

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



2019 環境、社會及管治報告

Environmental, Social and Governance Report

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關於本報告

About the Report

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」）在二零一九年一月一日至二零一九年十二月三十一日（「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。

1.1. 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，包括正榮御天（上海）置業發展有限公司（「上海御天」）及本年度新列入報告範疇的蘇州正瑞置業發展有限公司（「蘇州正瑞」），於本年度的表現。由於正榮蘇南（蘇州）置業發展有限公司已於2018年清盤，因此以蘇州正瑞取代作報告範疇。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。

1.2. 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。如無特別說明，ESG報告以人民幣為貨幣單位。

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 2019 and 31 December 2019 (the “Year”).

1.1 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 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 the performance of two key project companies during the Year, including Zhenro Yutian (Shanghai) Real Estate Development Co., Ltd (“Shanghai Yutian”) and Suzhou Zhengrui Real Estate Development Co., Ltd (“Suzhou Zhengrui”) which is newly included in the reporting scope in the Year. Since Zhenro Sunan (Suzhou) Real Estate Development Co., Ltd has gone into liquidation in 2018, it is replaced by Suzhou Zhengrui in the reporting scope. 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.

1.2 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. Unless otherwise specified, currency units in the ESG Report are denominated in Renminbi.

關於本報告

About the Report

1.3. ESG管治

本集團相信建立及實施完善的ESG原則及慣例有助提高企業的投資價值，並為其持份者提供長期回報。為確保行之有效的ESG風險管理措施及內部控制系統，本集團董事會負責監督本集團的ESG策略的制定及匯報工作，以及評估及釐定ESG相關風險。為改善本集團的ESG管治，董事會透過內部審查職能定期對ESG管理工作的充分性和有效性進行獨立評估及效率分析。

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

本集團重視你對此份報告的看法，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

1.3 ESG GOVERNANCE

The Group believes that establishing and implementing sound ESG principles and practices will help increase the value of the investments of an enterprise and provide long-term returns to its stakeholders. To ensure it maintains effective ESG risk management measures and internal control systems, the Board of the Group is responsible for overseeing the formulation and reporting of the Group's ESG strategies and assessing and determining the ESG-related risks. In order to improve the Group's ESG governance, the Board periodically conducts independent evaluations of the adequacy and effectiveness of the Group's ESG management through internal review function.

1.4 STAKEHOLDER ENGAGEMENT

The engagement of our employees from different departments of the Group helps us recognise our sustainability performance. The diligently collected and carefully analysed data underscores not only the Group's sustainable initiatives for the Year, but also the Group's short-term and long-term sustainability strategies. 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.

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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，本集團着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。

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. 環保公益

本集團積極履行企業對環境的責任，同時倡導員工、業主、供應商、社會大眾也投入環保實踐中，支持民間環保事業發展。

2.1. ENVIRONMENTAL PROTECTION IN COMMUNITIES

The Group actively fulfills its corporate responsibility for the environment and supports the development of environmental protection businesses in the community by encouraging employees, property owners, suppliers, and the general public to indulge in environmental protection practices.

案例：守護碧水藍天

本集團通過正榮公益基金會開展「守護碧水藍天」項目，匯聚社會力量，支持民間組織開展以下行動：

- 1、 調研水源地的生態環境質量，開展系列水生態科普活動，提升公眾環境保護意識，持續性地推動水源地生態保護、監督和預警；
- 2、 培育在地守護力量，調研收集企業環境信息，構建起一套企業環境預警機制，持續向金融機構發佈3個省份50,000家預警企業名單，形成華東、華南六省環境風險數據庫，推動更多金融機構重視環境管理與落實環境責任；

Case: Safeguarding Clear Water and Blue Sky

The Group launched the project “Safeguarding Clear Water and Blue Sky” through Zhenro Public Welfare Foundation. We drew community forces to support civil organisations to implement the following actions:

1. Conducted ecological and environmental surveys on water sources and commenced a series of water ecology activities so as to raise public awareness towards environmental protection and continuously promote ecological protection, supervision and early warnings of water sources.
2. Developed local protection power by collecting and researching on corporate environmental information and establishing a system on corporate environmental early warnings. Such measures allowed the issue of warnings to 50,000 financial institutions and the establishment of an environmental risk database covering 6 provinces in Eastern and Southern China, which in turn forcing more financial institutions to value environmental management and fulfill environmental responsibility.

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3、對福建省九地市開展20餘次現場調研，累計走訪企業510家，並建立福建省企業環境檔案500家；向環保部門反饋環境問題80餘次，推動了38個環境污染問題的解決。

3. Conducted more than 20 field surveys in 9 cities of Fujian Province; visited a total of 510 companies; established environmental files for 500 enterprises in Fujian; reported more than 80 environmental issues to environmental protection departments; and solved 38 environmental pollution issues.



