

首創置業股份有限公司
BEIJING CAPITAL LAND LTD.

築

築守美好

共創華章

首創置業股份有限公司
2020社會責任報告

CORPORATE SOCIAL
RESPONSIBILITY REPORT

報告導讀 Report Specifications

彙報準則

本報告編制依據香港聯合交易所有限公司《環境、社會及管治 (ESG) 報告指引》、中國社會科學院《中國企業社會責任報告指南 (CASS-CSR4.0)》、全球報告倡議組織 (Global Reporting Initiative, GRI) 可持續發展報告標準。

本報告遵循《環境、社會及管治 (ESG) 報告指引》有關“重要性”“量化”“平衡”“一致性”原則的要求，通過社會責任重大性分析回應“重要性”原則，通過量化資料清單回應“量化”和“一致性”原則，通過對負面議題及不良績效的檢討回應“平衡”原則。

報告範圍

報告組織範圍：本報告覆蓋首創置業總部及附屬公司，為便於表達，報告表述中分別使用“首創置業”“本公司”或“我們”指代首創置業股份有限公司。

報告時間範圍：2020年1月1日至2020年12月31日，部分內容超出本時間範圍。

報告發佈週期：本報告為年度報告，是首創置業發佈的第三份社會責任報告。

資料說明

報告中的財務資料均來自首創置業2020年度財務報告，其它資料以2020年為主，部分資料包含以前年度資料。本報告中所涉及貨幣金額以人民幣為計量幣種，特別說明的除外。

報告獲取

本報告以電子檔發佈供讀者參閱，可在公司官方網站及上市公司資訊披露平臺獲取。

聯繫方式

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REPORT CRITERIA

This report is prepared with reference to the Environmental, Social and Governance (ESG) Reporting Guide issued by the Stock Exchange of Hong Kong Limited, the Guideline to the Compilation of China Corporate Social Responsibility Report (CASS-CSR4.0) issued by Chinese Academy of Social Sciences, and the standards for sustainability reporting issued by Global Reporting Initiative (GRI).

This report follows the requirements related to the principles of “materiality”, “quantitative”, “balance” and “consistency” specified in the Environmental, Social and Governance (ESG) Reporting Guide, and it responds to the “materiality” principle through the analysis on the significance of social responsibility, to the “quantitative” and “consistency” principles via the list of quantized data and responds to the “balance” principle via a review on negative topics and poor performance.

REPORTING SCOPE

Organization scope of report: This report covers HQ and affiliated companies of Beijing Capital Land. For the convenience of expression, “BCL”, “the Company” or “we” are respectively used in the report to refer to Beijing Capital Land Ltd.

Report time range: The report covers the content from January 1, 2020 to December 31, 2020, with part of it exceeding the scope of time.

Reporting cycle: This annual report is the third social responsibility report released by BCL.

DATA DECLARATION

The financial data in the report come from 2020 Financial Report of BCL, and other data are mainly those of 2020, some containing those of previous years. All currency amounts involved in this report are denominated in RMB, except otherwise specified.

AVAILABILITY OF THE REPORT

This report is released as an electronic document for the reference of readers, and it is available in the Company's official website and the listed company information disclosure platform.

CONTACT

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首創置業股份有限公司
BEIJING CAPITAL LAND LTD.

目錄

04 董事長致辭
MESSAGE FROM CHAIRMAN

06 走進首創置業
ABOUT BCL

102 未來展望
PROSPECT

104 附錄
APPENDIX

36 守合規 創價值
不負股東信任
KEEP COMPLIANCE, CREATE VALUE – LIVE UP
TO SHAREHOLDERS' TRUST

38 優化戰略佈局設計
OPTIMIZE STRATEGIC LAYOUT DESIGN

39 規範誠信合規治理
STANDARDIZE INTEGRITY AND COMPLIANCE
GOVERNANCE

16 聚焦一 FOCUS I

“築”守初心,書寫脫貧攻堅“時代答卷”

KEEP THE ORIGINAL INTENTION, DELIVER
“THE REPORT OF THE TIMES” FOR POVERTY
ALLEVIATION

22 聚焦二 FOCUS II

“築”造未來,“四精”品質共創美好生活

BUILD THE FUTURE, CREATE GOOD LIFE
WITH ACCURATE, FINE, METICULOUS AND
ELABORATE QUALITY

28 責任築基

環境、社會及管治管理體系

FOUNDATION BUILDING WITH
RESPONSIBILITY: ENVIRONMENTAL, SOCIAL
AND GOVERNANCE MANAGEMENT SYSTEM

44 守承諾 創精品
滿足客戶需求
KEEP PROMISE, CREATE EXCELLENT
PRODUCTS – MEET CUSTOMERS' NEEDS

46 匠心築造優質產品
MAKE HIGH-QUALITY PRODUCTS
WITH INGENUITY

48 創新驅動智慧生活
DRIVE SMART LIFE WITH INNOVATION

50 全心提供精益服務
PROVIDE FINE SERVICES
WHOLEHEARTEDLY

CONTENTS

56

守尊重 創進取
心系員工成長

KEEP RESPECT, MAKE PROGRESS – CARE FOR
EMPLOYEES' GROWTH

58

落實員工基本權益

IMPLEMENT EMPLOYEES' BASIC RIGHTS AND
INTERESTS

60

重視人才發展培養

PAY ATTENTION TO TALENT DEVELOPMENT
AND CULTIVATION

64

保障職業健康安全

GUARANTEE OCCUPATIONAL HEALTH AND
SAFETY

68

關愛員工幸福生活

CARE FOR EMPLOYEES' HAPPY LIFE

70

守生態 創宜居
助建綠色家園

PROTECT ECOLOGY, CREATE LIVABILITY –
FACILITATE CONSTRUCTION OF GREEN
HOMELAND

72

完善環境管理體系

IMPROVE ENVIRONMENT MANAGEMENT
SYSTEM

75

助力打造綠色建築

ASSIST IN BUILDING GREEN ARCHITECTURE

78

堅持貫徹綠色理念

ADHERE TO GREEN CONCEPT

83

積極應對氣候變化

ACTIVE RESPONSE TO CLIMATE CHANGE

84

守協同 創共進
同繪美好藍圖

KEEP COLLABORATION, PROGRESS
TOGETHER – JOINTLY DRAW THE BEAUTIFUL
BLUEPRINT

86

始終維護公平競爭

ALWAYS SAFEGUARD FAIR COMPETITION

86

開展行業戰略合作

CARRY OUT INDUSTRIAL STRATEGIC
COOPERATION

88

建設責任供應鏈

CONSTRUCT RESPONSIBILITY SUPPLY CHAIN

92

守關愛 創和諧
共享繁榮社會

PROTECT CARE, CREATE HARMONY – SHARE
THE PROSPEROUS SOCIETY

94

積極回應國家號召

ACTIVELY RESPOND TO THE CALLS OF
THE STATE

96

精誠助力地區發展

SINCERELY ASSIST REGIONAL
DEVELOPMENT

97

真情參與公益慈善

ENTHUSIASTICALLY PARTICIPATE IN
PUBLIC BENEFIT AND CHARITY

99

熱心開展文體事業

EARNESTLY LAUNCH RECREATION AND
SPORTS UNDERTAKINGS



董事長致辭

歲月如梭，韶光易逝。2020年是極不平凡的一年，面對世所罕見的新冠疫情，首創置業勇敢擔當，以臨危不亂之姿態，為國家、為社會盡顯自己的強大力量。

2020年，首創置業創造了一次又一次的佳績，榮獲“2020中國大陸在港上市房地產公司財富創造能力TOP10”“2020中國大陸在港上市房地產公司財務穩健性TOP10”“2020中國大陸在港上市房地產公司投資價值TOP10”“2020中國大陸在港上市房地產公司綜合實力TOP10”“2020中國房地產上市公司商業開發運營優秀企業”等榮譽，與城市同步，與時代共振。

一分成績，十分責任。首創置業在推動高品質發展的同時，積極履行國有企業的政治責任、經濟責任和社會責任，以實際行動詮釋首都國企的責任擔當。

這一年，我們不負股東信任。我們優化戰略佈局，全面落地“首創製造2020”戰略，打造“精準研發、精材實料、精細營造、精心交付”“四精”產品，同時，開啟首創智造2025的IP化發展進程，全力打造產品核心競爭力。我們全面升級董事會工作機制，促進企業規範、高效、穩健運轉，為投資者創造穩定增長收益。

這一年，我們滿足客戶需求。我們秉承“匠心”精神，樹立“精於心、精於業、精於工”的品質，從研發設計、選材、施

工到交付等環節始終嚴把品質關，為客戶提供品質產品，精心建造每一棟建築。同時，通過新型技術研發的應用，提升客戶健康、智慧生活體驗。我們從安心、舒心、知心、稱心四方面著手，為客戶打造全開放、全保障、全流程的價值生態圈，滿足客戶對美好生活的需求。

這一年，我們心系員工成長。我們重視人才力量，秉承以“幸福工作”為組成部分的核心價值觀，維護員工基本權益；構建分類別、分層次的培訓體系，助推員工職業發展；落實安全生產，保障員工職業健康；注重員工關懷，讓每一位員工獲得安全感、幸福感和歸屬感，成為助力公司“基業長青”的強大內在推動力。

這一年，我們助建綠色家園。我們在服務城市現代化建設的同時，始終堅持貫徹綠色發展理念，將環保理念融入企業管理、項目經營；不斷完善環境管理體系，堅持綠色規劃、綠色設計、綠色施工，打造綠色建築；推行綠色辦公，開展環保公益，傳播環保文化，為建設綠色地球貢獻力量。

這一年，我們攜手夥伴同行。我們高度重視供應商及合作夥伴的履責行動，始終恪守公平、健康、透明的原則，多維度打造責任供應鏈；始終堅持互信互利、合作共贏原則，搭建與政府、企業、科研院所等多方的戰略合作平臺，共創共享行業可持續發展未來。

這一年，我們構建和諧社會。我們積極承擔政治責任，助力脫貧攻堅，落實“房住不炒”和“租售並舉”政策，助力老城保護、城市更新、產業發展，實現社會效益最大化；真情關懷弱勢群體，開展捐書築夢、愛老敬老等公益慈善活動，助力公益事業發展；通過參與和組織形式多樣的文化活動和體育賽事，推進文體事業發展，為城市注入健康和活力。

2020，已成過往；2021，啟程出發。新的一年，首創置業將繼續秉承國有企業的責任擔當，持續將企業做強做優做大；將繼續堅持共建共享、共創共贏，與社會各方友好攜手同行，共同描繪更加燦爛輝煌的嶄新畫卷。首創置業人也將同心同力，薪火相傳，共同創造更加美好的明天。

首創置業股份有限公司董事長

MESSAGE FROM CHAIRMAN

Time flies. The year of 2020 was an extraordinary year. In the face of the rare COVID-19 worldwide, BCL bravely and calmly shouldered the responsibility and contributed its strong power to the state and society.

In 2020, BCL created splendid achievements repeatedly and won numerous outstanding achievements, including "2020 Top 10 Hong Kong Listed Real Estate Companies from Chinese Mainland in Wealth Creation Ability", "2020 Top 10 Hong Kong Listed Real Estate Companies from Chinese Mainland in Financial Soundness", "2020 Top 10 Hong Kong Listed Real Estate Companies from Chinese Mainland in Investment Value", "2020 Top 10 Hong Kong Listed Real Estate Companies from Chinese Mainland in Comprehensive Strength" and "2020 Excellent Enterprise in Business Development and Operation Among China's Listed Real Estate Companies". It kept the pace with city and resonated with the times.

Little performance, many responsibilities. BCL actively performed the political responsibility, economic responsibility and social responsibility of a state-owned enterprise and interpreted its responsibility with actual actions while promoting the high-quality development.

In the past year, we lived up to shareholders' trust. We optimized the strategic layout, comprehensively implemented "Made by BCL 2020" strategy, created products featuring "accurate research and development, fine materials, meticulous construction, elaborate delivery". At the same time, we initiated the IP development process of Intelligent Manufacturing by BCL 2025 and spared no effort to create the products' core competitiveness. We comprehensively upgraded the working mechanism of the Board of Directors, promoted the enterprise's normative, efficient and steady operation, and created stably-increasing incomes for investors.

In the past year, we met customers' demands. We adhered to the "ingenuity" spirit, built up the quality of "refinement in heart, refinement in the industry, refinement in the work", and always controlled the quality strictly in the links from research and development and design, material selection, construction to delivery so as to provide customers with high-quality products and build every building elaborately. At the same time, by applying the new-type technology research and development, we promoted customers' healthy and smart life experience. Considering the four aspects of Ease, Easy, Esprit, and Entitled, we created a value ecosystem with full openness, full guarantee and full process to meet their needs for a better life.

In the past year, we cared for employees' growth. We paid attention to talents and adhered to the core values including "working happily" to safeguard employees' basic rights and benefits. We built the training system of different types at different levels to boost employees' vocational development. We implemented the safety production to guarantee

employees' occupational health. We paid attention to staff caring and made every employee obtain the sense of security, sense of happiness and sense of belonging to make them become the strong intrinsic driving force to help the Company "to last long".

In the past year, we assisted in building the green homeland.

We always insisted on carrying out the vision of green development and blended the environmental protection concept into enterprise management and project operation while serving the urban modernization construction. We continuously improved environmental management system, insisted on green planning, green design and green construction and built green architecture. We pursued green office, carried out environmental protection and public benefit, disseminated environmental protection culture and made contributions to building the green earth.

In the past year, we progressed with our partners.


We attached great importance to the responsibility performance of suppliers and partners, always abided by the principles of fairness, health and transparency and built a multi-dimensional responsibility supply chain. Insisting on the principles of mutual trust and mutual benefit, cooperation and win-win result, we built strategic cooperation platforms with multiple parties including the government, enterprises and scientific research institutes to create and share the sustainable development future of the industry.

In the past year, we built the harmonious society.

We actively bore the political responsibility to help fight against poverty, implemented the policies of "housing is for people to live in, not for speculation" and "new developments should have units for people to both buy and rent", boosted old town protection, urban renewal and industry development and maximized social benefits. We enthusiastically cared for vulnerable groups, carried out public welfare and charity activities such as donating books for dream building and respecting and loving the old, and helped the development of public welfare career. By participating in and organizing cultural activities and sports events in various forms, we promoted the development of recreation and sports career and injected health and vitality into the city.

2020 has passed; 2021 will start. In the new year, BCL will continue to adhere to the responsibility of a state-owned enterprise and continuously make the enterprise stronger, better and larger. We will continue to stick to co-building and sharing, joint creation and win-win cooperation, and will progress with all social parties to draw a more splendid new picture scroll together. BCL will also work together and pass down from generation to generation to create a better future together.

Chairman of BCL
Li Songping



走進首創置業

公司概況

CORPORATE PROFILE

首創置業股份有限公司（簡稱“首創置業”，股票代碼HK2868）是由北京市國資委所屬大型國有企業集團北京首都創業集團有限公司（簡稱“首創集團”）控股的北京市屬國有企業，是首創集團的重要組成部分、核心業務板塊之一。

Beijing Capital Land Ltd. (referred to as "BCL", stock code: HK2868) is a Beijing municipal state-owned enterprise controlled by the Beijing Capital Group Co., Ltd. (referred to as "BCG"), a large state-owned enterprise group directly under the supervision of the State-owned Assets Supervision and Administration Commission of Beijing Municipality, and is an important component and one of the core business sections of BCG.

在首創集團的引領下，首創置業深耕城市建設，以國企的堅守與擔當，秉承“首創製造 2020”的精工匠心，傾力建造每一棟建築。

Under the leadership of BCG, BCL has been deeply engaged in the urban construction. Adhering to the fine workmanship and ingenuity of "Made by BCL 2020", it has poured hearts and soul into every building with the persistence and responsibility of a state-owned enterprise.

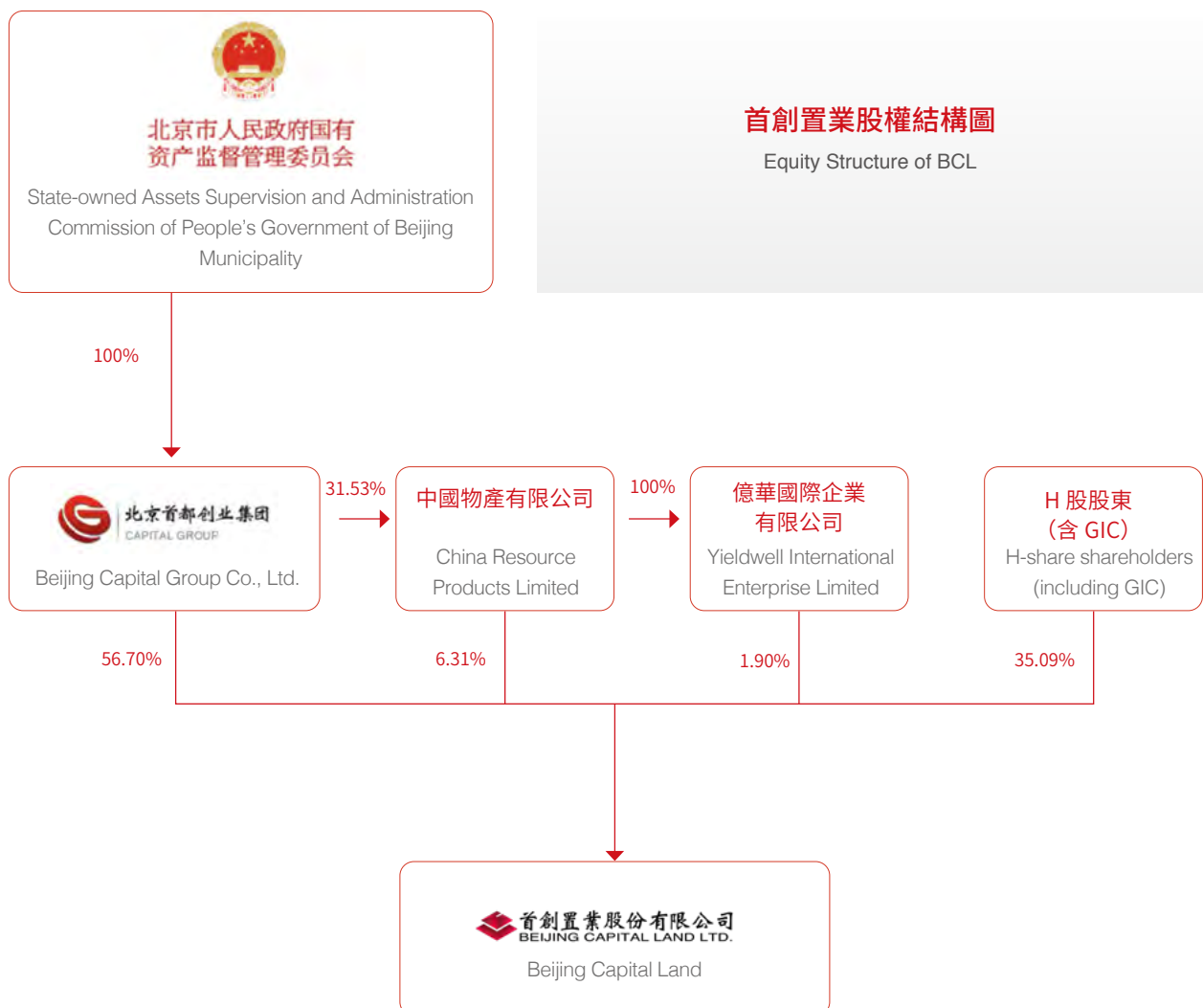
作為城市的建設者與綜合營運者，首創置業聚焦城市未來，提供品質住宅，從居住體驗、社交專屬、生態配套等方面，以高規格定制化的產品服務、匠心研磨的產品態度，打造城市傳世之作。目前業務主要涵蓋住宅開發、商業地產、城市核心綜合體、土地一級開發四大核心板塊及高科技產業地產、文創產業、長租業務三大創新板塊，業務區域輻射全國30餘個大中型城市。除自身上市平臺外，首創置業擁有一家香港上市公司首創鉅大有限公司（股票代碼HK1329），業務集中於發展奧特萊斯綜合物業項目及商用物業專案。

As the city's constructor and comprehensive operator, BCL provides high-quality residence by focusing on the future of the city. Regarding living experience, social exclusiveness, ecological supporting, etc., it creates urban masterpieces of the times with the high-specification customized products and services as well as the attitude of researching products with ingenuity. At present, the business mainly covers four core lines including residential development, commercial property, urban core complex and primary land development as well as three innovative lines including high-tech industry property, cultural and creative industries and rental housing. BCL has expanded its business in more than 30 large and medium-sized cities across the country. Besides its own listed platform, BCL also owns a Hong Kong listed company – Beijing Capital Grand Co., Ltd. (stock code: HK1329), which focuses on the development of outlet complexes and other commercial property projects.

ABOUT BCL

首創置業將“創享美好生活”作為品牌理念，把滿足人們對美好生活的需求放在首位，不斷創新產品和服務，融入智慧和綠色理念，構建更加豐富、更具生命、更具價值的新房地產生態體系，為客戶、員工、股東以及合作夥伴實現共同成長和價值共享提供無限可能。

Taking "enjoying new life" as its brand concept and giving top priority to satisfying people's needs for a better life, BCL continuously innovates the products and services, integrate the smart and green concepts, and build an enriched and new real estate ecosystem with more vitality and more value, thus providing infinite possibilities for customers, employees, shareholders and partners to realize common growth and value sharing.



業務佈局

BUSINESS LAYOUT

首創置業聚焦京津冀、長三角、粵港澳大灣區三大核心城市圈和強二線城市，業務區域輻射全國30餘個大中城市，並成功拓展至澳大利亞、法國等海外市場。

BCL focuses on three core metropolitan areas of Beijing-Tianjin-Hebei, Yangtze River Delta and Guangdong-Hong Kong-Macao Greater Bay Area and key second-tier cities. It has radiated its business in over 30 large and medium-sized cities nationwide and successfully expanded to overseas markets such as Australia and France.

天津市 23 個 TIANJIN

國際半島	International Peninsula
大都匯	Metroplis
大河公館	Grand Canal Mansion
天閱海河	Capital Horizon
大河宸章	Grand Canal Milestone
禧瑞府	Xanadu Mansion
禧瑞鄰城	Xanadu Central
禧悅翠庭	Xiyue Green Mansion
悅山郡	Poetic Life
暖山	Amicable Mountain
紅樹灣	Mangrove Garden
康橋郡	Bridge County
首創城	Capital Land City
福綫山	Fortune Class
國際城	International City
A_ZTOWN	A_ZTOWN
寶翠花都	Precious Garden
溪堤郡	Noble City Town
福特納灣	Landing House
大運河府	Majestic Mansion
龍洲道 188 號	No. 188 Longzhou Road
北岸中心	North Shore Center
寧河項目	Ninghe Project

四川省 9 個 SICHUAN

成都 A_ZTOWN	Chengdu A_ZTOWN
成都國際城	Chengdu International City
東西元	East AD
萬卷山	Wanjuanshan Courtyard
花與城	Flower & City
嬌子 1 號	Galaxy No.1
天禧 68	The Palace No.68
禧瑞錦江	Xanadu Jade
禧瑞光華	Xanadu Shine

重慶市 8 個 CHONGQING

首創鴻恩國際生活區	Capital Land Hong'en International Living Area
西江閱	The West Riverside
光和城	Eco-city
首創城 (天閱嘉陵)	Capital Land Residence (Tianyue Jialing China Cover)
兩岸風華	China Chic
天空雲鏡	Stratus City
禧瑞山河	Xanadu Mountain & River
禧悅學府	Xiyue Wisdom Mansion

湖北省 2 個 HUBEI

首創融創九派江山	Capital Land & Sunac Jiupaijiangshan
湧金府	Yongjin Palace

雲南省 3 個 YUNNAN

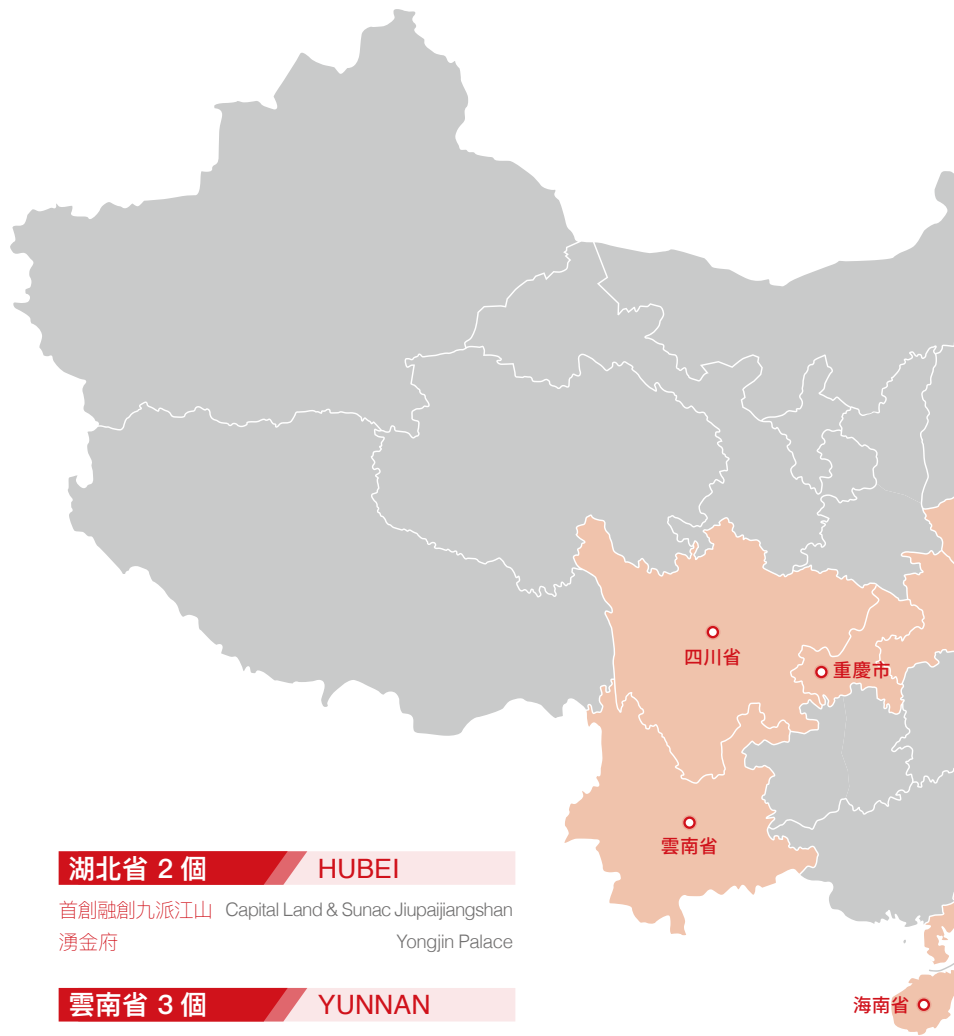
未來之城	Future City
譽華洲	World Reputation
禧悅春城	Xiyue Spring Mansion

福建省 1 個 FUJIAN

禧瑞風華	Xanadu Fenghua
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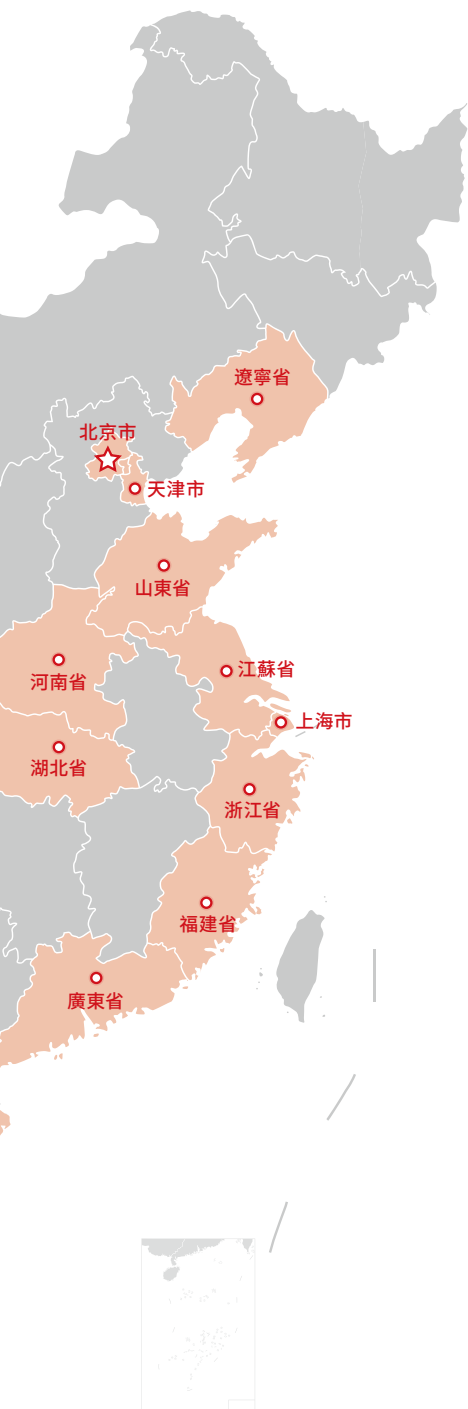
海南省 1 個 HAINAN

禧悅灣 / 芭蕾雨逸景	Xinyue Bay/ Ballet Scenery Town
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* 此地圖為業務佈局圖，不代表實際比例尺寸

This map is a business distribution map and does not represent the actual measuring scale



遼寧省 7 個 LIAONING

禧悅山海天	Xiyue Share Scenery of Mountain and Sea
光和城	Eco-city
國際城	International City
禧悅大觀	Xiyue Share View
禧悅大境	Xiyue Share Boundless
禧瑞長河	Xanadu Changhe
銀河灣	Galaxy Harbor

