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2017 ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

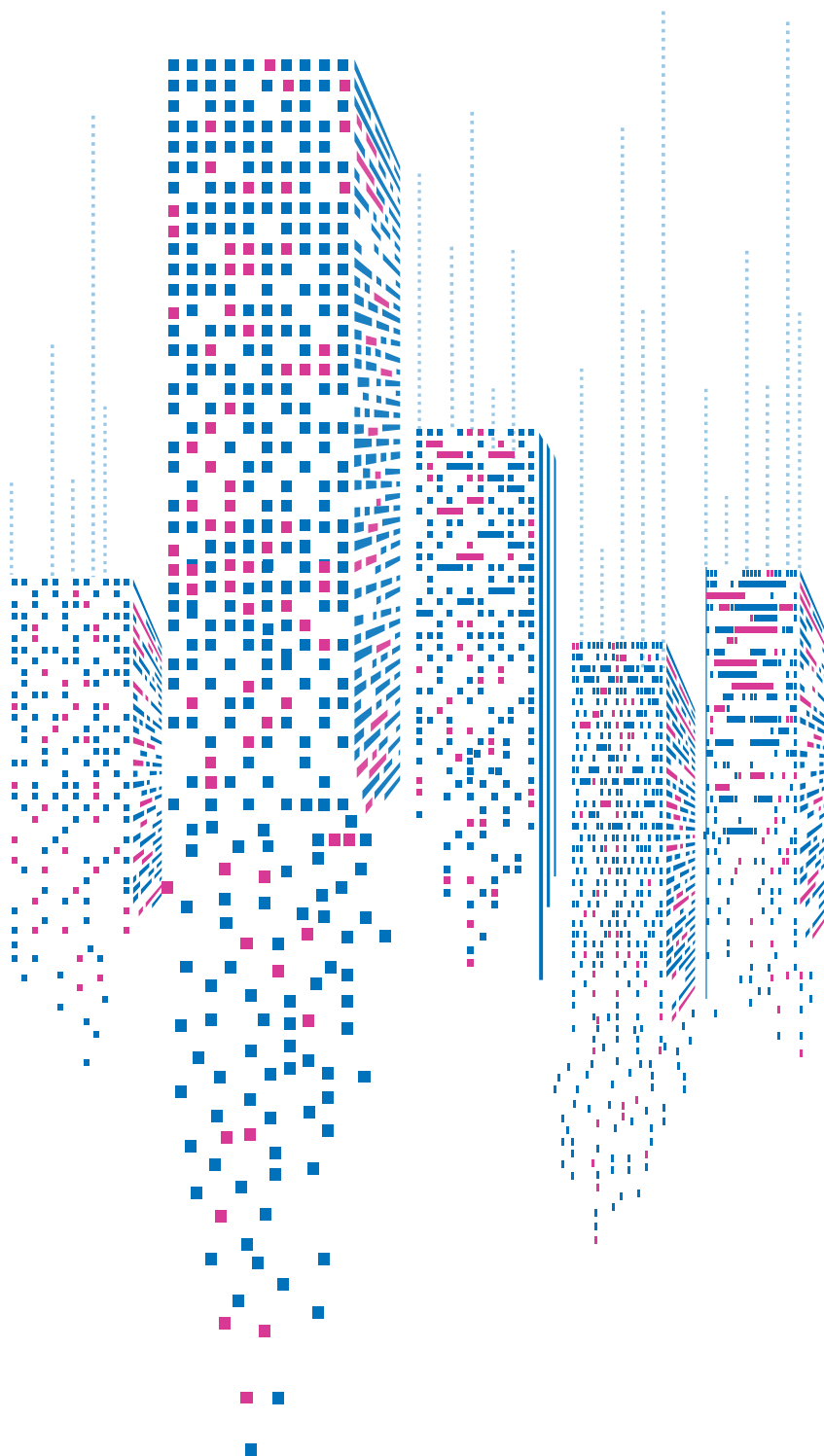
環境、社會及管治報告

正榮地產集團有限公司

Zhenro Properties Group Limited

於開曼群島註冊成立的有限公司

Incorporated in the Cayman Islands with limited liability



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1. 關於本報告

正榮地產集團有限公司(「本公司」)發表的環境、社會及管治報告(「本報告」)闡述本公司及其附屬公司(統稱「本集團」或「我們」)在二零一七年內全面實踐可持續發展理念及履行企業社會責任的績效。

1.1. 報告範疇

本報告涵蓋本集團於二零一七年一月一日至二零一七年十二月三十一日(「本年度」)的環境及社會表現。於本報告中披露的關鍵績效指標乃基於本集團於上海之總部辦事處(「上海總部」)，以及兩間重點項目公司，包括正榮蘇南(蘇州)置業發展有限公司(「蘇州置業」)及正榮禦天(上海)置業發展有限公司(「上海禦天」)，於本年度的表現。本集團將逐步擴大其披露範圍至其他項目公司及辦事處。有關企業管治的詳情，請參閱本公司2017年年報第98至107頁之企業管治報告。

1.2. 報告準則

本報告依照香港聯合交易所有限公司《證券上市規則》附錄二十七《環境、社會及管治報告指引》所編寫。

1. ABOUT THE REPORT

The Environmental, Social and Governance Report (the “Report”) issued by Zhenro Properties Group Limited (the “Company”) describes the performance in executing the principle of sustainable development and fulfilling the corporate social responsibility by the Company and its subsidiaries (together the “Group” or “we”) in 2017.

1.1 Scope of the Report

The Report covers the environmental and social performance of the Group in the period between 1 January 2017 and 31 December 2017 (the “Year”). The key performance indicators as disclosed in the Report are based on the performance of the Group’s headquarter in Shanghai (“Shanghai Headquarter”) and two key project companies, including Zhenro Sunan (Suzhou) Real Estate Development Co., Ltd (“Suzhou Real Estate”) and Zhenro Yutian (Shanghai) Real Estate Development Co., Ltd (“Shanghai Yutian”), during the Year. The Group will extend its disclosure to other project companies and offices in a gradual manner. For details of corporate governance, please refer to the Corporate Governance Report on pages 98 to 107 of the Company’s 2017 Annual Report.

1.2 Reporting Standard

The Report was prepared in accordance with the “Environmental, Social and Governance Reporting Guide” under Appendix 27 of the Rules Governing the Listing of Securities issued by The Stock Exchange of Hong Kong Limited.

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1.3. 持份者參與

本集團各部門僱員的參與有助我們了解在可持續發展方面的表現。審慎收集及仔細分析後的數據不僅總結了本集團於本報告期間在可持續發展方面的努力，亦展示了本集團短期及長期的可持續性策略。本集團將透過建設性對話繼續增加持份者的參與，從而達至長期繁榮發展。

1.4. 信息反饋

若您對本報告有任何意見或建議，或希望了解更多關於本集團履行企業社會責任的信息，歡迎發送電子郵件至以下郵箱：csr@zhenro.com

1.3 Stakeholder Engagement

The engagement of our employees from different departments of the Group helps us recognize our sustainability performance. The diligently collected and carefully analyzed data underscores not only the Group's sustainable initiatives for the Year, but also the Group's short-term and long-term sustainability strategy. The Group will continue to increase the involvement of stakeholders via constructive conversation with a view to charting a course for long term prosperity.