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2.2. 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，並從源頭着手保護環境。

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。有鑑及此，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，我們積極推進装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能垂直綠化牆，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。

在項目用材方面，本集團採用專業化管理模式，根據不同產品質量要求，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。

2.2. 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.

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.

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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，釋放着無窮的綠色辦公「正能量」，成為整個虹橋商務核心區的標桿項目。

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 “Weiye 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，除了提供水霧彌漫的視覺觀感，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。

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 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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2.3. 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、蘇州正瑞及上海御天的空氣污染物排放量如下：

2.3. 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 Zhengrui and Shanghai Yutian are as follows:

空氣污染物排放	Air pollutants	二零一九年 2019	二零一八年 2018
氮氧化物 (千克)	Nitrogen oxides (kg)	36	52
二氧化硫 (千克)	Sulphur dioxides (kg)	1	1
顆粒物 (千克)	Particulate matter (kg)	3	4

環境保護

Environmental Protection

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、蘇州正瑞及上海御天的溫室氣體排放主要分為三個獨立範疇，包括：來自汽車燃料燃燒及制冷劑使用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、蘇州正瑞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 Zhengrui and Shanghai Yutian can be divided into three separate scopes, including direct emissions from fuel combustion of vehicles and the use of refrigerants and direct 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 Zhengrui and Shanghai Yutian are as follows:

溫室氣體排放	Greenhouse gas emission	二零一九年 2019	二零一八年 2018
溫室氣體總排放量 (噸二氧化碳當量)	Total emission of greenhouse gases (tons CO ₂ e)	997	437
直接排放 (範圍一) (噸二氧化碳當量)	Direct emission (Scope 1) (tons CO ₂ e)	156	181
間接排放 (範圍二) (噸二氧化碳當量) ¹	Indirect emission (Scope 2) (tons CO ₂ e) ¹	698	114
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	143
密度 (噸二氧化碳當量／員工)	Intensity (tons CO ₂ e/employee)	3.35	1.68

1 本年度上海總部搬遷新辦公室，辦公室面積擴大且公司業務需求令用電量增加，因此間接溫室氣體排放上升。

1 In the Year, Shanghai Headquarter relocated to a new office. Due to the increase in electricity consumption caused by the expansion of office and business, the indirect greenhouse gas emission has increased.

環境保護

Environmental Protection

2.4. 廢棄物管理

在廢棄物方面，本集團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，絕不客許非法棄置的情況發生。而有害廢物如電池及碳粉盒則由供應商收集並處理，以避免對環境造成有害影響。本年度上海總部、蘇州正瑞及上海御天的廢棄物產生量如下：

廢棄物	Waste	二零一九年 2019	二零一八年 2018
有害廢棄物總產生量 (公斤)	Total hazardous waste produced (kg)	5	0
有害廢棄物密度 (公斤／員工)	Intensity of hazardous waste (kg/employee)	0.13	0
無害廢棄物總產生量 (噸) ²	Total non-hazardous waste produced (tons) ²	111	35
無害廢棄物密度 (噸／員工)	Intensity of non-hazardous waste (tons/employee)	0.42	0.13

2 本年度，無害廢棄物總產生量包括辦公室一般垃圾、廢紙及廚餘，2018年只包括辦公室一般垃圾。

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。

2.4. WASTE MANAGEMENT

With respect to waste, the Group's 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. Meanwhile, hazardous waste such as batteries and toner cartridges are collected and handled by suppliers to avoid posing detrimental effects to the environment. The waste generated by the Shanghai Headquarter, Suzhou Zhengrui and Shanghai Yutian during the Year are as follows:

2 In the Year, general office waste, paper waste and food waste are included in the total non-hazardous waste produced. In 2018, only general office waste was included.

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.