江蘇省 9 個 JIANGSU

禧悅棠禮花園	Begonia
悅都	Fun Town
崑山錦溪	Kunshang Jinxi Project
悅府	Happiness Mansion
雋府	Joyful Mansion
悅府	Happiness Manson
瑞府	Rich Mansion
青劍湖項目	Qingjianhu Project
數科中心	Data tech center

山東省 7 個 SHANDONG

公園 1 號	No.1 Residence Around the Park
香蜜湖	Xiangmihu Residence
空港國際	International Airport
楊埠寨項目	Yangbuzhai Project
禧悅天海	Xiyue Sky & Sea
禧悅學府 / 禧瑞學府	Xiyue Wisdom Mansion / Xanadu Wisdom Mansion
陽光首院	Central Waterfront Royal Villa

河南省 1 個 HENAN

中原文旅城	Sunac Resort
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浙江省 8 個 ZHEJIANG

禧瑞江南	Xanadu Jiangnan
天閱雲合源公寓	Tianyueyuanheyuan Flat
郎園杭文廣項目	Langyuan Cultural project in Hangzhou
郎園白馬寺項目	Langyuan Projcet at Baima Temple
禧瑞太湖	Xanadu Taihu Villa
芭蕾雨逸景	Ballet Scenery Town
悅馬明湖府	MetroPolis
烏鎮項目	Wuzhen Project

廣東省 6 個 GUANGDONG

禧瑞閱府	Xanadu Mansion
悅山府	Happiness Mountain Mansion
潤悅	Rich & Happiness
禧悅台	Xiyue Mansion
禧瑞園著	Xanadu Garden
首創商務大廈	Capital Land Business Tower

北京市 37 個 BEIJING

天閱山河	A Crown of Stars
天閱西山	Capital of Vision
首創公園城	Capital Land Park City
禧瑞墅河著	Xanadu Villa Riverside
禧瑞墅	Xanadu Villa
禧瑞山	Xanadu Mountain Villa
伊林郡	Ealing County
新悅都	Novo Town
芭蕾雨悅都	Ballet Happiness Town
悅都匯	Enjoyable City
紫悅台	Nobles Mansion
禧瑞春秋	Xanadu & Ocean Epoch
禧瑞天著	Xanadu Tianzhu
天瑞宸章	Royal River Villa
萬和斐麗	Grand Harmony
瀾茵山	Landscape Villa
禧悅府	Xiyue Villa
悅欣匯	Enjoyable Town
ICPARK	ICPARK
天禧	The palace
北京 A-ZTOWN	Beijing A-ZTOWN
緣溪堂	The Reflections
和平大道	Urban Avenue
首創繁星	Capital Land Starry Town
首創中心	Capital Land Central City
麗澤商務區 D07/D08 地塊	Lize Business District D07/ D08 Area
光合中心	ECO Village
禧悅學府	Xiyue Wisdom Mansion
禧瑞學府	Xanadu Wisdom Mansion
平谷禧瑞金海	Xanadu Jinhai at Pinggu
平谷和棠瑞著	Glory Mansion
北京郎園 PARK	Beijing Langyuan Park
北京郎園 Vintage	Beijing Langyuan Vitage
北京郎園 Station	Beijing Langyuan Station
北京金碼大廈	Beijing Golden Towers
詠園	Yong Yuan
中傳項目	Media Industry Innovation Center

上海市 11 個 SHANGHAI

錦悅	Time Flowing In Villa
首創禧悅	Capital Land Xiyue
首創禧悅翠庭	Capital Land Xiyue Green Mansion
天閱濱江	Tianyue Riverside
禧悅瓊庭	Xiyue Jade Mansion
禧悅裡	Xiyue Residence
禧悅 (雙子項目)	Xiyue (Twin Project)
青浦 24-01	Qingpu 24-01
閱行華漕 08-05	Minghang Huacao 08-05
禧瑞祥雲	Xanadu Propitious Clouds
保利頌	Poly Song

置業品牌

BRANDS

業務板塊 BUSINESS SECTOR

四大核心業務 Four core business lines



三大創新業務

Three innovative businesses



榮譽獎項

HONORS AND AWARDS

首創置業獲得價值類獎項列表

List of Value Awards Won by BCL

序號 Serial No.	評獎名稱 Award name	頒獎單位 Award-giving unit
1	郎園Vintage獲“市級文化產業示範園區” Langyuan Vintage rated as the Cultural Industry Demonstration Park of Beijing Municipality	北京市委宣傳部 Beijing Municipal Committee Propaganda Department
2	郎園Park獲“市級文化產業園區” Langyuan Park rated as the Cultural Industry Park of Beijing Municipality	北京市委宣傳部 Beijing Municipal Committee Propaganda Department
3	首創詠園獲“市級文化產業園區” Capital Land Yongyuan rated as the Cultural Industry Park of Beijing Municipality	北京市委宣傳部 Beijing Municipal Committee Propaganda Department
4	首創郎園獲“2018-2020年度‘首都文明單位’” Capital Land Langyuan rated as 2018 - 2020 Civilized Unit of the Capital	首都精神文明建設委員會 Capital Spiritual Civilization Construction Committee
5	2020全國國企管理創新成果一等獎 The first prize of 2020 National State-owned Enterprise Management Innovation Achievements	中國企業管理研究會、創新世界週刊、國企管理編委會 The Chinese Institute of Business Administration, Innovation World Weekly, State-owned Management Editorial Board
6	第十七屆(2020)藍籌年會藍籌企業 Blue Chip Company of the 17th (2020) Blue Chip Real Estate	經觀新聞 經濟觀察報 eeo news, the Economic Observer
7	城市驅動獎 Urban Drive Award	今日頭條 www.toutiao.com
8	2019綜合實力十強 2019 Top Ten in Comprehensive Strength	北京晚報 Beijing Evening News
9	2020中國大陸在港上市房地產公司財富創造能力TOP10 2020 Top 10 Hong Kong Listed Real Estate Companies from Chinese Mainland in Wealth Creation Ability	中國房地產TOP10研究組 China Real Estate TOP10 Research Group

序號 Serial No.	評獎名稱 Award name	頒獎單位 Award-giving unit
10	最佳示範區大獎-設計產品力 The Best Demonstration Area Award – Design Product Force	中國房地產TOP10研究組 China Real Estate TOP10 Research Group
11	2020中國大陸在港上市房地產公司投資價值能力TOP10 2020 Top 10 Hong Kong Listed Real Estate Companies from Chinese Mainland in Investment Value Ability	中國房地產TOP10研究組 China Real Estate TOP10 Research Group
12	新冠肺炎疫情防控中表現突出和貢獻 Outstanding performance and contributions in the COVID-19 prevention and control	中國房地產TOP10研究組 China Real Estate TOP10 Research Group
13	2020中國大陸在港上市房地產公司綜合實力TOP10 2020 Top 10 Hong Kong Listed Real Estate Companies from Chinese Mainland in Comprehensive Strength	中國房地產TOP10研究組 China Real Estate TOP10 Research Group
14	WISE2020未來城市之城“未來城市運營商” “Future Urban Operator” of WISE2020	36KR 36KR
15	2020中國大陸在港上市房地產公司財務穩健性TOP10 2020 Top 10 Hong Kong Listed Real Estate Companies from Chinese Mainland in Financial Soundness	中國房地產TOP10研究組 China Real Estate TOP10 Research Group
16	2020中國房地產上市公司商業開發運營優秀企業 2020 Excellent Enterprise in Business Development and Operation Among China's Listed Real Estate Companies	中國房地產TOP10研究組 China Real Estate TOP10 Research Group
17	抗擊新冠肺炎疫情突出貢獻會員企業 The Member Enterprise Making Outstanding Contributions to Resisting COVID-19	全聯房地產商會 全聯房地產商會工作委員會 China Real Estate Chamber of Commerce China Real Estate Chamber of Commerce Working Committee

首創置業獲得安全文明施工類獎項列表

List of Safe and Civilized Construction Awards Won by BCL

序號 Serial No.	公司 Company	項目/分期 Project/ Staging	獎項 Awards	評獎單位 Awarding unit
1	北京公司 Beijing Company	瀾茵山三期雙拼 Landscape Villa Phase III Semi-detached House	北京市安全文明工地 Safe and Civilized Construction Site of Beijing	北京市住房和城鄉建設委員會 Beijing Municipal Commission of Housing and Urban-Rural Development
2	京津冀一級 Beijing-Tianjin- Hebei Level I	世界休閒大會項目 World Leisure Congress Project	中國鋼結構金獎工程 China Steel Structure Gold Award Project	中國建築金屬結構協會鋼結構專家委員會、 中國建築金屬結構協會建築鋼結構分會 China Construction Metal Structure Association Steel Structure Expert Committee, China Construction Metal Structure Association Construction Steel Structure Branch
3	西南區域公司 Southwestern China Company	天閱嘉陵(二組團23號 樓) Tianyue Jialing China Cover (Building 23, Group II)	三峽杯優質結構工程獎 Three Gorges Cup High-quality Structural Engineering Award	重慶市建築工程品質協會 Chongqing Construction Engineering Quality Association
4	首新事業部 Shouxin Business Division	禧悅春城 The Happiness Spring Mansion	安全文明標化工地 Safe and Civilized Standard Site	昆明市住房和城鄉建設局 Kunming Municipal Bureau of Housing Urban-Rural Development
5	天津公司 Tianjin Company	禧瑞府 Xanadu Mansion	天津市市級安全文明工地 Safety and Civilization Construction Site of Tianjin Municipality	天津市建築業協會 Tianjin Construction Industry Association
		天閱海河 Tianyue Capital Horizon	天津市優質結構工程 High-quality Structural Engineering of Tianjin	天津市建築業協會 Tianjin Construction Industry Association
		天閱海河 Tianyue Capital Horizon	天津市市級安全文明工地 Safety and Civilization Construction Site of Tianjin Municipality	天津市建築業協會 Tianjin Construction Industry Association
6	首創鉅大 Capital Land Grand	首創南寧奧特萊斯項目 Nanning Capital Outlets Project	廣西建設工程優質結構獎 Construction Engineering High-quality Structure Award of Guangxi	廣西建築業聯合會 Guangxi Construction Industry Association
7	麗澤公司 Lize Company	首創中心F03項目 Capital Land Central City F03 Project	國家優質工程銀獎 Silver Award of National High-quality Project	中國施工企業管理協會 China Association of Construction Enterprise Management
		首創光合中心項目 Beijing Capital Land EcoVillage Center Project	北京市綠色安全樣板工地 Green and Safe Model Construction Site of Beijing	北京市住房和城鄉建設委員會 Beijing Municipal Commission of Housing and Urban-Rural Development

序號 Serial No.	公司 Company	項目/分期 Project/ Staging	獎項 Awards	評獎單位 Awarding unit
8	華東區域公司 East China Company	青浦24-01 Qingpu 24-01	上海市文明工地 Civilized Construction Site of Shanghai	上海市住房和城鄉建設管理委員會 Shanghai Municipal Commission of Housing and Urban-Rural Development
			上海市建設工程綠色施工樣 板工程 Green Construction Model for Shanghai Construction Projects	上海市建築施工行業協會 Shanghai Construction Trade Association
		江陰啟悅項目 Jiangyin Yuyue Project	江蘇省建築施工標化星級工 地 Construction Standard Star Site of Jiangsu Province	江蘇省住房和城鄉建設廳 Jiangsu Provincial Department of Housing and Urban-Rural Development
	昆山悅都北地塊幼稚園 工程 Kindergarten project in the north plot of Yuedu of Kunshan	姑蘇杯優質工程 Gusu Cup High-quality Project	蘇州市住房和城鄉建設局 Bureau of Housing and Urban-Rural Development of Suzhou 蘇州市建築行業協會 Suzhou Construction Industry Association	
9	瀋陽公司 Shenyang Company	光 and 城二三期 Eco-city Phase II and Phase III	實用新型專利 Utility Model Patent	國家智慧財產權局 China National Intellectual Property Administration
			安全生產標準化工地 Safety Production Standard Site	遼寧省建築業協會 Liaoning Province Construction Industry Association
		葫蘆島龍灣項目四期 Huludao Longwan Project Phase IV	遼寧省建築工程優質結構 Construction Engineering High-quality Structure of Liaoning Province	遼寧省建築業協會 Liaoning Province Construction Industry Association
		遼寧省建設工程優質結構 Construction Engineering High-quality Structure of Liaoning Province	遼寧省建築業協會 Liaoning Province Construction Industry Association	
		參與編制《預製複合保溫免拆範本應用技術規程》遼寧省地方標準 Participation in compiling Liaoning local standards of Technical Regulations for the Application of Prefabricated Composite Thermal Insulation Non-dismantling Formwork		
10	粵港澳區域公司 Guangdong- Hong Kong- Macao Area Company	禧悅台項目 Xiyue Mansion	佛山市建築工程安全文明施 工示範工地 Safe and Civilized Construction Demonstration Site for Foshan Construction Projects	佛山市建築業協會 Foshan Construction Industry Association
			佛山市建設工程優質結構獎 Construction Engineering High-quality Structure Award of Foshan	佛山市建築業協會 Foshan Construction Industry Association

“築” 聚焦一

FOCUS: I

守初心
•
書寫脫貧攻堅
時代答卷

2020年是決戰脫貧攻堅的收官之年。習近平總書記強調：“言必信，行必果。農村貧困人口如期脫貧、貧困縣全部摘帽、解決區域性整體貧困，是全面建成小康社會的底線任務，是我們作出的莊嚴承諾。”首創置業深入貫徹落實習近平總書記關於脫貧攻堅的重要講話和指示精神，先後投入資金400餘萬元，參與30多個城市的脫貧攻堅戰，以消費扶貧、教育扶貧、產業扶貧、文化扶貧等多種形式開展助農幫扶，書寫脫貧攻堅“時代答卷”。

The year of 2020 was the final year in the battle against poverty alleviation. General Secretary Xi Jinping underlined, “Honor your words with real action. Our bottom-line task of building a moderately prosperous society in all aspects is to make the rural poor population get rid of poverty on schedule, lift all impoverished counties out of poverty and solve the problem of regional poverty as a whole, which is also the solemn promise made by us.” Thoroughly carrying out the spirit of important speeches and instructions of General Secretary Xi Jinping about poverty alleviation, BCL invested the funds of over RMB 4,000,000 successively and participated in the fight against poverty alleviation in more than 30 cities to help and support farmers in multiple forms such as consumption, education, industry and culture, thus delivering “the report of the times” in the fight against poverty alleviation.

凝心聚力 消費扶貧

UNITY AND GATHERING, POVERTY ALLEVIATION BY CONSUMPTION

消費扶貧是社會力量參與脫貧攻堅的重要途徑。首創置業上下聯動，齊心協力，合力採購貧困地區特色農產品，並結合主業專案、利用網路平臺推廣扶貧產品，助力貧困地區實現精準脫貧。

Poverty alleviation by consumption is an important approach for the social force to participate in the poverty alleviation. BCL made concerted efforts at different levels to purchase special agricultural products from the poor regions. Combined with main business projects, it took advantage of the online platforms to promote the poverty alleviation products and helped the poor areas to realize the targeted poverty alleviation.

KEEP THE ORIGINAL INTENTION, DELIVER “THE REPORT OF THE TIMES” FOR POVERTY ALLEVIATION

首創置業

BCL

以高度的政治站位和國企擔當，回應國家打贏脫貧攻堅戰要求，貫徹落實北京市、集團的扶貧工作要求，加強消費扶貧力度，2020年採購121.4餘萬元扶貧產品，帶貧人口達2313人；向內蒙古自治區貧困地區定向捐款100萬元；在辦公場所、銷售案場、園區安裝11台消費扶貧智慧專櫃，促進扶貧農產品銷售。

With high political position and the responsibility of a state-owned enterprise, BCL responded to the state's requirement for winning the battle against poverty alleviation, carried out the work requirements for poverty alleviation of Beijing and the Group, and strengthened the consumption for poverty alleviation. In 2020, it purchased the poverty alleviation products valuing over RMB 1,214,000 and supported 2,313 poor people. It made the targeted donations of RMB 1,000,000 to the poor areas in Inner Mongolia Autonomous Region. It installed 11 sets of smart counters in the office place, sales field and parks to promote the sales of agricultural products for poverty alleviation.

首創置業西南區域公司

BCL SOUTHWESTERN CHINA COMPANY

以消費扶貧為契機，通過採購農產品、拓寬農產品銷售管道等途徑幫扶重慶市金溪鎮山坳村，直接助力全村381戶、1289人增強“造血能力”。採購金溪鎮農戶生產加工的農產品——深耕牌辣椒醬共2萬餘元，作為員工法定節日慰問品；採購雞蛋、土雞、大米、菜籽油、羊肚菌等5萬餘元農產品作為案場開展活動、送至認購客戶的伴手禮；在中國社會扶貧網——消費扶貧重慶平臺，採購20萬元扶貧產品；項目案場長期擺放農產品自助展示櫃，主動展示農產品的種類和價格，推廣扶貧產品。

With the opportunity of poverty alleviation by consumption, BCL Southwestern China Company helped and supported Shan'ao Village, Jinxi Town, Chongqing through the approaches such as purchasing agricultural products and broadening their sales channels to directly help 381 households and 1,289 people to enhance "the hemopoietic ability". It purchased agricultural products produced and processed by farmers of Jinxi Town – Shengeng Brand Chilli Sauce, totaling over RMB 20,000, as employees' presents on statutory festivals. It purchased eggs, native chickens, rice, colza oil and toadstool, totaling over RMB 50,000, as gifts of activities on the field or for subscription customers. It purchased poverty alleviation products worth RMB 200,000 on the website of Social Participation in Poverty Alleviation Development of China – Chongqing Platform of Poverty Alleviation by Consumption. It placed self-service display cabinets of agricultural products on the project field for long time to actively show categories and prices of agricultural products and promote the poverty alleviation products.

首創置業東環鑫融公司

BCL DONGHUAN XINRONG COMPANY

赴豐甯、錫林浩特有針對性地採購特色農產品作為員工食堂食材。2020年，實現全年扶貧採購量135萬元。

BCL Donghuan Xinrong Company purchased targeted special agricultural products from Fengning and Xilinhot as the food materials of employees' canteen. In 2020, the annual purchase amount for poverty alleviation reached RMB 1,350,000.

扶貧扶志 教育扶貧

POVERTY ALLEVIATION AND AMBITION SUPPORT, POVERTY ALLEVIATION BY EDUCATION

治貧先治愚，扶貧必扶智。教育扶貧是最根本的，也是最有效的精準扶貧方式。首創置業注重扶貧同扶志扶智相結合，強化貧困群眾的“造血”功能，激發貧困群眾自我發展的內生動力和追求美好生活的能力，真正斬斷窮根，阻斷貧困的代際傳遞。

Ignorance must be eliminated before poverty alleviation, and intelligence must be supported for poverty alleviation. Poverty alleviation by education is the most fundamental and the most effective method of targeted poverty alleviation. BCL paid attention to combining poverty alleviation with ambition and intelligence support, enhanced the impoverished people's "hematopoietic" function and stimulated their endogenous power of self-development and ability to pursue the good life so as to really cut off the poverty root and block the intergenerational transmission of poverty.



首金資本以“磁力場•WE公益”的名義籌集來自員工的愛心捐款8700元，向馮家峪小學全校學生捐贈彩色畫筆92套、圖書121本，並為其中16名貧困學生購置羽絨服

Prime Golden Capital raised funds of RMB 8,700 from employees in the name "Magnetic Field • WE Public Welfare" to donate 92 sets of pastel pencils and 121 books to students of Fengjiayu Primary School and purchase down coats for 16 poor students

● 首創鉅大“愛閱計畫” 圓夢貧困地區學子

自 案例 CASE

CAPITAL GRAND HELPED STUDENTS IN POVERTY-STRICKEN AREAS REALIZE THEIR DREAMS THROUGH "LOVE READING PROGRAM"

2020年10月，首創鉅大黨委開展“愛閱計畫”活動，聯合首都圖書館“互閱書香”文化志願服務專案，號召黨員及員工捐贈家中閒置圖書，最終捐贈圖書多達500餘冊，涵蓋兒童繪本、中外名著、名人傳記等，並由首都圖書館轉贈至指定貧困地區。

In October 2020, the Party Committee of Capital Grand launched "Love Reading Program", together with "Share Books" Cultural Volunteer Service Program of Capital Library, to call on Party members and employees to donate their idle books. Finally, they donated up to 500 books, covering children's picture books, Chinese and foreign masterworks and celebrities' biographies, which were transferred by the Capital Library to the designated poor areas.



首創鉅大黨委“愛閱計畫”

“Love Reading Program” launched by the Party Committee of Capital Grand

屬地造血 產業扶貧

TERRITORIAL HEMATOPOIESIS, POVERTY ALLEVIATION BY INDUSTRY

習近平總書記強調，扶貧應注重激發貧困地區和貧困群眾脫貧致富的內在動力，注重提高貧困地區和貧困群眾的自我發展能力。首創置業在貧困地區進行實地走訪調研，認真傾聽貧困地區群眾的訴求和困難，制定針對性造血式幫扶措施，因地制宜助力當地發展各類養殖業、畜牧業。

General Secretary Xi Jinping emphasized that in poverty alleviation, we should focus on stimulating the internal motivation of poor areas and poor people to get rid of poverty and become better off and pay attention to improving their self-development ability. BCL carried out field visit and research in impoverished areas, carefully listened to appeals and difficulties of the people in these areas, formulated targeted hematopoietic assistance measures and helped the local people to develop all kinds of breeding industries and animal husbandry according to local conditions.

2020年，首創置業瀋陽公司聯合17家參建單位，成立脫貧攻堅共建小組，籌措45000元啟動資金為葫蘆島市建昌縣藥王廟鎮高杖子村引入小型畜牧業，帶動村民發展養羊產業。2020年12月22日，葫蘆島廣播電視網、葫蘆島電視臺節目組對首創置業瀋陽公司產業扶貧進行專題報導，引發社會廣泛關注和強烈反響，並獲得一致好評。

In 2020, BCL Shenyang Company united with 17 participation units to establish a co-building team of poverty alleviation and raised the start-up capital of RMB 45,000 to introduce small-scale animal husbandry to Gaozhangzi Village, Yaowangmiao Town, Jianchang County, Huludao City and drive the villagers to develop sheep raising industry. On December 22, 2020, Huludao Radio and Television Network, Huludao TV Station Program Team specially reported BCL Shenyang Company's poverty alleviation by industry, which triggered the wide attention and strong response in society and was unanimously praised.



弘揚非遺 文化扶貧

INTANGIBLE CULTURE HERITAGE PROMOTION, POVERTY ALLEVIATION BY CULTURE

公司注重傳統手工藝的保護與傳承，在扶貧工作中注重挖掘非遺力量，盤活貧困地區傳統手工藝價值，以傳統文化力量帶動貧困地區增收。

The Company paid attention to protecting and inheriting the traditional handicrafts, and in the poverty alleviation work, it paid attention to developing the power of intangible culture heritage, vitalized the value of traditional handicrafts and drove the poor areas to increase incomes with the power of traditional culture.

● 首創非遺開展傳統手工藝活動助力文化扶貧

自 案例 | CASE

BEIJING CAPITAL INTANGIBLE CULTURE HERITAGE CARRIED OUT THE TRADITIONAL HANDICRAFT ACTIVITY TO ASSIST POVERTY ALLEVIATION BY CULTURE

2020年12月21日，首創非遺聯合國家文化和旅游部、湖南省文化和旅游廳，在湘西舉辦“煥新非遺 藝薈天工”湘西傳統工藝工作站助力精準扶貧活動。活動涵蓋首創非遺創新會客廳、服飾秀、“讓媽媽回家”湘西好禮首發計畫等多個精彩環節，為湘西非遺帶來良好的品牌傳播效果。首創非遺發揮資源整合平臺的作用，幫助非遺扶貧工坊、非遺傳承人等完成資源對接，助力當地村民增收致富。

On December 21, 2020, Beijing Capital Intangible Culture Heritage, together with the Ministry of Culture and Tourism and Hunan Provincial Department of Culture and Tourism, launched "renewal of intangible culture heritage, craft like nature's work" Western Hunan Traditional Craft Work Station to assist the targeted poverty alleviation. It covered innovative reception room, costume show and "Bring Mom Back" Western Hunan gift rollout plan and multiple highlights of Beijing Capital Intangible Culture Heritage to well publicize the brand of intangible culture heritages in Western Hunan. Beijing Capital Intangible Culture Heritage played the role of a resource integration platform to help create a bridge between intangible culture heritage workshop and intangible culture heritage inheritors and help the local villagers to increase incomes and become rich.



湘西傳統工藝工作站助力精準扶貧活動現場直播環節

Live broadcast link of targeted poverty alleviation by Western Hunan Traditional Craft Work Station

“築” 聚焦二 FOCUS: II

造未來 · 四精 · 品質共創美好生活

首創置業致力於奉獻精品工程，打造品質產品。2020年，首創置業全面升級首創製造2020運營體系，覆蓋精準研發、精材實料、精細營造與精心交付全維度，精心打造天禧、天閱、禧瑞、禧悅等核心產品體系，產品及服務品質再上新臺階。

BCL is committed to dedicating excellent projects and creating high-quality products. In 2020, BCL comprehensively updated “Made by BCL 2020” operation system, covering the dimensions of accurate research and development, fine materials, meticulous construction and elaborate delivery, and attentively created the core product systems of Tian The Palace, Tianyue, Xanadu and Xiyue to improve the product and service quality to a new level.

● 精準研發

Accurate research and development

通過大資料分析，精準把握客戶需求，為客戶量體裁衣，實現高端定制。產品研發是首創置業的技術核心，也是實現首創製造2020的基礎。

Through big data analysis, to accurately grasp the customers' demand, to tailor for the customers and realize high-end customization. Product research and development is the technical core of Beijing Capital Land and is also the base to realize “Made by BCL 2020” strategy.

● 精細營造

Meticulous construction

建立完善的標準體系、嚴格的管理體系，以客戶視角檢驗產品品質。

To establish complete standard system and strict management system, and to inspect product quality from the perspective of customers.

● 精材實料

Fine materials

保證品質，提高供應商門檻，嚴格准入，把好第一道關。

To guarantee the quality, increase the threshold for suppliers, provide strict access and keep the first pass.

● 精心交付

Elaborate delivery

提前三個月由物業公司進行承接查驗，對每一個細節做到不留死角，發現問題及時整改。

The property management company shall undertake the inspection three months in advance. For each detail, no dead angle shall be left, and any problems found shall be timely rectified.

“首創製造2020” 體系
“MADE BY BCL 2020” STRATEGY

FOCUS II: BUILD THE FUTURE, CREATE GOOD LIFE WITH ACCURATE, FINE, METICULOUS AND ELABORATE QUALITY

精准研發

ACCURATE RESEARCH AND DEVELOPMENT

數說 FIGURE DESCRIPTION

7大產品研發體系、5個專業實驗室，進行產品的創新研發與測試；在產品建設實踐中計畫完成**100**項建築專利。

7 product research and development systems and 5 professional labs for product innovation research and development and test. In the product construction practice, it planned to complete **100** architecture patents .

為優化室內人流動線、空間組合、人居舒適度，公司通過多次實驗，立足於使用者，讓每一平方米都有價值；為求得產品視野的最優，採用無人機反復勘景，將寶貴的自然資源導入業主視野。

In order to optimize the internal circulation, space combination and living comfort, the Company made each square meter valuable through many experiments and based on users. In order to obtain the best vision of products, the Company used UAVs for repeated location search and brought precious natural resources to the owner's eyes.

禧瑞祥雲

Xanadu Propitious Clouds

在方案設計階段，首創置業結合專案立面風格、售樓處內部展示風格、專案板塊標杆屬性等特性，不斷磨合碰撞，方案經過7輪調整修改，才最終定稿。施工完成後，行銷在把控的時候，對每一米圍擋都嚴密檢查，細節做到沒有問題後才確認驗收。



At the stage of scheme design, BCL continuously carried out arguments and negotiations in the light of the characteristics such as facade style, internal display style of sales center and benchmarking properties of different sectors, and finalized the scheme after seven rounds of adjustments and modifications. Upon the construction completion, Marketing Department rigorously inspected each meter of fence in the link of quality control, and confirmed the acceptance until no problem was found with the details.

精材實料

FINE MATERIALS

數說 FIGURE DESCRIPTION

對供應商定期嚴格評級，2020年通過“履約評估、協力廠商工程評估、專案巡檢、材料飛檢、客戶滿意度評估”五大途徑完成**960**家供應商的評估，並對其中**254**家深度合作的供應商完成定級，其中A級**25**家、B級**159**家、C級**61**家、D級**9**家。2020年，材料的抽查合格率为**97.8%**，行業內名列前茅。

It regularly conducts strict rating of suppliers. In 2020, **960** suppliers are evaluated through "performance evaluation, third-party engineering evaluation, project inspection, material flight inspection and customer satisfaction evaluation", and **254** of them have been rated. There are **25** Class A suppliers, **159** Class B suppliers, **61** Class C suppliers and **9** Class D suppliers. In 2020, the qualified rate of materials in spot check was **97.8%**, which was among the best in the industry.

A 級
A suppliers

25 家

B 級
B suppliers

159 家

C 級
C suppliers

61 家

D 級
D suppliers

9 家

2020年，材料的抽查合格率为

In 2020, the qualified rate of materials in spot check was

97.8 %

首創置業除了制定嚴格的招標採購流程制度外，在重要的材料（如地坪漆、塗料、保溫等）招采時，引入協力廠商抽檢機制，以確保供應商“精材實料”。在防滲漏供應商中，首創置業與負責鳥巢、水立方等國家工程的防水供應商——東方雨虹合作，採用建築防水領域最先進的“TZH特種非固化橡膠瀝青防水塗料”工藝，確保達成“零滲漏”。

In addition to formulating the strict bidding and purchasing process system, BCL has also introduced the third-party sampling mechanism at the time of bidding and purchasing of important materials (such as floor paint, coating and thermal insulation) to ensure "fine materials" provided by suppliers. Among anti-seep suppliers, BCL has cooperated with the waterproof supplier responsible for national projects such as Bird Nest and Water Cube-Oriental Yuhong, using the most advanced TZH special non-curing rubber asphalt waterproof coating technology in the building waterproofing field to ensure "zero leakage".

