多方力量共同為各利益相關方創造可共享的價值。其可持續發展管理工作也匹配企業整體戰略步伐不斷升級，由最初零散的公益活動，逐漸發展到現階段嵌入業務與運營的制度化、系統化的多維度管理，也使得本報告內容更為完整可靠。</p> <p>Sino-Ocean Group Holding Limited (“Sino-Ocean Group”) is pleased to publish Sustainable Development Report 2017 (“this Report”), which also has been summarized in public reports on its sustainable development performance and corporate social responsibility for the 8th consecutive year since 2010.</p> <p>2017 was the 10th year after Sino-Ocean Group was listed in Hong Kong, and it was also a year of rapid expansion into 12 cities, with increasingly diversified businesses. While expanding its business and influence, the Group was also required to pay more attention to its impacts on the environment, economy and society.</p> <p>In the year, Sino-Ocean Group further explored and implemented “Healthy Construction”, and also continued to create common values for various stakeholders through cooperating with various parties. The Group has been upgrading its management of sustainable development in tandem with the progress of its overall corporate strategy. From the organisation of sporadic charitable activities in the beginning, it has now been developed into institutionalized and systematic multi-dimensional management embedded in our businesses and operations, which also made the content of this report more complete and reliable.</p>
時間範圍 TIME FRAME	<p>報告時間跨度為 2017 年 1 月 1 日至 12 月 31 日，部分內容追溯至以往年份。The Report spans from 1 January 2017 to 31 December 2017 and also integrates some content from previous years.</p>
發佈周期 RELEASE CYCLE	<p>本報告為年度報告，是遠洋集團連續發佈的第 8 份報告，上期報告已於 2017 年 6 月發佈。</p> <p>This is the eighth yearly report published by Sino-Ocean Group. This Report is published on an annual basis and the previous one was published in June 2017.</p>
報告範圍 SCOPE OF REPORT	<p>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。</p> <p>This Report focuses on operations of Sino-Ocean Group Holding Limited and also covers those of its business units, project units, and subsidiaries.</p>

編制依據 BASIS OF PREPARATION	<p>本報告已遵守香港聯合交易所有限公司（以下簡稱「香港聯交所」）《環境、社會及管治報告指引（HKEX—ESG）》載列的所有“不遵守就解釋”條文，並就建議披露作匯報。本報告根據 HKEX—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。</p> <p>This Report has complied with all the "comply or explain" provisions and reported on recommended disclosures of the Environmental, Social and Governance Reporting Guide (HKEX-ESG) published by The Stock Exchange of Hong Kong Limited (hereinafter referred to as the “Hong Kong Stock Exchange”) and is prepared in accordance with the HKEX-ESG, Sustainability Reporting Guidelines (G4) published by Global Reporting Initiative (GRI), and Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 3.0) published by the Chinese Academy of Social Sciences (CASS).</p>
數據來源 DATA SOURCES	<p>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。</p> <p>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 Group's internal official documents and related statistics.</p>
稱謂說明 DESCRIPTION OF APPELLATIONS	<p>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」。</p> <p>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”.</p>
報告獲取 HOW TO GET THE REPORT	
<p>您可以在遠洋集團控股有限公司官方網站上下載本報告的電子文稿。</p> <p>網址為：www.sinooceangroup.com</p> <p>若需獲取紙質版報告，或對本報告有任何意見或者建議，您可按以下方式聯繫我們。</p> <p>聯繫地址：北京市朝陽區慈雲寺北里 210 號遠洋國際中心 E 座 15 層</p> <p>電話：86—10—59293377 傳真：86—10—59299877</p> <p>電子信箱：csr@sinooceangroup.com</p> <p>香港聯繫地址：香港金鐘道 88 號太古廣場一座 601 室</p> <p>投資者關係電子信箱：ir@sinooceangroup.com</p>	
<p>You may download electronic version of the Report from the official website of Sino-Ocean Group Holding Limited (www.sinooceangroup.com).</p> <p>If you want a hardcopy Report or have any comments or suggestions, please contact us via the following means:</p> <p>Address: 15th Floor, Tower E, Ocean International Center, No.210 Ciyunsibeili, Chaoyang District, Beijing</p> <p>Tel.: 86-10-59293377</p> <p>Fax: 86-10-59299877</p> <p>Email: csr@sinooceangroup.com</p> <p>Hong Kong address: Suite 601, One Pacific Place, 88 Queensway, Hong Kong</p> <p>Investor relations email: ir@sinooceangroup.com</p>	

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遠洋的 2017

SINO-OCEAN IN 2017

2017 年，我們的重點數據表現如下：
In 2017, the highlighted figures of our performance are as follows:

	協議銷售（人民幣 百萬元） Contracted sales (RMB million)	70,560
	營業額（人民幣 百萬元） Revenue (RMB million)	45,837
	納稅額（人民幣 百萬元） Taxation (RMB million)	5,163
	土地儲備（平方米） Landbank (sq. m.)	34,088,000
	交付可售面積（平方米） Saleable GFA delivered (sq.m.)	2,618,000
	2017 年新增綠建項目面積（平方米） 2017 green building project area added (sq.m.)	2,227,821.48
	客戶滿意度（%） Customer satisfaction (%)	76
	服務住戶數（萬戶） Number of households served (00'000 units)	18.75
	供應商總數（家） Total number of suppliers (units)	10,000+
	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)	9,369
	基金會及帶動社會捐贈額（人民幣 百萬元） Foundation and social donation amount (RMB million)	4.72
	志願者人數 Number of volunteers	5,211
	志願者服務時間（小時） Number of hours of voluntary services (hours)	46,364

我們的榮譽

OUR HONOR

2017 年，我們獲得的可持續發展相關的主要榮譽如下：
In 2017, the major honors related to sustainable development we received are as follows:

2017.09	恒生可持續發展企業基準指數成分股 CONSTITUENT OF THE HANG SENG CORPORATE SUSTAINABILITY BENCHMARK INDEX	恒生指數 Hang Seng Index
2017.06	第十四屆（2017）中國藍籌地產 THE 14TH (2017) CHINA BLUE CHIP REAL ESTATE DEVELOPER	經濟觀察報 The Economic Observer
2017.06	2017 消費者喜愛的健康人居典範房企 CONSUMERS' FAVORED MODEL REAL ESTATE ENTERPRISE FOR HEALTHY HABITAT FOR 2017	中國消費者報社 China Consumer Journal
2017.06	2017 中國綠色地產 TOP10/2017 中國健康建築領軍企業 2017 中國綠色地產（商業）第 3 名 2017 TOP 10 CHINA GREEN REAL ESTATE DEVELOPERS 2017 CHINA HEALTHY CONSTRUCTION LEADING ENTERPRISES 2017 CHINA GREEN REAL ESTATE DEVELOPERS (COMMERCIAL) - THIRD PRIZE	標準排名 Biaozhun
2017.08	中國地產風尚大獎 2017/ 中國年度投資價值地產企業 CHINA REAL ESTATE FASHION AWARDS 2017 / REAL ESTATE DEVELOPERS WITH THE BEST INVESTMENT VALUE IN CHINA OF THE YEAR	觀點地產新媒體 Guandian New Media
2017.09	2017 中國價值地產總評榜 / 年度價值地產企業 THE BILLBOARD OF THE MOST VALUABLE REAL ESTATE ENTERPRISES OF CHINA FOR 2017 / THE MOST VALUABLE REAL ESTATE ENTERPRISE OF THE YEAR	每日經濟新聞 National Business Daily
2017.11	傑出上市公司巡禮 2017— 主板（大市值） OUTSTANDING LISTED COMPANY TOURS 2017 - MAIN BOARD (MARKET CAPITALIZATION)	《信報財經新聞》及亞洲公關有限公司 Hong Kong Economic Journal and PR Asia Consultants Limited
2017.11	年度上市企業 2017 LISTED ENTERPRISES OF THE YEAR 2017	《彭博商業周刊 / 中文版》 Bloomberg Businessweek/Chinese Edition
2017.12	房地產行業最佳僱主 BEST EMPLOYERS IN REAL ESTATE INDUSTRY	中國房地產行業協會 & 易居中國研究院 China Real Estate Association and E-house China
2017.12	2017 健康生活家貢獻獎 2017 HOME FOR HEALTHY LIFE CONTRIBUTION AWARD	中國經營報 China Business Journal
2017.12	“2017 第一財經 中國企業社會責任榜” 優秀實踐獎 2017 CBN-EXCELLENT PRACTICE AWARD OF CORPORATE SOCIAL RESPONSIBILITY RANKING IN CHINA	第一財經 中國企業社會責任榜 CBN-Corporate Social Responsibility Ranking in China
2017.12	中國綠色建築 TOP 排行榜 · 2017 年度綠色開發競爭力 30 強企業 · 2017 年度十大綠色傑出人物（李明先生） CHINA TOP GREEN BUILDING · TOP GREEN BUILDING - TOP 30 MOST COMPETITIVE ENTERPRISES FOR 2017 · TOP 10 OUTSTANDING GREEN PEOPLE FOR 2017 (MR. LI MING)	住交會 / 中國房地產報 綠建築聯盟 China International Real Estate & Architectural Technology Fair China Real Estate Business, Green Building Alliance
2018.01	2017 年度非常僱主 2017 CHINA BEST EMPLOYERS	大街網 Dajie.com
2018.01	2017 房地產與建築行業最佳僱主 2017 CHINA BEST EMPLOYERS IN REAL ESTATE AND CONSTRUCTION SECTOR	中華英才網 ChinaHR.com
2018.01	2017 最佳學習型企業獎 2017 BEST LEARNING ENTERPRISE AWARD	第 10 屆房地產人力高峰論壇、博志成地產研究院 The 10th Real Estate Human Resources Summit and Bozhicheng Real Estate Research

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

自 2016 年提出「建築健康」的理念以來，遠洋集團的產品定位也從以住宅價值、經濟價值為核心的房屋價值需求，升級為以環境價值、社會價值為導向的生命價值需求。

又一年過去了，願景正在變成現實，成果也在逐漸落地。

2017 年的品牌發佈會上，我站在未來 WELL 人居實驗室的場址上，宣佈遠洋集團的品牌標語定為「建築健康•投資價值」。整體可理解為：遠洋致力於成為一個健康的企業，立志於在中國做建築健康的先行者，以優質的產品、服務、體驗為載體與利益相關者實現當下與未來價值的最大化。投資健康就是成就價值，對於客戶和遠洋自身來說都是如此。

「健康」作為遠洋品牌的內核，在遠洋與伙伴共築價值的道路上，也逐步被認可成為遠洋的標籤。基於建築與健康的密切關聯，遠洋集團從很早開始，就對健康展開了孜孜不倦的探索。我們的探索經歷了三個階段：從轉變認識，到找到工具，再到不斷的落地實踐，可謂一步一步、腳踏實地。

Since the proposition of the brand concept of “Healthy Construction” in 2016, the brand positioning of Sino-Ocean Group’s products has been raised to the level of the pursuit of life values (comprising environmental and social values), as opposed to the previous emphasis on housing values comprising residential values and economic values.

Another year passed, the vision is becoming a reality, and the results are also gradually achieved.

At the brand conference in 2017, I stood on the site of the future WELL living laboratory and announced that Sino-Ocean Group’s brand slogan was “Construct for Wellness Value”, which could be read as a whole that: Sino-Ocean is committed to be a healthy company, determined to be the pioneer in healthy construction in the PRC, thereby maximizing the current and future value with stakeholders by taking quality products, services and experiences as the carrier. Investing in health is the achievement of value, it is true for customers and Sino-Ocean itself.

As the core of the Sino-Ocean brand, “health” has gradually been recognized as the label of Sino-Ocean on its way to creating value with partners. Based on the close relationship between construction and health, Sino-Ocean Group has been tirelessly exploring health from an early age. Our exploration has undergone three stages: from changing understanding, to finding tools, then to continuing implementation, that is called step by step and in a down-to-earth manner.

其中的工具之一，就是基於人的健康的、高標準、可實施、可持續的建築標準——WELL。它基於性能的系統，立足於醫學研究，探索建築與居住者的健康和福祉，全方位解決居住健康問題。而遠洋不僅是應用 WELL 標準的先行者，也是 WELL 標準在中國落地的最大推動者。

通過一年多的實踐，遠洋不僅留下了一個個帶有健康標籤的項目，與此同時健康產品的研發、營造和技術輸出能力也在同步提升，落地舉措越來越成熟。在 WELL 的基礎上，通過不斷研發和總結落地經驗，探索形成了更適用於自身產品與服務特點的遠洋健康建築標準。

另一方面，我們也在修煉外功，持續完善健康類的戰略合作供應商庫，並有幸找到了很多志同道合的伙伴共建健康生態圈。客戶以及同行、社會公眾的認可與關注使得遠洋堅定了繼續在健康的道路上走下去的信心。雖然建築健康的落地面臨重重困難和挑戰，但我們也要迎難而上，為人民建造更健康的房子，創造更健康的生活環境，迎接更健康的未來。

而如何實現人、建築、環境三者的和諧健康，是遠洋未來需要探索的可持續發展道路。

One of the tools is WELL, based on human health, high standards, implementable and sustainable building standards. Its performance-based system, medical research-based and exploration in the health and well-being of buildings and occupants providing a comprehensive solution to residential health problems. Sino-Ocean is not only the forerunner of applying the WELL standard, but also the biggest promoter of the WELL standard in the PRC.

Through over a year of practice, Sino-Ocean has not only left behind a number of health-labeled projects, the research and development, construction and technical output capabilities of health product have also been enhanced simultaneously, and the implementation initiatives have become more mature. On the basis of WELL, through continuous research and development and summing up the experience of implementation, we formed Sino-Ocean building standard that is more suitable for our own products and services characteristics by exportation.

On the other hand, we are also cultivating external work, continuing to improve the health-related strategic suppliers base, and have luck finding many like-minded partners to build a healthy ecosystem. The recognition and attention of customers, peers and the public made Sino-Ocean firmly believe in continuing its way to health. Although the implementation of healthy construction faces many difficulties and challenges, we must also overcome them and build healthier houses for the people, create healthier living environment and bring in healthier future.

The way to realize the harmony and health of people, buildings and the environment is the sustainable development path that Sino-Ocean needs to explore in the future.



2017 年遠洋集團品牌發佈會現場，李明行政總裁發表主題演講
At the site of the Sino-Ocean Group branding conference in 2017, Li Ming, Chief Executive Officer delivered a keynote speech

關於遠洋 ABOUT SINO-OCEAN

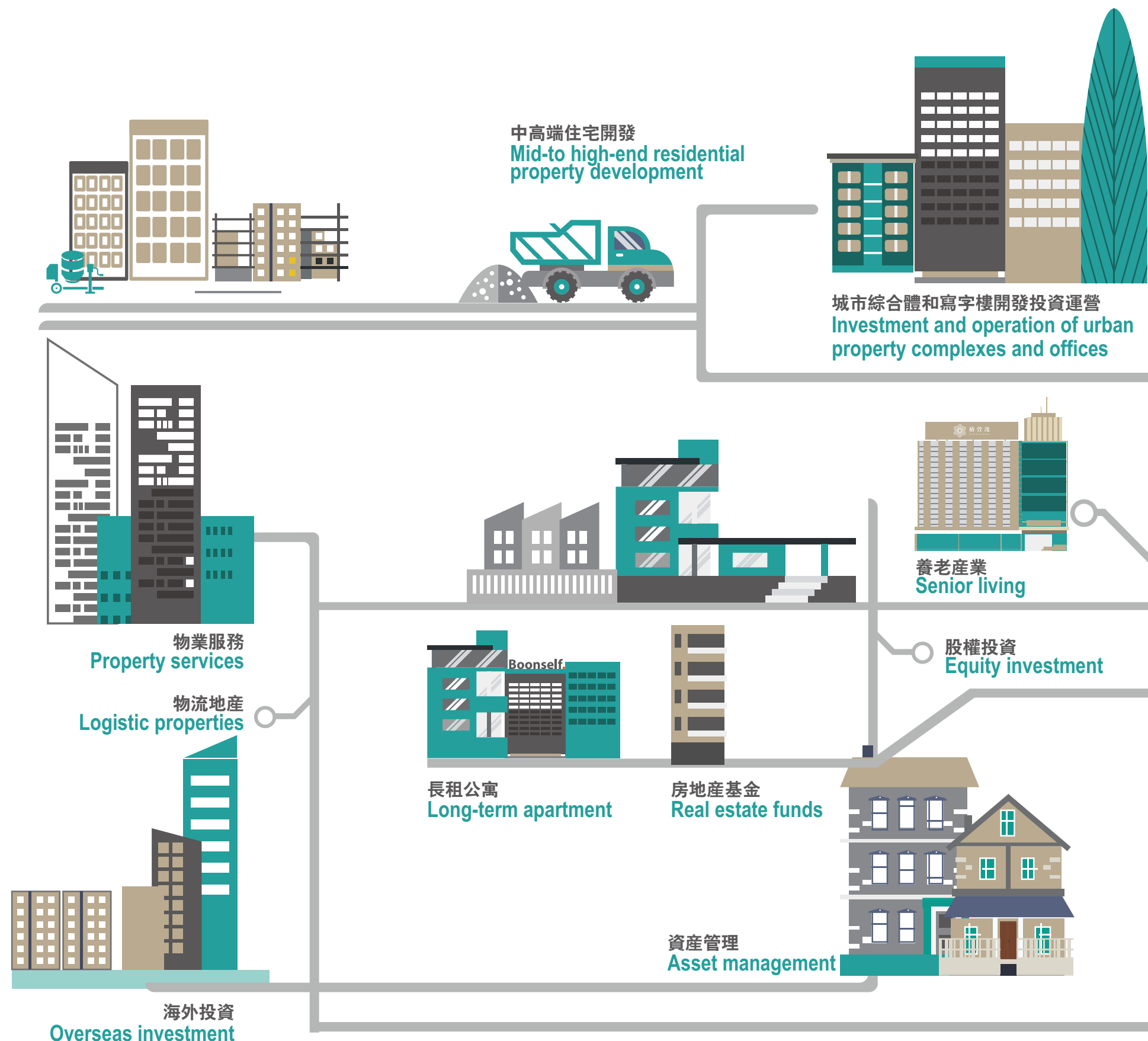


遠洋集團創立於 1993 年，並於 2007 年 9 月 28 日在香港聯交所主板上市（股票代碼 03377），截至 2017 年 12 月 31 日，遠洋集團已發行總股本約為 75 億股。

我們以「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、養老產業、物流地產、長租公寓、房地產基金、股權投資、資產管理和海外投資等。

Sino-Ocean Group was founded in 1993 and has been listed on the Main Board of the Hong Kong Stock Exchange on 28 September 2007 (stock code: 03377). As at 31 December 2017, Sino-Ocean Group had a total issued number of shares of approximately 7,500 million.

We pride ourselves 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 a leading group that excels in sector investments. Our scope of business includes mid-to high-end residential property development, investment and operation of urban property complexes and offices, property services, senior living, logistic properties, long-term rental apartment, real estate funds, equity investments, asset management and overseas investments.



城市佈局
PROJECT DISTRIBUTION

在中國高速發展的城市及城市群中，集團擁有超過 130 個處於不同開發階段的房地產項目，分佈於京津冀地區的北京、天津和石家莊；長三角地區的上海、杭州、南京和蘇州；長江中游地區的武漢、合肥和長沙；珠三角地區的深圳、廣州、中山和香港；成渝地區的重慶和成都；以及其他重點核心城市。截至 2017 年 12 月 31 日，集團擁有約 3,400 萬平方米。

THE GROUP CURRENTLY OWNS MORE THAN 130 PROJECTS IN DIFFERENT STAGES OF DEVELOPMENT, DISTRIBUTED IN VARIOUS CITIES AND METROPOLITAN REGIONS, SUCH AS BEIJING, TIANJIN AND SHIJIAZHUANG IN THE BEIJING-TIANJIN-HEBEI REGION, SHANGHAI, NANJING AND SUZHOU IN YANGTZE RIVER DELTA REGION, WUHAN, HEFEI AND CHANGSHA IN YANGTZE MID-STREAM REGION, SHENZHEN, GUANGZHOU, ZHONGSHAN AND HONG KONG IN PEARL RIVER DELTA REGION, CHONGQING AND CHENGDU IN CHENGDU-CHONGQING REGION AND OTHER KEY CITIES. AS AT 31 DECEMBER 2017, WE HAD A LANDBANK OF APPROXIMATELY 34 MILLION SQ

業務分佈於國內 30+ 個城市，
遍佈在中國內地高速發展的一、二線城市區。
THE BUSINESS IS DISTRIBUTED IN OVER 30 CITIES
ACROSS THE FIRST AND SECOND TIER CITIES IN MAINLAND CHINA.

成渝地區
CHENGDU-CHONGQING REGION

總樓面面積 (m²)
TOTAL GFA (m²) 2,535,000m²

總土地儲備 (m²)
TOTAL LANDBANK (m²) 1,972,000m²

項目數量
NO. OF PROJECT 9

其他地區
OTHER REGIONS

沈陽·大連·長春·青島·海口·三亞·太原·鄭州·廈門
SHENYANG·DALIAN·CHANGCHUN·QINGDAO·HAIKOU·SANYA·TAIYUAN·ZHENGZHOU·XIAMEN

總樓面面積 (m²)
TOTAL GFA (m²) 10,194,000m²

總土地儲備 (m²)
TOTAL LANDBANK (m²) 5,501,000m²

項目數量
NO. OF PROJECT 22

京津冀地區
BEIJING-TIANJIN-HEBEI REGION

總樓面面積 (m²)
TOTAL GFA (m²) 19,217,000m²

總土地儲備 (m²)
TOTAL LANDBANK (m²) 14,882,000m²

項目數量
NO. OF PROJECT 48

長三角地區
YANGTZE RIVER DELTA REGION

總樓面面積 (m²)
TOTAL GFA (m²) 3,887,000m²

總土地儲備 (m²)
TOTAL LANDBANK (m²) 2,810,000m²

項目數量
NO. OF PROJECT 22

長江中游地區
YANGTZE MID-STREAM REGION

總樓面面積 (m²)
TOTAL GFA (m²) 4,609,000m²

總土地儲備 (m²)
TOTAL LANDBANK (m²) 4,067,000m²

項目數量
NO. OF PROJECT 9

珠三角地區
PEARL RIVER DELTA REGION

總樓面面積 (m²)
TOTAL GFA (m²) 8,080,000m²

總土地儲備 (m²)
TOTAL LANDBANK (m²) 4,856,000m²

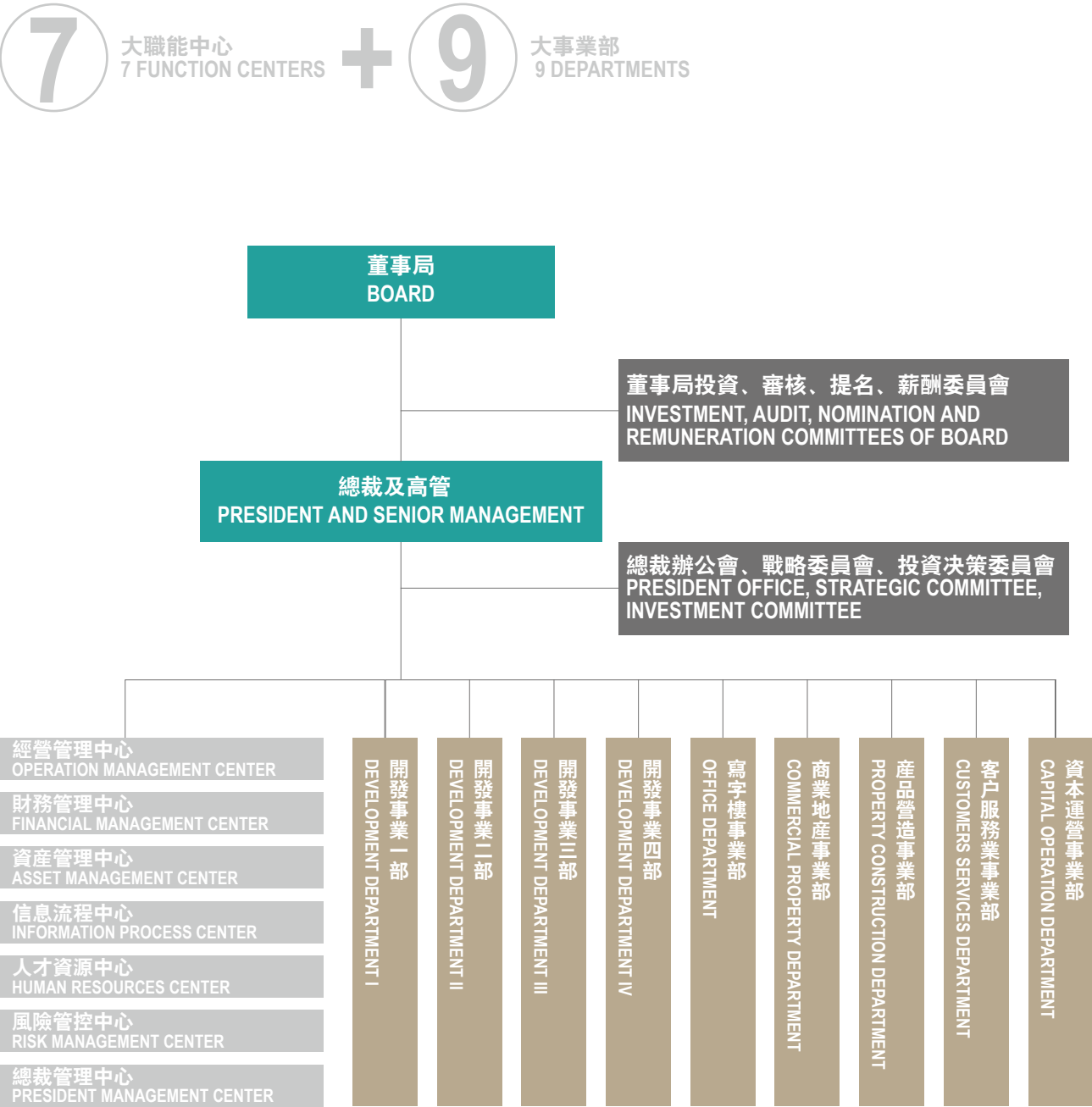
項目數量
NO. OF PROJECT 23

組織架構
ORGANIZATIONAL STRUCTURE

根據公司經營管理需要，撤銷了資產管理事業部，並成立資產管理中心。
目前遠洋集團「7 大職能中心 +9 大事業部」的組織架構如下：

According to the needs of the Company's operation and management, the Assets Management Department was canceled and an Asset Management Center was established.

The organizational structure of current “7 function centers + 9 departments” of Sino-Ocean Group is as follows:



業務介紹
BUSINESS OVERVIEW



2017 業務回顧：
2017 BUSINESS REVIEW:

主營業務業績突破，投資發展積聚力量；
Achieving breakthroughs in principal business, development in investments accrued capabilities;

融資渠道創新多樣，財務管理健康穩健；
Innovative and diversified financing channels, robust and stable management of finance;

建築健康理念落地，產品品質持續提升；
Implementing the concept of building health, product quality continuing to rise;

品牌價值不斷提升，品牌影響逐步加強；
Brand value continuing to rise, brand influence augmenting;

多元業務提速發展，投融雙向局面打開；
Accelerating diversified businesses, new phase of matching investment and financing;

綜合協同價值凸顯，資源儲備加速進行。
Accentuating our synergy value, speeding up resource reserve.

遠洋地產
SINO-OCEAN REAL ESTATE

遠洋地產是健康生活的營造專家，致力於通過健康的產品和服務，為客戶打造健康生活的美好家園。住宅開發業務始終是遠洋集團規模增長的核心動力。

Sino-Ocean Real Estate is committed to the making of homes for healthy life through the provision of health-friendly products and services in line with its expertise of delivering “Homes for Health Life”. Residential property development remains the core driver for Sino-Ocean Group’s growth in scale.

遠洋服務
SINO-OCEAN SERVICE

客戶服務是遠洋“五元業務”之一，構成集團尋求戰略轉型及利潤增長的重要板塊。目前，遠洋的客戶服務業涵蓋養老、物業管理、資產托管、工程服務、倉儲服務、餐飲等業務板塊。

The customer service segment is one of the five focuses among Sino-Ocean diversified business and it constitutes an important segment in the Group’s quest for strategic transformation and profit growth. Currently, the customer service sector of Sino-Ocean covers the business segments of senior living, property management, asset custody, engineering services, warehousing services and catering.

遠洋商業
SINO-OCEAN COMMERCIAL
PROPERTY

遠洋商業以“綜合體、寫字樓”作為戰略性發展品類，尋求新的跨越式發展，涉足城市綜合體、城市社區集中商業、寫字樓等業務，擁有完善的內部管理體系和專業的招商、建設、營運等團隊。

Sino-Ocean commercial property seeks leaping developments with its focus on “complexes and offices” as strategic products, enters into business involving urban complexes, urban community commercial hubs and offices. Sino-Ocean has well-developed internal control system and teams of professional marketing, construction and operation personnel.

遠洋資本
SINO-OCEAN CAPITAL

遠洋充分把握機遇，以資本投資獲利為目標，吸引社會金融資本，謀取與股東的戰略聯動，共同進行地產投資、股權投資、資產管理、海外投資及其他。在獲取投資收益同時，實現與遠洋實業運營資金與業務的價值協同。

Sino-Ocean will seize opportunities as they arise to solicit public capital and strategic collaboration with shareholders aimed at capital gains, which will be jointly achieved by property investments, equity investments, asset management, overseas investments and others. In addition to investment gains, we also aim to achieve synergies in relation to the working capital and project value.

遠洋營造
SINO-OCEAN CONSTRUCTION

遠洋營造是遠洋集團旗下的業務服務品牌，以專業開發能力為依托，專注於產品實現和內部業務協同，是集團業務各項競爭力的基礎，是未來集團主要業務之一。

Sino-Ocean Construction is the service brand under Sino-Ocean Group. It focuses on the achievement of products and the coordination in internal businesses with its base of professional development capability. Being the foundation for the Group’s respective competitiveness in different businesses, Sino-Ocean Construction is one of our major businesses in the future.

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，彼等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。本集團管理層亦積極留意香港與海外的最新企業管治發展。由主席帶領的董事局的職責是達成公司目標，制訂發展戰略，定期檢討組織架構，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 2017 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具體事務，即審核委員會、薪酬委員會、提名委員會及投資委員會。

The Board and the management of the Group are committed to achieving and maintaining high standards of corporate governance, which they consider to be critical in safeguarding the integrity of the Company’s operations and maintaining investors’ trust in the Company. The management of the Group also actively observes the latest corporate governance developments in Hong Kong and overseas. The Board, led by the Chairman, is responsible for achieving 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 2017, 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.

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。

我們亦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。2017 年在信息披露方面，集團堅持既有的高效率和高標準，確保相關信息通過公司官網和其他渠道及時進行披露。

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) 及香港交易及結算所有限公司的網站 (www.hkexnews.hk) 刊發的 2017 年年報。

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.

We also adhere 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, we disclose special facts in a true, accurate, complete, and compliant manner regularly or at any time so that the public can have equal, timely, and effective access to the disclosed information. In 2017, we maintained our high standards of information disclosure to ensure the timely dissemination of relevant corporate information via our official website and other channels.

For more information on the Group's corporate governance and the Board, please refer to our Annual Report 2017 which can be accessed on the Company's website (www.sinooceangroup.com) and the website of Hong Kong Exchanges and Clearing Limited (www.hkexnews.hk).

