

04

Social Engagement

Material Topics in this Chapter

203 Indirect Economic Impacts

Industrial Development and
Policy Communication

Housing Justice

Promotion in Business Ethics

Why It's Material to Sinyi

For many years Sinyi has promoted the concepts of good faith and justice through cultural promotion and social education. We hold ourselves as models of this, and expand out from there into the public with these ideas. Since the founding of the company, Sinyi has worked to embed business ethics deeply into our daily operations and to promote these concepts among like-minded partners. As an industry leader, we actively promote the development and improvement of the industry, with a particular concern for housing justice and the provision of relevant policy suggestions. Our hope is that our long-term sponsorship of community building will help by expanding the concept of "home" to include neighbors' communities, cities, and even the country, addressing the sense of interpersonal alienation. Assessing infrastructure investment, service development, and both positive and negative impacts on communities and local economies, we hope to invest a variety of resources into community capacity building with their own distinctive cultures and ecologies, bringing together both long-term corporate development and social responsibility.

HIGHLIGHTS

"We are ONE" Project
honored with

9th Presidential Cultural Award

indigenous hope
category

The first selected
corporate in Taiwan

World's Most Ethical Companies

by Ethisphere

Received for the second
year running

Asia Responsible Entrepreneurship Awards

(AREA)
Social Empowerment Award

10th Taiwan Corporate
Sustainability Awards (TCSA)

Social Inclusion Award

MANAGEMENT APPROACH 103-1 103-2 103-3

Core Targets and Vision

Sustainability Principle / Faithful People → Faithful Company → Faithful Society

For a long time, Sinyi has put people at the core of our business philosophy and in our implementation of corporate social responsibility, emphasizing that “they are happiest that live where others care.”

We have brought together internal and external resources to invest in increased corporate and industrial competitiveness, and in deepened ethics and values, across **four pillars: community building, promotion in business ethics, refining industrial development of the real estate industry, and social philanthropy and donations.** All of this is done in the hopes of creating a better society.

In addition to establishing real estate transaction procedures with integrity, and building on the concept of using in the community what we take from it, we are making ongoing efforts to promote corporate social responsibility. **We make use of Sinyi's core competencies to match resources with supply and demand,** promoting ethical values and concepts and exerting our influence to create business opportunities and a competitive edge. Through this use of our core values, we aim to achieve our vision and goal of social integration, “**Faithful People → Faithful Company → Faithful Society.**”

Performance Highlights in 2017

Community Building

Communities are the foundation of society, the base unit of shared lifestyles, and through community building, we can promote collective lifestyles and community harmony.

98 %

Cumulative coverage rate of Community Capacity Building Project proposals: 362 townships across Taiwan

13,782 hours

In 2017, we held volunteer activities with 1,981 participants totaling 13,782 hours

Promotion in Business Ethics

We continually hold ourselves as models in the promotion of the Sinyi culture of integrity and ethics, and strive to build from there by expanding these concepts into the greater public.

16,692 participants
in Sinyi Lecture Hall Lessons

750 student participants
7th National Intercollegiate Business Ethics Case Analysis and Microfilm Competition

Refining Industrial Development of the Real Estate Industry

Sinyi continues to pay close attention to major development topics in the industry and to be involved in joint activities between industry, academia, and government to robust industrial development.

22nd Year

of Publishing Taiwan Real Estate Almanac

2 Industry Issues Conferences

A total of 367 people participated in conferences on issues around residential leases and senior living spaces

Social Philanthropy and Donations

Paying attention to the needs of the community, Sinyi works to bring together limited resources and provide them to those in need and to provide assistance to the underprivileged.

A Total of **4,797** Young Students received Sinyi Charitable Grants

300 Creative Ideas

for youth-elderly joint project launched through “Better Together Activities,” fostering a new model of cross-demographic cooperation

Corresponding to the Sustainable Development Goals (SDGs)

 In-depth reporting: page 24 [SDGs](#)

Sinyi supports the SDGs. These SDGs in particular are relevant to our work on social engagement :



SDG4
Quality education



SDG8
Decent work and economic growth



SDG10
Reduced inequalities



SDG11
Sustainable cities and communities

[p.59](#) Community Building

[p.63](#) Refining Industrial Development of the Real Estate Industry

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[p.65](#) Social Philanthropy and Donations

COMMUNITY INVESTMENT AND OUTCOMES

203-1

203-2

Industrial

Residential

Ethics

SDG 8

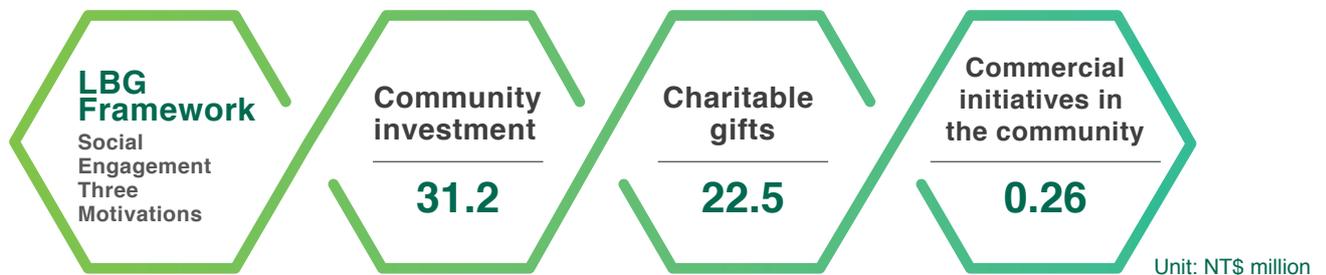
SDG 10

SDG 11

Sinyi Realty has long promoted various projects through for social engagement through dedicated departments such as the Public Affairs Department, Real Estate Planning and Research Office, and Chief Strategy Officer Office. Through cooperative efforts in community building, promotion in ethics, industrial development, charitable donations, and more, we bring together local residents, businesses, and suppliers to give back to the community.