環境保護

Environmental Protection

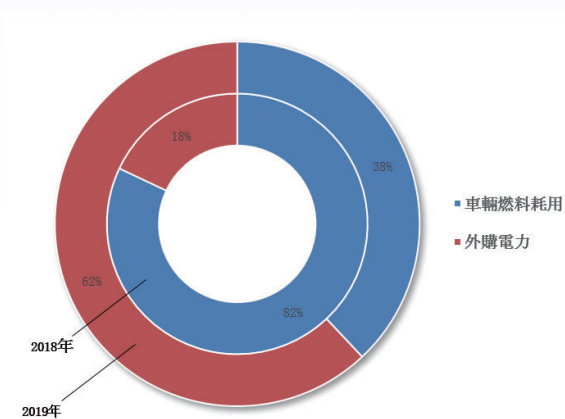
2.5. 節約資源

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、蘇州正瑞及上海御天的能源總耗量為1,589兆瓦時（2018年：887兆瓦時），平均每位員工的耗用量為5.33兆瓦時（2018年：3.41兆瓦時），而其總耗水量則為20,129立方米（2018年：2,651立方米），平均每位員工的耗水量為67.55立方米（2018年：10.19立方米）³。

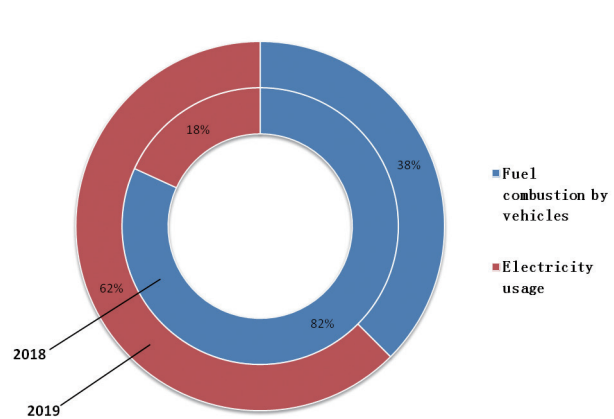
2.5. RESOURCES CONSERVATION

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 Zhengrui and Shanghai Yutian was 1,589 MWh (887 MWh in 2018), the average consumption per employee was 5.33 MWh (3.41 MWh in 2018). The total water consumption during the Year was 20,129 m³ (2,651 m³ in 2018) and the average water consumption per employee was 67.55 m³ (10.19 m³ in 2018)³.

按類型劃分的能源總耗量



Energy Consumption by Types



³ 本年度上海總部搬遷新辦公室，辦公室面積擴大，而上海御天施工量增加，因此用水量有所上升。

³ In the Year, due to the expansion of office of Shanghai Headquarter after relocation and the extra construction works of Shanghai Yutian, the total water consumption has increased.

環境保護

Environmental Protection

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，提升空調製冷的效能。在炎熱天氣下，本集團容許員工穿着輕便服裝上班，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。本年度，本集團並無在取水方面遇到任何問題。

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. During the Year, the Group did not face any issue in sourcing water.

關愛員工

Caring for Employees

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。

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.



關愛員工

Caring for 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。

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

本集團份外着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。

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.

The Group firmly opposes 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.

關愛員工 Caring for Employees

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。

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。我們不僅有定製幸福抱枕、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、「榮行者」、徒步活動、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。

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.

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, "Walkathon 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.

關愛員工 Caring for Employees

案例：無羽倫比

本年度，本集團組織了羽毛球比賽，號召所有員工、合作夥伴、客戶共同參與，加強大家對運動的重視。比賽以單打、雙打、混雙及團隊賽等多樣化形式進行，在增加比賽趣味性的同時，也促進了團隊的合作意識。

Case: In-house Badminton Competition

In the Year, the Group organised badminton competition which engaged all employees, business partners and customers to promote the importance of sports. The competition was conducted in a variety of forms such as singles, doubles, mixed doubles and team competitions, which helped raise the joy of the competition and at the same time enhanced the team's sense of cooperation.



關愛員工

Caring for Employees

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。同時，我們在新辦公大樓開展了「正榮TED」，邀請專家針對「學着和你的心臟和平相處」的主題，宣揚健康的生活理念和良好的作息安排。

3.4. 發展與培訓

本年度，本集團在「一正五力」的人才模型之上搭建了一套完整的人才培養體系，涵蓋管理、專業以及新人融入。我們以講師及培訓管理體系、文化宣導體系和線上學習三大系統，全面識別、培訓、及儲備高質量的管理和專業人才。人才培養體系針對不同層級的員工，設立不同的培訓項目：

- 培養高級管理層的領航計劃，提升戰略思維與格局視野；

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 illnesses during work, and suggesting preventive measures in accordance to the relevant reports. Meanwhile, we launched "Zhenro TED" in our new office building, inviting experts to promote the concept of healthy life and work-life-balance with the theme "Learn to Live in Peace with Your Heart".