1.4 Information and Feedbacks

If you have any opinion or suggestion about the Report, or expect to know more about the Group in fulfilling its corporate social responsibility, please feel free to email us through the following address: csr@zhenro.com.

2. 環境保護

氣候變化及環境污染等都是當前世界各國共同面對的嚴峻問題，作為一家負責任的企業，本集團嚴格遵守《中華人民共和國環境保護法》、《中華人民共和國大氣污染防治法》、《中華人民共和國水污染防治法》及《中華人民共和國固體廢物污染環境防治法》等相關法律法規。我們建立了環境管理體系，積極推動綠色建築設計、開發與建設，構建綠色建築全壽命週期管理模式和理念，採購和投資綠色建築創新技術和產品，使用綠色環保材料和設備，努力降低業務經營對環境和自然資源的影響。此外，本集團著力加強環境監測能力，逐步建立環境績效指標管理體系，以有效監測和控制污染物的排放。我們亦積極落實節能減排措施，開展相關宣傳與培訓工作，建立節約環保的企業文化。

2. ENVIRONMENTAL PROTECTION

Climate change and environmental pollution are serious problems encountered by countries around the world today. As a responsible enterprise, the Group strictly complies with relevant laws and regulations such as the Environmental Protection Law of the People's Republic of China, Law of the People's Republic of China on the Prevention and Control of Atmospheric Pollution, Law of the People's Republic of China on the Prevention and Control of Water Pollution and Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Waste. We have established an environmental management system, actively facilitated the design, development and construction of green buildings, and set up a management mode and philosophy for green building life cycle. We have also put efforts in reducing the impacts from business operation on the environment and natural resources, through purchasing and investing in green building new technologies and products, as well as using green materials and equipments. Besides, the Group strives to improve its environmental monitoring capability, and is gradually establishing the environmental performance indicator management system, in an attempt to effectively monitor and control the emission of pollutants. We also manage to create an eco-friendly corporate culture by actively implementing measures for energy conservation and emission reduction, and launching relevant promotion and training.

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2.1. 打造綠色建築

作為地產發展商，本集團一直以打造環保而先進的綠色建築作為本集團環保政策的重心，引領本集團以至各項目所在的社區走向綠色的未來。我們投入大量資金支持產品創新設計，務求達到對材料、能源、空間等的有效利用，並從源頭著手保護環境。本年度，本集團入圍中國綠色地產50強，共有綠色建築一星認證項目40個，總建築面積達1,045萬平方米；綠色建築二星認證項目12個，總建築面積116萬平方米；綠色建築三星認證項目3個，總建築面積24萬平方米。

地產發展無可避免對周邊環境造成影響，而不同的項目建造方式對環境產生的影響各異。有見及此，本集團從多方面入手，在項目設計與施工過程中注入環保元素。例如，我們積極推進裝配式建築在產品中的應用，因預製裝配式項目可帶來大量好處，包括使綜合工期縮短三分之一，降低施工現場濕作業量，減少揚塵污染、耗水、材料耗用、施工垃圾和噪音。此外，在山地建築護坡設計中，本集團採用依勢而建的方式，只對坡腳採用局部加固方式來實現邊坡穩定，大大減少對原有坡地植被的破壞。

2.1. Construction of Green Buildings

As a real estate developer, the Group has long been putting the construction of environmentally-friendly and modern green buildings as the core of our environmental policies, leading the Group and the communities under every project to a green future. We have invested a vast amount of funds to support the innovation of product design, aiming at the effective utilization of materials, energy and space, and to protect the environment at source. During the Year, the Group was selected as one of the China's TOP 50 Green Real Estate Developers. We have in total 40 projects with one-star green building certification, covering a construction floor area of 10,450,000 m²; 12 projects with two-star green building certification, covering a construction floor area of 1,160,000 m²; and 3 projects with three-star green building certification, covering a construction floor area of 240,000 m².

Property development inevitably causes impacts on the surrounding environment and the environmental impact varies with the construction method. In view of such situation, the Group has implemented measures in a variety of aspects, putting eco-friendly elements into the design and construction of projects. For example, we have largely adopted prefabricated construction in our projects due to its numerous benefits, which include the shortening of overall construction period by one-third, reduction of wet operation on the construction site, lowering of pollution by construction dust, water consumption, material usage, construction waste and noise. Moreover, with regards to slope protection design for mountainous buildings, the Group performed construction based on the topography and stabilized the slope by strengthening part of the toe of slope only so that the damage of existing vegetation on the slope is greatly reduced.

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在項目用材方面，本集團採用專業化管理模式，根據不同產品品質要求，選用綠色環保材料和設備，達到節材、節能、節省資源的目的。例如，採用可回收的鋼租賃方式建造項目售樓處可實現回收建築材料的構思，減少鋼材的耗用和棄置，而使用高強度的鋼筋則有助降低用鋼量。本集團亦探索使用生態鋪石材料，減少因天然石材開採帶來的環境影響。

案例：虹橋 • 正榮中心－最生態、花園式的商務地標

虹橋 • 正榮中心項目容積率約為1.8，所有建築達到國家綠色建築最高三星標準認證，整個項目獲得胡潤百富「亞洲生態商務旗艦」大獎。

為達到綠色標準要求，虹橋 • 正榮中心引入全球領先的電子過濾系統，通過靜電過濾裝置，空氣中的PM2.5微粒及各種有害氣體得以高效過濾，經過除塵、殺菌後的純淨空氣將源源不斷地送入室內。此外，虹橋 • 正榮中心採用了「偉業WQ80ZR斷橋隔熱幕牆」，其保溫隔熱性能能有效降低能源消耗，減少溫室氣體排放。作為總建築面積23萬平方米的花園式商務地標，虹橋 • 正榮中心不僅在室外有中央綠地、景觀屋頂和綠色連廊，在市內還實現了中庭垂直綠化的設計。由內而外連為一體的生態綠色景觀，釋放著無窮的綠色辦公「正能量」，成為整個虹橋商務核心區的標杆項目。

Regarding the use of materials in projects, the Group adopts a professional management mode that green and eco-friendly materials and equipment are selected according to the quality requirements of different products so that conservation of raw materials, energy and resources is achieved. For instance, using leased recyclable steel in the construction of sales office realizes the idea of recycling construction materials and hence reducing steel depletion and disposal, while the utilization of high-strength steel also helps to cut steel usage. The Group is also exploring the use of ecological paving materials in order to lessen environmental impacts arisen from natural stone mining.

Case: Hongqiao • Zhenro Center -- The Most Eco-friendly, Garden-style Commercial Landmark

The plot ratio of Hongqiao • Zhenro Center is approximately 1.8. All buildings have reached the highest three-star standard certification for national green buildings, and the whole project was awarded the “Asia Model for Eco-Commercial” by Hurun Report.