To continuously and effectively manage the resource inputs and outputs involved in this social engagement, we introduced the London Benchmarking Group (LBG) framework¹ in 2018 to facilitate systematic analysis and LBG assurance. Assessing the quantitative effects produced by these social inputs and outputs will contribute to more efficient resource allocation in the future, ensuring planning of such continues to improve. Based on the LBG framework, we pursue and assess contribution to the community (excluding management costs) through three motivations of contribution, “charitable gifts,” “community investment,” and “commercial initiatives in the community.”



Through the four pillars of community building, improving development in the real estate industry, promoting business ethics, and social philanthropy and donations, Sinyi Realty aims to realize our vision and goals for social engagement. In terms of the main contribution inputs under the LBG framework, in 2017 we input a total contribution to the community of NT\$61,864,119 (including management costs).

Unit: NT\$ million

29.2 ▶ **Community Building**
Financial: [Community Building](#) activity funding, [Sinyi Volunteers](#) Project funding, community service activities
HR: [Sinyi Volunteers](#), [Community Building](#), and community service activities staffing

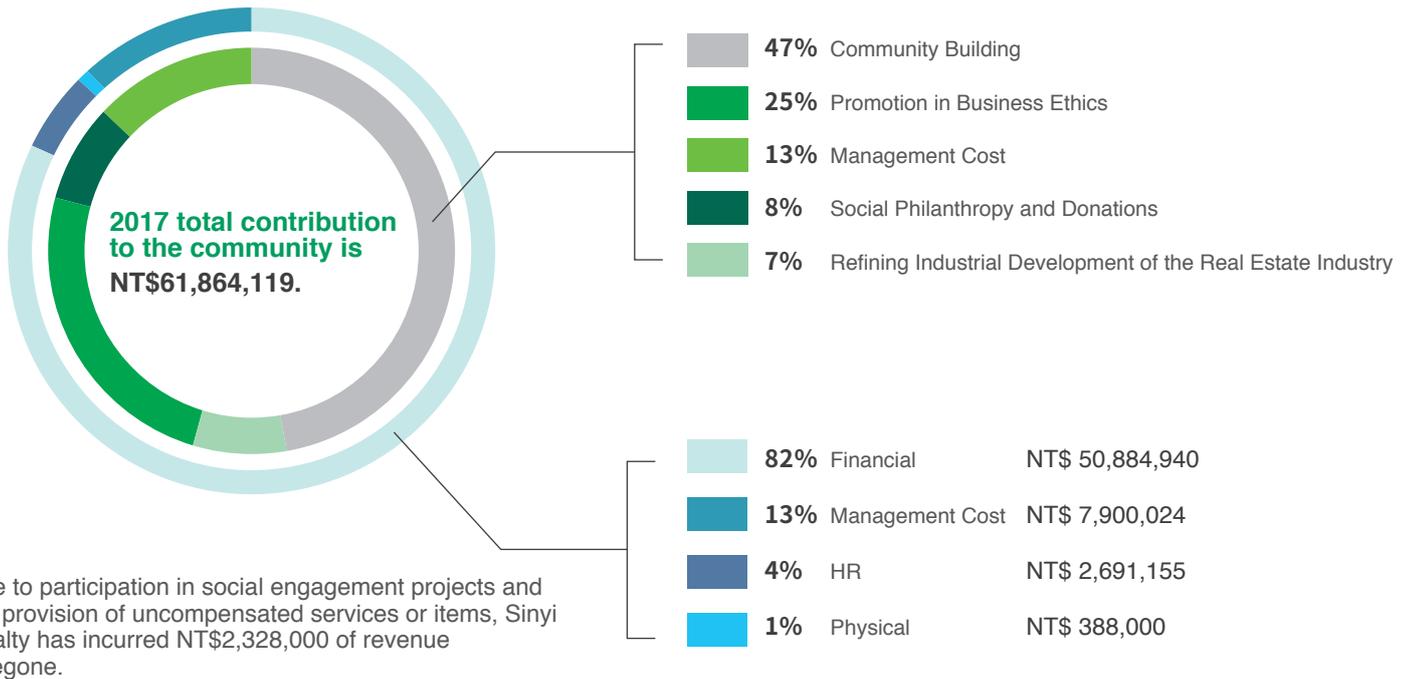
4.6 ▶ **Refining Industrial Development of the Real Estate Industry**
Financial: Sponsoring public associations, funding for industry seminars, funding for the [NCCU College of Commerce Sinyi Research Center for Real Estate](#), funding for the [Taiwan Real Estate Almanac](#), funding for the [Sinyi Realty Price Index](#)

15.3 ▶ **Promotion in Business Ethics**
Financial: [Sinyi School at NCCU](#), [Sinyi Lecture Hall](#), various industry-academia cooperation development funds, sponsorship of research and education
HR: Sinyi Lecture Hall staffing
Physical: Sinyi Lecture Hall venue and equipment

4.9 ▶ **Social Philanthropy and Donations**
Financial: [Moon Bus](#) and social philanthropy related funding and sponsorship

7.9 ▶ **Management Cost**
Social engagement and related project inputs, PR and communication costs, operating costs, etc.