成都首創嬌子1號 Chengdu Galaxy No. 1

首創置業西南區域公司在成都首創嬌子1號專案執行過程中，從2017年4月開始，以成都為起點開啟半年之久的材質尋找之旅，在初期，經歷過一個月數十家廠家的樣品找尋及製作，卻始終未製成符合要求的樣品。於是西南區域公司跳出成都市場，在北京找到了能按設計要求製作肌理和樣式的廠家，5月份與北京廠家確定樣品並要求施工單位按樣加工後，7月份收到第一批次的產品，在對加工的構件厚度以及幾何尺寸等詳細檢查後，發現此批次產品離要求還有一定差距。為保證呈現效果，要求施工單位全部重新加工。11月份，通過各個流程的嚴格把控，景牆完工，展現出較好的效果。



In the process of implementing Chengdu Galaxy No. 1 Project, BCL Southwestern China Company started a half-year journey of material search from Chengdu from April 2017. At the initial stage, it sought and produced samples of dozens of manufacturers in one month but failed to produce the sample in line with the requirements. Then, Southwestern China Company jumped out of Chengdu market and found the manufacturer in Beijing able to make the texture and pattern according to the design requirements. After it confirmed the sample with the manufacturer in Beijing and required the construction unit to conduct the processing according to the sample in May, it received the first batch of products in July. After the detailed inspection on the thickness and geometric dimensioning of components processed, it found that there was still a certain gap between the products and the requirements. In order to guarantee the final effect, it required the construction unit to re-process all of them. In November, through the strict control of the processes, the landscape wall was completed and displayed a relatively good effect.

精細營造

METICULOUS CONSTRUCTION

數說 FIGURE DESCRIPTION

協力廠商檢測實現對在建專案的**100%**覆蓋，以及對總包單位和批量精裝單位的**100%**覆蓋。在內部評估體系對住宅品質風險評價中，僅防滲漏一項就有**52**條管理措施和辦法。

The third-party testing has realized **100%** coverage of projects under construction as well as **100%** coverage of general contracting units and batches of refined decoration units. In the risk evaluation of internal assessment system on the residence quality, there have been **52** management measures and methods regarding anti-seep.

公司打造專門的防滲漏體系，從地下室防水、門窗防水、衛生間防水，到屋面防水、外牆防水、室內防潮除濕，嚴格要求按照防水工藝進行工程設計與施工，設計人員踏勘多個專案進行雨後滲漏點摸排，確保達成“零滲漏”。

The company has built the special anti-seep system, from the basement waterproof, window and door waterproof, toilet waterproof, to roof waterproof, external wall waterproof and indoor moisture-proof and dehumidification, and has strictly required the engineering design and construction according to the waterproof technology. The design personnel surveyed multiple projects to find out the leakage points after the rain to ensure "zero leakage".

首創光和城三期項目

Beijing Capital Eco Village Phase III Project

針對“防水”這一行業頑疾，首創光和城首推“零滲漏保障體系”，屋面採用“三明治”構造防水，“以排為主，以防為輔”保證屋面零滲漏效果，並採用非固化防水新材料，強化結構自防水。外牆採用全現澆外保溫結構一體化的施工工藝，對外牆、外窗進行百分百淋水試驗，保障無滲漏風險。

Regarding "waterproof", the chronic disease of the industry, Beijing Capital Eco Village has been the first to launch "zero leakage guarantee system". For the roof, it has adopted the "sandwich" structure for waterproofing and guaranteed zero leakage of the roof by "drainage first, prevention secondary", and it has also adopted the new non-curing waterproof materials to intensify the structural self-waterproof. For the external walls, it has adopted integrated construction technology of cast-in-place external thermal insulation structure, and has carried out 100% water pouring test on external walls and external windows to guarantee no leakage risk.



精心交付

ELABORATE DELIVERY

數說 FIGURE DESCRIPTION

2020年首創置業交付面積**72萬m²**，交付房屋**5743**套，集中交付期到訪交付率在**98%**以上，通過工地開放日最大限度降低產品缺陷，真正做到讓客戶放心。

In 2020, BCL delivered **5,743** houses, covering the area of **720,000m²**, with the visit delivery rate in the centralized delivery time of more than **98%**. It minimized product defects through the opening day of construction site to really make the customers at ease.

2020年首創置業交付房屋
In 2020, BCL delivered
houses

5743 套

集中交付期到訪交付率超

The visit delivery rate in the centralized
delivery time was more than

98%

在“精心交付”環節，首創置業會提前三個月請物業公司進行承接查驗，對每一個細節做到不留死角，發現問題及時整改，展現首創置業“創享美好新生活”的能力和決心。

In the link of “elaborate delivery”, BCL will ask the property management company to undertake the acceptance inspection three months in advance, leave no dead angle on each detail and timely rectify the problems found, which shows the ability and determination of BCL to “enjoy new life”.

禧瑞天著

Xanadu Tianzhu

禧瑞天著項目在樣板間裝修期間，在皮革施工的過程中，為達到順平、不起泡效果，甄選了多種粘結膠進行試驗、對比，最終選擇一款日本進口的糯米膠。施工開始前事先進行樣板施工，選擇一塊板進行試貼，發現效果不好後分析原因，將作為基層的密度板拆除後重新封板後再試驗，反復多次才收到良好效果。



During the prototype room decoration of Xanadu Tianzhu, multiple adhesives are selected in the leather construction process for test and comparison to achieve smoothness and non-foaming, and finally a kind of sticky rice adhesive imported from Japan was chosen. Before the construction commencement, it performed sample construction in advance by selecting a board for trail paste and analyzing the reasons for the bad effect. Then it carried out tests again and again by dismantling the density board as the basic level and resealing the board until the good effect was achieved.

責任築基： 環境、社會及管治管理體系

核心理念

CORE CONCEPT

努力實現集團經營過程中的環境、經濟與社會三方面的協調發展，是首創置業進行環境、社會及管治的核心理念。

It is the core concept of BCL's environmental, social and governance management to strive to realize the harmonious development of environment, economy and society in the group operation process.

為此，首創置業將企業社會與環境責任充分融入日常管理、業務發展、產品服務開發等各方面之中，亦制定了環境、社會及管治相關管理原則：

Therefore, BCL has blended the corporate social and environmental responsibilities into all the aspects including daily management, business development and product and service development, and has also formulated management principles related to environment, society and governance:

遵守企業環境、社會及管治相關法律條例及規則之要求

To observe the requirements of laws, regulations and rules related to the corporate environment, society and governance

持續推動公司內環境、社會及管治相關管理體系及制度的建立與完善

To continuously promote the establishment and improvement of management systems and institutions related to the environment, society and governance within the Company

主動將綠色理念融入產品設計與服務之中，並保證材料選擇及施工過程都遵守適用的環保法律條例及標準

To actively blend the green concept into the product design and service, and to guarantee that material selection and construction process observe the applicable environmental protection laws, regulations and standards

鼓勵僱員節約能源、珍惜資源，支持並推動“無紙化辦公”等節能減排措施

To encourage employees to save the energy, cherish resources, and support and promote the energy conservation and emission reduction measures such as "paperless office"

致力於為公司項目爭取綠色環保認證，如中國綠色建築評價標識(GBL)、美國領先能源與環境設計(LEED)等

To be committed to striving for the green and environmental protection certification for the Company's projects, such as GBL and LEED

FOUNDATION BUILDING WITH RESPONSIBILITY: ENVIRONMENTAL, SOCIAL AND GOVERNANCE MANAGEMENT SYSTEM

管理架構

MANAGEMENT ARCHITECTURE

合理高效的管理組織是建立及完善環境、社會及管治管理體系的基礎。基於管理效益、權責劃分等多方面的考量，首創置業進一步規範董事會對ESG的管理，搭建和完善ESG管治架構，並明確相關人員職責。同時，公司重視ESG相關事宜與工作，將ESG納入董事會議程，並建立相應彙報體系，逐步推進ESG工作的常態化管理。

A reasonable and efficient management organization is the base to establish and improve the environmental, social and governance management system. Based on various considerations such as management benefit, and the division of rights and liabilities, BCL has further standardized the Board of Director's ESG management, built and improved the ESG management structure and made clear the responsibilities of relevant personnel. At the same time, the Company has paid attention to ESG-related matters and work, included ESG in the Board of Director's meeting agenda, and established the corresponding reporting system to promote the normalized management of ESG work step by step.

角色 Role	職能單位 Functional unit	人員組成 Personnel composition	具體職能 Specific responsibilities
決策層 Decision-making	董事會 Board of Directors	公司董事 Directors of the Company	負責公司整體ESG管治 To be responsible for the Company's overall ESG management 監督檢討公司ESG發展表現 To supervise and inspect the Company's performance in ESG development
管理層 Management	ESG管理委員會 ESG Management Committee	由高級管理人員及關鍵ESG職能部門負責人構成 Composed of the senior executives and principals of key ESG functional departments	落實董事會ESG相關決議 To implement the ESG-related resolutions of the Board of Directors 定期向董事會彙報ESG事宜 To regularly report the ESG matters to the Board of Directors 制定ESG管理目標、實施路徑 To formulate the ESG management objectives and implementation paths 開展ESG資訊披露 To carry out ESG information disclosure 組織編制ESG報告 To organize the preparation of ESG reports
執行層 Execution	ESG執行小組 ESG Execution Group	由總部其他各職能部門、各區域公司、城市公司ESG工作聯絡員構成 Composed of ESG work liaison officers of other functional departments of HQ, regional companies and urban companies	日常管理ESG資訊 To manage ESG information every day 落實ESG目標內容 To implement the ESG objective content ESG資訊收集及報送 To collect and submit ESG information

利益相關方 溝通

通過多方管道進行利益相關方溝通，公司獲取了各利益相關方訴求，並對其進行積極回應。基於業務範疇，公司識別出的重要利益相關方包括：投資者/股東、政府及監管機構、員工、供應商、消費者、社區居民。根據本年度與重要利益相關方的溝通工作，各重要利益相關方對於公司環境、社會及管治方面的關注情況大致如下：



STAKEHOLDER COMMUNICATION

By communicating with stakeholders through multiple channels, the Company has obtained their appeals and actively responded to them. Based on the scope of business, important stakeholders identified by the Company include: Investors/ shareholders, governments and regulators, employees, suppliers, consumers and community residents. According to the communication with important interested parties in the current year, their concerns of the corporate environment, society and governance are roughly as follows:



供應商
Suppliers



消費者
Consumers



社區居民
Community Residents

- 供應商管理制度
- 相關會議
- 戰略合作談判

- Supplier management system
- Relevant meetings
- Strategic cooperation negotiation

- 消費者滿意度調查
- 日常運營/交流
- 服務投訴與回應機制

- Consumer satisfaction survey
- Daily operation/exchange
- Service complaint and response mechanism

- 社區活動
- 公益活動
- 社會事業支持專案
- 日常運營

- Community activities
- Public welfare activities
- Social undertaking support projects
- Routine operation

- 供應商准入、評價等管理制度及其落實情況
- 供應商管理的公平透明機制

- Supplier access and evaluation and other management systems and the implementation
- Fair and transparent mechanism for supplier management

- 產品與服務品質
- 投訴及處理機制
- 消費者權益及隱私保護

- Product and service quality
- Complaints and handling mechanism
- Consumer right and interest and privacy protection

- 社區投資投入資源及成果
- 環境保護及資源使用

- Communication investment and input resources and the achievements
- Environmental protection and resource use

實質性議題 分析

為確保環境、社會及管治工作科學、高效開展，覆蓋各利益相關方關注的重點與基本訴求，公司逐年完善核心議題管理。在報告編制初期，深入研究，通過對標同行業優秀報告內容、開展實質性議題調研等方式，篩選出利益相關方高度關注、與公司履責工作密切相關的實質性議題，將其作為報告資訊披露的重點內容。

首創置業實質性議題識別步驟

Material topic identification steps of BCL

建立議題池

Establish an issue pool

通過同行業對標篩選重要議題，形成議題池。

Screen important topics by benchmarking in the industry to form a topic pool.

開展問卷調查

Carry out the questionnaire survey

採用線上問卷和定向推送的方式向各利益相關方發佈實質性議題調查問卷，利益相關方從自身角度出發對議題進行打分，回收有效問卷共計802份。

Issue questionnaires on material topics to the interested parties by means of online questionnaires and directional push, and the interested parties score the topics from their own perspective; 802 valid questionnaires were taken back.

2020年度的實質性議題分析結果顯示：利益相關方最為關注首創置業在客戶責任和環境保護方面的表現，包括：產品安全與品質管制、保護客戶的個人隱私安全、保障服務品質、減少污染物排放、妥善處置廢棄物、重視綠色建築理念的應用及推廣等。公司將於本報告後續章節對上述議題進行詳細披露，以回應各利益相關方的關注。

ANALYSIS OF MATERIAL TOPIC

In order to ensure the scientific and efficient implementation of environmental, social and governance work and cover the major concerns and basic appeals of stakeholders, the Company has improved the core issue management year by year. At the initial period of preparing the report, the Company carried out in-depth study to screen out the material topics that are highly concerned by the interested parties and closely related to the Company's responsibility performance as the key content of report information disclosure by means of benchmarking the content of excellent reports in the industry and surveying on material topics.

明確優先順序

Make clear the priority

影響公司環境、社會及管治工作的重要議題；
利益相關方高度關注的重要議題。

Important topics influencing the corporate environmental, social and governance work; important topics highly concerned by the interested parties.

建立核心議題矩陣

Establish a matrix of core issues

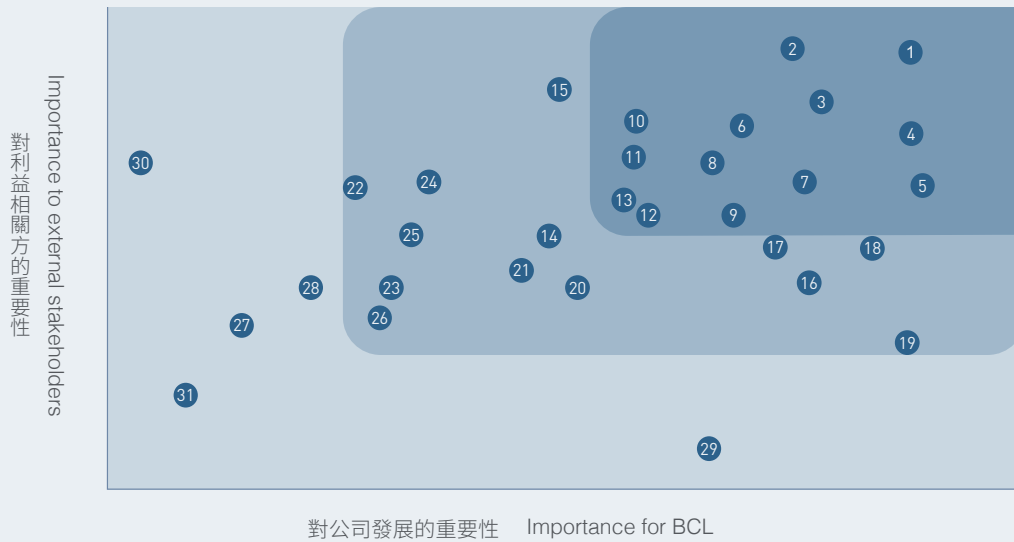
根據調查結果，對每個議題從內外兩個角度進行重要程度分析；根據分析結果，從“對外部利益相關方的重要性”及“對首創置業的重要性”兩個維度對核心議題進行排序，形成核心議題矩陣。

According to the survey results, analyze the degree of importance of each topic from internal and external perspectives; according to the analysis results, rank the core topics from two dimensions of "importance for external interested parties" and "importance for BCL" and form a matrix of core topics.

According to the analysis results of material topics in 2020: The interested parties most concerned the performance of the BCL in the aspects of customer responsibility and environmental protection, including: Product safety and quality management, protection of customers' personal privacy safety, guarantee of service quality, reduction of pollutant discharge, proper disposal of the waste and attention to application and promotion of the green building concept. The company will disclose the above topics in details in the subsequent characters of this report to respond to the concerns of the interested parties.

首創置業實質性議題分析矩陣

Analysis Matrix of material topics of BCL



議題重要性 Importance of topics	序號 Serial No.	議題 Topic for discussion
高度重要議題 Highly-important topics	1	產品安全與品質管制 Product safety and quality management
	2	保護客戶的個人隱私安全 Protect customers' personal privacy safety
	3	保障服務品質, 提升客戶滿意度 Guarantee service quality and promote customer satisfaction
	4	減少污染物的排放 Reduce pollutant emission
	5	妥善處置有害及無害廢棄物 Properly dispose the harmful and harmless waste
	6	重視綠色建築理念的應用及推廣 Pay attention to the application and promotion of green building concept
	7	積極應對氣候變化及採取措施規避風險 Actively cope with climate change and take measures to avoid risks
	8	控制二氧化碳等溫室氣體的排放 Control the emission of greenhouse gases such as carbon dioxide
	9	加強科技創新, 提升客戶體驗 Strengthen scientific and technological innovation and promote customer experience
	10	保障客戶權益, 注重產品知識普及 Safeguard customers' rights and interests, focus on product knowledge popularization
	11	重視安全生產及員工職業安全 Pay attention to safety production and employees' occupational safety
	12	組織或參與慈善活動、志願者活動 Organize or participate in charity activities and volunteer activities
	13	參與地區建設, 支援社區發展 Participate in regional construction, support community development

議題重要性 Importance of topics	序號 Serial No.	議題 Topic for discussion
中度重要議題 Moderately-important topics	14	降低汽油、天然氣、電力等能源的消耗量 Reduce the consumption of energy such as gasoline, natural gas and electric power
	15	堅持合法合規經營，防範貪腐現象的發生 Insist on legal and compliant operation, and prevent corruptions
	16	合法僱傭與薪資福利保障 Legal employment and salary and welfare guarantee
	17	抗擊新冠肺炎疫情及復工復產 Resist COVID-19 and resume work and production
	18	助力脫貧攻堅，有效銜接鄉村振興 Assist poverty alleviation, effectively connect with rural revitalization
	19	降低水資源消耗量 Reduce water consumption
	20	注重綠色運營，實施綠色辦公 Pay attention to green operation, implement green office
	21	提高企業風險管理能力及加強內部控制 Improve enterprise risk management ability and strengthen internal control
	22	確保經營活動產生績效，為投資者創造效益 Ensure that business activities will generate performance, and create benefits for investors
	23	暢通員工民主溝通管道，回應員工訴求 Unblock employees' democratic communication channels and respond to employees' appeals
一般重要議題 Generally-important topics	24	建立健全員工培訓體系，暢通上升管道 Establish and perfect employees' training system, and unblock promotion channels
	25	尊重和保護智慧財產權 Respect and protect intellectual property rights
	26	減少業務對天然資源的影響 Reduce the influence of businesses on natural resources
	27	積極開展與產學研媒企各方的合作 Actively carry out cooperation with industry-university-research-media-enterprise parties
	28	促進供應商提供綠色產品與服務 Promote suppliers to provide green products and services
	29	抵制商業賄賂，堅持公平競爭 Resist commercial bribery, and insist on fair competition
	30	完善利益相關方溝通機制，回應各方訴求 Improve interested parties' communication mechanism, and respond to their appeals
	31	管控供應鏈的環境及社會風險 Control environmental and social risks of the supply chain

守合規 創價值 不負股東信任

KEEP COMPLIANCE, CREATE VALUE –
LIVE UP TO SHAREHOLDERS' TRUST



“

要解決好大城市住房突出問題。住房問題關係民生福祉。要堅持房子是用來住的、不是用來炒的定位，因地制宜、多策並舉，促進房地產市場平穩健康發展。

——2020年中央經濟工作會議

We shall solve the prominent housing problems in big cities. Housing is related to the people's livelihood and well-being. We shall insist on the positioning that houses are used for living instead of speculation. We shall implement multiple policies at the same time according to the local conditions to promote the steady and healthy development of real estate market.

——The Central Economic Working Conference in 2020

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首創置業以“首創製造 2020”戰略為引領，為客戶打造“四精”產品，同時，公司還前瞻性進行多樣化產業佈局，發展文創產業、科技產業等，推動自身實現“高品質 + 高速度”發展；持續完善治理架構、加強資訊披露，實現合規經營。

Guided by "Made by BCL 2020", BCL has created "accurate, fine, meticulous and elaborate" products. At the same time, the Company has also conducted diversified industrial layout in a forward-looking manner and developed cultural and creative industries as well as science and technology industry to promote its own "high quality + high speed" development. It has improved the governance structure continuously, strengthened the information disclosure and realized the compliance operation.

優化戰略 佈局設計

OPTIMIZE STRATEGIC LAYOUT DESIGN

首創置業在行業發展趨勢的基礎上，以市場為導向，以客戶需求為驅動，結合企業實際情況優化戰略佈局。2020年，公司全面落地執行“首創製造2020”戰略，把握經濟轉型趨勢，提升企業核心競爭力；調整戰略佈局與版圖結構，在文創、長租業務、產業園區運營等領域持續發力，以優異表現回饋投資者信任。

Based on the industry development trend, oriented by the market and driven by the customer demand, BCL has optimized the strategic layout combined with the actual situation of the enterprise. In 2020, the company comprehensively implemented "Made by BCL 2020" Strategy and grasped the economic transformation trend to promote the enterprise's core competitiveness; it adjusted the strategic layout and layout structure, continuously made efforts in the fields such as culture creativity, long rent business and industrial park operation and give a feedback to the investors' trust with the excellent performance.

“首創製造2020”戰略 “MADE BY BCL 2020” STRATEGY

通過“四精”——精準研發、精材實料、精細營造、精心交付，達到服務極致、品質考究、資源優化、科技融入、以人為本等五大維度目的，以“創享美好新生活”為企業使命。

Through accurate research and development, fine materials, meticulous construction and elaborate delivery, it achieved the purposes in such five dimensions as extreme service, exquisite quality, resource optimization, technology integration and people first and shouldered the enterprise mission of "enjoying new life".

2020是首創置業的產品年，在完成首創製造2020體系化建設的同時，也開啟首創製造2025的IP化發展進程。

The year of 2020 was the product year of BCL. It started the IP development process of Intelligent Manufacturing by BCL 2025 while completing the systematization construction of "Made by BCL 2020".

首創製造2025 重點IP化產品力建設

INTELLIGENT MANUFACTURING BY BCL 2025-BUILDING OF KEY IP-BASED PRODUCT POWER

首創置業從客戶出發，結合首創文化風格及相關產業成果，以IP化（品牌化）、場景化為核心，打造首創獨有的新國風、新國潮產品。

Starting from the perspective of customers, BCL combines its cultural style and related industry achievements to create its unique new products incorporating national styles and national trends, with the IP-based (branding) and scene-based core.

● 空間科技-L+首創1號戶型：2+7原則，歸納升級首創住宅標準化戶型庫，打造爆款IP戶型。

Space technology-L+BCL's housing type 1: The 2+7 principle summarizes and upgrades BCL's standardized housing type library to create hot IP-based housing types.

- 以人為本 -C+ 硬核科技：智慧環境 + 首創智慧 home，打造首創智慧人居。

People-oriented-C+ hardcore technology: Smart environment + BCL smart home, creating BCL's smart residence.

- 道法自然 -A+ 國潮精裝：將東方美學的含蓄、樸素、秩序，與西方的奔放自然融匯貫通，打造首創獨有產品 IP。

Following nature's course-A+ refined decoration of national trend: The connotation, simplicity and order of Eastern aesthetics are integrated with the boldness and unrestraint of the West in a natural way to create BCL's unique product IP.

- 象外之相 -G+ 國風景觀：以 3 步法，用文化精神重塑首創景觀內核。

Subtlety beyond the imagery-G+ national stylish landscape: Leverage the cultural spirit to reshape the landscape core of BCL in three steps .

規範誠信 合規治理

STANDARDIZE INTEGRITY AND COMPLIANCE GOVERNANCE

首創置業依照國家法律法規及境外上市所有適用之法規要求，建立了規範的公司治理架構和制度體系，貫徹落實“三重一大”決策制度，明確重大決策事項的決策主體、決策程式、審批流程等事宜。

As per national laws and regulations and all applicable regulatory requirements for overseas listing, BCL has established a standardized corporate governance structure and system, implemented the "Three Importances and One Greatness" decision-making system, and defined the body, procedures, approval procedures, etc. to deal with major decision-making matters.

董事會建設

Development of Board of Directors

公司持續強化董事會建設，董事會由九名董事組成，包括四名執行董事、兩名非執行董事及三名獨立非執行董事，嚴格按照制度要求規範運作；同時下設審核委員會、提名委員會、薪酬委員會和戰略委員會，依照董事會議事規則履行各自職責。2020 年，公司全面升級董事會工作機制，促進董事會更加規範、高效運轉，進一步提升公司治理水準。

The Company continues to strengthen the development of the Board of Directors composed of nine directors, including four executive directors, two non-executive directors and three independent non-executive directors, and the Board performs operations in strict accordance with the system requirements. Further, the Audit Committee, Nomination Committee, Remuneration Committee and Strategy Committee are set up to perform their respective duties and responsibilities as per the rules of procedure of the Board of Directors. In 2020, the Company comprehensively upgraded the working mechanism of the Board of Directors, facilitating a more standardized and efficient operation and further improving the level of corporate governance.

2020年，公司嚴格按照聯交所上市規則履行資訊披露義務。報告期內，公司共發佈118份公告。

In 2020, the company shall perform the obligation of information disclosure in strict accordance with the Listing Rules of the Stock Exchange of Hong Kong Limited. During the reporting period, 118 announcements were issued.

廉政建設

Anti-corruption construction

公司按照《中華人民共和國刑法》《中華人民共和國反洗錢法》等國家法律法規及《中國共產黨廉潔自律準則》等黨內法規及相關政策制度，加強反腐敗、賄賂風險與內控管理，並將《首創置業股份有限公司員工廉潔從業行為規範（試行）》作為員工廉潔從業的標準。2020年，公司涉貪污、賄賂、勒索、欺詐及洗黑錢的訴訟案件1件。

The Company strengthened the management of anti-corruption, bribery risks and internal control in the light of national laws and regulations such as the Criminal Law of the People's Republic of China and the Anti-Money Laundering Law of the People's Republic of China and the intra-Party disciplines and rules such as the Probity and Self-discipline Rules for the Communist Party of China and other pertinent policies and systems, and developed the Code of Conduct for Integrity of Employees of Beijing Capital Land Ltd. (Trial) as the standard for employees' integrity. In 2020, the Company experienced one lawsuit involving corruption, bribery, extortion, fraud and money laundering.



警示教育大會
Warning education
conference

2020年7月3日，公司召開幹部警示教育大會，以案為鑒、以案促改，教育警示公司全體員工警鐘長鳴。

On July 3, 2020, the Company held a warning education conference for cadres to learn from the cases and promote reform by the cases, ringing the alarm bell to all employees.





2020 年 7 月 29 日，首創置業、首創鉅大兩級紀委書記、紀委委員和專職紀檢幹部共 12 人參加測試。測試採用集團紀委下發的 3 套試卷，隨機抽取、閉卷答題。通過測試，檢驗了學習效果、達到了教育目的、明確了工作方向、強化了責任意識。

On July 29, 2020, a total of 12 people including secretaries, members and full-time cadres from the Commissions for Discipline Inspection of BCL and Beijing Capital Grand participated in the test. The test was closed-book exam with three sets of test papers issued by the Commission for Discipline Inspection of the Group used randomly. Through the test, the learning effect was verified, the educational goal achieved, the work direction was clarified, and the sense of responsibility was strengthened.



為創新黨員幹部學習黨規黨紀形式，2020 年，公司紀委推出廉潔教育微課堂，已對《中國共產黨紀律處分條例》4 個條款進行解讀，共編發案例 15 個。

In a bid to innovate a way for Party members and cadres to learn Party rules and disciplines, the Company's Commission for Discipline Inspection launched an integrity education micro-class in 2020, during which four provisions in the Disciplinary Rules for the Communist Party of China were interpreted and a total of 15 cases were compiled and issued.



向黨員領導幹部和紀檢監察幹部發放廉政書籍 550 餘冊；組織訂閱《紀檢監察報》和《紀檢監察》雜誌。



The Company distributed more than 550 books on integrity to the Party leading cadres and disciplinary inspection and supervision cadres; organized to subscribe to Discipline Inspection and Supervision News and Discipline Inspection and Supervision.



BCL'S GUANGDONG-HONG KONG-MACAO AREA COMPANY LAUNCHED THE SPECIAL TRAINING ON INTEGRITY

6月2日，首創置業粵港澳區域公司召開黨風廉政建設專題會，邀請外部講師進行廉潔從業專題培訓。講師分享了“嚴守職業底線、堅守廉潔從業”主題黨課，通過法律法規的全面解讀，結合地產行業近幾年發生的案例講解，與會人員對侵犯公司商業秘密、職務侵佔、行賄受賄、串通招標、重大責任事故等風險認識更加深刻。



On June 2, the Guangdong-Hong Kong-Macao Area Company of BCL held a special meeting on the building of a fine Party culture and a corruption-free Party, during which an external lecturer was invited to conduct the special training on integrity. The lecturer shared the Party class themed "Strictly Observe the Bottom Line of the Profession and Stick to Integrity". Through the comprehensive interpretation of laws and regulations as well as the explanation of cases in the real estate industry in recent years, participants had a deeper understanding of risks such as infringement of corporate business secrets, embezzlement of duties, bribery, bid rigging and major liability accidents.