■ 遵紀守法，廉潔從業
COMPLIANCE, HONESTY AND INTEGRITY

為保障本集團員工遵紀守法、廉潔從業，我們制定了集團層面的《員工違紀處理辦法》、《監察案件檢查與審理管理辦法》、《迴避管理辦法》、《舉報與申訴管理辦法》等，並於 2017 年對以上制度進行了更新。為保障制度政策的有效執行，集團：

In order to protect the employees of the Group abide by the law and their incorruptible employments, we have formulated the “Measures for Handling Misconducts of Employee” “Administrative Measures for Inspection and Hearing of Supervision Cases”, “Administrative Measures for Avoidance” and “Administrative Measures for Whistleblowing and Complaints” at the Group's level, and updated the aforesaid systems in 2017. To ensure the effective implementation of the systems and policies, the Group:



2017 年各單位進行合規及廉潔培訓現場
Compliance and integrity training site in 2017



不定期向分中心進行合規提示，定期進行新法規宣傳；
Aperiodically issues compliance warnings to the sub-center and regularly promotes new laws and regulations;

在集團內網首頁增設「違紀舉報」的窗口，震懾違紀人員的同時方便員工了解公司的相關規章制度及規範底線；

Adds a “Reporting of Misconducts” on the homepage of the Group's intranet, facilitating employees' understanding of the Company's relevant rules and regulations and the regulatory bottom line while deterring the violators;



要求在新簽業務協議中必須增加監察舉報郵箱及反商業賄賂條款；
Is required to increase supervision reporting emails and anti-commercial bribery clauses in new business agreements;



在所有子公司派駐監事人員，行使監督職責；
Assigns supervisors to all subsidiaries to exercise supervision duties;

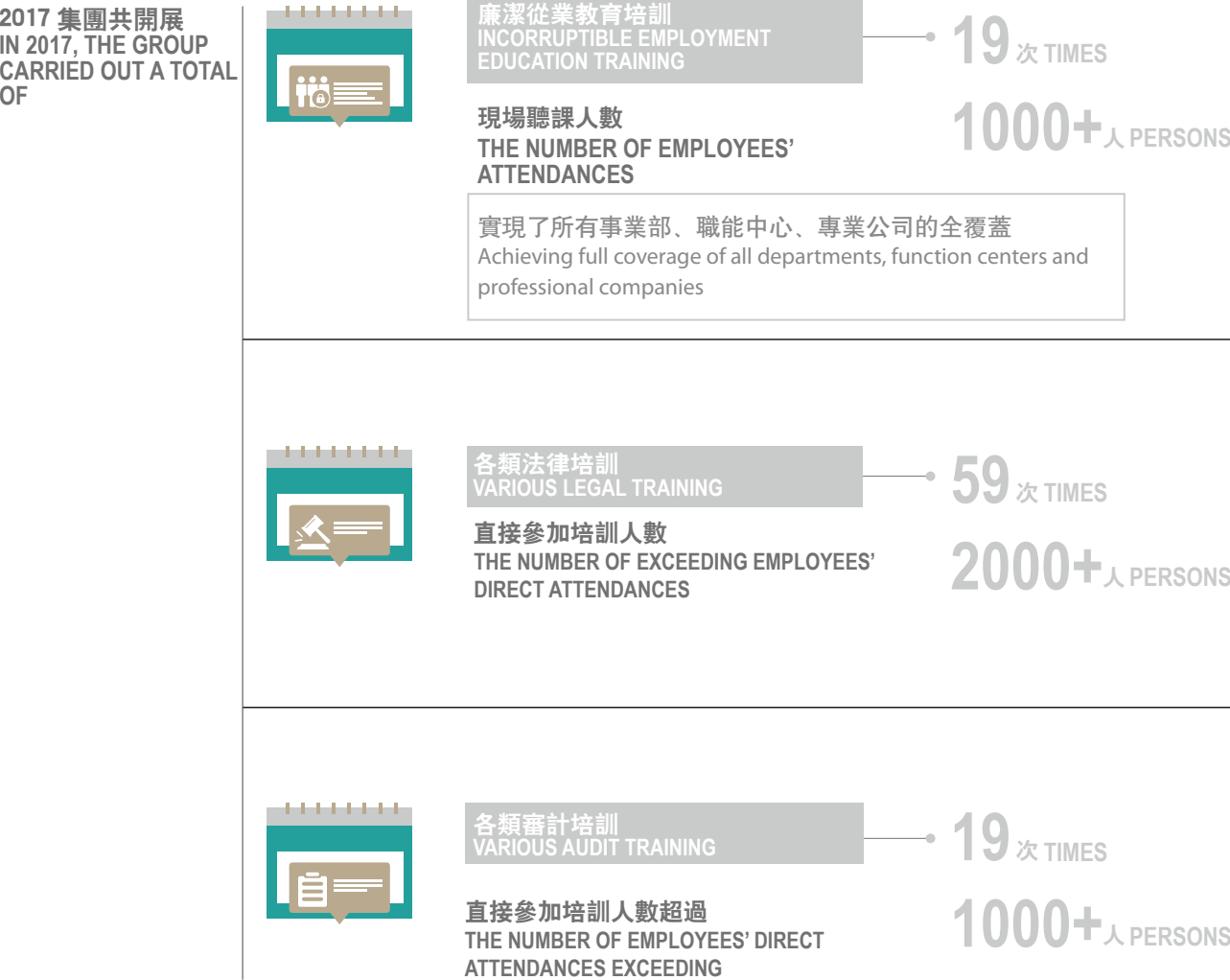
所有公司中高管人員簽署《遠洋集團控股有限公司中高管自律承諾書》；
Requires all mid- and senior-level executives of the Company signed the Middle and Senior Management Code of Conduct of Sino-Ocean Group Holding Limited;

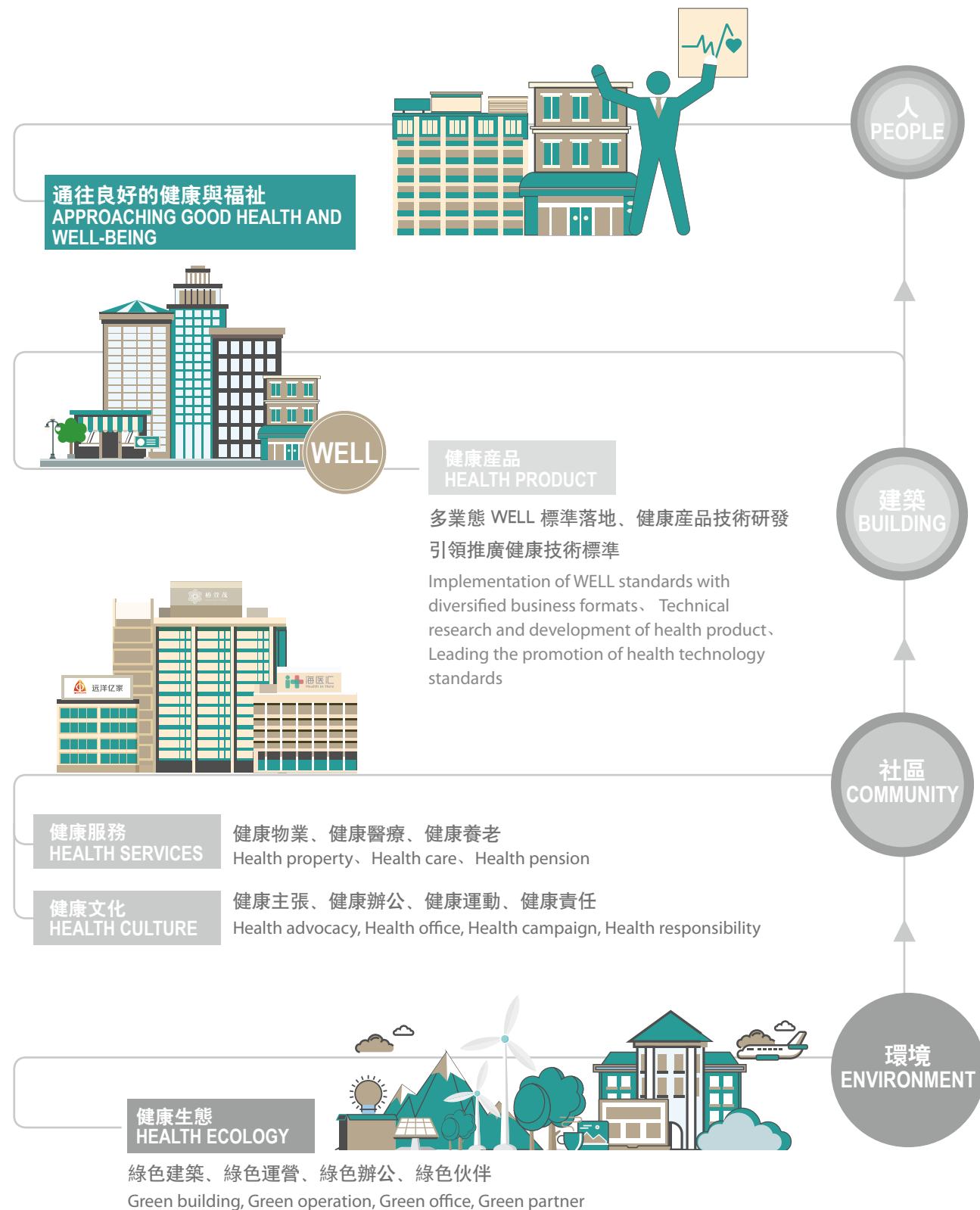


定期向全員進行合規運營培訓，新員工入職培訓中介紹公司合規要求和制度；
Conducts regular compliance training for all employees, and introduces company compliance requirements and systems in the induction training for new employees;



將郵件宣貫、現場培訓等方式相結合，宣貫授權制度。
Combines the promotion of emails and on-site training to promote the authorization system.





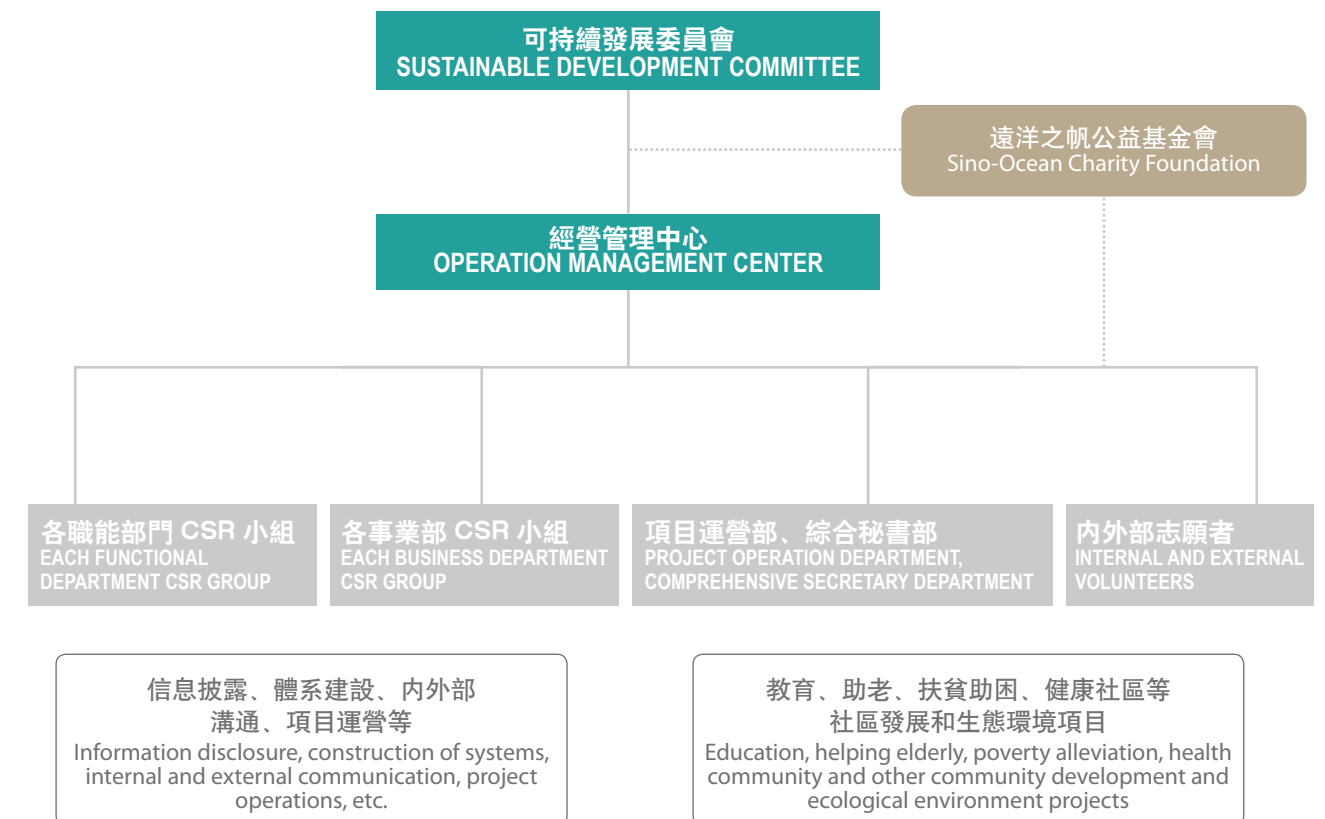
2017 年，集團的健康戰略不僅停留在以 WELL 標準為首要工具的健康建築落地，更通過各業務與職能的協同保障，在健康伙伴的支持下，從服務、產品、文化和生態四個方面向「建築·健康」實踐更進一步。

In 2017, the Group's health strategy not only stayed on the completion of healthy buildings which complied with the WELL standards, but also made further progress toward the practice of "healthy construction" by facilitating concerted efforts among various business segments and functions from aspects of service, product, culture and ecology with the support of health partner.



2017 年可持續發展體系內知識培訓
Sustainable Development System Training in 2017

可持續發展管理架構：
THE STRUCTURE OF OUR MANAGEMENT OF SUSTAINABLE DEVELOPMENT :





本年度，我們的可持續發展管理有了實質性的進展，尤其是針對環境相關基礎數據的收集與披露。在外部專家的指導和內部多部門的協調下，內嵌於公司日常工作管理系統的可持續發展流程已經以環境數據為起點，實現了可靠的信息披露結果¹。在 2016 年的基礎上，本年度的系統搭建工作更為集中和專業，尤其是更頻繁的基礎情況收集與分析、培訓溝通以及配合、系統的不斷更新迭代等，保障最終得到能够真實反映遠洋集團運營過程中的基礎環境基礎信息。

During the year, we have made substantial progress in our management of sustainable development, especially the collection and disclosure of basic data related to the environment. With the guidance of external experts and the coordination of internal various departments, the sustainable development process embedded in the Company's daily work management system has taken environmental data as a starting point to achieve reliable information disclosure results¹. On the basis of 2016, the construction of systems in the year was more focused and professional, especially the more frequent collection and analysis of basis, training communication, and continuous updating of the system, etc., which ensure that we could ultimately give a true picture of the basic environmental information during the course of operation of Sino-Ocean Group.

1. 詳細數據請參見本報告「共就環境價值」章節
1. For detailed data, please see the section headed "Together for Environmental Value" in this report

環境績效收集披露過程
PROCESS OF COLLECTION AND DISCLOSURE OF INFORMATION ON ENVIRONMENTAL PERFORMANCE



除了對外公開披露並接受監督外，更重要的是通過對數據的審核、對比與分析，能够更科學地判斷項目的實際運營情況，提供更好的能源管理與排放建議，最終幫助公司更好地實現環境責任。

In addition to public disclosure and acceptance of supervision, it is more important to be able to judge the actual operation of the project more scientifically through reviewing, comparing and analyzing the data, provide better energy management and emission advice, and ultimately help the Company to better realize environmental responsibility.

■利益相關方溝通及重要性議題評估
STAKEHOLDER COMMUNICATION AND MATERIALITY ASSESSMENT

利益相關方溝通及參與
STAKEHOLDERS COMMUNICATION AND ENGAGEMENT

結合過往發展歷程和未來發展趨勢，遠洋堅持與環境、客戶、社區、投資者、員工、政府及合作伙伴在內的七大利益相關方保持多渠道、積極的雙向溝通協作，攜手各方共同實現經濟、社會和環境價值的可持續發展。

Combined with the past history of development and the future development trend, we stick to maintaining multi-channel and active two-way 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.

遠洋集團的回應與成效 Response and Effectiveness of Sino-Ocean Group							
	環境 ENVIRONMENT	<ul style="list-style-type: none">關注環保環保項目合作社會團體合作	<ul style="list-style-type: none">Concerned about environmental protectionCooperation in environmental projectsSocial group cooperation	<ul style="list-style-type: none">保護生態環境推動環境保護	<ul style="list-style-type: none">Protection of ecological environmentPromotion of environmental protection	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Active energy-saving emission reduction, the application of new technologies for environmental protectionAdvocating green building, launching green activitiesTransformation of the old community, advocating low-carbon lifeLaunching green office, advocating healthy lifestyle
	客戶 CUSTOMER	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Customer satisfaction surveyCustomer relationship managementBuild “Sino-Ocean Club” platformCustomer visit and communication	<ul style="list-style-type: none">提升產品質量滿足客戶需求改善服務質量	<ul style="list-style-type: none">Enhance product qualityMeet customer needsImprove service quality	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Safety quality inspectionHumanized product developmentCustomer service process refinementContinuously improve the quality of products and servicesGreat variety of community culture
	社區 COMMUNITY	<ul style="list-style-type: none">參與社區項目定期溝通媒體溝通	<ul style="list-style-type: none">Participate in community projectsRegular communicationMedia communication	<ul style="list-style-type: none">促進社區社會經濟發展關注社會民生支持社會公益	<ul style="list-style-type: none">Promote the social and economic development of the communityConcerned about the livelihood of the peopleSupport social welfare	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Participate in community building and attract local talentDisaster emergency humanitarian assistancePaying attention to the survival and education of poor childrenEncourage employees to volunteer to give back to societySupport college students and the public to participate in social welfare
	投資者 INVESTOR	<ul style="list-style-type: none">經營績效考核信息披露股東大會投資關係活動	<ul style="list-style-type: none">Operating performance evaluationInformation disclosureGeneral meeting of shareholdersInvestment relationship activity	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Continuously improve company valueSound management, risk preventionTimely and accurate information disclosure	<ul style="list-style-type: none">遠洋地產品牌推廣風險管理信息披露流程精細化	<ul style="list-style-type: none">Sino-Ocean real estate brand promotionRisk managementInformation disclosure process refinement
	員工 EMPLOYEE	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Staff trainingDemocratic management channelWorkers congressComplaints and feedbackPerformance management	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Safeguard the legitimate rights and interestsFair pay and benefitsGood working environment and atmospherePersonal career development performance management	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Abide by the relevant laws and safeguard the rights and interests of employeesPay attention to employee benefits, improve the compensation managementCreate a comfortable and harmonious corporate culture and environmentEmployee's sense of belonging and satisfaction
	政府 GOVERNMENT	<ul style="list-style-type: none">項目合作日常管理會議交流監督檢查	<ul style="list-style-type: none">Project cooperationDaily managementConference communicationSupervision and inspection	<ul style="list-style-type: none">遵守國家政策遵紀守法擴大經營履行企業社會責任	<ul style="list-style-type: none">Compliance with national policyAbide by the lawExpand operationPerform corporate social responsibility	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Respond to the call of the governmentImplementation of affordable housing constructionAbide by the law, pay taxes in accordance with the lawEnsure safety qualityBoost urban development
	合作夥伴 PARTNER	<ul style="list-style-type: none">項目合作談判評估與調查日常業務溝通走訪	<ul style="list-style-type: none">Project cooperation negotiationEvaluation and investigationDaily business communication and visit	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Abide by the lawAdhere to business ethicsEqual consultation, mutual benefit and win-winEstablish long-term cooperative relationship	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Strictly abide by the contract requirementsImprove credibilityStrict selectionQualification examinationBusiness development and continuous cooperation

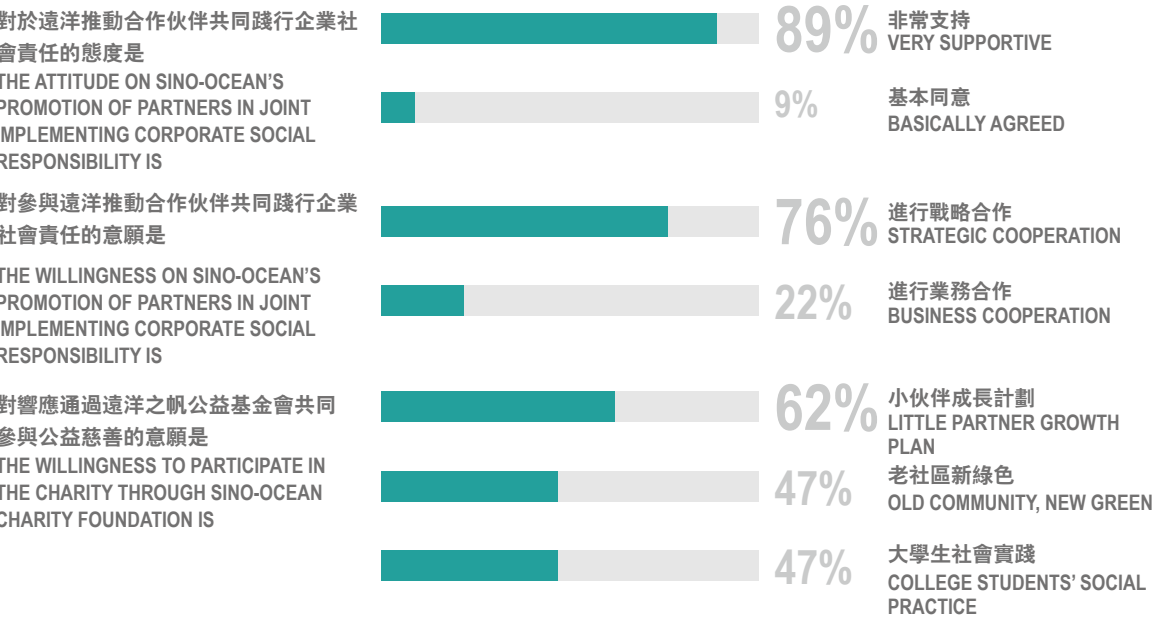
2017 年，為進一步了解利益相關方對於集團可持續發展工作的看法和需求，尊重並回覆其真正關切，集團擴大了利益相關方調研的渠道和形式，作為報告撰寫以及未來可持續發展工作提升的基礎。

In 2017, in order to further understand the stakeholders' views and needs for the Group's sustainable development work, respect and respond to its true concerns, the Group expanded the channels and forms of stakeholders' surveys as a basis for report writing and improvement of future sustainable development work.

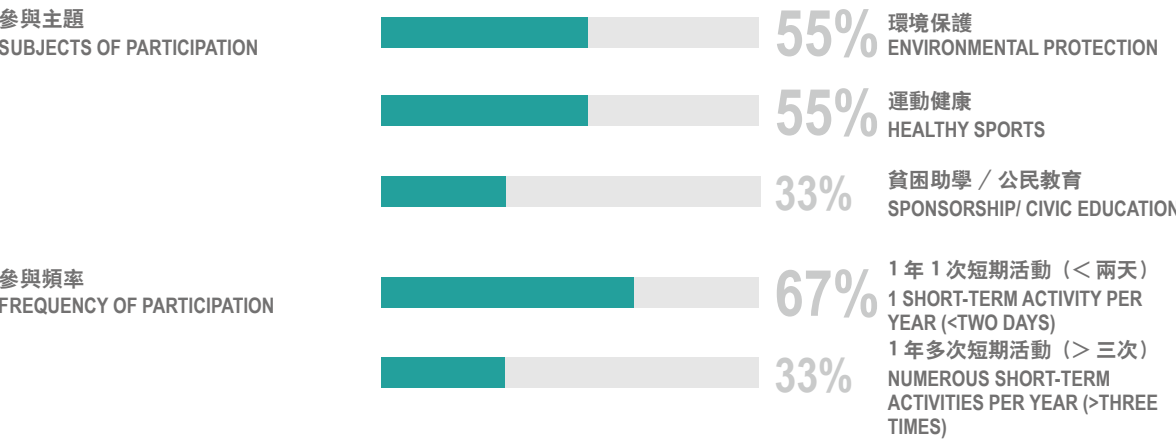
利益相關方問卷調研結果節選
EXTRACT OF RESULTS OF QUESTIONNAIRE SURVEY WITH STAKEHOLDERS



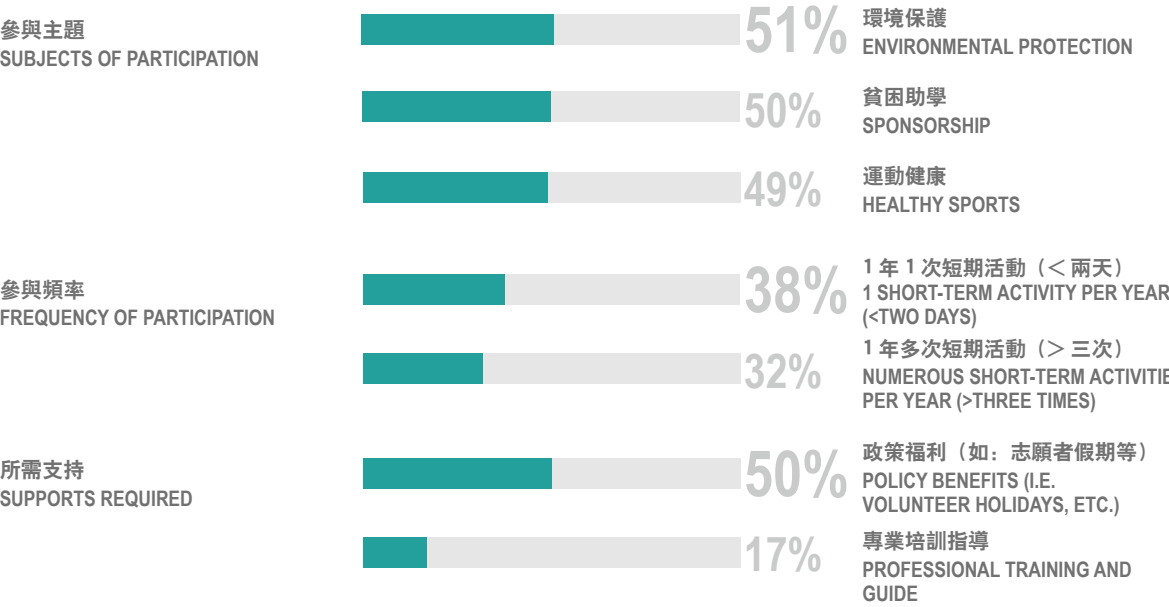
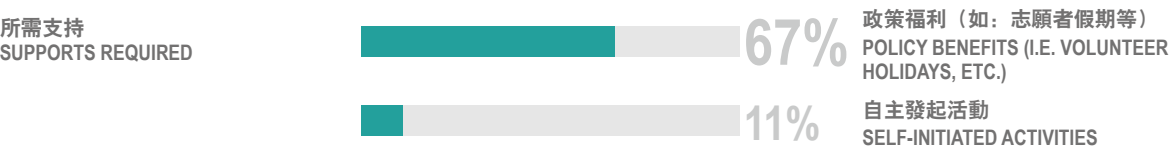
調研合作伙伴參與社會責任踐行意願結果
SURVEY RESULTS OF PARTNERS' WILLINGNESS TO PARTICIPATE IN SOCIAL RESPONSIBILITY PRACTICE
夥伴參與公司公益活動調研
SURVEY OF PARTNERS' PARTICIPATE IN THE COMPANY'S CHARITABLE ACTIVITIES



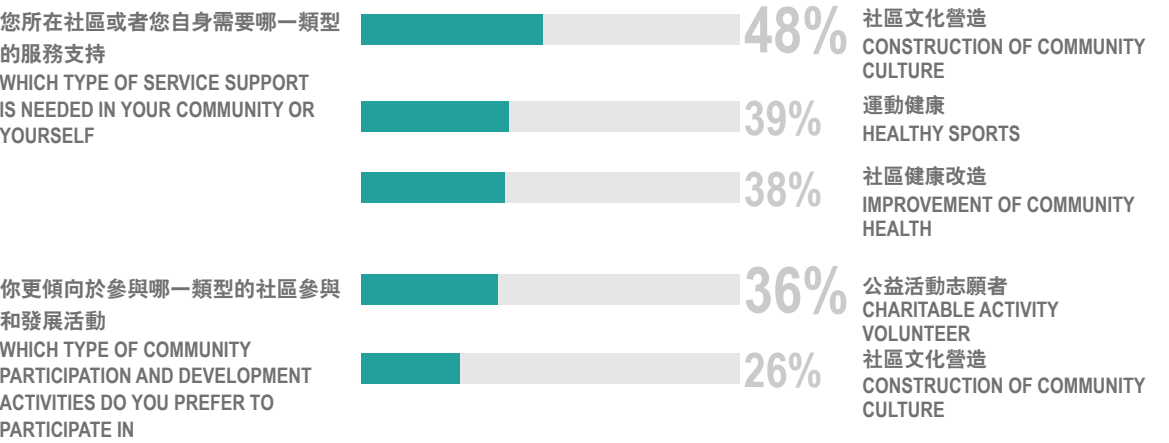
調研集團高管對於公益活動參與和支持結果
SURVEY RESULTS OF PARTICIPATION AND SUPPORT OF THE GROUP'S SENIOR MANAGEMENT FOR CHARITABLE ACTIVITIES



調研員工參與公益活動意願結果
SURVEY RESULTS OF EMPLOYEES' WILLINGNESS TO PARTICIPATE IN CHARITABLE ACTIVITIES



調研客戶及受影響社區成員對自身需求與活動參與意願結果
SURVEY RESULTS OF CUSTOMERS AND AFFECTED COMMUNITY MEMBERS ON THEIR OWN NEEDS AND WILLINGNESS TO PARTICIPATE IN THE ACTIVITIES



而作為健康建築的先行者，我們也越來越注重集團內外的責任倡導，希望能夠集結更多力量共同推動人、建築、環境和社會的可持續發展。

As a pioneer of healthy buildings, we are increasingly focusing on the promotion of responsibility within and outside the group. We hope to gather more strength to jointly promote the sustainable development of people, buildings, the environment and society.

責任倡導
RESPONSIBILITY
ADVOCACY



2017 年第五屆遠洋集團企業社會責任風尚獎
2017 the 5th Sino-Ocean Group Corporate Social Responsibility Fashion Award

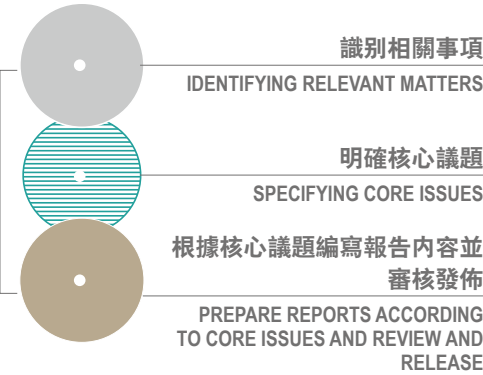


2017 年段濤女士於供應商大會上進行的公益責任倡導
2017 Duan Tao's Public Welfare Responsibility Advocacy at Supplier Conference



李明行政總裁為同行開出 WELL 落地的“四劑藥方”
Chief Executive Officer Li Ming's "Four-Dosage Prescription" for his peers

重要性議題識別與評估
MATERIALITY IDENTIFICATION AND ASSESSMENT



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、報告編寫和工作推進。

In accordance with the basis report preparation requirements of the Hong Kong Stock Exchange and relevant policies, we determine substantive issues, prepare report and advance work by “identifying relevant matters, specifying core issues and preparing reports according to core issues and review and release”.

01 識別相關事項
IDENTIFYING RELEVANT MATTERS

集團在原有基礎上，主要依據以下內容梳理、識別、整合相關的可持續發展事項：
BASED ON THE ORIGINAL, THE GROUP WILL SORT OUT, IDENTIFY AND INTEGRATE RELEVANT SUSTAINABLE DEVELOPMENT MATTERS BASED ON THE FOLLOWING:

- 七大利益相關方溝通過程中獲取的信息反饋。
- 香港聯交所《環境、社會及管治報告指引》（HKEX—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）等標準。
- 《聯合國可持續發展目標》（SDGs）等國內外權威可持續發展議題指導。
- 遠洋集團曾刊載的可持續發展議題及最新發展戰略。
- Information feedback obtained during the communication of the seven major stakeholders.
- Standards including Hong Kong Stock Exchange's Environmental, Social and Governance Reporting Guide (HKEX-ESG), GRI's Sustainability Reporting Guidelines (G4), CASS's Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 3.0).
- Domestic and foreign authoritative guidelines for sustainable development issues such as the United Nations Sustainable Development Goals (SDGs).
- Sustainable development issues and latest development strategies published by Sino-Ocean Group.

02 明確核心議題
SPECIFYING CORE ISSUES

我們通過利用重要性議題評估工具，從對集團可持續發展影響程度和對利益相關方重要性兩個主要層面進行已識別議題的評估排序。

We use the materiality assessment tool to rank the assessment of identified issues from the two main aspects including the impact on the Group's sustainable development and the importance of stakeholder.

對遠洋可持續發展重要性確定依據：
BASIS FOR DETERMINING THE IMPORTANCE OF A CERTAIN ISSUE TO SINO-OCEAN'S SUSTAINABLE DEVELOPMENT:

● 對當前和未來的財務影響

● 對遠洋戰略、政策和承諾的影響

● 對競爭優勢和管理卓越性的影響

● 對運營所在地區的影響

● Impact on current and future finance

● Impact on Sino-Ocean's strategies, policies and commitments

● Impact on competitive edges and management excellence

● Impact on regions where Sino-Ocean has presence

對利益相關方重要性確定依據：
BASIS FOR DETERMINING THE IMPORTANCE OF A CERTAIN ISSUE TO SINO-OCEAN'S STAKEHOLDERS:

● 利益相關方問卷數據收集結果

● 利益相關方採訪結果

● 利益相關方通過其他途徑主動提供的意見

● Results from stakeholder' questionnaire data

● Results of interview with stakeholders

● Opinions provided by stakeholders through other channels

2017 年，我們在原有基礎上擴大了重要相關方的調研，以更加全面公開的渠道輔以激勵措施，收集了更多相關方對於遠洋集團可持續發展議題的意見，最終獲得的核心議題及其重要性評估結果如下：

In 2017, we expanded the survey of key stakeholders based on the original, collected more opinions from relevant stakeholders on the sustainable development issues of the Sino-Ocean Group via a more comprehensive and open channel and incentive measures, and the core issues and the results of its importance assessment finally obtained are as follows:

利益相關方對該議題重要性的判斷
JUDGMENT ON THE MATERIALITY OF THE RELEVANT ISSUES BY THE STAKEHOLDERS

		環境及社會信息披露 ENVIRONMENTAL AND SOCIAL INFORMATION DISCLOSURE	健康綠色建築 HEALTHY AND GREEN BUILDINGS
		員工職業健康與安全 Employee occupational health and safety	可持續發展管理 MANAGEMENT OF SUSTAINABLE DEVELOPMENT
		員工權益及僱傭規範 Employee rights and employment practices	企業投資融資關係 CORPORATE INVESTMENT AND FINANCING RELATIONSHIPS
		社區溝通及和諧健康營造 Community communication and creation of harmonious health	產品質量管控 PRODUCT QUALITY CONTROL
		供應鍊管理 Supply chain management	客戶滿意度 CUSTOMER SATISFACTION
		公平營運 Fair operation	社會公益活動 SOCIAL WELFARE ACTIVITIES
		政府關係及相應倡導 Government relations and response to the call	員工培育發展及待遇 EMPLOYEE CULTIVATION, DEVELOPMENT AND TREATMENT
		廢物管理及污染防治 Waste management and pollution prevention and control	技術創新及行業推廣 TECHNICAL INNOVATION AND INDUSTRY PROMOTION
		客戶隱私保護 Customer privacy protection	節能減排 ENERGY CONSERVATION AND EMISSION REDUCTION
		水資源及生物多樣性 Water resources and biodiversity	
		反腐倡廉 Anti-corruption for integrity	

對遠洋可持續發展的重要性
IMPORTANCE TO THE SUSTAINABLE DEVELOPMENT OF SINO-OCEAN

員工
EMPLOYEE

認為健康、綠色與節能表現最佳，體系與管理制度搭建最極待改善

Consider that the performance of health, green and energy saving are the best, and the constructions of system and management system are in urgent need of improvement

伙伴
PARTNER

認為產品責任及健康、綠色與節能表現最佳

Consider that product responsibility and the performance of health, green and skills are the best

高管
SENIOR MANAGEMENT

認為健康、綠色與節能表現最佳，員工參與度最極待改善

Consider that the performance of health, green and energy saving are the best, and the employee engagement is in urgent need of improvement

客戶及受影響社區成員
CUSTOMERS AND AFFECTED COMMUNITIES

認為健康、綠色與節能對遠洋集團可持續發展最為重要

Consider that health, green and energy saving are the most important to the sustainable development of Sino-Ocean Group

通過對相關議題的梳理和核心議題的識別，我們在引領行業發展“健康綠色建築”的同時，更加注重非財務的運營情況和社會回饋，並更加系統科學地進行可持續發展體系化管理。同時不斷保障高品質產品和服務的提供，提高客戶滿意度；持續維護員工權益和發展通道，提升員工職業滿意度；還需要在了解受影響社區的需求前提下，有針對性地發動更多利益相關方參與到廣泛的社區發展和公益活動。

After combing relevant issues and identifying substantive issues, we focused more on operations irrelevant to financial data and how to give back to the society while leading the industry in developing “healthy and green buildings”, and more systematically manage the sustainable development system. In addition, we constantly guarantee the provision of high-quality products and services and improves customer satisfaction. We continue to protect employees’ rights and development channels and enhances employees’ professional satisfaction. We also needs to mobilize more targeted stakeholders to participate in a wide range of community development and charitable activities under the premise of understanding the needs of affected communities.

03

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

本報告根據以上可持續發展議題重要性評估結果進行編寫，利益相關方可在本報告中對應查找到各實質性議題的回應內容，並鼓勵他們提出反饋意見。

我們的重要性評估結果以及可持續發展報告框架在經過層層內外部審核後才予以最終發佈。

This Report is prepared based on the results of the above materiality assessment of the sustainable development issues, stakeholders can find responses to various substantive issues in this Report and are encouraged to provide feedback.

Our results of materiality assessment and sustainable development reporting framework are finally published upon internal and external audits.