3.4. DEVELOPMENT AND TRAINING

During the Year, the Group established a comprehensive training system based on the talent model of "One Attitude, Five Powers", which put in place three levels of training namely: management cultivation, professional development and employee orientation. We fully utilise the lecturers and training management systems, cultural advocacy systems and online learning systems to comprehensively identify, cultivate and reserve high-quality management and professional talents. Moreover, the talent training system is tailor-made for employees at different levels and different projects are prepared for them:

- Cultivated senior managers on strategic thinking and business vision through pilot scheme;

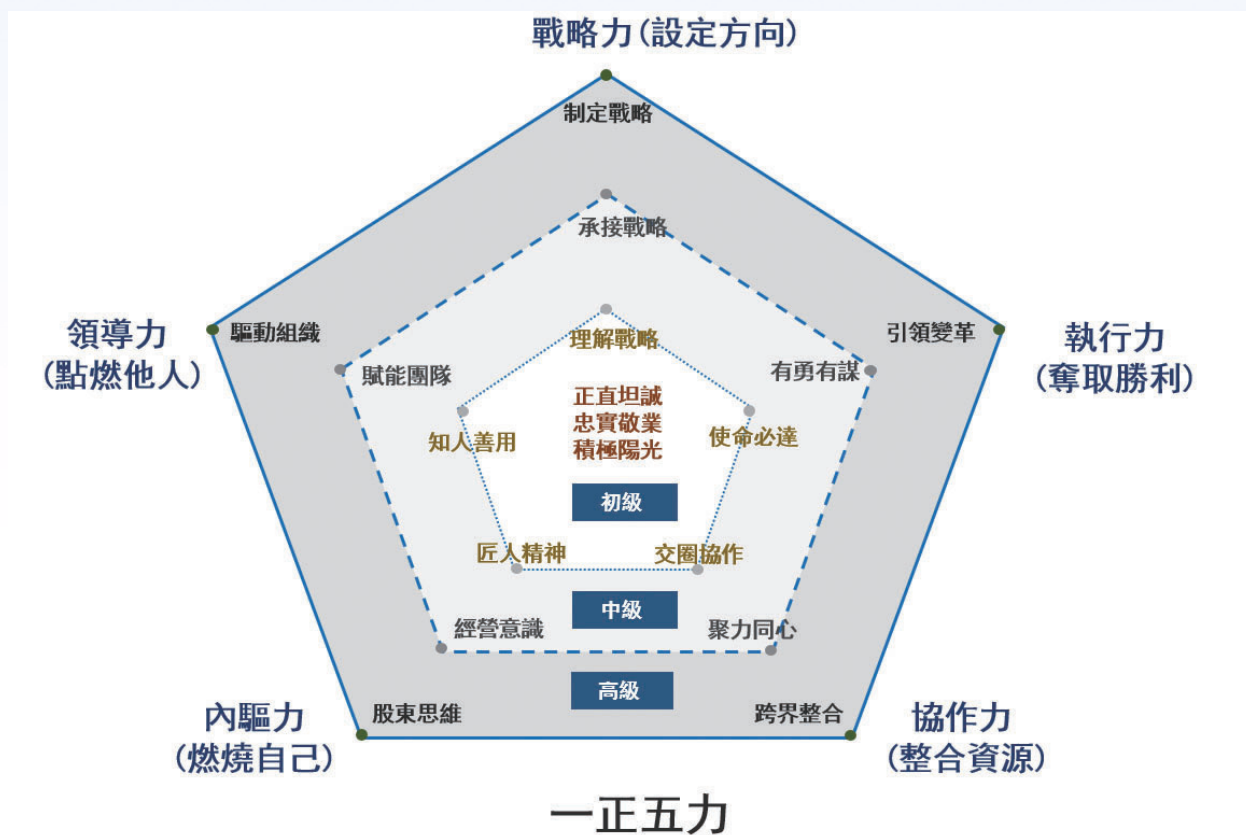
關愛員工 Caring for Employees

- 培養區域總監的領英計劃，聚焦資源整合與領導力提升；
- 培養總部二級部門負責人及區域經營團隊的英將計劃，全面提升綜合統籌與管理能力。本年度，該計劃針對新晉經理群，通過高級管理層分享、ERP模擬沙盤教具、管理課程等方式，成功幫助30位新晉經理；
- 培養項目總監的強將計劃，集中培訓經營思維與項目運營能力。截至本年度底，我們已循環開展3期培訓，通過ERP模擬沙盤教學、課題研究、經驗分享及管理課程，成功培訓百餘位項目總監及運營總監；
- 培養區域職能負責人的鑄將計劃，重點提升專業技能與管理角色轉變。本年度各區域已開展近20次集訓，訓練全國300餘位專業骨幹；及
- 培養管理培訓生的榮耀計劃，聚焦文化融入與職業化素養，本年度，針對新入職及在職的管理培訓生開展了3次集訓，訓練60餘位管理培訓生。
- Cultivated regional directors on resources integration and leadership through leadership scheme;
- Educated the seniors of different departments of the headquarters and the regional management teams to comprehensively improve their planning and management capabilities. During the Year, the scheme successfully trained 30 new managers through the sharing of senior management, ERP simulation model and management courses;
- Cultivated project directors through highlighting training in business thinking and project operation capabilities. As of the end of the Year, we have put in place three training cycles, which successfully trained more than 100 project and operation directors through utilising ERP simulation model, conducting subject research and experience sharing sessions and attending management courses;
- Cultivated regional leaders by providing training on professional skills and acting management roles. During the Year, nearly 20 training sessions have been carried out in various regions, which trained more than 300 professionals across the country; and
- Cultivated management trainees by focusing on cultural integration and professionalism. During the Year, we conducted three training sessions for newly recruited and in-service management trainees, which trained more than 60 personnel in total.

