

zhenro 正榮地產

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)

股份代號 Stock Code: 6158



2018 環境，社會及管治報告
ENVIRONMENTAL,
SOCIAL AND
GOVERNANCE REPORT

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環境、社會及管治報告

Environmental, Social and Governance Report

1. 關於本報告

1.1. 報告簡介

正榮地產集團有限公司（「本公司」）發表的環境、社會及管治（「ESG」）報告闡述本公司及其附屬公司（統稱「本集團」或「我們」）在二零一八年一月一日至二零一八年十二月三十一日（「本年度」）全面實踐可持續發展理念及履行企業社會責任的績效。

1.2. 報告範疇

ESG報告專注於本集團的核心業務於本年度在環境管理及社會責任方面的表現。於ESG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¹（「蘇州置業」）及正榮御天（上海）置業發展有限公司（「上海御天」），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，請參閱本公司本年度年報之企業管治報告。

1.3. 報告準則

ESG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

1.1. Introduction of the Report

The Environmental, Social and Governance (“ESG”) 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 the period between 1 January 2018 and 31 December 2018 (the “Year”).

1.2. Scope of the Report

The ESG report focuses on the performance of environmental management and social responsibilities of the Group’s core business in the the Year. The key performance indicators as disclosed in the ESG 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., Ltd¹ (“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 of the Company’s Annual Report of the Year.

1.3. Reporting Standard

The ESG 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.

¹ 蘇州置業於本年度七月清盤，因此ESG報告對其有關的披露均截至二零一八年六月。

¹ As Suzhou Real Estate has gone into liquidation in July of the Year, its disclosed information in the report is as at June 2018.

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1.4. 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ESG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。

1.5. 意見及反饋

本集團重視你對這份報告的看法，若閣下對ESG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

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》等國家環境保護相關的法律法規。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周期管理模式和理念，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。

1.4. 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.

1.5. Opinions and Feedbacks

The Group highly values your opinions on the ESG Report. If you have any opinion or suggestion about the ESG 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. 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 national laws and regulations related to environmental protection 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 innovative green building 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內部環保政策的重心，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。

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。有鑒及此，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，為項目工程帶來好處，包括使綜合工期縮短三分之一，降低施工現場濕作業量，及減少揚塵污染、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，保護其生態環境。本集團亦在項目牆體建造智慧垂直綠化牆，以商業元素與立體綠化相結合，從而給消費者帶來全新的綠色體驗，充分體現本集團環境保護的決心。

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 internal 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.

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 benefits for construction projects, 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. These measures greatly reduced the damage of existing vegetation on the slope, and hence protecting the ecological environment. The Group also built smart vertical green walls which act as a combination of the elements of commerce and three-dimension greening, which brings consumers a brand new experience of greenery, and showcases the Group's determination to protect the environment.

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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。本集團亦探索生態鋪石材料的使用，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桿項目。

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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案例：西安 • 正榮府－智慧植物牆

本集團專注美好生活打造及人居改善，於本年度聯合西安綠雲智通生態工程有限公司在「正榮府」項目牆外打造智能植物牆，不僅美化周邊環境，還具備保濕隔熱、淨化空氣、固碳釋氧、防塵降噪等生態功效，為居民提供生態舒適的居住環境。綠化牆將生態元素與商業地產完美結合，打造出全新地標概念，並引領地產立體綠化的潮流。

智能植物牆面積高達100平方米，由20萬盆具備高吸附力和淨化作用的綠色植物組成。植物牆於智能控制方面採用了滴頭、射燈及霧森控制設備，除了提供水霧瀰漫的視覺觀感，還帶有降塵、降溫及加濕的作用，有效改善項目周邊區域的空氣質量。另外，植物牆亦採用了綠雲智通生態工程有限公司智慧綠化養護及智慧降塵抑霾的兩大專利技術。其系統對整體氣候環境及土壤數據進行實時分析，讓後期養護無需人工管理，實現了精準管控，智

Case: Xi'an • Zhenro Mansion -- Smart Plant Wall

To focus on the building of a better life and improvement of human settlements, the Group has cooperated with 西安綠雲智通生態工程有限公司 to build smart plant walls outside the project walls of Zhenro Mansion during the Year. Not only can these walls beautify the surrounding environment, but also serve the ecological functions of moisturizing, thermal insulation, air purification, carbon fixation and oxygen release, dustproof and noise reduction, and hence provide an ecologically comfortable living environment for the residents. As a perfect combination of ecological elements and commercial properties, the green walls will become a brand new landmark, and lead the trend of three-dimensional greening among the properties.

The smart plant walls are 100 square meters high, and are composed of two hundred thousand plants with high absorbability and a function of purification. For smart control, the plants have adopted equipment such as dripper, spotlight and mist sprinkler control, which does not only provide a visual effect of water mist, but also serves the functions of dust reduction, temperature reduction and humidification. These functions can effectively improve the air quality of the surrounding area. Moreover, the plant walls have adopted the patent technologies of smart greening maintenance and smart dust reduction and smog control from 綠雲智通生態工程有限公司. The system conducts real time analysis of the entire climatic environment and soil data, therefore there is no need for manual management for post-maintenance. This achieves the result of precise monitoring and smart irrigation. When the

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慧灌溉的效果。植物缺水時，系統會自動執行滴灌設備為植物補充水分，並於澆水完成後自動關閉，節約水源。當空氣中的污染物PM10超標時，系統將自動開啟噴霧設備，及時將揚塵包圍沉降並阻止其擴散，有助改善空氣質量的同時，更減低施工人員的健康安全隱患。

plants lack water, the system will automatically carry out drip irrigation to provide water, and will be automatically turned off after the irrigation, so as to conserve water resources. When the pollutant PM10 in the air exceeds the standard, the system will automatically turn on the sprinkler to promptly surround and settle the dust, and prevent it from spreading. This helps improve the air quality, and in the meantime lower the potential risks posed on the health and safety of the construction workers.



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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。

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，確保無空轉車輛運行引擎，並引入電動車，致力減低行駛途中所釋放的污染物。本年度，上海總部、蘇州置業及上海御天的空氣污染物排放量如下：

空氣污染物排放 Air pollutants

氮氧化物(千克)
二氧化硫(千克)
顆粒物(千克)

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.

