

2020 SOCIAL IMPACT REPORT



▶ Toward Co-existence, Co-prosperity, and Co-creation

Message from the Founder

By upholding Sinyi's philosophy of "People first" and the business goal of providing a world-class service while fulfilling corporate social responsibility (CSR), Sinyi Realty has aimed to achieve the ultimate goal of co-existence and co-prosperity with society.

Looking back on 2020 and looking to the future, we have employed a broad global perspective to establish environmental, social, and governance (ESG) frameworks and to mediate stakeholder rights and interests. Additionally, Sinyi has actively established future sustainable niches and employed the concepts of trust, righteousness, and ethics within the Sinyi value chain to develop sustainable innovations, thereby meeting stakeholder demands and providing a fulfilling and happy life for associated parties.



Founder, Sinyi Group

A handwritten signature in black ink that reads "C.C. Chou".

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Social Engagement of Sinyi Realty

“Sinyi” in Chinese means “walk the talk”. Being in business for 40 years, Sinyi has always believed that the value of "integrity" and "ethics" can be promoted from individuals to companies, thereby forming a society with good characters. While responding to the needs of society, it also responds to the United Nations Sustainable Development Goals (SDGs), and at the same time helps to achieve the corporate goal of "creating a better society".

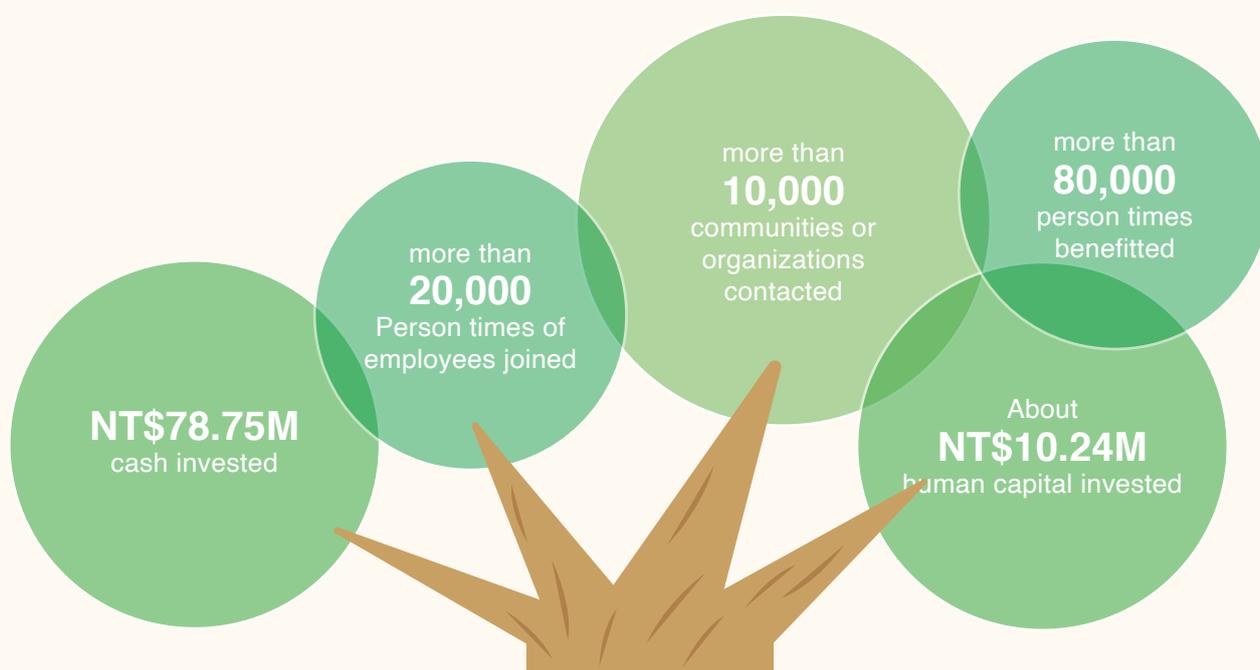
Sinyi has long been concerned about the most concerned, current issues of the society. Our strategy is to use our core capabilities, select partners with the same philosophy, promote social initiatives and launch projects from communities and localities to all parts of Taiwan. For example, in 2004, we launched “We are ONE,” a wholly public welfare-based community grant project, with a focus on solving social distrust in Taiwan after Presidential Election. When wealth gap become one of the most pressing issue in Taiwan, Sinyi Lecture Hall has opened the doors of knowledge and invited eager students from all around to partake in 2007, by providing equal learning opportunity can help alleviate this issue fundamentally. In 2012, Taiwan society experienced social chaos due to Food safety issues, 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 grounding in ethics.