關愛員工 Caring for Employees

除了專門的培訓項目外，本集團亦對員工進修與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。另外，針對新入職員工我們定期舉行入職培訓，我們為其安排指導員，並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。

In addition to specialised training programs, the Group provides corresponding incentive for employees to learn and obtain professional qualifications, which encourages employees to learn and study continuously. For newly joined employees, we regularly hold induction training, arrange instructors for them, and customise work goals and plans during probation to help employees better adapt and familiarise with their work.



關愛員工 Caring for Employees



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.

關愛員工 Caring for Employees



企業運營

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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、付款方式、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。

An enterprise's level of sustainable development highly hinges on the quality and efficiency of its business operations. The Group spares no effort in optimising 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 utilises 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 incentivised" 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. 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.

企業運營

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4.2. 產品與服務

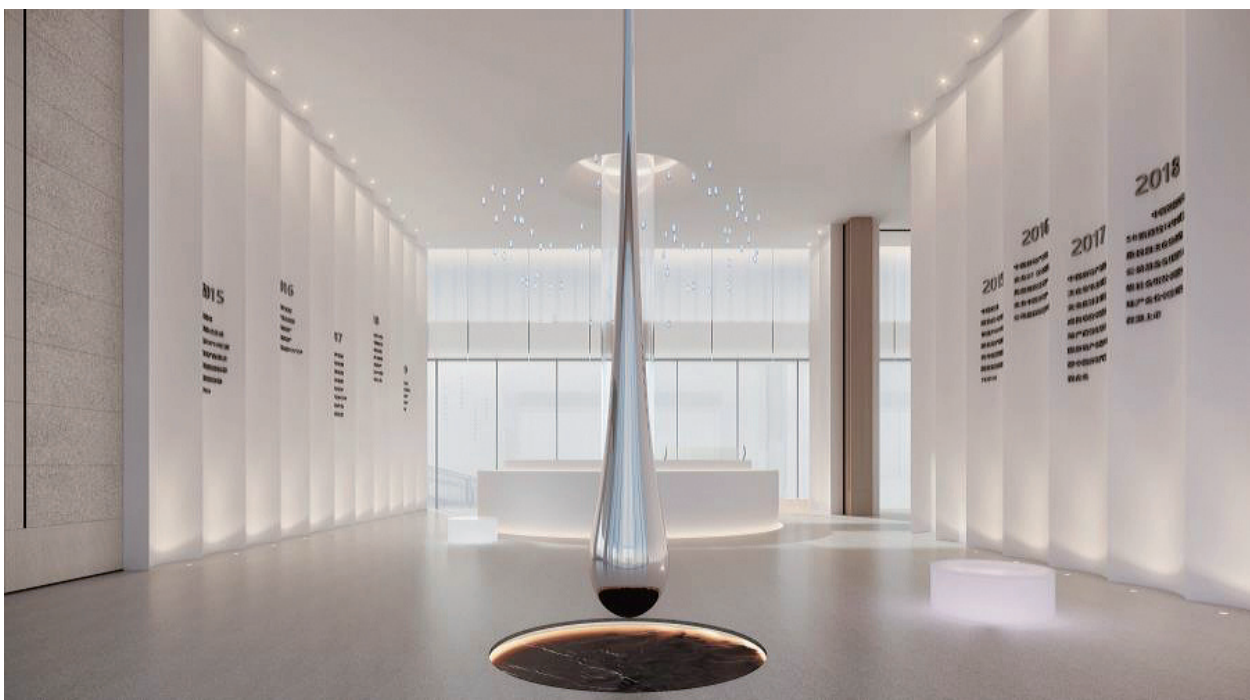
本集團致力為客戶提供最優質的產品與客戶服務。我們嚴格遵守《中華人民共和國產品質量法》、《中華人民共和國消費者權益法》及《中華人民共和國廣告法》等法律法規，在內部不斷完善產品和服務的質素、健康和安全管理制度，使產品和服務得以最佳化。

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 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 optimisation 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 "Optimising Habitation and Life", which has integrated the concept of fine design and decoration into our products. The strategy also emphasises 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 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。

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。

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 maximise the value of favorable interactions.