堅持守法合規

Adhere to laws and compliance

公司根據法律法規、國資監管規定及政策、北京市國資委監管要求，全面開展公司經營管理全流程的合規管理，確保公司業務經營在合規要求範圍內開展。

Pursuant to laws and regulations, state-owned capital supervision requirements and policies, and regulatory requirements of the State-owned Assets Supervision and Administration Commission of Beijing Municipality, the Company comprehensively performs compliance management throughout its operation and management to ensure that its businesses are operated within the scope of compliance requirements.

● 首金資本建立“四位一體”法律合規風控體系

自 案例 CASE

PRIME GOLDEN CAPITAL ESTABLISHES A "FOUR-IN-ONE" LEGAL COMPLIANCE RISK CONTROL SYSTEM

金融合規管理 嚴格按照金融私募監管法律法規，開展私募基金管理人合規運營管理和私募基金產品募投管退合規管理。

Financial compliance management Carry out the compliance operation management of private equity managers and the compliance management of fundraising, investment management and withdrawal of private equity products in strict accordance with the financial private equity supervision laws and regulations.

內控合規管理 按照國資監管及上市公司治理要求，持續實施公司合規運營及內控管理。

Internal control compliance management Continuously implement the Company's compliance operations and internal control management according to the requirements of state-owned assets supervision and listed company governance.

業務風險管理 對公司所有投融資專案實施法律合規風險管理及業務風險管理，有效管控投融資業務風險。

Business risk management Implement legal compliance risk management and business risk management for all investment and financing projects of the Company to effectively manage and control investment and financing business risks.

風控體系建設 開展公司法律合規風控制度、流程、標準、體系建設，實施公司全面風險管理。

Construction of risk control system Develop legal compliance and risk control systems, processes, standards, and systems of the Company, and implement overall risk management of the Company.

保護知識產權

Protect intellectual property right

公司嚴格遵守《中華人民共和國著作權法》《中華人民共和國商標法》《中華人民共和國專利法》《中華人民共和國反不正當競爭法》等法律法規，制定了系統的品牌標識使用規範和執行要求，包括《VI 使用規範》《產品手冊》等檔，並通過公司 OA 下發至各附屬公司貫徹執行。同時，公司制定並發佈《智慧財產權管理辦法》，維護公司知識產權。

The Company strictly abides by the laws and regulations such as Copyright Law of the People's Republic of China, Trademark Law of the People's Republic of China, Patent Law of the People's Republic of China, Anti-Unfair Competition Law of the People's Republic of China, and formulated the systematic brand logo usage specifications and implementation requirements, including documents such as VI Usage Specification and Product Manual, which are distributed to all affiliates for implementation through the Company's OA. Moreover, the Company formulated and issued the Intellectual Property Management Measures to safeguard its intellectual property rights.

守承諾 創精品 滿足客戶需求

KEEP PROMISE, CREATE EXCELLENT
PRODUCTS – MEET CUSTOMERS'
NEEDS



“

推進以人為核心的新型城鎮化，實施城市更新行動。

——《中共中央關於制定國民經濟和社會發展第十四個五年規劃和二〇三五年
遠景目標的建議》

Promote a new type of urbanization centered on people and implement
urban renewal actions.

——Proposals of the Central Committee of the Communist Party of China on
Formulating the Fourteenth Five-Year Plan for National Economic and Social
Development and Long-Term Goals for 2035

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首創置業作為國有企業，始終把滿足人們對美好生活的需求放在首位，實施“四精”品質，打造精品人居，提升房屋產品品質；不斷創新產品，鑄造智慧人居；以“匠心做服務”為理念，為客戶打造星級服務。

As a state-owned enterprise, BCL always puts the satisfaction of people's needs for a better life in the first place. It builds excellent housing with "accurate, fine, meticulous and elaborate" quality to improve the quality of housing products. It continuously innovates products and build smart home. It offers star-level services to customers with the concept of "services with ingenuity".

匠心築造 優質產品

MAKE HIGH- QUALITY PRODUCTS WITH INGENUITY

房屋品質是房地產企業的生命線，首創置業秉承“匠心”精神，樹立“精於心、精於業、精於工”的品質，從研發設計、選材、施工到交付等環節始終嚴把品質關，為客戶提供品質產品，精心建造每一棟建築。

Housing quality is the lifeline of real estate enterprises. BCL adheres to the "ingenuity" spirit, build up the quality of "refinement in heart, refinement in the industry, refinement in the work", and always control the quality strictly in the links from research and development and design, material selection, construction to delivery so as to provide customers with high-quality products and build every building elaborately.

加強產品品質管制

Strengthen product quality management

在項目運營過程中，首創置業嚴格遵守《中華人民共和國產品品質法》《中華人民共和國城市房地產管理法》等法律法規，並形成包含《CEM-P03 專案工程品質管制流程》《CEM-P05 專案工程驗收管理流程》《CEM-P06 專案實施管理檢查評估流程》等在內的一套完整的品質管制體系，以保障客戶能享受安全、健康的產品。

During the project operation, BCL strictly follows the Product Quality Law of the People's Republic of China, the Law of the People's Republic of China on Urban Real Estate Management and other laws and regulations, and has formed a complete set of quality management systems including CEM-P03 Project Engineering Quality Management Process, CEM-P05 Project Acceptance Management Process and CEM-P06 Project Implementation Management Inspection and Evaluation Process to ensure that customers can enjoy safe and healthy products.

提升設計品質

Improve
design quality

在專案設計階段，公司實行嚴格的品質管控減少設計缺陷與設計變更數量，以提高產品設計品質水準，推動提升工程品質的穩定性。

In the project design stage, the Company implements strict quality control to reduce design defects and design changes in a bid to improve the quality of product design and promote the stability of project quality.

嚴控供應品質

Strictly control
the quality of
supply

在招標採購階段，為確保供應商“精材實料”，公司制定招標採購流程制度，並引入協力廠商抽檢機制，以完善供應鏈管理。

In the stage of bidding and purchasing, the Company formulates a bidding and purchasing process system and introduces a third-party sampling inspection mechanism to improve supply chain management in order to ensure that suppliers provide "fine materials".

材料設備檢查

Inspect
materials and
equipment

引入協力廠商材料設備檢測單位，隨機對各項目的建築材料、設備進行協力廠商抽查，並出具檢測報告，對不達標情況要求立即整改。

A third-party material and equipment testing unit is introduced to randomly conduct the third-party spot check on the building materials and equipment of each project and issue a test report. Immediate rectification is made as required in case of non-compliance.

嚴格檢定產品品質

Strictly check product quality

2020 年，首創置業通過專案協力廠商檢查評估、專案實施管理檢查、工程專業線評估三項監督管理措施進行品質管控，為客戶提供最優質、最良好的產品及服務。

In 2020, BCL performed quality control through three supervision and management measures of third-party project inspection and evaluation, project implementation management inspection, and professional line evaluation of project to provide customers with the best products and services with the highest quality.

● 專案協力廠商檢查評估

Third-party project inspection and evaluation

首創置業引入專業的協力廠商檢查評估機構，每年對專案的品質、安全進行評定，發現專案存在的品質和安全問題，提前採取措施進行管控。2020 年，首創置業在二、三、四季度對所有施工專案進行三輪次的協力廠商過程評估；對於精裝修項目進行更嚴格的品質管控，進行五輪次的協力廠商精裝評估；對於當年交付專案，於交付前均進行協力廠商交付評估，確保工程品質合格。評估結束後，在公司內部通報評估成績，獎優罰劣，促進各項目部對品質和安全的管控。

BCL introduces a professional third-party inspection and evaluation agency to evaluate the quality and safety of the project every year and identify the quality and safety problems so as to take control measures in advance. In 2020, BCL conducted three rounds of third-party process evaluation on all construction projects in the second, third and fourth quarters. It carried out more stringent quality control for refined decoration projects, and conducted five rounds of third-party refined decoration evaluation. For projects to be delivered in the current year, the third-party delivery assessment was conducted before delivery to ensure that the project quality is conforming. After the evaluation is completed, the evaluation results will be reported within the Company to give rewards and punishments in order to promote the management and control of quality and safety of each project department.

● 項目實施管理檢查

Project implementation management inspection

為了加強首創置業總部對各專案品質管制的監督，同時促進工程項目品質管控，首創置業每年都會對所有的施工專案進行項目實施管理檢查。2020 年，首創置業總部對所有施工項目進行一輪次的項目實施管理檢查。

To strengthen the supervision of the quality management of various projects by the headquarters and promote the project quality control, BCL conducts project implementation management inspections on all construction projects every year. In 2020, the headquarters conducted one round of project implementation management inspection on all construction projects.

● 工程專業線評估

Professional line evaluation of project

首創置業通過工程專業線評估促進工程人員對工程項目品質管控，專業線評估結果與績效考核掛鉤。

BCL facilitates management and control of the project quality by the project management personnel through evaluation of the professional line, and the evaluation results are linked to the performance appraisal.

創新驅動 智慧生活

首創置業堅持以科技創新驅動發展，重視新型技術的研發與應用，通過與科研院所和專業公司合作，提升首創置業產品價值。在住宅產品創新方面，公司共建設 5 個臨時實驗室，申報專利等智慧財產權 30 餘項，其中發明專利 4 項已進入公開實審階段，在已取得的 29 項（含實用新型專利、著作權、外觀專利）專利中，首創專利新風機和首創智慧家——智慧家居平臺等重點技術成果已經在天閱系樓盤應用，提升了客戶的健康、智慧生活體驗。



掃碼觀看“首創置業創享家APP介紹”

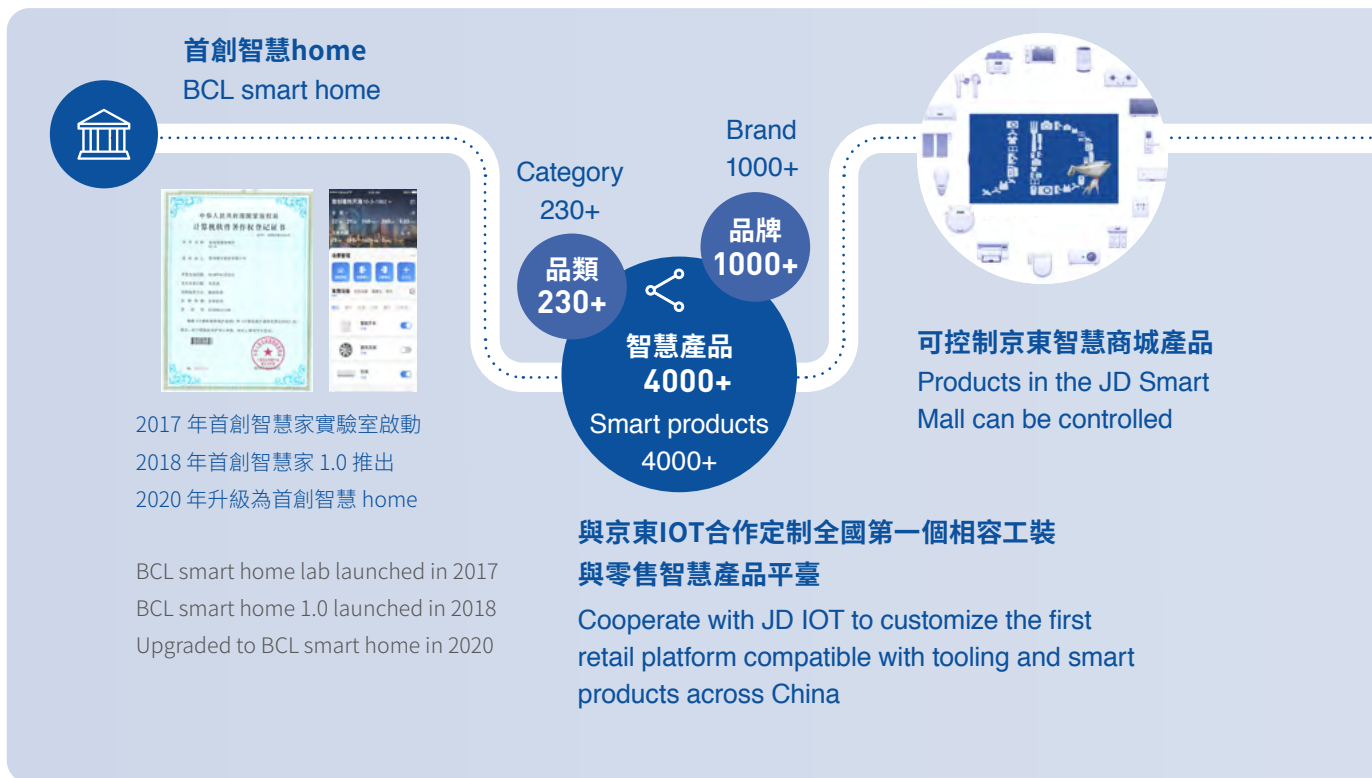
Scan the code to watch the "introduction of chuangxiangjia APP of BCL"

2020 年，首創置業申報的《大型地產企業數位化賦能財務管理體系升級及雲生態資訊系統建設》憑藉獨特的管理理念創新、先進的實踐成果、詳實的成果論述，榮獲全國國企管理創新成果“一等獎”。

● 首創置業與京東攜手打造智慧家居控制平臺

BCL AND JD JOIN HANDS TO BUILD A SMART HOME CONTROL PLATFORM

為給客戶創造更好的智慧生活，首創置業與京東物聯網（IOT）部門合作定制先進的智慧家居控制平臺。該平臺是全國第一個打通了工程與零售智慧產品的智慧家居平臺，集合了多種物聯網通信協議，具有強大的多種智慧產品控制能力，並與京東 IOT 平臺即時同步更新。該平臺解決了房屋建造時採用工程智慧產品與客戶入住後購買的智慧產品不能在同一個 APP 內控制、需要下載過多 APP 的煩惱。



DRIVE SMART LIFE WITH INNOVATION

BCL insists on driving development by technological innovation, attaches importance to the R&D and application of new technologies, and adds the value of its products through cooperation with scientific research institutes and professional companies. In terms of housing product innovation, the Company built five temporary laboratories and applied for more than 30 intellectual property rights such as patents, including four invention patents subject to public examination. Among the 29 patented items (including utility model patents, copyrights, appearance patents), key technological achievements of BCL such as patented new fan and smart home platform have been applied in Tianyue series of real estate, improving the healthy and smart life experience of customers.

In 2020, the Digital Empowerment Financial Management System Upgrading and Cloud Ecological Information System Construction for Large Real Estate Enterprise applied by BCL won the "first prize" of National State-owned Enterprise Management Innovation Achievement Award for its unique and innovative management concept, advanced practical achievements and detailed presentation.

自 案例 | CASE

BCL has cooperated with the IOT Department of JD to customize an advanced smart home control platform in order to create a better smart life for customers. It is the first smart home platform that links engineering and retail smart products in China, which integrates a variety of IoT communication protocols, boasts powerful multiple smart product control capabilities, and is simultaneously updated with the JD IoT platform in real time. This platform solves the problem that intelligent products used in the housing construction and those purchased by the customer after check-in cannot be controlled via one APP and too many APPs need to be downloaded.

智慧場景 Smart scene



- 溫馨入戶 Warm access
- 智能衛浴 Smart bathroom
- 可視環境 Visual environment
- 智能睡眠 Smart sleep
- 智能安防 Smart security
- 智能客廳 Smart living room
- 智慧場景 Smart scene



智慧生長 Smart growth

由京東 IOT 部門負責升級維護
The IOT Department of JD is responsible for upgrade and maintenance



全心提供 精益服務

PROVIDE FINE SERVICES WHOLEHEARTEDLY

首創置業堅持“匠心做服務”的理念，從產品力的角度出發，通過管理專業化及精細化提高營運效率和客戶滿意度。設計打造“全生命週期”的客戶服務體系，讓客戶感受到貼心與舒心；選用環保建材，定期提供房屋維護，保障客戶的安全與健康；嚴格管理客戶資訊查閱許可權，禁止資訊洩露與濫用，保護客戶個人隱私與資訊安全。

BCL sticks to the concept of "service with ingenuity" to improve operational efficiency and customer satisfaction through professionalization of management and refinement from the perspective of product power. It designs and builds a "full life cycle" customer service system to make customers feel comfortable and at ease. It selects environmentally friendly building materials and provide regular housing maintenance to ensure the safety and health of customers. It strictly manages customer information access rights and prohibit information leakage and abuse to protect customer privacy and information security.



完善服務體系

Complete service system

為真正讓“美好生活”成為客戶生活中的常態，首創置業從客戶的需求層面出發，建立起一套由全開放、全保障、全流程實現的“F(e) 客戶價值生態圈”，即從安心 (Ease)、舒心 (Easy)、知心 (Esprit)、稱心 (Entitled) 四大方向著手，為客戶打造一個貫穿首次來訪到入住，從精神追求到身份認同的整合解決方案。

In a bid to truly make "a better life" a usual thing in the lives of customers, BCL has established a set of "F(e) customer value ecosystem" that is fully open, fully guaranteed, and realized through the entire process from the perspective of customer needs, namely starting from the four directions of Ease, Easy, Esprit, and Entitled, so as to create an integrated solution for customers from their first visit to check-in and from spiritual pursuit to identity recognition.

Ease 安心

EASE

為客戶能夠安居，首創置業從拿地到建造、從選房到簽約，均從客戶視角出發，想客戶所想，急客戶所急，全方位保障客戶的權益。

In order for customers to live a peaceful life, BCL thinks about what customers think and does what customers can expect from the perspective of customers throughout the process from land acquisition to construction and from housing selection to contracting to fully safeguard customers' rights and interests.

Easy 舒心

EASY

首創置業針對原有的物業服務內容進行升級，提供各類增值服務；針對原有的全家庭式服務，在全年齡段、全生命週期的社區體驗上做主題細分；針對原有的家庭精裝部分，制定精裝服務體系解決方案，從裝修風格、裝修材料為客戶提供一站式便捷服務。

BCL upgrades the original property services and provides various value-added services. With respect to the original whole-family-style services, the theme is subdivided according to the community experience of all ages and the whole life cycle. Regarding the original refined decoration of the housing, a refined decoration service system solution is developed to provide customers with one-stop convenient services from decoration styles and decoration materials.

Entitle 稱心

ENTITLE

首創置業依據構築精神夢想社群平臺，針對客戶個性化需求，不斷細分、昇華客戶精神需求。

BCL develops VIP members in the customer ecosystem and gathers resources to endow customers with uniqueness.

Esprit 知心

ESPRIT

首創置業打造客戶生態圈 VIP 會員，強大資源賦予客戶身份獨屬性。

BCL continuously subdivides and sublimes spiritual needs of customers according to their individual needs on the basis of building a social community platform with spiritual dreams.

打造“全生命週期”服務

Create “full life cycle” services

首創置業關注客戶的細節感受，根據客戶在不同時期的關注焦點，設計打造“全生命週期”服務；建立投訴流轉機制，通過線上投訴、服務熱線、微信服務等多管道搜集客戶回饋，切實為客戶解決問題；組織豐富多樣的業主活動、提供多樣化增值服務，提升客戶滿意度。

BCL attaches importance to the details of customer experience, and designs and creates “full life cycle” services according to concerns of customers in different periods. It develops a complaint circulation mechanism to collect customer feedbacks through multiple channels such as online complaints, service hotlines and WeChat services, thereby effectively solving problems for customers. It organizes a variety of activities for owners and offers diversified value-added services to improve customer satisfaction.



◎ 打造服務平臺 Create service platform

開發小程序線上看房服務平臺，客戶足不出戶可以進行專案資訊流覽、360°VR全景看房，全面瞭解和掌握樓盤資訊，包括戶型圖、效果圖、實景圖、樣板間等，並可與置業顧問一對一線上即時溝通，在疫情期間最大程度為客戶提供專案資訊與即時溝通服務。

Develop a mini program for online viewing service platform so that customers can get project information, a 360°VR panoramic view at home, and have a general knowledge of the real estate, including floor plan, renderings, reality images and prototype room. Customers can made one-to-one online real-time communication with real estate consultants and be at large provided with project information and real-time communication services during the epidemic.

◎ 普及產品知識 Popularize product knowledge

加強客戶互動，針對意向客戶所在企業，進行一對一產品推介和宣講工作，主動為客戶提供有關產品和服務的資訊。

Strengthen customer interaction, conduct one-to-one product promotion and publicity to the companies where potential clients are located, and take initiatives to provide customers with information about products and services.

◎ 客戶風險提示 Customer risk warning

公司所有宣傳物料均嚴格遵守《中華人民共和國廣告法》，並進行風險提示，向客戶傳遞真實有效資訊。

All the Company's promotional materials are strictly compliant with the Advertising Law of the People's Republic of China, and give risk warnings to communicate real and effective information to customers.

回應客戶訴求 Respond to customer complaints

建立客戶投訴及應對機制，制定《客戶全週期服務流程》《客戶投訴處理工作指引》《客戶投訴管理工作指引》等制度流程，明確對產品品質問題投訴的傳遞流程及流程中各人員的權責要求，客服人員必須在規定時限內將投訴傳遞至相關投訴處理部門，並對投訴資訊及後續處理情況進行記錄。2020 年，客戶投訴 610 件，結案率為 96%。

Build a customer complaint and response mechanism, formulate the Full Cycle Customer Service Process, Customer Complaint Handling Guidelines, Customer Complaint Management Guidelines and other systems and processes, and define the product quality complaint circulation process and the rights and responsibilities of the personnel involved in such process. The customer service personnel must deliver the complaint to the relevant complaint handling department within the prescribed time limit and make records on the complaint information and subsequent handling. In 2020, there were 610 complaints from customers, with the closing rate at 96%.

建立回訪機制 Establish callback mechanism

要求對投訴問題進行回訪，確保客戶訴求得到解決。2020年，公司客戶投訴回訪率為100%。

A callback regarding the complaint is required to ensure that customers' appeals are resolved. In 2020, the callback rate of the Company's customer complaints hit 100%.

開展客戶調研 Carry out customer survey

建立《客戶滿意度提升工作指引》制度，每年定期開展客戶滿意度調研，瞭解客戶需求，並組織上門拜訪、管理層與客戶面對面溝通等活動。

Develop a system of Guidelines for the Improvement of Customer Satisfaction, conduct regular customer satisfaction surveys every year to understand customer needs, and organize door-to-door visits and face-to-face communication between management and customers, etc.

主動售後服務 Active after-sales service

發佈“2451”服務承諾，即 24 小時回應業主維修訴求，質保延長 5 年，一切房屋品質損失全包賠付。

Make the "2451" service commitment, that is, response to owners' requests for maintenance within 24 hours, extension of the warranty period to 5 years and full coverage of all housing quality losses.

住戶健康安全

Safety and health of residents

首創置業關心住戶的安全與健康，並將其作為客戶責任的重要部分，在房屋建築過程中堅持選用環保健康材料，為住戶打造安全家居，專案交付前組織產品檢驗，並不定期開展房屋檢修工作，讓住戶安心、放心。

BCL cares about the safety and health of residents and regards it as an important part of customer responsibilities. It insists on selecting environmentally friendly and healthy materials during the housing construction process to create safe homes for residents and organizes product inspections before project delivery and conducts housing maintenance from time to time to make residents feel at ease and rest assured.



選材--明確界定來源

Material selection--Clearly define sources

標準招標檔對工程材料來源進行明確界定，保障選材的健康與環保屬性；永久性工程要求必須使用符合國家及行業安全環保標準的優質物料；聘請協力廠商材料設備檢測單位開展抽樣檢測，對產品總揮發性有機化合物 (TVOC) 的釋放量、甲醛釋放量以及其他有害物質的含量進行嚴格的檢測，部分檢測標準高於國標，保障產品在實際使用過程中的安全環保。

The standard tendering documents clearly define sources of engineering materials to ensure the health and environmental protection properties of the selected materials. Permanent projects require the use of high-quality materials in line with the national and industrial safety and environmental standards. A third-party material and equipment testing unit is employed to carry out sampling tests and strictly detect the total volatile organic compound (TVOC) emissions, formaldehyde emissions and contents of other harmful substances in the products, with some testing standards more stringent than the national standards in a bid to ensure the safety and environmental protection of products in actual use.

交付--客戶視角查驗

Delivery-Inspection from the perspective of customers

專案交付前，由物業管理人員承接並開展查驗工作，關注細節、不留死角，減少房屋安全問題；專案交付前兩個月，開展工地開放活動，將房屋建造過程的情況開放給業主，用客戶視角檢驗產品，讓業主安心入住。

Before delivery, the property management staff shall undertake the project and carry out inspections, with special attention to details and leaving no dead ends, so as to reduce safety problems. Two months before the delivery, the construction site opening activity shall be carried out to showcase the housing construction process to owners and check the products from the customer's perspective in a bid to let the owner move in with ease.

保護客戶隱私

Protect customer privacy

公司重視客戶隱私保護，嚴格遵守《中華人民共和國廣告法》《中華人民共和國網路安全法》等相關國家法律法規與政策制度，嚴禁發生客戶資訊洩露事件。在“創享家”客戶服務系統中對客戶資訊實行嚴格的許可權管理，通過給不同城市公司、不同部門、不同職級的員工設置不同的許可權，減小客戶資料的接觸面，保障客戶資料安全。客服系統帳號密碼由總部統一開通，開通時必須經過申請，且綁定 ERP 帳號，嚴禁將帳號密碼洩露、外借和轉移，防止客戶資訊外泄。

The Company pays much attention to the protection of customer privacy and strictly abides by the Advertising Law of the People's Republic of China, the Cyber-Security Law of the People's Republic of China and other relevant national laws, regulations and policies, prohibiting customer information leakage. The authority management is strictly implemented for the customer information in the "Chuangxiangjia" customer service system. Different authorities are entitled to employees from companies in different cities, different departments and of different ranks so as to narrow the contact area of customer data and ensure customer data security. The accounts and passwords of the customer service system are uniformly opened by the headquarters. At the opening, an application must be submitted and bound with the ERP account. It is strictly forbidden to disclose, lend, and transfer any account password to prevent leakage of customer information.

專注--房屋實現“零滲漏”

Concentration-"Zero leakage" of housing

對房屋滲漏“零容忍”，與國內優秀的防水供應商合作，採用建築領域先進的“TZH 特種非固化橡膠瀝青防水塗料”工藝，實現“零滲漏”；專門針對防滲漏設置了 52 條管理措施和辦法，交付環節採取倒扣分形式督促專案建築準確無誤，對業主安全負責。

Implement "zero tolerance" for housing leakage, cooperate with excellent domestic waterproof suppliers, and use the advanced "TZH special non-curing rubber asphalt waterproof coating" technology in the construction field to achieve "zero leakage". Fifty-two management measures and methods have been developed specifically for anti-leakage and inverted marking is used for delivery to supervise the accuracy of the project construction and be responsible for the safety of owners.

入住--提供房屋檢修

Check-in--Provide housing maintenance

不定期為業主提供主動上門檢修活動，降低房屋安全隱患。

Provide owners with active door-to-door maintenance from time to time to reduce hidden dangers posed to housing safety.

守尊重 創進取 心系員工成長

KEEP RESPECT, MAKE PROGRESS —
CARE FOR EMPLOYEES' GROWTH



“

要加強人才隊伍建設，建立完善人才培養體系，打造多種形式的高層次人才培養平臺，培育一批領軍人物和高水準創新團隊。

——習近平在中央政治局第十八次集體學習時的講話

It is necessary to strengthen the construction of talent team, establish and improve the talent training system, build high-level talent training platforms of various forms, and cultivate a group of leading figures and high-level innovative teams.

——Xi Jinping's speech at the 18th collective study session of the Political Bureau of the CPC Central Committee

”



首創置業重視人才力量，秉承以“幸福工作”為組成部分的核心價值觀，嚴格遵循《中華人民共和國勞動法》等相關法律法規，維護員工基本權益，助推員工職業發展，保障員工職業健康，關心員工日常生活，與員工共建和諧、穩定的勞動關係，讓每一位員工有安全感、幸福感和歸屬感，成為助力公司“基業長青”的強大內在推動力。

BCL lays emphasis on the power of talents, adheres to the core value comprising of "happy work". Strictly following the Labor Law of the People's Republic of China and other relevant laws and regulations, it safeguards the basic rights and interests of employees, boosts their career development, ensures their occupational health and care, cares about their daily life and builds a harmonious and stable labor relationship with them, so that every employee develops the senses of security, happiness and belonging and becomes part of the powerful internal driving force for the Company to be "last long".

落實員工 基本權益

IMPLEMENT EMPLOYEES' BASIC RIGHTS AND INTERESTS

首創置業嚴格遵守《中華人民共和國勞動法》《中華人民共和國勞動合同法》等國家及地區法律法規與相關政策制度，制定《人力資源管理制度》等內部規章及相關實施細則，建立健全公司的人力資源體系與管理制度，依法與員工簽訂勞動合同，全面保障勞動者的基本權益。

報告期內吸納就業人數 818 人，截至 2020 年 12 月 31 日，公司在職正式員工 4540 人，其中擁有中高級職稱的員工為 521 人；報告期內員工流失率為 12.77%。詳細僱員結構構成請見下表。

BCL strictly observes the Labor Law of the People's Republic of China, Labor Contract Law of the People's Republic of China and other national and regional laws, regulations and related policies and systems, and formulates internal regulations such as the Human Resource Management System and related implementation rules to establish and improve its human resource system and management system, sign labor contracts with employees in accordance with the law, and fully protect the basic rights and interests of employees.

During the reporting period, 818 people were employed. As of December 31, 2020, the Company had had 4,540 full-time employees, including 521 employees with intermediate and senior titles. During the reporting period, the staff turnover rate was 12.77%. Please see the table below for the detailed structure of employees.