¹The LBG framework is a set of metrics that enable companies to understand their contribution to industry and society, providing a strategic assessment mechanism for comparison with other companies and development of social engagement programs.



Outcomes

Benefits to Business

Communicating Brand Values of Putting People First:

We insist on a business philosophy of providing caring, humane service.

Continually Giving Back to and Maintaining Relationships with the Community:

In the provision of our day-to-day services, we build positive relationships with local residents and create a virtuous cycle that gives us a competitive edge.

Encouraging Sinyi Volunteers to Lend a Hand:

By promoting Sinyi Volunteer Activities, we foster among the participant staff a deep appreciation for reaching out and helping others, which also shows through in their customer service.

Retaining and Cultivating Talents:

Through industry-academia cooperation, internships, and scholarships, we not only encourage the passing on of professional knowledge, but also communicate Sinyi Realty's commitment to putting people first, putting duty ahead of profits, and thinking positively to help retain and cultivate talents.



Business:

A total of 2,267 staff participated during working hours, with another 470 using a total of 3,760 personal leave hours to additionally participate.

Benefits to Society

Promoting in Business Ethics and Enhancing International Influence:

Through establishing the Sinyi Center for Culture Studies in cooperation with Peking University, we are able to explore business ethics research and promote the implementation of the spirit of ethics in business. At the end of 2017, a Sinyi Lecture was held with Professors Shi-jun Xu and Wei-ming Du joining chairman Chun-chi Chou to talk about "Confucian Tradition and Entrepreneurship," drawing eager attendance by people from all over.

Refining Industrial Development of the Real Estate Industry:

We continue to publish the "Taiwan Real Estate Almanac," faithfully recording the development of the real estate market in Taiwan. Working with National Cheng Chi University, we have established the Sinyi Research Center for Real Estate, deepening real estate research and holding a number of conferences to share our experience.

Providing Lifelong Learning Opportunities:

We establish the Sinyi Lecture Hall to promote lifelong learning. We are committed to promote business ethics and enable the community towards progressive and more perfect development.

Therapeutic Art Installation:

With Taipei City being a World Design Capital, we worked with the Taipei City Government on creating the Moon Bus, bringing a bit of therapeutic warmth to a corner of Taipei.

Awakening Public Participation in Community Building:

By promoting the Community Capacity Building Project, we promote public participation in community building, benefiting many communities by making them happier and, by doing something for this land of Taiwan, helping bring Taiwan closer to being one happy family.

Driving Stakeholder Participation in Social Engagement:

By coordinating the resources of our branches with those of local leadership and suppliers, we can jointly organize events that make use of our specialist skills to benefit society.



Community and Society:

A total of 174,136 participants and 89 groups participated in these events.

Community Building

Material Topics

103-1 103-2 103-3 203-2 SDG8 SDG10 SDG 11

203 Indirect Economic Impacts

2017 Goals

98%

Cumulative Proposal Coverage Rate

Projects to participate in in townships and districts across Taiwan

45%

of Proposals from Tertiary Institutions

Expanding participation across groups and encouraging college student participation

12,000 Volunteer Hours

1,800 participants

What We Achieved

98.36%

Target Achieved

Cumulative Proposal Coverage Rate

Accumulated proposals from 362 of Taiwan's 368 townships and municipalities

49%

Ongoing

of Proposals from Tertiary Institutions

Cumulative total of 79 proposals from 161 colleges and institutions

13,782

Ongoing

Volunteer Hours

In 2017, we held Sinyi Volunteer activities with 1,981 participants totaling 13,782 hours. From 2007 through 2017, we had a total of 18,080 people participate in volunteer activities over 134,508 hours.

How We're Doing It

Responsibilities

Total Ethical Management Committee—Social Inclusion Group

Resources

Annual investment of NT\$20 million in community building

Financial: "We are ONE" Project funding, Sinyi Volunteers funding

Physical: Free sponsored tents for community activities

HR: Sinyi Volunteers, Community Capacity Building Project executive staff

Knowledge: Community Capacity Building Project website, "We are ONE" Project Facebook group

Grievance Mechanisms

Stakeholder Engagement section

Evaluation Mechanisms

Community Building Grants Guidelines: A reasonable allocation of resources will be made based on the result of proposal review by a committee including a judging panel, the proposal maker(s), and members of the public

Meaning to Sinyi

Our hope is that our long-term sponsorship of community building will help make communities and society better by expanding the concept of "home" to include neighbors, communities, cities, and even the country. Through this, we will address the sense of interpersonal alienation, building community capacity with their own distinctive cultures and ecologies.

Our Commitments

Through ongoing community-building efforts, we plant the seeds of care in communities, expanding the scope of each person's attention from the home to the community, and ultimately to the entire nation.

2017 Highlights

First CSR Impact Award

The "We are ONE" Project was honored at the first CSR Impact Awards in 2017 with an award for Social Contribution and Influence. This award was jointly established by PwC Taiwan and the Cannes Lions International Festival of Creativity, and aims to encourage creative incorporation of CSR into practical actions in order to increase influence. The results and record of Sinyi Realty's work through the Community Family Project over the past 13 years was condensed into a two-minute CSR case film, showcasing the contribution and social influence that earned us this award.