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.

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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不道德行為。

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、蘇州正瑞及上海御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 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.

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 Zhengrui and Shanghai Yutian were not involved in any legal cases regarding corrupt practices.

社區投資

Community Investment

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。本集團亦非常重視文化對人、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。

5.1. 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。本集團不斷迭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。2018年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。

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

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 2018, the Group, upholding a "Yongtai Mode" of "Assisting 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.

社區投資

Community Investment

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。

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 villages, 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", utilised 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 specialised 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 realises the sustainable development and revitalization of the rural economy.

社區投資 Community Investment

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 organisation abilities to nurture a variety of professionals suited for social organisations

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

社區投資 Community Investment

<p>3. 着力產業扶貧</p> <ul style="list-style-type: none"> ◎ 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 	<p>3. Alleviating poverty through industry development</p> <ul style="list-style-type: none"> • 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
<p>4. 開設電商模式</p> <ul style="list-style-type: none"> ◎ 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 	<p>4. Developing a e-commerce model</p> <ul style="list-style-type: none"> • Explore local specialties and resources, establish offline local specialties markets and develop online e-commerce channels
<p>5. 實施文化扶貧</p> <ul style="list-style-type: none"> ◎ 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 	<p>5. Realising poverty alleviation through cultural development</p> <ul style="list-style-type: none"> • Strengthen locals' confidence in their own culture through the development of “Artist-in-residence”, “Rural reading plan” and organizing the paddy field art festival

社區投資 Community Investment

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。項目由社區志願者團隊接手運營，開展了兒童繪本課、手工課、瑜伽課等興趣小組，推動社區公共空間。另外，「你好，社區」發起「少年行夏令營」，在福州及南京的4個正榮社區開展項目，引導社區兒童關注社區、回饋社區，實現服務學習的目標。我們亦與博世中國慈善中心和上海欣耕工坊合作，在上海的兩所學校發展學校可食地景，擴大認知園的推廣層面。

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, organised over 200 social welfare activities with over 3000 residents participating. The project was handled by the community volunteer team which promoted the use of community public space by organising interest groups such as children’s picture book classes, handicraft classes and yoga classes. Besides, “Hello, Community” initiated the “Teenage Walk Summer Camp” at 4 communities in Fuzhou and Nanjing, guiding children in the community to care for and give back to the community, as well as achieving the goal of service learning. Together with Bosch China Charity Center and Shanghai Xingeng Workshop, we started our project of edible landscaping in 2 schools in Shanghai, expanding the promotion level of cognitive park.

社區投資

Community Investment

案例：社區即是學校，生活即是教育

本年度夏天，正榮公益基金會舉辦「少年行」社區夏令營予南京正榮潤峯社區的青少年度過一個高質量的暑期。在志願者和物業工作人員的協助下，青少年學習繪畫社區安全地圖，學習安全逃生技能和木工。「少年行」夏令營衍生自正榮基金會的「你好，社區」項目，通過豐富多彩的活動，專業的陪伴支持，讓社區的少年了解社區、關注社區、回饋社區和自我成長。本年度，「少年行」與正榮地產、物業聯合多方資源，在福州和南京正榮社區，開展環保淨灘、簡易手工、鄰里互動、社區安全和舞台劇展演等課程，覆蓋4個社區50名兒童。在我們的輔導和陪伴中，孩子們度過了完滿的時光。

Case: Community is School, Life is Education

In this summer, teenagers in Nanjing Royal Fame spent a quality summer holiday by participating in the “Teenager Walk” community summer camp organised 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 and carpentry. The “Teenager Walk” summer camp was derived from the “Hello, Community” project. Through a variety of activities and professional support, the teenagers can familiarise with the community, give back to the community and seek self-growth.

In the Year, “Teenager Walk” received joint resources from multiple parties of Zhenro real estate and property. Courses such as beach protection, handicraft-making, neighbourhood interaction, community safety and stage performance were carried out. With our counseling and companionship, 50 children in 4 communities had experienced to the fullest.



社區投資 Community Investment

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 realise a wonderful community in a professional and effective manner.