In recent years, Taiwan has been facing the social issues of declining birthrate and aging. Through Sinyi Charity Foundation, we have cooperated with partners to jointly think about, innovate and promote an elder-friendly environment to reduce social inequality. Next, Sinyi must work with the world to face the climate emergency.

Sinyi Group has implemented CSR for long-term, and we need to predict and respond to risks posed by changes in the socioeconomic environment, while maintaining innovation to grasp commercial opportunities. In 2020, the pandemic prompted us to value more on the health and wellbeing of our employees and communities. Given that humans cannot survive alone, ensuring co-prosperity, co-existence, and co-creation between people is crucial to have a better future together.

2020 Investment and outcome

We referred to the structure and calculation method of LBG to get our social investment and outcome in 2020.



Performance Highlights in 2020



I. Community Building

In 2020, a total of 1,222 proposals were sent in, and 232 organizations were selected by the jury and awarded.

A 99.46% of proposals cumulative rate, which covers 364 townships across Taiwan.

11,883 proposals were cumulatively received in 16 years, and 2,608 communities were benefitted.

61.9% of colleges were participated in submitting proposals. (99 out of 161 colleges)

Collaborated with CNEX to film specially selected community stories and hope to encourage more people to join.

II. Promotion of Business Ethics

There were 964 students joined in the 2020 - The 10th National Intercollegiate Ethics Case Study Analysis and Microfilm Contest.

103 teachers joined in the summer and winter training camp in 2020.

Sinyi school at NCCU visited five universities in Taiwan and shared business ethics lectures and sustainable operation philosophy. 500 students were benefitted in 2020.

Sinyi Lecture Hall was able to hold only 4 lectures in 2020. A total of 796 lectures were given and cumulative 132,365 person times were benefitted since 2011.

III. Local Engagement

A Total of 5,427 Young Students received Sinyi Charitable Grants in 21 years.

Gung-Ho project successfully brought out cross-generation cooperation and creativity. In 2020, 1,600 ideas were collected and 24 were awarded.

Outdoor concerts for elders were held 25 times since 2018 in several rural towns. There were nearly 200 elders enjoyed the event in 2020.

To promote child-friendly medical care with Dr. Red Nose, and used on-line performance in 2020 due to Covid-19.

Planting trees in community for environmental protection.

IV. Industrial Promotion

The 25th Taiwan Real Estate Almanac was published in 2020.

Each quarter, Sinyi Realty publishes the National Housing Price Index for major cities, offered objective indicator for the market trend.

Industry-academic cooperation with 3 schools to enhance research capabilities, and promote technological development of real estate industry. A total of 160 students participated in corporate visits.

We assisted Sinyi Real Estate Research Center of NCCU to organize "Residential Market - under Population and Family Changes" seminar, and had 156 participants.



I. Community Building

Making community building a national movement to maintain closer relationships among people.



We are One association
Sinyi volunteers

<https://www.taiwan4718.tw/>



Output and Impact



Background

We hope to expand the concept of “home” to neighbors, communities, cities, society, and even to the country. Through long-term support community-building efforts, we plant the seeds of care in communities, thereby enlarge the scope of each person’s care from own home to the community, and ultimately to the Taiwan society.

2015 was the beginning of the second ten-year of “We are One project“. It not only extends the spirit of the first 10-year, but also requires everyone not just to focus on community building, but also on social transformation. To take home as the starting point and community as the bridge, calling on the public to participate in public affairs and write innovative proposals. Together to reshape a new vitality and sustainable development niche for Taiwan.