In order to meet the green standard requirements, Hongqiao • Zhenro Center has introduced the global leading electronic filter system, through which PM2.5 and all kinds of hazardous gases are filtered efficiently via the electrostatic filter, and the pure air after dust removal and sterilization is emitted indoors continuously. In addition, Hongqiao • Zhenro Center has adopted the “Weiyue WQ80ZR Heat-insulation Curtain Wall with Thermal Break”, of which the heat-insulating property can effectively lower energy consumption hence the emission of greenhouse gases. As a garden-style commercial landmark with a gross floor area of 230,000 m², Hongqiao • Zhenro Center not only has a central green space, green roof and green corridors outdoors, but also a courtyard with vertical greening design in downtown. The integrated green landscape from indoors to outdoors spreads endless “positive energy” for green working, making Hongqiao • Zhenro Center the benchmark project of the entire Hongqiao Central Business District.

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2.2. 排放物處理

在項目施工以至落成後投入運作時，項目工程均會排放污染物包括廢氣、廢水、噪音及固體廢物。由於本集團的工程均由建築公司進行承包，因此本集團並沒有相關排放物的紀錄，但本集團所有項目均會進行竣工環境保護驗收調查，確保施工期間承包商採取的污染防治及生態保護措施有效防止環境污染發生，避免工程對周圍大氣、地表水、地下水等生態環境造成影響。本年度，本集團之項目並沒有環保驗收不合格的情況發生。

2.2. Emission Treatment

From construction to operation after completing the construction, pollutants including waste gas, waste water, noise and solid waste are emitted from the construction work. Since all construction work of the Group is outsourced to contractors, the Group does not possess records of the relevant pollutants. However, all projects of the Group will undergo investigation for completion-based environmental protection check and acceptance to ensure that the pollution control and ecological protection measures adopted by the contractors during construction are effective, in terms of avoiding environmental pollution and preventing the natural environment, including the surrounding atmosphere, surface water, ground water etc. from being affected. During the year, none of the projects of the Group failed the environmental protection check and acceptance.

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除項目工程外，本集團日常營運的過程，尤其是辦公室運作，亦會產生各類排放物。本集團辦公室員工會使用車輛以應付日常工作需要，而車輛於行駛途中會釋出空氣污染物，包括氮氧化物、二氧化硫及顆粒物等。為減少污染物的排放，本集團為公司車輛進行定期保養，並引入電動車，完全避免行駛途中所釋放的污染物。本年度，上海總部、蘇州置業及上海禦天的空氣污染物排放量如下：

In addition to construction work of projects, the daily operation of the Group, particularly office operation, will also generate different types of emission. While office staff of the Group will use vehicles for meeting the needs of daily work, air pollutants including nitrogen oxides, sulphur oxides and particulate matter etc. will be emitted from vehicles during travelling. The Group carries out regular maintenance of the vehicles to lower emission of pollutants and has introduced electric vehicles in an attempt to totally eliminate pollutants emitted during travelling. During the Year, the air pollutants emitted by Shanghai Headquarter, Suzhou Real Estate and Shanghai Yutian are as follows:

	種類 Types	重量(千克) Weight (kg)
氮氧化物	Nitrogen oxides	58
二氧化硫	Sulphur oxides	1
顆粒物	Particulate matter	4

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在日常辦公期間，除車輛使用外，各類活動會直接或間接產生二氧化碳、甲烷和氧化亞氮等溫室氣體，加劇全球暖化等環境問題。本年度，上海總部、蘇州置業及上海禦天溫室氣體排放的主要來源包括汽車燃料燃燒、外購電力在生產時的間接排放、污水及用水處理、員工乘坐飛機外出公幹時的間接排放以及廢紙被棄置堆填區時所產生的排放。我們一直竭力通過各種方法，如節約能源及回收紙張等，減少二氧化碳等溫室氣體的排放，盡力降低我們的碳足印（詳情請參閱「節約資源」部份）。本年度，上海總部、蘇州置業及上海禦天的溫室氣體排放量如下：

During daily operation, different types of activities other than the use of vehicles will also directly or indirectly emit greenhouse gases such as carbon dioxide, methane and nitrous oxide, aggravating environmental problems like global warming. During the Year, the major sources of greenhouse gas emission of Shanghai Headquarter, Suzhou Real Estate and Shanghai Yutian include fuel combustion of vehicles, indirect emission from the generation of purchased electricity, treatment of sewage and water, indirect emission from business trips by staff and the emission as generated by the disposal of paper on landfill. We have exerted ourselves to reduce the emission of greenhouse gases such as carbon dioxide and lower our carbon footprint through a plenty of measures, such as energy conservation and paper recycling (For details, please refer to "Resources Conservation"). During the Year, greenhouse gas emission of Shanghai Headquarter, Suzhou Real Estate and Shanghai Yutian are as follows:

	種類	重量 (噸二氧化碳)
	Types	Weight (tones CO2)
總排放量	Total emission	509
直接排放(範圍1)	Direct emission (Scope 1)	149
間接排放(範圍2)	Indirect emission (Scope 2)	122
間接排放(範圍3)	Indirect emission (Scope 3)	238
密度(以每位員工計算)	Intensity (per each employee)	2.25

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2.3. 廢棄物管理

在固體廢物方面，蘇州置業及上海禦天於本年度共產生9噸無害廢棄物¹，並無產生任何有害廢棄物。無害廢棄物均從員工日常工作與生活產生，人均棄置量為0.27噸。本集團嚴格遵從相關法例，委託合資格單位以收集無害廢棄物並進行後續處理，絕不客許非法棄置的情況發生。

為有效減少本集團的廢物棄置，我們實施一系列減廢措施，鼓勵員工有效運用資源，避免浪費。本集團於減廢方面亦不遺餘力，除了在辦公區域設置三色回收桶，做好垃圾分類外，我們還鼓勵員工以可重複使用的產品代替即棄產品，如以充電式電池代替一次性電池等。為節省紙張，本集團已將打印機設置為默認雙面打印及省墨模式，並鼓勵員工盡可能重複使用或雙面使用紙張。我們亦傾向利用電子通訊技術傳遞內部信息以減少紙張的使用。另外，我們已於衛生間內安裝幹手機，鼓勵員工減少使用紙巾。全賴我們的努力，本集團的無害廢棄物量已逐漸減少。

2.3. Waste Management

With respect to solid waste, Suzhou Real Estate and Shanghai Yutian have generated 9 tones of non-hazardous waste¹, but no hazardous waste, during the Year. Non-hazardous waste was generated from the daily life and work of employees, the average disposal amount per employee was 0.27 tones. The Group under no circumstances allow illegal disposal of waste by strictly conforming to relevant laws and entrusting a qualified party with collection and further treatment of the non-hazardous waste.

In a bid to effectively reduce the amount of waste discarded by the Group, we have implemented a series of measures so as to encourage the efficient use of resources by staff and avoid wastage. The Group is devoted to reducing waste by not only placing recycling bins in the office area and separating wastes properly, but also encouraging staff to replace disposable products with reusable products, for instance, to use rechargeable batteries instead of disposable one. As a mean to conserve paper, the Group has set the printers to default duplex and economical modes and encourages employees to use paper repeatedly or use both sides of the paper. We also tend to disseminate internal information by electronic communication channels in an attempt to reduce the use of paper. Moreover, hand dryers have been installed in toilets to encourage employees to reduce the use of tissue paper. Thanks to the effort we have made, the amount of non-hazardous waste discarded has been reduced in a gradual manner.