審核流程
AUDIT PROCESS

內部審核
INTERNAL AUDIT

業務部門審核
Audit by business units

可持續發展委員會審核
Audit by Sustainable Development Committee

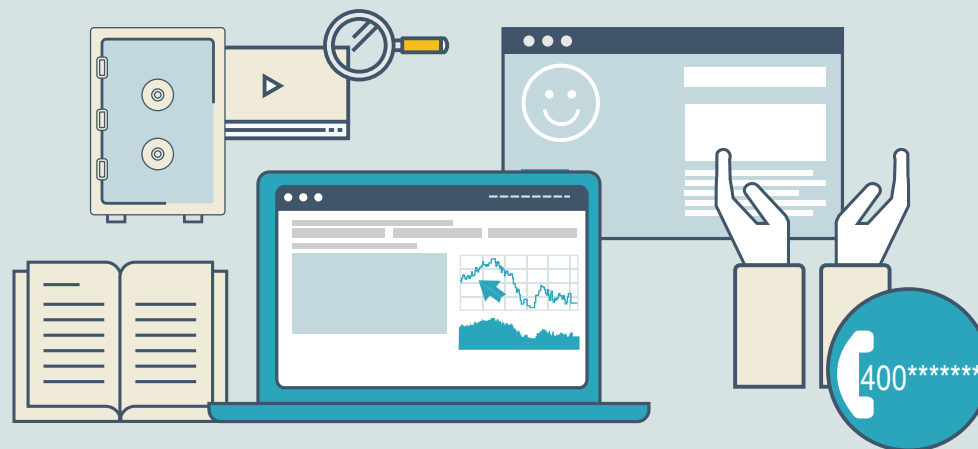
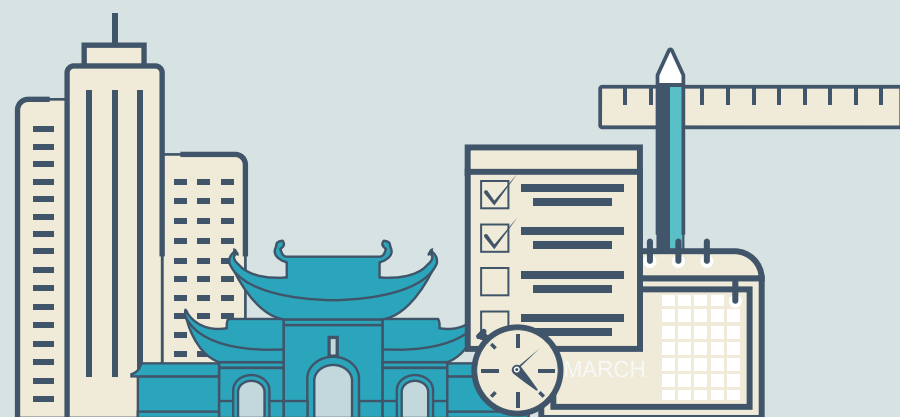
集團董事局批准發佈
Board approval for release

外部審核
EXTERNAL AUDIT

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 by the research center of corporate social responsibility of Chinese Academy of Social Sciences

23

24



共就客戶價值 TOGETHER FOR CUSTOMER VALUE

儘管健康已成為遠洋產品重要內核之一，它是對原有可靠產品基礎上進一步針對居住者本身的價值升級，但我們為客戶提供的價值保障遠不止於此。

Although health has become one of the important cores of Sino-Ocean's products, it is a further upgrade to the value of the occupants themselves based on the original reliable products, but the value protection we provide to customers goes far beyond that.

產品質量與責任 Product Quality and Responsibility

工程質量
Engineering Quality

健康產品
Health Products

伙伴關係
Partnerships

服務質量與責任 Service Quality and Responsibility

服務質量
Service Quality

客戶關係
Customer Relations

健康服務
Health Services

品牌及傳播 Brand and Communication

健康文化
Health Culture



產品質量與責任 PRODUCT QUALITY AND RESPONSIBILITY

我們利用集團豐富的經驗和技術在保留珍貴的文化遺產同時使其煥發新生，充分重視項目的歷史保護以及文化傳承。

We use the extensive experience and technology of the Group to revitalize the precious cultural heritage while retaining it, and fully respect the historical preservation and cultural heritage of the project.



以現代詮釋傳統
將城市文化注入建築群落

interpreting traditions through
modern and injecting urban
culture into building group

作為武漢市漢陽區歸元文化片區的建設者，遠洋將以歸元古寺為發展核心，在西大街歷史街區、現代服務業片區及現代商住片區中融入「楚風漢韻」；秉持文化保護與傳承的開發理念，「以現代詮釋傳統、將城市文化注入建築群落」的設計理念，依托歸元寺、漢陽古城等文化底蘊和歷史建築，傳承武漢的城市文脈，打造為在多層次生態綠化環境中匯聚國際一流商服業態的智慧城市文化項目。

As the builder of Guiyuan Culture District in Hanyang of Wuhan City, Sino-Ocean will take Guiyuan Temple as the core of its development to incorporate “Chu Feng Han Yun” into the historic district in west street, modern service district and modern commercial and residential district. Upholding the development concept of cultural preservation and inheritance, adopting the design concept of “interpreting traditions through modern and injecting urban culture into building group”, relying on the cultural heritage and historic buildings of Guiyuan Temple and Hanyang Ancient City, and inheriting the city culture of Wuhan, Sino-Ocean creates a smart city culture project for gathering world-class commercial services business formats in multi-level ecological greening environment.



城市建設的過程中，我們嚴格執行政府相關政策開展拆遷工作，並在過程中充分考慮原住老百姓的實際需求。

In the process of urban construction, we strictly implemented government-related policies to carry out demolition work and fully consider the actual needs of indigenous people in the process.

受制於土地政策、體量大、歷史遺留問題多等因素影響，秦皇島海世紀項目的拆遷經歷了 10 年，在今年 5 月完成最後一戶拆遷補償協議簽訂過程中，拆遷團隊積極主動挨戶拜訪，把補償方案的公平合理作為根本，最終得以平衡各種複雜的利益關係，用誠意取得了所有原住民的信任和支持，最終公平合理地保障了所有拆遷戶的權益。

Subject to the impacts from factors such as land policies, big area and historical problems, the demolition of the Qinhuangdao Ocean Century project has been going on for 10 years, and the final demolition compensation agreement was signed in May this year. During the process, the demolition team actively took the initiative to visit the households. Based on the fairness and reasonableness of the compensation program, they finally balanced all kinds of complex interest relationships, obtained the trust and support of all the original residents with sincerity, and ultimately protected the rights of all relocation households in a fair and reasonable manner.

■ 工程質量
ENGINEERING QUALITY



我們秉持「抓過程、促交付、快速提升客戶滿意」的管理要求，對工程管理貫徹「實測實量成績持續提升、交付結果迅速改善、安全風險持續受控」的工作要求。

We adhere to the management requirements of “controlling the process, facilitating delivery, and rapidly improving customer satisfaction”, and implement the work requirements of “continuous improvement in results of real-time testing, rapid improvement in delivery results, and continuous control of security risks” on engineering management.



技術管理層面
AT THE TECHNICAL MANAGEMENT LEVEL

編制與修訂了方案策劃、質量管控及安全管理共 3 個類別、26 個專項的制度與標準規範。

we have formulated and revised 26 sets of specific regulations and standards under 3 categories—scheme planning, quality control and safety management.



工具管理層面
AT THE TOOL MANAGEMENT LEVEL

2017 年實測實量²平均分爲 93.63 分，保持着行業領先優勢及自身穩定；交付評估³平均成績 75.6 分，較 2016 年提升 6%，工程管理的專業性與規範性得到進一步提升，達業內第一梯隊。

In 2017, the average score of real-time testing² is 93.63, maintaining the highest score in the industry and its own stability. The average score for delivery assessment³ is 75.6, a 6% increase compared with 2016. This marked further improvements to our project work management and our leadership in the industry in terms of professionalism and standardisation.

2. 實測實量：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。
2. Real-time testing: 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.
3. 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。
3. Delivery assessment: 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.



2017 年實測實量平均分爲
The average score of real-time testing in 2017 is

93.63

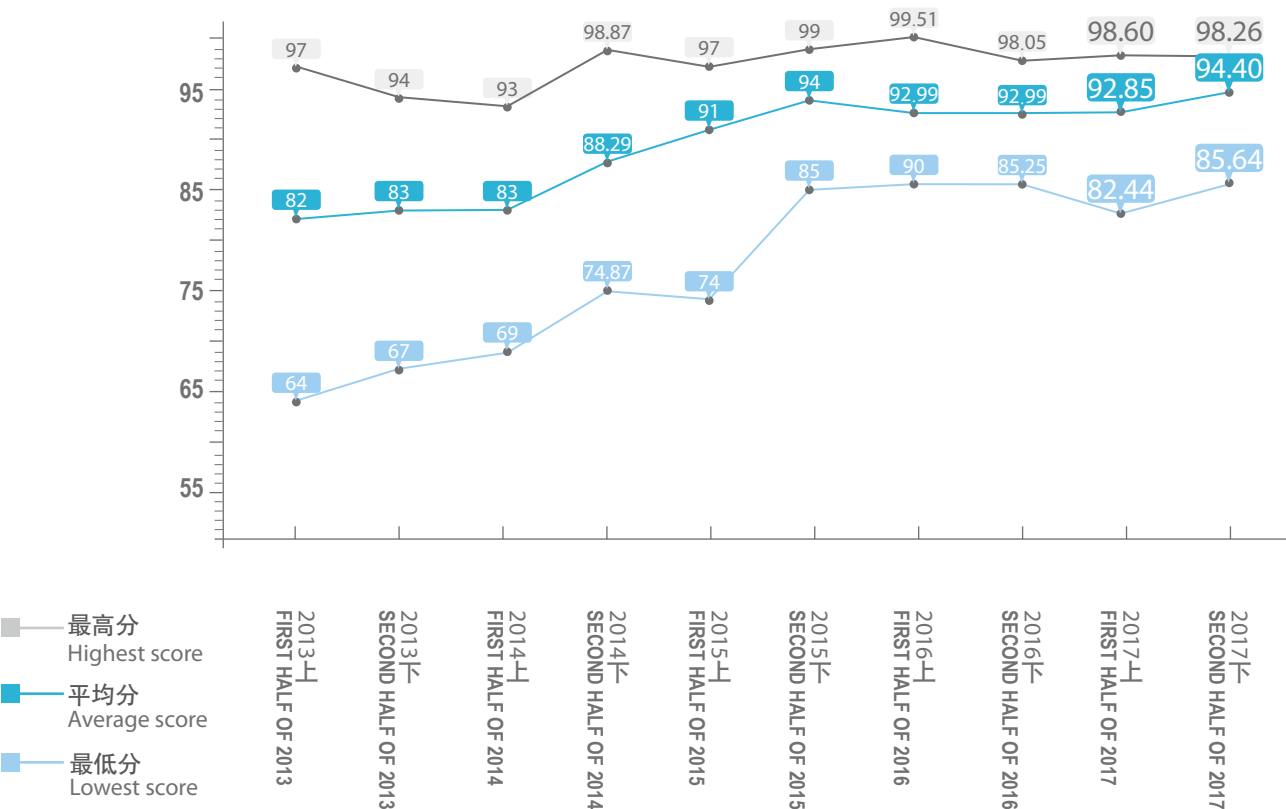


2017 年交付評估平均成績
The average score for delivery assessment in 2017 is

75.6

專項分析——實測實量
SPECIAL ANALYSIS -- REAL-TIME TESTING

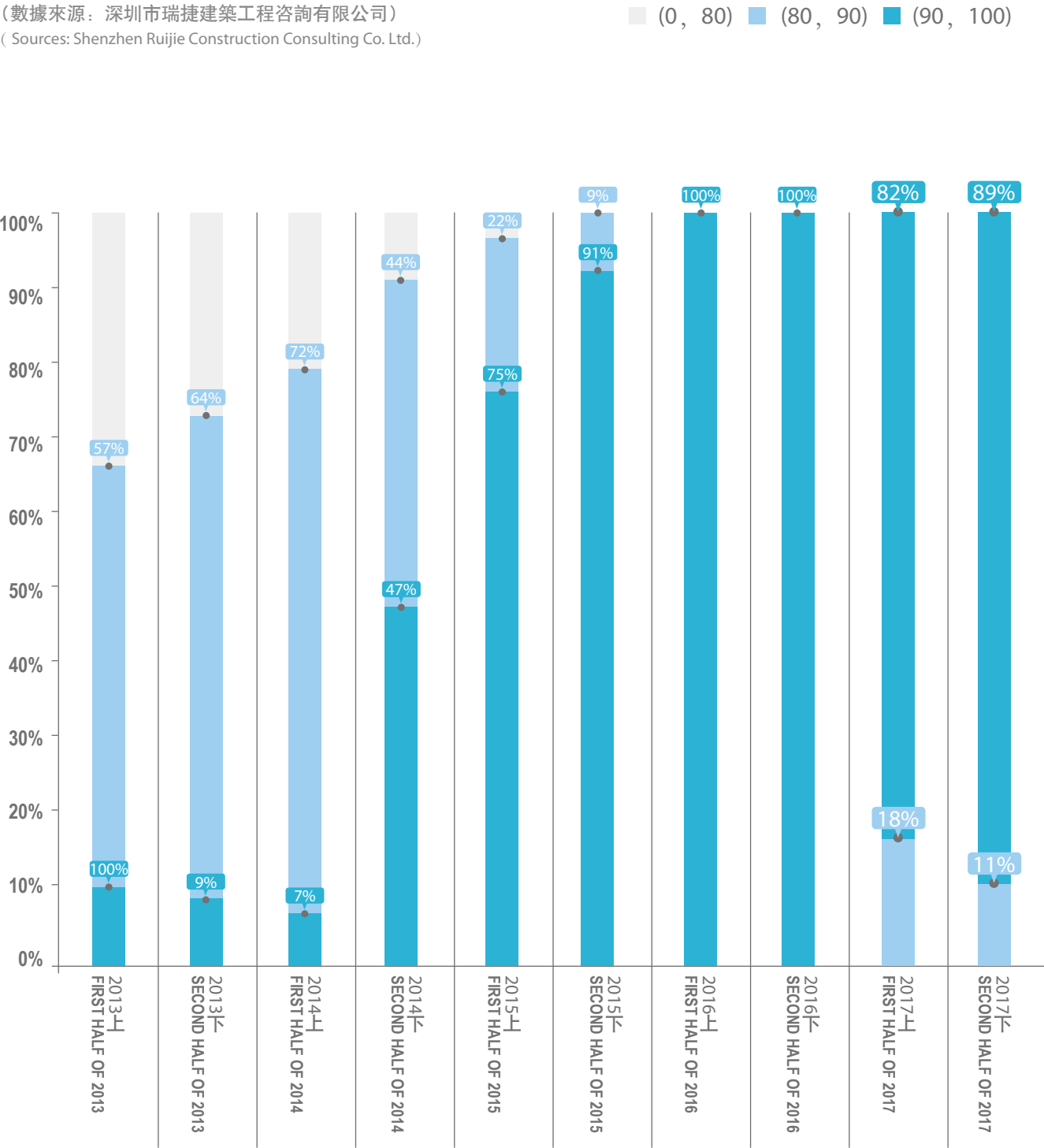
2013—2017 標段實測得分變化
CHANGE OF MEASURED SCORES DURING 2013-2017



專項分析——實測實量
SPECIAL ANALYSIS -- REAL-TIME TESTING

實測得分分佈（按標段統計）
MEASURED SCORES DISTRIBUTION (ACCORDING TO THE STATISTICS)

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



成績提升的背後是遠洋的規範管理，嚴控工程管理策劃，深入的項目現場支持和巡檢強化，除此之外還：

Behind the achievements are Sino-Ocean’s standardized management, strict control of project management planning, in-depth project site support and inspection enhancement, in addition, we also:

- 新引入第三方實驗室材料抽檢機制，深入參與項目實施環節；

Newly introduce the materials sampling mechanism of third-party laboratory, in-depth participation in the implementation of the project;

- 利用平臺優勢，依托營造中心重點研究工藝與工序標準；

Use the advantages of the platform and rely on the construction center to study the process and technical standards;

- 挖掘外部平臺資源，加強行業協會、戰略性供應商交流以及優秀項目的參觀學習；

Excavate external platform resources, strengthen exchanges with industry associations and strategic procurement suppliers, visit and learn the excellent projects;

- 加強同營銷、客服、物業、供應商的交流，準確掌握客戶端訴求信息。

Strengthen the exchanges with marketing, customer service, property and suppliers, and accurately grasp the customers’ demands information.

集團的產品及服務項目質量檢測過程遵循現行國家、行業、地區及遠洋集團企業標準，在驗收過程中如遇因質檢不合格時將及時返工，合格後再交付客戶，因質檢不合格而採取的回收程序及回收率為零。

The quality inspection process of the Group’s products and services projects complies with the current national, industrial, regional and Sino-Ocean Group’s corporate standards. In case of failure due to quality inspection during the acceptance process, it will be reworked in a timely manner and will be delivered to the customer after passing the inspection. The recovery procedure and the recovery rate adopted due to failure in quality inspection are zero.

- 參與到示範區、樣板間的精裝、景觀方案審核，參與過程檢查、支持、驗收；

Participate in the premium, landscape plan review of demonstration area and model room, participate in the process of inspection, support and acceptance;

- 通過加強交流、培訓、新增「專業考試」，建立匠人匠心、追求極致的團隊氛圍；

Establish a team with craftsmanship and artisan spirit and pursuit of perfection atmosphere through strengthening of communication, training, and the addition of “professional exams”;

- 組建維保修團隊，搭建維保修體系，採用定期及飛行巡檢模式，並跟蹤反饋；

Set up maintenance team, establish maintenance system, use regular and flight inspection mode, and follow feedback;

健康產品
HEALTH PRODUCT



WELL 健康建築標準⁴是遠洋打造健康建築的最重要工具，在健康落地的第二個年頭裏，我們不僅充分將這一工具進行利用，還探索出一套本地化執行方法，打造專業團隊，並在行業內進行傳播推廣。對於受限於客觀條件而不適用於完整 WELL 標準的項目⁵，我們也同樣秉持健康建築的原則，最大可能的為客戶創造健康價值。

The WELL healthy building standard⁴ is the most important tool for developing a healthy building of Sino-Ocean. In the second year of implementation of healthy building, we not only fully utilized this tool, but also explored a set of localized execution methods to create a professional team and promote in industry. For projects that are subject to objective conditions that do not apply to the complete WELL standard⁵, we also uphold the principles of healthy buildings and maximizing the health value for our customers.



深圳遠洋新天地二期
Shenzhen Ocean Metropolis Phase II



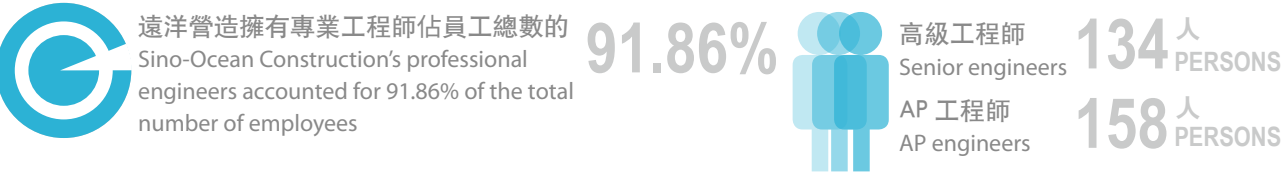
WELL 人居實驗室（中國）效果圖
WELL habitat laboratory (China) renderings

4. WELL 是一種獨立驗證、基於性能的系统，用於測量、認證和監控影響人類健康和福祉的建築環境特徵，也是首個專門關注建築環境中人類健康和福祉的建築標準。
4. WELL is an independently verified, performance-based system for measuring, certifying and monitoring the characteristics of the building environment that affects human health and well-being. It is also the first building standard to focus on human health and well-being in the building environment.
5. 例如 WELL 標準不適用於非精裝修的毛坯房，但遠洋仍針對此類產品打造出適用的健康居住環境。
5. For example, the WELL standard does not applicable to unrefined rough houses, but Sino-Ocean still creates a suitable healthy living environment for such products.

2017.02	DELOS™ 與遠洋合作的 WELL 人居實驗室（中國）奠基落址北京遠洋盈創健康產業園，落成後將成為亞洲第一家整合建築科學、健康科學和行為科學三大科研領域優勢資源的科研機構。 The foundation stone-laying of WELL living laboratory (China) cooperated by DELOS™ with Sino-Ocean located at Sino-Ocean Ying Chuang Wellness Industrial Park in Beijing. Upon completion, it will be the first scientific research institution integrating three major scientific research fields of building science, health science and behavioral science in Asia.
2017.03	遠洋營造亮相 2017 深圳時尚家居設計周，健康建築研發中心受邀做關於「健康建築與空間品質」的演講。 Sino-Ocean Construction appeared at 2017 Shenzhen Creative Week, Healthy Building R&D center was invited to give a lecture on “Healthy Building and Space Quality”.
2017.03	在中山召開的“健康生活家”品牌發佈會上，計劃將 WELL 標準引入中山。 At the “Home for Healthy Life” brand conference held in Zhongshan, it planned to introduce the WELL standard to Zhongshan.
2017.07	董事局主席、行政總裁李明先生一行到訪美國 Delos 公司，雙方將共同攜手推進“健康建築”理念的發展。 Mr. Li Ming, the Chairman of the Board and Chief Executive Officer visited Delos, the United States, and the two parties will work together to advance the development of the concept of “Healthy Building”.
2017.09	遠洋旗下寫字樓項目獲得《2017 年中國最佳健康僱主》的“最佳辦公空間”殊榮，並成為該獎唯一獲得者。 The office project of Sino-Ocean was honoured the “Best Office Space Award” as sole winner in the “Best Healthy Employers of China 2017”.
2017.09	深圳遠洋新天地二期成為華南地區首個住宅類 WELL—MF 金級預認證的項目。 Shenzhen Ocean Metropolis Phase II became the first residential WELL-MF gold standard pre-certification project in Southern Region.
2017.11	遠洋國際中心遠見樓——國內第一個既有項目改造後獲預認證的項目。 Ocean International Center Yuanjian Building-the first pre-certification project after transformation of established project in China.
2017.12	董事局主席、行政總裁李明先生於“2018 年房地產市場形勢報告會”上分享了遠洋落地實施 WELL 健康建築標準過程中的實踐和心得。 Mr. Li Ming, the Chairman of the Board and Chief Executive Officer shared his practice and experience in Sino-Ocean's implementation of the WELL healthy building standard in the “Report on the Status of the Property Market in 2018”.
2018.01	廣州天驕遠洋項目——全球首例獲得 WELL MFR（多用戶住宅）金級認證項目。 Elite Palace (Guangzhou) project- the first project worldwide to receive the WELL MFR (Multi-Functional Residential) Gold Standard Certificate.
2018.01	在“匠心築健康，同行贏未來”為主題的供應商大會上與供應商共同推行 WELL 標準。 At the supplier conference under the theme of “Being health with artisan spirit, cooperation for winning the future” to jointly implement the WELL standard with suppliers.



與之匹配的專業人才方面： IN TERMS OF ITS MATCHING PROFESSIONAL:



■ 伙伴關係
PARTNERSHIP

我們與合作伙伴一路相伴，共同推動中國健康產業發展及人居健康環境的改善，攜手為客戶創造更大的價值。

We work together with our partners to promote the development of China's health industry and the improvement of healthy living environment, and work together to create greater value for our customers.



太古地產 SWIRE PROPERTIES

與可持續發展表現領先的太古地產合作已十年，先後聯合開發推出北京頤堤港和成都遠洋太古里兩個城市綜合體精品項目，均已成為當地城市名片。

We have been cooperating with Swire Properties, a leading company in performance of sustainable development for ten years, and jointly developed and launched the two urban complex fine projects of Beijing Indigo and Chengdu Sino-Ocean Taikoo Li successively, both of which have become local city cards.



Delos

與創立房地產業健康建築 WELL 標準的美國 Delos 公司達成戰略合作協議，在中國的建築及人居環境中進一步推廣 WELL 標準。

We reached a strategic cooperation agreement with Delos, the United States that established the WELL standard for real estate healthy buildings, and further promoted the WELL standard in China's building and living environment.



WeWork

與全球領先的共享辦公空間 WeWork 的戰略合作，在中國將傳統辦公空間轉變為滿足全新工作方式的空間，滿足職場人更強的機動性、創意精神和創業精神。

The strategic cooperation with WeWork, the world's leading shared office space, will transform traditional office space into a space for new work styles in China, satisfy the mobility, creative spirit and entrepreneurial spirit of the working people.



觸堂文化智庫 XITANG CULTURE THINK TANK

觸堂文化智庫致力於中國傳統文化及非物質文化遺產傳承與發展，遠洋商業與其攜手為社會大眾輸入健康高雅的審美文化觀和積極的社會價值觀，打造擁有文化藝術背景和深厚歷史底蘊的文化商業項目。

Xitang Culture Think Tank is dedicated to the inheritance and development of Chinese traditional culture and intangible cultural heritage. Sino-Ocean Commercial Property works together with it to input a healthy and elegant aesthetic cultural view and positive social values for the public, and to create a cultural business project with cultural and artistic background and deep historical content.



聚焦「大地產、大物流、大健康、大數據、大環保、泛金融」領域的遠洋資本自 2016 年起加大對大健康的股權投資力度，投資了包括 WELL 標準始創公司 Delos、美中宜和醫療管理有限公司、愛視眼科、仕馨月子中心、美德因等在內的優質大健康項目，助力集團初步形成健康生態區的業務框架，作為更好的健康產品和服務支撐，構建醫療健康生態圈。

Focusing on sectors of "big real estate, big logistics, big health, big data, big environmental protection and pan-financing", Sino Ocean Capital has increased its equity investment in big health since 2016, invested in quality health projects including Delos, a founder of WELL standard, Amcare Women's and Children's Specialized Health Ltd., Eyeis Ophthalmology, Sheslim Postpartum Care Center and Madein, helped the Group to initially form a business framework for a healthy ecological area, as a better health product and service support to establish medical and health ecosystem.

供應商管理 SUPPLIER MANAGEMENT



遠洋集團年度供應商大會現場
Ocean Group Annual Supplier Conference Site

集團管控範圍內供應商遍佈全國
THE SUPPLIERS WITHIN THE CONTROL
SCOPE OF THE GROUP COVER THROUGHOUT
THE COUNTRY

物業開發類	Property development
綜合服務類	General services
工程承包	Project contracting
貨物	Goods
服務	Services
諮詢	Consulting
勞動密集	Labor-intensive
技術創新	Technological innovation
金融服務	Financial services
.....

截至 2017 年底
AS OF THE END OF 2017

開發業務類供應商（除營銷）庫內數量 The number of development business suppliers base (excluding marketing) was	10113家 SUPPLIERS
較 2016 年同期增加 Representing an increase of last year	2724家 SUPPLIERS
五元業務供應商總數量達到 The total number of five focuses suppliers reached	20000家 SUPPLIERS

集團制定有供應商《分類標準》、《入庫標準》、《等級評定標準》等管理標準，並通過系統和規範標準對供應商進行分類管理，其中包括相應的考察評分。我們根據項目所在地優先選用本地供應商，並遵循「透明公正、合理低價、保密與回避」等原則，全部通過「海鷗Ⅱ招標平臺」綫上採購運行。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。在供應商的維護和考察方面，集團也制定了流程化的管理機制和相應的規範文件，如《維護工作規範》、《考察規範》、《履約評估規範》和《後期評估規範》等。與合作伙伴定期交流，每半年對戰略採購供應商進行評估，每兩個月收集合作情況反饋表，隨時了解合作伙伴情況。

The Company has established management standards regarding suppliers including “catergorization standards”, “storage standards” and “evaluation standards”; categorized and managed the suppliers through system and specification standards, including corresponding inspection scores. We preferentially select local suppliers according to the location where project located and follow the principles of “transparency, fairness, reasonable low price, confidentiality and avoidance”, all of them are operated through online procurement operation of “Seagull II Tendering Platform”. Every step and process could be reviewed and verified each by referring to online information to ensure that the procurement results are fair and just. In terms of supplier maintenance and inspection, the Group has also established a processize management mechanism including “maintenance specification”, “inspection specification”, “performance evaluation specification” and “post evaluation specification”. We communicate with our partners on a regular basis, evaluate strategic suppliers every half year, collect feedback on cooperation status every two months to keep abreast of partners.

2017 年度，我們的供應商管理逐漸突顯出體系化、標準化建設方面的優勢。相關的管理工作主要提升在：

In 2017, our supplier management was gradually highlighted the advantages of systematic and standardized construction. The related management work was mainly promoted in:

供應商管理工作提升 IMPROVE SUPPLIER MANAGEMENT

<div><div>• 供應商庫健康瘦身</div><div>• 關聯性供應商整改</div><div>• 積極引進優秀供應商</div><div>• 多專業聯合評估供應商</div><div>• 持續優化信息庫</div><div>• 舉辦供應商大會</div></div>	<div><div>·SUPPLIERS BASE’S EFFICIENT SLIMMING</div><div>·RECTIFICATION OF ASSOCIATIVE SUPPLIER</div><div>·ACTIVELY INTRODUCING EXCELLENT SUPPLIERS</div><div>·JOINT ASSESSMENT OF SUPPLIERS FROM VARIOUS PROFESSIONALS</div><div>·CONTINUOUS OPTIMIZATION OF INFORMATION BASE</div><div>·HOLDING SUPPLIER CONFERENCE</div></div>
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其中，健康瘦身行動對 12 個行業領域內四百餘家已入庫但不活躍供應商進行處理，並出庫 15 家年終評估不合格供應商；在關聯性整改中，將 12 家關聯供應商全部清除出庫，並於入庫環節持續監控。

Among them, the efficient slimming activities dealt with more than 400 inbound but inactive suppliers in 12 industry sectors, removing 15 unqualified suppliers for year-end assessment. For associativity rectification, all of 12 associated suppliers were cleared out and will be under continual monitoring at the inbound stage.



遠洋還一直關注供應商的環境和社會表現，例如要求施工總承包單位必須提供環境、質量、職業健康管理體系認證書等。本年度新進 22 家土建總包和機電總包行業領域供應商，供應商資審標準均包含質量和職業健康管理認證，庫內土建總包和機電總包均有該項認證。

Sino-Ocean has also always been focused on the environmental and social performance of suppliers. For example, we require that general construction contractors must provide environmental, quality and occupational health management system certifications, etc. During the year, there were 22 new suppliers in the general civil construction contracting and general mechanical and electrical contracting industries, all the supplier qualification standards included quality and occupational health management certifications, both the general civil contractor and the general mechanical and electrical contractor in the base have such certification.

作為健康建築的先行者，遠洋從以下三個方面帶領供應商共同提升產品健康屬性：
AS A PIONEER OF HEALTHY BUILDINGS, SINO-OCEAN HAS LED SUPPLIERS TO IMPROVE PRODUCT HEALTH ATTRIBUTES IN THE FOLLOWING THREE ASPECTS:



環保意識提升
ENHANCEMENT IN ENVIRONMENTAL AWARENESS

從產品生產管理到現場實施管控管理，促使企業人員提升對環保意識的重視與把控。

We promote the Company’s personnel to raise their attentions and controls of environmental awareness from product production management to on-site implementation of control management.



環保性能管控
CONTROL ON ENVIRONMENTAL PERFORMANCE

產品環保性能的管控不僅針對成品材料，針對產品原材料環保選擇，生產過程的設備環保管控以及生產標準的制定均確保嚴格管控。

The control on environmental performance of products is not only for the finished materials, but also the selection of products’ environmental friendly raw materials, the environmental control of production equipment in the course of production and the establishment of production standards ensure strict control.



環保施工要求
REQUIREMENTS OF ENVIRONMENTAL CONSTRUCTION

制定更全面的產品施工工藝措施，推廣無膠化和少木化的關鍵管控工藝以及除塵降塵的環保施工措施。

We develop more comprehensive product construction process measures, promote key control processes without glue and less wood, as well as environmental construction measures for dust removal and dust reduction.

案例 CASES

生活家地板於 2015 年，自廣州天驕項目首次接觸 WELL 標準，由於該項目對產品環保標準要求遠高於國際標準，為全面配合項目的 WELL 落地，企業從產品的原材料環保控制到生產工藝排佈，一直到污染物釋放檢測方法，都進行了較大調整改進。尤其針對地板使用的輔材產品（如膠水、油漆類），均進行專門環保定制。

在產品安裝方面，企業充分剖析改善傳統安裝方式，使用膠量減少 95％。最終生活家定制地板單品檢測通過 GREENGUARD 金級檢測，助力精裝體系通過 WELL 標準的室內空氣質量檢測驗收。

Floor for healthy life contacted the WELL standard for the first time from Elite Palace (Guangzhou) project in 2015, as the requirements for product environmental protection standards of the project are much higher than the national standard, to fully cooperate with the WELL implementation of the project, the Company made major adjustments from the environmental control on raw material of products to the production process arrangement, as well as the pollutant release detection method. We conduct special environmental protection customization, especially for all auxiliary material products used in floor (such as glue, paint).

In terms of product installation, the Company fully analyzed and improved the traditional installation method, which reduced the amount of glue used by 95%. Finally, the inspection on single product of custom-made floor for healthy life passed GREENGUARD gold class testing, which assisted the premium system to pass the indoor air quality inspection and acceptance of WELL standard.

服務質量與責任

SERVICE QUALITY AND RESPONSIBILITY

遠洋服務旗下的多元業務應各項民生政策而生，並隨社會切實所需不斷創新和完善：

The diversified businesses of Sino-Ocean Service are came into existence as various livelihood policies required and are constantly innovated and improved with the needs of the society:

遠洋養老－椿萱茂
SINO-OCEAN RETIREMENT
CARE- SENIOR LIVING
L'AMORE



政策 POLICY
“老有所養”目標和“優先發展社會養老服務”的要求
The goal of “old age, a sense of security” and the requirements of “giving priority to the development of social services for the elderly”

響應 RESPONSE
以美國 40 年先進運營管理經驗及服務體系為基礎，以提供全方位高水平服務為追求，椿萱茂用實際行動為長者打造健康、快樂、安心、有尊嚴的生活。
Based on 40 years of advanced operational management experience and service system of the United States, Senior Living L'Amore uses practical actions to create healthy, happy, relieved and dignified lives for the elderly.

長租公寓－邦舍
LONG-TERM RENTAL
APARTMENT-OCEAN
HOMEPLUS



政策 POLICY
“堅持房子是用來住的、不是用來炒的定位”
“To insist on the positioning of the house is for living purpose, instead of speculation.”

響應 RESPONSE
以“改變國人居住方式”為願景，定位於“公寓式生活服務運營商”，通過標準化的產品體系，品牌化的服務，營造社交化的居住氛圍，致力於為城市青年族群構建一個有品質、有生機、自由而不失秩序的理想社區。
Based on the vision of “changing the way our people live”, the Company is positioned as an “apartment-style living service operator”. Through a standardized product system and branded services, the Company creates a socialized living environment and is committed to building for urban youth groups an ideal community with quality, vitality, freedom and order.

遠洋健康－海醫匯
SINO-OCEAN HEALTH-
HEALTH IN HERE



政策 POLICY
前醫改政策大力支持首診在社區，通過分級診療，為公立醫療機構提供專科醫療需求。
The former medical reform policy strongly supports the first consultation in the community and provides specialized medical services for public medical institutions through grading treatment.

響應 RESPONSE
海醫匯將利用醫聯體政策，與公立三甲共推會員制服務，已和北京市十餘家三甲醫院進行官方醫聯體鏈接。
Health in Here uses the consortium of healthcare institutions policy to jointly promote the membership service with the third-level grade-A hospitals. It has linked official consortium of healthcare institutions with more than ten third-level grade-A hospitals in Beijing

遠洋健康聯合中國民族醫聯體協會和其會員單位，與北京市 34 家三甲醫院，建立醫聯體合作關係。
Sino-Ocean Health together with China National Association of Consortium of Healthcare Institutions and its member units to establish consortium of healthcare institutions medical cooperation with 34 third-level grade-A hospitals in Beijing.

億街區
SMART COMMUNITY



政策 POLICY
住房和城鄉建設部印發《智慧社區建設指南》
The “Guidance on Intelligent Community Construction” issued by Ministry of Housing and Urban-Rural Development

響應 RESPONSE
完成打造遠洋天驕、遠洋世家、新天地等智能家居項目並與徐州雲龍區政府簽約智慧社區戰略合作協議，完成試點小區建設驗收。
We completed the development of smart home projects such as Elite Palace, Sino-Ocean Aristocratic Family and Metropolis, and signed a strategic cooperation agreement with the government of Yunlong District, Xuzhou to complete the construction acceptance of the pilot community.