In addition to the construction work of projects, the daily operation of the Group, particularly office operation, 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 oxide, sulphur oxides and particulate matter etc. will be emitted from vehicles during travelling. In order to lower the emission of pollutants, the Group carries out regular maintenance of the vehicles, ensures that there are no idling engines, and introduces electric vehicles in an attempt to minimize the emission of pollutants during travelling. During the Year, the air pollutants emitted by Shanghai Headquarter, Suzhou Real Estate and Shanghai Yutian are as follows:

二零一八年
2018

二零一七年
2017

Nitrogen oxides (kg)	52	58
Sulphur dioxides (kg)	1	1
Particulate matter (kg)	4	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、蘇州置業及上海御天的溫室氣體排放主要分為三個獨立範疇，包括：來自汽車燃料燃燒造成的直接排放及樹木種植產生的直接溫室氣體減除（範圍一），外購電力造成的能源間接排放（範圍二），以及出外公幹、食水和污水處理及廢紙堆填時所造成的其他間接排放（範圍三）。我們一直竭力通過各種方法，如節約能源及回收紙張等，減少溫室氣體的排放，盡力降低我們的碳足印。本年度，上海總部、蘇州置業及上海御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 can be divided into three separate scopes, including direct emissions from fuel combustion of vehicles and removals from tree planting (Scope 1), energy indirect emissions from purchased electricity (Scope 2), and other indirect emission from business trips, sewage and water treatment and paper disposal at landfill (Scope 3). We have exerted ourselves to reduce the emission of greenhouse gases and lower our carbon footprint through a plenty of measures, such as energy conservation and paper recycling. During the Year, greenhouse gas emission of Shanghai Headquarter, Suzhou Real Estate and Shanghai Yutian are as follows:

溫室氣體排放		二零一八年	二零一七年
Greenhouse gas emission		2018	2017
溫室氣體總排放量 (噸二氧化碳當量)	Total emission of greenhouse gases (tons CO ₂ e)	437	509
直接排放 (範圍一) (噸二氧化碳當量)	Direct emission (Scope 1) (tons CO ₂ e)	181	149
間接排放 (範圍二) (噸二氧化碳當量)	Indirect emission (Scope 2) (tons CO ₂ e)	114	122
其他間接排放 (範圍三) (噸二氧化碳當量)	Other indirect emission (Scope 3) (tons CO ₂ e)	143	238
密度 (噸二氧化碳當量/員工)	Intensity (tons CO ₂ e/employee)	1.68	2.25

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2.3. 廢棄物管理

在廢棄物方面，本集團並無產生任何有害廢棄物，而其產生的無害廢棄物主要來自辦公室員工產生的生活垃圾。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，絕不容許非法棄置的情況發生。本年度上海總部、蘇州置業及上海御天的無害廢棄物產生量如下：

無害廢棄物 Non-hazardous waste		二零一八年 2018	二零一七年 2017
無害廢棄物總產生量 ² (噸)	Total non-hazardous waste produced ² (tons)	35	9
密度(噸/員工)	Intensity (tons/employee)	0.13	0.27

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。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，以及利用電子辦公系統取代以紙張記錄為主的辦公室行政系統，從而減少紙張的使用。另外，我們已與電子公司合作將老舊的電腦或其他電子廢物回收，以達至循環再造及轉廢為材。

2.3. Waste Management

With respect to waste, the Group did not produce any hazardous waste, and the non-hazardous waste produced was mainly generated from the staff's daily life at work. By strictly conforming to relevant laws and entrusting a qualified party for collection and further treatment of the non-hazardous waste, the Group under no circumstances allows illegal waste disposal. The non-hazardous waste generated by the Shanghai Headquarter, Suzhou Real Estate and Shanghai Yutian during the Year are as follows:

In a bid to effectively reduce the amount of waste discarded by the Group, we have implemented a series of measures in waste reduction 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. As a mean to conserve paper, the Group has set the printers to default duplex and economical modes and encourages employees to re-use paper or use both sides of the paper. In an attempt to reduce the use of paper, we also tend to disseminate internal information by electronic communication channels, and to adopt an electronic system for the office administrative system instead of documenting in paper. Moreover, we have cooperated with an electronics company to recycle outdated computers and other electronic waste so as to recycle reusable materials and turn waste into useful resources.

² 由於上海總部之無害廢棄物由物業管理單位統一收集，上年度所披露之無害廢棄物總量及密度並不包括上海總部；本年度本集團以估算方式統計上海總部之無害廢棄物產生量，並將其加入披露範圍。

² As the non-hazardous waste of Shanghai Headquarter was collected by the property management unit, Shanghai Headquarter was excluded from the disclosure of total non-hazardous waste produced and its intensity in 2017. For the Year, the Group has recorded the amount of non-hazardous waste produced by Shanghai Headquarter by estimation, and included it in the disclosure.

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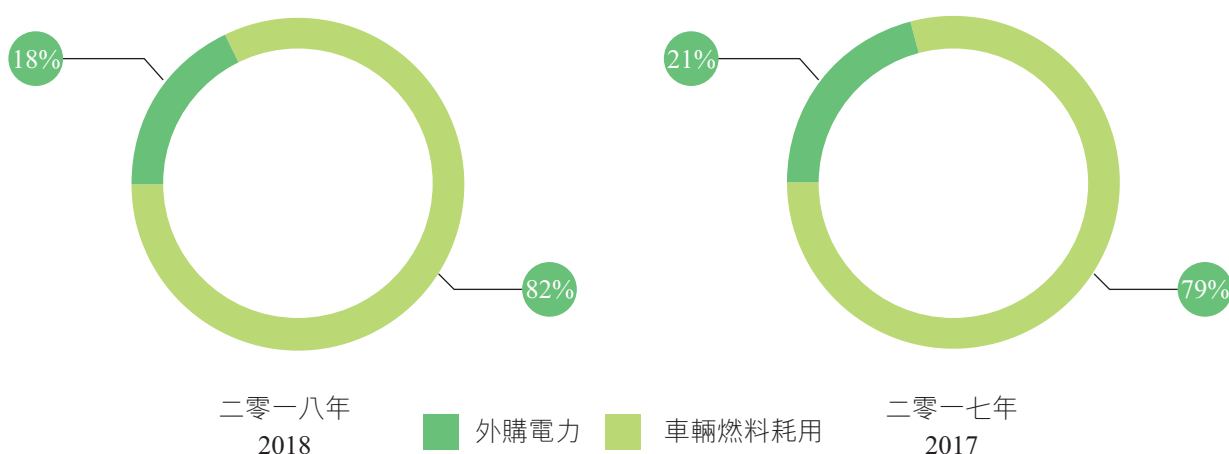
2.4. 節約資源