¹ 由於上海總部之無害廢棄物由物業管理單位統一收集，故無法統計垃圾量，所披露之無害廢棄物總量及密度並不包括上海總部。

¹ Non-hazardous waste of Shanghai Headquarter was collected by the property management unit, thus the amount of waste could not be recorded. The total amount and intensity of non-hazardous waste as disclosed do not include that of Shanghai Headquarter.

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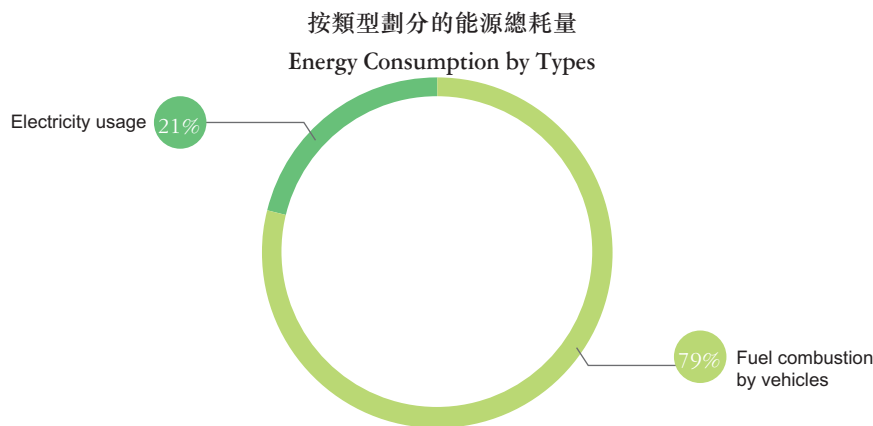
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2.4. 節約資源

為推動環保綠化，達至減排降耗，本集團積極開展節能減排工作，培育環保文化。能源和水資源是本集團日常辦公主要消耗的資源，其次是紙張等一般文儀用品，而本集團之業務性質並不涉及包裝物料的耗用。本年度，上海總部、蘇州置業及上海禦天的能源總耗量為839兆瓦時，平均每位員工的耗用量為3.71兆瓦時，而蘇州置業及上海禦天的總耗水與平均耗水量則為9,574立方米和273.53立方米／員工²。

2.4. Resources Conservation

In an effort to promote environmental protection and greening so as to achieve reduction of emission and resources consumption, the Group has actively launched a series of work regarding resources conservation and emission reduction, while nurturing an environmentally-friendly culture. Energy and water resources are the major resources consumed during the daily operation of the Group, followed by stationary including paper. The Group was not involved in the use of packaging materials because of its business nature. During the Year, the total energy consumption of Shanghai Headquarter, Suzhou Real Estate and Shanghai Yutian was 839 MWh, the average consumption per employee was 3.71 MWh. For Suzhou Real Estate and Shanghai Yutian, the total and average water consumption during the Year were 9,574 m³ and 273.53 m³/employee².



² 由於上海總部不設獨立水錶，故無用水紀錄，所披露之總耗水量及密度並不包括上海總部。

² Shanghai Headquarter did not have its own separate water meter hence water consumption record was not available. The total amount and intensity of water consumption as disclosed do not include that of Shanghai Headquarter.

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本集團在辦公區域實施多項節能減排的措施，致力減少能源的消耗，從而控制溫室氣體的排放。我們在不同照明區域設立可獨立控制的照明開關，並採用高能源效益的燈具，以提升電力使用的彈性和效益。空調使用方面，我們設定空調系統最低溫度為25.5攝氏度，並定期清洗空調系統如過濾網等，提升空調製冷的效能。在炎熱天氣下，本集團容許員工穿著輕便服裝上班，以取代正式服裝如西裝等，儘量減少因空調過度使用的電力浪費。由於差旅是本集團溫室氣體排放的主要來源，因此我們鼓勵員工儘量以視頻會議開展遠距離溝通，代替差旅，以此降低碳排放。我們亦在打印機、電腦顯示屏、空調開關處等設置環保標語，提醒員工使用後及時關閉電源。此外，在項目設計上，本集團引入綠化空間以種植更多樹木，加強減排的力度。

針對日常耗水，本集團定期進行隱蔽水管滲漏測試並會在發現滲漏時立即進行維修，減少不必要的浪費。我們使用附有節水標籤的衛手間設備如具紅外線感應功能的水龍頭及小便池，提升用水效能。此外，我們也在各衛生間張貼節約用水提醒標貼，提醒員工在用水後關緊水龍頭，珍惜用水。

The Group is dedicated to controlling the emission of greenhouse gases by cutting down energy consumption through a number of energy-and-emission-reducing measures. We have installed separate switches for the light at different lighting zones and adopted energy-efficient lighting as a way to raise the flexibility and efficiency of electricity consumption. In regards to air-conditioning, we have set the temperature to be at minimum 25.5 degree Celsius, and to regularly clean the air-conditioners such as filters, in order to increase the refrigeration efficiency of the air-conditioning. In hot weather, employees are allowed to have casual wear to replace formal dressing such as suits so that the wastage of electricity caused by overconsumption of air-conditioning can be greatly reduced. Since business trip is the major source of greenhouse gas emission of the Group, we encourage employees to use video conferencing for long-distance communication as far as practicable to substitute for business trips, thereby reducing carbon emission. We also put on environmentally-friendly slogans onto printers, monitors and switches of air-conditioners as a reminder for employees to turn off the power immediately after using the equipment. Furthermore, during project design, the Group has introduced green space so that more trees can be planted and strengthen our efforts in emission reduction. Please add the results of these measures KPI A2.3

With a focus on daily water consumption, the Group regularly conducts leakage tests on concealed piping and will undergo fixing once leakage is spotted, therefore reducing unnecessary wastage. We use toilet equipment with water efficiency labels such as water taps and urinal with infrared sensors in a bid to raise the efficiency of water usage. Besides, water-saving reminders are put on walls of toilets to remind employees to turn off water taps tightly after using in order to save water. Please add the results of these measures KPI A2.4

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3. 關愛員工

一直以來，本集團的蓬勃發展全賴本集團上下每一位員工的努力，因此我們視員工為企業成長發展的基石，不僅遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》及《中華人民共和國未成年人保護法》等法律法規，尊重和保護員工各項合法權益，更給予員工豐厚的福利待遇。本集團亦堅持平等、透明的人材招聘，尊重不同背景之員工之間的文化差異，同時致力為員工營造安全的工作環境和平等多元的職業發展路徑。

3. CARING FOR EMPLOYEES

The thriving development of the Group hangs on the effort made by every employee all the time, thus we see our employees as fundamental to our corporate growth and development. Other than abiding by relevant laws such as the Labour Law of the People's Republic of China, the Labour Contract Law of the People's Republic of China and the Law of the People's Republic of China on the Protection of Minors, we also respect and protect all the legitimate rights and interests of employees, and offer them competitive welfare and benefits. The Group persists in fair and open talent recruitment, respects the cultural differences among employees from various backgrounds, and at the same time endeavours to establish a safe working environment and build diversified career development paths for our employees.