For more information, please see the CSR Impact Awards website at <https://csrconsulting.wixsite.com/csrimpactaward>

Long-term Investment in Community Building Makes Sinyi the Only Private Enterprise to Receive the Presidential Cultural Award



In 2017, Sinyi Realty was honored with the Presidential Culture Award - indigenous hope category for our 13 years of community work with the "We are ONE" Project, **becoming the first Presidential Cultural Award recipient from the private sector.** This is not only an affirmation of the project, but also presents a model for companies to practice charity and give back to Taiwan through action. The Public Television Service dispatched a team to do interviews and shoot a documentary covering the "We are ONE" Project and the stories of what it has done for communities, helping further expand the influence of the project.



For more information, please see the PTS documentary at <https://www.ptplus.tv/video/2-2018444-1-4>



For more about the "We are ONE" Project, its winning of the Presidential Cultural Award, and its 13 years of sowing hope around Taiwan, please see the website at <http://www.sinyi.com.tw/about/stone-content.php/406>



To learn more, please visit the Presidential Cultural Award Album at <https://www.pts.org.tw/DiChiaLa/P4.html>

Community Capacity Building Project

(2004 - 2014: "We are ONE" Project / 2015 - 2024: Community Capacity Building Project)



Action Plan 1: Launch the second ten-year phase of the Community Capacity Building Project, calling for broad public participation

Encourage the concept of community capacity building to take root from a young age, expanding to elementary school teachers and students

Action Plan 2: Integrate group power, connect public and private sector resources, and strengthen social influence

Work with Soil and Water Conservation Bureau and Youth Development Administration

The "We are ONE" Project is the longest-running and largest corporate-supported action plan for building communities, having been in place since 2004. In 2015, we unrolled Stage 2 of the project, the decade-long Community Capacity Building Project that we hope will help make community building a national movement by building on the accomplishments of the preceding decade.

In 2017, 748 proposals were made to the Community Capacity Building Project, and 221 organizations were selected by the jury to receive substantial sponsorship. As of 2017, a total of 8,799 proposals had been received, covering some 98% of Taiwan's townships and municipalities and 45% of tertiary institutes. Of these, 1,960 had passed jury selection and received sponsorship.

Over the past 13 years, we have seen changes in society as time has progressed, and proposals have evolved from simple improvements to community facilities to promoting human interactions and spontaneous investment into cultural heritage. In recent years, the age group participating in community activity has lowered and ethnic groups more and more diverse. For example, young people returning to their hometowns are using technology to create business opportunities there, immigrants from Southeast Asia are participating in their new communities, and elementary school students are taking practical actions to show their care and concern for the land. Such a richness of results springs directly from the belief that wherever one's heart is, is home. Sinyi Realty will continue to expand the "We are ONE" Project into the future, and hopes that everyone will get involved in building up the soft power of Taiwanese society.



For more information, please see the Community Capacity Building Project website at <http://www.taiwan4718.tw/index.php>



To learn more, please visit the webpage on the press conference for Community Capacity Building Project 2017 at <http://www.sinyi.com.tw/knowledge/newsCt.php/8687/1>

Sinyi Volunteers

Going into Communities Nationwide through Practical Service by Sinyi Staff

Sinyi Volunteer Services began in 2007, inviting our staff to share in social **prosperity by bringing together our core competencies to provide help to society where it is needed**. Such efforts cover a broad range, from computer software and applications, through telling stories to children in remote rural locations and interacting with the elderly, to working on water purification, helping coastal communities with flood control, and assisting in organic harvesting. All of these are concrete actions aimed at bringing the community together as one family. Each month, we hold at least two volunteer activities aimed at serving the needs of society, generally seeing spots fill up almost immediately upon announcement of each new activity.

In 2017, we held a total of 28 volunteer activities with 1,981 participants totaling 13,782 hours. Since 2007, we have had a cumulative total of 18,080 participants in 134,508 hours of volunteer service, and we intend to continue these efforts to give back to the community over the long term.



For more information, please see the [Sinyi Volunteer website](#)



Chiu-si Wang,
Senior Manager,
Guanpu Branch

The work developing the public museum in Zhonghe Community and the surrounding area involved effort and dedication, but through it, the living environment the residents enjoy has been changed for the better. Under the guidance of the community, Sinyi Volunteers repainted the walls of the museum, giving it a whole new look. Hopefully I'll have another chance to work with the community and do more to help build it up.



Ching-chou Liao,
Senior Manager,
Zhongyi District

I'm very grateful to the Chiayi County Everlasting Development Association for giving us at Zhongyi District the opportunity to do something for their community. The Association is committed to serving the elderly, underprivileged, and immigrant mothers of the community, and over the past few years, we have all been moved to have been able to work on establishing more care centers for their elderly residents. We want to keep reaching out to the people of Chiayi, giving back to the community, and we will keep giving our all for the April carnival activities.

Promotion in Business Ethics

103-1 103-2 103-3 Ethics **SDG 4** **SDG 10**

Material Topics

Promotion in Business Ethics

Meaning to Sinyi

For several years, we have not only strived to uphold a high standard of business ethics in our own operations, but also to harness the wisdom and power of the crowd to bring like-minded groups on board and jointly work to plant strong roots of business ethics in Taiwanese society, realizing that commitment to justice.