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、蘇州置業及上海御天的能源總耗量為887兆瓦時（2017年：839兆瓦時），平均每位員工的耗用量為3.41兆瓦時（2017年：3.71兆瓦時），而其總耗水量³則為2,651立方米（2017年：9,574立方米），平均每位員工的耗水量為10.19立方米（2017年：273.53立方米）。

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 887 MWh (839 MWh in 2017), the average consumption per employee was 3.41MWh (3.71 MWh in 2017). The total water consumption³ during the Year was 2,651 m³ (9,574 m³ in 2017) and the average water consumption per employee was 10.19 m³ (273.53 m³ in 2017).

按類型劃分的能源總耗量
Energy Consumption by Types



³ 由於上海總部不設獨立水表，上年度所披露之總耗水量及密度並不包括上海總部；本年度本集團以估算方式統計上海總部之耗水量，並將其加入披露範圍。

³ As Shanghai Headquarter did not have its own separate water meter, Shanghai Headquarter was excluded from the disclosure of total water consumption and its intensity in 2017. For the Year, the Group has recorded the total amount of water consumption by Shanghai Headquarter by estimation, and included it in the disclosure.

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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及具有能源效益標籤的電子設備，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，提升空調制冷的效能。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，盡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之一，因此我們鼓勵員工以視頻會議開展遠距離溝通，代替差旅，以降低碳排放。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 and electronic equipment with energy efficiency labels 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 one of the major sources of greenhouse gas emission of the Group, we encourage employees to use video conferencing for long-distance communication 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.

Targeting water leakage during daily use, the Group regularly conducts leakage tests on concealed piping and 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.

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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 transparent 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。只要應聘者的條件合符相關職位要求均可獲得平等的面試機會。

3.1. Fair Employment

During the process of 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 the 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鑑別真實年齡，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，確保員工清楚自身權益，並非被強迫工作。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，以員工的行為表現及工作成果進行年度考評，獲評為優秀的員工在加薪、獎金、培訓及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假期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 firmly oppose 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. 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 ensure that the employees understand their own rights and would not be forced to work, working period, job descriptions, working venues and leaves arrangement have been clearly stated in the labour contract signed jointly by the employees. 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' work satisfaction 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 float 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, training and promotion based on the annual assessment of their work performance and results.

To assure employees of sufficient rest time, the Group adopted five-day work week and ensure that they are entitled to statutory holidays, and other leaves 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、和諧及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交流與協作。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。

本集團亦成立正榮工會，倡導員工互助互愛，推進共建和諧幸福企業。我們不僅有定制幸福抱枕、員工生日會、美食不間斷的幸福茶水間等多元福利加持，而且為員工提供豐富多彩的文體娛樂活動，開展體育聯賽、「正榮好聲音」、踏青徒步、志願服務等，並提供經費支持員工組建各類文體俱樂部。截至本年度年底，本集團共有員工文體俱樂部近40個，包括羽毛球俱樂部、足球俱樂部、健身俱樂部、籃球俱樂部、騎行俱樂部、攝影俱樂部等。本集團亦設置困難救助基金，發揮互助精神，幫扶困難員工，並在每年設置一天帶薪公益假，支持員工開展公益活動，回饋社會。

The Group advocates simple and harmonious employee relationships with mutual trust, and encourages an equal communication and collaboration 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.

The Group also established the Zhenro Union, which advocates help and care among employees, and propagates the building of a corporate of happiness and harmony. Not only do we have a variety of welfare including custom-made "Happiness cushions", employee birthday parties, pantry with continuous supply of gourmet food, but we also provide a wide variety of cultural and sports entertainment activities and initiate sports competitions, "The Voice of Zhenro", hiking, voluntary services etc. The Group provides funding to support employees to form a diversity of cultural and sport clubs. As of the end of the Year, the Group has a total of 40 employee clubs, including badminton club, football club, gym club, basketball club, riding club, photography club etc. The Group also sets up a difficulty assistance fund to demonstrate our spirit of mutual aid and help employees in difficulties. A one-day paid charity holiday is provided annually to support employees to give back to society through participation in charity activities.

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案例：為未來和愛奔跑

作為2018上海國際半程馬拉松賽的贊助商，本集團還發起「跑向未來的榮遇之路」主題活動，號召所有員工、合作夥伴、客戶共同參與，並面向公眾公開招募參加半馬的選手，共同組建「正榮跑團」。

Case: Running for love and the future

As the sponsor of the 2018 Shanghai International Half-Marathon, the Group organized a themed activity “Running to the future path of opportunities”. We called out to all employees, partners, clients to participate in the event and recruited other participants of the half marathon to form the “Zhenro Squad”.



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

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 hygiene 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 dangers and

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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。

3.4. 發展與培訓

為支持員工成長和發展，本集團構建了「一正五力」的人才模型，並據此設置了涵蓋新人融入、職業發展、幹部培養三大層次和榮耀生計劃、事業家計劃兩大特色項目的培訓體系，滿足不同員工的培訓需求。本集團亦對員工提高學位、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。我們定期為新入職員工舉行基礎性的集中式培訓，如地產行業概述和部門職能介紹等，並為其安排一位帶導人，於試用期內定制工作目標及計劃，幫助員工進入工作狀態和熟悉工作內容。我們亦尤其注重年輕員工的成長，借著榮耀生成長階段計劃針對性地輔助年輕員工晉升與發展。對於管理層的員工，本集團於本年度舉辦了兩期「強將計劃」經營管理訓練營，共計91人參與，進一步鞏固了中層骨幹力量的項目操盤技能，提升其經營意識、專業能力與管理水平，為企業培養未來管理人材。