3.1. 公平招聘

招聘人才時，本集團按照公平、公開的原則，根據應聘者的條件如學歷和工作經驗等選擇合適的人材，絕不因年齡、性別、種族、國籍、婚姻及家庭狀況、健康狀況和宗教等原因給予差別對待。只要應聘者的條件符合相關職位要求均可獲得平等的面試機會。

3.1. Fair Employment

During recruitment, the Group selects suitable talents based on criteria such as academic background and working experience, by sticking to the principle of fairness and transparency. We do not treat candidates differently on grounds of age, gender, race, nationality, marital and family status, health condition and religion. Applicants will be provided with equal opportunities for interviews as long as they meet the requirements of the relevant posts.

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本集團堅決反對聘用童工和強制勞工，絕不容許誤招童工或強制員工勞動的情況發生。有見及此，本集團制定了禁止使用童工的政策，並對應聘者進行背景調查，查驗其身份證明文件以鑒別真實年齡，防止因應聘者提供虛假年齡而誤招童工。此外，為防止強制勞工的情況出現，本集團與員工簽訂的勞動合同中已清楚列明其工作時間、內容、地點及休假安排等，避免員工被強迫工作。勞動合同中亦詳細載列員工離職時的安排，確保雙方的權益均得到保障。

3.2. 員工福利

本集團份外著重員工於工作時的福利與待遇，皆因我們深信員工獲得工作滿足感是推動企業發展的重要因素。我們為員工提供具競爭性的薪酬待遇，除固定收入，包括基本工資和各類補貼外，員工還可獲得浮動收入，即績效獎勵。本集團設有績效管理制度，員工的個人績效若被評為優秀，在加薪、獎金、晉升方面皆會得到優先考慮。

為確保員工得到充足的休息時間，本集團實行五天工作制，並確保員工享有所有法定和本集團規定的其它假期如帶薪年休假、產假、產期陪護假、婚假、喪假及帶薪公益假等。除此之外，員工亦享有其他福利如員工體檢、高溫費、禮金福利(如過節禮金、司慶禮金、結婚禮金等)、外派員工福利(如住房補貼、探親假期、異地調遣津貼等)以及購房福利等。

The Group is opposed to the employment of child labour and the use of forced labour, so we by no means allow the unintended recruitment of child labour or the act of forcing employees to work. Therefore, the Group has formulated a policy on the prohibition of child labour, and will perform background check to verify applicants' ages through the inspection of identity proof so that the recruitment of child labour due to fabrication of applicants' age is avoided. Besides, to prevent forced labour, working period, job descriptions, working venues and leaves arrangement have been clearly stated in the labour contract signed jointly by employees and the Group so as to prevent employees from being forced to work out of their responsibility. Details of resignation arrangement are also included in the labour contract so that the rights of both parties are secured.

3.2. Employee Welfare

It is the Group's conviction that employees having satisfaction from work is a crucial factor for boosting corporate development, thereby we lay emphasis on the welfare and benefits of employees during work. We offer competitive remuneration to employees including not only fixed income, which consists of basic salary and a range of allowances, but also fluctuating income, which means performance bonus. The Group has put in place a performance management system under which employees are given priority during wage increase, provision of bonus and promotion, given that the performance of the respective employee is graded as outstanding.

To assure employees of sufficient rest time, the Group adopted five-day work week and ensure that they are entitled to leaves, whichever statutory or offered by the Group, such as paid annual leave, maternity leave, paternity leave, marriage leave, funeral leave and paid charitable leave. In addition, employees can also enjoy other welfare such as employee medical examination, high-temperature allowance, cash gift (such as festival gift, celebration gift, wedding gift etc.), benefits for dispatched employees (such as housing allowance, home leave, allowance for dispatched employees etc.) and house-purchasing welfare.



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本集團提倡簡單、和諧、相互信任的員工關係，鼓勵員工與員工、上級與下級之間保持平等的對話。當員工認為個人利益受到不應有的侵犯，或對公司的經營管理措施有不同意見時，可選擇適當的申訴渠道如直接與部門負責人進行面談或透過經理郵箱、員工意見箱等向管理層申訴。

3.3. 健康與安全

本集團高度重視職業安全，透過嚴格遵守《中華人民共和國安全生產法》、《中華人民共和國職業病防治法》等法律法規，致力為員工創造一個健康安全的工作環境。本集團對辦公區域、用餐地點等設定了環境整潔和辦公安全的指引，要求員工共同保持地方安全整潔，如適當棄置不同種類的廢物、使用辦公室設備時遵守相關操作程序等。我們的辦公區域（包括衛生間、貨梯、消防通道等）嚴禁吸煙，保障各員工的健康與安全。另外，本集團建立了清晰而有效的管理系統，以匯報於工作中存在的危害與疾病等風險，並就相應之報告提出防範措施。我們更為員工開展有針對性的職業健康安全講座與培訓，如「健康季」系列培訓和體育活動等，加強員工對工作危險的防範和自我保護意識。

The Group advocates simple and harmonious employee relationships with mutual trust, and encourages an equal relationship among employees, as well as between superiors and subordinates. When employees find that their personal interests are arbitrarily violated, or have opinions on the company's operation management policies, they are allowed to complain to the management by choosing a suitable channel such as direct conversation with department heads, manager's email or views collection box.

3.3. Health and Safety

Occupational Safety is highly valued by the Group. We are committed to establishing a healthy and safe working environment by strictly following the Production Safety Law of the People's Republic of China and the Law of the People's Republic of China on Prevention and Control of Occupational Diseases. The Group has set guidelines for cleanliness and office safety in office areas and dining venues etc. that require employees to keep the places clean and safe, such as discarding different types of waste appropriately and follow relevant operating procedures when using office equipment. In order to protect the health and safety of staff, smoking is banned in our offices (including toilets, freight elevators, fire exits etc.). Apart from that, the Group has formulated a clear and effective management system for reporting risks such as hazards and illnesses during work, and suggesting preventive measures in accordance to the relevant reports. We even provide specific lectures and trainings with respect to occupational health and safety to employees, such as "Healthy Season" training series and sports activities, in an effort to raise their awareness of workplace hazards and self-protection.

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另一方面，本集團倡導員工互助互愛，因此成立工會，為員工提供豐富多彩的文體娛樂活動並提供經費支持員工組建各類文體俱樂部，讓員工得以平衡工作與閑餘活動的時間。此外，本集團設置困難救助基金，透過發揮互助精神，幫扶困難員工。

On the other hand, the Group advocates help and care among employees so a trade union has been established to offer employees various recreational activities and provide funds to support employees in organizing different kinds of recreational clubs, letting employees to strike a balance between work and leisure time. Furthermore, through setting up the relief fund, the Group foster its spirit of mutual help to aid employees who are in need.



3.4. 發展與培訓

通過績效考核，本集團定期對員工的工作結果、行為表現和職業能力進行評估，以幫助其確定晉升與發展方向。同時，我們為員工建立完善的晉升與發展機制，設置不同層級和序列（包括管理序列、專業職務和文職序列）對應的要求與標準，全程關注與輔導，以幫助員工達成發展目標並建立清晰的發展通道。我們尤其注重年輕員工的成長，並為其制定榮耀生成長階段計劃，針對性地輔助年輕員工晉升與發展。

3.4. Development and Training

Through performance review, the Group regularly carries out assessment on employees' work outcomes, behavior and professional ability in order to help assure their own promotion path and development direction. Meanwhile, we have formulated a comprehensive promotion and development mechanism for staff, and have set corresponding requirements and standards for different levels and aspects of positions (including managerial, professional and clerical positions). We pay attention and provide guidance to employees all the way so as to help them achieve their development goals and build a clear development pathway. Particular attention is paid to young employees by organizing a growing programme for graduate with honors, providing specific assistance to them for promotion and development.