Achievements

- In 2020, 1222 proposals were received, and 232 organizations were selected and sponsored through jury evaluation. 87 cases won the Best Model Award, and 145 cases won the Community Seed Award.
- As of 2020, 11,883 proposals have been cumulative received, and 2,608 communities were sponsored.
- We presented our innovative projects in the “Power Age Bazaar” and shared with more than 2,000 person times.
- Cooperated with government and non-government organizations to complete several projects.
- Worked with CNEX and completed 5 films.
<https://www.youtube.com/watch?v=tc-h6JqclC0>
- 2020 Community Building Award on-line ceremony completed.
https://www.youtube.com/watch?v=YTV1rxu_jro



In order to make bigger social influence, we are willing to develop partnerships and continue to adopt innovative models.

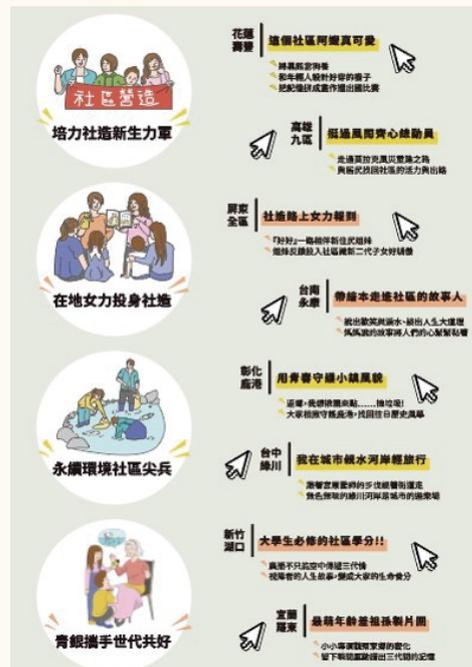
The “Power Age Bazaar”

From We are One to Community Building, we have connected young generation in the past 16 years. And for the very first time we joined a 2-day “Power Age Bazaar” in 2020, presenting innovative cases from our database and exchanging thoughts with visitors. It was great to see young people are ideal and enthusiastic to community building.



「Community builders-Made in Taiwan@ Community」

In cooperation with the social media - Social Enterprise Insights, the exhibition held in Huashan was divided into 4 themes: “New force for community capacity building”, “Local women’s participation in community building”, “Sustainable environmental community pioneers”, “Cross-generations cooperation for co-prosperity”.



“New force for community capacity building” was demonstrated through rehabilitation in Kao-hsung after typhoon Morakot, how elders and youth being connected together. “Local women’s participation in community building” used a story of a Tainan local mother, who turned her own car garage into a story house in the community and brought laughter to neighbors. “Sustainable environmental community pioneers” shared about a group of Lu-gang youth, how they initiated a series of art events and street-cleaning to show their love to their home town. The students from the Digital Broadcasting Corporation of the China University of Technology cooperated with the Hsinchu County Welfare Association for the Blind in the way of “Cross-generations cooperation for co-prosperity”, bringing happiness to people through the power of sound.



Cooperated projects with government

“College students return villages” program

Partnered with Soil and Water Conservation Bureau, Council of Agriculture, we encouraged students who join the “return villages program” also join community building contest. Students listened to the needs of the rural communities, used their creativity to achieve the goal and learned to express their love for this land. Many of the seeds spread all over Taiwan will grow into big trees to shelter those who continue to invest in community building.

“Youth for community” program

Partnered with Youth Development Administration, Ministry of Education, we transformed youth perspectives, expertise, creativity and enthusiasm into actual participation to assist community development. Linking government efforts through actions, encourage youth practice their citizens power and to realize their self-worth of value. The root of sustainability will grow and last for long.

Volunteers training



Our community building was combined with the strength of Sinyi volunteers, adding warmth and joint efforts to each other. “Serving the community and capacity building are the philosophy of Sinyi. Through systematic promotion of volunteer activities, colleagues can feel the sense of accomplishment and have sympathy to others.”

In 2020 the volunteer services were all suspended, but we equipped them with camera and story-writing skills instead. We hope to draw more people’s attention to community issues and let the public know the local stories from local perspective.