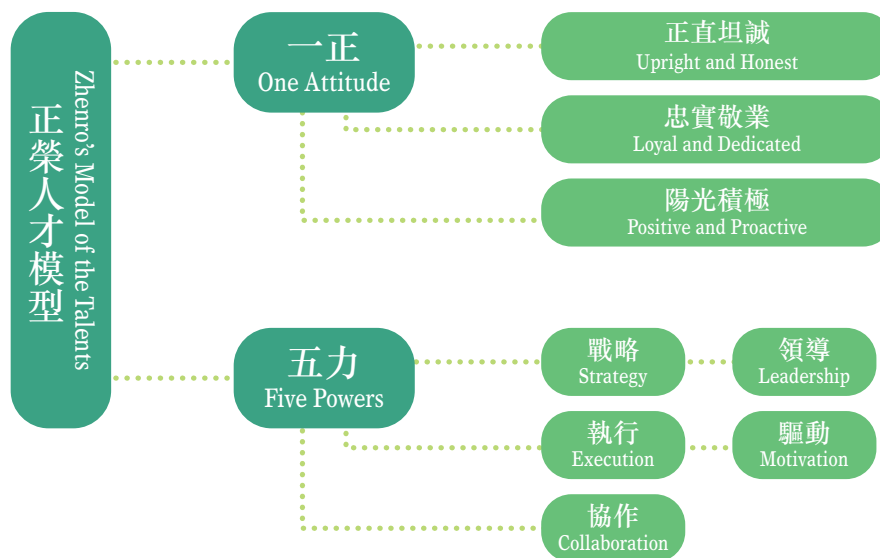
illnesses during work, and suggesting preventive measures in accordance to the relevant reports. We even provide our employees with specific lectures and training with respect to occupational health and safety, such as “Healthy Season” training series and sports activities, in an effort to raise their awareness of workplace hazards and self-protection.

3.4. Development and Training

To support the growth and development of employees, the Group constructed a talent model of “One Attitude, Five Powers”. Based on this model, the Group put in place three levels namely: employee orientation, career development and management cultivation, as well as two special programmes, including the programmes for honorary graduates and professional talents respectively. This aims to fulfill training needs in correspondence to the employees’ respective needs at work. The Group puts in place corresponding incentive mechanisms for further studies, promotion and professional qualification, in a bid to encourage employees to continue further studies. The Group regularly organizes intensive basic trainings for new recruits to help them get started with their work and familiarize with their job duties. The training may include a brief introduction on the real estate industry, job nature of different departments, etc., and a mentor is arranged to help new recruits set work goals and plans. Particular attention is paid to young employees by organizing the programme for honorary graduates, which provides specific assistance for their promotion and development. During the Year, the Group has also organized two “Elite Programme” training camps in operation management for the employees from the managerial level, where a total of 91 employees have participated in. The camps further strengthened the project management skills of the mid-level employees, raised their operation awareness, professional skills and management level, and hence equipped them to be the future managerial talents of the corporation.

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本集團致力為員工提供清晰的發展渠道和可持續發展的空間，因此我們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，並通過績效考核，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。

In order to provide our employees with a clear career path and room for sustainable career development, the Group has established a comprehensive promotion and development system with the respective requirements and standards of different levels and teams (including management team, professional position and administration team). Our employees' performance in terms of their work results, behaviours and work abilities are regularly assessed to help determine their promotion and development path.



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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。

4.1. 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、公正地選擇行業標桿企業、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，然後就各方面進行評審。合資格的供應商會被納入供應商資源庫，招標採購工作一般從資源庫中選取，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。對於表現優秀的供應商，將獲得擴大合作範圍、提升合作量和直接續標等激勵機制；表現

4. BUSINESS OPERATION

An enterprise's level of sustainable development 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.

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 suppliers' resources 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 incentivized" supplier management system and established relevant policies such as those on supplier management and strategic procurement. During the selection process of suppliers, 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, where tendering and purchasing work are selected from, so that an array of stable suppliers of high quality can be maintained, and hence improving our products' competitiveness in the industry. The Group carries out regular assessments to determine whether the suppliers in cooperation can fulfill the requirements as stated in the contract. For suppliers with outstanding performance, the Group will provide them with incentives, such as expansion of the scope of cooperation, increase in level of cooperation and direct renewal of contracts.

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欠佳的供應商，如出現質量事故和工期嚴重滯後的情況，將獲發通知以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。我們亦會對供應商的績效改進情況、技術配合、成本優化等表現進行年度總結，確保來年合作的供貨商均能達到我們的要求。本集團重視供應商的社會責任表現，對於存在圍標、串標、行賄、欺詐、以次充好等行為的供應商，我們將直接拒絕與其合作。

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，我們在行業里率先提出新一代「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

For suppliers performing below expectation, such as quality issues or a serious delay in the work progress, the Group will inform them to submit a remediation plan and keep on tracking and evaluating their performance, forcing them to improve. The Group also provides the suppliers with an annual conclusion in terms of their improvement in performance, coordination in technology and cost efficiency, so as to ensure that the suppliers in cooperation can meet the Group's requirements. The Group attaches great importance to the suppliers' performance in fulfilling social responsibilities, and will directly reject to cooperate with suppliers that engage in bid-rigging, illegal bidding, bribery, fraud or the provision of substandard products and services.

4.2. Products and Services

The Group is devoted to providing our clients with the best products and customer services. 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 the 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 the 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

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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。

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.



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。本集團亦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。為使客戶享受更多專業化的生活服務，本集團設立了客戶俱樂部—正榮會，以提供物業管理、客戶權益代言等服務，加強與客戶之間的溝通，並與其建立良好的關係，實現最大價值的優惠互動。

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 also attach great importance to the opinions of our customers as their opinions can effectively help the Group improve its product and service quality constantly. The Group has formulated customer compliant handling procedures so 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 be accepting, recording, handling and closing the complaints in accordance to the procedures. In order to provide our customers with more professional accommodation-related services, the Group has established a customer clubhouse, Zhenro Club, to provide services such as property management and customer rights endorsement. The establishment aims to strengthen the communication with our customers and to establish a close relationship, hence to maximize the value of favorable interactions.

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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洩，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。對於各式廣告及品牌活動，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宣傳，以保持本集團良好的企業形象。

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。

Personal data and privacy of customers are another aspect that the Group attaches importance to. 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 to 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 provided by 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 advertisements and branding events and strictly complies with relevant laws and regulations such as Advertising Law of the People's Republic of China. False and exaggerated content is tightly prohibited to maintain a proper corporate image.