僱員人數		
Number of employees		
指標 Indicator		2020年
僱員總人數 (人)	Total number of employees (people)	4540
按性別劃分 In terms of gender	男性僱員人數 (人) Male employees (people)	2835
	女性僱員人數 (人) Female employees (people)	1705
按年齡劃分 In terms of age	29歲及以下 (人) 29 years old and below (people)	999
	30-50歲 (人) 30-50 years old (people)	3354
	50歲以上 (人) Over 50 years old (people)	187
按地區劃分 In terms of geographical location	北京及周邊地區 (人) Beijing and surrounding areas (people)	899
	上海地區 (人) Shanghai (people)	319
	其他地區 (人) Other areas (people)	3322

僱員人數 (續)		
Number of employees (Continued Table)		
指標 Indicator		2020年
僱員總人數 (人) Total number of employees (people)		4540
按僱傭類別劃分 In terms of employment category	全職 (人) Full-time employees (people)	4540
	兼職 (人) Part-time employees (people)	0
按僱員層級劃分 In terms of employee level	高級管理層人數 (人) Senior management (people)	7
	中級管理層人數 (人) Middle management (people)	209
	普通員工人數 (人) General staff (people)	4324
按學歷劃分 Divided according to education background	碩士及以上學歷 (人) Master degree or above (people)	422
	本科學歷 (人) Bachelor degree (people)	2333
	大專學歷 (人) Junior college degree (people)	735
	高中及以下學歷 (人) High school or below (people)	1050

員工流失比率		
Employee turnover rate		
指標 Indicator		2020年
年度員工流失率 (%) Annual employee turnover rate (%)		12.77%
按性別劃分 In terms of gender	男性員工流失率 (%) Male employee turnover rate (%)	7.78%
	女性員工流失率 (%) Female employee turnover rate (%)	4.99%
按年齡劃分 In terms of age	29歲及以下員工流失率 (%) Turnover rate of employees under 30 years old (%)	3.31%
	30歲-50歲員工流失率 (%) Turnover rate of employees 30 to 50 years old (%)	9.26%
	50歲以上員工流失率 (%) Turnover rate of employees above 50 years old (%)	0.19%
按地區劃分 In terms of geographical location	北京及周邊地區 (人) Beijing and surrounding areas (people)	7.89%
	上海地區 (人) Shanghai (people)	16.28%

勞工準則

公司嚴格遵守國家《禁止使用童工規定》及其他關於禁止僱傭童工的法律要求，明確禁止使用童工。報告期內，公司未發生任何僱傭童工、強迫員工勞動等事件。

Labor rules

The Company strictly complies with the Provisions on the Prohibition of Child Labor and other legal requirements on prohibiting the employment of child labor, explicitly prohibiting the use of child labor. During the reporting period, the Company did not have any incident involving child labor or forced labor.

平等僱傭

公司堅持平等僱傭，在招聘、晉升、培訓、薪酬等方面，堅決杜絕針對性別、年齡、國籍、民族、宗教信仰、膚色、語言、戶籍、孕殘的歧視行為，平等對待全體員工。

Equal employment

The Company insists on equal employment, resolutely eliminating discrimination against gender, age, nationality, nation, religious belief, skin color, language, household registration, pregnancy and disability in terms of recruitment, promotion, training, salary, etc. and treating all employees equally.

重視人才 發展培養

PAY ATTENTION TO TALENT DEVELOPMENT AND CULTIVATION

人才對於企業的重要性不言而喻。首創置業重視人才的培養與發展，通過多樣化的員工培訓啟動員工發展潛力，建立健全員工晉升體系、拓展職業發展路徑，持續挖掘人才、培養後備力量，助力人才與公司共同成長。

The importance of talents to an enterprise is self-evident. BCL attaches great importance to the cultivation and development of talents, activates employees' development potential by means of diversified employee trainings, establishes a sound employee promotion system, expands career development paths, continuously digs for talents, cultivates reserve forces, and helps talents grow together with it.

薪酬福利

公司保障員工的基本薪酬福利，依法為員工繳納五險一金，並建立補充醫療保險等員工福利制度；制定科學合理的薪酬體系與績效考核體系，以職位價值為基礎，堅持同工同酬原則，保障員工在薪酬上獲得平等待遇，且所有員工最低薪酬水平均滿足當地最低工資要求。2020 年，員工社會保險覆蓋率達 100%。

Salary and benefits

The Company guarantees employees' basic salary and benefits, pays for five social insurances and one housing fund for employees in accordance with the law, and establishes supplementary medical insurance systems and other employee welfare systems; scientific and reasonable salary system and performance appraisal system are developed, the principle of equal pay for equal work is followed based on the value of the position to ensure that employees receive equal treatment in salary, and the minimum salary level of all employees is in line with the local minimum wage requirements. In 2020, the social insurance coverage of employees reached 100%.

民主管理

公司注重員工的主體地位，制定職工代表大會制度，設立以工會為主體的員工維權組織，定期進行員工溝通與意見回饋，規範民主管理，保障員工權益。

Democratic management

The Company pays attention to the principal position of employees, formulates the employee representative assembly system, and establishes the employee rights protection organization with labor unions as the main body to conduct regular communication with employees and receive feedbacks therefrom, standardize democratic management and protect the rights and interests of employees.

開展員工培訓

Carry out employee training

公司構建分類別、分層級的培訓體系，不斷強化完善公司“奮進”系列分層分類人才培養計畫，圍繞公司 2020 年度高品質發展主題，快速構築線上學習平臺“創學堂”，以線上線下相結合的形式開展針對不同層次員工的精品系列培訓，傳遞文化和價值觀，賦能一線團隊，提升員工專業與管理能力，提高團隊戰鬥力，為企業發展奠定堅實的人才基礎。

報告期內，員工受訓總人次為 29144 人次，受訓總時長為 78397360 小時。僱員受訓詳細說明請見下表。

The Company builds a classified and hierarchical training system to continuously strengthen and perfect its "forging ahead" series of hierarchical and classified talent training plans. It quickly builds an online learning platform "Chuangxuetang" around its 2020 high-quality development theme to provide a series of online and offline high-quality trainings for employees at different levels, convey culture and values, empower front-line teams, enhance employees' professional and management capabilities, improve teamwork effectiveness, and lay a solid talent foundation for corporate development.

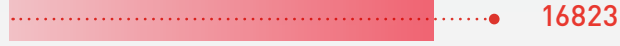
During the reporting period, the total number of employees trained was 29,144 person-times, and the training time totaled 78,397,360 hours. Please refer to the table below for details of employees' trainings.

受訓雇員總人次 (人次)

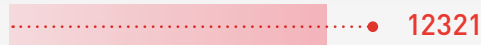
Total number of trained employees (person-time)

29144

• 男性員工受訓人次 (人次)
In terms of gender



• 女性員工受訓人次 (人次)
Number of female employees trained
(person-time)



• 高級管理層受訓人次 (人次)
Number of senior management
trained (person-time)



• 中級管理層受訓人次 (人次)
Number of middle management
trained (person-time)



• 普通員工受訓人次 (人次)
Number of general staff trained
(person-time)



全体員工受訓總時長 (小時)

Total training time of all employees (hour)

78397360

• 男性員工受訓總時長 (小時)
Total training time of male employees (hour)



• 女性員工受訓總時長 (小時)
Total training time of female
employees (hour)



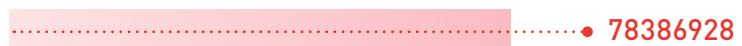
• 高級管理層受訓總時長 (小時)
Total training time of senior management (hour)



• 中級管理層受訓總時長 (小時)
Total training time of middle
management (hour)



• 普通員工受訓總時長 (小時)
Total training time of general staff
(hour)



● 開展“奮進·續航”新經理訓練營，提升新任經理管理能力

自案例 CASE

SET UP THE "ENDEAVOR • ENDURANCE" TRAINING CAMP FOR NEW MANAGERS TO IMPROVE THEIR MANAGEMENT CAPABILITIES

為幫助基層管理者提升領導力、強化管理水準，加快完成從“個人貢獻者”到“團隊管理者”的角色轉變，2020年，公司開展“新經理訓練營”專案。培訓採用線上線下混合式培養方式，內外部專家共同授課，內容包括團隊初級管理技能、領導團隊實戰類比、組織智慧、團隊創新、高效會議管理等，同時為新經理提供協作共創的機會，邊學邊練，促進解決工作中的實際問題，提升管理能力的同時應對業務挑戰，真正做到以培訓為載體，助力公司整體戰略落地和業務發展。截至2020年10月30日，“新經理訓練營”培訓人次達71人，培訓時長累計63547分鐘，人均學習時長1752分鐘。

In order to help the first-level managers improve their leadership, strengthen their management level, and accelerate the role transition from "individual contributor" to "team manager", the Company launched the "New Manager Training Camp" project in 2020. Trainings were provided by internal and external experts online and offline, which covered primary management skills of a team, practice of leading the team, organizational intelligence, team innovation, efficient meeting management, etc. The camp also provided new managers with opportunities of collaboration and co-creation to learn while practicing in a bid to improve their abilities to solve practical problems at work and enhance their management capabilities while coping with business challenges. In this way, the trainings serve as a carrier to help the Company's overall strategy and business development. As of October 30, 2020, the "New Manager Training Camp" had trained 71 person-times, with a total training duration of 63,547 minutes and an average learning duration of 1,752 minutes per person.



“奮進·續航”新經理訓練營

"Endeavor • Endurance" New Manager Training Camp

規範晉升路徑

Standardize promotion paths

公司搭建多元規範的員工職業發展路徑，使管理序列與專業序列並行，為員工提供明確、豐富的職業發展通道，並遵循嚴格、規範的規則和流程盤點、篩選、晉升績優高潛員工，杜絕員工歧視或不公平現象發生。

The Company builds diversified and standardized employee career development paths to keep the management sequence and professional sequence going parallel and provide employees with clear and abundant career development channels, and follows strict and standardized rules and procedures to count, screen, and promote high-performance and high-potential employees and eliminate any discrimination or unfairness against employees.

儲備人才隊伍

Reserve talent team

公司注重後備力量培育，持續進行內部人才挖掘，大力推行人才共享平臺“活水計畫”，支撐業務亟需人才，激發組織活力，打造複合人才，促進形成開放、暢通的環境，為關鍵崗位的人才儲備及人才梯隊建設提供保障。

The Company pays attention to the cultivation of reserve forces, continues to dig for internal talents, vigorously promotes the talent sharing platform "Internal Transfer Plan", supports urgently needed talents based on businesses, stimulates organizational vitality, cultivates inter-disciplinary talents, and promotes the formation of an open and unobstructed environment, to provide a guarantee for reserve talents of key positions and the construction of talent echelon.

保障職業 健康安全

GUARANTEE OCCUPATIONAL HEALTH AND SAFETY

首創置業高度重視員工的職業安全與健康，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》《工傷保險條例》等法律法規及相關國家政策，為所有員工締造安全和受保障的工作環境，營造溫馨和諧的工作氛圍，助力員工身心健康。

BCL attaches great importance to the occupational safety and health of employees, and strictly abides by the Work Safety Law of the People's Republic of China, Law of the People's Republic of China on the Prevention and Control of Occupational Diseases, Regulation on Work-Related Injury Insurances and other laws and regulations and relevant national policies to create a safe and protected work environment for all employees, create a warm and harmonious working atmosphere and facilitate employees' physical and mental health.

全面落實安全生產

Implementation of work safety system

公司堅持“以運營促安全，以安全保運營”的工作思路，及安全第一、預防為主、綜合治理的方針，嚴格落實國家及地方的法律法規，不斷完善安全生產管理體系，強化並落實首創置業的企業主體責任。2020年，公司優化構建完成“新安全生產管理體系”，修訂並實施《首創置業安全生產管理辦法》《首創置業安全生產責任制》，同步推行《生產安全事故問責與經濟處罰規定（試行）》《施工現場安全文明施工視覺化標準手冊》《專案工程安全文明生產管理流程》等制度。過去三年（包括彙報年度），公司未發生因工作關係死亡事件，因工傷損失工作日數為0。

The Company adheres to the working concept of "promoting safety by operation and ensuring operation by safety" and the policy of safety first, prevention priority, and comprehensive management, strictly implements the national and local laws and regulations, continuously improves the work safety management system, and strengthens and implements key responsibilities as an enterprise. In 2020, the Company optimized the construction of "new work safety management system", revised and implemented the Measures on Management of Safety Production of BCL, Work Safety Responsibility System of BCL, and simultaneously implemented the Provisions on Accountability and Economic Punishment for Work Safety Accidents (Trial), Visualized Standard Manual of Safe and Civilized Construction at the Construction Site, Safe and Civilized Production Management Process for Project Engineering and other systems. In the past three years (including the reporting year), no work-related deaths occurred in the Company, and the number of working days lost due to work-related injuries was zero.

安全管理 Safety management

公司設立安全生產小組，專門負責安全生產管理工作；建立健全安全生產制度、組織架構以及應急預案，制定並發佈《公司安全性群組織架構》《專案安全應急預案》等檔。

The Company has set up a work safety team to take charge of work safety management. It has established and improved the work safety system, organizational structure and emergency response plans, and formulated and published the Safety Organization Structure of the Company, Emergency Response Plan for Project Safety and other documents.

安全施工 Safety Construction

專案施工階段，將安全生產作為基本管理要求，建立多維度監督檢查機制，根據施工現場作業實況，針對性發放勞動防護用具，配備防暑降溫設施，保障員工施工安全。

During the project construction, work safety is deemed as the basic management requirement and a multi-dimensional supervision and inspection mechanism is developed. Labor protection equipment is distributed and heatstroke prevention and cooling facilities are provided according to actual conditions of the construction site to ensure the construction safety of employees.



首創西南區域公司為一線員工提供防暑降溫物品及勞保防護用具

The Southwestern China Company of BCL provides heatstroke prevention and cooling items and labor protection equipment for front-line employees

安全檢查 Safety inspection

公司定期開展安全生產檢查、安全生產專項行動，消除安全隱患。2020 年上半年，首創置業北京公司依次開展“驚蟄行動”“春雷行動”“總部實施檢查”“安全生產月”“大型施工機械專項檢查”“仲夏行動”等專項檢查，促隱患消除、保員工健康。

The Company regularly carries out work safety inspections and special operations for work safety to eliminate potential safety hazards. In the first half of 2020, BCL Beijing Company successively carried out special inspections such as "Insects Awaken Operation", "Spring Thunder Operation", "Inspection by the Headquarters", "Work Safety Month", "Special Inspection of Large Construction Machinery" and "Midsummer Operation" to facilitate the elimination of hidden dangers and keep employees healthy.



首創置業瀋陽公司大型機械設備檢查現場

Inspection site of large machinery and equipment of Shenyang Company of BCL



首創置業首新事業部安全生產檢查現場

Work safety inspection site of Shouxin Business Division of BCL

安全培訓 Safety training

公司定期組織多種形式的安全教育培訓，並逐步建立了三級教育培訓體系，提高員工安全生產意識；組織消防演習以及消防技能競賽，提高員工消防險情應對技能；開展防疫安全專項檢查及培訓，守護員工安康。2020 年，公司組織 3 次全員安全培訓，各下屬公司共組織 90 餘次小型培訓。

The Company regularly organizes various forms of safety education and training and gradually establishes a three-level education and training system to improve employees' awareness of work safety; organizes fire drills and fire-fighting skills competitions to improve employees' fire-fighting risk response skills; performs special inspections and trainings on epidemic prevention and safety to keep the well-being of employees. In 2020, the Company organized 3 safety training covering all staff and the subsidiaries organized more than 90 small-scaled training.



首創置業 CBD 公司開展專案組防疫安全專項培訓

CBD Company of BCL provides a special training on epidemic prevention and safety for the project team

全力守護職業健康

Protection of occupational health

公司關注員工職業健康，嚴格遵守國家相關法律及政策，建立職業健康保護機制，完善員工年度體檢制度，推進全員定期體檢；開展多樣化健康宣傳及教育活動，提高員工健康意識；鼓勵員工進行體育鍛煉，組織多樣體育活動，強健員工體魄；開通心理諮詢熱線，關注情緒低落員工，助力員工心理健康。

The Company keeps a watchful eye on the occupational health of employees, strictly abides by the relevant national laws and policies, establishes an occupational health protection mechanism, improves the annual physical examination system for employees, and promotes the regular physical examinations of all employees. It carries out diversified health promotion and education activities to enhance employees' health awareness. It encourages the employees to take physical exercises and organize various sports activities, to strengthen their physique. The psychological consultation hotline is opened to pay attention to depressed employees and facilitate employees' mental health.



首新事業部開展員工羽毛球活動

Shouxin Business Division holds employees' badminton activity

關愛員工 幸福生活

CARE FOR EMPLOYEES' HAPPY LIFE

首創置業注重員工關懷，致力打造幸福企業。為讓職工“八小時”以外的生活更加豐富多彩，公司成立多種興趣俱樂部、組織各樣員工活動，提升員工幸福感；工會制定慰問辦法，加強對困難員工的幫扶和關懷，與困難員工共渡難關。

BCL pays close attention to the employee care and make efforts to build a happy enterprise. In a bid to make employees' life more diversified after the "eight hours" of work, the Company has established a variety of interest clubs and organized various employee activities to enhance the happiness of employees. The Labor Union has formulated measures of condolences to strengthen the assistance and care for employees in need and to tide over difficulties with employees in need.

平衡工作生活

Balance work and life

首創置業秉承快樂工作、健康生活理念，設置“職工驛站”區域，開展節假日慰問活動、員工生日會、各種球類比賽等文體活動，幫助員工舒緩工作壓力，豐富日常生活。

Adhering to the concept of happy work and healthy life, BCL has set up "employee station" areas for holiday activities, employee birthday parties, various ball games and other cultural and sports activities to help employees relieve work pressure and enrich their daily lives.



首創高科建設“職工驛站”區域

Beijing Capital Park builds the "employee station" area



首創置業瀋陽公司舉辦員工集體生日會

Shenyang Company of BCL holds a collective birthday party for employees

首新事業部昆明公司開展“三八”
國際勞動婦女節慰問活動

Kunming Company of Shouxin
Business Division holds activities
on the "March 8" International
Women's Day



首新事業部鄭州公司開展“凝心
聚力，領跑中原”拓展活動

Zhengzhou Company of Shouxin
Business Division holds the
outward bound training themed
"build a strong team and take the
lead in the Central Plains"

員工困難幫扶

Assistance to employees in need

一方有難，八方支援。公司關愛特殊員工，重視困難職工幫扶工作，對遭遇重大疾病、意外災害的員工進行慰問、幫扶，發動組織力量籌集善款，重要時間節點對困難職工進行走訪慰問。

When disasters strike, help comes from all sides. The Company cares for the employees in special need, attaches great importance to helping the employees in difficulties, pays condolences to and assists the employees who have suffered major illnesses and accidents, mobilizes the organizational forces to raise funds, and visits and pays condolences to the employees in needs at important time nodes.

守生態 創宜居 助建綠色家園

PROTECT ECOLOGY, CREATE
LIVABILITY – FACILITATE
CONSTRUCTION OF GREEN HOMELAND



“

中國將提高國家自主貢獻力度，採取更加有力的政策和措施，二氧化碳排放力爭於 2030 年前達到峰值，爭取在 2060 年前實現碳中和。

—— 習近平在聯合國生物多樣性峰會上的講話

China will increase its national independent contribution and adopt more powerful policies and measures, striving to reach the peak of carbon dioxide emissions by 2030 and achieve carbon neutralisation by 2060.

—— Xi Jinping's speech at the United Nations Summit on Biodiversity

”



首創置業在服務城市現代化建設的同時，始終堅持貫徹綠色發展理念，將環保理念融入企業管理、項目建設等生產經營的多個方面，助力形成綠色、可持續的發展方式與生活方式，關心和重視運營當地的環境保護與綠色生態發展，不斷完善環境管理體系，打造綠色建築，踐行綠色理念，為環境的可持續發展作出貢獻。

While serving urban modernization, BCL always adheres to the concept of green development. It incorporates the concept of environmental protection into various aspects of production and operation such as corporate management and project construction, and helps form a green and sustainable development mode and lifestyle, cares about and values the operation of local environmental protection and green ecological development, and continuously improves the environmental management system to create green buildings, and implements the green concept to contribute to the sustainable development of environment.

完善環境 管理體系

首創置業積極回應國家環保政策，嚴格遵守《中華人民共和國環境保護法》《中華人民共和國環境影響評價法》《中華人民共和國清潔生產促進法》《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》《中華人民共和國節約能源法》等環境保護相關法律法規，編制《首創置業環境管理應急預案》，成立環保應急指揮小組，提升應對環境污染突發事件的能力。2020年，未發現有任何違反與環境相關的法律法規並對本公司產生重大影響的情況。

2020年首創置業環境績效¹

2020 Environmental Performance of BCL¹

指標 Indicator	2020年
溫室氣體排放量（範疇一及範疇二）（噸） ² Greenhouse gas emission (Scope 1 and Scope 2) (t)	1782.97
直接排放（範疇一）（噸） Direct emission (Scope 1) (t)	168.67
汽油（噸） Gasoline (t)	149.94
天然氣（噸） Natural gas (t)	13.57
間接排放（範疇二）（噸） Indirect emission (Scope 2) (t)	1614.30
外購電力（噸） Purchased electricity (t)	1614.30
每平方米建築米建築面積溫室氣體排放（噸 / 平方米） Greenhouse gas emission per square meter of building area (t/m ²)	0.01
人均溫室氣體排放（噸 / 人） Per capita greenhouse gas emission (t/person)	1.46

¹ 本部分相關資料及績效表現為截至2020年12月31日的年度資料，涵蓋首創置業總部、北京地區的附屬公司及旗下運營期專案（其中首創鉅大有限公司及其附屬公司相關績效表現請另參閱《首創鉅大有限公司2020年度環境、社會及管治報告》）以及上海區域附屬公司。此外，由於目前北京地區運營期專案物業皆為外包或非自持物業，此次披露範圍僅涵蓋其專案公司辦公區域資料，建設期專案暫未納入披露範圍內。

The relevant data and performance in this section are reflected in the annual data as of December 31, 2020, covering the headquarters of BCL, its affiliates in Beijing and its projects thereunder during the operation period (Among them, as for the performance of Beijing Capital Grand Limited and its affiliates, see 2020 Environmental, Social and Governance Report of Beijing Capital Grand Limited) and the affiliates in Shanghai. Moreover, as the current project properties in Beijing during the operation period are all outsourced or non-self-owned, the scope of this disclosure only covers the data from the office area of the project company, and excludes the projects under construction for the time being.

² 溫室氣體清單包括二氧化碳、甲烷和氧化亞氮，主要源自外購電力及燃料。溫室氣體核算乃按二氧化碳當量呈列，並根據中國生態環境部刊發的《2019年度減排專案中國區域電網基準線排放因數》及政府間氣候變化專門委員會 (IPCC) 刊發的《2006年IPCC國家溫室氣體清單指南》進行核算。

The list of greenhouse gases includes carbon dioxide, methane and nitrous oxide, which are mainly derived from the purchased electricity and fuels. The accounting of greenhouse gases is presented based on the carbon dioxide equivalent as well as the 2019 Baseline Emission Factors of China's Regional Power Grid for Emission Reduction Projects published by the Ministry of Ecology and Environment of the People's Republic of China and the 2006 IPCC Guidelines for National Greenhouse Gas Inventories published by the Intergovernmental Panel on Climate Change (IPCC).

IMPROVE ENVIRONMENT MANAGEMENT SYSTEM

BCL actively responds to the national environmental protection policies, strictly abides by the Environmental Protection Law of the People's Republic of China, Law of the People's Republic of China on the Environmental Impact Assessment, Cleaner Production Promotion 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, Law of the People's Republic of China on Energy Conservation and other laws and regulations governing environmental protection, prepares the Emergency Plan for Environmental Management of BCL, and forms an environmental emergency command team to improve the ability to respond to environmental pollution emergencies. In 2020, there was no violation of laws and regulations related to the environment or significant impact on the Company.

2020年首創置業環境績效(續)

2020 Environmental Performance of BCL (Continued Table)

指標 Indicator	2020 年
無害廢棄物 (噸) ³ Non-hazardous waste (t)	316.13
生活垃圾 (噸) ⁴ Domestic garbage (t)	298.97
餐廚垃圾 (噸) Kitchen waste (t)	17.16
人均無害廢棄物產生量 (噸 / 人) Amount of non-hazardous waste per capita (t/person)	0.26
有害廢棄物(噸) ⁵ Hazardous waste (t)	0.51
廢硒鼓 (噸) Waste toner cartridge (t)	0.18
廢墨水匣 (噸) Waste ink cartridge (t)	0.31
廢螢光燈管 (噸) Waste fluorescent tube (t)	0.02
人均有害廢棄物產生量 (噸 / 人) Amount of hazardous waste per capita (t/person)	0.00

³ 本公司運營涉及的無害廢棄物主要包括辦公區產生的生活垃圾以及自有食堂產生的餐廚垃圾，均交由回收商進行處理。

The non-hazardous waste involved in the Company's operations mainly includes domestic waste from the office area and kitchen waste from the self-owned canteens, which are all handed over to the recyclers for disposal.

⁴ 因本年度企業新增食堂導致生活垃圾資料有較大增長，特此說明。

It is hereby stated that the domestic waste data has increased significantly due to the newly added canteens this year.

⁵ 本公司運營涉及的有害廢棄物主要包括辦公區列印設備產生的廢棄硒鼓和墨水匣、廢螢光燈管，均交由協力廠商或供應商處置。

The hazardous waste involved in the Company's operations mainly includes waste toner cartridges and ink cartridges of the printing equipment and waste fluorescent tubes in the office area, which are all to be disposed of by the third parties or suppliers.

2020年首創置業環境績效 (續)

2020 Environmental Performance of BCL (Continued Table)

指標 Indicator	2020 年
能源消耗總量 (兆瓦時) ⁶ Total energy consumption (MWh)	4064.36
直接能源消耗 (兆瓦時) Direct energy consumption (MWh)	591.42
汽油 (兆瓦時) Gasoline (MWh)	497.19
天然氣 (兆瓦時) Natural gas (MWh)	68.25
間接能源消耗 (兆瓦時) Indirect energy consumption (MWh)	3472.94
電力 (兆瓦時) Electricity (MWh)	3472.94
每平方米建築米建築面積能源消耗(兆瓦時 / 平方米) ⁷ Energy consumption per square meter of building area (MWh/m ²)	0.03
水資源消耗總量(噸) ⁸ Total water consumption (t)	30278.14
人均用水量(噸 / 人) ⁹ Per capita water consumption (t/person)	59.69
打印紙張使用量 (噸) Printing paper consumption (t)	31.70
人均打印紙張使用量 (噸 / 人) Per capita printing paper consumption (t/person)	0.03

⁶ 能源消耗總量根據電力和油耗量及中華人民共和國國家標準《綜合能耗計算通則 (GB/T 2589-2008)》中換算因數計算。

The total energy consumption is calculated based on the power and fuel consumption and the conversion factors in the National Standard of the People's Republic of China General Principles for the Calculation of Comprehensive Energy Consumption (GB/T 2589-2008).

⁷ 每平方米建築面積能源消耗指每平方米建築面積耗費能源量。

The energy consumption per square meter of the building area refers to the amount of energy consumed per square meter of the building area.

⁸ 本公司水資源主要來自於市政自來水供水、桶裝飲用水等，主要用途包括生活用水、飲用水、售樓處綠化帶灌溉用水等，水資源消耗總量包括資料披露範圍內辦公區及售樓處的所有水資源消耗。其中，由於首創置業總部、華東首創用水量尚不能單獨計量，我們依據建設部發佈的國家標準《城市居民生活用水量標準》(GB/T 50331-2002)進行了估算。

The Company's water resources mainly come from municipal water, bottled drinking water, etc., which are mainly used as domestic water, drinking water, irrigation water for green belts in sales offices, etc. The total water consumption includes all water consumption by the office areas and sales buildings within the scope of data disclosure. Since the water consumption by BCL headquarters and Eastern China Company cannot be measured separately, we estimated it according to the Standard of Water Quantity for City's Residential Use (GB/T 50331-2002) issued by the Ministry of Housing and Urban-Rural Development of the People's Republic of China.

⁹ 基於本公司業務特性，本公司無製成品包裝材料消耗，製成品所用包裝材料的相關資料不適用本公司。

Based on the business characteristics, the Company involves no consumption of finished product packaging materials, and the relevant data on packaging materials used for finished products does not apply to the Company.

助力打造 綠色建築

ASSIST IN BUILDING GREEN ARCHITECTURE

首創置業遵循《綠色建築評價標準 GB50378-2019》《建設專案環境保護管理條例》等國家綠色建築要求，所有專案因地制宜，進行綠色規劃設計。在項目建設前，所有新建項目必須進行環評，環評通過後方可進行建設；在項目施工過程中重視考慮可持續發展因素，提升能源利用效率，降低污染排放，並積極推動綠色建築評級、打造綠色標杆專案。2020 年，公司建築施工項目環評達成率達 100%，當年銷售專案平均綠地率 32.5%，未發生對於環境及天然資源造成負面影響的事件。

Complying with national green building requirements such as the Assessment Standard for Green Building GB50378-2019 and the Regulations on the Administration of Environmental Protection of Construction Projects, BCL adopted green planning and design for all projects based on the local conditions. Before the construction, the EIA must be carried out for all new projects and construction can proceed only after the assessment is approved. During the project construction, it pays attention to the sustainable development factors, improves energy utilization efficiency, cuts down pollution emissions, actively promotes green building ratings and creates green benchmark projects. In 2020, the EIA compliance rate of the Company's construction projects was 100%, the average green land rate of sold projects was 32.5%, and there were no incidents with a negative impact on the environment and natural resources.

綠色規劃設計 優選節能方案

Green planning design and optimized energy saving plan

公司遵循環境保護相關法律和守則，在專案構思與發展、產品設計及服務時進行綠色規劃設計，踐行能源效益提升目標，使用利於能源節約的環保設備，優選節能方案，努力提升環保表現。

The Company abides by the environmental protection laws and regulations, conducts green planning and design during the project conception and development, product design and services, fulfills the energy efficiency improvement goals, uses the environmentally friendly equipment that is conducive to energy conservation, and selects the optimum energy-saving solutions, to make every effort to improve environmental performance.