Benefits

Benefits on Environment

Since 2004, Sinyi has received 11,883 proposals and sponsored more than NT\$400 million in 16 years, funding support 2,608 communities. Among them, 438 of the award-winning cases were environmental protection related, and the amount exceeded NT\$58 million. These projects include providing organic food sources, windmill wind power, conservation of wetlands, farmland recovery, and environmentally friendly packaging design, etc. These sponsored communities continue to promote environmental protection to the society and involve more people to join in sustainable actions.

There is an ecological rehabilitation park established in Changhua Pinghe community few years ago, in order to maintain biodiversity and protect the natural ecology. Sinyi supported and conducted experiments on five species of severely endangered plants, and we have good results.

The park is named “Hwa-shu bank”, nearby Bagua mountain range. It is an important habitat for the emperor moth. Infested by parasitic wasps in mountainous areas and indiscriminate capture by humans, the number of emperor moths has dropped sharply. The establishment of the park was hope to maintain biodiversity through rehabilitation, and environmental education should be promoted to further understand the habits of animals and plants, and jointly protect the biodiversity.



Benefits on Business

Achieved the business goal: be the good community life promoter.

More than 85% participants considered living in the communities which have our projects are the happiest. Therefore enhanced the company image.

More than 92% of the participants said their respect and trust to Sinyi increased.

Channeled resources back to community and maintain good and close relationship.

96.2% of the participants affirmed that Sinyi is a good example of giving back to the society through the We are One project.

To build positive relationships with local residents through daily services and create Competitive advantage.

Benefits on Society

Through long-term implementation of “We are One” project, the social issues were widely covered, and brought out sustainable and positive power of community.

After more than 15 years of implementation, we have seen changes in society. The types of proposals have changed from the simple upgrade of hardware or environment of the community, to the interaction among people and care about cultural inheritance.

Internalizing the spirit of We are One, Sinyi branch stores create co-prosperity and co-creation with customers.

To integrate the spirit of We are One into our daily operations, and when Sinyi branch stores changed from promoting activities to providing living services, the image of our colleagues also changed in the hearts of community people. Neighbors originally did not interact with each other have also became warmer, and the residents were better off because of Sinyi.

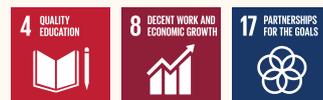
Invite suppliers to jointly practice in CSR, and encourage sustainable development in the society.

Sinyi Group calls on suppliers to practice CSR together. Suppliers have contributed in various ways, from charity donation such as storybooks, bathroom equipment, bicycles, etc., to volunteer services.



II. Promotion of Business Ethics

Deeply Cultivating Business Ethics and Promoting Lifelong Learning



Sinyi Culture Foundation



Sinyi School at NCCU



<http://www.syschool.nccu.edu.tw>

Chinese Business Ethics Education Association



<http://www.cbeea.org.tw>

Output and Impact



103 teachers
joined summer and winter
training camps



5 lectures
at various universities



179 teams
of students joined the
film completion



2,200 youth
between 20-40 years
old were surveyed



80% youth
are willing to spend more in
order to support conscience
enterprises

Background

"Trustfulness, Righteousness, and Ethics" are our core values and core competence. Since the inception of our business, we believed in the philosophy: "Established on trustfulness and righteousness, and to end with perfection." We started by internalizing ethical education, establishing an ethical culture, and ensuring that business ethics are implemented in all aspects of our operations. The values born by the enterprise are closely related to "ethics" of people's lives. And Sinyi knows the importance of ethics education and how it should begin with personal education. Therefore, we promote the concept to the public, establish ethical values and aim to form a society with good characters. And to customers, by willing to choose an enterprise that conforms to ethics, thus we can create a cycle of goodness.

Sinyi Cultural Foundation started to promote the business ethics education rooted program since 2004. The universities teachers who participated in this program also responded to the call from Dr. Sun Cheng, the former headmaster of Taiwan University, to further establish the "Chinese Business Ethics Education Association" in 2009. As a platform for business ethics education and training, we hold camps and events to connect enthusiastic teachers and exchange knowledge within the community.

Additionally, the founder of Sinyi Group and also one of the student members of NCCU executive education program, Mr. Chou funded Sinyi School at NCCU in 2012. Sinyi School promotes ethics courses at business school, and invites domestic and international business ethics masters to give lectures and to offer more professional ethics courses.