Our Commitments

In line with SDG 4, we aim to ensure inclusive and quality education for all and promote lifelong learning. Through cultural promotion and community education, we aim to reinject a sense of trust and duty back into the community, businesses, and individuals, further promoting an upright social atmosphere and elevating quality of life.

2017 Goals

100 Seminars for **16,000⁺** People

Sinyi Lecture Hall aims to hold 100 seminars for over 16,000 participants each year, increasing our influence

80 Teachers

National Business Ethics Teachers Summer and Winter Target Training Camps

What We Achieved

97 Free Seminars

Ongoing

Sinyi Lecture Hall provided seminars for a total of 16,692 participants in 2017

65 Teachers

Ongoing

2017 National Business Ethics Teachers Summer and Winter Camps

How We're Doing It

Responsibilities

Total Ethical Management Committee—Social Inclusion Group
Sinyi School at NCCU, Sinyi Lecture Hall, Chinese Business Ethics Education Association

Resources

Financial:
Sinyi School at NCCU, Sinyi Lecture Hall, various industry-academia cooperation development funds, sponsorship of research and education

Physical:
Publishing books on business ethics, developing research and teaching materials

HR:
Sinyi School at NCCU, Chinese Business Ethics Education Association executive staff

Grievance Mechanisms

[Stakeholder Engagement](#) section

Evaluation Mechanisms

Sinyi Lecture Hall Satisfaction Survey (per class)

2017 Highlights

"Deepening Business Ethics, Building a Society of Trust and Justice" wins at 2017 Asia Responsible Entrepreneurship Awards



In 2017, Sinyi Realty's "Deepening Business Ethics, Building a Society of Trust and Justice" was brand once again at the "Nobel Prizes of Sustainability," the Asia Responsible Entrepreneurship Awards (AREA), receiving the Social Philanthropy Development Award and becoming the first Taiwanese real estate company to be so honored. This international affirmation highlights our long-term promotion in business ethics, our encouragement of public participation in community affairs, and our realization of the goals of corporate social responsibility.

For more information, please refer to <https://enterpriseasia.org/area/projects/sinyi-realty-inc/>

Sinyi Lecture Hall Wins Social Inclusion Award at 10th Taiwan Corporate Sustainability Awards



In 2017, Sinyi Lecture Hall was honored for its work creating a new era of ethics education and communicating concepts of environmental care through the WildView Film Festival. Ethics has always been at the core of Sinyi Realty, and the Sinyi Lecture Hall has been set up as a platform for promoting exchange around concepts of corporate social responsibility, creating synergy through working with like-minded external partners. Every year, the WildView Taiwan Film Festival strives to elevate the community's awareness of ethical values and environmental issues through world-class films and Sinyi Lecture Hall journeys, echoing Sinyi's sustainability goals and strategies, while also being built around low-carbon innovation in recent years.

To learn more, please see the WildView Film Festival page at <http://www.wildviewtaiwan.org.tw/festival>

Sinyi Lecture Hall

Expanding Influence of Community Education

Elevating Ethical Consumption through Community Education



Through a series of courses around these six themes, the Sinyi Lecture Hall promotes public awareness of business ethics, humane lifestyles, environmental protection, community care, living spaces, and happy families. Since April 2011, the Academy has gradually grown into an influential community learning brand, and it continues to accumulate results in long-term education in culture and ethics.

In 2017, our efforts continued in cooperation with the WildView Taiwan Nature Communication Society, with the Sinyi Lecture Hall hosting the opening film of the 7th WildView Film Festival, which this year was themed around "parents and children." In addition, building on 2017's theme of "Looking to the Future of Happy Communities through Design," we worked with the Chinese Society of Interior Design (CSID) on a series of six events over two quarters focusing on popularizing design knowledge. Over the course of the year, we held 97 seminars (including two concerts), with 16,692 people attending. This averaged out to nearly 200 attendees per seminar. Overall, there have been 613 events with almost 100,000 attendees.



For more information, please see the Sinyi Lecture Hall website at <http://www.sinyischool.org.tw/index.php>

Sinyi School at NCCU College of Commerce

Deepening Ethical Education

Increasing the scale of Students Taking Part in Courses and the Levels Available



In 2012, Sinyi Realty and the NCCU College of Commerce joined forces to launch the business ethics focused Sinyi School at NCCU, using education, research, and promotional efforts to nurture future business talent with a grounding in ethics.

Education: The Sinyi School at NCCU assists the NCCU College of Commerce in planning specialist courses in ethics across all areas, making NCCU the first school where business ethics is a compulsory subject. At the end of 2017, the curriculum resources and depth of the curriculum were improved by adjusting the number of compulsory ethics courses at doctoral level from 0 credits to 1 credit, a change that will go into action in 2018.

Research: We assist domestic scholars in writing research papers and case studies on business ethics, systematically improving the quality of said research. In 2017, a total of 5 papers, 7 cases, and 1 Ministry of Science and Technology Project were subsidized. We also send teachers abroad for intensive studies, hold workshops, and set up events to share and refine teaching methods. Research teams also write up their results and submit them for journal publication.

Promotional Efforts: Working with international schools and departments, including Cambridge University and the Chinese University of Hong Kong, we hold exchanges, cooperation with other businesses, organize seminars and fora, offer special internships, visits, and career activities. In 2017, our external influence grew, with many external organizations such as Greenpeace, Unilever, and Global Views Monthly actively consulting and cooperating with us.