物業端採用[互聯網+]模式，億街區軟件獲得雙軟認證、國家高新技術企業認證及 ISO 9001 質量認證等，並獲得電腦軟件自主知識產權。
The property end adopts the “Internet+ ”model, and Smart Community software has obtained dual-software certification, national high-tech enterprise certification and ISO9001 quality certification, and obtained computer software independent intellectual property rights.

遠洋億家
OCEAN HOMEPLUS



远洋亿家

政策 POLICY
關注空巢老人
Focus on empty-nest elderly

響應 RESPONSE
在所服務的社區內建立養老食堂、制定退休老人特殊服務方案、開展便民活動、建立空巢老人檔案並定期回訪等。
We established a canteen for elderly in the communities served, developed special service programs for retired elderly, carried out accommodative event, established empty-nest elderly file, and revisited regularly, etc.

案例 CASES

2017 年 6 月 22 日，遠洋集團旗下全資子公司億街區與徐州市雲龍區政府智慧城市建設項目組簽署了徐州市智慧城市 PPP 項目戰略合作協議，將共建「互聯網+」智慧城市、智慧社區等九項系統工程，共同打造「管理高效、環境優美、生活幸福」的智慧城市。

徐州市政部門將協調主導社區的智慧升級，通過億街區智慧社區解決方案對接各大產業，全力打造雲龍區智慧社區，滿足城市安全、便捷、智能、高效的綜合需求。

On 22 June 2017, Smart Community, a wholly-owned subsidiary of Sino-Ocean Group, signed a strategic cooperation agreement in respect of smart city PPP project of Xuzhou with the smart city construction project group of the government of Yunlong district, Xuzhou to jointly build nine system projects such as “Internet+” smart city and smart community, jointly create a smart city that is “efficient in management, beautiful in environment, and happy in life”.

Xuzhou municipal department will coordinate and lead the smart upgrading of the community, connect the major industries through the smart community solution of Smart Community, and make every effort to build a smart community in Yunlong district to meet the integrated needs of urban security, convenience, intelligence and efficiency.



■ 服務質量
SERVICE QUALITY



集團針對客服工作制定了對應的指引文件，在此指引下，2017 年我們還針對服務質量提升：
THE GROUP HAS DEVELOPED A CORRESPONDING GUIDANCE DOCUMENT FOR CUSTOMER SERVICE WORK. UNDER THIS GUIDANCE, WE ALSO FOCUSED ON IMPROVING SERVICE QUALITY IN 2017:



重新修訂文件，並編寫了交付服務管理、交付服務標準等多個指引文件；
Revised document, and prepared several guidance documents such as delivery service management and delivery service standards;



針對客服人員召開多次交流營以及培訓課程，包括高管與一線開發客服人員面對面交流；
Conducted many exchange camps and training courses for customer service staff, including face-to-face exchanges between executives and front-line development customer service staff;



根據系統內的客戶報修、投訴數據，進行分析解讀，在集團內網進行發佈。
Analyzed and interpreted the customer's repair and complaint data in the system, and published on the Group's intranet.

《客服服務工作手冊》為遠洋億家物業統一的客戶服務標準，2017 年為提升對客服服務管理品質在原基礎上進行了修訂完善，明確了各級客服人員崗位職責，服務流程，從對客服服務接待、溝通渠道管理、客戶入住流程、托管鑰匙管理、空置房管理、裝修管理、物業費收繳、客戶投訴報事處理、客戶走訪回訪及客戶社區活動等方面細化服務觸點標準。

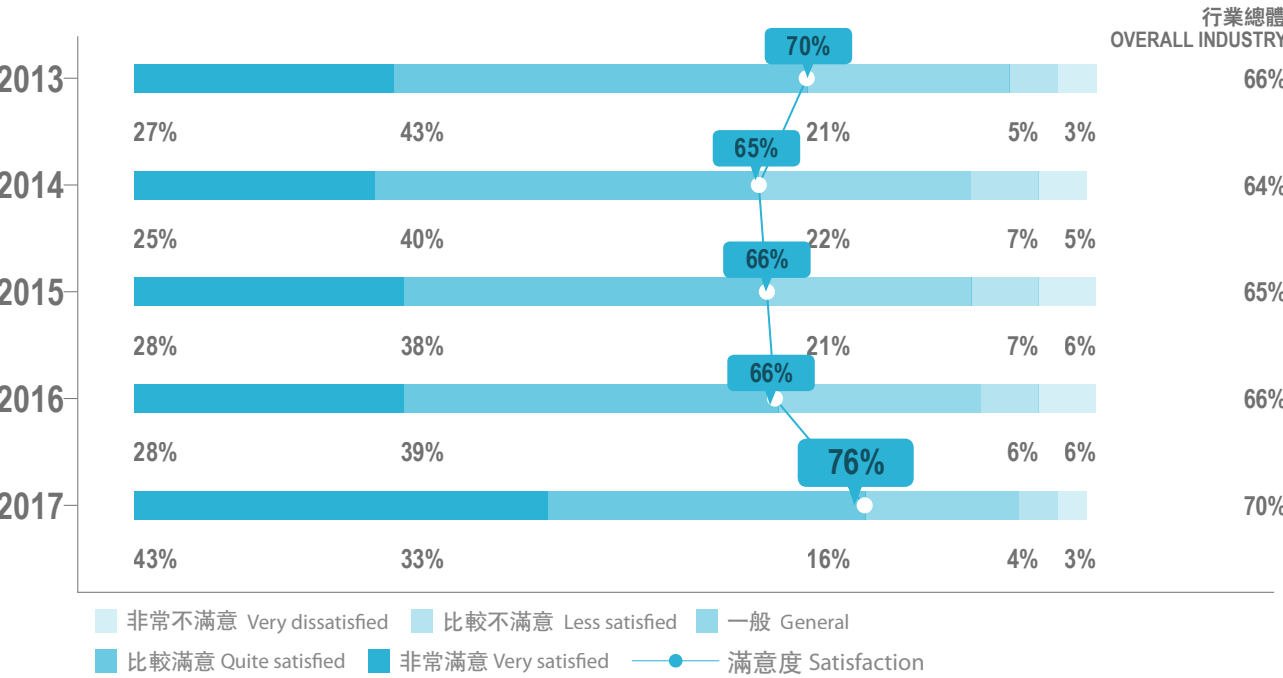
The “Customer Service Workbook” is a unified customer service standard of Ocean Homeplus Property. In order to improve the quality of customer service management, it was revised and improved on the basis of the original in 2017, clearly defined the job responsibilities and service processes of customer service staff at all levels, and refined service contact standards from reception, communication channel management, customer check-in process, trusted key management, vacant room management, decoration management, property fee collection, customer complaints handling, customer visits and return visits, as well as customer community activities.



集團視客戶服務為紐帶，將客服端口收集的客戶需求反饋給各專業條綫；同時注重產品缺陷案例的收集和整理，通過產品缺陷案例的共享，進一步預防重複問題的發生，提升產品質量；並通過系統的、科學的管理評價體系確保產品交付質量。2017 年度，遠洋客戶的滿意度較 2016 年大幅度提高，遠超行業總體水平。

The Group regards customer service as bonding, and feedback the customer needs collected from the customer service port to all professional lines. Also, it pays attention to the collection and arrangement of product defect cases, and further prevent the occurrence of the same problems through sharing product defect cases and improve product quality, and ensure the quality of product delivered through a systematic, scientific management evaluation system. In 2017, the customers satisfaction of Sino-Ocean increased significantly as compared to that of 2016, which was far exceeding the overall level of the industry.

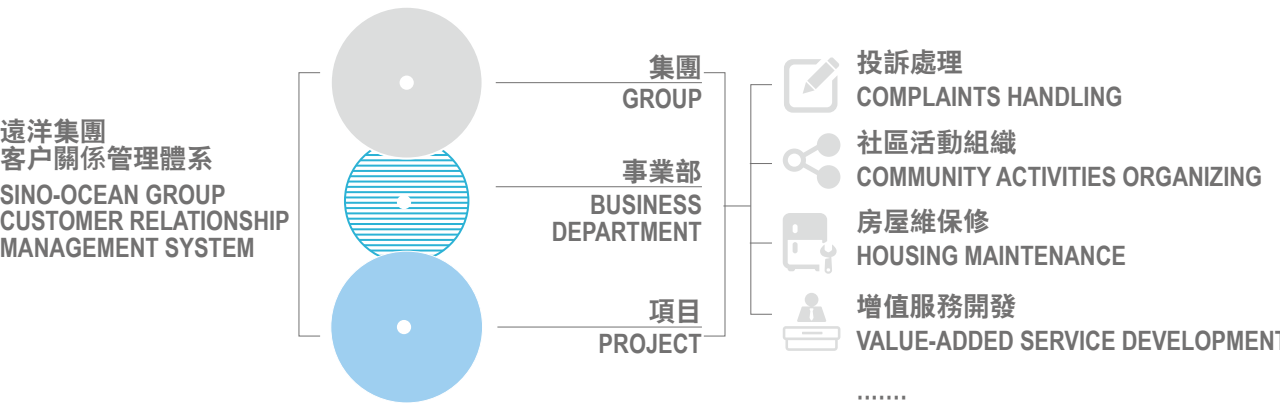
遠洋客戶滿意度
SINO-OCEAN CUSTOMER SATISFACTION



■ 客戶關係 CUSTOMER RELATIONSHIP

遠洋集團設置了集團、事業部、項目三級的客戶關管理體系。在投訴處理、社區活動組織、房屋維保修、增值服務開發等各方面為業主提供優質高效的服務。

Sino-Ocean Group has set up the customer relationship management system at the Group, Business Department and Project levels. We provide owners with quality and efficient services at the aspects of complaints handling, community activities organization, housing maintenance and value-added service development.



客戶隱私 CUSTOMER PRIVACY

集團一貫重視對客戶信息及消費者隱私的保護，2017 年還發佈了關於員工服務流程《保密工作規範》及進一步加強客戶信息管理的通知。我們從系統上對客戶信息的查詢權限進行了嚴格設置，銷售員只能查詢到自己的客戶，項目銷售負責人也只能查詢本項目客戶，且僅能查詢，無法導出。同時，針對所有權限人員的系統密碼定期更新功能，保證權限人員的賬戶安全。針對銷售代理公司，尤其對於不同公司之間互相交換客戶信息的情況，一經查實，嚴懲不貸。2017 年度對於客戶信息及隱私保護的遵循情況良好，並未發生過泄露客戶信息（導致的投訴或其他重大影響）的事件。

The Group has always attached importance to the protection of customer information and consumer privacy. In 2017, it also issued a notice on the “Confidential Work Regulations” of the employee service process and further strengthened the management of customer information. Systematically, we strictly set up the permission to query customer information, the salesperson can only query their own customers, the salesperson in charge of the project can only query the customers of the project and can only query but cannot export. In addition, the system passwords of all authorized personnel are regularly updated to ensure the account security of the authorized personnel. Sales agencies, especially which exchanged customer information between different agencies, once verified, will be severely punished. In 2017, the compliance with customer information and privacy protection was good, and there was no events of disclosure of customer information (resulted in complaints or other major impacts).

客戶投訴管理
CUSTOMER COMPLAINT
MANAGEMENT

集團一貫以客戶為中心，重視客戶感受，各業務單位均設有對客溝通渠道，並開發投訴處理系統，實現了投訴管理的信息化，及時受理客戶投訴。在接到客戶投訴後第一時間流轉責任人處理，在投訴解決完畢後 2 日回訪；並已啓用覆蓋全國的 400 呼叫中心系統，可承接遠洋集團所有業態客戶的投訴、諮詢等服務，坐席派單根據處理時限，採取層層升級手段，保障投訴問題的解決。

The Group always focuses on customers and attaches importance to the customers’ feelings, each business unit has a customer communication channel, and develops a complaint handling system, which realizes the informatization of complaints management and promptly accepts customer complaints. Upon receiving customer complaints, we will transfer to the responsible person for handling immediately, and pay a return visit on the 2nd day after the completion of complaint handling. We also enabled 400 call center systems covering the whole country to accept complaints, consultations and other services from customer in all formats of the Sino-Ocean Group. Based on the processing time limit, the agent dispatches orders adopt upgrading level by level means to ensure the resolution of complaints.



400 呼叫中心系統
400 CALL CENTER SYSTEM

24,570 條
CALLS

2017 遠洋地產全年共接受客戶投訴（含報修）
Sino-Ocean Real Estate received a total customer complaints (including repairs) for the whole year

24,384 條
CALLS

2017 遠洋地產全年解決客戶投訴
Customer complains were solved by Sino-Ocean Real Estate for the whole year of 2017

	2015	2016	2017
投訴解決率 COMPLAINT SOLUTION RATE	99.57%	97.93%	99%

對於因產品或服務質量造成的客戶損失，我們設置了專門的賠償流程，根據不同的賠償金額設置審批權限，積極高效的響應客戶訴求，補償客戶損失，並按相關工作指引執行，積極面對並高效處理客戶賠償事件。

For the problem of customer loss caused by the product/service quality, a special compensation process was set up. Set approval authority according to different compensation amounts, actively and efficiently respond to customer demands, compensate for customer losses, and follow the “Guidelines for Customer Crisis Response” to actively face and deal with incidents involving customer compensation.

案例 CASES

青島某項目 9 號樓 1—2 層為臨街商鋪，4—15 層原為辦公用途，設計之初未考慮安裝電梯梯控，後將辦公改為公寓。改造後，客服人員在每日巡檢中發現部分商鋪現場已經做了改動，與原設計圖紙變化較大，原設門禁點位並不能完全滿足小區封閉要求，個別位置外來人員不用門禁卡也可以隨意進出。同時，從客服人員對業主開展的月度走訪中了解到，大部分業主認為安裝電梯梯控非常必要。

鑒於上述情況，項目客服聯合物業人員，將 9 號樓所有存在可能的出入動線，對照圖紙，逐條理清、來回摸排，直到確保每一處點位都無一遺漏，整理出一份詳細的 9 號樓增加梯控及必要的門禁點位出入動線方案及整改建議。

通過與公司多次溝通，最終利用忠誠基金計劃完成提報要求，保障了業主的安全性及私密性，將存在的潛在風險隱患化險為夷，贏得了廣大業主的口碑。

The 1st and 2nd floors of Building 9 of a certain project in Qingdao are street shops, and the 4th to 15th floors were originally used for office purposes. At the beginning of the design, elevator ladder control was not considered and the office was changed to an apartment. After the renovation, customer service personnel found that some shop sites had been changed during the daily inspection, and the original design drawings changed greatly. The original access control points did not fully meet the requirements for residential closures. Individuals without access cards at the individual locations can also enter and leave at will. At the same time, it was learned from the monthly visits by the customer service staff to the owners that most of the owners believe that it is necessary to install elevator ladder controls.

In view of the above situation, the project customer service co-property personnel will manage all the possible exit/entry lanes of Building No. 9 against the drawings, and sort out them one by one until they are sure that each site has no omissions. Building No. 9 will be added with ladder controls and necessary access points to move in and out of the line program and rectification proposals.

Through multiple communication with the company, the loyalty fund program was finally used to complete the reporting requirements, which ensured the safety and privacy of the owners, hidden potential risks and risks, and won the reputation of the majority of owners.

■ 健康服務
HEALTH SERVICES

我們圍繞遠洋住宅產品提供了一系列配套生活及精神健康的服務，並通過定期走訪，根據對客戶的需求劃分了解，配合舉辦針對性的活動：如深圳公司的月度義診、秦皇島公司的便民服務、青島公司的月度文化活動、海南公司的空巢老人關愛服務等。「遠洋會」也圍繞健康主題進行了豐富的業主活動⁷。

We have provided a series of supporting living and mental health services around Sino-Ocean residential products, and we have organized periodical visits by branch offices of the real estate companies to help understand the needs of customers and organize targeted activities. The physical and mental health of our customers is the focus of our attention, such as the monthly clinics of the Shenzhen company, the convenience services of the Qinhuangdao company, the monthly cultural activities of the Qingdao company, and the care services for the empty nesters of the Hainan company. The Ocean Club also carried out the owners' appreciation activities around the theme of health to enrich the leisure life of the owners⁷.



我們還支持客戶參與由當地社區、物業、集團以及遠洋之帆舉辦的運動和公益等活動，使其在獲得個人身心健康的同時，共同營造健康和諧的生活社區⁷。

We also support our customers to participate in sports and charitable activities organized by local communities, properties, groups and Sino-Ocean Charity Foundation. We also create a healthy and harmonious living community while having personal physical and mental health⁷.

7. 更多與支持客戶參與運動及公益活動相關內容請見“共就社區價值”章節中“綠色健康社區”板塊。
7. For more information on supporting customers' participating in sports and charitable activities, please see the "Green Health Community" part under the section headed "Together for Community Value".

案例 CASES

杭州上塘宸章
HANGZHOU NATURAL MASTERPIECE

杭州的上塘宸章項目提供的軟性服務包含社區圖書館、四點半學堂等服務，全由遠洋自身運營。

社區圖書館有 220 多平米，一層是成人讀書區，二層是兒童讀書區和四點半課堂，為小朋友配備了避免磕碰的圓桌、更加柔軟的圓凳。這座容納了 4000 多本全齡段書籍的圖書館，不止是為業主收納好書，它還承擔了更多公益活動的功能。

此外，社區內配備了來源於美國第一夫人在白宮倡導的健康理念的「米歇爾菜園」和九大可採摘果樹，可以在社區內就可以吃到新鮮的營養果蔬。

The soft services provided by Hangzhou Natural Masterpiece project include community library and four-thirty class, all being operated by Sino-Ocean at its own.

The community library covers an area of over 220 square meters. The first floor is adult reading area while the second floor is children reading area and four-thirty classroom, equipped with round tables for avoiding bumps and softer stools for children. This library with more than 4,000 books for all ages not only collects good books for owners, but also undertakes functions of more charitable activities.

In addition, the community is equipped with the "Mitchell Vegetable Garden" derived from the concept of health promoted in the White House by the First Lady of the United States and nine fruit trees available for picking, where people can eat fresh and nutritious fruits and vegetables in the community.



1, 2, 3 杭州上塘宸章社區圖書館及兒童助教園
1,2,3 Hangzhou Natural Masterpiece community library and children's teaching assistant garden.

早在五年前，遠洋就成立了「椿萱茂」養老服務品牌，並就此開啓了專業至孝的中國養老失智照護之路，現已在北京、上海、廣州、武漢、成都、蘇州、杭州、南京、天津、大連、三亞、海口等城市落地。

Sino-Ocean created Senior Living L'Amore, a brand for elderly care services 5 years ago, paving the way for the care of elderly and dementia's patients in China based on professionalism and filial piety. It has been implemented in cities including Beijing, Shanghai, Guangzhou, Wuhan, Chengdu, Suzhou, Hangzhou, Nanjing, Tianjin, Dalian, Sanya and Haikou.



十九大報告中明確提出「實施健康中國戰略」和「積極應對人口老齡化，構建養老、孝老、敬老政策體系和社會環境，推進醫養結合，加快老齡事業和產業發展」。但由於缺乏國家專項產業規劃引領發展，養老產業、特別是養老機構的發展現狀和預期不容樂觀，普遍存在着供需失衡、資源錯配、空間狹窄、盈利不足、人才匱乏問題。「椿萱茂」在這一背景下不斷以其國際標準服務體系面向全年齡老年群體，提供高品質養老服務。

The report of the 19th National Congress of CPC clearly stated "Building a Healthy China Strategy" and "As we respond proactively to an ageing population, we will adopt policies and foster a social environment in which senior citizens are respected, cared for, and live happily into their latter years. We will provide integrated elderly care and medical services and accelerate the development of old-age programs and industries". However, due to the lack of national special industrial planning as a guide for development, the status quo and expectations of the retirement care business, especially the retirement care institutions are not optimistic, which are existed problems such as imbalances in supply and demand, misallocation of resources, narrow space, insufficient profits and lack of talent. Under this background, Senior Living L'Amore continues to provide high-quality elderly care services to all-age elderly with its international standard service system.

2017 年，在獲得了國際失智照護大師、認可療法創始人 Naomi Feil 女士的唯一授權后，遠洋攜手國內多位專家於 5 月正式出版失智照護專著《認可》中文版。運營中，椿萱茂在老年公寓的失智照護專區內專設「記憶博物館」主題區域，並舉辦關注阿爾茨海默症主題公益巡回講座。同時，椿萱茂還積極參與行業推動，3 月和 10 月，分別參與「第二屆中國養老行業陸家嘴峰會」及「第三屆（國際）養老產業發展論壇」，分享經驗，推動行業發展以滿足人民「老有所養」的生活需求。

In 2017, after obtaining the exclusive franchise by Naomi Feil, international authority in dementia care and originator of the validation therapy, Sino-Ocean L'Amore launched the official Chinese edition of "Validation", a work on the care of dementia's patients, in May with the help of domestic experts. In the course of operation, L'Amore has set up a "Memory Museum" in the dementia care area of the Senior Living L'Amore apartments, as well as organised touring seminars on Alzheimer. At the same time, Senior Living L'Amore also actively participated in industry promotion. In March and October, it participated in the "2nd Session of Lujiazui Summit for the Elderly Care Industry in China" and the "3rd Session of (International) Elderly Care Industry Development Forum" to share experiences and promote the industry development to meet the people's "old age, a sense of security" living needs.



海醫匯（光華店）
HEALTH IN HERE (GUANGHUA)

同年 5 月，遠洋服務又一健康業務——海醫匯（光華店）也正式取得醫療機構執業許可證，成為北京首家由企業興辦並承擔公共衛生任務的社區衛生服務中心，通過社區醫療服務網絡聯合健康模式深入社區。海醫匯醫護人員還組成志願者醫療隊，長期為多項公益及運動賽事提供醫療保障。

In May of the same year, Health in Here (Guanghua), another health business of Sino-Ocean Service, also officially obtained the Pharmaceutical Institutional Practitioners License and became the first community health service center established by enterprises and undertake public health tasks in Beijing, it together with health model involve in community through community medical service network. The medical staff of Health in Here also formed a volunteer medical team to provide medical protection for a number of charitable and sports events.

知識產權管理及品牌傳播

INTELLECTUAL PROPERTY MANAGEMENT AND BRAND TRANSMISSION



集團重視知識產權管理領域的相關工作，在嚴格遵守《商標法》、《專利法》、《著作權法》及《反不正當競爭法》等法律法規的基礎上，通過商標註冊、版權登記、域名管理、培訓監督、維權與侵權應對等方式，維護自身知識產權利益。

The Group paid great emphasis on management of intellectual properties. While we strictly complied with laws and regulations such as the Trademark Law, Patent Law, Copyright Law and Anti-Unfair Competition Law, we also protect our own intellectual properties by ways of trademark registration, copyright registration, domain name management, supervision training, rights protection and response to rights violation.

集團還根據嚴格遵守《中華人民共和國廣告法》等與產品服務的廣告傳播推廣相關的法律法規，結合業務發展需要制定了《商標管理方案編制標準》、《商標使用管理規範》、《品牌管理手冊》以及《媒介管理辦法》等管理制度並定期更新。以三級品牌管理體系為基礎、以知識產權管理為手段，助力本集團品牌影響力的增強。

本集團於 2017 年度內未發生因知識產權管理等引起的重大違反市場推廣法律法規事件。

The Group also formulated and regularly updated the “Standards for the Preparation of Trademark Management Plans”, “Codes for the Use of Trademarks” and “Management Handbook for Brands” in accordance with laws and regulations related to advertising and promotion of product services, such as the “Advertising Law of the People's Republic of China”. Based on the three-level brand management system, the Group used intellectual property management as means to enhance its brand influence.

In 2017, the Group had no major violations of market promotion laws and regulations resulted from intellectual property management.

本年度 THE CURRENT YEAR

集團共註冊商標
GROUP REGISTERED A TOTAL OF TRADEMARKS

90枚
PCs

截止 2017 年底，遠洋集團累計持有商標
BY THE END OF 2017, SINO-OCEAN GROUP HAS ACCUMULATED TRADEMARK

351枚
PCs

版權登記
COPYRIGHT REGISTRATION

2件
PCs

組織下屬單位進行專業法律法規培訓
ORGANIZE SUBORDINATE UNITS TO CONDUCT PROFESSIONAL LAWS AND REGULATIONS TRAINING

10⁺場次
SESSIONS

我們注重品牌管理體系的建立與維護，尤其重視層級化商標註冊、品牌輸出模式及商標監控等方面，2017 年度主要完成：

WE LAID EMPHASIS ON THE ESTABLISHMENT AND MAINTENANCE OF THE BRAND MANAGEMENT SYSTEM AND PAY SPECIAL ATTENTION TO THE CERTAIN ASPECTS, SUCH AS OF HIERARCHICAL TRADEMARK REGISTRATION, BRAND OUTPUT MODEL, TRADEMARK MONITORING. IN 2017, WE FOCUSED ON:

商標註冊 TRADEMARK REGISTRATION

完成《商標註冊維度建議》，並結合遠洋業務及產品特點分析了「全面保護，科學註冊」的商標註冊與管理方法，運用層級化的商標註冊體系。
We completed the “Proposal for Dimensions of Trademark Registration” and analyzed the trademark registration and management measures of “Comprehensive Protection and Scientific Registration” in conjunction with Sino-Ocean business and product characteristics and applied a hierarchical trademark registration system.

品牌輸出 BRAND OUTPUT

提出《遠洋集團品牌合作協議商業方案》。
“The Sino-Ocean Group Brand Cooperation Agreement Business Plan” was put forward.

商標監控 TRADEMARK MONITORING

在第三方法律顧問公司的配合下持續監控，並就發現的問題採取實時處理措施。
We continued to monitor trademarks in cooperation with third-party legal consultancy companies and adopt immediate measures in respond to the issues identified.

版權登記 COPYRIGHT REGISTRATION

完成集團編制的健康建築刊物和相關品牌手冊的著作權登記、加注版權標識等工作。
We completed the registration of copyrights and addition of copyright logos for the “WELL Standards” documents and related brand manuals.

培訓監督 TRAINING SUPERVISION

除日常監督檢查和品牌能力建設外，還通過「品牌營銷法律合規培訓」進行基於著作權、肖像權、反不正當競爭基本原理的案例說明講解。
In addition to routine supervision and inspections and brand building, we also conducted descriptions and explanations for the cases based on the basic principles of copyright, portrait rights and unfair competition through the Brand Marketing Legal Compliance Training.

維權與侵權應對 INTEREST PROTECTION AND INFRINGEMENT RESPONSE

針對「遠洋一品書院」等侵權事宜進行澄清聲明以給到市場明確信息，並以訴訟形式進行正當權益的爭取。
Focusing on infringements such as “Sino-Ocean Yipin Academy”, we have adopted clarification statements to send a clear message to the public and fight for our righteous interests by way of litigation.

品牌傳播數字盤點 BRAND TRANSMISSION DIGITAL INVENTORY	2017 數據 2017 DATA	數據來源 SOURCES
百度指數 Baidu Index	<div>↑</div> 552 較上一年提升 49% representing an increase of 49% over the previous year	百度搜索指數 Baidu search index
正面傳播 Positive spread	<div>↑</div> 200,000 較上一年提升 18% representing an increase of 18% over the previous year	第三方檢測公司 Third party monitoring company
百度“遠洋建築健康”關鍵詞搜索 Baidu Keyword Search of "Sino-Ocean Healthy Construction "	830,000	百度搜索指數 Baidu Search Index
品牌價值 Brand Value	行業 20 强 Top 20 in the industry	客戶調研 + 傳播數據監測 + 行業評價 Customer Research + Transmission Data Monitoring + Industry Evaluation

■ 健康文化 HEALTH CULTURE



集團通過精神文化健康在項目中的落地、健康理念的積極宣傳推廣、健康辦公⁸的倡導執行、以及運動健康活動的組織和社區健康氛圍的營造，不斷將健康文化深入人心。

WELL 標準七大體系中最難落地的“精神”，正在以健康精神文化的方式落在遠洋各項目的細節之處。不僅讓客戶，而是更多地輻射周邊社區，將追求健康生活與健康文化緊密結合。

The Group has continued to put the health culture deep into the hearts of the people through the implementation of spiritual and cultural health in the projects, the proactive promotion of health concepts, the implementation of healthy offices⁸, the organization of sports and health activities and the creation of a healthy atmosphere in the community.

The “Spirit”, the hardest to implement in seven systems of the WELL standard, is being implemented in the details of various Sino-Ocean projects in the form of healthy spiritual culture. Not only for customers but more for the surrounding communities, combine a healthy lifestyle with a healthy culture.

自北京遠洋萬和公館的水上劇場開始，遠洋陸續在項目中突出精神文化健康的內涵。該劇場除舉辦高質量藝術活動外，還與中國愛樂樂團等機構合作舉辦一系列慈善活動。而位於天津的遠洋琨庭，除了對項目的一磚一瓦都極為考究外，更注重精神之美的呈現，與三聯共同打造濱海人文殿堂——三聯韜奮書店，為社群提供文化、情感交流的聚集地。

Since the beginning of the water theatre at Beijing Ocean Crown, Sino-Ocean has successively highlighted the connotation of spiritual and cultural health in the project. In addition to hosting a series of high-quality artistic activities, the theater also cooperated with the China Philharmonic Orchestra and other institutions to organize a series of charity events. The project Tianjin Ocean Kunting, in addition to its quite exquisite decoration, was laid stress on the beauty of spirit and was to build a Binhai cultural hall – “Sanlian Taofen Bookstore” with Joint Publishing, which provided communities with a place for cultural and emotional exchanges.

8. 針對更多的健康辦公文化相關的內容，請見「共就人才價值」章節相關內容。

8. For more relevant information on healthy offices culture, please refer to the section of “Together for Talent Value”.

案例 CASES

《健康生活家》手繪故事集 “HOME FOR HEALTHY LIFE” FREEHAND STORY COLLECTION



為了讓更多人了解到健康生活的根本，打破健康認知誤區，遠洋走訪了多個項目，採訪了解業主真實的健康生活場景與體驗，通過插畫加文字的形式，將這些故事生動、形象的展示，詮釋圍繞「健康住宅」、「健康生活」、「健康家園」三大層面的「健康生活家」價值體系。倡導「健康生活」需要對每個細節的雕琢都遵循「以人為本」的理念，也借此讓不僅是業主能充分了解我們如何在產品與服務的全周期努力打造健康福祉，從而更切實的享受和使用。

In order to let more people understand the basics of healthy life and to break the misunderstanding of health awareness, Sino-Ocean visited a number of projects to interview and understand the owners' real healthy living scenes and experiences, lively and vividly present these stories with you through illustrations and texts interpreting the value system of "Home for Healthy Life" around the three levels of "Healthy Residence", "Healthy Life " and "Healthy Home". Advocating "Healthy Life" requires that each detail be carved and the concept of "people-oriented" be followed so that health can be integrated into every moment of real life. This not only allow the owners to understand how we strive to create a healthy product cycle for our products and services, but also allow them to actually and practically enjoy such products and services.



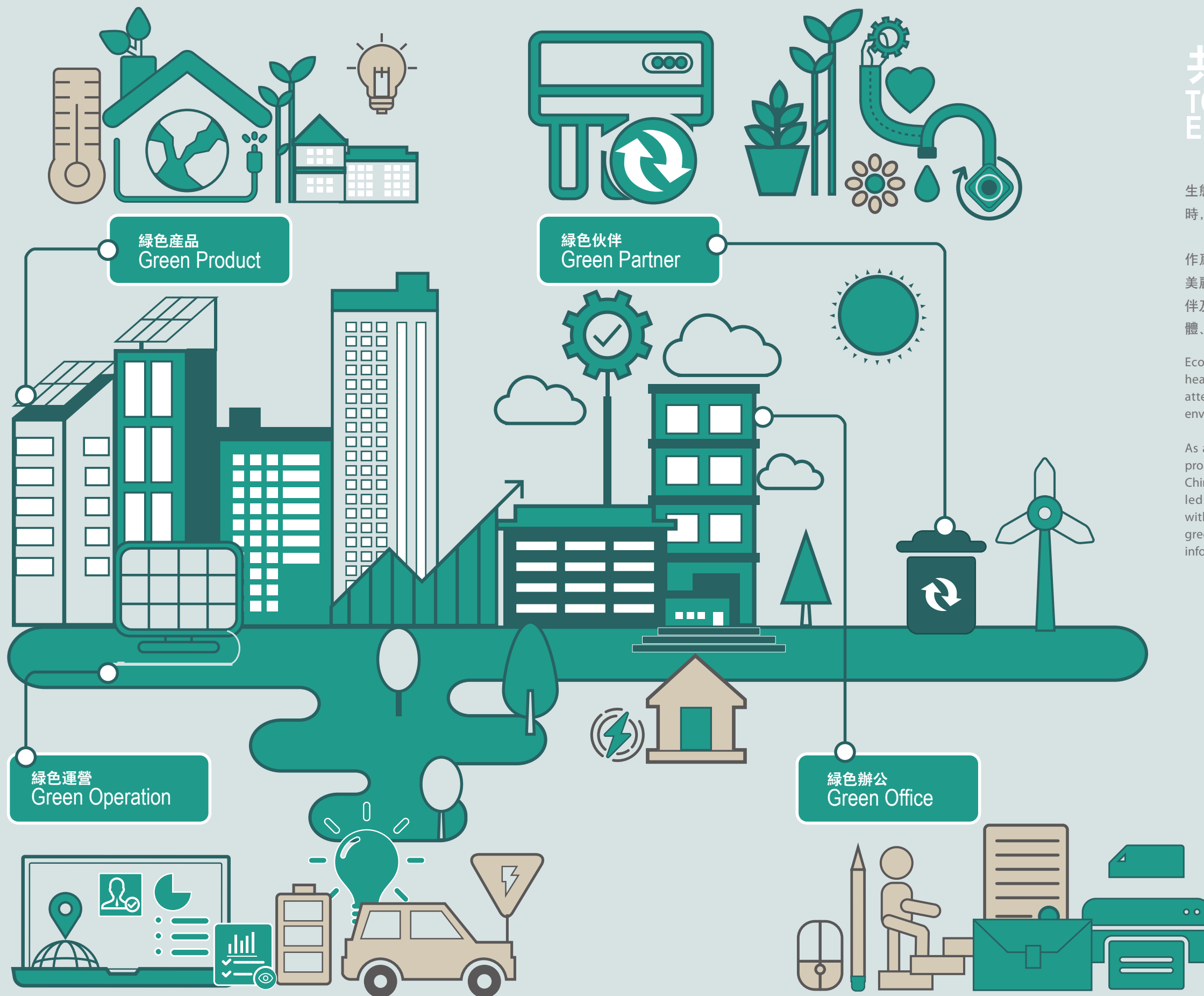
第一屆“遠洋益跑”中山站
The first "Ocean Charity Run" Zhongshan Station



第四屆遠洋會杯全國業主足球超級聯賽
Fourth Ocean Club Cup National Owners Football Premier League

今年7月，在北京遠洋盈創健康產業園舉辦的「和你一起·讓健康綻放」集團品牌發佈會暨遠洋健康生活季 & 遠洋益跑啓動，除了吸引了行業專家代表、合作伙伴、客戶代表及全國媒體齊聚一堂共同圍繞「健康」主題進行探討外，更標誌着一系列遠洋健康活動就此開啓。與無論是24座城市遠洋人共同參與的集團24周年慶全員樂健行、半年時間內通過41個項目在6座城市發起而集結3,749名員工、客戶及合作伙伴參與的「遠洋益跑」、特邀媒體共同參與集團上市十周年慶典中的「足球之夜」、還是連續舉辦的為期近2個月的「遠洋會杯」業主足球聯賽，都在逐漸努力使健康成爲一種全民的文化。

In July this year, the Sino-Ocean brand presentation and the launch of the healthy life season and charity run under the theme of “Blossoming Health” at Sino-Ocean Ying Chuang Wellness Industrial Park not only attracted industry expert representatives, partners, customer representatives and national media to gather together to discuss the theme of “health”, but also marked the opening of a wide range of health activities initiated by Sino-Ocean. These included the universal health walk of Sino-Ocean staff in 24 cities in celebration of the Group's 24th anniversary, the Sino-Ocean charity run which assembled 3,749 employees, customers and business partners in 6 cities in six months' time through 41 projects. The “Football Night” in celebration with the media of the 10th anniversary of the Group's listing, and the successive “Sino-Ocean Cup” football league for property owners which lasted for nearly 2 months, in a major effort to foster a universal culture of the quest for health.