Achievements

Sinyi Cultural Foundation has been promoting business ethics for long time, and observes that the ethics education has laid a solid foundation through higher education.



- Till 2020, it's the 8th teachers summer camp for business ethics and in response to Covid-19, we introduced board game and digital teaching for the first time. Teachers should enhance their ability to teach online.
- In 2020, Sinyi Culture Foundation, CBEEA, and Social Enterprise Insights conducted a survey together to youth aged between 22 to 40 on "Business ethics cognition and behavior", and received 2,209 replies. The survey result showed that 99% of youth had heard about business ethics, and more than half were taught at schools. 80% of them agreed that it's everyone's responsibility to make the society better, and 90% of them agreed that enterprises should not make profits only but also consider social and environment issues.
- Sinyi School visited 5 universities and shared business ethics and sustainability concepts with more than 500 teachers and students.
- A total of 13 films were awarded with Sinyi Business Ethics Special Award in the MOD Microfilm and Gold Film Creation Contest.
- More than 800 students teamed up to participate in the 10th National Intercollegiate Ethics Case Study Analysis and Microfilm Contest.

In order to help youth to transform business ethics from "cognition" to "action", we are committed to innovate with partners, and from the perspectives of films, daily life, to bring the public closer to business ethics in life aspects. Together we will become a force to promote positive change!

2020 信義企業倫理特別獎得獎公告

首獎-獎金10萬
海上的異鄉人 遠洋漁工三部曲, 導演:呂登貴
貳獎-獎金6萬
適者生存, 導演:喻貞
參獎-獎金4萬
游牧民族, 導演:曾偉斌

2020 MOD Microfilm and Gold Film Creation Contest

CBEEA has joined hands with Sinyi Cultural Foundation and Chunghwa Telecom since 2018. It is expected that the public will be creative and interpret their ideal business ethics through the films. The award-winning films will be showed on the Chunghwa Telecom's MOD platform, which has million users access.

Winning films in 2020

<https://www.cht.com.tw/zh-tw/home/cht/messages/2020/msg-201125-174000>

2020 the 10th National Intercollegiate Ethics Case Study Analysis and Microfilm Contest

In order to form the business ethics concept for students and to lay the root of ethic education, CBEEA worked with Sinyi Culture Foundation and Ming Chuan University to hold "2020 The 10th National Intercollegiate Ethics Case Study Analysis and Microfilm Contest". Through the approachable form, students are allowed to cultivate business ethics and spirit for 10 years. In response to the current epidemic and same threat the whole world facing together, the theme of the year's competition is "Cross-Cultural Ethics". A total of 179 teams joined the contest, concluding more than 800 students.



Board Game for Business Ethics

The first in Taiwan – Board Game in Ethics, was created by the joint effort of CBEEA, Sinyi Culture Foundation, and Unity Sustainability Services. Let ethics values, thoughts, and moral development not only be abstract concepts, but also arouse students' interest, discussion and interaction through the game. When ethics can be internalized and practiced, we have the opportunity to make the next generations the power of change. This is also the original intention of the board game.



Benefits

Benefits on Environment

Encourage and promote student participation in sustainable issues and activities.
Deepen the awareness and support of youth for business ethics and environmental education.

Benefits on Society

Strengthen and integrate ethical awareness into the existing business management education curriculum. Enrich domestic business ethics education resources.
Train domestic corporate ethics teachers.
Raise students' attention to the field of business ethics.

Benefits on Business

Young people identify with conscientious companies and are willing to join and support them.
Cross-border cooperation to make bigger impact.

Benefits on Media

Due to the epidemic situation, the number of on-line participants increased.
The filming method effectively enhances students' interest and depth of understanding of the topic.

III. Local Engagement

Seeing social needs, reducing inequality, and promoting partnership for sustainable development.