- 項目建築設計充分考慮自然通風與採光，間接降低客戶能耗設備使用率。

The architectural design of the project gives full consideration to the natural ventilation and daylighting in a bid to indirectly reduce the utilization rate of customers' energy-consuming equipment.

- 在滿足年徑流控制率的前提下，採用海綿城市建設標準，通過多方案對比，結合地域特點進行設計，如雨水利用系統、下凹綠地、透水路面、節水灌溉等技術，節約能源的同時減少後期物業投入。

Under the premise of compliance with the annual runoff control rate, the project is designed in accordance with the construction standard of sponge city and based on the regional characteristics after comparison of multiple schemes, such as rainwater utilization system, concave-down green space, permeable pavement, water-saving irrigation and other technologies, to save energy while reducing subsequent property investment.

- 結合專案情況預選光伏熱水系統、光伏發電照明，降低用電量。
Pre-select PV hot water systems and PV power generation lighting based on the project conditions to bring down the power consumption.
- 合理選址配電用房，選用節能變壓器，降低電力系統損耗。
Reasonably select the power distribution rooms, choose energy-saving transformers, and cut power system losses.
- 規劃選用疊壓變頻供水設備，利用市政壓力供水直接向部分樓層使用者供水，降低水泵綜合用電量。
Plan to select superimposed variable frequency water supply equipment and supply directly municipal pressure water to the users living on some floors to reduce the comprehensive power consumption of water pumps.
- 為專案規劃使用帶色玻璃、智慧家居系統、新風系統等。
The project is planned to use colored glass, smart home system, fresh air system, etc.

踐行綠色施工 推進節能減排

Carry out green construction and promote energy saving and emission reduction

公司在專案施工過程中踐行綠色低碳理念，降低污染排放，節約能源資源，致力實現可持續發展。

The Company implements the green and low-carbon concept during the project construction to reduce pollution emissions and save energy and resources in a bid to achieve sustainable development.

污染排放管理 Pollutant discharge management

公司注重減排降污，在專案施工過程中進行污染排放管理，對施工單位嚴格要求，通過控制揚塵與噪音、三廢管理等方式降低對專案周邊環境的影響。公司將建立系列制度，採取有效措施，有效控制溫室氣體排放量、有效控制有害與無害廢棄物排放量。

The Company emphasizes emission reduction and pollution reduction, carries out pollutant discharge management during the project construction, and strictly requires the construction unit to reduce the impact on the surrounding environment of the project by control of dust and noise, management of three wastes, etc. The Company will develop a series of systems and take effective measures to effectively control greenhouse gas emissions and hazardous and non-hazardous waste emissions.

控制揚塵**Dust control**

- 引入霧炮、高壓水槍、施工噴淋等設施，配備灑水降塵裝備並由專人負責裝備運行；安裝 PM2.5 指標監控設備，積極落實防霧霾天氣應急措施；編制《空氣污染應急預案》，在空氣重污染期間，啟動應急預案並採取必要措施，最大限度減小對空氣的污染。
- Introduce fog guns, high-pressure water guns, sprinklers for construction and other facilities, provide water spraying and dust reduction equipment, and designate the personnel to take charge of the equipment operation. Install the PM2.5 indicator monitoring equipment, and actively take emergency measures against fog and haze. The Air Pollution Emergency Plan is prepared, and the emergency plan is launched and necessary measures are taken to minimize air pollution during the period of heavy air pollution.

降低噪音**Noise reduction**

- 遵循《中華人民共和國環境雜訊污染防治法》，安裝噪音指標監控設備，對施工噪音即時監控；合理安排施工工序，減少噪音對周邊居民的影響。
- Follow the Law of the People's Republic of China on Prevention and Control of Pollution from Environmental Noise, install the noise indicator monitoring equipment, and monitor the construction noise in real time. Reasonably make arrangements for the construction procedures to mitigate the impact of noise on the surrounding residents.

污水處理**Sewage treatment**

- 污水排放前需按規定進行初步處理；施工場地內交通道路和材料堆放場地統一規劃排水溝，控制污水流向，嚴防施工污水直接排入市政污水管線或流出施工區域污染環境。
- Preliminary treatment is required before sewage discharge. The traffic roads and material storage sites at the construction site are uniformly planned with drainage ditches to control the flow of sewage, and it is not allowed to discharge directly the construction sewage into the municipal sewage pipelines or flow out of the construction area to pollute the environment.

廢氣管理**Waste gas management**

- 專案工地使用排放達標車輛與機械設備；專人負責設備保養、維修及檢查，廢氣排放量滿足相關標準；鼓勵使用電動施工機械。
- Vehicles and mechanical equipment in line with the emission standards are used at the project site. Special personnel are responsible for the maintenance, repair and inspection of equipment, and the exhaust gas emissions are consistent with the relevant standards. The use of electric construction machinery is encouraged.

廢渣管理**Waste residue management**

- 採用“保溫範本一體化”施工工藝等環保施工工藝，減少固廢垃圾產生；施工現場產生的混凝土、砌塊、木料等廢渣，嚴格落實分類管理的要求，集中收集分類堆放，按照相關要求統一處理，禁止在施工場地內填埋，避免污染土壤和地下水。
- Environmentally-friendly construction techniques such as "integration of thermal insulation formwork" are used to reduce the generation of solid waste. The concrete, blocks, wood and other waste residues generated at the construction site are collected and piled in a centralized manner in strict accordance with the requirements of classified management, and treated in a unified manner subject to the relevant requirements, which are not allowed to be landfilled in the construction site to avoid contamination of soil and groundwater.

節約能源資源 Save energy and resources

公司遵循可持續發展理念，在專案施工過程中制定節能標準，鼓勵使用節能設備與可再生能源，厲行能源資源節約，促進高效迴圈利用。公司以 2020 年為基準，力爭在 2023 年底實現人均水資源消耗量下降 1%；同時，公司將建立系列制度，採取有效措施，優化能源使用，合理利用電能等能源。

水資源利用

Water
resources
utilization

建設洗車池，對洗車用水重複利用；建設雨水收集系統，收集並利用雨水；使用中水處理系統，再生水迴圈。

Car wash pools are built and the car wash water is reused. A rainwater collection system is built to collect and use rainwater. The reclaimed water treatment system is used to recycle water.

環保節能材料

Environmentally-
friendly and energy-
saving materials

使用加氣混凝土砌塊、中空玻璃、斷橋鋁窗框及鋁合金範本與新型保溫材料；採用太陽能熱水器和太陽能照明；迴圈使用集裝箱式臨時辦公建築；做好外牆體與屋頂保溫、選用低導熱係數外窗，降低維護結構散熱量。

Aerated concrete blocks, insulating glass, broken bridge aluminum window frames, aluminum alloy formwork and new thermal insulation materials are used. Solar water heaters and solar lighting are used. Container-type temporary office buildings are reused. Insulation of external walls and roofs is provided and external windows with low thermal conductivity chosen to lower the heat dissipation of the maintenance structure.

堅持貫徹 綠色理念

ADHERE TO GREEN CONCEPT

公司將綠色生態文明理念貫穿於企業運營活動中，推行綠色辦公，並積極開展環保公益，傳播環保文化，凝聚廣泛力量共建綠色家園。

The Company applies the concept of green ecological civilization throughout its business operations to promote green office, actively carries out public welfare activities of environmental protection, spreads environmental protection culture, and spreads a wide range of forces to build a green home.

The Company follows the concept of sustainable development, formulates the energy-saving standards during the project construction, encourages the use of energy-saving equipment and renewable energy, spares no efforts to save energy and resources, and promotes efficient recycling. The Company strives to achieve a 1% reduction in per capita water consumption by the end of 2023 by reference to that in 2020. Meanwhile, the Company will establish a series of systems and take effective measures to optimize energy use and rationally use electricity and other energy sources.



通過利用 AI、大資料等先進技術，全面提升項目能源運行的精細化管理以及智慧化水準，對專案的能源系統達到可監、可控、可評估、可調整的目標。如配備樓宇智控技術，對水電熱等能源進行科學管理。

By means of advanced technologies such as AI and big data, the delicacy management and intelligence level of the project's energy operation are comprehensively improved so that the energy system can be monitored, controlled, evaluated, and adjusted. For example, intelligent control technology is used for the buildings to perform scientific management of energy such as water, electricity and heat.



推廣空心磚及複合牆體、控制住宅牆窗比、使用新型密封材料提高外窗的氣密性、改善門窗的保溫性能、設置溫度阻尼區、屋面節能等技術措施，緩解國家能源壓力。

Technical measures such as wide application of hollow bricks and composite walls, control of ratio of residential wall to window, use of new sealing materials to improve the air-tightness of exterior windows, improvement of thermal insulation performance of doors and windows, arrangement of temperature damping zones, and energy conservation of roofs are taken to alleviate the national energy pressure.

推行綠色辦公

Promote green office

公司號召和鼓勵全體員工在日常的工作與生活中保護環境、節約資源。通過制定綠色辦公相關制度以及開展綠色環保主題活動，強化員工環保意識，推進環境的可持續發展。

The Company calls on and encourages all employees to protect the environment and save resources during their daily work and life. Green office related systems are developed and green environmental protection theme activities carried out to improve the employees' environmental protection awareness and facilitate the sustainable development of the environment.

嚴格公車管理

Strict management on the vehicles owned by the Company



秉承“綠色出行，享受低碳生活”理念，發佈《首創置業股份有限公司公務車輛管理辦法（試行）》，持續強化公務用車管理，實行統籌派車，同區域多事務拼車出行的方式，減少出車次數；統一購買加油卡，實行“一車一卡”統一管理。

Adhering to the concept of "Green travel, Enjoy low-carbon life", the Management Measures for Vehicles of Beijing Capital Land Ltd. (Trial) was released to continue strengthening the management of vehicles owned by the Company, make unified arrangements for car dispatch, and use the carpooling for multiple tasks in the same area to reduce the number of dispatches. Gas filling cards are purchased in a unified manner, and the unified management of "one card for one car" is performed.

節約水電資源

Water and electricity conservation



節約用電，優先採用環保、節能型的電器和設備，逐步淘汰高能耗、低能效的設施、設備；節約用水，建立節約用水的規章制度，積極推廣使用節水器具，促進水資源利用效率，加強用水設備維護管理，杜絕跑、冒、漏的現象。

Save electricity, give priority to the use of environmentally friendly and energy-saving appliances and equipment, and gradually eliminate high-energy, low-energy-efficiency facilities and equipment. Save water, develop water-saving rules and regulations, actively promote the use of water-saving appliances, promote the efficiency of water resource utilization, strengthen the maintenance and management of water consumption equipment, and prevent escape, spill and leakage of water.

減少紙張使用

Reduction of paper consumption



公司日常辦公推行無紙化辦公，充分利用共享系統進行審批和記錄，杜絕浪費紙張；上線電子差旅系統、固定資產系統、企業購平臺、檔案系統，減少不必要的紙張流轉；推行雙面列印，優化文印設備，採用人臉識別系統，印表機採用有環保認證的硒鼓和墨水匣並控制彩色列印數量，鼓勵各附屬公司將廢舊硒鼓墨水匣返還給供應商進行二次利用或無害化處理。

The Company implements the paperless office during the daily office, makes full use of the shared system for approval and recording, and eliminates the wastage of paper. Electronic travel system, fixed asset system, enterprise purchase platform and file system are developed to reduce unnecessary paper circulation. Double-sided printing is implemented, text printing equipment optimized, face recognition system adopted, environmentally-certified toner cartridges and ink cartridges used for printers number of color prints controlled, and affiliates encouraged to return the used toner cartridges and ink cartridges to the suppliers for secondary use or harmless treatment.

降低辦公能耗

Reduction of office energy consumption



規範空調使用，夏季空調溫度設為 26-28 度；保持冰箱處於無霜狀態；鼓勵員工合理使用電腦；更新會議系統，鼓勵視訊會議，減少資源消耗；鼓勵減少使用一次性製品，減少一次性餐具、一次性雨衣、一次性簽字筆等一次性用品給生態環境帶來的影響，減少一次性物品所產生的大量垃圾造成的環境污染。

Standardize the use of air conditioners, and set the air conditioner temperature to 26-28 degrees Centigrade in summer. Keep the refrigerator in the frost-free state. Encourage the employees to use computers in a reasonable manner. Update the conference system to encourage video conferences and reduce resource consumption. The reduction of the use of disposable products is encouraged to weaken the impact of disposable items such as disposable tableware, disposable raincoats, and disposable signature pens on the ecological environment and lessen the environmental pollution caused by the large amount of garbage generated by the disposable items.



首創置業 CDB 公司對就餐浪費進行監督

CDB Company of BCL supervises the food waste

開展環保公益

Carry out environmental protection public welfare activities

公司積極組織宣傳環保相關法律法規，普及資源節約的科學知識，開展各類環保公益，力求創造宜居環境，建設綠色家園。

The Company actively organizes the promotion of environmental protection laws and regulations, popularizes scientific knowledge of resource conservation, and carries out public welfare activities of various environmental protection, to make efforts to create a livable environment and build a green home.



首創郎園開展“大手拉小手 環保齊步走”環保活動

BCL Langyuan carries out the environmental protection activity of "big hand in small hand, environmental protection go together"



首創置業粵港澳區域公司開展環保公益活動

The Guangdong-Hong Kong-Macao Area Company of BCL holds the public welfare activities of environmental protection

開展垃圾分類

Carry out garbage sorting

2020年，首創置業高效落實《北京市生活垃圾管理條例》，在思想上，與北京市政府保持高度一致，力求美好人居環境；在制度上，形成科學性的體系，用高專業度、高完成度助力首善之區建設；在行動上，領導員工“萬事躬行”，率先開啟首都環境“保衛戰”。

北京實施生活垃圾分類新規以來，首創置業員工堅守在垃圾分類一線，引導社區居民、入駐企業自覺垃圾分類，並身體力行維護社區、園區環境。公司發動幹部職工參與“桶前值守”，簽訂生活垃圾分類承諾書。同時，還將在上海總結出的“一老一小、新一舊”經驗，運用到北京各專案中，加速垃圾分類迅速落地。

In 2020, BCL effectively implemented the Regulations on the Management of Domestic Waste in Beijing to ideologically maintain a high degree of consistency with the Beijing Municipal People's Government and strive for a better living environment. In terms of system, a scientific system is formed to help the construction of the best district by means of high professionalism and high completion. In terms of action, employees are led to "do everything by themselves" to take the lead in launching the "war of defense" for the capital's environment.

Since the implementation of the new regulations on domestic waste sorting in Beijing, the employees of BCL have stood in the front line of waste sorting, guiding the community residents and settled enterprises to consciously sort the waste and actively maintaining the environment for the communities and the parks. The Company mobilizes cadres and employees to take on the "duty in front of the dust bin" and sign a letter of commitment for the sorting of domestic waste. Meanwhile, the experience in "giving play to the leading role of the elderly and the kids in garbage sorting and solving the problem of garbage sorting for new and old residential quarters" in Shanghai as summarized is applied in various projects in Beijing to speed up the rapid implementation of waste sorting.



首創置業開展垃圾分類

BCL carries out the garbage sorting activity

積極應對 氣候變化

ACTIVE RESPONSE TO CLIMATE CHANGE

公司積極應對氣候變化，在運營過程中主動採取措施降低溫室氣體排放，並採取措施適應氣候變化，防止氣候變化對於公司運營帶來的損失。

The Company actively responds to climate change, actively taking measures to reduce greenhouse gas emissions during the operations and adapt to climate change, in a bid to prevent the loss due to climate change to its operations.



降低溫室氣體排放

Reduction of greenhouse gas emission

鼓勵施工單位主動採用能減少溫室氣體排放的新工藝、新技術和新材料；採取装配式結構形式，擴大全裝修專案的規模，通過批量裝修能源消耗，降低溫室氣體的排放；進出施工現場的運輸車輛都需與責任單位簽署環保協定，所有車輛必須為排放達標車輛；機械設備由專業公司、專人負責保養、維修，定期檢查，確保使用的機械廢氣排放量滿足相關標準；要求施工單位儘量選擇電動施工機械，減少溫室氣體的排放。

The construction units are encouraged to actively use new processes, new technologies and new materials that can reduce greenhouse gas emissions. A prefabricated structure is used to expand the scale of full renovation projects and reduce greenhouse gas emissions through batch renovation energy consumption. For transport vehicles having access to the construction site, an environmental protection agreement should be signed with the responsible unit and all vehicles must be the ones in line with the emission standards. The machinery and equipment are maintained, repaired and periodically checked by the professional companies and the professional personnel to ensure that the exhaust emissions from the machinery used is consistent with the relevant standards. The construction units are required to choose the electric construction machinery as much as possible to cut the greenhouse gas emissions.



制定應對颱風天氣 應急預案

Formulation of emergency plans for typhoon weather

沿海地區各一線公司均制定應對颱風天氣應急預案，提前儲備水泵、砂袋等防汛物資應對颱風天氣。2020 年，未發生颱風影響的事件。

All first-line companies in the coastal areas have formulated emergency plans to deal with typhoon weather to prepare flood control materials such as water pumps and sand bags in advance to battle it. In 2020, there were no events affected by typhoons.

守協同 創共進 同繪美好藍圖

KEEP COLLABORATION, PROGRESS
TOGETHER – JOINTLY DRAW THE
BEAUTIFUL BLUEPRINT



“

實行高水準對外開放，開拓合作共贏新局面。堅持實施更大範圍、更寬領域、更深層次對外開放，依託我國大市場優勢，促進國際合作，實現互利共贏。

——中國共產黨第十九屆中央委員會第五次全體會議

We shall implement a high-level opening up to the outside world and explore new prospects for win-win cooperation. Insistence is made on opening up to the outside world on a larger scale, in a wider area, and at a deeper level, relying on the advantages of the large market in China to promote international cooperation and achieve the purpose of mutual benefit and win-win results.

——The 5th Plenary Session of the 19th CPC Center Committee

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深化合作共贏、加快高品質發展是時代的要求，首創置業高度重視供應商及合作夥伴的履責行動，始終恪守公平、健康、透明的原則，廣泛開展交流合作，多維度打造責任供應鏈，共創共享行業可持續發展的未來。

Deepening the win-win cooperation and accelerating high-quality development are the demand of the times. BCL attaches great importance to the fulfillment of responsibilities of suppliers and partners and always follows the principles of fairness, health and transparency to conduct extensive exchanges and cooperation, build a multi-dimensional responsible supply chain and co-create and share a sustainable future of the industry.

始終維護 公平競爭

ALWAYS SAFEGUARD FAIR COMPETITION

公司秉承誠信經營、陽光採購合作理念，開通“首創置業攜同發展平臺”以進行全流程線上採購；禁止商業賄賂和不正当競爭，要求與供應方簽署的合作協定中均附帶《廉潔合作協定書》，明確廉潔合作的行為準則，推行公平競爭；聘請協力廠商諮詢專業團隊駐場，對招標全過程進行專業檢查，通過審查採購過程的合規性、合法性，強化採購專業線監管能力，營造風清氣正、陽光透明的採購環境。2020年，公司恪守商業倫理，經濟合同履約率達99.9%。

The Company adheres to the cooperation philosophy of integrity management and sunshine purchase, and establishes the "BCL Collaboration Development Platform" to conduct the full-process online procurement. Commercial bribery and unfair competition are strictly prohibited in the procurement process, and the Integrity Cooperation Agreement shall be attached to the cooperation agreement signed with the supplier, to define the code of conduct for integrity cooperation and promote fair competition. A professional third-party consulting team is hired to conduct professional inspections of the entire bidding process. Moreover, it shall strengthen the supervision over the procurement professional line by reviewing the compliance and legitimacy of the procurement process, to create a clear and upright, sunny and transparent procurement environment. In 2020, the Company abided by business ethics, and the performance rate of economic contracts was up to 99.9%.

開展行業 戰略合作

CARRY OUT INDUSTRIAL STRATEGIC COOPERATION

公司堅持互信互利、合作共贏，積極開展戰略合作，搭建溝通交流平臺，重視與政府、企業、科研院校等的戰略合作，共促行業可持續發展。2020年，公司在與已有合作夥伴密切協作的基礎上，與多家機構和品牌達成新的商業戰略合作，共同搭建企業經營生態圈，共促行業發展。

The Company adheres to mutual trust, mutual benefit, and win-win cooperation, actively carries out strategic cooperation, builds communication platform, and strengthens strategic cooperation with governments, enterprises, scientific research institutions, etc., to jointly promote the sustainable development of the industry. In 2020, based on close cooperation with existing partners, the Company reached new business strategic cooperation with many institutions and brands, to jointly build a business ecosystem and promote the development of the industry together.

● 首創高科第二屆科技創新融合峰會開幕，共促科技創新

自 案例 CASE

THE SECOND APPLIED SCIENCE AND TECHNOLOGY INNOVATION SUMMIT OF BEIJING CAPITAL PARK WAS OPENED, TO JOINTLY PROMOTE SCIENTIFIC AND TECHNOLOGICAL INNOVATION

10月23日，以“智匯南京，網聯世界”為主題的第二屆科技創新融合峰會開幕，首創置業旗下科技產業園區運營主體首創高科與58集團簽署戰略合作協定，共同探討數位經濟、網路安全、人工智慧的機遇與挑戰等重要議題。

On October 23, the Second Applied Science and Technology Innovation Summit with the theme of "Wisdom Nanjing, Networked World" was opened. Beijing Capital Park, a science and technology industrial park operation entity of BCL, signed a strategic cooperation agreement with 58 Group, to jointly discuss the opportunities and challenges of digital economy, cyber security and artificial intelligence, etc.

“希望通過峰會把最具創新力的企業聚集起來，共同推進產業發展。也希望通過首創的努力，構建起一個科技型、智慧型、服務型的產業生態系統，實現首創集團的國企責任、社會價值。”

——首創集團黨委副書記、董事、總經理，首創置業董事長 李松平

"It is hoped that through the summit, the most innovative companies will be gathered to jointly promote the development of the industry. It is also hoped that through the efforts of Beijing Capital Group, a technological, intelligent, and service-oriented industrial ecosystem will be built, to realize the responsibility and social value of Beijing Capital Group as a state-owned enterprise."

——Li Songping, Deputy Secretary of CPC, Director and General Manager of Beijing Capital Group, and Chairman of BCL



第二屆科技創新融合峰會

The Second Applied Science and Technology Innovation Summit

建設責任 供應鏈

CONSTRUCT RESPONSIBILITY SUPPLY CHAIN

公司制定並不斷完善供應商准入要求，設立嚴格的供應商管理體系，規範招標採購各個環節，並且招標全過程整體上線，將環境責任、社會責任等維度作為考核的重要內容，以推動供應商提高對上述方面的重視。2020年，公司供應商總數為960家，且全部在執行公司供應商管理條例。其中，北京232家，上海205家。

The Company formulates and continuously improves supplier access requirements, establishes a strict supplier management system, standardizes all links of bidding and procurement, ensures that the entire bidding process is completed online, and takes environmental responsibility, social responsibility and other dimensions as an important assessment content to promote suppliers to pay more attention to the above aspects. In 2020, the total number of suppliers was up to 960, and all of them complied with the supplier management regulations of the Company. Wherein, 232 suppliers were from Beijing and 205 suppliers were from Shanghai.

強化資信審核

Strengthen the qualification review

在供應商資質資訊審核中，除要求供應商具備一定的規模實力與硬性的行業資質外，對於項目開發類供應商，優先選用獲得品質管制、環境管理以及職業安全與衛生管理 ISO 管理體系認證的企業，在資審階段對各潛在投標單位在國家或省級政府網站是否有安全通報或其他不良記錄進行核實，並對其處理結果進行跟蹤，如處理結果限制其在當地投標的或列入嚴重違法失信企業名單（黑名單）的，資審一律不予通過。

In the supplier qualification review, in addition to a certain scale strength and compulsory industrial qualifications, for project development suppliers, those who have obtained ISO management system certification for quality management, environmental management, and occupational safety and health management will have the priority. At the qualification review stage, the Company will check whether potential bidders have been given safety notices or other bad records on the national or provincial government website, and track corresponding handling results. According to the handling results, if the bidder is restricted from local bidding or is included in the list of seriously illegal and dishonest enterprises (blacklist), such bidder cannot pass the qualification review.

實地考研調查與工廠抽檢

Field survey and plant sampling inspection

供應商資格預審過程中，對擬投標候選人進行工廠或在建專案的實地考察，重點關注工廠、專案現場的管理是否符合國家規範，污水廢氣處理情況是否符合相關要求等。例如，對於實行安全生產許可制度的企業要求必須提供安全生產許可證，針對不同行業的具體要求，提供符合國家規範的環境管理認證證書以及檢測報告等。對於部分材料（如塗料、電纜、管材等）在招標初期引入工廠抽檢，檢測不達標者不得入圍招標。

During the supplier pre-qualification process, the field survey on the plant or project under construction will be conducted on the bid candidate, to check whether the plant or project management meets national regulations, and whether the treatment of sewage and waste gas meets relevant requirements. For example, the safety production license must be provided for enterprises subject to the safety production license system, and environmental management certification certificates and testing reports that comply with national regulations shall also be provided according to the specific requirements of different industries. Some materials (e.g., coatings, cables, pipes, etc.) shall conduct the plant sampling inspection at the initial stage of the bidding, and those failing to meet the standards cannot be shortlisted for bidding.

供應商篩選

Supplier screening

公司始終堅持誠信經營，致力於構建規範、公正的採購管理體系。通過制定以及持續完善，形成包含《首創置業採購管理制度》《標準招標流程》《簡易招標流程》《議標流程》《比價流程》《直接委託流程》《專案開發類採購工作指引》《合作專案採購工作指引》等在內的招標採購體系制度檔，明確界定採購流程的選用標準和執行要求。2020 年，公司通過系統修編，統一各專業領域採購標準流程，採購流程體系實現全品類全專業的整體覆蓋。

The Company always adheres to the business philosophy of integrity management, and is committed to building a standardized and fair procurement management system. Through successive formulation and continuous improvement, a complete set of bidding and procurement system documents has been developed, including Procurement Management System of BCL, Standard Bidding Process, Simplified Bidding Process, Bid Negotiation Process, Price Comparison Process, Direct Entrustment Process, Project Development Procurement Guideline, and Cooperative Project Procurement Guideline, to clearly define the selection criteria and implementation requirements of the procurement process. In 2020, the Company unified the procurement standard process in each professional field through the system revision, and the procurement process system realized the overall coverage of all categories and professions.

合規僱傭行為

Employment compliance

對投標企業是否存在僱傭童工、強迫或強制勞工事件、違反人權或侵犯結社自由與集體談判權及賄賂與反競爭行為進行調研。

It shall investigate and confirm whether there are child labors, forced or compulsory labor incidents, breach of human rights or violation of freedom of association and right of collective bargaining, and bribery and anti-competitive behaviors in the enterprise management of the bidder.

嚴格准入標準

Strict access standard

標準招標檔中，對供應商材料品質、環保措施進行明確規定。例如，承包人必須採取適當措施，限制由其施工作業引起的污染對公眾和財產造成的損害和影響，確保因其活動產生的廢氣廢水排放等污染物不超過相關規範規定的數值。

There are clear provisions over material quality and environmental protection measures of the supplier in the standard bidding documents. For example, the contractor must take appropriate measures to avoid the damage and impact on the public and their properties caused by the construction pollution, and ensure that the discharge of pollutants such as waste gas and wastewater from its construction activities does not exceed the limits specified in the relevant regulations.

供應商管理

安全無害、品質穩定的材料和設備是打造優質產品的基本要求，穩定的供應鏈管理是企業可持續發展、承擔社會責任不可或缺的環節。公司嚴控供應商產品與服務品質，對供應商履約進行全週期全維度評估、每年完成一次年度定級，通過制定合理的獎懲制度激勵供應商與公司達成正向合作。2020年，首創置業共進行材料抽檢 1276 批次，整體合格率 97.8%，處於行業較高區位，持續領跑。

供應商評級辦法

Supplier rating method

從履約評估、協力廠商工程評估、專案巡檢、材料飛檢、客戶滿意度評估五個途徑進行全範圍科學量化評估定級，將供應商從簽訂合同、項目實施、付款結算到最終售後維保的全部過程節點完全覆蓋，實現管理閉環。

The full-range scientific quantitative assessment and rating is carried out from five ways: performance evaluation, third-party engineering assessment, project inspection, material flight inspection and customer satisfaction evaluation, to fully cover all processes and nodes from contract signing, project implementation, payment and settlement to the final after-sales maintenance, and realize closed-loop management.

協力廠商材料檢測

Third party material testing

聘請獨立協力廠商材料設備檢測單位對建設專案使用的材料、設備進行抽樣檢測，並出具檢測報告。

An independent third-party material and equipment testing and inspection unit is hired to conduct the sampling inspection on the materials and equipment used in the project and issue corresponding inspection report.

供應商履約評估

Supplier performance evaluation

成本管理、工程管理、設計以及客服等團隊共同參與評估環節，對於發現問題的供應商要求其限期內整改，情況嚴重的停工整改，整改合格方能繼續施工，如不能滿足整改要求則終止合作甚至列入黑名單。

Cost management, engineering management, design, and customer service teams jointly participate in the assessment. Suppliers with problems are required to make rectification within a prescribed time. If the problem is relatively serious, the supplier is required to shut down for rectification. No construction is allowed before completing qualified rectification. If the supplier cannot meet the rectification requirements, the cooperation will be terminated and even the supplier is included in the blacklist.

Supplier management

Safe, harmless and stable materials and equipment are essential for creating high-quality products, and stable supply chain management is a fundamental link for an enterprise to realize sustainable development and undertake its social responsibility. The Company strictly controls the quality of products and services from suppliers, conducts full-cycle and full-dimensional assessment of supplier's performance, determines an annual rating of each supplier once a year, and encourages suppliers to reach positive cooperation with the Company by a reasonable reward and punishment system. In 2020, BCL conducted sampling inspections of 1,276 batches of materials, with an overall pass rate of 97.8%, occupying a relatively high position in the industry.