共就環境價值 TOGETHER FOR ENVIRONMENTAL VALUE

生態的健康是遠洋所追求健康的根基，在升級人居健康的同時，我們更加注重人、建築與環境的共榮共生。

作為一家對環境具有廣泛影響的企業，我們積極響應「建設美麗中國」的號召，持續通過綠色的產品、運營、辦公、伙伴及環境信息披露的方式參與「構建政府為主導、企業為主體、社會組織和公眾共同參與的環境治理體系」。

Ecological health is the foundation for Sino-Ocean's pursuit of health. While upgrading the health of living, we also paid more attention to the co-prosperity of people, architecture and the environment.

As a company that has a wide impact on the environment, we proactively responded to the call for "The construction of beautiful China" and continued to participate in the "Building a government-led and enterprise-based environmental governance system with the participation of organizations and the public" through green products, operations, offices, partners and environmental information disclosure.

環境績效
ENVIRONMENTAL PERFORMANCE

關鍵環境績效的統計和披露是我們持續履行環境責任和不斷提升綠色表現的基礎，集團基於對實際情況的調研分析，分別從項目建設運營（由遠洋集團主導開發和運營的項目）和公司行政辦公⁹（遠洋集團行政辦公區域）兩個維度，根據各自對環境的實質性影響，針對關鍵績效數據進行收集統計。我們針對所有數據進行內部分析沉澱，並對其中重大且可靠的數據進行公開披露¹⁰。

集團產生溫室氣體排放的主要來源為建設運營所用外購電力間接產生的二氧化碳排放，其次為行政辦公所用外購電力。THE MAIN SOURCE OF GREENHOUSE GAS EMISSIONS GENERATED BY THE GROUP IS THE CARBON DIOXIDE EMISSIONS INDIRECTLY GENERATED BY THE PURCHASED ELECTRICITY USED IN CONSTRUCTION AND OPERATIONS, FOLLOWED BY THE PURCHASED ELECTRICITY USED BY ADMINISTRATIVE OFFICES.

不可再生能源及燃料消耗 NON-RENEWABLE ENERGY AND FUELS CONSUMPTION

	CONSTRUCTION AND OPERATION 建設運營	ADMINISTRATION 行政辦公
煤（噸）Coal (t)	37.10	1.00
汽油（升）Gasoline (L)	687,461.49	213,041.81
柴油（升）Diesel (L)	392,403.05	19,498.39
煤油（噸）Kerosene (t)	35.01	1.00
天然氣（立方米）Natural gas (m³)	1,353,766.66	452,090.00
液化石油氣（噸）Liquefied petroleum gas (t)	3,785.27	9,037.51
外購電力（千瓦時）Outsourcing electricity (kWh)	133,938,249.36	25,049,751.22
外購電力密度（千瓦時／平方米）Outsourcing power density (kWh /m²)	NA	238.31
外購蒸汽（gj）Outsourcing steam (gj)	76,611.17	8,502.11
總能源消耗量（吉焦） TOTAL ENERGY CONSUMPTION (GJ)	704,485,495.33	
制冷劑總消耗量（千克） TOTAL REFRIGERANT CONSUMPTION (kg)	10,022.03	



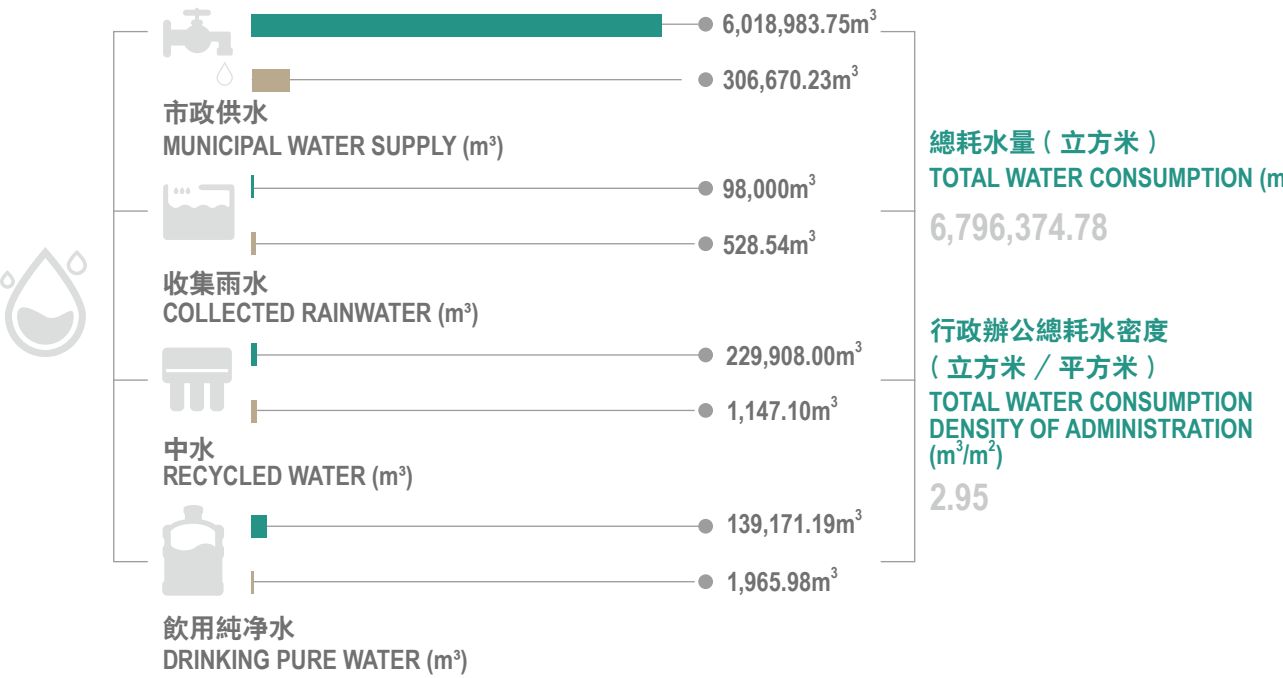
溫室氣體總排放量¹¹(二氧化碳當量)
TOTAL GREENHOUSE GAS EMISSIONS¹¹(tco₂e)

39,442,820.30

9. 由於部分公司的辦公區域難以獨立統計，所披露的行政辦公數據包括部分外圍運營區域及對公眾開放的員工食堂。
9. As some companies' office areas are difficult to count independently, the data of administration and office activities as disclosed includes some of the peripheral operating areas and the staff canteens that are open to the public at the same time.

建設運營 CONSTRUCTION AND OPERATION 行政辦公 ADMINISTRATION

水資源 WATER RESOURCES (m³)



無害廢棄物產出量 NON-HAZARDOUS WASTE QUANTITY (t)



10. 本年度為信息系統首次全方位完整運行，由於我們在不斷加強科學系統化環境管理的建設，數據統計範疇及進一步核查會在下一年度的報告中進一步闡述。
10. This year, it is the first time for the full-scale operation of the information system. As we continue to strengthen the construction of scientific and systematic environmental management, the scope of statistical data and further verification will be further elaborated in the next year's report.
11. 溫室氣體排放數據依據集團能源及燃料消耗估算所得。中國各電網碳排放數參考國家發改委 2015 年發佈的《2015 年中國區域電網基準線排放因子》。
11. Greenhouse gas emissions data are based on the estimated energy and fuel consumption of the Group. The carbon emission factors of various power grids in China refer to the "Emission Factors for purchased electricity within Mainland China 2015" published by the PRC's National Development and Reform Commission in 2015.

有害廢棄物產出量 HAZARDOUS WASTE QUANTITY (t)



在各利益相關方的監督和專家同事的努力下，我們將持續進行系統升級，以更好地提升集團環境表現。

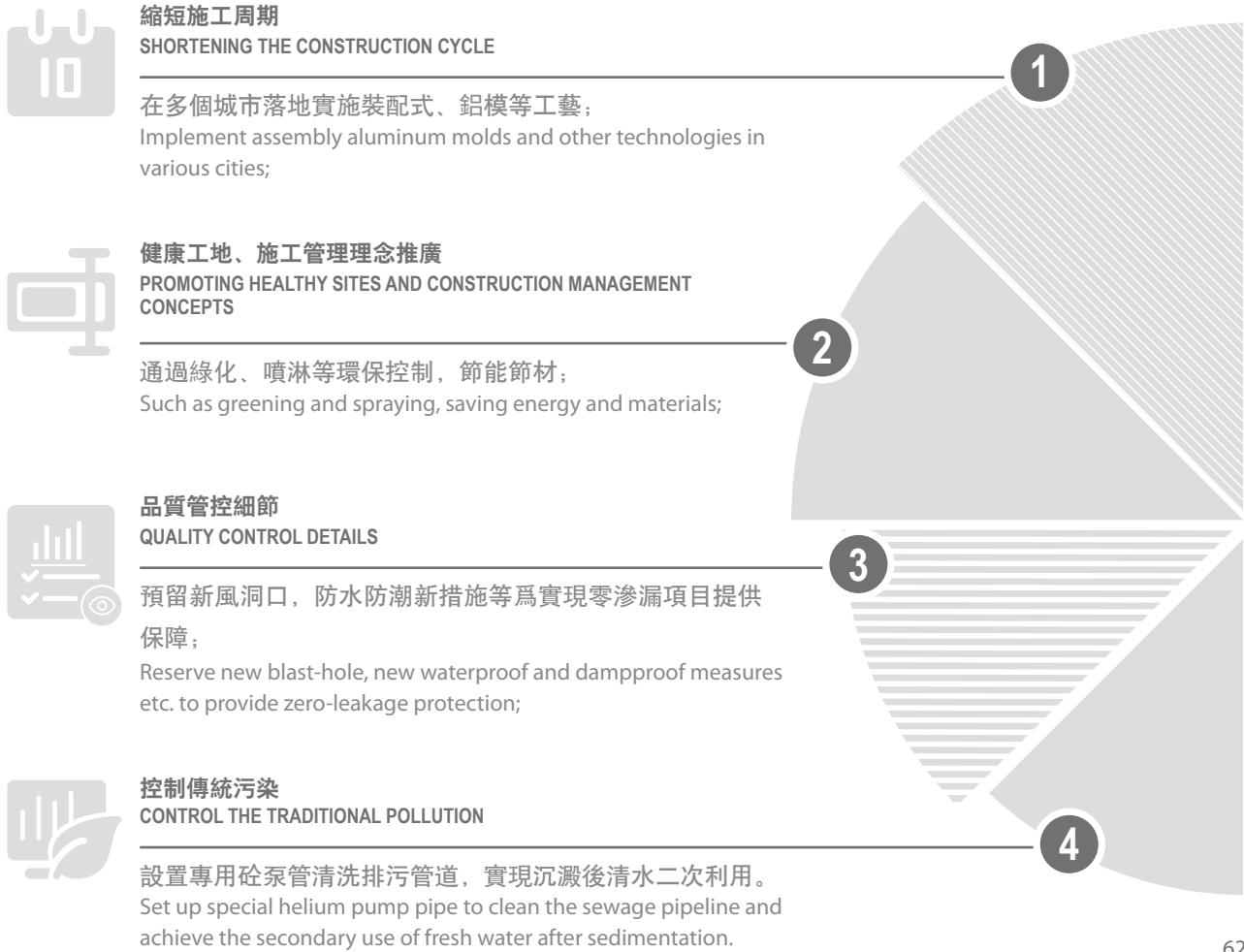
With the supervision of various stakeholders and the efforts of experts and colleagues, we will continue to upgrade the system to better enhance the Group's environmental performance.

綠色產品
GREEN PRODUCTS

集團嚴格遵守國家關於環境的法律法規和相關標準規範，包括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，在開發建設前對環境（包括項目周邊的生態系統、生物多樣性等）可能造成的潛在或負面影響進行分析、預測及評估。確保項目的整個施工建設過程中避免對自然環境的破壞。並相應制定了集團內部制度標準，以保障產品全周期在排放物、資源消耗以及生態影響等各方面均控制在相關法律法規要求範圍內，並在此基礎上竭力達到更高標準。於 2017 年度內，本集團未發生重大違反環境法律法規事件。

The Group strictly complied with national laws and regulations and standards related to the environment including the strict implementation of the approval procedures of project EIA, carefully organized the feasibility evaluation and environmental impact assessment of new projects, analyzed, predicted and evaluated potential or negative impact to the environment (including ecosystem and biodiversity of nearby areas of the projects) before commencement of construction work, with an aim to avoid damaging the natural environment during construction of the entire project. We have formulated internal system standards accordingly to ensure that the entire product cycle was controlled within the scope of relevant laws and regulations in terms of emissions, resource consumption and ecological impact, based on which we strived to achieve higher standards. During 2017, the Group had no major violations of environmental laws and regulations.

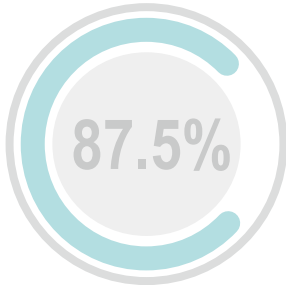
在施工過程中，集團在穩步推進的綠色施工體系下注重：
DURING THE CONSTRUCTION PROCESS, UNDER THE STEADILY ADVANCING GREEN CONSTRUCTION SYSTEM, THE GROUP FOCUSED ON:





為全力打造綠色產品，遠洋形成了自身的綠色建築標準，並在實踐過程中不斷升級完善。如：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 認證等。

Stepping up full efforts to build green products, Sino-Ocean has formed its own green building standards and has continuously upgraded and improved in the course of practice. For example, all projects were constructed in strict accordance with the 65% energy saving standard, 30% green space rate, systematic application of green building technologies and green construction in line with international standards. Our high-end commercial projects received LEED certification from U.S. Leadership in Energy and Environmental Design Award and others.



2017 年註冊的綠色建築面積佔
總綠色建築
THE REGISTERED GREEN BUILDING
AREA ACCOUNTS FOR THE TOTAL
GREEN BUILDING IN 2017

3,200,000m²

截止 2017 年底，遠洋集團已註冊超 320 萬平方米各類型各標準綠色建築
By the end of 2017, Sino-Ocean Group had registered over 3.2 million sq.m. of various types of standard green building

2,650,000m²

2017 年完成註冊約 265 萬平方米
Approximately 2.65 million sq.m. had been registered in 2017

2017 已註冊綠色建築項目列表
2017 REGISTERED GREEN BUILDING PROJECT LIST

城市 CITY	項目 PROJECT	類別 CATEGORY	建築面積 m ² BUILDING AREA m ²	註冊面積 m ² REGISTERED AREA m ²
北京 BEIJING	遠洋新天地 OCEAN METROPOLTS	綠建一星 GREEN BUILDING ONE STAR		242,700
北京 BEIJING	遠洋新仕界 OUR NEW WORLD	綠建一星 GREEN BUILDING ONE STAR		82,400
北京 BEIJING	遠洋天著春秋項目一二期 OCEAN EPOCH PHASE I & II	綠建二星 GREEN BUILDING TWO STAR		99,716
北京 BEIJING	遠洋天著春秋項目三四期 OCEAN EPOCH PHASE III & IV	綠建三星 GREEN BUILT SAMSUNG		51,990
石家莊 SHIJIAZHUANG	北城山水二期項目 NORTHERN SHANSHUI PHASE II	綠建一星 GREEN BUILDING ONE STAR	114,800	
合肥 HEFEI	都會 1907 METROPOLITAN 1907	綠建一星 GREEN BUILDING ONE STAR	250,300	
北京 BEIJING	遠洋新光主寫字樓 + 商業 SINO-OCEAN SHIN KONG MAIN OFFICE BUILDING+COMMERCIAL	LEED 金級 LEED GOLD	173,600	
北京 BEIJING	遠洋新光寫字樓 SINO-OCEAN SHIN KONG OFFICE BUILDING	LEED 銀級 LEED SILVER		364,400
北京 BEIJING	麗澤商務區項目 LIZE BUSINESS DISTRICT PROJECT	綠建二星 GREEN BUILDING TWO STAR	250,300	
廣州 GUANGZHOU	遠洋天驕商業 ELITE PACACE COMMERCIAL	綠建一星 GREEN BUILDING ONE STAR	114,228	
深圳 SHENZHEN	遠洋新天地項目一期（住宅） OCEAN METROPOLIS PHASE I (RESIDENTIAL)	深圳綠建銅級 SHENZHEN GREEN BUILDING BRONZE		71,100
深圳 SHENZHEN	遠洋新天地項目一期（商業） OCEAN METROPOLIS PHASE I (COMMERCIAL)	深圳綠建銅級 SHENZHEN GREEN BUILDING BRONZE		14,800
杭州 HANGZHOU	樂堤港 B04— 商業 GRAND CANAL PLAZA B04-COMMERCIAL	綠建一星 GREEN BUILDING ONE STAR	150,000	
杭州 HANGZHOU	樂堤港 B03— 辦公 GRAND CANAL PLAZA B03-OFFICE	綠建一星 GREEN BUILDING ONE STAR		64,700
杭州 HANGZHOU	上塘宸章 NATURAL MASTERPLECE	綠建一星 GREEN BUILDING ONE STAR		149,545.21
杭州 HANGZHOU	遠洋雁歸裏 SINO-OCEAN NATIVE PLACE	綠建一星 GREEN BUILDING ONE STAR		65,434
上海 SHANGHAI	遠洋萬和四季 OCEAN MELODY	綠建一星 GREEN BUILDING ONE STAR	321,108.27	2,017

憑借在綠色地產的耕耘
WITH THE CULTIVATION OF GREEN LAND



北京通州遠洋新光 Leed 金級認證超甲級寫字樓
+ 精品主題商業街
Beijing Tongzhou Ocean Shin Kong Leed Gold Certified
Super Grade A Office + Boutique Theme Commercial
Street

- 集團榮膺「中國綠色建築 TOP 排行榜 –2017 年度綠色開發競爭力 30 强企業」第 11 位
The Group was awarded the "China Top Green Buiding-Top 30 most competitive Enterprises for 2017"with an 11th ranking
- 「最具影響力綠色地產 10 强」第 6 位
6th place in "Top 10 Most Influential Green Estates"
- 集團董事局主席、行政總裁李明先生被授予「2017 中國十大綠色傑出人物」
Mr. Li Ming, Chairman of the Board of Directors and Chief Executive Officer of the Group, was awarded “2017 Top Ten Outstanding Green People in China”

案例 CASES

生態教育蝴蝶來野藝術生態樂園
ECOLOGICAL EDUCATION BUTTERFLY TO THE WILD ARTS ECOLOGICAL PARK

作為遠洋創新型生態科普園區，「蝴蝶來野」為促進專業生態教育發展和實現《北京市中小學生社會大課堂建設方案》目標，研究制訂和實施特色化「生態教育計劃」。自今年 9 月取得大興區社會大課堂資源單位掛牌到 12 月成為北京市中小學生社會大課堂市級資源單位期間，共接待中小學生 2300 餘人次。其中，十一假期的黃金時段還為「慈濟慈善基金會」的 300 餘位孩子們打造了一場特殊的體驗活動。

As an innovative eco-friendly science park of Sino-Ocean, “Butterfly Laiye” studies, formulates and implements a unique “ecological education program” to promote the development of professional eco-education and realize the goal of “Construction Project of Schoolchildren’s Social Classroom in Beijing”. During the period from being listed as Daxing District Social Classroom Resource Unit in September this year to December when it became Beijing Primary and Secondary School Social Classroom Municipal Resource Unit, the park has received more than 2,300 primary and secondary school students. In particular, the park has also created a special experience for more than 300 children under the Tzu Chi Charitable Foundation during the prime time of the National Day holiday.



綠色運營
GREEN OPERATION

集團多元業務和職能單位在集團節能減排綠色運營的要求下，以其各自專業所長，踐行並不斷提升綠色運營，全方面協同保障遠洋的生態環境友好表現。

遠洋機電公司組建的能源管理團隊（能源顧問 + 軟件產品 + 數據分析），通過能源監控，能源統計分析，重點能耗設備管理，能源計量設備管理等多種方式，在確保用能系統安全運行的前提下，有效降低能源、資源消耗，減少浪費，提高能源使用效率和精細化管理水平，滿足用能管理和節能減排的要求，為管理人員提供便利的管理模式。團隊堅持自主研發屬於遠洋自己的精品能源管理平臺，追求以技術為先導的全生命周期能源管理。

The Group's diversified businesses and functional units, under the requirements of the Group's green energy-saving and emission-reducing operations with their respective professional expertise, practiced and continuously improved green operations and coordinated all aspects to ensure the eco-environmental friendly performance of Sino-Ocean.

The energy management team (energy consultancy + software product + data analysis) established by Sino-Ocean Electrical Mechanics Co., Ltd., through energy monitoring, energy statistical analysis, key energy-consuming equipment management and energy metering equipment management, could effectively reduce energy and resource consumption, cut waste, improve energy use efficiency and refined management to meet the requirements of energy management and energy-saving and emission reduction and provide managers with a convenient management model under the premise of ensuring the safe operation of energy-using systems. The team insisted on independently researching and developing Sino-Ocean's own premium energy management platform and pursued technology-led life cycle energy management.



能源監控
ENERGY MONITORING

能源統計分析
ENERGY STATISTICS ANALYSIS

重點能耗設備管理
KEY ENERGY CONSUMPTION
EQUIPMENT MANAGEMENT

能源計量設備管理
ENERGY METERING
EQUIPMENT MANAGEMENT

能源管理團隊
ENERGY MANAGEMENT
TEAM

有效節省能源
SAVING ENERGY EFFECTIVELY

資源消耗
RESOURCE CONSUMPTION

減少浪費
REDUCE WASTE

提高能源使用效率
IMPROVE ENERGY EFFICIENCY

精細化管理水平
REFINED MANAGEMENT LEVEL

能源管理平臺主要創新功能：
THE MAIN INNOVATIVE FEATURES OF THE
PLATFORM INCLUDE:



能源分析
ENERGY ANALYSIS

通過分析計算、採集的各設備能耗信息以圖表的形式實時展示能耗情況，消耗趨勢和能耗同比環比分析；

Through analysis, calculation, and collection of energy consumption information of various equipment in a graphical form of real-time display of energy consumption, consumption trends and energy consumption year-on-year comparison analysis;



數據管理
DATA MANAGEMENT

提供表格、實時／定時賬單，報表等工具，對能耗相關數據進行統一管理，為用戶後續的數據挖掘分析及節能量核算提供支撐；

Provide tools such as forms, real-time/timed bills, and statements to manage energy-related data in a unified manner, and provide support for users' subsequent data mining analysis and energy saving accounting;



閾值報警
THRESHOLD ALARM

系統可實時跟踪數據情況，同時自定義閾值界限，超多界限自動警報，記錄並通過郵件和短信進行通知；

The system can track data conditions in real time, and at the same time, it can define the threshold limits, automatically alarm with multiple boundaries, and record and send notifications via emails and text messages;



專家系統
EXPERT SYSTEM

利用系統強大的數據處理功能，以及本地存儲的大量歷史能耗數據進行精細化數據分析，發現高能耗癥結，提供專家化決策支持並制定相應降耗措施。

Using the system's powerful data processing functions and extensive storage of historical energy consumption data for detailed data analysis, we have found high energy consumption cruxes, provided expert decision support, and formulated corresponding measures for reducing consumption.

遠洋營造於 2017 年 5 月註冊成立的環保子公司－遠洋成都環境有限公司已獲取相關環保資格，正式進軍生態環保領域，以生態創新科研技術為核心競爭力，聚焦廣義風景園林建設、生態修復建設、生態城鎮建設運營、水環境綜合體建設運營等。

Sino-Ocean Chengdu Environment Co., Ltd., an environmental subsidiary incorporated by Sino-Ocean Construction in May 2017, has obtained relevant environmental protection qualifications and officially entered the field of ecological protection. Taking ecological innovation and scientific research technology as its core competitiveness, it focused on the construction of general landscape architecture, ecological restoration and construction, construction and operation of ecological towns, construction and operation of water environment complexes and others.

北京遠洋國際中心：
BEIJING OCEAN INTERNATIONAL CENTER:

北京遠洋國際中心在不降低服務標準的前提下，2017 年度進行了：
IN 2017,WITHOUT LOWERING SERVICE STANDARDS,BEIJING OCEAN INTERNATIONAL CENTER CONDUCTED:



01

公共區域樓道照明新能源 LED 燈節能降耗改造
ENERGY SAVING AND CONSUMPTION REDUCING TRANSFORMATION OF NEW ENERGY LED LIGHTS IN CORRIDOR LIGHTING IN PUBLIC AREAS:

改造前為 3 瓦普通節能燈，改造後採用新能源 LED 雙亮感應節能燈，公區全年可節能 191,625 度。

Before the transformation, 3W ordinary energy-saving lamps were used. After the transformation, new energy LED dual-sensing energy-saving lamps were used. The public area can save energy by 191,625 degrees throughout the year.

02

冷凍機組的節能改造
ENERGY-SAVING RENOVATION OF REFRIGERATION UNIT

針對冷熱機房及屋面冷卻塔，完善中央空調系統能耗計量能直接讀取各設備年、月、日的能耗情況，通過設置能量平衡裝置控制系統、模糊能效櫃、能源管理中心的方式智能化節能。

For the cooling and heating rooms and roof cooling towers, energy consumption measurement of central air-conditioning system was improved that its energy consumption of each year, month and day of each equipment can be directly read. By setting up energy balance device control systems, fuzzy energy efficiency cabinets and energy management centers, intelligent energy conservation can be achieved.

2017 年製冷節電（單位：萬元）
2017 COOLING ELECTRICITY
(RMB:0,000)





大連遠洋·時光海 DALIAN OCEAN·COAST TIME

遠洋·時光海項目地下車庫約 3 萬平方米，項目地下車庫照明系統用電取自太陽能光伏發電（採用光伏 LED 照明燈具 1, 699 盞，電量不足時市政供電進行補充），根據估算，年發電量約為 8, 251.92 kw。

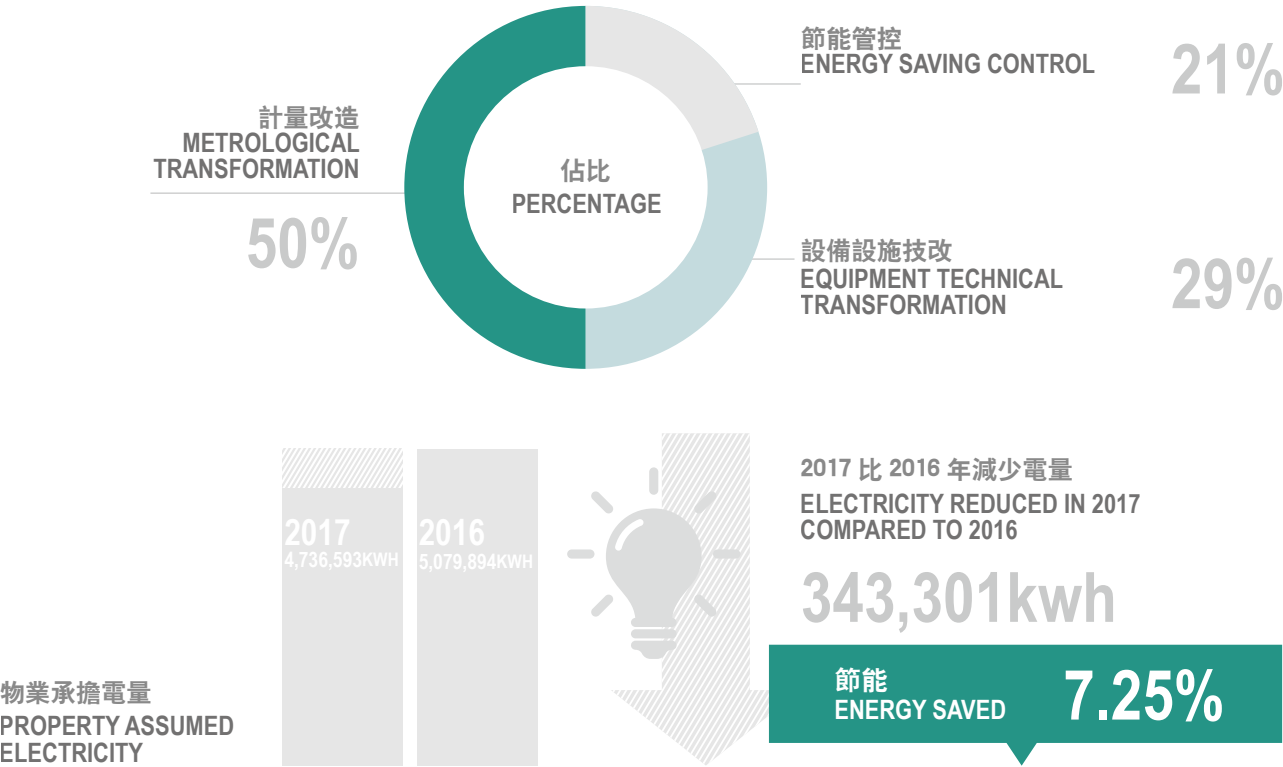
The Ocean Coast Time project has an underground parking garage of about 30,000 sq.m. The underground garage lighting system of the project is powered by solar photovoltaic power (the use of 1,699 photovoltaic LED lighting fixtures, supplemented by the municipal power supply when the power is low). According to estimates, the annual power generation is about 8,251.92. kw.



遠洋未來廣場（北京） OCEAN WE-LIFE PLAZA (BEIJING)

節能措施 ENERGY-SAVING MEASURES

分類 CATEGORY	節能措施 ENERGY-SAVING MEASURES	年節電量 KWh ANNUAL SAVED ELECTRICITY KWh	節能周期 ENERGY SAVING CYCLE	佔比 PERCENTAGE
計量改造 Metrological Transformation	電表效驗改造 Ammeter efficacy upgrade	171,650.5	6	50%
設備設施技改 Techncal Transformation of Equipment and Facilities	LED 照明使用 LED lighting use	13,732.04	12	4%
	電梯運行時間調整 Elevator operation time adjustment	58,361.17	10	17%
節能管控 Energy Saving Control	製冷系統技能 Refrigeration system skills	72,093.21	5	21%
	管理措施技能 Management measures skills	27,464.08	8	8%



減少和有效處理廢氣、污水和固體廢棄物，以及善用食水方面：
TO REDUCE AND EFFECTIVELY DISPOSE OF WASTE GAS, SEWAGE AND SOLID WASTE, AND USE WATER WISELY:



01 商業厨房油煙淨化排放改造
COMMERCIAL KITCHEN FUME PURIFICATION EMISSIONS TRANSFORMATION
對項目使用的所有油煙淨化器進行更換，提高淨化標準。
Replace all fume purifiers used in the project to improve the purification standards.



02 項目制定污水隔油監察制度
DEVELOPS A SENAGE AND OIL SEPARATION MONITORING SYSTEM FOR PROJECTS
每週聯合檢查，並出具問題報告督促整改。控制項目排水標準符合北京市污水排放要求。
Conduct joint inspections on a weekly basis, issue problem reports and supervise rectification. Control project drainage standard to comply with the requirements for sewage discharge in Beijing.



03 垃圾處理方面根據項目要求嚴格執行垃圾分類處理
IMPLEMENT GARBAGE SORTING STRICTLY FOR GARBAGE DISPOSAL ACCORDING TO THE REQUIREMENTS OF THE PROJECT
對於食餘垃圾由第三方專業公司處理；對於有毒有害垃圾由第三方專業公司處理。
The residual food is handled by a third-party professional company; The toxic and hazardous waste is handled by a third-party professional company.



04 宣導善用食水
ENCOURAGE USE WATER WISELY
雖然水對集團的營運而言並非重要範疇，我們鼓勵各辦事處及員工善用食水。
Although water sourcing is not material to the Group's operations, we encourage our offices and staff to use water wisely.