Sinyi Charity Foundation



信義公益基金會

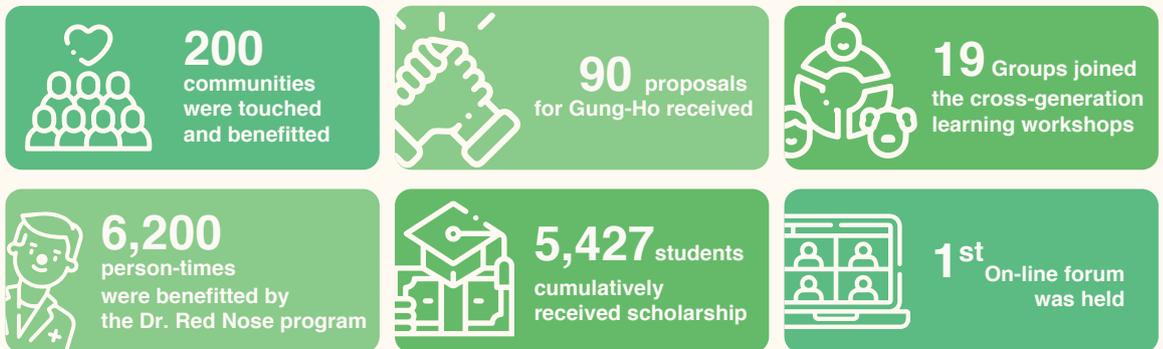
<https://www.sinyicharity.org.tw/default.aspx>

Sinyi Lecture Hall



<https://www.sinyischool.org.tw/index.php>

Output and Impact



Background

Corporate social responsibility first "sees the needs of the society", and then through the collective power to provide resources to those in need. In response to the social structure changes, Sinyi Charity Foundation was established in 2015 to tackle the challenges come from increased number of elderly and decreased birth rate. With the goal of prolonging the healthy and independent lives of the elderly and improving their happiness, the foundation reduces inequality by offering resources, and partnering with like-minded groups to take action. The most current or pressing social issues will also be evaluated, so that the power of charity can be extended while being in line with sustainability concerns.

Founded in 2011, Sinyi Lecture Hall takes knowledge as the cornerstone, provides a free field for people to learn, and delivers beautiful values and spirits of life. More than 800 lectures were delivered in 10 years, and cumulatively 130,000 person-times participated. There are six areas of focus: business ethics, culture and lifestyle, environmental protection, community care, living spaces, and happy families. Every learning, interaction and exchange is a process of promoting a better environment, society, and community life. Sinyi Lecture Hall has gradually become an influential social learning brand.

Achievements

Sinyi Lecture Hall

Due to Covid-19 outbreak, we were able to hold only 4 lectures in Jan. and then had to suspend all the rest in 2020

In 2021, we began to adjust the sharing mode, in order to cope with the quarantine situation. Friends who like us are welcome to view our lectures online.

https://www.youtube.com/watch?v=GdoA_KVutrs&t=4357s



Active-ageing Gung-Ho project

- 1,600 creative ideas were collected and 24 were awarded.
- 90 action plans were collected and 15 were awarded.
- 19 groups participated in the co-learning workshop and total 32 people were benefitted.



Since 2016, we have encouraged innovation and independence for senior citizens through Sinyi Charity Foundation, and to empower senior citizens to realize their own dreams. We promote cross-generation work, so the society continues to maintain vitality and development momentum. The project quickly connected cross-region, cross-generation cooperation, and collected 3,655 ideas in 16 years, advocated active-ageing to 173,280 person-times, and had 1,490 volunteers(person-time).

Ideas Competition

Every idea represents the public's care for the elderly issues. The number of ideas collected in 2020 were more than double than last year. A total of 24 ideas were awarded.

https://www.sinyicharity.org.tw/view/vote_history_award.aspx?NOId=22



Award Ceremony

40 projects were implemented in the past 5 years through Gung-Ho project. And at 2020 Silver Day, elders were able to present their achievement to the public. This year, proposals came from elders who are older than 70-year were more than ever.

We held the award ceremony together with the silver-age day bazar. Elders and community partners were invited to show their talents and project achievements. With several experience activities presented for visitors to try, the elders showed the variety of possibilities and how energy they are at ageing years.

<https://csr.sinyi.com.tw/en/society/charity.php>



Gung-Ho Action Competition

Contestants will submit concrete action plans based on the selected ideas from the Ideas Competition, and then participate in a presentation workshop in order to secure funding for implementation.