4.4. Anti-Corruption

Behaviors such as fraud, extortion, bribery and money laundering can weaken a business's stability and therefore the Group on no accounts allows 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.

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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、蘇州置業及上海御天並無牽涉任何貪污訴訟案件。

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. 精準扶貧與鄉村振興

精準扶貧是國之戰略，也是本集團公益慈善戰略的重點領域。本集團不斷疊代建立具集團特色的精準扶貧和鄉村振興體系，首先在福建省試點，幫助部分鄉村有效脫貧，發揮示範作用，然後逐步將扶持對象由村擴展至縣，並根據國家精準扶貧和鄉村振興推進計劃，擴大至國內其他欠發展地區。本年度12月，本集團以「社會創新，助力精準扶貧」的永泰模式，被納入由國務院扶貧辦

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 attending 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 in 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.

5. COMMUNITY INVESTMENT

The Group brings into full play its own advantages on resources to actively carry out charitable activities, which aims to promote the livelihood of citizens, and to achieve a harmonious and symbiotic development between 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. Targeted Poverty Alleviation and Countryside Development

Targeted poverty alleviation is a part of the nation's strategy, and is a key area of the Group's public welfare and charity strategies. The Group constantly reiterates the establishment of a targeted poverty alleviation and countryside development system with characteristics of the Group. Firstly, a pilot project was launched in the Fujian province to help several villages escape from poverty and act as a demonstration for future practices. We will then progressively expand our targets from villages to the county level, and to other underdeveloped regions according to the national targeted poverty alleviation and countryside development promotion plan. In December of the Year, the Group, upholding a "Yongtai Mode" of "Assisting

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社會扶貧司指導、中國社科院工業經濟研究所研究出版的《企業扶貧藍皮書(2018)》企業優秀扶貧案例。

案例：精準扶貧與鄉村振興之「永泰模式」

永泰縣位於福建省中部，具豐富的歷史文化名村名鎮和傳統村落資源，於目前擁有45個省級傳統村落、5個省級歷史文化名村、1個中國歷史文化名鎮及7個中國傳統村落，並被評選為「中國優秀旅遊縣」。截至本年度年底，亦成為福建省委及省政府確定的23個省級扶貧開發重點縣之一。

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，充分發揮「基礎設施、教育、產業、互聯網」四位一體的聯動效應匯聚各方力量，帶動全個社會一起參與鄉村振興。上年度，本集團通過1億元精準扶貧專項基金出資，經福建省光彩會定向撥款，捐資1,000萬元發起成立永泰縣鄉村復興基金會，並組建鄉建聯盟，培養在地鄉創人才，激發永泰縣的生活力。通過引入具有社會價值的產業和對接互聯網資源等，本集團實現了鄉村經濟可持續發展與振興。

targeted poverty alleviation through social innovation”, has been selected as an outstanding corporate poverty alleviation case in the “Blue Book of Poverty Alleviation of Enterprise (2018)”, published by the Institute of Industrial Economics of CASS and guided by the social poverty alleviation department of the State Council Leading Group Office of Poverty Alleviation and Development.

Case: ‘Yongtai Mode’ Targeted Poverty Alleviation and Development

Yongtai County, situated in the middle part of Fujian province, is rich in famous historical and cultural towns and traditional village resources. As of today, Yongtai County possesses 45 provincial grade traditional village, 5 provincial grade historical cultural villages, 1 Chinese famous historical cultural village and 7 Chinese traditional villages, and is praised as an “Outstanding Tourist County in China”. As of the end of the Year, Yongtai County is 1 of the 23 provincial grade poverty alleviation and development key regions certified by the Fujian Province Committee and Provincial Government.

In Yongtai County, Fujian Province, the Group has carried out innovative practices for rural development and revitalization from “blood transfusion” to “blood production”, utilized the chain effect produced by the combination of 4 elements “Infrastructure, Education, Industry, Internet”, and brought together the power of different parts of society, in an attempt to drive the entire society to participate in the development of the countryside.

In the previous year, the Group donated 10 million dollars from a 100 million dollars fund specialized for targeted poverty alleviation, through the Fujian Province Guangcai Program and a fund to establish the Yongtai County Rural Development Foundation, and form the Rural Development Alliance, so as to cultivate local talent and stimulate vitality in the Yongtai County. Furthermore, through the introduction of socially-deemed valuable industries and connection to internet resources etc, the Group realizes the sustainable development and revitalization of the rural economy.

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永泰縣鄉村復興基金會實施的
五個方向幫扶：

1. 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
 - 開展鄉土教育，培訓鄉村美學素質教師，提升村民整體素質
 - 開展社會組織能力建設培訓，培訓縣域社會組織專業人才
2. 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
 - 完善鄉村圖書館、博物館、美術館等公共文化服務設施

5 Directions of Poverty Alleviation of the Yongtai County Rural
Development Foundation:

1. Alleviating poverty through implementation of education
 - Nurture the rural grass-roots cadres and facilitate rural development
 - Nurture youths returning from cities, cultivate entrepreneurship and increase the employability of villagers
 - Promote local education, nurture teachers with aesthetic qualities to enhance the personal qualities of villagers
 - Provide trainings for social organization abilities to nurture a variety of professionals suited for social organizations
2. Improving Infrastructure
 - Undergo village planning with related local departments
 - Help to improve infrastructure, such as sewage treatment facilities
 - Improve public cultural facilities, such as rural library, museum and gallery

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3. 著力產業扶貧

- 重點發展文化旅遊產業，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
- 鼓勵和支持農村產業經濟多元發展，以「支部+公司+農戶」、「支部+公司」、「公司+專業合作社+農戶」等模式，實現鄉村脫貧

4. 開設電商模式

- 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

5. 實施文化扶貧

- 通過開展「藝術家駐村」、「鄉村閱讀計劃」及舉辦稻田藝術節等，增強鄉村文化自信

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 poverty alleviation through different cooperation modes within cadres, companies and farmers, such as “Branch + Company + Farmers”, “Branch + Company”, “Company + Professional Cooperation + Farmers” etc

4. Developing a e-commerce model

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

5. Realizing poverty alleviation through cultural development

- Strengthen locals’ confidence in their own culture through the development of “Artist-in-residence”, “Rural reading plan” and organizing the paddy field art festival

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5.2. 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。

引領城市社區新生活

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，搭建社區公益參與平台，引導社區居民、社區組織、物業和社區商舖等共同參與探索多元和活力的社區文化，建設健康、互助及豐盛的城市社區新生活。

本年度，「你好，社區」在5個城市社區中開展項目，組織了超過200場社區公益活動，超過3,000名居民參與。「你好，社區」發起「少年行夏令營」，與12家民間組織合作，在17個社區開展項目，服務了超過1,000名青少年，實現了服務學習的目標。我們與博世中國慈善中心和上海欣耕工坊合作，在上海的2所學校發展學校可食地景，推廣多功能的空間利用。同時，「你好，社區」積極推動行業交流，發起及支持社區營造沙龍，全年共舉辦了10多場沙龍活動。此外，我們參與協辦第二屆全國社區發展與社區營造論壇，吸引來自全國各地1,000多名夥伴參與。

5.2. 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.