遠洋未來廣場（天津）
OCEAN WE-LIFE PLAZA (TIANJIN)

遠洋未來廣場（天津）對車場、物業用電進行合理管控，嚴格按照運營策略進行照明啓閉管控。在 2017—2018 冬季採暖運行中，對現場影響場內溫度的因素進行排查，改造。對天窗，主力門，商場以及商戶外檐門窗進行密封處理；在主要出入口通道改造安裝了電熱風幕機。兩項措施在保障原有照明和採暖效果前提下，節能效果如下：

Ocean We-Life(Tianjin)carried out reasonable control over the power consumption of parking lots and properties, and strictly followed the operating strategy for lighting control. In the 2017-2018 winter heating operation, the factors affecting the on-site temperature in the site are investigated and modified. The skylights, main doors, shopping malls, and commercial outdoor doors and windows were sealed; electric air curtains were installed in the main entrance and exit passages. With the two measures under the premise of ensucing the original lighting and heating effects, the energy-saving effects are as follows:

	2017.01	2018.01	2017.02	2018.02	節能率 ENERGY SAVING RATE
車場用電（kWh） Parking Lot (kwh)	15,258	13,988	14,890	12,206	13%
物業用電（kWh） Property Electricity (kwh)	13,084	5,160	12,752	3,052	68%
供暖燃氣（m ³ ） Heating Gas (m ³)	135,410	111,379	86,566	88,554	10%

綠色辦公 GREEN OFFICE

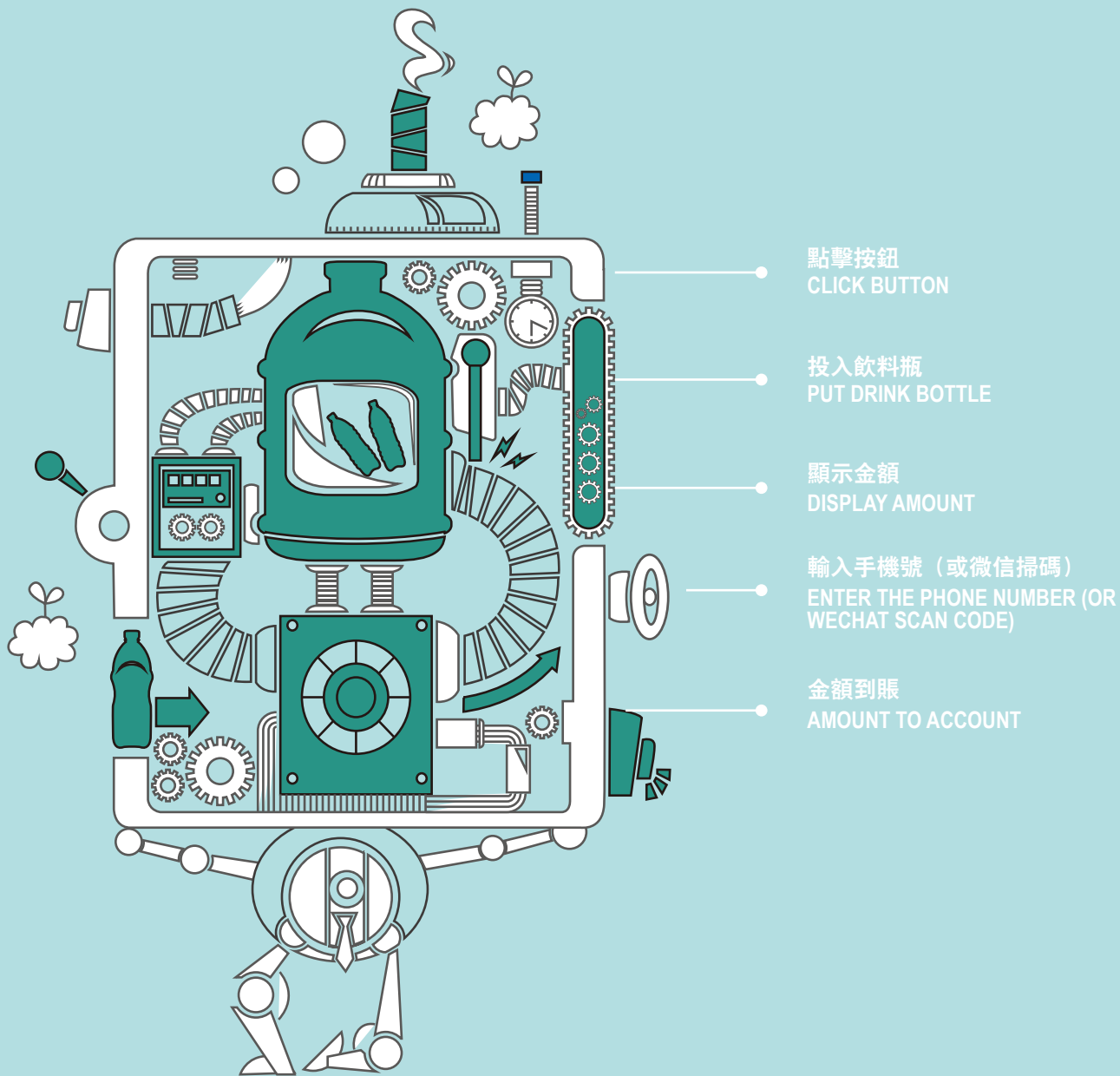
為保障辦公人員的低碳環保行爲，我們施行了一系列制度措施：
IN ORDER TO ENSURE THE LOW-CARBON ENVIRONMENTAL BEHAVIOR OF OFFICE STAFFS, WE HAVE IMPLEMENTED A SERIES OF SYSTEMS AND MEASURES:



綠色辦公行爲及文化倡導和監督； Green office behavior and cultural advocacy and supervision;
細化差旅制度，明確差旅政策，杜絕不必要的公務出行； Refined travel system, clarify travel policy, eliminate unnecessary business travels;
增加視頻、電話會議設備，減少“會面”差旅； Increase video, teleconference equipment, reduce "physical meeting" travel;
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;
提倡打印的東西要事先檢查好，沒有錯誤再打印，避免產生廢紙； Promote prior inspection of the printing contents for no errors before printing to avoid waste papers;
堅持兩面打印、復印，雙面重復利用、減少紙張浪費； Adhere to double-sided printing, copying, double-sided reuse, reduce paper waste;
鼓勵垂直健身、使用樓梯，減少不必要的電梯運行；及 Encourage vertical fitness, use stairs, reduce unnecessary elevator operation； and
關注冷氣機溫度。 Monitor air conditioning temperature.

2017 年，遠洋集團總部與資本運營事業部先後安置了盈創再生資源有限公司提供的「飲料瓶智能回收機」，短短幾十秒便能完成一次飲料瓶的回收。回收機會根據瓶子的大小，依使用人需求將對應的零錢支付到其微信或公交一卡通賬戶，亦或用於捐贈；而空的礦泉水瓶將被回收利用做成做衣物，環保袋等用品。集團也在越來越多的場合使用和倡導使用其再生產品，不斷通過這種重復利用的方式減少廢棄物的產生。

In 2017, Sino-Ocean Group's headquarters and capital operation department successively placed "Drink Bottle Intelligent Recycling Machine" provided by Income Recycle Co., Ltd., which can complete the recycling of a drink bottle in just a few tens of seconds. According to the size of the bottle and the needs of users, the recycling machine can pay the corresponding change into users' account of WeChat or public transportation cards, or for donation. The empty bottle of mineral water will be recycled into clothing, reusable bags and other supplies. The Group also uses and promotes to use the recycled products from the machine in more occasion, so as to reduce waste through continuous recycling.



綠色伙伴 GREEN PARTNERS

除共同打造綠色產品的供應商伙伴外，早在 2015 年遠洋資本就選擇將「大環保」作為投資的重點領域之一，此領域下多家被投企業也作為遠洋的綠色伙伴，在各自專長領域下持續貢獻生態健康價值。比如：

In addition to jointly building supplier partners of green products, Sino-Ocean Capital regards "Broad Environmental Protection" as one of its major investment sectors in 2015, whereby many investee companies have continuously made contribution of ecological health value in their respective specialties served as green partners of Sino-Ocean Group. The contributions are as follows:

土壤污染治理 SOIL POLLUTION PREVENTION AND CONTROL



航天凱天環保科技股份有限公司在「十三五」期間，對衡陽水口山、株洲清水塘、湘潭竹埠港、婁底錫礦山、郴州三十六灣等湘江流域五大重點整治區域，累計完成礦渣治理工程項目近百個，位居全國第一；並建立了院士專家工作站、博士後科研工作站、南方稻田重金屬污染防治中心等產學研平臺。

During the "Thirteenth Five-Year Plan" period, Aerospace Kaitian Environmental Technology Co., Ltd. completed a total of nearly one hundred slag management projects in five major rectification areas of Xiangjiang region including Hengyang Shuikoushan, Zhuzhou Qingshuitang, Xiangtan Zhubu Port, Loudi Tin Mine and Chenzhou Sanshiliuwan, ranking first in the country; and established production and academic research platforms such as academican expert workstations, postdoctoral scientific research workstations, and heavy metal pollution prevention and control center of southern paddy field.

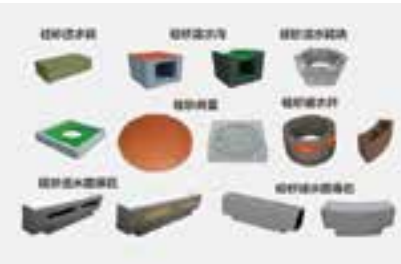
廢棄物循環利用 WASTE RECYCLING



盈創再生資源有限公司是目前亞洲單綫產能最大的再生瓶級聚酯切片生產企業，其生產工藝達到美國 FDA、歐洲 ILSI 國際標準，填補了我國再生瓶級聚酯切片高新技術的空白，同時還是目前國內唯一能夠生產食品級再生聚酯切片的企業，也是中國領先的「智能固廢回收自助機具及回收系統整體解決方案」運營商和提供商。

Income Recycle Co., Ltd. is currently the largest single-capacity recycled bottle-grade polyester chip manufacturer in Asia, of which the production technologies meet the international standards of U.S. FDA and Euro ILSI filling the gap of innovative high technology of renewable bottle-grade polyester chips in China, while being the only company in China that can produce food-grade recycled polyester chips, as well as being China's leading operator and provider of "integrated solutions for intelligent solid waste recycling self-service machine tools and recycling systems".

海綿城市建設 SPONGE CITY CONSTRUCTION



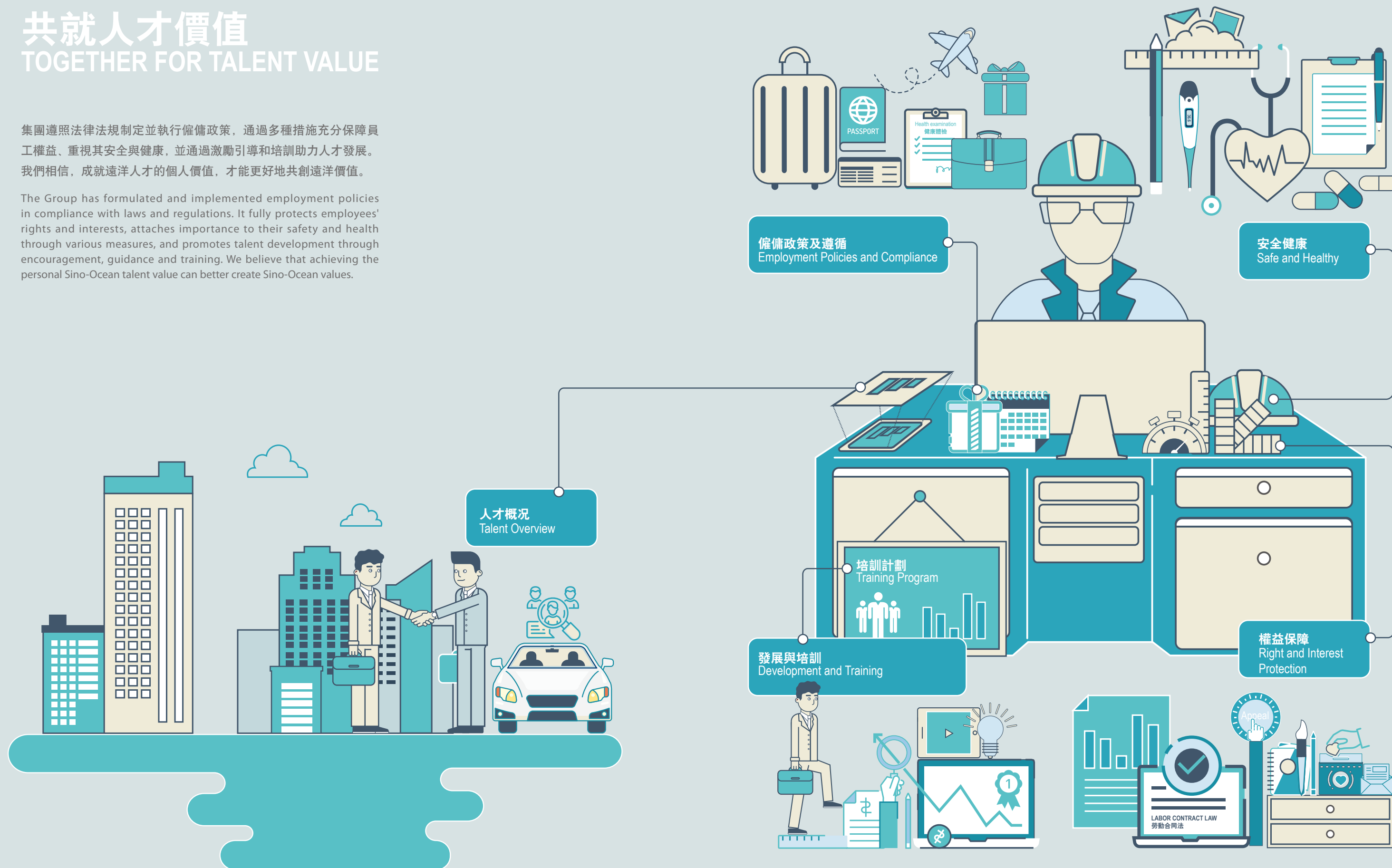
北京仁創生態環保科技股份有限公司主要面向海綿城市的建設提供生態治理綜合解決方案的定制化服務，應用於道路與廣場、建築與小區、公園與綠地和城市水系統，並配套以核心砂基透水、濾水、淨水產品等。

Beijing Rechsand Ecological Environmental Protection Science & Technology Co., Ltd. provides customized services of comprehensive solutions of ecological management for sponge cities construction, applying to roads and plazas, buildings and communities, parks and green spaces and urban water systems, with the support of core sand base permeable, water filtration and water purification products.

共就人才價值 TOGETHER FOR TALENT VALUE

集團遵照法律法規制定並執行僱傭政策，通過多種措施充分保障員工權益、重視其安全與健康，並通過激勵引導和培訓助力人才發展。我們相信，成就遠洋人才的個人價值，才能更好地共創遠洋價值。

The Group has formulated and implemented employment policies in compliance with laws and regulations. It fully protects employees' rights and interests, attaches importance to their safety and health through various measures, and promotes talent development through encouragement, guidance and training. We believe that achieving the personal Sino-Ocean talent value can better create Sino-Ocean values.

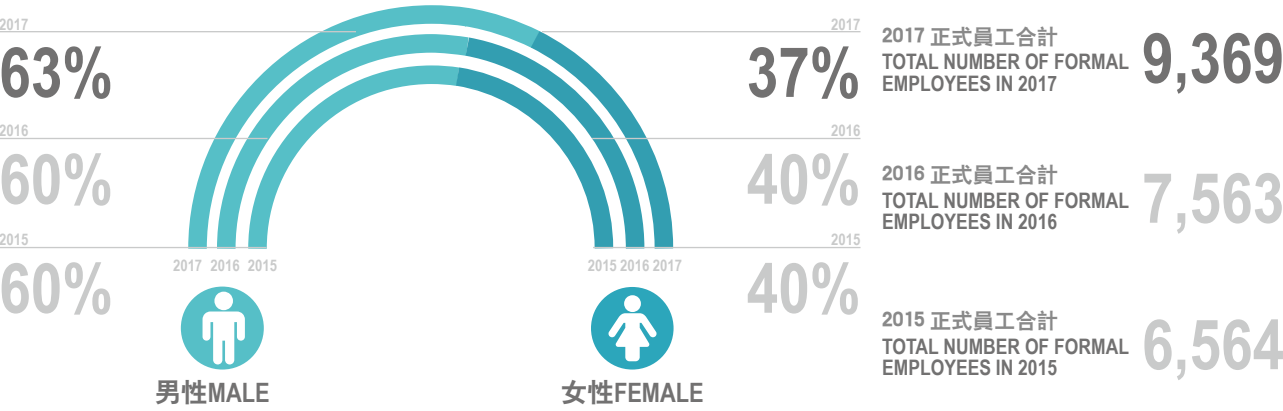


人才概況
TALENT OVERVIEW

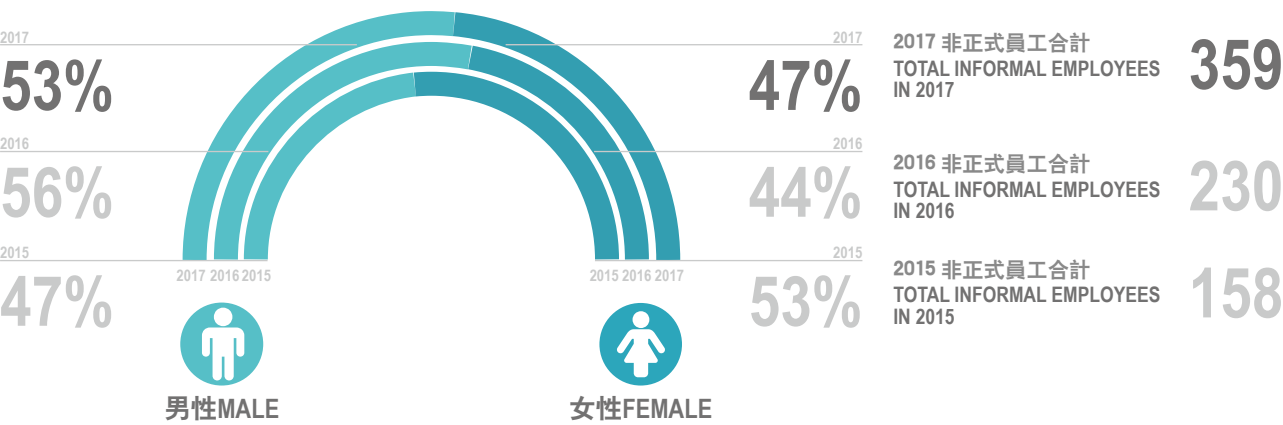


員工類型及性別比例 TYPES OF EMPLOYEES AND GENDER RATIO

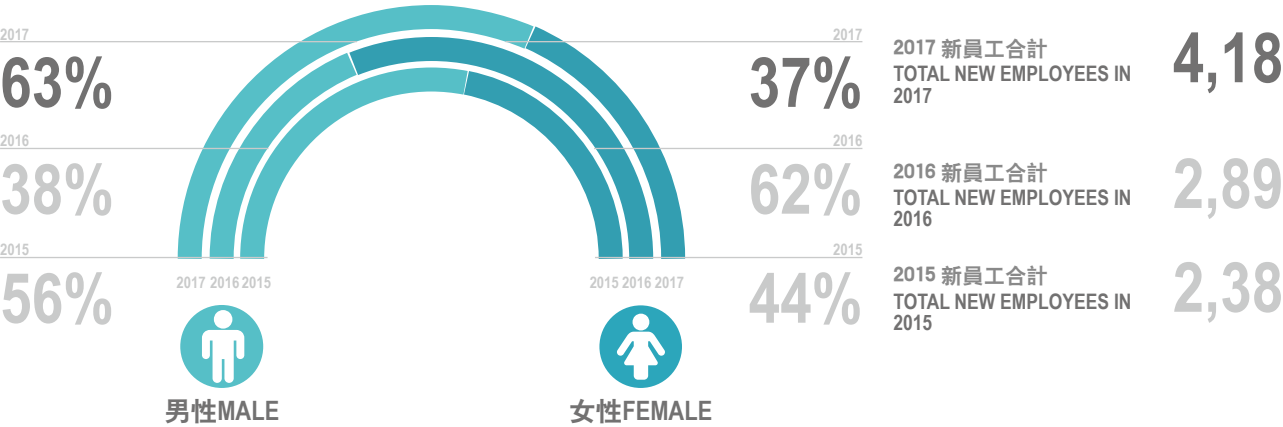
正式員工 FORMAL EMPLOYEE



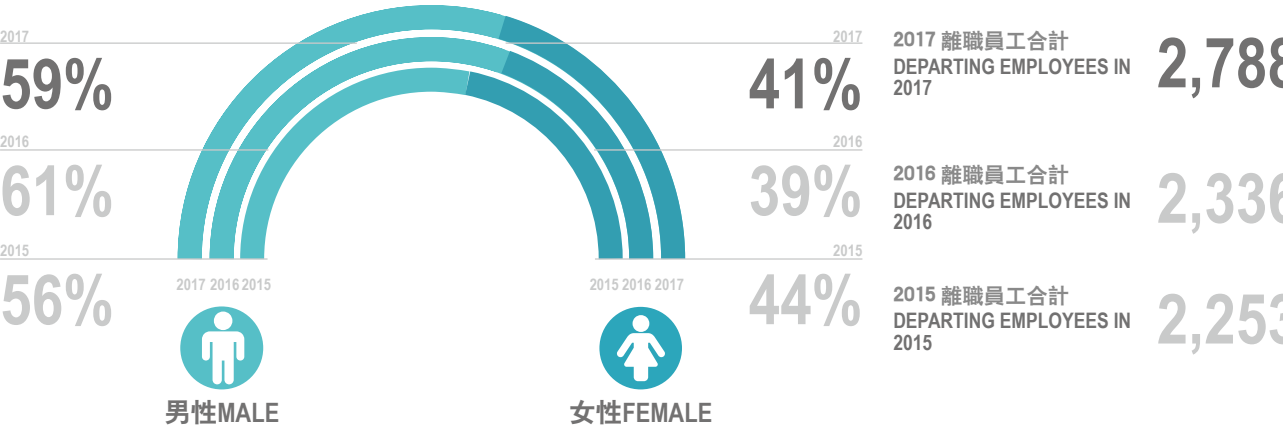
非正式員工 (不含勞務派遣) INFORMAL EMPLOYEE (WITHOUT LABOUR DISPATCH)



新員工 NEW EMPLOYEE



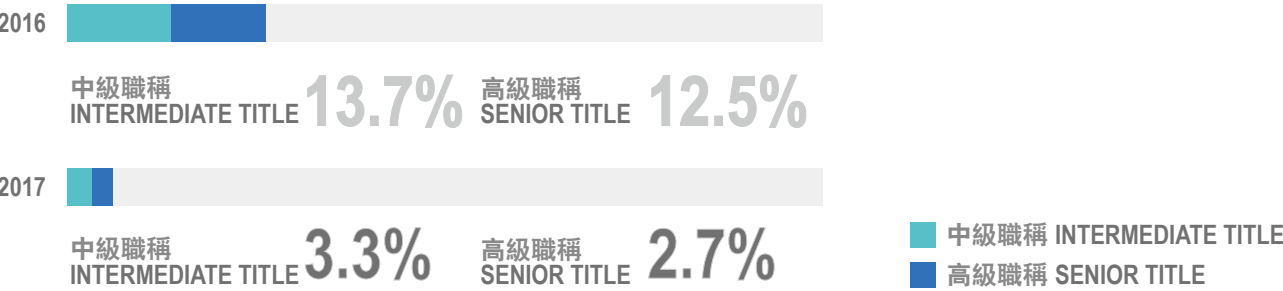
離職員工 DEPARTING EMPLOYEE



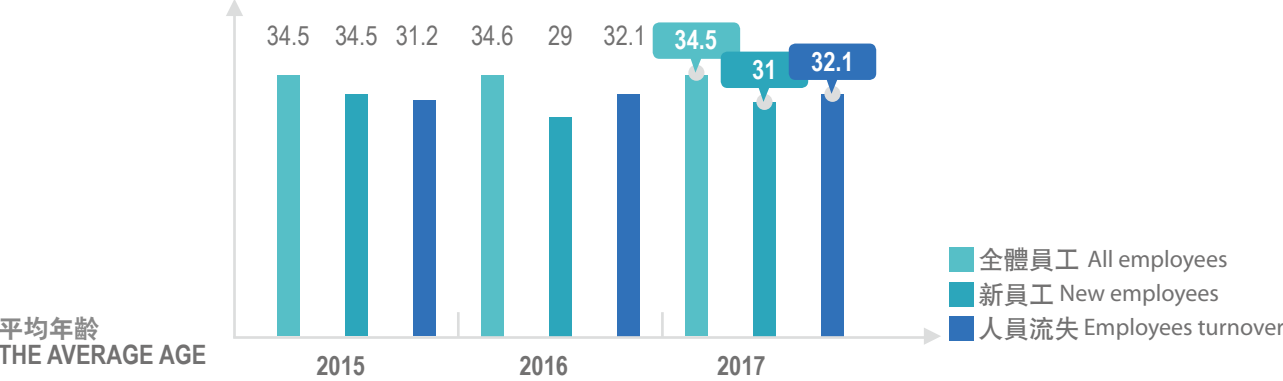
高管情况 SENIOR MANAGEMENT SITUATION

	2015	2016	2017
佔正式員工比 PROPORTION TO THE FORMAL EMPLOYEE	1.7%	3.3%	3.6%
男女比 PROPORTION OF MEN TO WOMEN	6:1	3:1	3:1
平均年齡 THE AVERAGE AGE	43	43	42
漢族和少數民族比 PROPORTION OF THE HAN TO THE MINORITY NATIONALITIES	13:1	13:1	15:1
聘用當地高層管理人員佔高管的比例 PROPORTION OF EMPLOYMENT OF LOCAL SENIOR EXECUTIVES TO SENIOR MANAGEMENT	1:2	2:1	2:1

員工職稱比例（職稱證書範圍：工程師）
EMPLOYEE TITLE PROPORTION (PROFESSIONAL TITLE CERTIFICATE SCOPE: ENGINEER)



員工平均年齡分佈 DISTRIBUTION OF THE AVERAGE AGE OF EMPLOYEE



2017 年員工年齡分佈 2017 EMPLOYEE AGE DISTRIBUTION



各事業部人數情况 NUMBER OF EMPLOYEES IN EACH DIVISION

名稱 NAME	全體員工 ALL EMPLOYEES			新員工 NEW EMPLOYEES			離職員工 DEPARTING EMPLOYEES			聘用當地高級管理人員比例 PROPORTION OF EMPLOYMENT OF SENIOR EXECUTIVES	
年份 YEAR	2015	2016	2017	2015	2016	2017	2015	2016	2017	2016	2017
開發事業一部 DEVELOPMENT DIVISION 1	495	302	438	57	73	232	122	8.6%	21.5%	5.0%	4.1%
北京、天津、河北、河南、山西、陝西 BEIJING/TIANJIN/HEBEI/HENAN/SHANXI/SHAANXI											
開發事業二部 DEVELOPMENT DIVISION 2	320	161	299	70	37	188	80	11%	26.5%	4.3%	1.7%
黑龍江、吉林、遼寧、山東、安徽、雲南、四川、山西、陝西、河南、貴州、廣西、重慶 HEILONGJIANG/JILIN/LIAONING/SHANDONG/ANHUI/YUNNAN/SICHUAN/SHANXI/SHAANXI/HENAN/GUIZHOU/GUANGXI/CHONGQING											
開發事業三部 DEVELOPMENT DIVISION 3	440	414	250	156	144	209	81	15.9%	26%	1.2%	3.6%
上海、浙江、江蘇、湖北、湖南 SHANGHAI/ZHEJIANG/JIANGSU/HUBEI/HUNAN											
開發事業四部 DEVELOPMENT DIVISION 4	194	279	291	37	76	181	17	12.9%	17%	0.0%	0.3%
廣東、海南、重慶、四川、福建 GUANGDONG/HAINAN/CHONGQING/SICHUAN/FUJIAN											
產品營造事業部 PRODUCT CREATION DIVISION	1035	1472	2420	371	410	993	387	23.3%	25.2%	1.4%	1.3%
與各開發、寫字樓及商業事業部所進駐地區相同 IT IS THE SAME AS THE AREA OF DEVELOPMENT, OFFICE BUILDING AND BUSINESS DIVISION.											
商業地產事業部 COMMERCIAL REAL ESTATE DIVISION	301	385	355	107	121	114	28	9.5%	22.9%	2.6%	2.5%
天津、浙江、四川、遼寧 TIANJIN/ZHEJIANG/SICHUAN/LIAONING											
寫字樓事業部 OFFICE DIVISION	108	154	151	21	64	87	13	17.7%	19.8%	4.5%	3.3%
北京、天津、上海、武漢、成都、深圳 BEIJING/TIANJIN/SHANGHAI/WHUHAN/CHENGDU/SHENZHEN											
資本運營事業部 CAPITAL OPERATION DIVISION	92	138	201	48	60	76	9	19.4%	14.1%	5.8%	2.0%
北京、上海、四川、廣東、香港 BEIJING/SHANGHAI/SICHUAN/GUANGDONG/HONG KONG											
資產管理事業部 ASSET MANAGEMENT DIVISION	8	9	0	1	3	0	2	7.7%	0.0%	22.2%	0.0%
北京 BEIJING											
客戶服務事業部 CUSTOMER SERVICE DIVISION	3157	3616	4164	1349	1654	1736	1383	27.1%	42.8%	0.1%	0.2%
北京、天津、河北、山東、吉林、遼寧、上海、湖北、湖南、浙江、江蘇、安徽、重慶、廣東、海南 BEIJING/TIANJIN/HEBEI/SHANDONG/JILIN/LIAONING/SHANGHAI/HUBEI/HUNAN/ZHEJIANG/JIANGSU/ANHUI/CHONGQING/GUANGDONG/HAINAN											
香港公司 HONG KONG COMPANY	32	34	44	6	3	17	4	2.9%	17.1%	0.0%	0.0%
香港 HONG KONG											
遠嘉經紀 YUANJIA BROKERAGE	166	373	509	114	175	267	85	24.2%	6.4%	0.0%	0.2%

涉及集團銷售項目的地區 AREA INVOLVED IN GROUP SALES PROJECTS

僱傭政策及遵循
EMPLOYMENT POLICIES AND COMPLIANCE



公司在工作時間、假期保障、招聘、解聘等方面的僱傭制度，均按國家相關法律法規要求執行。集團在招聘環節中不得以性別、年齡等因素對候選人進行差別化對待。在入職體檢過程中嚴格遵守國家勞動法規定，不添加違檢項目。

公司嚴格執行國家關於禁止聘用童工及強制勞工的法律法規，嚴格依法律處理違規事項。招聘時，系統篩查發現年齡低於 16 周歲的應聘者時將會發出預警，無法進行入職流程，避免童工。針對產假、哺乳假、勞務派遣員、超時工作報酬等保障特殊人群相關利益的方面均按國家規定執行，保障合法合規。2017 年度內未發生違反與僱傭、童工和強制勞工相關的重大法規制度情況。

公司也鼓勵和尊重人才的多元化，不歧視員工，並採取措施進行監督。例如：集團「提名委員會」至少每年檢討董事局的架構、人數、組成及多元化（包括但不限於性別、年齡、文化及教育背景、專業技能、知識及經驗方面）。

The Company's employment system in terms of working hours, leave protection, recruitment, dismissal, etc., is performed in accordance with relevant national laws and regulations. In the recruitment process, the Group shall not treat candidates differently based on gender, age, and other factors. In the process of entry examination, it strictly abides by the provisions of the national labor law and does not add violation items.

The Company strictly enforces the state laws and regulations prohibiting the employment of child labor and forced labor, and strictly handles violations in accordance with the law. At the time of recruitment, the system will give an early warning when screens applicants under the age of 16, and then no admission process can be carried out to avoid using child labor. Regarding maternity leave, breast-feeding leave, labor dispatcher, overtime pay, and other aspects that protect the interests of specific groups of people, all of them are implemented in accordance with state regulations to ensure legal compliance. In 2017, there were no violations of major laws and regulations related to employment, child labor, and forced labor.

The company also encourages and respects the diversity of talents, does not discriminate against employees, and takes measures for supervision. For example: The group "Nomination Committee" reviews the structure, number, composition and diversity of the board of directors (including but not limited to gender, age, cultural and educational background, professional skills, knowledge and experience) at least annually.

集團以「業績」和「進步」作為激勵基礎，形成以利潤、業務和戰略為核心的激勵體系，在此框架內充分授權一綫業務管理單元，對表現優秀、勇於承擔的「奮鬥者」團隊和個人進行及時、重點激勵，鼓勵員工與公司共同成長。同時不斷優化、完善薪酬體系，致力於保持合理的薪酬競爭力。基於集團多元化業務發展特性，針對不同業務板塊，提供符合其行業特點和業務發展階段的薪酬管理方式，不斷提高吸引和保留內外部優秀人才的能力。

The group uses "performance" and "progress" as the basis of incentives to form an incentive system with profit, business, and strategy as the core. Within this framework, it fully authorizes front-line business management units to provide outstanding and courageous "struggler" teams. Individuals carry out timely and focused incentives and encourage employees to grow together with the Company. At the same time, it constantly optimizes and improves the compensation system and is committed to maintaining a reasonable compensation competitiveness. Based on the diversified business development characteristics of the Group, it provides different types of pay management methods that meet its industry characteristics and business development stages for different business segments, and continuously improves its ability to attract and retain outstanding internal and external talents.



除根據國家有關法律、法規及當地政策為所有在職員工繳納社會保險及住房公積金等外，

In addition to the payment of social insurance and housing provident funds for all employees in accordance with the relevant laws, regulations and local policies of the country,

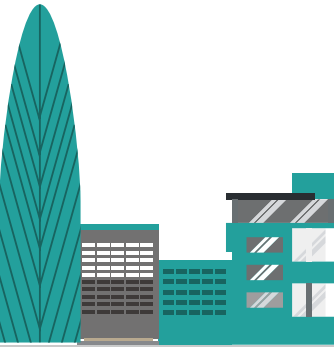
公司還為員工提供：
THE COMPANY ALSO PROVIDES EMPLOYEES WITH:

崗位經費	JOB EXPENSES
車交經費	TRANSPORTATION ALLOWANCE
補充醫療保險	SUPPLEMENTARY MEDICAL INSURANCE
生日慰問	BIRTHDAY GREETINGS
節日慰問	HOLIDAY GREETINGS
洗衣費	LAUNDRY ALLOWANCE
年度健康體檢	ANNUAL HEALTH CHECK-UPS
中秋慰問金	MID-AUTUMN FESTIVAL GRATUITY
購房優惠	PREFERENTIAL PURCHASES OF PROPERTY

2017 年除落實原有福利以外，同時還舉辦各種針對員工身心健康的系列活動。
IN ADDITION TO IMPLEMENTING THE EXISTING BENEFITS IN 2017, WE ALSO ORGANIZED VARIOUS SERIES OF ACTIVITIES FOR THE PHYSICAL AND MENTAL HEALTH OF EMPLOYEES.



12. (統計口徑包含年假和福利年假，不含病假、事假及產假，本數據根據系統內上線單位額度天數統計核算，因系統正在不斷更新完善，數據涵蓋範圍將更加全面。)
12. (Statistics include annual leave and welfare annual leave, not including sick leave, leave and maternity leave. This data is calculated based on the number of days of on-line units within the system. As the system is continuously updated, the scope of data coverage will be more comprehensive.)



權益保障
INTEREST PROTECTION



遠洋嚴格遵照《勞動合同法》等國家相關法律規定，規範勞動合同管理，依法與員工簽訂勞動合同，簽訂率達 100%。

公司不侵犯員工個人隱私，嚴格遵循公司制度規定，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。例如在招聘環節，嚴格保守候選人信息，杜絕任何形式的信息洩漏。

我們的工會建立了完善的員工申訴機制，員工可以根據需要向工會提交申訴。2017 年，我們嚴格履行工會職代會主席團聯席會議制度，按照工會章程，主席團成員參與審議公司涉及員工權益的制度全年共 3 項，參與審議主席團成員表決率 100%，民主審議產生 0 項意見，通過民主協商進行修訂，制度通過率 100%。

Sino-Ocean standardizes labor contract management in strict accordance with the Labor Contract Law and other relevant national laws. We sign labor contracts with employees according to law and maintain the rate of signing at 100%.

The Company prohibits the invasion of employees' personal privacy, strictly follows its rules and requirements and upholds the principle of seeking truth from facts and discloses information about employees reward and disciplinary punishment for any violation. For instant, we require candidate information to be kept confidential during recruitment to prevent such information from leaking in any form.

Our union has established a comprehensive employee complaint mechanism, where employees can submit complaints to the union as needed. In 2017, we strictly performed the joint conference system of union's presidium of worker representative congresses. In accordance with union constitution, presidium members participated in the deliberation of 3 rules involving employees' rights and interests, the voting rate of presidium members participated in the deliberation was 100%. The participants gave 0 opinion after democratic deliberation, and revised relevant rules through democratic consultation. The final pass rate of relevant corporate rules was 100%.



日常交流溝通方面，集團員工可通過集團通訊錄和辦公軟件進行流暢的交流與溝通，通過各部門內部、跨單位、以及工會等機構組織的各項員工活動，使員工之間能夠充分互動學習。同時，公司高管也定期開展與一線和職能單位面對面的調研和溝通工作。

公司還制定了困難員工幫扶的制度和標準，實現管理的規範化，通過完善的特困員工需求溝通渠道，可以及時精準困難慰問，並利用多種渠道和形式給予幫扶。2017 年，公司採用深入一線員工送溫暖關懷慰問、重大疾病適當經濟救助等多種形式，適當補給救濟員工生活經濟困難。

In terms of daily communication and interaction, employees of the Group could communicate smoothly through the Group's address book and office software. Through various employee activities organized by internal departments, inter-units, and trade union organizations, employees could fully interact and learn. At the same time, the Company's senior executives also regularly conduct face-to-face research and communication with front-line and functional units.

The Company has also formulated the assistance system and standards for employees with financial difficulties and standardized its management. By improving communication channels for poverty-stricken employees to better express their needs, the Company can promptly and accurately know about their situations and provide support for such employees in various forms via a variety of channels. In 2017, the Company adopted various forms such as deepening into front-line employees to express the Company's care for them and offer proper financial assistance, so as to provide supplies for relieving their financial difficulties in life.