The submitted plans are evaluated with three aspects: creativity, executable, and influence. For the winning teams, we will arrange on-site learning during the execution phase in next year, and face to face discussion with the judges for progress feedback or plan adjustment, in order to bring out the most benefits and impacts from the implementation.



Care for Rural Elders

Worked with a musician and his band, we held the very first outdoor concert for elders only in 2018. From that time we hold concerts every year for rural elders, and cumulatively have 25 concerts held in 3 years.

Since 2019, we have joined forces with the National Taichung Theater to serve the rural elders with art, and 160 elders have participated in the art experience activities.

Dr. Red Nose Program

- A total of 6,200 person-times benefitted, including on-line services
- 250 children patients joined the DIY activity
- 2 parent-child workshops held

Sinyi Charity Foundation not only cares for the elderly, but also cares about the future masters of the country. Dr. Red Nose Program was supported since 2016, and hope to bring some joy to the lives of young patients and their families and promoting child-friendly medical treatment.

We have a cumulative 14,810 shows performed, and benefitted 20,000 families around 40,829 people.



Environment and Green Action

- 504 trees were planted
- 50 people joined to plant

Sinyi conveys the sustainable value of environmental protection to the society. We developed green services and held “go green” seminars through our local stores, and actively spread the spirit of mutual good in the community.

The chairman of Sinyi Charity Foundation commemorated his father’s love for trees and people by providing 400 ping of land for free in 2018, to build Mr. Hongxun Memorial Park in Sinying. The park was built to benefit the chairman’s hometown and create a space of community empowerment for elders.

In 2020 he again donated land and invited the community to plant 500 saplings, hoping to create a green space for a sustainable future.



Scholarship and Care for disadvantaged

- Sinyi scholarship supported 210 students every year and for consecutive 21 years now.
- 66 applicants received emergency assistance from Sinyi Charity Foundation.
- Sinyi Baseball League co-funded with a sports vendor – New Sun, offering a baseball team in Yilan rural areas, so that children can stay in their hometown and study hard.



Response to covid-19

Community Epidemic Prevention Live Forum

Faced with the raging epidemic, we found that "prevention" and "life" are not multiple choice questions, they are required quizzes - and the answer lies in the community, where we live.

In response to the epidemic, Sinyi Charity Foundation invited local doctor, community leader, and technic expert to have cross-field discussion. Build a community with the ability to resist disease, self-defense and resilience, so that the elderly in the community can lead a more harmonious, healthy and peaceful life!



245
viewers

Sponsored the on-line seminar by "Silver Linings Global".

A trilogy of epidemic prevention - serving the neighborhood

First Episode: to provide information and supplies for community Covid-19 prevention.

Sinyi has branch stores in the local communities around the island. When the outbreak of Covid-19 began, people were panic and didn't know how to do. At this stage, Sinyi provided alcohol spray bottles, anti-bacteria detergent, soap, etc. to help environmental cleaning, and shared information with the communities.

Second Episode: to provide a list of suppliers.

To provide cleaning and disinfection companies filed by the government. Sinyi staff also took the initiative to roll up their sleeves to assist the community in environmental disinfection and cleaning.

Third Episode: to promote community health programs.

After the epidemic gradually eased, we invited children join the soap DIY activity. We reminded children to wash hands frequently in order to prevent infection by Covid-19.

Benefits

Benefits on Environment

Sinyi conveys the sustainable value of environmental protection to the society. We held environmental seminars in the community, connected resources in order to spread the spirit of mutual good, and act for sustainability at local.

Trees were planted and to reduce the carbon emission. Work together to maintain a clean environment, to prevent epidemics, and to promote people's health and well-being.

Benefits on Economic

A total of 5,427 students have been sponsored through Sinyi Scholarship in the past 21 years. Reduce the burden of young and middle-aged people, activate senior manpower, and drive a positive economic cycle.

Benefits on Society

Promote child-friendly medical treatment, and to reduce the care taker's stress. Improve the physical and mental health of the elderly and enhance the well-being of life. Improve quality of life for the underprivileged in Taiwan. Advocate for aging at local and help to build a sustainable elderly care system in the local communities. Promote cross-ethnic culture exchange as well as cross-generational communication, in order to increase harmony and promote a elder-friendly society. Reduce inequality between social groups and promote social inclusion.