For more information, please see the Sinyi School at NCCU website at <http://www.syschool.nccu.edu.tw>

Chinese Business Ethics Education Association

Accumulating Educational Resources in Business Ethics

Cultivating Teachers of Business Ethics, Creating a Platform for Exchange among Teachers, and Elevating the Quality of Research



Each year, we hold national teachers' camps on business ethics, taking an interactive and shared approach to education in order to stimulate innovation in the teaching of business ethics. In 2017, the summer and winter camps saw some 65 teachers take part. Teachers have engaged in a cumulative total of 129 educational cases, 263 teaching demos, and 24 experience sharing conferences.

In 2017, we worked with Chang Jung Christian University to hold the 7th National Intercollegiate Ethics Case Study Analysis and Microfilm Contest, using pre-contest workshops and the shooting of microfilms to help students get a more practical understanding of how business ethics are put into action. A total of 138 teams signed up for the contest, 68 teams in the case analysis group and 70 teams in the microfilm group, for a total of 750 students participating. In the end, the top three teams in the former group were named, and six teams in the latter given commendations.



For more information, please see the CBEEA website at <http://www.cbeea.org.tw/>
For video, see the contest website at <http://sites.cjcu.edu.tw/2017be/home.html>

Refining Industrial Development of the Real Estate Industry

Material Topics

Industrial Development and Policy Communication
Housing Justice

103-1 103-2 103-3 Industrial Residential SDG 4 SDG 8 SDG 10 SDG 11

Meaning to Sinyi

Even before the government launched an effort to record and disclose actual housing prices, Sinyi has been at the forefront of disclosure of transaction records in the real estate industry, keeping comprehensive information on property rights to ensure that consumers are well aware of their rights. With regard to major developments in the industry, Sinyi will continue to focus on and be involved in joint activities between industry, academia, and government, with the hope of providing the government with reliable policy recommendations that will help foster robust industrial development.

In response to SDG 10, we promote appropriate legislation, policy, and action that will foster housing justice and industrial development, reducing inequality. Similarly, with reference to SDG 11, we are working hard to provide appropriate, safe, and affordable housing and basic services.

Our Commitments

With high real estate prices having attracted much attention among society in recent years, the holes in the market system are being highlighted, and a number of related issues have come to the fore. Industry policy plays a vital role in leading the way toward a safer, more reasonable, and more efficient environment for both providers and consumers of real estate services.

2017 Goals

Regularly Publish Taiwan Real Estate Almanac

Continue to faithfully track and record the real estate market each year

Participate in Major Policy Exchange Activities

Assist the Construction and Planning Agency in conducting surveys of residential demand trends, participate in Ministry of the Interior policy symposia, and hold conferences

What We Achieved

22nd Year

of Publishing Taiwan Real Estate Almanac

In 2017, we again published our Almanac, collecting developments and key issues in real estate for the year

Ongoing

2 Industry Issues Conferences

We assisted the Research Center for Real Estate in holding conferences on leased housing and senior living spaces, with a total of 367 people attending

Ongoing

How We're Doing It

Responsibilities

Total Ethical Management Committee—Social Inclusion Group
Sinyi Realty Corporate Research Office
CNCCU-Sinyi Research Center for Real Estate

Resources

Financial:

Sponsoring various associations, funding industry research activities

Physical:

Taiwan Real Estate Almanac

HR:

Sinyi Realty Real Estate Planning and Research Office, CNCCU-Sinyi Research Center for Real Estate executive staff

Grievance Mechanisms

Stakeholder Engagement section

Evaluation Mechanisms

Seminar Questionnaire Feedback

2017 Highlights

Global Chinese Real Estate Congress (GCREC) and Asian Real Estate Society (AsRES) 2017 Joint Conference



In July 2017, the Asian Real Estate Society (AsRES) and the Global Chinese Real Estate Congress (GCREC) held their joint conference in Taichung. This conference is a major event for the global real estate industry, with industry experts, government officials, and scholars giving talks, participating in roundtables, and holding doctoral fora. This year, 2013 Nobel Laureate in Economics Professor Robert J. Shiller of Yale University was specially invited to serve as keynote speaker. Chair of the CNCCU-Sinyi Research Center for Real Estate Professor Ming-chi Chen also chaired AsRES for 2017 and hosted the annual conference and accompanying international academic conference. The Center was responsible for recruiting volunteers, planning work and providing training, and coordinating timetables with researchers for submission of articles and press releases. In addition to sponsoring the event, Sinyi Realty also took part in a discussion on “The Compilation and Application of Housing Price Indexes.” Top scholars in the field from dozens of countries took part this year, with almost 500 overseas experts making their way to Taiwan. This was an outstanding opportunity for Taiwanese researchers to share in their guests’ wealth of experience and to exchange ideas and information, boosting the industry and research while also establishing a network for future exchange.



To learn more, please see the September 2017 Global Chinese Real Estate Congress Newsletter at http://www.gcrc.net/doc/GCRC_2017_Newsletter.pdf

Taiwanese Journal of Housing Markets and Analysis

Continue to Publish Taiwan Real Estate Almanac and Sinyi Realty Price Index

Taiwan Real Estate Almanac

Entering its third decade, the Taiwan Real Estate Almanac brings together pieces by government, industry, and academic experts to present a rigorous, objective, and detailed record of the Taiwanese housing industry and key issues in current real estate development. As such, it serves as a vital reference for such experts looking for an understanding of trends in the industry. In 2017, we published the 22nd edition of the Almanac, gifting copies to the libraries of real estate studies related departments at tertiary institutes for reference and research purposes.