社區投資

Community Investment

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」共支持20位社區基金會人才，覆蓋全國16個城市。

2. **研究支持：**本年度，「禾平台」與南開大學周恩來學院共建「禾公益智庫」，匯聚21名專家成員開展多個研究項目，為中國社區公益的發展提供智力支持。

3. **行業活動：**本年度，「禾平台」舉辦社區基金會峰會，以及兩場城市分論壇，聯合國內外近百家組織，激活行業生態。我們組織越南和俄羅斯國際遊學，搭建中國社區基金會與國際行業交流的橋樑。

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. **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 “Harmony Platform” supported 20 talents from the community foundation, covering 16 cities in the nation.

2. **Research Support:** In the Year, through cooperation with Zhou Enlai School of Government, we established the “Harmony Think Tank” which gathered 21 expert members to launch several research and development projects, providing intellectual support for the development of national community public welfare.

3. **Industrial Activities:** In the Year, together with around 100 organisations from local and global, “Harmony Platform” organised community foundation forums and 2 sub-forums to stimulate the ecology of the industry. We organised international study tours to Vietnam and Russia, to communicate and build the connection between China Foundation and industries in the world.

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.

社區投資 Community Investment

1. 鄉村社區幫扶

鄉村社區幫扶是鄉村社區建設的基礎責任。本年度，本集團累計捐資200多萬元，開展汀塘鄉村社區建設，通過發放福壽金、獎學金、林阿潤教育基金等，支持鄉村助老濟困、教育提升和社區服務，補助汀塘村老人3,161人次，補助汀塘村教師196人次，及資助汀塘籍學子18名。我們亦發起汀塘村口述史項目，記錄汀塘村莊的傳統與現代，讓村莊居民因自身文化而驕傲。

1. Rural Community Support

Providing support to rural communities is a basic responsibility when constructing a rural community. In the Year, the Group accumulatively donated over 2 million to initiate the construction of Dingtang rural community. Through the provision of old-age allowance, scholarship and Linarun Education Fund etc., we supported disadvantaged elderly in rural community, and promoted education and community services. 3161 elderly, 196 teachers and 18 students in Dingtang were supported and subsidised in total. We also initiated Dingtang verbal history projects to record the traditional and modern life in Dingtang, making residents proud of their own culture.



社區投資

Community Investment

2. 鄉村共識社區實踐

共識社區由唐冠華發起，定義為因共同理念，自發、自願、自主形成的自組織生活社區。由正榮公益基金會發起支持的南部生活是國內第一個共識社區實驗，項目位於福州閩侯郊區，凝聚全國各地有共同理想的人士，踐行與大地、與人類、與科技—共生、共存、共享的生活狀態。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。

2. Rural Another Community Actualization

Another Community was launched by Tang Guanhua and is defined as a self-initiated, voluntary and self-organised living community sharing the same ideal. Southern Living Community, as initiated by Zhenro Foundation, is the first another community experiment in the nation. Situated in the rural area in Minhou, Fuzhou, it gathered people nation-wide with the same ideal, with a living mode of symbiosis, coexistence and sharing of lives with the earth, human and technology. The project received over 4,000 external visits in total and have been awarded the bronze prize in the 5th Chinese Public Welfare Charity Contest and the HSBC Community Partnership Award.



社區投資

Community Investment

注重社區災害管理

本年度，正榮專項救災與4家民間組織合作開展4個救災項目，在應對四川宜賓地震等災情上，第一時間做出響應，有效支援了災區救援和災後重建。同時，本集團開展減防災教育，支持「共育兒安」項目設計適合兒童的應急安全課程、培育安全教育委員，並與正榮物業聯合發起「正榮安全家」項目，與社區公益組織攜手在社區開展減防災志願者隊伍建設，整合社區力量建設安全社區。

5.3. 教育支持

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。

榮光計劃

本年度，本集團推出「榮光計劃」項目推動鄉村教育發展。「榮光計劃」項目聯合正榮公益基金會發起的「桃李有夢，榮遇未來」公益項目，投入100萬元改善福建汀塘小學教師的辦公與生活條件。此外，本集團通過捐贈100萬元表彰貴州赫章縣優秀鄉村教師。本集團12家區域公司聯動，在全國開展公益行動，一家公司定點幫扶一所鄉村學校，通過企業的點滴努力，在全社會營造關注鄉村教育、尊重鄉村教師的良好氛圍。

Focusing on Community Disaster Management

In the Year, Zhenro Special Disaster Relief Fund cooperated with 4 civic organisations to initiate 4 disaster relief projects. Facing the Sichuan Yibin earthquake disaster, immediate response has been made which successfully helped rescue and support areas struck by the disaster and the post-disaster recovery work. Meanwhile, the Group also actively initiated disaster prevention education by supporting the project named “Safety Education for Children”, which was involved in the design of emergency safety courses suitable for children and the cultivation of safety education members. We also cooperated with Zhenro Real Estate on the project named “Zhenro Home Safety”, under which we collaborated with community charity organisations to establish a volunteer team for disaster reduction and prevention in the community in a bid to construct a safe community with the community resources.