Leading Urban Communities to New Lives

In 2014, the Group launched the “Hello, Community” urban community development project through Zhenro Foundation and built a community welfare participation platform, so as to lead residents of the community, community organizations, properties and shops in the community to collectively explore a diverse and lively community culture, hence creating a healthy, helpful, and hearty new urban community life.

During the Year, “Hello, Community” started its operation in 5 urban communities, organized over 200 social welfare activities with over 3000 residents participating. The “Teenage Walk Summer Camp” was also initiated through the corporation of 12 civic society organization, operated in 17 communities, and serviced over 1000 teenagers, fulfilling the objectives of service-learning. Together with Bosch China Charity Center and Shanghai Xingeng Workshop, we started our project of edible landscape in 2 schools in Shanghai, in an attempt to further promote the utilization of multi-functional space. Meanwhile, “Hello, Community” actively promotes communication between industries, and has initiated and supported salons in the community through organizing more than 10 events throughout the Year. Furthermore, we have participated in organizing the 2nd National Community Development and Community Creation Forum, attracting more than 1000 participants from all over the nation.

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案例：「少年行」夏令營－社區即是學校，生活即是教育

本年度，正榮公益基金會舉辦「少年行」社區夏令營予長沙正榮•財富中心的青少年於社區中度過一個高質量的暑期。在志願者和物業人員的協助下，青少年學習了如何畫社區安全地圖，如何在火災的時候安全逃生，如何認知社區綠地圖，如何尊重夥伴、相互協作等知識。「少年行」夏令營衍生自「你好，社區」項目，通過豐富多彩的活動，專業的陪伴支持，讓社區的少年學習獨立、熟悉社區、參與公益、自我成長，度過一個與眾不同和安全豐盛的暑假。本年度，「少年行」夏令營在全國17個社區開展，超過1,000名青少年參與，並為超過百名的老人及環衛工人等群體提供了公益服務。

Case: “Teenager Walk” Summer Camp -- Community is School, Life is Education

In the Year, teenagers in Changsha Zhenro•Fortune Plaza spent a quality summer holiday by participating in the “Teenager Walk” community summer camp organized by the Zhenro Foundation. Under the assistance of volunteers and property staff, they learnt how to draw community safety maps, learnt about fire exit routes, ways to recognize community green maps, ways to respect companions and cooperate with each other etc.

The “Teenager Walk” summer camp was derived from the “Hello, Community” project. Through a variety of activities and professional support, the teenagers can learn to be independent, familiarize with the community, participate in charity, seek self-growth, and spend a special and fruitful summer holiday. In the Year, “Teenager Walk” summer camp was hosted in over 17 communities, with over 1000 teenagers participating in the activity, which provided charity services to over 100 elderly people and environmental workers.



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推動社區基金會發展

社區基金會是社區議題的推動者。本集團通過正榮公益基金會開展「禾平台」項目，支持和推動中國社區基金會以專業及有效的方法吸引社區居民和社會組織參與社區公共事務，解決社區問題，提升社區資本，實現社區美好生活的公益平台。

Driving Development of Community Foundation

Community Foundation is the driving force of social issues. The Group established the “Harmony Platform” project through Zhenro foundation in a bid to support and drive the national community foundations to attract community residents and societal groups to participate in community public affairs, solve community problems, raise community capital, and realize a wonderful community in a professional and effective manner.



1. 人才培育：「禾平台」通過提供豐富立體的能力建設課程，建立社區基金會交流平台，以及強有力的行業領域網絡構建，培育中國社區基金會專業人才。本年度，「禾平台」第二屆禾夥人培訓匯聚23家平台機構和2家社區基金會，形成了「禾平台」網絡。

1. Nurturing Talents: Through providing a diversified skill building course, creating a community foundation communication platform and building a strong industrial network, “Harmony Platform” aims to nurture professional talents for national community foundations. In the Year, the 2nd Harmony Companions Training of the “Harmony Platform” brought together 23 platform organizations and 2 community foundations to form the “Harmony Platform” network.

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2. 研究支持：本年度，「禾平台」支持深圳國際公益學院開展研究，發佈了《中國社區基金會發展環境分析與培育建議》。透過與南開大學周恩來政府管理學院達成戰略合作，我們共同建設「禾公益智庫」，開展公益慈善研究及交流工作，為中國社區公益的發展提供智力支持。
3. 行業活動：「禾平台」積極組織論壇及沙龍等活動。本年度，「禾平台」在湖南長沙開展社區基金會主題沙龍，吸引了來自湖南100多名夥伴參與討論和學習。我們亦與中國基金會發展論壇合作舉行社區基金會分論壇，吸引了近200名來自全國各地的夥伴參與。

發展鄉村社區建設

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。

1. 鄉村社區幫扶

鄉村社區弱勢群體關懷是鄉村美好社區建設的基礎責任。本年度，本集團累計捐資220多萬元，開展汀塘鄉村社區建設，通過發放汀塘福壽金、汀塘夢想獎學金、汀塘教育基金

2. Research Support: In the Year, “Harmony Platform” supported the China Global Philanthropy Institute to publish the “Chinese Community Foundation Development Environment Analysis and Cultivation Suggestions”. Through strategic cooperation with Zhou Enlai School of Government, we established the “Harmony Think Tank” to initiate public welfare and charity research and communicative efforts, and provide intellectual support for the development of national community public welfare.
3. Industrial Activities: “Harmony Platform” actively organizes activities such as forums and salons. In the Year, the community foundation themed salon held in Hunan, Changsha attracted more than 100 participants from Hunan to join the discussion and learn from each other. We have also co-organized a community foundation sub-forum with the China Foundation Forum which attracted more than 200 participants from different parts of the country.