送溫暖關懷慰問員工
SEND WARM SOLICITUDE TO STAFF
7 次 / TIMES



特殊員工群體幫扶
ASSISTANCE TO SPECIAL EMPLOYEE GROUPS
24 人次 / PEOPLE



送溫暖慰問品價值
VALUE OF WARMTH AND COMFORT
436,000 元 / RMB



幫困資助金
SUBSIDIES
85,000 元 / RMB

發展與培訓 DEVELOPMENT AND TRAINING



集團根據業務發展需要和員工發展規劃，建立職業發展的雙通道，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。

2017 年全面提升了「用人」水平，通過輪崗、賽馬等一系列方式，大膽啓用創新型、骨幹管理人才，給予其施展能力的平臺，加速職業發展，公司匹配給機會、給信任、給信心、給輔導、給資源、給空間和給激勵的方式充分助力員工發展晉升。

Pursuant to business development needs and employee development plans, the Group has established a dual channel of career development, promoting and guiding employees to develop in both directions of management or professional technology, and fully leveraging the personal value of employees for helping them to achieve success in career development.

In 2017, we upgraded the “employment” level by a series methods including rotations and competition, while boldly adopting innovative backbone of management talents and providing platforms where they can play their abilities to accelerate their career development. In a whole, the Company fully boosted employees’ development and career promotion by virtue of offering opportunities, trust, confidence, counseling, resources, space and incentives.

案例 CASES



2017 屆管培生孫嘉蔚 2017 MANAGEMENT TRAINEE SUN JIAWEI

西安建築科技大學風景園林專業畢業，2017 年進入公司，2017 年 8 月 21 日輪崗紅星海世界觀項目置業顧問，3 個月期間，成交 7 套房源，獲得客戶一致好評。現已提拔為紅星海世界觀項目銷售主管，作為營銷專業的梯隊儲備人才培養。

She graduated from Xi'an University of Architecture and Technology and majored in landscape architecture, and entered the Company in 2017. On 21 August 2017, she rotated as a consultant for the Ocean Worldview project and sold 7 suites during 3 months, which obtained unanimous praise from customers. She has been promoted as the head of sales of the Ocean Worldview project and trained as an echelon reserve talent for marketing professionals.



集團致力於建立學習型組織，除以傳統的「船長訓練營」、「啓航訓練營」、和「探海者訓練營」為基礎的面授學習體系外，集團結合當前的移動互聯網技術，陸續推出「iShare」、「iLearning」、「Newbies Time」學習品牌，推動隨時隨地利用碎片時間的學習分享，促進不同業態及專業間橫向交流；集團也高度重視中高層管理人員的學習發展，2017 年推出「中高管自選公開課」、「高管教練一對一」、「高管學習小組」學習項目，並且邀請核心管理層跨組織授課，促進不同組織及層級間縱向交流。

The Group is committed to developing itself into a learning-oriented organization. In addition to traditional face-to-face learning system such as “Captains’ Training Camp”, “Set-sail Training Camp”, “Seafarers’ Training Camp”, the Group successively launched the “iShare”, “iLearning” and “Newbies Time” brand for learning. These initiatives enable employees to learn and share anytime, anywhere during spare moments and facilitates horizontal exchanges among different business patterns and disciplines. The Group also attaches great importance to the learning and development of middle and senior managers, and launched “elective open course for senior management”, “one-on-one coaching for senior management” and “learning group for senior management” and invited core management to organize cross-organizational lectures in 2017 to promote vertical communication between different organizations and levels.

本年度培訓總學時
TOTAL TRAINING HOURS FOR THE YEAR

274,238 天¹³/DAYS

人均學時
STUDY HOURS PER STAFF

29.3

中高層員工的培訓人均學時
TRAINING AVERAGE HOUR PER
MIDDLE AND SENIOR STAFF

41.3

中基層員工的培訓人均學時
AVERAGE TRAINING HOUR
PER MIDDLE AND JUNIOR
STAFF

28.8

男性員工培訓人均學時
AVERAGE TRAINING
HOUR PER MALE STAFF

28.8

女性員工培訓人均學時
AVERAGE TRAINING
HOUR PER FEMALE STAFF

30.1

案例 CASES



開發事業一部投資團隊 DEVELOPMENT DEPARTMENT I INVESTMENT TEAM

2017 年底團隊共 10 人，其中探海者 7 人，平均年齡僅為 28.8 歲，平均工作年限 4.1 年，平均司齡 2.75 年。事業部給予團隊充份信任，通過業務一線的高強度歷練和系統性的帶教輔導，幫助團隊迅速成長。2017 年團隊獲取及鎖定項目 14 個，總貨值人民幣 1,001 億，權益貨值人民幣 270 億；完成融資落地人民幣 9 億，配合資本運營事業部完成融資落地人民幣 32 億，較好的完成年度任務。

At the end of 2017, the team has a total of 10 members and 7 of them are seafarers, with an average age of only 28.8 years old, an average working experience of 4.1 years and an average lenth of service of 2.75 years. With sufficient trust from business units, the investment team has experienced rapid growth through high-strength exercises and systematic coaching related to front-line business. In 2017, the team obtained and acquired 14 projects with a total value of RMB100.1 billion and equity value of RMB27 billion. It completed a financing of RMB 0.9 billion and cooperated with the Capital Operation Department to complete a finacing of RMB3.2 billion, accomplishing annual tasks well.

13. 培訓學時大幅降低的原因在於本次統計刪除了物業單位的勞務外包人員培訓（學時合計約 17 萬）。
13.The reason for the sharp decrease in the number of training hours is that the statistical out-of-service personnel training (a total of about 170,000 hours) was eliminated from the property unit.

安全健康
SAFE AND HEALTH

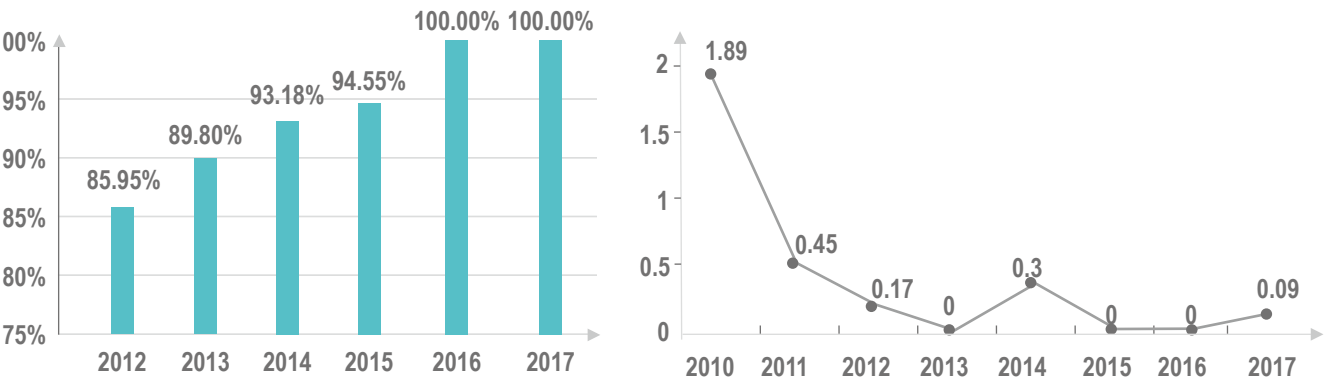
■ 安全管控
SAFETY CONTROL

遠洋集團堅持“安全第一、預防為主、綜合治理”的方針，本着“責任清晰、監督有力”的原則，建立了完善的安全管理制度體系，覆蓋集團各業務單元，為日常安全監管提供了有力支撐。2017 年，集團範圍內百萬平米事故率持續維持低位，未發生較大及以上級別安全事故，體系運行平穩，安全風險整體可控。

In persistent adherence to the directives of “safety as priority, emphasis on prevention and integrated management” and the principles of “clear delegation of responsibilities and effective supervision”, Sino-Ocean Group has developed a comprehensive safety management system covering all business units, which provide strong support for the supervision and management of safety matters in daily operations. In 2017, the accident rate per 1 million sq.m. of the Group continued to remain low without any major or higher-level safety incidents. The system operated smoothly with controllable overall safety risks.

歷年安全檢查合格率統計（≥ 80 分）
THE SAFETY INSPECTION PASSING RATE STATISTICS (≥80)

歷年百萬平米事故率統計
ACCIDENT RATE PER 1 MILLION SQ.M. OVER THE YEARS



本年度遠洋集團員工因工死亡人數為
NUMBER OF WORK-RELATED DEATH
FOR EMPLOYEES OF SINO-OCEAN
GROUP IN THIS YEAR 0

因工受傷人數
NUMBER OF OCCAPATIONAL
INJURIES 4人/PEOPLE

對應損失工作日天數為
THE CORRESPONDING
LOSS WORKING DAYS 42.5天/DAY

■ 安全施工
SAFETY CONSTRUCTION

在集團的安全應急管理機制下，制定有《安全事故應急救援預案》，成立了安全事故應急領導小組；所屬各單位逐級制定應急預案並成立應急領導小組；應急管理體系基本健全。

2017 年，集團安全管理委員會及時開展動態風險分析，還針對重大風險、共性隱患策劃並編制專項方案，啓動專項整治，組織針對消防隱患、大型機械隱患、腳手架隱患的專項整治活動，有效杜絕重大事故發生。

The Group has formulated the “Plan for Emergency Aid in Safety Incidents” and formed an emergency steering group for safety incidents under our safety emergency management mechanism. All subordinate units of our Group have also formulated emergency plans and formed emergency steering groups, with a basically comprehensive emergency management system.

In 2017, the Group Safety Management Committee timely carried out dynamic risk analysis, and also planned and prepared special programs for major risks and common hidden dangers, launched the special rectification, as well as organised targeted rectification activities for hidden dangers regarding fire, large-scale machinery and scaffold.

■ 安全教育與培訓
SAFETY EDUCATION AND TRAINING

2017 年，集團針對客戶服務及運營項目組織了消防安全管理專題培訓；針對營造項目組織了爬架安全管理專題培訓；還專門針對新業務、新進入城市項目、營造專業公司新員工進行了專業的安全培訓。

In 2017, the Group organised specialized training on fire safety management for customer service and operation projects; and on safety management of climbing frames for construction projects; as well as specialized safety training for new employees in respect of new business, projects in new-entry cities and professional construction companies.



綜合用電體驗，培養安全用電意識
Comprehensive electricity consumption experience and awareness of safe use of electricity



消防疏散演習
Fire evacuation drill

■ 身心健康
PHYSICAL AND MENTAL HEALTH



遠洋不僅提倡“建築·健康”，同時提倡人文健康，提倡工作生活平衡。除了提供健康體檢和一直以來舉辦的豐富活動，使員工勞逸結合，快樂工作之外，本年度還更多地通過健康相關的專項活動提升員工的身體狀況。而業餘時間，集團也組織和鼓勵員工參與大量運動和公益活動，讓員工身體力行地為自己的身體和社會加油，助力員工的身心健康。

Sino-Ocean promotes not only “Healthy Construction” but also humane health and work-life balance. In addition to providing health check-ups and a variety of activities held all the times to enable employees to take enough rest while happy working, we also have improved health condition of employees through increasing health-related specialized events in this year. As for spare time, the Group also has organized and encouraged employees to do a lot of sports and participate in community welfare activities, so that employees can make contributions to their own body health and society through practice, while assisting in employees’ physical and mental health.



1. 最美“家”年華家庭日 1.The most beautiful "home" in the family day
2. 延慶玉渡山 2.Yanqing Yudu Mountain
3. 讀書協會活動 3.Reading Association activities
4. 跑團訓練課 4. Running team training session

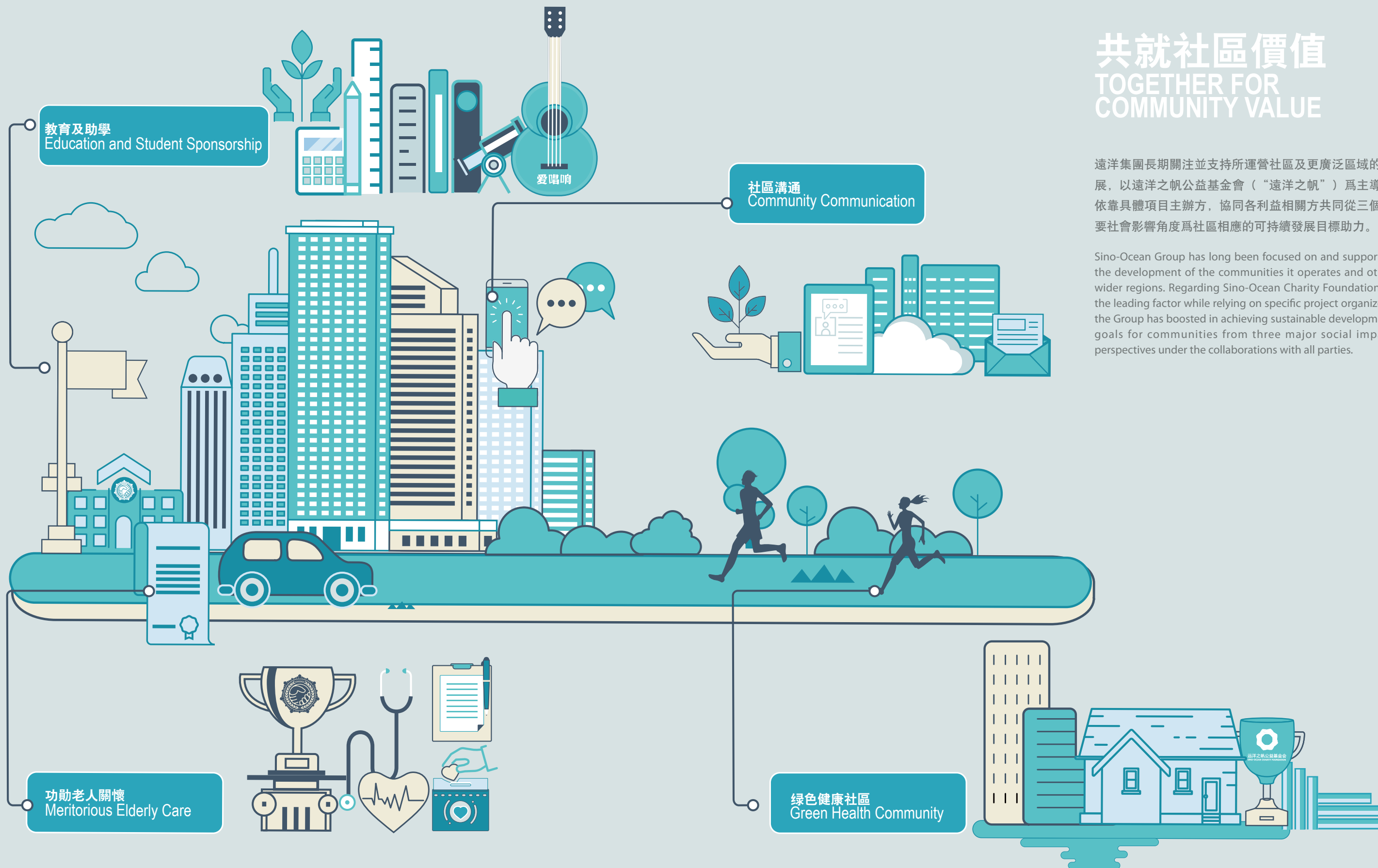


5. 攝影協會遠洋蔚藍海岸攝影 5.Sino-Ocean Blue Coast photo taking by Photography Association
6. 春季賞花踏青 6.Flowers Blossoming Picnic in Spring
7. 遠洋成立二十四周年慶全員樂健行 7.Sino-Ocean 24 years Anniversary Celebration Activity
8. 籃球協會參加 FESCO 聯賽 8. Basketball Association participates in FESCO League
9. 懷柔雲夢仙境徒步 9.Huairou Yunmeng Wonderland Walking
10. 食蟲植物造景 10. Insectivorous plant landscape
11. 密室逃脫 11. "Escape the Room" game
12. 尋味歷史親子家庭日 12. Interesting History Parent-child Family Day
13. 參加 FESCO 足球聯賽 13. Participate in the FESCO Football League
14. 奇思妙想家庭日 14. Wonderful Family Day

共就社區價值 TOGETHER FOR COMMUNITY VALUE

遠洋集團長期關注並支持所運營社區及更廣泛區域的發展，以遠洋之帆公益基金會（“遠洋之帆”）為主導，依靠具體項目主辦方，協同各利益相關方共同從三個主要社會影響角度為社區相應的可持續發展目標助力。

Sino-Ocean Group has long been focused on and supported the development of the communities it operates and other wider regions. Regarding Sino-Ocean Charity Foundation as the leading factor while relying on specific project organizers, the Group has boosted in achieving sustainable development goals for communities from three major social impact perspectives under the collaborations with all parties.





本年度集團持續踐行“微公益，共參與”的遠洋公益價值觀，在以倡導“讓愛心成為行動”的遠洋之帆的大力支持下，不僅使更多遠洋人親身參與，還充分鼓勵他們帶動了親朋好友、客戶、伙伴甚至陌生人共同助力從抗戰老兵健康醫療、兒童自信培養、民族文化傳承、城鄉交流、公民教育，再到廣泛的公眾運動健康等社會發展。

During the year, the Group continued to practice solid campaigns, which brought into full play our values in charity, namely, “micro-charity and co-participation”. With the strong support of Sino-Ocean Charity that advocates “practice love into action”, an increasing number of Sino-Ocean staff joined the initiatives, they also invited friends and relatives, clients and business associates, and even people they had not previously been acquainted to in the participation in assisting in healthcare for veterans, confidence training for children, the preservation of ethnical cultural heritage, exchanges between cities and rural areas, civic education, widespread public sports and health, and other agenda in social development.

	2015	2016	2017
基金會捐贈（人民幣 百萬元） DONATION BY THE FOUNDATION (RMB MILLION)	6.38	5.44	2.96
帶動社會捐贈（人民幣 百萬元） SOCIAL DONATIONS BROUGHT BY SUCH ACTIVITIES (RMB MILLION)	2.73	60.57	1.76
志願者服務時間（小時） HOURS OF VOLUNTEER SERVICE (HOURS)	17,844	32,168	46,364
志願者人數（人） NUMBER OF VOLUNTEERS (PERSONS)	557	1,209	5,211
項目直接受益人數（人） NUMBER OF PEOPLE DIRECTLY BENEFITED FROM THE PROGRAMME (PERSONS)	49,000	51,000	57,000
影響人數（人） NUMBER OF PEOPLE AFFECTED (PERSONS)	1,007,100	2,115,000 ¹⁴	3,106,658

14. 2016 年報告中該處數據為 5,765,000，為累計數據。為統一口徑，現改為年度數據。
14.The data in the report for the year 2016 is 5,765,000, which is cumulative data. It is a unified caliber and is now changed to annual data.

社區溝通
COMMUNITY COMMUNICATION

與受影響社區的溝通是有效支持社區發展的基礎。我們通過多渠道與不同層面社區保持有效溝通，如通過集團自媒體公開收集客戶及受影響社區需求與意見；遠洋之帆通過回訪調研了解受助群體的真實情況，遠洋會專員根據業主線上提交的信息分析需求來提供對應服務等。

而最高效的溝通方式之一是鼓勵社區成員參與到項目本身，2017 年度，集團共直接帶動 5,211 位志願者付出了 46,364 小時的志願服務。

Communicating with affected communities is the basis of effectively supporting community development. We maintained effective communication with communities at different levels through various methods. For instance, we collected the needs and opinions from clients and affected communities through the Group's media; Sino-Ocean Charity Foundation conducted return visits and surveys to understand the actual situation of the subsidised groups and Sino-Ocean analysed the information submitted online by property owners to conclude needs with the aim to provide corresponding services.

The most effective communication method is to encourage community members to participate in the project. In 2017, the Group has mobilised 5,211 volunteers to spend 46,364 hours in volunteer service.

2017，志願者參與志願服務
IN 2017, VOLUNTEER PARTICIPATION
IN VOLUNTEER SERVICE

5,211 位 /PERSONS

志願者參與志願服務時間
VOLUNTEER VOLUNTEERING TIME

46,364 小時 /HOURS



大連物業－項目經理見面日
Dalian Property - Project Manager Meeting Day



海南物業－項目經理接待日
Hainan Property - Project Manager Reception Day

功勛老人關懷
CARING MERITORIOUS ELDERLY

「中國脊梁健康支持計劃」是遠洋之帆為對國家和民族做出特殊貢獻的特定老人設立的健康專項計劃。該項目於 2015 年設立，聯合遠洋健康海醫匯等醫護資源對河北赤城老兵提供健康支持和關懷，並通過公眾募捐設立專項基金定向支持該項目運行。

The "China Backbone Health Support Plan (中國脊梁健康支持計劃)" was a special health project set up for the particular elderly who made significant contribution to the country and the nation by Sino-Ocean Charity Foundation in 2015. We provided health care and support to veterans in Chicheng, Hebei in conjunction with healthcare resources such as Sino-Ocean Health In Here and set up a special fund to support the operation of the project by way of public donations.

2017 年該計劃正式啟動老兵專項基金，為「中國脊梁健康支持計劃」項目籌款，通過騰訊樂捐、遠洋益跑及其他形式共獲得 20 萬的捐款，善款用於 2 年內「中國脊梁健康支持計劃」項目開展。

In 2017, with a view to raising funds for the project, "China Backbone Health Support Plan (中國脊梁健康支持計劃)", the special fund for veterans was officially launched. The donation of RMB200,000 in total was raised through Tencent Charity(騰訊樂捐), Sino-Ocean charity run and other ways and was expected to be used in supporting the project for two years.

今年遠洋之帆攜手海醫匯分別於 4 月及 11 月兩度去往河北赤城，對老兵進行健康體檢，並發放常用藥物、生活用品和慰問金，全年累計資助 50 位老兵。

During the year, Sino-Ocean Charity Foundation, together with Health In Here, carried out the health check for veterans in Chicheng, Hebei and provided them with common medicines, basic necessities and consolation funds in April and November respectively. A total of 50 veterans were subsidised throughout the year.



99 公益日籌款志願者進行公眾募款
99 Public Day Fundraising Volunteers Conduct Public Fundraising



赤城老兵醫療健康探訪
Chicheng veterans' medical health visit

教育及助學

EDUCATION AND SPONSORSHIP

在教育及助學方面，集團主要通過在教育扶持方面積累了近十年經驗的遠洋之帆，以「小伙伴成長計劃」為核心，結合「探海者」全國大學生社會實踐獎和「小公民創新公益項目」的互相助力共同「托起孩子有希望的明天」。

In terms of education and sponsorship, the Group's Sino-Ocean Charity Foundation, which has accumulated approximately ten years' experience in education supporting, stepped up efforts to enable the children to enjoy a better tomorrow in combination with the assistance of "Seafaring Students-in-action Incentive Scheme" and "Little Civics Innovation Charity Project (小公民創新公益項目)" by focusing on "Little Partner Education Sponsorship Scheme".

2017 年首次將「探海者」全國大學生社會實踐獎和「小公民創新公益項目」資源進行共享，擴大影響，給更多的鄉村學生帶去幫助；助學金項目也加大了資助人數與金額。

IN 2017, WE SHARED THE RESOURCES OF "SEAFARING STUDENTS-IN-ACTION INCENTIVE SCHEME" WITH "LITTLE CIVICS INNOVATION CHARITY PROJECT (小公民創新公益項目)" INITIALLY TO EXTEND THE IMPACTS WITH THE AIM TO HELP MORE STUDENTS IN RURAL AREAS. THE SCHOLARSHIPS PROJECT HAS ALSO INCREASED THE NUMBER OF RECIPIENTS AND THE AMOUNT.



小伙伴成長計劃 LITTLE PARTNER EDUCATION SPONSORSHIP SCHEME



助學金 SCHOLARSHIP

2017 年共資助包含貧困地區學校、少數民族學校、北京打工子弟學校等在內的 33 所學校，相比 2016 年，新增 4 所學校和 236 人次。

我們還對部分 2010—2011 年期間資助的學生進行重點回訪。

In 2017, we subsidised 33 schools such as supported, schools in impoverished, area ethnic minority schools and schools for children of migrant workers in Beijing, representing an increase of 4 schools and 236 students as compared with 2016.

We also conducted the special return visit for some of the students subsidised during the period from 2010 to 2011.



資助貧困地區學校 / 少數民族學校 / 北京打工子弟學校
SUPPORTED SCHOOLS IN IMPOVERISHED AREA/ETHNIC
MONORTIY SCHOOLS/SCHOOLS FOR CHILDERN OF SUPPORTED
MIGRANT WORKERS IN BEIJING

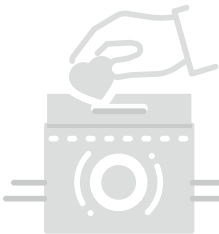
33 所/ UNITS

相比 2016 年，新增
COMPARED WITH 2016 INCREASE OF 4 所學校
SCHOOLS 236 人次
STUDENTS

關愛基金 CARE FUNDS

2017 年全年完成對 6 名患病兒童及貧困大學生的資助，讓患病兒童得到治療，讓貧困的大學生能繼續學業。

In 2017, we completed the funding for six pediatric patients and needy university students, which enabled children to receive the treatment and university students to continue their studies.



資助患病兒童及貧困大學生
COMPLETED THE FUNDING FOR PEDIATRIC PATIENTS
AND NEEDY UNIVERSITY STUDENTS

6 名
PERSON

愛唱響
LOVE FOR SINGING
(藝術展演基金 + 夢想戲劇夏令營)
(ART EXHIBITION FUND + DREAM
DRAMA SUMMER CAMP)



2017 年設立「愛唱響藝術展演基金」，鼓勵受資助的少數民族學生走向外界參加對外交流演出，傳播少數民族文化，增強自信心及表演能力。

2017 年 12 月，該基金支持了內蒙古寧城縣存金溝格日勒圖蒙古族學校的 26 位師生，走出村外舞臺，用民族樂器馬頭琴為大家演奏草原歌曲。

同時，我們於 2017 年 7 月探索城市學生與打工子弟手拉手的形式，舉行了「愛唱響」特別項目——「愛唱響」夢想戲劇夏令營，來自城市的 20 名學生承擔鄉村 20 名學生的戲劇課程費用，於打工子弟學校北京振華學校共同生活一周，一起學習即興戲劇表演，共同成長。

In 2017, the “Art Exhibition Fund of Love for Singing” was established to encourage ethnic minority students subsidised to reach out and participate in exchange performances to spread the ethnic minority culture, enhance self-confidence and performance capabilities.

In December 2017, the Fund supported 26 teachers and students from the Mongolian School of Geriletu Cunjingou in Ningcheng County, Inner Mongolia (內蒙古寧城縣存金溝格日勒圖蒙古族學校) to stepped out of the village stage to play prairie songs with the national musical instrument morinkhuur for everyone.

At the same time, in order to explore the new forms of exchanges and interactions between urban students and children of migrant workers, we carried out the special project of Love for Singing, Dream Drama Summer Camp (夢想戲劇夏令營) in July 2017. The twenty urban students afforded the cost of drama courses for twenty students from rural areas and lived together for a week in the school for children of migrant workers, Beijing Zhenhua School (北京振華學校), to learn impromptu drama performances and grow together.



資助內蒙古寧城縣存金溝格日勒圖蒙古族學校 26 名師生
SUPPORTED 26 TEACHERS AND STUDENTS FROM THE
MONGOLIAN SCHOOL OF GERILETU CUNJINGOU IN
NINGCHENG COUNTRY, INNER MONGOLIA

26



來自城市的 20 名學生承擔鄉村 20 名學生的戲劇課程費用
THE TWENTY URBAN STUDENTS AFFORDED THE COST OF
DRAMA COURSES FOR TWENTY STUDENTS FROM RURAL
AREAS

20+20



格日勒圖蒙古族學校馬頭琴演奏社團
Mongolian School of Geriletu morinkhuur Performance Society



愛唱響夢想戲劇夏令營在北京振華學校舉辦
Love for Singing Dream Drama Summer Camp held in Beijing Zhenhua School

“探海者”全國大學生社會實踐獎 SEAFARING STUDENTS-IN-ACTION INCENTIVE SCHEME



通過「實踐獎」讓大學生社會實踐團隊走進鄉村學校開展助學支教，助力提升鄉村教育水平，改善教育不均衡、發展不充份的狀況。

2017 年，「實踐獎」共有來自全國 27 個省，39 座城市的 68 所高校的 106 支團隊參與。共 3,265 名大學生直接參與並開展累計 2,257 天的實踐活動，完成 22,817 課時的支教課程，遍佈 28 個省的 115 個市，共 140 所鄉村學校的 29,681 名學生和 3,661 名老師直接受益，直接及間接影響 2,072,895 人。

受援地中貧困縣佔比 70%，少數民族地區佔比 74%，涉及 30 個少數民族。

2017 年「實踐獎」首次與「小公民」項目資源共享，開設「小公民」公益創新課堂，將「公民意識」帶入到了鄉村學校，累計收集 331 個小公民案例，其中 25 個獲得全國優秀案例。

By virtue of “Incentive Scheme”, the social practice team of university students conducted voluntary education support activities in rural schools to promote the education of rural areas so as to improve the situation of imbalance and inadequate development of education.

In 2017, a total number of 106 teams from 68 universities in 39 cities of 27 provinces around the country participated in “Incentive Scheme”. In total 3,265 university students took part in and carried out the practice activities of an aggregate number of 2,257 days, of which 22,817 courses were completed in 140 rural schools from 115 cities of 28 provinces and whereby 29,681 students and 3,661 teachers from those schools were benefited directly. The Scheme has affected 2,072,895 people directly and indirectly.

Impoverished counties accounted for 70% of subsidised areas, while ethnic minority areas involving 30 ethnic minorities accounted for 74%.

In 2017, we shared the resources of “Incentive Scheme” with “Little Civics (小公民)” initially and offered “Little Civics (小公民)” charity innovation courses to foster civic awareness among students in rural schools. A total of 331 cases of “Little Civics (小公民)” were collected, of which 25 cases have won National Outstanding Cases (全國優秀案例).



參與「實踐獎」
PARTICIPATE IN THE "PRACTICE AWARD"

27 全國 27 省
27 PROVINCES ACROSS THE COUNTRY

39 全國 39 城
NATIONAL 39 CITIES

106 支團隊
106 TEAMS

2017 年實踐獎覆蓋全國 29 座城市
THE 2017 PRACTICE AWARD COVERS 29 CITIES ACROSS THE COUNTRY

實踐獎往年覆蓋城市
PRACTICE AWARD COVERS CITIES IN PREVIOUS YEAR



70% 受援地中貧困縣佔比
PERCENTAGE OF POVERTY-STRICKEN COUNTIES IN AIDED AREAS

74% 少數民族地區佔比
THE PROPORTION OF ETHNIC MINORITY AREAS

20 涉及 20 個少數民族
INVOLVING 20 MINORITIES



3,265 大學生
UNIVERSITY STUDENTS



140 鄉村學校
VILLAGE SCHOOLS

2,257 天 DAYS 實踐活動
PRACTICAL ACTIVITIES

22,817 節 SECTIONS TEACHING COURSES 支教課程

28 省 PROVINCES 遍佈省份
ALL OVER THE PROVINCE

115 市 CITIES 遍佈城市
ALL OVER THE CITY

29,681 人 PERSONS STUDENTS DIRECT BENEFIT 學生直接受益

3,661 人 PERSONS TEACHERS DIRECT BENEFIT 老師直接受益

2,072,895 人 PERSONS DIRECT AND INDIRECT EFFECTS 直接及間接影響

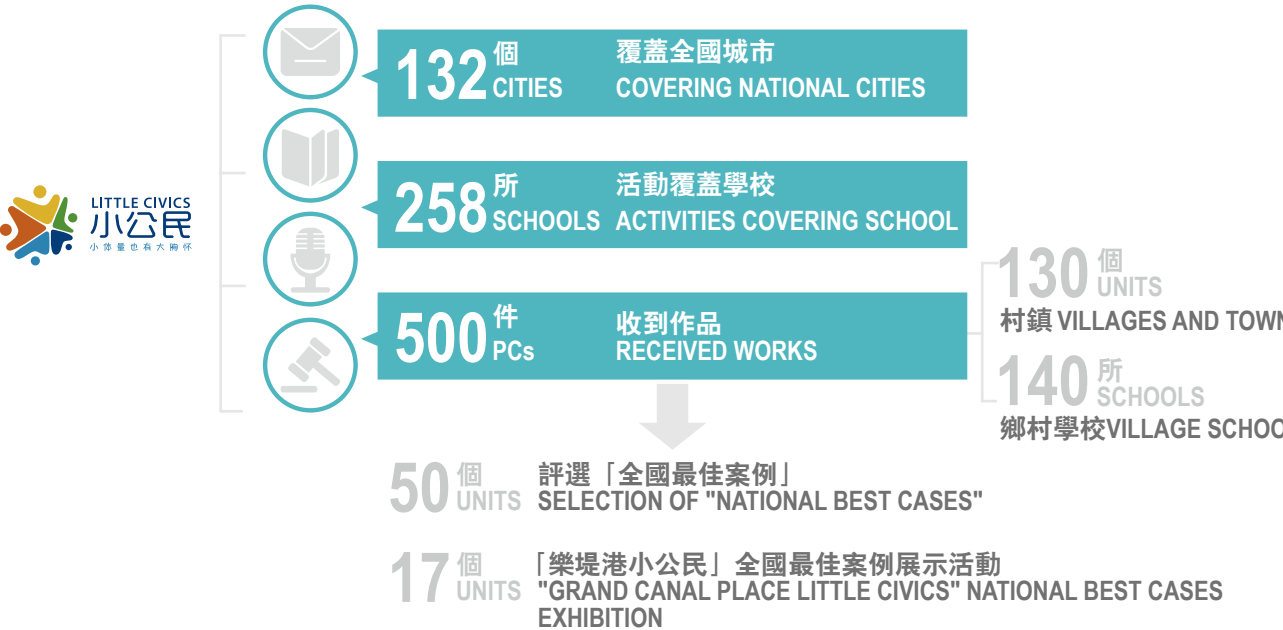
小公民創新公益項目 LITTLE CIVICS INNOVATION CHARITY PROJECT

2017 年小公民創新公益項目征集活動全面升級，分別設置了微建議、微繪畫、微朗誦和微行動四個項目。活動覆蓋全國 132 個城市，258 所學校的學生參與到活動中，共收到 5,000 多件作品。其中共有來自 130 個村鎮，140 所鄉村學校的學生參與，讓城鄉學生都能學會如何參與到公民社會的建設中去。

經過各城市的現場展示和專家評選，全國共評選出 50 個「全國最佳案例」，並邀請其中最具代表性的 17 個參加杭州樂堤港舉行的 2017 年「小公民」全國最佳案例展示活動。

In 2017, Little Civics Innovation Charity Project (小公民創新公益項目) collecting activities were fully upgraded and four projects, being Minor Advice, Minor Painting, Minor Reciting and Minor Tasks, were set up. The activities covered 132 cities across the country with the engagement of students from 258 schools (including students from 140 rural schools of 130 villages and towns) and received over 5,000 pieces of works, which enabled urban and rural students to learn how to participate in the construction of civic society.

After showcasing in various cities and voting by experts, a total of 50 cases were awarded as National Outstanding Cases (全國最佳案例), of which the 17 most representative cases were invited to take part in the 2017 "Little Civics" National Best Cases Exhibition (2017 年「小公民」全國最佳案例展示活動) held in Grand Canal Place, Hangzhou.