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為強化本集團的培訓管理，本集團訂立了一系列的培訓管理原則，並設置了涵蓋新人融入、職業發展、幹部培養三大層次以及榮耀生計劃、事業家計劃兩大特色項目的培訓體系。以上海總部為例，其於本年度不但為新員工組織了認識企業文化與運作的培訓外，還加強了各部門幹部和員工的專業知識，如了解地產開發流程等。對於營銷、投資、財務與法務部門，上海總部也提供了旨在加強風險控制能力等的相關課程。此外，我們還對員工提升學歷、晉升職稱、獲取職業資格設置了相應的激勵機制，以鼓勵員工持續學習和進修。

In an attempt to strengthen the Group's training management, the Group has established a series of training management principles and has put in place a training system encompassing three levels, which is composed of new employee orientation, career development and management cultivation, as well as two characteristic programmes, including the growing programme for graduate with honors and the expert programme. Take Shanghai Headquarter as an example, in addition to organizing training for new employees to understand corporate culture and operation during the Year, it has also enriched professional knowledge of the management and staff from different departments, such as learning about real estate development procedures. For sales, investment, financial and legal departments, Shanghai Headquarter has also provided related courses with an objective to raise their risk control ability. Besides that, an incentive mechanism is also set up for attaining higher education levels, promotion and acquiring occupational qualifications in a bid to encourage continuous learning and upgrading of employees.



4. 企業運營

企業的可持續發展高度取決於其業務營運的質量及效率。本集團通過妥善管理供應鏈、竭誠為客戶提供服務及保持良好的市場操守，不遺餘力地優化業務及維持其聲譽。

4. BUSINESS OPERATION

Sustainable development of an enterprise highly hinges on the quality and efficiency of its business operations. The Group spares no effort in optimizing its operations and maintaining its reputation by properly managing its supply chain, earnestly serving its customers and behaving ethically in the market.

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4.1. 供應鏈管理

本集團的供應商包括施工總承包商、監理單位、諮詢單位、專業承包商、材料設備提供商等。我們公平、公開、公正地選擇行業標杆企業、國際與國內知名品牌作為合作夥伴以保障產品品質。我們也大力推動綠色供應鏈建設，將環保作為合作評審標準之一，並優先採購環保綠色產品。

本集團積極開發供應商資源並將其納入內部流程進行全過程管理，構建了「分級、分類、全過程激勵」的供應商管理體系，制定了供應商管理辦法及戰略採購管理制度等相關制度。在選擇供應商時，我們會以現場考察或與供應商負責人面談等方式充分了解供應商信息，如業務詳情、管理及勞務班組、付款條件、售後服務保證情況等，然後就每方面進行評審。合資格的供應商會被納入供應商資源庫，以求形成一批穩定的優質供應商，提高在行業中的產品競爭力。對於合作中的供應商，本集團定期就其能否履約進行評估。表現欠佳的供應商將獲發通知，敦促其提交績效改進計劃，我們會持續審核與追蹤其表現，促其成長。

4.1. Supply Chain Management

The Group's suppliers include general contractors, supervision units, consulting units, professional contractors, materials and equipment suppliers etc. We select outstanding enterprises in the industry and famous international and domestic brands as our partners according to the principle of fairness, openness and impartiality so as to guarantee the product quality. The Group also puts lots of efforts in promoting the construction of green supply chain, regards environmental protection as one of the criteria during evaluation, and gives priority to green and eco-friendly products.

The Group actively exploits resources regarding suppliers and puts supplier management as a part of its internal process for a thorough management. We have set up a "hierarchical, classified and whole-process excited" supplier management system and established relevant policies such as those on supplier management and strategic procurement. During supplier selection, we adopt methods such as site visit and interview with the suppliers' persons in charge to fully understand the background of the suppliers, such as business details, management and operation teams, payment requirements, guarantee of after-sales service etc. Evaluation will be performed in each of these aspects after that. The qualified suppliers will be included into the supplier resource base so that an array of stable suppliers of high quality can be maintained hence improving our products' competitiveness in the industry. For suppliers performing below expectation, the Group will inform them to submit a remediation plan and keep on tracking and evaluating their performance, forcing them to improve.

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4.2. 產品與服務

本集團致力為客戶提供最優質的產品與客戶服務。我們嚴格遵守《中華人民共和國產品質量法》、《中華人民共和國消費者權益法》及《中華人民共和國廣告法》等法律法規，在公司內部不斷完善產品和服務的質素、健康和安全管理，使產品和服務得以最佳化。

項目規劃與設計是提升產品質素的重要過程，我們在行業裡率先提出新一代「優居生活」的人居戰略，將精品設計理念融入產品之中，並從戶型、產品配置、社區場景和景觀等方面開展創新工作，讓人與自然、人與建築、人與城市、人與人之間變得融洽。在社區場景和景觀打造方面，我們充分考慮安全、健康、環保等要素，通過社區會客廳、健康跑道、正榮農場、正榮書院等設施讓社區成為全天候的交流場所。在所有新建項目出售時，本集團會就樓宇單位的建構、設置、保養甚至社區配套等向客戶提供質量保證書，確保產品符合指定質量要求。

4.2. Products and Services

The Group is devoted to providing the best products and customer services to our clients. We strictly comply with laws and regulations such as the Product Quality Law of the People's Republic of China, Law of the People's Republic of China on Protection of Consumer Rights and Interests and Advertising Law of the People's Republic of China. Through internal processes, we continuously improve products and services' quality, health and safety policies as a way to achieve optimization of products and services.

Project planning and design is a pivotal process to improve product quality. We have taken the lead in the industry to propose a new-generation strategy of people-oriented habitation named "Optimizing Habitation and Life", which has integrated the concept of fine design and decoration into our products. The strategy also emphasizes innovation in the aspects of apartment types, product configuration, community environment and landscape etc., fostering a harmonious relationship between human and the nature, human and buildings, human and the city, as well as among humans. In terms of community environment and landscape, factors such as safety, health and environmental protection are fully considered and we make communities a round-the-clock hot spot for communication through the establishment of facilities such as community lounge, healthy running track, Zhenro Farm and Zhenro Academy. During the sales of newly-built projects, the Group will provide each customer with a quality guarantee with respect to the apartment's structure, configuration, maintenance and even community facilities so as to guarantee that the products meet designated quality requirements.