5.3. EDUCATIONAL SUPPORT

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 popularisation and equity of education. Meanwhile, we actively support community organisations to explore a diverse, innovative and effective education development model, so as to drive educational development and educational innovation.

Zhenro Glory Project

In the Year, the Group launched the “Zhenro Glory Project” to promote educational development in rural villages. “Taoliyoumeng, Zhenro Future” charity project, as co-initiated by “Zhenro Glory Project” and Zhenro Foundation, has invested 1 million for improving the working environment and lives of primary school teachers in Dingtang, Fujian. In addition, the Group donated 1 million for the commendation of outstanding rural teachers in Hezhang County, Guizhou. The Group also gathered 12 district companies to organise nation-wide charitable activities, with each of the companies assigned to assist one rural school. With all efforts by the companies, we have raised the awareness of rural education and helped rural teachers to gain respect from the entire society.

社區投資 Community Investment



桃李有夢

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，我們共資助鄉村學生300人次，支持鄉村教師200餘人。

Taoliyoumeng

Through Zhenro Foundation, the Group initiated the “Taolitian Educational Project” to develop rural education and assist in the enhancement of rural education quality through systematic charitable projects and services. The project includes the recruitment of volunteer teachers to replenish teaching resources in less-developed regions, use of subsidies to fund needy teachers and students, provision of teacher training to increase their teaching abilities, and improvement in teaching environments of rural campus. In the Year, we subsidised in total 300 students and 200 teachers in rural areas.



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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

「隱秘王國」旨在傳遞科學理性的救助理念，共建文明飼養和善社區。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1,200多隻。本集團亦聯同15所上海高校，支持和培育高校社團開展流浪貓科學救助行動。

喜公益

「喜公益」以「反對歧視，倡導平等」為核心理念，關注邊緣人群，包括性少數群體和殘障人士等，以及由多種問題導致的社會性弱勢群體。本年度，「喜公益」舉辦1場主題展覽，開展5場活動，支持一位跨性別人士出版日記，並邀請演員代言，為邊緣人群發聲。

5.4. SUPPORTING DIVERSIFIED INNOVATION OF PUBLIC WELFARE

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

Hidden Kingdom

The “Hidden Kingdom” aims to spread the idea of scientific rescue and build a community with reasonable and appropriate pet-keeping behaviours. In the Year, Hidden Kingdom accumulatively sponsored 3 organisations dedicated to rescuing stray cats and indirectly assisted in the rescue of 1200 stray cats. The group also collaborated with 15 high schools in Shanghai to support and cultivate high school organisations to take stray cats rescue actions.

Xi Charity

The core values of “Xi Charity” is to “Fight Against Discrimination and Promote Equality”. It cares for marginalised groups such as the minorities, the disabled and social vulnerables caused by multiple issues. In the Year, “Xi Charity” organised a themed exhibition and 5 events to support a transgender person to publish a diary. We also invited an actor to endorse and speak for marginalised groups.



社區投資

Community Investment

寬疾計劃

寬疾計劃旨在培育醫務社工人才，讓醫療服務更富人情味。本年度，寬疾計劃組織醫務社工赴港學習1次、主題沙龍與培訓9場，實習生培訓與參與個案服務接受11例，並開展醫務社工關懷活動87場。

Caring for Patients Project

The project aims to cultivate talented medical social workers and allow medical services to be more caring. In the Year, the project organised a learning tour in Hong Kong for medical social workers, 9 themed salons and training, 11 internship and case service, as well as 87 medical social workers caring activities.



社區投資 Community Investment

公益好物

公益好物旨在為公益組織和服務對象開拓公益周邊產品的市場，倡導環保、可持續以及公平貿易理念，同時反哺公益。本年度，公益好物聯合10餘家夥伴，推出50餘個優質公益產品，幫扶公益組織和服務對象增加收入40餘萬元。

Fine Charity Goods

The project “Fine Charity Goods” aims to open up charitable product markets for charity organisations and service target groups. It advocates the concepts of environmental protection, sustainability and fair trade while giving back to society. In the Year, “Fine Charity Goods” collaborated with 10 partners to launch 50 high-quality charitable products which helped charity organisations and service target groups to raise more than 400 thousand dollars of revenue.



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