 For more information, please see the Almanac listing at the CNCCU-Sinyi Research Center for Real Estate webpage, <http://www.ncscre.nccu.edu.tw/index.php?controller=yearbook&action=index>

Sinyi Realty Price Index and Sinyi Real Estate Review

Each quarter, Sinyi Realty publishes the **National Housing Price Index for Major Cities**, providing objective indicators regarding actual trends in housing prices. This is the only collection of long-term data on the second-hand market from the private sector. In the wake of the 2007 Financial Crisis, urban housing prices have experienced rapid and violent fluctuations. In response, we launched the **Greater Taipei Metropolitan Area Housing Prices Monthly Index**, helping those interested stay on top of changes in the housing market as a supplement to the quarterly index.

In addition, we also publish the “**Sinyi Real Estate Review**” each quarter, including macroeconomic indicators, real estate industry indicators, housing market analysis, trends in the real estate market, and news summaries, giving access to all this to clients, the industry, academia, and the government.

 For more information, please see the website at <http://www.sinyi.com.tw/knowledge/newslist.php/99/99/>

Policy Communication

Provide Professional Recommendations to Help in Policy Formulation

Surveys and Policy Discussion on Trends in Residential Housing Demand

In 2017 we assisted the Construction and Planning Agency in conducting surveys of housing demand trends, collecting over 400 individual surveys each in January and June, the content of which reflected the nature of the demands of home buyers and serves as a reference for government policy formulation and industrial analysis. We also participated in the Ministry of the Interior’s Property Information Platform project review and policy discussion, reflecting issues of concern in the industry and providing recommendations for future policy and project adjustments.

Representation in Industrial Organizations

Sinyi has participated in the Chinese Association of Real Estate Brokers, playing an important role and representing the industry in providing professional recommendations and fighting for stakeholder interests.

1. Member of the Executive Council of the Complaints Review Committee: Arbitrated in real estate purchasing or leasing disputes, assisted city government in resolving a variety of consumer disputes. In order to protect both the cityscape and the purchasing rights of consumers, we assisted members in communications with the city government to coordinate safe, thorough advertising principles, resulting in a marked reduction in penalties and greater protection of consumer rights.
2. Member of the Joint Regulatory Committee and Deputy Chair of Taipei City Association Legal Committee: Assisted brokerage industry in researching remuneration methods for services and representing industry to legislators and Executive Yuan in fighting for related rights. Also worked with Ministry of the Interior to update brokerage industry service systems and design new measures. Represented Joint Committee in meetings with the Ministry of Justice, helping with consultation and confirmation on applicable methods for prevention of money laundering in the industry and the scope of said methods. Represented Association in meetings on amendments to the Real Estate Broking Management Act.

Conferences on Popular Topics

We helped the CNCCU-Sinyi Research Center for Real Estate hold “Promoting Residential Leasing Market Upgrades” and “Welcoming an Aging Society: New Ways of Thinking about Residential Environment Planning” fora, attracting 193 and 174 attendees respectively. The two both covered topics of substantial attention and important policy in 2017, and these conferences helped promote industry-academia-government communication on them, with major abstracts and recommendations recorded in the Almanac.

Deepening Industry-Academia Cooperation

Continuing to work with various schools on corporate internships and courses

Industry-Academia Cooperation

Sinyi Realty continues to work with a number of schools and departments, setting up internship programs, working together to design real estate industry courses, providing speakers from the industry, and offering corporate visits. Through this effective integration of research resources, we are able to improve research into the industry and promote the development of both the study of the industry and new techniques.

 For more information, please refer to p.40, the “**Talent Development and Cultivation**” part of the Caring for Staff chapter



Social Philanthropy and Donations

Material Topics

103-1 103-2 103-3 Residential **SDG 4** **SDG 10**

Housing Justice

Meaning to Sinyi

In response to these social changes, Sinyi actively works to provide assistance to the underprivileged, caring for those on the margins while also alleviating the burden on the government, society, and families. Bringing together resources is one means of transforming concern into action, and as such we provide oft-overlooked rural communities and underprivileged groups that suffer from social structural conflicts with timely help and care, realizing our principle of giving back to society what we take from it.

Our Commitments

Corporate social responsibility demands above all paying attention to the needs of the community, using the power of the company and teamwork to bring together limited resources and provide them to those in need. In recent years, changes in the social environment, including Taiwan's aging population and growing numbers of new immigrants, have created new challenges that we need to face together.

2017 Goals

Helping the Underprivileged

Providing lifestyle and emergency assistance to the elderly, children, women, new immigrants, and other such groups.

Scholarship and Grant Programs

Providing Sinyi Charitable Grants and Shiner Foundation Scholarships to help students successfully complete their studies

What We Achieved

300 Creative Ideas Ongoing
for youth-elderly joint project launched through "Better Together Activities," fostering a new model of cross-demographic cooperation

4,797 Rural Sinyi Students Ongoing
Over 18 years we have provided 4,797 children with Sinyi Charitable Grants

How We're Doing It

Responsibilities

Total Ethical Management Committee—Social Inclusion Group
Sinyi Charity Foundation

Resources

Sinyi Charitable Grants: Annual sponsorship of NT\$525,000

Financial: Funding for Sinyi Charity Foundation activities, academic grants and scholarships, rental subsidies for single-parent new immigrants, emergency relief funds

Physical: Donations of items, medical equipment, and baking equipment

HR: Dr. Red Nose Association and other partner organizations

Grievance Mechanisms

[Stakeholder Engagement](#) section

Evaluation Mechanisms

Based on program application guidelines

2017 Highlights

"Little Pumpkin's Spooky Party" Halloween Party

For Halloween, the Dr. Red Nose Program organized "Little Pumpkin's Spooky Party," with Sinyi Volunteers joining the Dr. Red Nose Program in entertaining the children, as well as collecting a variety of Halloween props through the Internet to help create an unforgettable experience.