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另外，本集團致力優化客戶服務，不斷升級客戶導向管理體系，為客戶創造幸福體驗。我們高度重視客戶的意見，因其意見可有效幫助本集團持續改進產品質量及提升服務質素。本集團制定了客戶投訴處理程序，客戶可透過電話、網絡、書信等形式提出對產品的意見或進行投訴。在接獲客戶的投訴後，我們會按程序執行投訴的受理、記錄、處理和關閉。

客戶的個人資料與隱私也是本集團重視的一環。為避免本集團的機密資料、員工與客戶的個人資料等外泄，本集團的所有員工均須簽訂員工保密協議，承諾不向第三方洩露任何關於本集團的商業信息和秘密。因此，在享用本集團的產品與服務時，客戶的個人資料均受到保障。

4.3. 品牌與廣告

品牌建設工作是為企業樹立和提升良好品牌形象所開展的一系列維護措施和宣傳活動。為塑造統一的企業品牌形象，提高企業品牌對外識別性和競爭力，本集團制定了品牌管理的相關制度，對品牌活動、新聞傳播、官方微信和網站等作出規範。對於各式廣告，本集團亦設定了嚴格規定，並謹遵《中華人民共和國廣告法》等相關法律法規，嚴禁進行虛假和誇大不實內容的廣告宣傳，以保持本集團良好的企業形象。

In addition, the Group has also exerted efforts in improving customer service and continuously upgrading the customer-oriented management system, bringing customers a feeling of happiness. We attach great importance to the opinions of customers as their opinions can effectively help the Group improve its product and service quality constantly. The Group has formulated customer compliant handling procedures that customers are able to provide opinions on or make complaints about our products, through telephone, internet and letters etc. After receiving complaints from customers, we will carry out the acceptance, record, handling and closing of the complaints in accordance to the procedures.

Personal data and privacy of customers are another vital aspect of the Group. In order to prevent the reveal of the Group's confidential information, personal data of employees and customers, all employees of the Group are required to sign a confidentiality agreement and promise not to divulge any business information and secrets of the Group to any third parties. As a result, customers are assured of personal data protection when enjoying the products and services of the Group.

4.3. Brand and Advertisement

Branding is a series of protection measures and promotion activities launched for establishing and improving a good brand image of an enterprise. As a way to shape a consistent corporate brand image and enhance the brand's identification by external parties and competitiveness, the Group has formulated brand management-related policies to regulate events for branding, journalism and communication, Wechat official account and website etc. The Group has also set stringent requirements on different types of advertisement and strictly complies with relevant laws and regulations such as Advertising Law of the People's Republic of China. Advertisement with false and exaggerated content is tightly prohibited in a bid to maintain a proper corporate image.



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4.4. 反貪污

欺詐、勒索、賄賂及洗錢等行為可能削弱企業的穩定性，因此，本集團絕不允許相關行動及行為損害本集團的形象。我們致力維持實施高標準的反貪腐政策及措施，嚴格遵守《中華人民共和國刑法》、《中華人民共和國反不正當競爭法》及《中華人民共和國反壟斷法》等法律法規，堅定維護公平競爭的市場環境，並在公司內部管理制度上明確禁止任何形式的道德行為。

我們要求員工遵守本集團的廉潔制度，在工作中保持廉潔自律，如不得以任何形式向供應商索要和收受好處費或禮品；不得參加可能對履行責任、義務有影響的宴請和娛樂活動等。所有新入職員工均須簽署廉潔協議，確保其工作與行為廉潔公正。此外，本集團行政部門會根據實際情況在相關辦公場所懸掛舉報渠道的信息公示，使員工和合作單位能以官方渠道如投訴監督電話、傳真、電子郵箱等對任何懷疑不道德行為進行舉報，以提升本集團監督貪污舞弊的力度。本年度，上海總部、蘇州置業及上海禦天並無牽涉任何貪污訴訟案件。

4.4. Anti-Corruption

Behaviors such as fraud, extortion, bribery and money laundering can weaken a business's stability therefore the Group on no accounts allow relevant actions and behaviors to tarnish the image of the Group. We are committed to maintaining a high-standard implementation of anti-corruption policy and measures, and conforming to relevant laws and regulations such as the Criminal Law of the People's Republic of China, Law of the People's Republic of China against Unfair Competition and Anti-Monopoly Law of the People's Republic of China. We firmly ensure a market environment with fair competition, and have put in place internal management systems for prohibiting any forms of unethical behavior.

Employees are required to follow the policy on integrity of the Group and work with integrity and self-discipline, for instance, they should not, in any formats, ask for or receive bribes or gifts from suppliers; they should also avoid to attend banquet and entertainment that may have effects in fulfilling their responsibilities and obligations. All new employees are required to sign an integrity agreement to ensure they work with integrity and fairness. Moreover, in an attempt to increase the Group's effort on corruption monitoring, the Group will, based on actual condition, put on announcement about the reporting channels on the related offices so that employees and parties in cooperation with the Group can report on any suspected unethical behavior through official channels such as complaint-monitoring hotline, fax and e-mail etc. During the Year, Shanghai Headquarter, Suzhou Real Estate and Shanghai Yutian were not involved in any legal cases regarding corrupt practices.

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5. 社區投資

本集團發揮自身資源優勢，積極開展慈善公益活動，促進民生改善，力爭實現企業與社會的和諧共生發展。皆因對社區參與的重視，本集團先後通過多種慈善平台，專業、高效地開展公益活動。

5.1. 投身精準扶貧與鄉建

本集團通過正榮精準扶貧專項基金建立了具正榮特色的精準扶貧體系，首先在福建省試點幫助部分村落有效脫貧，發揮示範作用。我們計劃逐步將扶持對象由村擴展至縣，並根據國家精準扶貧推進計劃，擴大扶貧區域至中國其他欠發展地區。截至2017年12月已支持了南平市政和縣農村基礎設施扶貧建設、莆田市秀嶼區農村養老扶貧建設以及福州市永泰縣鄉村復興事業建設等項目。

5. COMMUNITY INVESTMENT

The Group brings into full play the resource advantages to actively carry out charitable activities in an effort to promote the livelihood of citizens and achieve a harmonious and symbiotic development of enterprises and the society. Due to the emphasis placed on community participation, the Group has professionally and effectively organized philanthropic events through a variety of charitable platforms.

5.1. Devoted to Targeted Poverty Alleviation and Countryside Construction

Through the establishment of Zhenro Fund for Targeted Poverty Alleviation, the Group has built a targeted poverty alleviation system with Zhenro characteristics. Fujian province was the first place for the trial of targeted poverty alleviation that the programme has helped some villages out of poverty and has played an exemplary role. The Group has planned to expand the programme by covering counties in addition to villages, and to expand the poverty alleviation region to also covering other less developed areas in China according to the national targeted poverty alleviation promotion plan. As of December 2017, Zhenro Fund for Targeted Poverty Alleviation has already supported the infrastructure construction for poverty alleviation launched by Nanping municipal government and the counties and villages, the infrastructure construction for rural elderly care in Xiuyu District, Putian City and the rural revitalization construction in Yongtai County, Fuzhou City.