杭州樂堤港 2017 年「小公民」全國最佳案例展示
The 2017 Little Civics National Best Cases Exhibition held in Grand Canal Place, Hangzhou

綠色健康社區
GREEN AND HEALTHY
COMMUNITY

自始於 2006 年的 [老社區，新綠色 ¹⁵] 起，我們便基於過往積累的豐富實踐經驗，不斷根據社區需求，配合集團發展和能力，協同伙伴共同打造綠色健康的社區。

Since “Old community, New green” ¹⁵ in 2006, we have cooperated with the group’s development and ability, together with our partners, to build a green and healthy community based on the rich practical experience accumulated in the past and in accordance with community needs.

案例 CASES

今年 7 月至 9 月，首屆「遠洋益跑」通過將公眾參與和公益跑步結合的方式，將每位參與者跑出的每 1 公里化作遠洋之帆「中國脊梁老兵健康專項基金」的 1 元錢，為被病痛折磨的抗戰老兵送去持續的健康關懷。6 個城市、8 個空間、41 個項目的遠洋人共打造出 7 場精彩而又溫暖的益跑活動，帶動親朋好友，客戶伙伴、鄰里社區「益」起跑。三個月的時間裏，共有 3,749 人參與「遠洋益跑」42,247 公里，為老兵們籌集了 47,246.99 元善款。

From July to September this year, every 1 kilometer that each participant ran out was converted into RMB1 of Sino-Ocean “China health special fund for spin veterans” through the first session of “Sino-Ocean Charity Run” with the combination of public participation and charity run, providing constant health care for anti-war veterans suffering from illness. Sino-Ocean staff in 6 cities, 8 spaces and 41 projects have totally hosted 7 fantastic and warm charity run activities, driving their relatives and friends, customer partners and neighborhood communities running for charity. During the three months, an aggregate number of 3,749 people have participated in the “Sino-Ocean Charity Run” with 42,247 kilometers, raising RMB47,246.99 for veterans.



- 2 “遠洋益跑” 秦皇島站
"Sino-Ocean Charity Run" Qinhuangdao Station
- 3 “遠洋益跑” 三亞站
"Sino-Ocean Charity Run" Sanya Station
- 4 “遠洋益跑” 北京站
"Sino-Ocean Charity Run" Beijing Station
- 5 “遠洋益跑” 童畫義賣現場
"Sino-Ocean Charity Run" Fair for Children's Painting Sale

15. 「老社區，新綠色」行動針對老舊社區，圍繞水資源多渠道利用和節約、鄉土植物栽種推廣、可再生資源利用和節能減排等主題建立環保改善或改造示範項目和組織環境宣傳教育活動，共在 17 個省市 800 多個社區開展，至少 4000 萬人因活動受益。
15.Targeting at the old communities and surrounding the themes of multi-channel utilization and conservation of water resources, the planting and promotion of indigenous plants, renewable resource utilization and energy conservation and emissions reduction, “Old community, New green” action has established environmental improvement or reconstruction demonstration projects and organized environmental publicity and education activities launched in more than 800 communities of 17 provinces and cities, from which at least 40 million people have gained benefit.

本年度集團以健康為主題，開展了一系列的社區活動，包括跑步、採摘等大衆參與度高的活動。其中，第四屆遠洋全國業主足球聯賽的業主參與度非常高，參賽隊伍數量有史以來最多。

除集團層面，我們也鼓勵在地的集體和個人，發起或參與社區活動。通過連續五年舉辦的“社會責任風尚獎”，越來越多的在地項目活動在更多的社區生根發芽。

With Health as a theme for this year, Sino-Ocean Group has launched a series of community activities, including running and picking activities with high level of public participation. Among others, the number of participating teams has been the largest ever in the fourth session of Sino-Ocean Football League for National Property Owners.

Apart from the group level, we also encourage the local collective and the individual to launch or participate in the community activities. Through five consecutive years of "Social Responsibility Role Model Award", an increasing number of local projects are taking root in more communities.



1 上塘宸章媒體慈善之夜－攜手浙江省錦麟公益基金會，向威坪鎮方宅小學共捐贈了圖書 1000 餘冊，到場媒體嘉賓們也慷慨相贈
Shangtang Lu Zhang Media Charity Night - Together with the Zhejiang Jinlin Charity Foundation, it donated more than 1,000 books to the Fangzhai Elementary School in Weiping Town. The guests present at the event also generously donated books.

2 杭州樂堤港－讓城市“角”落更溫暖
Hangzhou Grand Canal Place - Let the City "Cape" fall more warmly

3 河北省涿源縣涿源鎮助學、敬老公益活動－由億街區員工發起
Sponsorship and elderly visiting welfare activities in Laiyuan Town, Laiyuan County, Hebei Province - initiated by the staff of Yijiequ

4 天著春秋業主－打工子弟學校愛心探訪
Ocean Epoch Owners - Migrant School Children's Heart Visit



5 為愛而走－為血友病患者籌款
Go for Love - Raise Money for Hemophilia Patients

6 青島遠洋公館兒童公益跳蚤市集
Sino-Ocean Qingdao Children's Public Welfare Flea Market

7 空巢老人慰問
Show solicitude for empty-nest elderly

8 中山－第四屆冬日暖流
Zhongshan -The Fourth Winter Warm Current

9 天津未來廣場－公益捐書
Ocean We -Life Plaza (Tianjin)-The Public To Donate Books



展望
OUTLOOK



公司策略
COMPANY STRATEGY

面對行業的激烈變化和競爭，本集團將秉持「奮鬥 • 進取」的宗旨，按照第四步發展戰略的規劃目標和要求，加速發展、深化機制、狠抓落實，確保高質量、可持續的發展。

- 強化戰略佈局，各項業務加速發展
- 深化管理機制，保障業績實現
- 以使用者為中心，全面落實產品健康內涵
- 各項舉措狠抓落實，強化執行

Confronted with the intense changes and competition in the industry, the Group will adhere to the purpose of striving and aggressive, work to comply with the planning objectives and requirements of the fourth step development strategy, and strive to the acceleration of development, the deepening of mechanism, the implementation strictly and the ensurance of high quality and sustainable development.

- Strengthening strategic layout and accelerating the development of various businesses
- Deepening the management mechanism and ensuring the achievement of performance
- Implementing comprehensively the health connotation of products with user-oriented
- Carrying out strictly and strengthening the implementation of various measures



可持續發展管理
MANAGEMENT OF SUSTAINABLE DEVELOPMENT

在集團業務不斷擴張和外部針對企業可持續發展要求不斷提升的趨勢下，我們將通過更規範的制度體系、更完善的系統、更有針對性的激勵、配合更積極有效的宣傳溝通和培訓，將遠洋集團的可持續發展管理工作朝着系統化、科學化以及常態化方向推進。繼續通過「共就」的方式，創造價值共享，從而實現人、建築、環境三者和諧健康發展。

Under the trend of the constant expansion of group business and the continuous promotion of the external requirements for the enterprise sustainable development, we will comply with a more standardized institution, a more perfect system and a more targeted incentives, and cooperate with a more positive and effective communication and training, in which case, we will carry the sustainable development management work of Sino-Ocean Group forward in a systematic, scientific and normalized direction. We will continue to create value sharing through “sharing”, thus realizing the harmonious and healthy development of people, architecture and environment.



遠洋之帆公益基金會
SINO-OCEAN CHARITY FOUNDATION

基金會進入的第 10 個發展年，將聚焦「小伙伴成長計劃」，幫助更多的貧困學生接受教育完成學業，發掘貧困學生的真實需求把資助落到實處，發動志願者強化回訪，同時通過「大學生社會實踐獎」大學生的走訪不斷充實更多貧困學生信息，打造小伙伴開放型公益資源開放平臺，強化籌資的能力，結合公眾力量，為弱勢群體持續帶去更多的資金支持及社會關注。

In the 10th development year of the foundation, focusing on the “Little Partner Growth Plan”, we will endeavor to help more poverty-stricken students accept the education and finish school, tap into their real needs and put the fund into practice and launch volunteer to strengthen return visit. At the same time, we will work to unceasingly enrich the information of more poverty-stricken students through college students’ visit of the "College Student Social Practice Award", build a little partner open platform for public welfare resources, strengthen the ability of financing and continue to bring more fund support and social concern to vulnerable groups combining with the public power.

意見反饋表
FEEDBACK FORM

尊敬的讀者：

您好！

尊敬的讀者，感謝您抽出寶貴時間閱讀本報告，為了持續改進遠洋集團可持續發展工作及相關信息披露內容，我們特別希望傾聽您的意見和建議。

為減少紙張的使用，請您通過掃描以下二維碼或登錄 <https://www.wjx.top/jq/23546368.aspx> 的方式，協助完成意見反饋表。

此外，您還可以通過發送郵件給遠洋集團企業社會責任郵箱：csr@sinnooceangroup.com 提出您的寶貴意見和建議。

Dear readers:

Hello!

Dear readers, thank you for taking the time to read this Report. In order to continuously improve the sustainable development of the Sino-Ocean Group and related information disclosure, we especially want to listen to your opinions and suggestions.

In order to reduce the use of paper, please help complete the feedback form by scanning the following two-dimensional code or by logging in to the website <https://www.wjx.top/jq/23546368.aspx>.

In addition, you can also send your valuable comments and suggestions to Sino-Ocean Group CSR email: csr@sinnooceangroup.com.



掃描二維碼出您的寶貴意見和建議
Scan your QR code for your valuable
comments and suggestions

附錄
APPENDIX

附錄 1 APPENDIX 1

香港聯交所《環境、社會及管治（ESG）報告指引》
HONG KONG STOCK EXCHANGE ON ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) REPORTING GUIDE

主要範疇、層面、一般披露及關鍵績效指標 SUBJECT AREAS, ASPECTS, GENERAL DISCLOSURES AND KPIS		在本報告中的位置 POSITION IN REPORT
Ⓐ 環境 ENVIRONMENTAL		
層面 A1：排放物 ASPECT 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。 INFORMATION ON THE POLICIES AND COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS THAT HAVE A SIGNIFICANT IMPACT ON THE ISSUER RELATING TO AIR AND GREENHOUSE GAS EMISSIONS, DISCHARGES INTO WATER AND LAND, AND GENERATION OF HAZARDOUS AND NON-HAZARDOUS WASTE.	P62
A1.1	排放物種類及相關排放數據。（氮氧化物，硫氧化物和其他污染物的排放對我們的業務而言並不重大。） The types of emissions and respective emissions data.(The emission of nitrogen oxide, sulfur oxide and other pollutants is insignificant to our business)	P59
A1.2	溫室氣體總排放量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P59
A1.3	所產生有害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P61
A1.4	所產生無害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P60
A1.5	描述減低排放量的措施及所得成果。 Description of measures to mitigate emissions and results achieved.	P62-63, P68-72
A1.6	描述處理有害及無害廢棄物的方法、減低產生量的措施及所得成果。 Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved.	P70, P72-73
層面 A2：資源使用 ASPECT A2: USE OF RESOURCES	有效使用資源（包括能源、水及其他原材料）的政策。 POLICIES ON THE EFFICIENT USE OF RESOURCES, INCLUDING ENERGY, WATER AND OTHER RAW MATERIALS.	P62-63
A2.1	按類型劃分的直接及／或間接能源（如電、氣或油）總耗量（以千個千瓦時計算）及密度（如以每產量單位、每項設施計算）。 Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	P59-60
A2.2	總耗水量及密度（如以每產量單位、每項設施計算）。 Water consumption in total and intensity (e.g. per unit of production volume, per facility).	P60
A2.3	描述能源使用效益計劃及所得成果。 Description of energy use efficiency initiatives and results achieved.	P68-72
A2.4	描述求取適用水源上可有任何問題，以及提升用水效益計劃及所得成果。 Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved.	P66-67, P70
A2.5	製成品所用包裝材料的總量（以噸計算）及（如適用）每生產單位佔量。 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	不適用 NO APPLICABLE

主要範疇、層面、一般披露及關鍵績效指標 SUBJECT AREAS, ASPECTS, GENERAL DISCLOSURES AND KPIS		在本報告中的位置 POSITION IN REPORT
層面 A3：環境及天然資源 ASPECT A3: THE 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。 POLICIES ON MINIMISING THE ISSUER'S SIGNIFICANT IMPACT ON THE ENVIRONMENT AND NATURAL RESOURCES	P62-63
A3.1	描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動。 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	P62-63
Ⓑ 社會 SOCIAL		
僱傭及勞工常規 EMPLOYMENT AND LABOR PRACTICES		
層面 B1：僱傭 ASPECT 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。 INFORMATION ON THE POLICIES AND COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS THAT HAVE A SIGNIFICANT IMPACT ON THE ISSUER RELATING TO COMPENSATION AND DISMISSAL, RECRUITMENT AND PROMOTION, WORKING HOURS, REST PERIODS, EQUAL OPPORTUNITY, DIVERSITY, ANTI-DISCRIMINATION, AND OTHER BENEFITS AND WELFARE.	P81-84
B1.1	按性別、僱傭類型、年齡組別及地區劃分的僱員總數。 Total workforce by gender, employment type, age group and geographical region.	P77-80
B1.2	按性別、年齡組別及地區劃分的僱員流失比率。 Employee turnove rate by gender, age group and geographical region.	P77-80
層面 B2：健康與安全 ASPECT 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。 INFORMATION ON THE POLICIES AND COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS THAT HAVE A SIGNIFICANT IMPACT ON THE ISSUER RELATING TO PROVIDING A SAFE WORKING ENVIRONMENT AND PROTECTING EMPLOYEES FROM OCCUPATIONAL HAZARDS.	P87-88
B2.1	因工作關係而死亡的人數及比率。 Number and rate of work-related fatalities.	P87
B2.2	因工傷損失工作日數。 Lost days due to work injury.	P87
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。 Description of the occupational health and safety measures adopted, how they are implemented and monitored .	P87-88
層面 B3：發展及培訓 ASPECT 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。 POLICIES ON IMPROVING EMPLOYEES' KNOWLEDGE AND SKILLS FOR DISCHARGING DUTIES AT WORK. DESCRIPTION OF TRAINING ACTIVITIES.	P85-86
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。 The percentage of employees trained by gender and employee category (e.g., senior management, middle management).	P86
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。 The average training hours completed per employee by gender and employee category.	P86
層面 B4：勞工準則 ASPECT B4: LABOR STANDARDS	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。 INFORMATION ON THE POLICIES AND COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS THAT HAVE A SIGNIFICANT IMPACT ON THE ISSUER RELATING TO PREVENTING CHILD AND FORCED LABOUR.	P81
B4.1	描述檢討招聘慣例的措施以避免童工及強制勞工。 Description of measures to review employment practices to avoid child and forced labor.	P81
B4.2	描述在發現違規情況時消除有關情況所採取的步驟。 Description of the steps taken to eliminate such practices when discovered.	P81

主要範疇、層面、一般披露及關鍵績效指標 SUBJECT AREAS, ASPECTS, GENERAL DISCLOSURES AND KPIs		在本報告中的位置 POSITION IN REPORT
營運慣例 OPERATION PRACTICES		
層面 B5：供應鏈管理 ASPECT B5: SUPPLY CHAIN MANAGEMENT	管理供應鏈的環境及社會風險政策。 POLICES ON MANAGING ENVIRNMENTAL AND SOCIAL RISKS OF THE SUPPLY CHAIN.	P38-40
B5.1	按地區劃分的供應商數目。 Number of suppliers by geographical region.	P38
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。 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented,how they are implemented and monitored.	P39
層面 B6：產品責任 ASPECT B6: PRODUCT RESPONSIBILITY	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。 INFORMATION ON THE POLICIES AND COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS THAT HAVE A SIGNIFICANT IMPACT ON THE ISSUER RELATING TO HEALTH AND SAFETY, ADVERTISING, LABELLING AND PRIVACY MATTERS RELATING TO PRODUCTS AND SERVICES PROVIDED AND METHODS OF REDRESS.	P29-53
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 total products sold or shipped subject to recalls for safety and health reasons.	P32
B6.2	接獲關於產品及服務的投訴數目以及應對方法。 Number of products and service related complaints received, and how they are dealt with.	P47-48
B6.3	描述與維護及保障知識產權有關的慣例。 Description of practices relating to observing and protecting intellectual property rights.	P53-54
B6.4	描述質量檢定過程及產品回收程序。 Description of quality assurance process and recall procedures.	P32, P48
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。 Description of consumer data protection and privacy policies, how they are implemented and monitored.	P46
層面 B7：反貪污 ASPECT 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。 INFORMATION ON THE POLICIES AND COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS THAT HAVE A SIGNIFICANT IMPACT ON THE ISSUER RELATING TO BRIBERY, EXTORTION, FRAUD AND MONEY LAUNDERING.	P09
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。 Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	P11
B7.2	描述防範措施及舉報程序， 以及相關執行及監察方法。 Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored.	P09-11
社區 COMMUNITY		
層面 A8：社區投資 ASPECT A8: COMMUNITY INESTMENT	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。 POLICIES ON COMMUNITY ENGAGEMENT TO UNDERSTAND THE NEEDS OF THE COMMUNITIES WHERE THE ISSUER OPERATES AND TO ENSURE ITS ACTIVITIES TAKE INTO CONSIDERATION THE COMMUNITIES' INTERESTS.	P93-95
A8.1	專注貢獻範疇。 Focus areas of contribution.	P93-94
A8.2	在專注範疇所動用資源。 Resources contributed to the focus area.	P96-104

附錄 2 APPENDIX 2

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.	P15-P24	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	P22-24	拓展 Extension
P2.2	報告實質性議題選擇程序 Substantive issues selection process of the report	P22-24	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	P17-21	核心 Core
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	P VII - VIII	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	P VII - VIII	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	P1	核心 Core
P4.2	企業主要品牌、產品及服務 Major brands, products and services of the enterprise	P06-07	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	P03-04	核心 Core
P4.4	按產業、顧客類型和地域劃分的服務市場 Service market by industry, customer type and geography	P03-04	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	P77-78	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	P VI	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	P5	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
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 responsibility	P12-21	核心 Core
P5.2	年度責任績效 Annual responsibility performance	P V	核心 Core
P5.3	年度責任榮譽 Annual responsibility honor	P VI	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	P12-13	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	P17	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	P22-24	核心 Core
G1.4	企業社會責任規劃 Corporate social responsibility planning	P107	核心 Core
G2：責任治理 G2:RESPONSIBILITY STRATEGY			
G2.1	社會責任領導機構 Leading body of social responsibility leadership enterprise	P14	核心 Core
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	P14	拓展 Extension
G2.3	社會責任組織體系 Social responsibility organization system	P14	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	P14	核心 Core
G2.5	社會責任管理制度 Social responsibility management system	P14-16	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	P21	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	P21, P39-40	核心 Core
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	P14	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	P14	拓展 Extension
G4.3	企業社會責任優秀評選 Excellent corporate social responsibility selection	P21, P105	核心 Core
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	P11, P53, P62, P81	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
G5：責任溝通 G5:RESPONSIBILITY COMMUNICATION			
G5.1	企業利益相關方名單 List of corporate stakeholders	P17	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
G5.3	利益相關方的關注點和企業的回應措施 Stakeholders' concerns and corporate response measures	P14-24	核心 Core
G5.4	企業內部社會責任溝通機制 Corporate internal social responsibility communication mechanism	P17-18	核心 Core
G5.5	企業外部社會責任溝通機制 Corporate external social responsibility communication mechanism	P17-18	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	P21	核心 Core
G6：責任能力 G6:RESPONSIBILITIES CAPABILITY			
G6.1	開展 CSR 課題研究 Conduct CSR research	P12	拓展 Extension
G6.2	參與社會責任研究和交流 Participate in social responsibility research and exchange	P12	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	P12	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	P21	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	P08-09	核心 Core
M1.2	保護中小投資者利益 Protect the interests of small and medium investors	P09	核心 Core
M1.3	規範信息披露 Standardize the information disclosure	P09	核心 Core
M1.4	成長性 Growth	P V	拓展 Extension
M1.5	收益性 Profitability	P V	拓展 Extension
M1.6	安全性 Safety	P V	拓展 Extension
M2：客戶責任 M2:CUSTOMER RESPONSIBILITY			
M2.1	客戶關係管理體系 Customer relationship management system	P46	核心 Core
M2.2	產品知識普及或客戶培訓 Product knowledge popularization or customer training	P53-54	核心 Core
M2.3	客戶信息保護 Customer information protection	P46	核心 Core
M2.4	止損和賠償 Loss-cut and compensation	P47-48	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
M2.5	產品質量管理體系 Product quality management system	P29	核心 Core
M2.6	產品合格率 Qualified rate of products	P32	核心 Core
M2.7	支持產品服務創新的制度 The system supporting product and service innovation	P41-42	核心 Core
M2.8	科技或研發投入 Technology or R&D investment	P35	拓展 Extension
M2.9	科技工作人員數量及比例 Number and proportion of scientific and technical staff	P35	核心 Core
M2.10	新增專利數 Number of new patents	P35	拓展 Extension
M2.11	新產品銷售額 Sales of new products	不適用 NO APPLICABLE	拓展 Extension
M2.12	重大創新獎項 Significant innovation awards	P VI	拓展 Extension
M2.13	客戶滿意度調查及客戶滿意度 Customer satisfaction survey and customer satisfaction	P45	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	P38	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	P08-09	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	P08-09	拓展 Extension
M3.4	經濟合同履約率 Economic contract performance rate	P09	拓展 Extension
M3.5	識別並描述企業的價值鏈 Identify and describe the enterprise's value chain	P21	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	P21	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	P21	核心 Core
M3.8	公司責任採購的制度及（或）方針 Corporate responsibility procurement system and/or policy	P38-39	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	P39	核心 Core
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	P39	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	P39	拓展 Extension
M3.12	責任採購比率 Responsibility procurement ratio	P39	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
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	P08-10	核心 Core
S1.2	守法合規培訓 Compliance training	P11	核心 Core
S1.3	禁止商業賄賂和商業腐敗 Prohibit commercial bribery and commercial corruption	P09-11	核心 Core
S1.4	企業守法合規審核績效 Corporate compliance review performance	P09-11	拓展 Extension
S1.5	納稅總額 Total tax	PV	核心 Core
S1.6	響應國家政策 Respond to national policies	P41-42	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	P81	核心 Core
S1.8	報告期內吸納就業人數 Number of employees absorbed during the reporting period	P77-78	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	P83	核心 Core
S2.2	集體談判與集體合同覆蓋率 Collective bargaining and collective contract coverage	P83	拓展 Extension
S2.3	民主管理 Democratic management	P83	核心 Core
S2.4	參加工會的員工比例 Percentage of employees participating in the labor union	P83	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	P83	核心 Core
S2.6	僱員隱私管理 Employee privacy management	P83	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	P83	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	P81	拓展 Extension
S2.9	社會保險覆蓋率 Social insurance coverage	P82	核心 Core
S2.10	超時工作報酬 Payment for overtime work	P81	拓展 Extension
S2.11	每年人均帶薪年假天數 Annual per capita paid vocations	P82	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	P82	核心 Core
S2.13	女性管理者比例 Proportion of female management	P79	核心 Core

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S2.14	少數民族或其他種族員工比例 Proportion of employees of minorities or other races	P79	拓展 Extension
S2.15	殘疾人僱傭率或僱用人數 Employment rate or number of persons with disabilities	P79	拓展 Extension
S2.16	職業健康與安全委員會中員工的佔比 Proportion of employees in the occupational health and safety committee	P87	拓展 Extension
S2.17	職業病防治制度 Occupational disease prevention and control system	P87-88	核心 Core
S2.18	職業安全健康培訓 Occupational safety and health training	P88	核心 Core
S2.19	年度新增職業病和企业累計職業病 Annual increase in occupational diseases and accumulated occupational diseases of the enterprise	不適用 NO APPLICABLE	核心 Core
S2.20	工傷預防制度和措施 Work injury prevention system and measures	P87-88	拓展 Extension
S2.21	員工心理健康制度 / 措施 Employee mental health system/measures	P89	拓展 Extension
S2.22	體檢及健康檔案覆蓋率 Physical examination and health file coverage	P82	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 NO APPLICABLE	拓展 Extension
S2.24	員工職業發展通道 The occupational development channel of employees	P85-86	核心 Core
S2.25	員工培訓體系 Employee training system	P85-86	拓展 Extension
S2.26	員工培訓績效 Employee training performance	P85-86	核心 Core
S2.27	困難員工幫扶投入 Investment in helping the needy employees	P84	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.)	P84	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	P89-90	拓展 Extension
S2.30	員工滿意度 Employee satisfaction	P82	核心 Core
S2.31	員工流失率 Employee loss rate	P78-80	核心 Core

S3：安全生產 S3:SAFETY PRODUCTION

G3.1	安全生產管理體系 Safety production management system	P87-88	核心 Core
G3.2	安全應急管理機制 Safety emergency management mechanism	P87-88	核心 Core
G3.3	安全教育與培訓 Safety education and training	P87-88	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
S3.4	安全培訓績效 Safety training performance	P87-88	核心 Core
S3.5	安全生產投入 Safety production investment	P87-88	核心 Core
S3.6	安全生產事故數 Number of safety production accidents	P87	核心 Core
S3.7	員工傷亡人數 Number of casualties of employees	P87	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	P27-28	核心 Core
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	P27-28	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	P27-28	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	P43	核心 Core
S4.5	員工本地化政策 Employee localization policy	P81	拓展 Extension
S4.6	本地化僱傭比例 Localized employment ratio	P79-80	核心 Core
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	P79-80	核心 Core
S4.8	本地化採購政策 Localized procurement policy	P38	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	P93-94	核心 Core
S4.10	企業公益基金 / 基金會 Corporate public welfare fund/foundation	P94	核心 Core
S4.11	海外公益 Overseas public welfare	P93-94	拓展 Extension
S4.12	捐贈總額 Total amount of donations	P94	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	P94-95	核心 Core
S4.14	員工志願者活動績效 Employee volunteer activity performance	P94	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	P62-63	核心 Core
E1.2	環保預警及應急機制 Environmental warning and emergency mechanism	P63	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	P63	拓展 Extension

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E1.4	企業環境影響評價 Enterprise environmental impact assessment	P62	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	P62	核心 Core
E1.7	環保培訓績效 Environmental protection training performance	P62	拓展 Extension
E1.8	環境信息公開 Environmental information disclosure	P59-61	核心 Core
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	P95	核心 Core
E1.10	綠色辦公措施 Green office work measures	P72	核心 Core
E1.11	綠色辦公績效 Green office work performance	P72	拓展 Extension
E1.12	減少公務旅行節約的能源 The energy saved by reducing business travels	P72	拓展 Extension
E1.13	綠色建築和營業網點 Green buildings and operation locations	P64	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	P62	拓展 Extension
E2.2	節約能源政策措施 Energy saving policies and measures	P66-67	核心 Core
E2.3	全年能源消耗總量 Annual total energy consumption	P59	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 INDICATOR 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	P69	核心 Core
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	P69	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	P69-70	核心 Core
E2.8	廢氣排放量及減排量 Waste gas emissions and emissions reductions	P59	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	P70	核心 Core
E2.10	廢水排放量級減排量 Waste water discharges and discharges reductions	P60	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	P70	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	P60-61	核心 Core
E2.13	發展循環經濟政策 / 措施 Policies/measures to develop circular economy	P73-74	核心 Core
E2.14	再生資源循環利用率 Recycling utilization rate of renewable resources	P73-74	核心 Core
E2.15	建設節水型企業 Build a water-saving enterprise	P63-64	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	P60	核心 Core
E2.17	中水循環使用量 Recycled water usage amount	P60	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	P68-71	核心 Core
E2.19	溫室氣體排放量及減排量 Greenhouse gas emissions and emissions reductions	P68-71	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	P39	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	P39-40	核心 Core
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	P39-40	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	P63-64	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	P70	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 packing recycling	不適用 NO APPLICABLE	拓展 Extension

E4：綠色生態 E4:GREEN ECOLOGY

E4.1	保護生物多樣性 Protect the diversity of creatures	P62	核心 Core
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	P62	拓展 Extension
E4.3	生態恢復與治理 Ecological restoration and management	P62	拓展 Extension
E4.4	生態恢復治理率 Ecological restoration and management	P62	拓展 Extension
E4.5	環保公益活動 Environmental-protection public welfare activities	P103-106	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
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	P107-108	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	P122-123	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	P II	拓展 Extension
S1.4	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	P108	核心 Core

《遠洋集團 2017 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 2017 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指南（CASS—CSR 4.0）》暨《中國企業社會責任報告評級標準（2018）》。

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（★★★★☆）

經營發展中心牽頭成立報告編寫組，集團副總裁把控報告主題、方向，并由總裁負責報告終審；企業將報告定位為滿足信息合規披露、提升責任品牌形象、改善企業責任管理的工具，建立了較為完善的報告體系；根據公司重大事項、國家相關政策、行業對標分析、利益相關方調查等方式識別實質性議題；計劃通過公司相關活動發布報告，并將以電子版、印刷品、中英文版、微信版等形式呈現報告，具有領先的過程性表現。

實質性（★★★★★）

《報告》系統披露了貫徹宏觀政策、產品質量管理、產品服務創新、客戶關系管理、倡導綠色建築、安全生產管理、新建項目環評、節約能源資源、減少“三廢”排放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“共就客戶價值”“共就環境價值”“共就人才價值”“共就社區價值”等角度系統披露了所在行業核心指標的

88.9%，完整性表現領先。

平衡性（★★★★★）

《報告》披露了“違紀人員數”“百萬平米事故率”“員工因工死亡人數”“因工受傷人數”“損失工作日天數”等負面數據指標，并以案例形式簡述“青島項目設計問題”的發生原因和處理過程，具有卓越的平衡性表現。

可比性（★★★★★）

《報告》披露了“歷年安全檢查合格率”“基金會捐贈額”“志願者人數”“投訴解決率”“標段實測得分”等 70 個關鍵指標連續 3 年及以上的數據，并就“實測質量平均分”“客戶滿意度”等數據進行橫向比較，可比性表現卓越。

可讀性（★★★★★）

《報告》以“健康綻放、共就價值”為主題，圍繞“客戶、環境、人才、社區”四個方面展開敘述，主題鮮明，重點突出，詮釋了企業對“建築健康”理念的深刻理解；整體色調呼應企業標識，框架結構契合報告主題，既增強了品牌文化的傳播效果，又彰顯出企業履責的價值追求；框架結構系統一致，表達元素形象生動，圖文展現相得益彰，在顯著提升報告悅讀性的同時，進一步凸顯了報告的國際化水平，具有卓越的可讀性表現。

創新性（★★★★☆）

《報告》積極響應聯合國可持續發展目標（SDGs）和十九大報告，凸顯企業責任理念的引領性和時代感，展現了報告的與時俱進；廣泛開展問卷調查，強化了內外利益相關方參與深度，有效增強了報告實質性議題識別的準確性；創新報告溝通方式，“意見反饋表”采用二維碼反饋方式，一定程度上提升了利益相關方參與報告編制的便捷性，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 2017 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

增加行業核心指標的披露，進一步提高報告的完整性。

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

鍾宏武

掃碼查看企業評級檔案



出具時間：2018 年 5 月 31 日



RATING REPORT OF “SUSTAINABLE DEVELOPMENT REPORT 2017 OF SINO-OCEAN GROUP”

Upon the request of Sino-Ocean Group Holding Limited (“Sino-Ocean Group”), the Chinese Expert Committee on CSR Report Rating invited experts to form rating team to rate the “Sustainable Development Report 2017 of Sino-Ocean Group” (hereinafter referred to as “the report”).

I. Rating Criteria

The “Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 4.0)” & the “Rating Standards for Corporate Social Responsibility Report of Chinese Enterprises (2018);”

II. Rating Process

1. The process assessment team conducts interviews with key members of the report preparation team, and carries out on-site review on relevant materials used in the report;
2. The rating team conducts review on the preparation process and the contents disclosed by the report, then drafts the rating report;
3. The rating team submits the rating report to the vice president of the rating expert committee and the leader of the rating team to jointly sign.

Process (★★★★☆)

The Operation and Development Center takes the lead in setting up the report preparation team, the vice president of the Group is responsible for the main issues and overall direction of the report, and the president of the Group conducts final review of the report; the Group sees the report as a tool of meeting requirements of information disclosure, improving the responsible brand image, and enhancing corporate responsibility management, establishing a relatively perfect reporting system; the material issues are identified in accordance with major corporate matters, relevant national policies, industry benchmarking analysis, stakeholder survey, and so on; the Group plans to release the report through relevant activity at Group level, and to present the print and electronic versions of the report in both Chinese and English, as well as WeChat-based report, achieving leading performance in the aspect of process.

Materiality (★★★★★)

The report systematically discloses key industrial issues relating to macro policy implementation, product quality management, innovation in products and services, customer relationship management, advocating of green building, work safety management, environmental assessment on newly-built projects, conservation of energy and resources, reduction of discharge of three types of waste, and so on; and the information is adequate and detailed, achieving outstanding performance in the aspect of materiality.

Integrity (★★★★☆)

The main contents of the report systematically disclose 88.9 percent of core indicators of the industry sector it operates within from the perspectives of “Together for Customer Value,” “Together for Environmental Responsibility,” “Together for Talent Value,” “Together for Community Value,” and so on, achieving leading performance in the aspect of integrity.

Balance (★★★★★)

The report discloses the negative data and indicators including “employees in violation of disciplines,” “accident rate per one million square meters,” “work-related deaths,” “employees with occupational injuries,” “working days lost”, and briefly explains the causes and handling process of the design problems of a project in Qingdao by case study, achieving outstanding performance in the aspect of balance.

Comparability (★★★★★)

The report discloses 70 key indicators including “safety inspection pass statistics,” “donations by Sino-Ocean Charity Foundation,” “number of volunteers,” “solving rate of customer complaints,” “change of actual scores of real-time testing” for three years or more in a row, and conducts horizontal comparison on “average score of real-time testing,” “customer satisfaction,” and other data, achieving outstanding performance in the aspect of comparability.

Readability (★★★★★)

Centering on the theme of “Healthy Bloom, Together for Value,” and focusing on the four aspects of “customer, environment, talent and community,” the report vividly interprets the in-depth understanding of the Group to the idea of “Healthy Construction;” the overall tone echoes the logo of the Group, and the framework is in line with the theme, which not only enhance the communication of the corporate brand culture, but also highlight the value pursuits of the Group in performing social responsibility; the consistent structure, the vivid expression elements, and the better-off illustration not only remarkably improve the pleasure of reading, but also further highlight the international characteristics of the report, achieving outstanding performance in the aspect of readability.

innovativeness(★★★★☆)

The report gives positive response to the United Nations Sustainable Development Goals (SDGs) and the report to the 19th National Congress of the Communist Party of China, highlighting the leading role of the Group in developing responsibility ideas and its spirit of advancing with the times; the extensive questionnaire survey enhances the engagement of stakeholders and effectively improves the accuracy of material issue identification; the report conducts innovation in communication, and uses QR code at the Feedback Form to collect suggestions and comments, facilitating the stakeholders to participate in the preparation of the report to some extent. On the whole, it achieves leading performance in the aspect of innovation.

Overall Rating (★★★★★)

According to the assessment of the rating team, the “Sustainable Development Report 2017 of Sino-Ocean Group” was awarded a rating of five-star. It is an outstanding CSR report.

IV. Improvement Suggestions

The disclosure of core indictors of the industry shall be enhanced, so as to further improve the integrity of the report.

Rating Team

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

Team member: Deng Guosheng, vice president of Institute for Philanthropy, Tsinghua University

Process evaluator: 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



May 31, 2018





中国企业社会责任报告
评级专家委员会
Chinese Expert Committee on CSR Report Rating

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