Developing Rural Community Infrastructure

In rural communities, the Group initiated public welfare campaigns through Zhenro Foundation, such as the “Love our Homeland Plan”, “Homeland Farm” and “Yaqi Caring Fund”. These projects have significantly contributed to the exploration in fields such as rural civic education, sustainable community and rural public welfare talent nurturing.

1. Rural Community Support

Providing care to the disadvantaged group in rural communities is a basic responsibility when constructing a good rural community. In the Year, the Group accumulatively donated 2.2 million to initiate the construction of Dingtang rural community and passed through proposals such as the Dingtang Remuneration, Dingtang Dream Scholarship and Dingtang Education

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等，開展多維度社區服務及村民引導工作，匯聚多元力量建設美麗汀塘。我們亦提供救助金，用於直接幫扶貧困戶、五保戶、低保戶、患重病的病人等，幫扶共11戶家庭。

2. 鄉村可持續生活共同體的實踐

「故鄉農園」由正榮公益基金會發起，位於福州市荊溪鎮關中村，共有農田200畝和林地300畝，旨在打造一個溫暖、富有人情味、可持續的生活共同體。細雨工作室、家園計劃及樂享自然等機構在此聚集，開展歸農書院民宿、南部生活共識社區、棲地自然學校和生態農業創業等項目，踐行與自然友好的生活方式。項目累計對外接待了超過4,000人次的參觀訪學，榮獲第五屆中國公益慈善項目大賽銅獎和滙豐社區夥伴獎等。

Fund etc. The Group also commenced a variety of community services and resident guidance efforts to bring together diverse strengths to construct a beautiful Dingtang. The Group also provided relief funds to help the households that are poverty-stricken, enjoying five guarantees and minimum living guarantees and patients suffering from serious illnesses, which has supported 11 families in total.

2. Rural Sustainable Community Actualization

“Homeland Farm” project was initiated by Zhenro Foundation, and is situated in Guanzhong Village, Jingqi Town, Fuzhou City. It has a total of 200 Mu of farmland and 300 Mu of woodland, aiming to build a community of warmth, friendliness and sustainability. Organizations such as Xiyu Workshop, Homeland Planning, Joy and Nature gathered to organize projects such as Returning Farmers’ Dormitory, Southern Living Community, School in Natural Habitat and Eco-Agriculture Pioneering etc, and put environmentally-friendly lifestyles into practice. These projects have accumulatively attracted over 4000 school visits, and have been awarded the bronze prize in the 5th Chinese Public Welfare Charity Contest and the HSBC Community Partnership Award.

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案例：南部生活共識社區

「一個新的社區，彼此守護，分享所有，共同撫養後代、贍養老人，不分離的愛。成為當代世界最需要的一種共識社區」是南部生活共識社區的願景。

紮根於故鄉農園的南部生活社區由唐冠華發起，是國內第一個共識社區，至今已有10位長期居民和近200多人在此生活和工作。本年度，正榮公益基金會支持南部生活開展了3個創新項目，成員在這裏從事生態建築、農耕、自然教育、可持續設計、藝術創作及環保日用品等工作，投身各自的追求和理想。「南部生活節」是社區一年一度的對外交流活動，讓城市居民和鄉村居民聚集在一起度過元旦新年。

Case: Southern Living Another Community

“A new community of looking over each other, sharing what we have, taking care of the next generation, supporting the elderly, inseparable love, become the another community that the modern world needs”- is the vision of the Southern Living Another Community.

Having its roots in Homeland farm, the Southern Living Community was launched by Tang Guanhua, and is the first another community in the nation. To date, there are 10 long-term residents and more than 200 people living and working here. In the Year, Zhenro Foundation supported the southern living through initiating 3 innovative projects. Residents here are engaged with work such as ecological construction, farming, nature education, sustainable design, art creation and environmentally-friendly daily consumables, as a way to pursue their own ambitions. “Southern Living Festival” is an annual event of the community to communicate with external parties, where urban and rural residents all gather to spend the new year.



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注重社區災害管理

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支持民間力量開展災害服務工作。本年度，正榮專項救災基金與3家民間組織合作開展4個救災項目，在應對溫比亞颱風等災情上，第一時間做出響應，有效支援了災區救援和災後重建。同時，本集團走進城鄉社區開展減防災教育，協助社區制訂「家庭－隱患點－社區」三級應急預案，提升高風險社區的災害應對能力，影響人群1,500多人次。

案例：減少災害，從社區開始

本年度，正榮專項救災基金支持福建省藍豹救援服務中心開展社區減防災教育，項目計劃在福州的5個社區開展，包括：正榮潤城社區、馬保正榮財富中心社區、馬尾正榮財富中心社區、福州倉山麗景社區和閩侯青口尚干社區。

項目在每個社區開展不低於5場的社區安全教育宣講及演練，具體內容及實施方式由藍豹中心與社區協商制定。根據各個社區特點，將靈活設計安全課程，主要包括幾個大類：防火，防震，防溺水，自救與互救及防拐防性侵等，讓社區更安全。

Focusing on Community Disaster Management

In terms of the support in natural disaster recovery, the Group has initiated disaster relief services through civic power by establishing Zhenro Special Disaster Relief Fund in 2013. In the Year, Zhenro Special Disaster Relief Fund cooperated with 3 civic organizations to initiate 4 disaster relief projects. When responding to the Rumbia Typhoon disaster, immediate response was given to rescue and support areas struck by disaster, as well as the post-disaster recovery work. Meanwhile, the Group also actively initiates disaster prevention education in both rural and urban communities, and assists the communities to establish three-level emergency plan “Family – Hidden Dangers – Community” to improve the response of high-risk communities in the face of disaster. More than 1500 people have benefitted from our scheme.

Case: Reduce Damage, Starting from the Community

In the Year, Zhenro Special Disaster Relief Fund has supported the Lanbao Rescue Service Center in Fujian province to initiate disaster prevention education in the community. The project is initiated in 5 communities in Fuzhou, including: Zhenro Runcheng Community, Mabao Zhenro Fortune Center Community, Mawei Zhenro Fortune Center Community, Fuzhou Cangshan Lijing Community and Minhou Qingkou Shanggan Community.