供應商獎懲制度

Supplier rewards and punishment system

針對優秀供應商，在合理的價值標準基礎上可簡化合作程式，並提供商務優惠、商譽激勵等，調動供應商的積極性；出臺《首創置業供應商違規處罰清單》，對違規供應商依據事實及情節嚴重性給予約談 / 警告、經濟處罰、暫緩付款、停標 / 列黑名單等不同程度的處罰。

For excellent suppliers, cooperation procedures can be simplified on the basis of reasonable value standards, and business and goodwill incentives can be provided to motivate suppliers. Issue the Punishment List of BCL for Supplier Violations, and impose different degrees of punishments such as interview/warning, economic penalty, suspension of payment, suspension of bid award/blacklisting on the violating suppliers according to the facts and the seriousness of the circumstances.

供應商風險規避

Supplier risk avoidance

設定供應商管理紅線，關注供應商企業本身的社會風險，凡是供應商單位出現不可逆的嚴重經濟問題、重大欺詐事件或發生資產清算等事項，立即列入黑名單不再使用。

Set the supplier management red line, and pay attention to the social risk of the supplier itself. If the supplier has any serious irreversible economic problems, major fraud incidents or asset liquidation, such supplier will be immediately blacklisted.

提高供應商社會責任意識

Improve suppliers' awareness of social responsibility

先後與戰略供應商簽訂《“零滲漏”白皮書》《匠心同盟公約》，有意識地正向引導供應商承擔社會責任；將《保障農民工工資支付條例》相關規定納入《首創置業建造類標準招標合同檔》，並要求供應商簽訂《關於按實支付農民工工資的承諾書》，以保障農民工權益。

Sign the Zero Leakage White Paper and the Ingenuity Alliance Convention with strategic suppliers successively, and consciously guide suppliers to actively assume their social responsibilities. Incorporate the relevant provisions specified in the Regulations on Guaranteeing the Payment of Wages to Migrant Workers into the Construction Standard Bidding Contract Document of BCL, and require suppliers to sign the Commitment on Paying the Wages to Migrant Workers on Schedule to protect the rights and interests of migrant workers.

守關愛 創和諧 共享繁榮社會

PROTECT CARE, CREATE HARMONY
— SHARE THE PROSPEROUS
SOCIETY



“

堅持把實現好、維護好、發展好最廣大人民根本利益作為發展的出發點和落腳點，盡力而為、量力而行，健全基本公共服務體系，完善共建共治共享的社會治理制度，扎實推動共同富裕，不斷增強人民群眾獲得感、幸福感、安全感，促進人的全面發展和社會全面進步。

——中國共產黨第十九屆中央委員會第五次全體會議

Stick to the realization, maintenance, and development of fundamental interests of the great majority of the people as the starting and staying point of development, try our best and do according to our abilities, establish the basic public service system, improve the social governance system of co-construction, co-governance and sharing, solidly promote common prosperity, continuously enhance the people's sense of gain and sense of happiness, and sense of security, and promote all-round development of human and all-round social progress.

— The 5th Plenary Session of the 19th CPC Center Committee

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中國特色社會主義是全面發展、全面進步的偉大事業。首創置業始終遵使命、擔重責，回應國家各項號召，宣導共同發展，積極參與公益慈善、開展文體事業，共享發展成果、共建和諧社會。

Socialism with Chinese characteristics is a great cause of all-round development and progress. BCL always sticks to its mission, undertakes its responsibilities, responds to the call of the state, advocates common development, actively participates in public welfare and charity activities, develops cultural and sports undertakings, shares development results, and jointly builds a harmonious society.

積極回應 國家號召

ACTIVELY RESPOND TO THE CALLS OF THE STATE

首創置業積極承擔政治責任，回應國家號召，利用自身業務優勢，堅決落實“房住不炒”政策，充分帶動就業創業，促進共同發展。

BCL actively undertakes its political responsibilities, responds to the call of the state, makes full use of its own business advantages, resolutely implements the policy of "housing is for people to live in, not for speculation", fully promotes employment and entrepreneurship, and promotes common development.

落實“房住不炒”和“租售並舉”

堅決落實國家住房政策，兼顧經濟效益與社會效益，通過建設保障房、改造棚戶區、推出長租公寓等形式，為滿足民生需求做出貢獻，近五年累計建成、在建保障房超 1.7 萬套。

Implement the policies of "housing is for people to live in, not for speculation" and "new developments should have units for people to both buy and rent"

Resolutely implement the national housing policy, give consideration to economic and social benefits, and make contributions to the people's livelihood needs through construction of affordable housing, renovation of shanty towns, and introduction of long-term rental apartments. In the past five years, over 17,000 units of affordable housing have been completed or are under construction.

帶動就業創業

通過發展多元化產業，以打造商業空間、運營產業園區等多種方式，在文化及高新技術產業領域創造就業崗位，帶動地區發展。

Promote employment and entrepreneurship

Create commercial spaces and operate industrial parks, etc., to provide employment positions through the development of diversified industries in the cultural and high-tech industries, and promote regional development.

● 首創置業發佈租住品牌“繁星”

自 案例 CASE

BCL RELEASED ITS RENTAL BRAND "STARS"

10月29日，首創置業正式發佈集租社區——首創十八裡店社區項目品牌名稱“繁星”。該項目作為公司進入集租領域的首個建設項目，旨在打造高品質、多業態、全週期的租住社區，專門針對租客的生活訴求，讓租客有參與感和歸屬感，打造出共同的社區文化和共享、共榮、共治的創新居住體驗。該項目預計2022年3月首期入市，可為市場提供6000多套長租公寓，為北京租、購房者帶來全新的產品選擇。

On October 29, BCL officially released the brand "Stars" for the intensive rent community- BCL Shibalidian Community Project. As the first construction project of the Company in the intensive rent field, this project aims to create a high-quality, multi-format, full-cycle rental community, focus on tenants' living demands, enhance tenants' sense of participation and sense of belonging, build common community culture, and bring an innovative living experience of sharing, co-prosperity and co-governance. The Phase I project is expected to enter the market in March 2022, able to provide more than 6,000 long-term rental apartments to the market, bringing new options to Beijing renters and buyers.



● 郎園 park 打造“夜經濟商圈”

自 案例 CASE

LANGYUAN PARK CREATES A "NIGHT ECONOMIC BUSINESS CIRCLE"

郎園 park 是石景山區新形成的文化創意產業園區，2020年，郎園 park 以夜間文化活動帶動夜間消費，打造以創意文化園區為牽引的“夜經濟商圈”，發展以傳統文化生活體驗、潮流藝術彈性空間、體驗性商業、特色餐飲等聚焦於夜間消費的共享體驗式文化夜經濟，形成統籌推進、業態多元、服務百姓夜間消費格局，不斷提升消費增長內生動力，帶動周邊餐飲、娛樂、住宿等業態提升服務供給能力和品質，加快推進夜間經濟發展，帶動就業創業。

Langyuan Park is a newly built cultural and creative industry park in Shijingshan District. In 2020, Langyuan Park arranged various night cultural activities to drive night consumption, create a "night economic business circle" driven by the cultural and creative cultural park, develop a shared experiential cultural night economy with traditional cultural life experience, trend art flexible space, experiential commerce, specialty catering and other night consumptions as the focus, form a pattern with coordinated promotion, diversified business format, and night consumption service for the common people, continuously improve the endogenous driving force of consumption growth, push surrounding catering and entertainment, accommodation and other business formats to enhance service supply capacity and quality, accelerate the development of night economy, and promote employment and entrepreneurship.

精誠助力 地區發展

SINCERELY ASSIST REGIONAL DEVELOPMENT

首創置業宣導共同發展，堅持本地採購，助力老城保護、城市更新，推動地區產業發展，實現成果共享，社會效益最大化。

BCL advocates common development, sticks to local procurement, contributes to the protection of the old city and the urban renewal, promotes the development of regional industries, and realizes the sharing of results and the maximization of social benefits.

推進本地採購

PROMOTE LOCAL PROCUREMENT

積極配合國家當地語系化採購策略的有效實施，不斷深化區域戰略供應商，通過規劃梳理 30 個品類，在全國範圍內分區域建立區域供應商資源庫，以穩固合作資源，培育核心供應商。

Actively cooperate with the effective implementation of national localized procurement strategy, continue to deepen the cooperation with regional strategic suppliers, and establish the regional supplier database nationwide through the planning and sorting of 30 categories, to stabilize cooperation resources and cultivate core suppliers.

助力老城保護

CONTRIBUTE TO THE OLD TOWN PROTECTION

高度重視老城文化保護工作，在專案建設過程中積極採取措施，制定保護預案，從抓硬體到抓軟體，維護古城的寧靜祥和。

Attach great importance to the cultural protection of the old city, actively take protection measures during the construction of the project, and formulate protection plans, to maintain the atmosphere of calm and order of the old city from hardware to software.

助力城市更新

CONTRIBUTE TO URBAN RENEWAL

深入推進舊廠房改造、老舊社區綜合整治等城市有機更新工作。公司打造的文化創意園——郎園 Vintage 的前身是 CBD 核心區內的上世紀舊廠房，郎園 Vintage 在保留這片土地時代外貌的同時，融合摩登的時尚元素，將該區打造成極具工業文明特色的低密度文化創意街區，助力城市更新。

Deeply promote the urban organic renewal, such as old plant renovation, comprehensive improvement of old communities, etc. Langyuan Vintage is a cultural and creative park built by the Company, formerly an old plant from the last century in the CBD core area. While preserving the historical appearance of this land, Langyuan Vintage integrates modern and fashionable elements, and is built into a low-density cultural and creative block with characteristics of industrial civilization in this area, to contribute to the urban renewal.

共促產業發展

PROMOTE COMMON INDUSTRY DEVELOPMENT

緊跟國家戰略規劃，充分協同首創體系內的多元產業資源，引入和聯合外部的優質資源，廣泛開展戰略合作，著力拓展資管業務、文創、長租公寓、產業地產等領域，促進產業發展。

Strictly follow the national strategic plan, fully coordinate the diversified industrial resources within the system of BCL, introduce and combine external high-quality resources, carry out extensive strategic cooperation, strengthen the business development in asset management, cultural and creative park, long-term rental apartment, industrial real estate and other fields, and promote industrial development.

真情參與 公益慈善

ENTHUSIASTICALLY PARTICIPATE IN PUBLIC BENEFIT AND CHARITY

首創置業傾情公益慈善，開展豐富多樣的社區公益活動，鼓勵和宣導員工廣泛參與志願服務，積極奉獻愛心，以實際行動共建和諧社區。2020 年，公司及全體員工公益慈善捐贈總投入 400 餘萬元，其中，北京區域和華東區域投入 68.32 萬元。

BCL is devoted to public welfare and charity undertakings, carries out various community public welfare activities, encourages and advocates employees to participate in volunteer service, actively dedicates love, and takes practical actions to build a harmonious community. In 2020, the Company and staff invested over RMB 4 million in charitable donations, of which the donations of Beijing Company and Eastern China Company were RMB 683,200.

慈善活動

Charitable activity

公司在慈善方面持續發力，組織開展具有公眾影響力的慈善活動，為需要幫助的群體貢獻力量，深化慈善活動內涵，助力公益事業發展，踐行責任擔當。

The Company continues to make its efforts in the public welfare and charity undertaking, organizes charity activities with public influence, helps the groups in need, deepens the connotation of charity activities, facilitates the development of public welfare undertaking, and fulfills its social responsibilities.

● 首創置業天津公司舉行捐書築夢公益活動

自 案例 CASE

BCL TIANJIN HELD A CHARITY ACTIVITY OF "DONATING BOOKS TO BUILD DREAMS"

12 月 27 日，首創置業天津公司在天閱海河項目舉行“捐書築夢”公益活動，倡議將手中閒置的書籍捐出來，通過書籍迴圈利用形式使知識傳播，利用捐書平臺為鄉村孩子送去廣闊的視野，節約資源實現共享。本次捐獻的書籍通過南開書屋贈送給河北省無極縣郭莊鎮崔家莊聯合小學、黑龍江省木蘭縣高級中學，累計捐贈書籍 400 餘本，並獲贈南開大學授予的捐贈證書。



捐書築夢公益活動

Book donation charity activity

On December 27, BCL Tianjin held a charity activity of "Donating Books to Build Dreams" at the site of Tianyue Haihe Project, advocating to donate idle books, spread knowledge through the recycling of books, open a broad perspective for rural children through the donation of books, save resources and achieve sharing. The donated books were presented to Cuijiazhuang United Primary School in Guozhuang Town, Wuji County, Hebei Province and Mulan County Senior High School in Heilongjiang Province through Nankai Bookstore. A total of more than 400 books were donated in this activity, and Nankai University awarded the donation certificate for the Company.

志願服務

Voluntary service

公司積極組織和開展志願活動，以實際行動帶動更多力量參與其中，一同傳遞愛心，踐行社會責任。2020年，公司330人次參與志願服務，服務時長3631小時。

The Company actively organizes and carries out volunteer activities, and takes actual actions to encourage more forces to participate, pass love on together, and fulfill social responsibilities. In 2020, the Company organized 330 employees to participate in volunteer service, and the service time was up to 3,631 hours.



首創置業開展雅安首創小學教師節慰問活動

BCL holds the condolences activity on the Teacher's Day in Ya'an BCL Primary School

“愛老敬老”公益之行

自 案例 CASE

PUBLIC WELFARE ACTIVITY OF "LOVING THE ELDERLY AND RESPECTING "

首創置業華東區域公司形成以“愛老敬老”為主題、上海青浦區養護院為活動載體的公益項目。9月28日，華東首創組織員工志願者前往上海市青浦區夏陽街道養護院開展中秋節慰問活動，為老人們送去中秋月餅和生活用品，並表演文藝活動，豐富老人精神生活，讓他們感受節日的溫馨。

BCL Eastern China Company organized a public welfare activity with "Respecting and Loving the Elderly" as the theme and Shanghai Qingpu District Nursing Home as the carrier. On September 28, BCL Eastern China Company organized employee volunteers to carry out the condolences activity on the Mid-Autumn Day at Xiayang Street Nursing Home in Qingpu District, Shanghai, present moon cakes and daily necessities to the elderly, and perform cultural activities for them, to enrich the spiritual life of the elderly, and enable them to feel the warmth of the holiday.



愛老敬老公益活動座談會

Symposium on the public welfare activity of respecting and loving the elderly



養護院中秋節慰問活動

Condolences activity at the nursing home on the Mid-Autumn Day

熱心開展 文體事業

EARNESTLY LAUNCH RECREATION AND SPORTS UNDERTAKINGS

公司致力於文體事業的交流和傳播，通過參與和組織形式多樣的文化活動和體育賽事，推進文體事業發展，為城市帶來健康活力的生活。

The Company is committed to the exchange and communication of cultural and sports undertakings, participates in and organizes various cultural activities and sports events, to promote the development of cultural and sports undertakings, and brings a health and vitality to the city.

文化交流

Cultural exchange

公司積極組織文化交流活動，舉辦 2020 服貿會東城區分會場——“非遺會說話”文化傳承體驗活動；主辦 2020 第二屆中國非遺創藝運動；舉辦以“XR 星秀，穿越未來”為主題的 2020XR 內容生態論壇等活動，加速文創業務發展。首創置業非遺詠園入圍 2020 年度北京市級文化產業園區。

The Company actively organizes cultural exchange activities, and holds the 2020 Service Trade Fair Dongcheng District Branch Venue-"Voice of Intangible Cultural Heritages" cultural inheritance and experience activity. It hosts the 2020 2nd China Intangible Cultural Heritage Creation Activity. It organizes activities such as the 2020XR Contents Ecological Forum with "XR Star Show, Travel to the Future" as the theme, to accelerate the development of cultural and creative business. BCL Intangible Heritage Yongyuan Park was shortlisted for the 2020 Beijing Municipal Cultural Industry Park.

● 郎園主辦“春風如戲·昆曲 Battle 大賽”

自 案例 | CASE

LANGYUAN HOSTED THE "PLAY OF SPRING• KUN OPERA BATTLE"

2020 年 4 月 -8 月，郎園主辦四期“春風如戲·昆曲 Battle 大賽”，逾 6000 人線上關注，近 700 位曲友熱情參與。大賽引起包括學習強國、中國日報、北京日報等數十家媒體的關注和報導，China Daily 在網站首頁頭區發表文章向全世界介紹中國昆曲。首創郎園作為傳承、推動、傳播、創新昆曲藝術的社會力量向世界展示昆曲融入現代的繼承、創新與時代之美。

From April to August 2020, Langyuan hosted four phases of "Play of Spring• Kun Opera Battle ", attracting more than 6,000 online followers, and nearly 700 Kun Opera lovers participated in the contest enthusiastically. The contest was concerned and reported by dozens of media such as xuexi.cn, China Daily, and Beijing Daily. China Daily published an article in the front section of its homepage to introduce Kun Opera to the world. As a social force to inherit, promote, spread, and innovate Kun Opera, BCL Langyuan presents to the world the beauty of inheritance, innovation and era arising from the integration of Kun Opera with the modern life.



春風如戲·昆曲 Battle 大賽

Play of Spring• Kun Opera Battle

體育賽事

Sporting events

首創置業與中網達成戰略合作，攜手開啟 2020 首創置業中國網球公開賽業餘聯賽及 EMBA 網球菁英邀請賽，賽事貫穿北京、上海、昆明等 7 大核心城市，全民參與。同時，公司與宋慶齡基金會、中網及愛心企業等聯合發起 2020 年中網西藏公益行活動，將網球文化、網球賽事帶到中國欠發達地區，為孩子們創造與世界互聯溝通的文化視窗，助力培養國家網球人才，為中國體育事業發展添磚加瓦。

BCL and China Open have reached a strategic cooperation, to jointly launch the 2020 BCL China Open Amateur League and EMBA Tennis Elite Invitational in Beijing, Shanghai, Kunming and 7 core cities, with participation of all the people. Meanwhile, the Company and Soong Ching Ling Foundation, China Open and other caring enterprises have jointly launched the 2020 China Open Tibet Charity Tour, to spread tennis culture and tennis events to underdeveloped areas in China, create a cultural window for children to communicate with the world, and contribute to the cultivation of national tennis talents and the development of sports in China.

2020

首創置業中網業餘
聯賽賽事回顧

RECAPS OF 2020 BCL CHINA OPEN
AMATEUR LEAGUE

10月17日

在四季如春的昆明城，為2020年點燃了第一把網球之“火”

On October 17, the torch of 2020 BCL China Open Amateur League was ignited in Kunming where spring stays

10月31日

在火辣的重慶，網球帶來的活力氣息，與城市味道相得益彰

On October 31, the vitality brought by tennis was fully integrated with the hot taste in Chongqing

11月7日

溫潤如玉的成都，同樣讓賽事熱情高漲、活力加速傳遞

On November 7, the enthusiasm further rose and the vitality of tennis accelerated in warm Chengdu



“將網球文化播撒在中國城市的土地上，讓每一位追求健康、熱愛運動的人都能有機會接觸這項魅力十足的紳士體育項目，讓網球真正成為全民化、大眾化的健身運動，這是首創置業與中網共同的願景。”

——首創置業客戶發展中心總經理 林智勇

“Spread the tennis culture on the land of China, enable everyone pursuing health and loving sports to get in touch with this charming gentlemen's sports, and let the tennis become a popular fitness sport in China. This is the common vision of BCL and China Open.”

——Lin Zhiyong, General Manager of BCL Customer Development Center

11月14日

在冰天雪地前，完美感受了瀋陽的活力

On November 14, the vitality of tennis was fully presented in Shenyang, a world of ice and snow

11月21日

在北京、武漢兩大城市間奔忙，帶著執著與熱愛，將這場“旅途”完美延續

On November 21, this "tennis tour" went on perfectly between Beijing and Wuhan, with perseverance and love

12月19日

在北京網球中心完美收官

On December 19, the tennis tour ended perfectly at Beijing Tennis Center





未來展望

2020年是全面建成小康社會、決戰決勝脫貧攻堅之年，是“十三五”規劃收官之年，也是應對新冠肺炎疫情大考之年，極不平凡。在以習近平同志為核心的黨中央的堅強領導下，首創置業堅持以習近平新時代中國特色社會主義思想為指導，堅決落實黨中央、國務院決策部署，堅持穩中求進，推動高品質發展。

2021年是中國共產黨百年華誕，是全面實施“十四五”規劃的開局之年，也是乘勢而上開啟全面建設社會主義現代化國家新征程、向第二個百年奮鬥目標進軍的關鍵之年，站在新的歷史起點，機遇千載難逢，使命催人奮進。我們將繼續以“創享美好生活”為品牌理念，不斷創新產品和服務，融入智慧和綠色理念，構建更加豐富、更具生命、更具價值的新房地產生態體系，為股東、客戶、員工以及合作夥伴實現共同成長和價值共享提供無限可能。

我們將全面升級“首創智造 2025”，全力打造產品核心競爭力；完善公司治理，不負股東信任；精研科技，滿足客戶美好生活需求；心系員工成長，實現員工自我價值；守護綠水青山，建設美好家園；規範採購責任，共促行業發展；響應國家號召，傾情奉獻社會。

征途漫漫，未來可期。2021年，我們將更加緊密的團結在以習近平同志為核心的黨中央周圍，奮楫揚帆，凝心聚力，開啟首創置業高品質發展新征程，以優異成績慶祝建黨一百周年！堅守初心、不懈努力，為實現中華民族偉大復興的中國夢作出更大貢獻！



PROSPECT

The year 2020 was a year of building a moderately well-off society in an all-round way and decisively fighting for poverty alleviation, an ending year of the "13th Five-Year" Plan, and a year of fighting against COVID-19, which was quite extraordinary. Under the strong leadership of the CPC Central Committee with Comrade Xi Jinping as the core, BCL has insisted on the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, implemented the deployment of the CPC Central Committee and the State Council resolutely, adhered to the overall keynote of making progress while ensuring stability, and promoted the high-quality development.

The year of 2021, the 100th anniversary of the Communist Party of China, is the first year of the "14th Five-Year" Plan. It is also a crucial year of seizing the momentum and embarking a new journey of building a socialist modern country in an all-round way and marching towards the second centenary goal. At the new historical starting point, the opportunity is rare in a lifetime, and the mission is inspiring us to go ahead. Taking "enjoying new life" as its brand concept, we will continuously innovate the products and services, integrate the smart and green concepts, and build an enriched new real estate ecosystem with more vitality and more value, thus providing infinite possibilities for customers, employees, shareholders and partners to realize common growth and value sharing.

We will comprehensively upgrade the "Intelligent Manufacturing by BCL 2025", and build the core competitiveness of our products; improve the corporate governance, and value the trust of shareholders; enhance the research on technology, and meet customers' needs for a better life; focus on employees' growth, and realize employees' self-worth; protect lucid waters and lush mountains, and build a beautiful home; standardize procurement responsibilities, and jointly promote the development of the industry; respond to the call of the state, and make contributions to society.

The journey is long, but the future is promising. In 2021, we will unite more closely around the CPC Central Committee with Comrade Xi Jinping as the core, set sail and unite all efforts to start a new journey of high-quality development of BCL, and celebrate the 100th anniversary of the Communist Party of China with outstanding results. We will adhere to the original intention and make unremitting efforts to realize the Chinese dream of great rejuvenation of Chinese nation!

附錄

APPENDIX

關鍵績效

KEY PERFORMANCE INDICATORS

指標 Indicator	單位 Unit	2018	2019	2020
經濟績效 Economic performance				
營業收入 Revenue	億元 RMB 100,000,000	232.57	207.86	212.48
營業收入增長率 Growth rate of revenue	%	9	-11	2
行業排名 Industry ranking	位 Place	43	43	56
利潤總額 Total profit	億元 RMB 100,000,000	31.60	35.70	18.19
國有資產保值增值率 Hedging and proliferating ratio of state-owned assets	%	112	112	103.35
每股收益 Earnings per share	元 RMB	0.45	0.43	0.01
資產負債率 Asset-liability ratio	%	77.49	77.31	78.00
土儲面積 Land reserve area	萬平方米 10 thousand square meters	1254.55	1661.12	1683.2
專業資訊化員工人數 Number of professional information employees	人 Person	10	11	11
新增專利數(新增專利申請數或新增專利授權數) Number of new patents (number of newly applied patents or number of newly granted patents)	個 Piece	52	9	0
客戶投訴率 Customer complaint rate	%	9	11	7
投訴解決率 Complaint resolution rate	%	96	95.80	96.1
客戶滿意度 Customer satisfaction	%	62	76	81
經濟合同履約率 Performance rate of economic contracts	%	100	100	99.9
社會責任審查覆蓋的供應商數量 Number of suppliers covered by the social responsibility review	個 Piece	1200	940	960

指標 Indicator	單位 Unit	2018	2019	2020
社會績效 Social performance				
守法合規培訓次數 Number of compliance trainings	次 Time	20	45	31
貪污訴訟案件的數目 Number of corruption lawsuits	個 Piece	0	0	1
納稅總額 Total taxes	億元 RMB 100,000,000	34.2	29.7	25.47
員工總數 Total number of employees	人 Person	2973	3768	4540
女性員工比例 Proportion of female employees	%	40.06	40.8	37.56
女性管理者比例 Proportion of female managers	%	22.47	22.2	22.3
少數民族與其他種族員工比例 Proportion of employees from ethnic minorities and other ethnicities	%	5.18	5.23	5.21
殘疾人僱用比例 Employment proportion of disabilities	%	0	0	0
勞動合同簽訂率 Signing rate of labor contract	%	100	100	100
人權問題申訴數量 Number of human rights complaints	件 Piece	0	0	0
巡檢發現的強制勞動違規情況數量 Number of forced labor violations found in inspection	件 Piece	0	0	0
每年人均帶薪年休假天數 Per capita paid annual leave days	天/年 Days/year	10.5	9.1	9.7
員工年度體檢覆蓋率 Coverage rate of annual employee physical examination	%	100	100	100
員工職業健康檔案覆蓋率 Coverage rate of employee occupational health files	%	100	100	100
員工培訓時長 Employee training hours	小時 Hour	159168	100991	78397360
員工培訓人次 Employee training person-time	人次 Person-time	1777	5187	29144

指標 Indicator	單位 Unit	2018	2019	2020
員工流失率 Employee turnover rate	%	16.28	12.66	12.77
安全培訓覆蓋率 Coverage rate of safety trainings	%	100	100	100
安全培訓人次 Person-time of safety training	人次 Person-time	3062	3909	4050
安全培訓次數 ¹ Number of safety training	次 Time	-	-	94
安全生產投入 Work safety input	萬元 RMB 10,000	-	-	10850
安全生產事故數 Number of safety production accidents	件 Piece	0	0	0
員工工傷人數 Number of employee with occupational injury	人 Person	0	0	0
員工死亡人數 Number of employee deaths	人 Person	0	0	0
營業場所踩踏並導致人員重傷事故數 Number of stampede accidents causing serious injuries at the business premise	件 Piece	0	0	0
環境績效 Environmental Performance				
溫室氣體排放總量 Total amount of greenhouse gas emission	噸 t	930.58	1383.30	1782.97
直接排放 Direct emission	噸 t	103.74	147.99	168.67
汽油 Gasoline	噸 t	93.74	137.02	149.94
天然氣 Natural gas	噸 t	10.00	10.97	13.57
間接排放 Indirect emission	噸 t	826.84	1235.31	1614.30
外購電力 Purchased electricity	噸 t	826.84	1235.31	1614.30
每平方米建築面積溫室氣體排放 Greenhouse gas emissions per square meter of building area	噸/平方米 t/m ²	0.04	0.02	0.01
人均溫室氣體排放 Greenhouse gas emissions per square meter of building area	噸/人 t/person	1.41	1.20	1.46

¹ 公司組織 3 次全員安全培訓，各下屬公司共組織 90 餘次小型培訓。
 The Company organized 3 safety training covering all staff and the subsidiaries organized more than 90 small-scaled training.