[Party Report](#)

Mr. Hung Hsun Memorial Park: Promoting environmental sustainability and planting the seeds of a green community



On 2017's International Day of Forests (March 21), Sinyi Charity Foundation and National Chiayi University's Department of Horticultural Sciences jointly inaugurated the Mr. Hung Hsun Memorial Park in Guye Borough, Xinying District, Tainan City. Covering just under 1,200 square meters, the park sits on land provided free of charge by chairman of the Sinyi Charity Foundation Hsin-ho Lin. With the university's horticulture specialists invited to participate in the planning, a park focused on community building and caring for the elderly was created, giving residents a place to plant, protect, and use trees, encouraging greater community involvement in tree planting. The hope is that the land will become a unique local forest park and a new place for elderly residents to be active, creating a model for senior-friendly, low-carbon, sustainable community.

[Event Report](#)

Other Charitable Activities

Stress Relief and Charity, Moon Bus, Senior Citizen Friendly Stations

[Other Charitable Activities](#)



Sinyi Charity Foundation

In response to changes in social structure, the Sinyi Charity Foundation provides new immigrants, the elderly, rural students, children with rare diseases, and other underprivileged groups with assistance and support. This takes many forms, including rental subsidies, depression prevention efforts, educational support for the impoverished, and emergency rescue efforts.

We have a variety of projects and programs to address the particular needs of various different groups, including:

 For more information: [Foundation Website](#)

Action Plan 1: Caring for new immigrants and providing financial support

Rental Subsidies for Single-Parent New Immigrants

 For more information: [Subsidies Program](#)

We provide short-term relief of some of the financial pressures that changes in family circumstances can create through rental subsidies.

Stakeholders' Feedback / Case Subject / Social Worker Feedback

"I'm an immigrant from Vietnam. I left my marriage because of domestic violence, and have had to raise my daughter by myself. My job doesn't pay much, but I'm lucky to have such an understanding and caring daughter. I work hard to give us a better life, and I tried applying for government support, but I kept encountering problems. I'm very grateful to the Foundation for helping us with a rental subsidy, and I hope that the subsidy will continue so that I can continue to raise my daughter."

- A 39-year-old divorced mother from Taitung (applied twice, currently in proceedings to secure custody from her husband)

"Single parents raising children alone can face all kinds of financial and health pressures, but thanks to Foundation subsidies they can continue to pay their rent and have a stable home. This, in turn, means they can find stable work and their children can enjoy a stable education, helping the families move in a positive direction."

- Tzu-jung Tseng, Volunteer, Pearl S. Buck Foundation Taipei Taiwan

Action Plan 2: Caring for the Elderly, Gung Ho

Gung Ho Activities

Seeks out creative ideas and action plans from the public for handling issues related to the elderly and new immigrants, providing funding for the implementation of 13 projects.

 For more information: [Project Page](#)

Elderly Depression Prevention Project

In cooperation with the John Tung Foundation, we organize lessons wherein elementary school children join elderly people, learning about aging. We also publish regular articles.

 For more information: [Project Page](#)

Stakeholders' Feedback / Gung Ho Activities



"I'm very happy that our 2017 proposals have been more diverse, with a number of cross-generational, cross-ethnic cooperations. It is obvious that through the competition design of the Gung Ho Activities, we are stimulating more creativity, sparking dialogue and participation between different groups and breaking through stereotypes of old age. We are seeing positive movement in projects for Taiwan's elderly, helping them recover their self-esteem and dignity and seeking new models of cross-community cooperation."

- Hsin-ho Lin, Chair, Sinyi Charity Foundation

Action Plan 3: Caring for Children's Health, Sponsoring Academic Growth

Sinyi Charitable Grants

Supporting outstanding students from elementary and junior high schools in Sinyi Township, Nantou, that were affected by the 1999 Jiji Earthquake.

 For more information: [Grants Report](#)

Shiner Foundation Scholarships

Providing scholarships to vocational high school students from grandparent family or single-parent immigrant families.

Dr. Red Nose Program

Together with the Dr. Red Nose Association, we send two-person groups to National Taiwan University Children's Hospital to give improv performances twice a week, bringing some joy into the lives of the young patients and their families and promoting child-friendly medical treatment.

 For more information: [Project Page](#)

Stakeholders' Feedback / Parent Feedback on the Dr. Red Nose

"My son has been hospitalized because of illness. I happened to encounter the troupe yesterday, when they had chosen my son to perform for. While at the time he didn't really have much of a reaction, once it was done, he kept talking about how much he wanted to see it again. I'm very touched by what they did, and would like to thank them very much for it."

~ Ms. Wu

"My little one absolutely loves you! Thank you so much for your company, you've brought color and joy to my child's life, and I want to thank each and every one of you!"

~ Ms. Yeh