IV. Industrial Promotion

As an industry leader, Sinyi is very willing to share real estate expertise with the public. It is believed that the more popular professional knowledge, the more it can help to promote a reasonable, secure, and efficient industrial environment.



CNCCU – Sinyi Research Center for Real Estate



政大商學院信義不動產研究發展中心
CNCCU - SINYI Research Center For Real Estate

<https://www.ncscre.nccu.edu.tw/node/70>

Output and Impact



Background

In order to enhance the professionalism and development of the real estate management industry and improve the quality of living, Sinyi Realty sponsored the establishment of CNCCU – Sinyi Research Center for Real Estate in Aug. 2000. We hope to cultivate professionals in real estate management and promote life-long learning for practitioners. We also hope to embrace technology and humanities, we can provide research results and forecasts as references for policy making. Finally, we hope to lead as industry professionals and to bring out more creativity and quality to living space design and life.

Achievements

Recording the trajectory of Taiwan's housing market

- The 25th almanac was published in 2020. We have provided an objective and rigorous record of the Taiwan real estate market, as an important reference for the industry, academia, and government agencies, on the industry trends and changes.
- Donated to 92 universities and libraries affiliated to the real estate-related departments to assist in reference and research.
- Each quarter, Sinyi Realty publishes the “National Housing Price Index for major Taiwan cities”, providing objective indicators. This is the only collection of long-term data on the second-hand market from the private sector, and is widely adopted in the government, academia, and industry agencies.
- Sinyi also publishes "Monthly Index of House Prices in Greater Taipei Metropolitan Area" as its innovative action.
- Publishes Sinyi Real Estate reviews, including macroeconomic index, real estate industry indicators, housing market analysis, real estate market trends, and news feeds for customers, industry, government and academia.



Public Education

- Affected by Covid-19 and to be in line with government policies, Sinyi Real Estate Research Center adopted YouTube's live speech method for the very first time in May 2020, topic was "Discussion and Application of Taiwan's Vacant House Data". In July it was able to organize a physical seminar on "Residential Market - under Population and Family Changes". A total of 156 people participated.
- Taiwan government has promoted reconstruction of dangerous and old buildings for 3 years, and we held a professional seminar on the topic in Nov. 2020 to share our observation and practices.
- More than 100 people attended the seminar "Issuance Structure and Practice of Taiwan REITs Market".
- In 2020, we integrated resources to provide community residents with better industry knowledge through professional seminars on real estate. A total of 37 community seminars were held, and 830 people signed in.



Industry-Academia Cooperation

- Through industry-academia cooperation, we nurture students to understand and involve in this field early and give them assistance. Cooperate with various schools and departments to plan internship, design real estate courses, provide industry lecturers, corporate visits, etc., integrate research resources, we hope to improve and promote the academic and technological development of real estate industry.
- In 2020 we offered 115 students for internship.



2020 Sinyi FengChia Entrepreneurship Project

In order to help college students improve their employability and shorten the distance between academic and practical work, Sinyi cooperated with FengChia University to allow students join the cross-border cooperation with industry teachers' assistance and Guidance. Students can learn through actual problem-solving and communication, get in touch with the industry early, and put what they have learned at school into practice.



Benefits

Benefits on Environment

Through effective integration of research resources, we are able to achieve a better research result of the industry. Foster a better learning environment and keep an eye on the trend development. By refining real estate Industry and working hard to provide appropriate, safe, and affordable housing as well as basic services.

Benefits on Society

Through cooperation, we can shorten the gap between industry and academia. Through data collection, recording, and sharing, we deepen the research work in the industry. Students can get a broader understanding of the industry and its development through corporate visits.

Benefits on Economic

Scholarship program provides economic support to students in need. By participating in internship, students not only get work experience, but also learn the skills and concepts needed for success and preparing themselves early for future career.

Benefits on Business

Enhance corporate image: through knowledge sharing, we safeguarded our stakeholders interests, and enhanced our cooperate image. Cultivate professionalism: Through various ways of cooperation, our staffs gained professionalism through delivering real estate-related speeches.

SUSTAINABLE DEVELOPMENT GOALS



信義房屋
SINYI REALTY