指標 Indicator	單位 Unit	2018	2019	2020
無害廢棄物 Non-hazardous waste	噸 t	110.67	118.93	316.13
生活垃圾 Domestic garbage	噸 t	103.80	108.15	298.97
餐廚垃圾 Kitchen waste	噸 t	6.87	10.78	17.16
人均無害廢棄物產生量 Amount of non-hazardous waste per capita	噸/人 t/person	0.17	0.10	0.26
有害廢棄物 Hazardous waste	噸 t	0.34	0.32	0.51
廢硒鼓 Waste toner cartridge	噸 t	0.28	0.24	0.18
廢墨水匣 Waste ink cartridge	噸 t	0.02	0.08	0.31
廢螢光燈管 Waste fluorescent tube	噸 t	0.04	0.0006	0.02
人均有害廢棄物產生量 Amount of hazardous waste per capita	噸/人 t/person	0.0005	0.0003	0.00
能源消耗總量 Total energy consumption	兆瓦時 MWh	1522.26	3207.90	4064.36
直接能源消耗 Direct energy consumption	兆瓦時 MWh	434.03	509.53	591.42
汽油 Gasoline	兆瓦時 MWh	382.91	454.35	497.19
天然氣 Natural gas	兆瓦時 MWh	51.12	55.18	68.25
間接能源消耗 Indirect energy consumption	兆瓦時 MWh	1088.23	2698.37	3472.94
電力 Electricity	兆瓦時 MWh	1088.23	2698.37	3472.94
每平方米建築面積能源消耗 Energy consumption per square meter of building area	兆瓦時/平方米 MWh/m ²	0.07	0.05	0.03
水資源消耗總量 Total water consumption	噸 t	22958.10	28576.12	30278.14
人均用水量 Per capita water consumption	噸/人 t/person	34.78	24.76	59.69
打印紙張使用量 Printing paper consumption	噸 t	8.59	30.10	31.70
人均打印紙張使用量 Per capita printing paper consumption	噸/人 t/person	-	0.03	0.03

指標索引

INDEX OF INDICATORS

ESG 指標索引

Index of ESG indicators

範疇 Category	議題 Topic for discussion	績效指標 Performance indicator	對應本報告章節 Corresponding chapters in this report
環境 Environment	A1排放物 A1 Emission	一般披露： General disclosure: 有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的： Exhaust gas and greenhouse gas emission, discharge to water and land, output of hazardous and non-hazardous wastes, etc.:	四、守生態，創宜居——助建綠色家園 IV. Protect ecology, create livability -- facilitate construction of green homeland
		(1)政策；及 (1) Policies; and	
		(2)遵守對發行人有重大影響的相關法律及規例的資料。 (2) Information on compliance with relevant laws and regulations that have a material impact on the issuer.	
		A1.1排放物種類及相關排放資料 A1.1 Emission types and related emission data	四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture
		A1.2溫室氣體總排放量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算） A1.2 Total greenhouse gas emissions (calculated in ton) and density (if applicable) (e.g., calculated per unit of production, per piece of facility)	四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture
		A1.3所產生有害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算） A1.3 Total hazardous wastes (calculated in ton) and density (if applicable) (e.g., calculated per unit of production, per piece of facility)	四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture
		A1.4所產生無害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算） A1.4 Total non-hazardous wastes (calculated in ton) and density (if applicable) (e.g., calculated per unit of production, per piece of facility)	四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture
		A1.5描述所訂立的排放量目標及為達到這些目標所採取的步驟 A1.5 Describe emission goals set and steps taken to achieve these goals	四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture
A1.6描述處理有害及無害廢棄物的方法，及描述所訂立的減廢目標及為達到這些目標所採取的步驟 A1.6 Describe methods of disposing hazardous and non-hazardous wastes, and describe waste reduction goals set and steps taken to achieve these goals	四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture		

範疇 Category	議題 Topic for discussion	績效指標 Performance indicator	對應本報告章節 Corresponding chapters in this report
環境 Environment	A2資源使用 A2 Resource utilization	<p>一般披露： General disclosure: 有效使用資源 (包括能源、水及其他原材料) 的政策 Policies on efficient consumption of resources (including energy, water and other raw materials)</p>	<p>四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture</p>
		<p>A2.1按類型劃分的直接及/或間接能源 (如電、氣或油) 總耗量 (以千個千瓦時計算) 及密度 (如以每產量單位、每項設施計算) A2.1 Total consumption of direct and/or indirect energy (e.g., electricity, gas or oil) by type (calculated in 1,000 KWh) and density (e.g., calculated per unit of production, per piece of facility)</p>	<p>四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture</p>
		<p>A2.2總耗水量及密度 (如以每產量單位、每項設施計算) A2.2 Total water consumption and density (e.g., calculated per unit of production, per piece of facility)</p>	<p>四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture</p>
		<p>A2.3描述所訂立的能源使用效益目標及為達到這些目標所採取的步驟 A2.3 Describe energy efficiency goals set and steps taken to achieve these goals</p>	<p>四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture</p>
		<p>A2.4描述求取適用水源上可有任何問題, 以及所訂立的用水效益目標及為達到這些目標所採取的步驟 A2.4 Describe any problem existing in water accessibility, as well as water efficiency goals set and steps taken to achieve these goals</p>	<p>四、(二) 助力打造綠色建築 IV(II) Assist in building green architecture</p>
		<p>A2.5製成品所用包裝材料的總量 (以噸計算) 及 (如適用) 每生產單位占量 A2.5 Total amount of packaging materials used for finished products (calculated in ton) and amount per unit of production (if applicable)</p>	<p>不適用 Not applicable</p>
		<p>一般披露： General disclosure: 減低發行人對環境及天然資源造成重大影響的政策。 Policies on reducing the material impact of the issuer on the environment and natural resources.</p>	<p>四、(一) 完善環境管理體系 IV. (I) Improve environmental management system</p>
		<p>A3.1描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動 A3.1 Describe the material impact of business activities on the environment and natural resources and the actions taken to manage relevant impacts</p>	<p>四、守生態, 創宜居——助建綠色家園 IV. Protect ecology, create livability -- facilitate construction of green homeland</p>
		<p>A3環境及天然資源 A3 Environment and natural resource</p>	

範疇 Category	議題 Topic for discussion	績效指標 Performance indicator	對應本報告章節 Corresponding chapters in this report
環境 Environment	A4氣候變化 A4 Climate change	一般披露： General disclosure: 識別及應對已經及可能會對發行人產生影響的重大氣候相關事宜的政策。 Policies on identifying and addressing major climate-related matters that have and may have impact on the issuer.	四、(四) 積極應對氣候變化 IV(IV) Active response to climate change
		A4.1描述已經及可能會對發行人產生影響的重大氣候相關事宜，及應對行動 A4.1 Describe major climate-related matters that have and may have impact on the issuer and the response actions	四、(四) 積極應對氣候變化 IV(IV) Active response to climate change
社會 Society	B1僱傭 B1 Employment	一般披露： General disclosure: 有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的： Salary, dismissal, recruitment, promotion, working hours, holidays, equal opportunities, diversity, anti-discrimination, and other benefits and welfares: (1) 政策；及 (1) Policies; and (2) 遵守對發行人有重大影響的相關法律及規例的資料。 (2) Information on compliance with relevant laws and regulations that have a material impact on the issuer.	三、(一) 落實員工基本權益 III(I) Implement employees' basic rights and interests
		B1.1按性別、僱傭類型（如全職或兼職）、年齡組別及地區劃分的僱員總數 B1.1 Total number of employees by gender, employment type (e.g., full-time or part-time), age group and region	三、(一) 落實員工基本權益 III(I) Implement employees' basic rights and interests
		B1.2按性別、年齡組別及地區劃分的僱員流失比率 B1.2 Employee turnover rate by gender, age group and region	三、(一) 落實員工基本權益 III(I) Implement employees' basic rights and interests
	B2健康與安全 B2 Health and safety	一般披露： General disclosure: 有關提供安全工作環境及保障僱員避免職業性危害的： Provision of safe working environment and protection of employees from occupational hazards: (1) 政策；及 (1) Policies; and (2) 遵守對發行人有重大影響的相關法律及規例的資料。 (2) Information on compliance with relevant laws and regulations that have a material impact on the issuer.	三、(三) 保障職業健康安全 III(III) Guarantee occupational health and safety

範疇 Category	議題 Topic for discussion	績效指標 Performance indicator	對應本報告章節 Corresponding chapters in this report	
社會 Society		B2.1過去三年（包括彙報年度）每年因工亡故的人數及比率	三、(三) 保障職業健康安全	
		B2.1 Number and rate of work-related deaths annually in the past three years (including the reporting year)	III(III) Guarantee occupational health and safety	
		B2.2因工傷損失工作日數	三、(三) 保障職業健康安全	
		B2.2 Number of working days lost due to work-related injury	III(III) Guarantee occupational health and safety	
		B2.3描述所採納的職業健康與安全措施，以及相關執行及監察方法	三、(三) 保障職業健康安全	
		B2.3 Describe occupational health and safety measures adopted, as well as relevant implementation and monitoring methods	III(III) Guarantee occupational health and safety	
	B3發展及培訓 B3 Development and training	一般披露： General disclosure: 有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動。 Policies on improving knowledge and skills of employees to perform their job duties. Describe training activities.		三、(二) 重視人才發展培養 III(II) Pay attention to talent development and cultivation
		B3.1按性別及僱員類別(如高級管理層、中級管理層)劃分的受訓僱員百分比		三、(二) 重視人才發展培養 III(II) Pay attention to talent development and cultivation
		B3.1 Percentage of trained employees by gender and employee category (e.g., senior management, middle management)		III(II) Pay attention to talent development and cultivation
		B3.2按性別及僱員類別劃分，每名僱員完成的受訓的平均時數		三、(二) 重視人才發展培養 III(II) Pay attention to talent development and cultivation
		B3.2 Average training hours of employees by gender and employee category		III(II) Pay attention to talent development and cultivation
	B4勞工準則 B4 Labor rules	一般披露： General disclosure: 有關防止童工或強制勞工的： Prevention of child labor or forced labor: (1) 政策；及 (1) Policies; and (2) 遵守對發行人有重大影響的相關法律及規例的資料。 (2) Information on compliance with relevant laws and regulations that have a material impact on the issuer.		三、(一) 落實員工基本權益 III(I) Implement employees' basic rights and interests
		B4.1描述檢討招聘慣例的措施以避免童工及強制勞工		三、(一) 落實員工基本權益 III(I) Implement employees' basic rights and interests
		B4.1 Describe measures to review recruitment practices to avoid child labor and forced labor		III(I) Implement employees' basic rights and interests
		B4.2描述在發現違規情況時消除有關情況所採取的步驟		不適用 Not applicable
	B4.2 Describe steps taken to eliminate violations once found		Not applicable	

範疇 Category	議題 Topic for discussion	績效指標 Performance indicator	對應本報告章節 Corresponding chapters in this report	
社會 Society	B5 供應鏈管理 B5 Supply chain management	一般披露： General disclosure: 管理供應鏈的環境與社會風險政策。 Policies on managing the environment and social risk of supply chain.	五、守協同，創共進——同繪美好藍圖 V. Keep collaboration, progress together -- jointly draw the beautiful blueprint	
		B5.1按地區劃分的供應商數目 B5.1 Number of suppliers by region	五、(三) 建設責任供應鏈 V(III) Construct responsibility supply chain	
		B5.2 描述有關聘用供應商的慣例，向其執行有關慣例的供應商數目以及有關慣例的執行及監察方法 B5.2 Describe supplier selection practices, the number of suppliers implementing relevant practices, and implementation and monitoring methods of relevant practices	五、(三) 建設責任供應鏈 V(III) Construct responsibility supply chain	
		B5.3描述有關識別供應鏈每個環節的環境及社會風險的慣例，以及相關執行及監察方法 B5.3 Describe practices to identify the environment and social risk in each link of supply chain, and relevant implementation and monitoring methods	五、(三) 建設責任供應鏈 V(III) Construct responsibility supply chain	
		B5.4描述在揀選供應商時促使多用環保產品及服務的慣例，以及相關執行及監察方法 B5.4 Describe practices to promote the use of environmentally friendly products and services when selecting suppliers, and relevant implementation and monitoring methods	五、(三) 建設責任供應鏈 V(III) Construct responsibility supply chain	
	B6 產品責任 B6 Product liability	一般披露： General disclosure: 有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的： Health and safety, advertising, labeling and privacy issues and remedies of products and services provided: (1) 政策；及 (1) Policies; and (2) 遵守對發行人有重大影響的相關法律及規例的資料。 (2) Information on compliance with relevant laws and regulations that have a material impact on the issuer.		二、守承諾，創精品——滿足客戶需求 II. Keep promise, create excellent products--meet customers' needs
		B6.1已售或已運送產品數量中因安全與健康理由而須回收的百分比 B6.1 Percentage of sold or shipped products that must be recalled for safety and health reasons		不適用 Not applicable
		B6.2接獲關於產品及服務的投訴數目以及應對方法 B6.2 Number of product and service complaints received and corresponding response actions		二、(三) 全新提供精益服務 II.(III) Provide fine services wholeheartedly

範疇 Category	議題 Topic for discussion	績效指標 Performance indicator	對應本報告章節 Corresponding chapters in this report
社會 Society		B6.3描述與維護及保障智慧財產權有關的慣例 B6.3 Describe practices involving maintenance and protection of intellectual property rights	一、(二) 規範誠信合規治理 I.(II) Standardize integrity and compliance governance
		B6.4描述品質檢定過程及產品回收程式 B6.4 Describe quality verification process and product recall procedures	二、(一) 匠心築造優質產品 II. (I) Make high-quality products with ingenuity
		B6.5描述消費者資料保障及私隱政策, 以及相關執行及監察方法 B6.5 Describe consumer data protection and privacy policies, and relevant implementation and monitoring methods	二、(三) 全新提供精益服務 II.(III) Provide fine services wholeheartedly
		一般披露: General disclosure: 有關防止賄賂、勒索、欺詐及洗黑錢的: Prevention of bribery, extortion, fraud and money laundering: (1) 政策; 及 (1) Policies; and (2) 遵守對發行人有重大影響的相關法律及規例的資料。 (2) Information on compliance with relevant laws and regulations that have a material impact on the issuer.	一、(二) 規範誠信合規治理 I.(II) Standardize integrity and compliance governance
	B7反貪污 B7 Anti-corruption	B7.1於彙報期內對發行人或其僱員提出並已審結的貪污訴訟案的數目及訴訟結果 B7.1 Number of corruption lawsuits filed or concluded against the issuer or its employees during the reporting period and corresponding results	一、(二) 規範誠信合規治理 I.(II) Standardize integrity and compliance governance
		B7.2描述防範措施及舉報程式, 以及相關執行及監察方法 B7.2 Describe preventive measures, reporting procedures, and relevant implementation and monitoring methods	一、(二) 規範誠信合規治理 I.(II) Standardize integrity and compliance governance
		B7.3描述向董事及員工提供的反貪污培訓 B7.3 Describe the anti-corruption training for directors and employees	一、(二) 規範誠信合規治理 I.(II) Standardize integrity and compliance governance
	B8社區投資 B8 Community investment	一般披露: General disclosure: 有關以社區參與來瞭解營運所在社區需要和確保其業務活動會考慮社區利益的政策。 Policies on learning community needs and ensure the community interests in its business activities through community participation.	六、守關愛, 創和諧——共享繁榮社會 VI. Keep care and love, create harmony --share the prosperous society

範疇 Category	議題 Topic for discussion	績效指標 Performance indicator	對應本報告章節 Corresponding chapters in this report
	B8.1 專注貢獻範疇(如教育、環境事宜、勞工需求、健康、文化、體育) B8.1 Concentrated field of contribution (e.g., education, environmental issue, labor needs, health, culture, sports)		六、(三) 真情參與公益慈善 VI.(III) Enthusiastically participate in public benefit and charity 六、(四) 熱心開展文體事業 VI.(IV) Earnestly launch recreation and sports undertakings
	B8.2 在專注範疇所動用資源 (如金錢或時間) B8.2 Resources used in the concentrated field of contribution (e.g., money or time)		六、(三) 真情參與公益慈善 VI.(III) Enthusiastically participate in public benefit and charity 六、(四) 熱心開展文體事業 VI.(IV) Earnestly launch recreation and sports undertakings

指南 4.0 指標索引

Index of Guideline 4.0 indicators

目錄 Contents	中國企業社會責任報告編寫指南(CASS-CSR4.0) Guideline to the Compilation of China Corporate Social Responsibility Report (CASS-CSR4.0)	報告位置 Report location	
報告導讀 Report Specifications	P1.1,P1.2	扉頁	
董事長致辭 Message from Chairman	P2.1,P2.2	P04	
	公司概況 Company profile	P4.1,P4.2,P4.3,P4.4,P4.5,G1.1	P06
走進首創置業 About BCL	業務佈局 Business layout	P4.2	P08
	置業品牌 Brands	P4.3	P10
	榮譽獎項 Honors and awards		P12
聚焦一：“築”守初心，書寫脫貧攻堅“時代答卷” Focus I: Keep the Original Intention, Deliver “the Report of the Times” for Poverty Alleviation	P3.1,S4.13,S4.14	P16	
聚焦二：“築”造未來，“四精”品質共創美好生活 Focus II: Build the Future, Create Good Life with Accurate, Fine, Meticulous and Elaborate Quality	M2.2	P22	
責任“築”基：環境、 社會及管治管理體系 “Foundation” Building with Responsibility: Environmental, Social and Governance Management System	核心理念 Core concept	G1.2,G2.3	P28
	管理架構 Management architecture	G3.1,G3.2,G3.3	P29
	利益相關方溝通 Stakeholder communication	G6.1	P30
	實質性議題分析 Analysis of material topic	G2.1,G6.1	P32

目錄 Contents		中國企業社會責任報告編寫指南(CASS-CSR4.0) Guideline to the Compilation of China Corporate Social Responsibility Report (CASS-CSR4.0)	報告位置 Report location
守合規，創價值—— 不負股東信任	優化戰略佈局設計 Optimize strategic layout design	P4.1,G2.2	P38
Keep compliance, create value – live up to shareholders' trust	規範誠信合規治理 Standardize integrity and compliance governance	M1.1,M1.2,M1.3,M1.4,S1.1	P39
守承諾，創精品—— 滿足客戶需求	匠心築造優質產品 Make high-quality products with ingenuity	M2.1,M2.2	P46
Keep promise, create excellent products – meet customers' needs	創新驅動智慧生活 Drive smart life with innovation	M2.9,M2.10,M2.11,M2.12	P48
	全心提供精益服務 Provide fine services wholeheartedly	M2.18,M2.20,M2.21,M2.22, M2.23,M2.24,M2.25,M2.26,M2.28	P50
守尊重，創進取—— 心系員工成長	落實員工基本權益 Implement employees' basic rights and interests	S2.1,S2.2,S2.4,S2.7,S2.8,S2.10,S2.20	P58
Keep respect, make progress – care for employees' growth	重視人才發展培養 Pay attention to talent development and cultivation	S2.14,S2.15,S2.16	P60
	保障職業健康安全 Guarantee occupational health and safety	S2.11,S2.12,S2.13,S3.1,S3.2,S3.3,S3.6,S3.7	P64
	關愛員工幸福生活 Care for employees' happy life	S2.17,S2.18	P68
守生態，創宜居—— 助建綠色家園	完善環境管理體系 Improve environment management	E1.1,E1.2	P72
Protect ecology, create livability – facilitate construction of green homeland	助力打造綠色建築 Assist in building green architecture	E1.3,E1.6,E1.7,E1.9,E2.1,E2.2, E2.3,E2.4,E2.6,E2.7,E2.8,E2.9, E2.11,E2.12,E2.13,E2.15,E2.16, E2.17,E2.23,E2.24,E2.25,E2.26	P75
	堅持貫徹綠色理念 Adhere to green concept	E3.1,E3.3,E3.6	P78
	積極應對氣候變化 Active response to climate change	E1.9	P83

目錄 Contents	中國企業社會責任報告編寫指南(CASS-CSR4.0) Guideline to the Compilation of China Corporate Social Responsibility Report (CASS-CSR4.0)	報告位置 Report location
守協同，創共進—— 同繪美好藍圖 Keep collaboration, progress together – jointly draw the beautiful blueprint	始終維護公平競爭 Always safeguard fair competition 開展行業戰略合作 Carry out industrial strategic cooperation 建設責任供應鏈 Construct responsibility supply chain	M3.1,M3.3,M3.6 M3.4,M3.6 M3.1,M3.3,M3.8,M3.10,M3.11, M3.12,M3.15 P86 P86 P88
守關愛，創和諧—— 共享繁榮社會 Protect care, create harmony – share the prosperous society	積極回應國家號召 Actively respond to the calls of the state 精誠助力地區發展 Sincerely assist regional development 真情參與公益慈善 Enthusiastically participate in public benefit and charity 熱心開展文體事業 Earnestly launch recreation and sports undertakings	S1.5 S4.1 S4.6,S4.9,S4.10 S4.9 P94 P96 P97 P99
未來展望 Prospect		A1 P102
附錄 Appendix	關鍵績效 Key performance 指標索引 Index of indicators 評級報告 Rating report 意見回饋 Feedback	M1.6,M1.7,M2.11,M2.26,M2.28, M3.2,M3.13,S1.3,S2.1,S2.3,S2.9, S2.15,S2.20,S3.4,S3.6,S3.7,E2.4, S2.7,E2.9,E2.16,E2.26 A5 A4 A6 P104 P108 P118 P120

評級報告

《首創置業 2020 年社會責任報告》評級報告

受首創置業股份有限公司委託，“中國企業社會責任報告評級專家委員會”抽選專家組成評級小組，對《首創置業 2020 年社會責任報告》（以下簡稱《報告》）進行評級。

一、評級依據

中國社會科學院《中國企業社會責任報告指南(CASS-CSR 4.0)》暨“中國企業社會責任報告評級專家委員會”《中國企業社會責任報告評級標準(2020)》。

二、評級過程

1. 評級小組審核確認《報告》編寫組提交的《企業社會責任報告過程性資料確認書》及相關證明材料；
2. 評級小組對《報告》編寫過程及內容進行評價，擬定評級報告；
3. 評級專家委員會副主席、評級小組組長、評級小組專家共同簽署評級報告。

三、評級結論

過程性(★★★★☆)

公司黨委辦公室牽頭成立報告編制工作組，黨委書記、董事長、總裁把控報告整體方向及關鍵內容，董事會負責報告終審；將報告定位為合規資訊披露、提升企業品牌形象、促進企業社會責任管理、強化利益相關方溝通的重要工具，功能價值定位明確；結合國家宏觀政策、公司發展戰略、行業對標分析、利益相關方調查等識別實質性議題，計畫通過公司官方網站發佈報告，並將以電子版、印刷品等形式呈現報告，過程性表現領先。

實質性(★★★★★)

《報告》系統披露了貫徹宏觀政策、確保房屋住宅品質、合規拆遷與老城區保護、保護農民工權益、噪音污染控制、新建專案環評、廢棄物迴圈利用、綠色建築等所在行業關鍵性議題，具有卓越的實質性表現。

完整性(★★★★★)

《報告》主體內容從“守合規 創價值 不負股東信任”“守承諾 創精品 滿足客戶需求”“守尊重 創進取 心系員工成長”“守生態 創宜居 助建綠色家園”“守協同 創共進 同繪美好藍圖”“守關愛 創和諧 共享繁榮社會”等角度系統披露了所在行業核心指標的 92.38%，完整性表現卓越。

平衡性(★★★★☆)

《報告》披露了“人權問題申訴數量”“貪污訴訟案件數目”“員工流失率”“安全生產事故數”“員工工傷人數”“員工死亡人數”“因工傷損失工作日數”等負面資料，具有領先的平衡性表現。

可比性(★★★★★)

《報告》披露了“營業收入增長率”“每股收益”“經濟合同履約率”“員工總數”“安全培訓人次”“人均溫室氣體排放”等

66 個指標連續 3 年的對比資料，並通過“行業排名第 56 位元”等資料進行橫向比較，可比性表現卓越。

可讀性(★★★★★)

《報告》以“築守美好 共創華章”為主題，以“守...，創...”為主線貫穿全文，系統展示了企業對利益相關方的履責理念、行動與成效，框架結構清晰，重點議題突出；封面創意融入企業主營業務元素，章節跨頁以實景大圖展現企業履責場景，凸顯企業行業特徵，增強了報告的辨識度；全篇採用中英對應排版設計，滿足不同利益相關方的閱讀需求，強化了報告的傳播效果；章節體例一致，設計風格雅致，配圖配色和諧，具有卓越的可讀性表現。

創新性(★★★★☆)

《報告》設置“‘築’守初心，書寫脫貧攻堅‘時代答卷’”“‘築’造未來，‘四精’品質共創美好生活”兩大責任專題，聚焦企業在助力脫貧攻堅、打造品質產品方面的履責亮點實踐，彰顯了國有企業的責任擔當；篇章跨頁引用 2020 年中央經濟工作會議、“十四五”規劃、習總書記重要講話等表述，緊扣國家大政方針，並積極回應聯合國可持續發展目標 (SDGs)，展現了報告的與時俱進和企業的履責追求；多處引用利益相關方證言佐證企業履責成效，增強了報告公信力，創新性表現領先。

綜合評級(★★★★★)

經評級小組評價，《首創置業 2020 年社會責任報告》為五星級，是一份卓越的企業社會責任報告。

四、改進建議

增加對報告期內企業履責不足之處的披露，進一步提高報告的平衡性。

評級專家委員會副主席

評級小組組長

評級小組專家



掃碼查看企業評級檔案

出具時間：2021年5月13日

Rating report

Rating Report of 2020 Social Responsibility Report of Beijing Capital Land

Entrusted by Beijing Capital Land Ltd., "China Expert Committee on CSR Report Rating" selected experts to form a rating team to rate 2020 Social Responsibility Report of Beijing Capital Land (hereinafter referred to as the Report).

I. Rating basis

The Guideline to the Compilation of China Corporate Social Responsibility Report (CASS-CSR 4.0) issued by Chinese Academy of Social Sciences and Rating Standards for China Corporate Social Responsibility Report (2020) issued by "China Expert Committee on CSR Report Rating".

II. Rating process

1. The rating team reviewed and confirmed the Process Data Confirmation of Corporate Social Responsibility Report and relevant supporting materials submitted by the Report preparation team;
2. The rating team evaluated the preparation process and content of the Report and drew up the Rating Report;
3. The vice chairman of China Expert Committee on CSR Report Rating, the leader of the rating team and the experts of the rating team jointly reviewed and signed the Rating Report.

III. Rating conclusion

Process (★★★★☆)

The Party Committee Office of the Company took the lead to establish a working team on report preparation, the secretary of Party Committee, the chairman and the president controlled the overall direction and key contents of the Report, and the Board of Directors was responsible for the final review of the Report. The Report is positioned as an important tool of disclosing the compliance information, enhancing the enterprise brand image, promoting the corporate social responsibility management and strengthening the stakeholder communication, with a clear functional value position. Material topics are identified based on national macro policies, development strategies of the Company, industry benchmarking analysis, stakeholder surveys, etc. The Report is planned to be published through the Company's official website, and be presented in the form of electronic version and printed version, showing leading process performance.

Substantiality (★★★★★)

The Report systematically discloses key issues in the industry, such as macro policy implementation, housing quality guarantee, compliance demolition and old town protection, protection of rural migrant workers' rights and interests, noise pollution control, environmental impact assessment of new projects, waste recycling, and green buildings, showing outstanding substantiality performance.

Integrity (★★★★★)

The main content of the Report systematically discloses 92.38% of the core indicators of the industry from the perspectives of "keep compliance, create value, live up to shareholders' trust", "keep promise, create excellent products, meet customer's needs", "keep respect, make progress, care for employees' growth", "protect ecology, create livability, facilitate construction of green homeland", "keep collaboration, progress together, jointly draw the beautiful blueprint", and "keep care, create harmony, share the prosperous society", showing outstanding integrity performance.

Balance (★★★★☆)

The Report discloses negative data, such as "number of human rights complaints", "number of corruption lawsuits", "employee turnover rate", "number of safety production accidents", "number of employees with occupational injury", "number of employee deaths", and "number of working days lost due to work-related injury", showing leading balance performance.

Comparability (★★★★★)

The Report discloses the comparative data of 66 indicators for three consecutive

years, such as "growth rate of revenue", "earnings per share", "performance rate of economic contracts", "total number of employees", "person-time of safety training", and "greenhouse gas emission per capita", and makes horizontal comparison of the data, such as "No. 56 in the industry", showing outstanding comparability performance.

Readability (★★★★★)

The Report takes "build and keep the beauty, create the wonderful chapter" as the theme, with "keep..., create..." as the main line through the whole text, which systematically demonstrates the fulfillment concept, actions and achievements of the enterprise's responsibilities for stakeholders, with clear framework structure and prominent key issues; the cover creativity integrates main business elements of the enterprise, and cross-page of chapters show the scene of enterprise responsibility performance with real large pictures, which highlights the characteristics of the industry and enhances the identification degree of the Report; the whole report uses Chinese and English corresponding type setting to meet the reading needs of different stakeholders and strengthen the dissemination effect of the Report; the chapters are consistent in stylistic rule and layout, with elegant design and harmonious picture and color matching, showing outstanding readability performance.

Innovation (★★★★☆)

The Report has two responsibility topics including "Keep the Original Intention, Deliver the Report of the Times for Poverty Alleviation", "Build the Future, Create Good Life with Accurate, Fine, Meticulous and Elaborate Quality", and focuses on highlight practices of the responsibility fulfillment in helping poverty alleviation and creating quality products, demonstrating the responsibility of a state-owned enterprise; the cross-page of chapters cites statements in the 2020 Central Economic Working Conference, "14th Five-Year" Plan and the important speeches of General Secretary Xi Jinping, strictly adheres to the national policies, and actively responds to the United Nations Sustainable Development Goals (SDGs), showing the Report keeps pace with the times and the enterprise pursues the responsibility fulfillment; stakeholders' testimonies are cited to prove the achievements of the enterprise's responsibility fulfillment, which enhances the credibility of the Report, showing leading innovation performance.

Comprehensive rating (★★★★★)

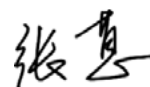
After the evaluation of the rating team, the 2020 Social Responsibility Report of Beijing Capital Land is a five-star report and is an excellent corporate social responsibility report.

IV. Suggestions for improvement

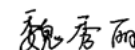
Increase the disclosure of deficiencies in corporate responsibility fulfillment in the reporting period to further improve the balance of the Report.



Vice Chairman of China Expert Committee on CSR Report Rating



Leader of the Rating Team



Expert of the Rating



Scan the QR code to view the corporate rating file

Issued on: May 13, 2021

意見回饋 Feedback

尊敬的讀者：

Distinguished readers:

非常感謝您閱讀本報告，本報告是首創置業股份有限公司發佈的第三份社會責任報告，為持續提升首創置業履行社會責任的能力和水準，以及報告編制品質，我們非常期待聽到您的意見和建議！

如您有任何意見或者建議，請掃描下方二維碼，線上提交給我們，感謝您對首創置業社會責任工作的支援。

Thank you very much for reading this report. This report is the third version of social responsibility report issued by Beijing Capital Land Ltd. In order to continuously improve the ability and level of BCL to fulfill its social responsibilities and the compilation quality of the report, we sincerely welcome your opinions and suggestions!

If you have any opinion or suggestion, please scan the QR code below and submit your opinions and suggestions online. Thank you for your support to BCL's social responsibility work.

首創置業社會責任報告編委會

BCL Social Responsibility Report Compilation Committee

2021年5月

May 2021





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