The project initiates no less than 5 community safety education talks and drills in each community, whereas the specific contents and methods of implementation will be formulated by the Lanbao Center and the community. Safety courses are flexibly designed according to each community's characteristics. The courses include the following major areas: fire prevention, earthquake evacuation, drowning prevention, self-help and mutual rescue, anti-kidnapping and anti-sexual assault, in a bid to make the community a safer place.

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5.3. 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、創新和有效的教育發展模式，推動民間教育發展和教育創新。

愛在閔行

本年度，本集團通過「慈榮校倡愛在閔行」項目，在上海市文來中學開展教育結對幫扶來推動教育資源的均衡發展，助力教育公平。項目資助貧困學生並獎勵教育課題創新等。此外，項目亦支持上海市七寶實驗幼兒園對教育空間的創建，對幼兒園現有的閱讀室進行全方位的打造，形成閱讀特色小屋，打造安全的教育空間，促進園內每個孩子的健康發展。

5.3. Education Development and Innovation

The Group cares about the education and growth of youths. Since our incorporation, we have been building schools and supporting educational activities through donations, so as to facilitate popularization and equity of education. Meanwhile, we actively support community organizations to explore a diverse, innovative and effective education development model, so as to drive educational development and educational innovation.

Love in Minhang

In the Year, through the “Promoting the love in Minhang Campus” project, the Group initiated an education programme in Shanghai Wenlai Middle School specifically targeted at poverty alleviation to drive the balanced development in educational resources and to support equity in education. The project subsidized the needy students and rewarded innovative education. Additionally, the project supported Qibao Experimental Kindergarten in Shanghai city for their building facilities for education. It completely renovated their existing reading room to a reading room with specialized features, creating a safe educational room to facilitate every child’s healthy development.

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項目還為孩子的全面發展創造機會，將科技、閱讀等融入孩子生活日常。在上海市七寶實驗小學，項目將聯合多方資源開展「小小工程師」創智課程，以普及教學為基礎，提升學生探究創新的能力。在上海市閔行區愛博果果幼兒園，項目亦開展親子閱讀社團公益活動，打造形成幼兒、家長及教師三位一體的閱讀共同體，提升社區家長親子閱讀指導能力和幼兒閱讀能力。

鄉村教育

本集團透過正榮公益基金會開展「桃李天教育項目」，立足於鄉村教育發展，通過系統性的公益項目和服務助力鄉村教育質量提升。該項目內容包含組織支教補充鄉村教師資源，以獎助教資金投入幫扶鄉村教師和學生，提供教師培訓支持鄉村教師能力提升，並關注鄉村學校教學環境改善等。本年度，項目共為110個初中學生提供獎助學金，並資助了18個品學兼優的貧困大學生，給予其學習資源及職業發展機會，助力其成長。

The project also creates opportunities for all-rounded development of children, assimilating technology and reading into the children's daily lives. In Qibao Experimental Kindergarten in Shanghai city, the project incorporated the resources from many parties to initiate the "Little Engineers" programme based on the foundation of universal education, to enhance students' capabilities in innovation. The project also initiated family reading public welfare activities in Aiboguoguo Kindergarten in Minhang district, Shanghai to build a reading community formed by children, parents and teachers, and enhance parents' reading guidance capabilities and the reading abilities of children.

Rural Education

Through Zhenro Foundation, the Group initiated the "Taolitian Educational Project" to develop rural education and assist in enhancing quality in rural education through systematic public welfare projects and services. The project includes the organization of assisting education work in less-developed regions to replenish teaching resources, use of subsidies to fund needy teachers and students, provide teachers with training to increase their abilities in teaching, and pay close attention to the improvement in teaching environments of rural campus. In the Year, the project provided scholarships to 110 middle school students and 18 needy university students with outstanding academic performance, providing them with educational resources and occupational development opportunities to facilitate their growth.

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5.4. 支持公益多元創新

創新是公益發展的源源動力，本集團透過正榮公益基金會，以整合資源與跨界合作為支點，撬動社會創新大能量。

隱秘王國－流浪貓救助項目

本年度，隱秘王國累計資助流浪貓救助組織3家，間接救助流浪貓1,000隻；開展沙龍活動6場、社區宣講4場，並協助3個社區組建愛護動物義工團體。

早安市集－城市文化創新項目

早安市集於本年度凝聚了100多位城市文化創新實踐者，在福州及莆田等地舉辦了10場城市藝文活動，讓獨立藝術、手作體驗、原創音樂和有機農業等多種元素的市集，在城市公共空間呈現，與大眾產生對話和聯結，讓城市文化多一點想象。

5.4. Supporting Diversified Innovation of Public Welfare

Innovation is the driving force of public welfare development. Through Zhenro Foundation, the Group utilizes integration of resources and cross-border cooperation as pivots, and cultivates the innovative power of society.

Hidden Kingdom – Stray Cat Rescue Project

In the Year, Hidden Kingdom accumulatively sponsored 3 organizations dedicated to rescuing stray cats and indirectly assisted in the rescue of 1000 stray cats. The group also hosted 6 salon events, 4 community talks, and assisted 3 communities to form animal protection volunteering groups.

Morning Market – Innovative City Culture Project

Morning Market gathered over 100 city culture practitioners in the Year, and held 10 city art activities in places like Fuzhou and Putian. The project allowed a variety of elements to be displaced in the public area of the city, including independent artworks, handmade artwork experiencing, original music and organic farming. The project aspires to create dialogue and connections within the public, and give more room for the imagination of city culture.

環境、社會及管治報告 Environmental, Social and Governance Report



正榮微公益－小額資助項目

本年度，正榮微公益共資助開展創新公益項目6個，涉及教育戲劇、性別平等和公益人保險金融教育等領域，受益人群包括兒童、公益行業從業人員以及關注性別話題的社會公眾。

Zhengro Public Welfare – Small-sized Subsidy Project

In the Year, Zhengro Public Welfare subsidized and initiated 6 new public welfare projects, including areas such as educational dramas, gender equality, public welfare insurance, financial education etc. Beneficiaries include children, public welfare practitioners and members of society who follow gender issues.



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和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