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案例：正榮助力永泰鄉村振興的模式

在福建省永泰縣，本集團開展了從「輸血」到「造血」的鄉村振興創新實踐，形成了一套「永泰模式」，包括以下五大特點：

1. 完善基礎設施
 - 與地方有關部門建立健全村落規劃
 - 幫助完善污水排放處理等基礎設施
 - 完善公共文化服務設施
2. 實施教育幫扶
 - 培訓鄉村基層幹部，提高鄉村建設能力
 - 培訓返鄉青年，發展鄉村創客，帶動村民創業就業
 - 培訓鄉村美學素質教師，提升村民整體素質
3. 著力產業扶貧
 - 重點發展文化旅遊產業，利用扶貧資金收儲農村閒置房屋，改造成為特色民宿客棧、自然研學基地、藝術家駐村工作坊等多種活化空間
 - 鼓勵和支持產業經濟多元發展，通過以支部、公司與農戶之間的各種合作模式，實現鄉村脫貧的自我造血

Case: Mode of Zhenro in Supporting Rural Revitalization of Yongtai

In Yongtai County, Fujian Province, the Group has carried out innovative practices for rural revitalization from “blood transfusion” to “hematopoiesis”, forming a “Yongtai Mode”, which includes the following five features:

1. Improving infrastructure
 - Undergo village planning with related local departments
 - Help to improve sewage treatment facilities
 - Improve the public cultural facilities
2. Adopting education assistance
 - Nurture the rural grass-roots cadres and facilitate rural development
 - Nurture youths returning from cities, cultivate entrepreneurship and employability of villagers
 - Nurture teachers with aesthetic qualities to enhance personal qualities of villagers
3. Alleviating poverty through industry development
 - Focus on developing the industry of cultural tourism by acquiring and restructuring vacant houses into lodgings, natural and cultural learning base and workspace for artist-in-residence, etc.
 - Encourage and support industrial diversification, and ensure sustainable poverty alleviation through different cooperation modes within cadres, companies and farmers

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4. 開啟電商模式

- 充分挖掘當地土特產資源，建立線下土特產超市，建立線上電商銷售

4. Developing e-commerce model

- Explore local specialties and resources, establish offline local specialties markets and develop online e-commerce channel



5.2. 推動社區治理與共建

在建造品質社區的同時，本集團也基於不同社區的需求，引導居民營造美好生活共同體：在城市社區引導互助生活新風尚，在鄉村社區激活發展潛力，在災後社區支持救援和重建工作。

5.2. Promoting Community Governance and Co-Construction

While building up a quality community, the Group also guided the residents to create an ideal society according to the demand of different communities: we develop reciprocity among citizens in urban communities, unleash development potential in rural communities, and support rescuing and rebuilding process in post-disaster communities.

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2014年，本集團通過正榮公益基金會發起「你好，社區」城市社區營造項目。至今，項目已在多個城市組織超過1,000場社區公益活動，服務社區居民3萬人次。項目亦聯合社區夥伴開發了20多個社區活動課程，研發愈20個社區好物產品，並在全國6個城市與30多家組織舉辦了超過50場社區營造沙龍，吸引近2,000名社區營造行動者參與。



在鄉村社區，本集團通過正榮公益基金會開展了「愛故鄉計劃」、「故鄉農園」、「亞棋愛心基金」等公益項目，在鄉村平民教育、永續生態社區和鄉村公益人才培養等方面做了卓有成效的探索。

災區重建與支持方面，本集團通過於2013年設立的正榮專項救災基金至今已跟40餘家民間組織合作了近60個救災項目，在應對四川雅安地震、魯甸地震、海南「威馬遜」颱風災害、古雷半島PX爆炸等重大災情上，均第一時間做出響應，有效支持了災區救援和災後重建。此外，我們還聯合發起了「中國災後社區重建行動學習網絡」、「8.03魯甸地震緊急救援行動聯合工作站」等，推動災害救助走向專業化、精準化和協作化。

In 2014, the Group launched the “Hello, Community” urban community development project through Zhenro Foundation. Until now, the project has organized over 1,000 social welfare activities in many cities and served 30,000 residents. Moreover, the project and other community partners have jointly developed over 20 courses on community activities and more than 20 products for the community. The Group initiated over 50 community creation space together with more than 30 organizations in 6 cities nationwide, which has attracted nearly 2,000 participants.

In rural communities, the Group has started some social welfare projects through Zhenro Public Welfare Foundation such as “Hometown Loving Plan”, “Hometown Farmland” and “Yaqi Love Fund”. The initiative has allowed an effective exploration of aspects such as rural education, sustainable community and nurture of rural social welfare talents.

In terms of support in natural disaster recovery, we have established the Zhenro Special Disaster Relief Fund in 2013. Cooperating with over 40 non-government organizations in about 60 disaster relief projects until now, the Group has made immediate response to major disasters such as Ya'an Earthquake in Sichuan, Ludian Earthquake, Typhoon “Rammasun” in Hainan and PX Explosion in Gulei Peninsula, which effectively supported the rescue in disaster areas and the post-disaster reconstruction. In addition, the Group initiated the “China Learning Network for Post-disaster Community Reconstruction Actions” and the “Joint Station for Emergency Relief Operations of 8.03 Ludian Earthquake” which have promoted the professionalism, accuracy and collaboration during rescue process.

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5.3. 支持教育發展與創新

本集團關心青少年教育和成長，自創始以來持續開展捐資建校與助學活動，促進教育普及與均等化。同時，我們也積極支持民間力量探索多元、創新、有效的教育發展模式，資助了「LIFE教育創新」、「橋畔計劃」等項目，推動民間教育發展和教育創新。



5.3. Supporting Education Development and Innovation

The Group cares about education and growth of youth. Since our incorporation, we have been building schools and supporting educational activities through donation, so as to facilitate popularization and equity of education. Meanwhile, the Group actively supports civil organizations to explore a diversified, innovative and effective education development model, and facilitate innovative education development among the general public through sponsoring projects such as “LIFE Education Innovation” and “Bridge Side Plan” etc.

5.4. 促進社會公益事業發展

透過正榮公益基金會，本集團致力促進社會公益事業的發展。在公益資助上，我們強調有效性、創新性、靈活性與平台化，著眼於發現社會問題並策劃創新解決的方式，並倡導平等互助的合作夥伴關係之建設。我們以此等理念及方式，為民間公益組織提供小額資助、資源拓展、能力建設、聯合籌款、人才培養、創新實驗等方面的支持，為公益人才、公益組織、公益項目、公益研究等搭建溝通與交流平台。

5.4. Fostering Development of Public Welfare Sector

The Group is dedicated to fostering public welfare development through Zhenro Foundation. We emphasize effectiveness, innovation, flexibility and platformization when providing public welfare support. We put focus on identifying social problems and developing innovative solutions, at the same time advocate the establishment of mutual beneficial partnerships. With the above beliefs and modes, we assist civil public welfare organizations in various aspects including funding in small amount, resource development, capability building, fundraising, talent cultivation and innovation, hence establish a communication platform for public welfare talents, organizations, projects and research.

5.5. 參與文化傳承與復興

本集團非常重視文化對人、企業、社區、城市及社會的塑造，因此以支持各類文化活動、贊助文體事業等方式，推動文化傳承與普及、促進跨代融合。

5.5. Engaging in Cultural Preservation and Revitalization

The Group pays great attention into the influence of culture in shaping humans, enterprises, communities, cities and the society. We thereby facilitate cultural inheritance, popularization and intergenerational integration by supporting all kinds of cultural activities and sponsoring recreational events.

zhenro 正荣地产

