

4. Social Engagement

- Main Theme 1 Community Building
- Main Theme 2 Promotion of Business Ethics
- Main Theme 3 Improving Development in the Real Estate Industry
- Main Theme 4 Social Philanthropy and Donations

Management Approach

GRI 103-1 GRI 103-2 GRI 103-3

Sustainability Principles
Creating Mutual Prosperity with Taiwanese Community

16,428

Participants in Sinyi Lecture Hall Lectures

98%

Cumulative Coverage Rate of Creating Communities Proposals

14,335

Hours of Volunteer Service by Sinyi Staff

21

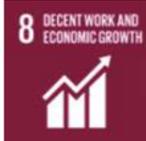
Years of Publishing Real Estate Yearbooks

The Meaning of Material Topics to Sinyi and Sinyi's Major Contributions toward the SDGs



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and nonviolence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

By 2020, substantially reduce the proportion of youth not in employment, education or training.



Reduce inequality within and among countries.

Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.



Make cities and human settlements inclusive, safe, resilient and sustainable.

By 2030, ensure access for all to adequate, safe and affordable housing and basic services.

Sinyi has always had as one of our main models and philosophies the idea of upholding justice in word and deed, and as such for many years we have 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. In order to eliminate inequality in educational opportunity, we not only provide study grants and scholarships to children in remote locations or underprivileged families, but have also established the Sinyi Lecture Hall to provide free lectures of various types. Promoting corporate ethics has consistently been among the goals toward which Sinyi Realty works hardest. We also actively seek to reflect industry issues by providing recommendations to relevant governmental authorities on policy planning and direction, promoting housing justice and the development of the real estate industry.

We aspire to create communities, foster generational sustainability, create a happier Taiwan, and we hope that all like-minded people who dream of a better tomorrow will join us in the spirit of community to finally achieve a self-reliant citizenry and transformed communities.

Material Topics :

203 Indirect Economic Impacts

Industrial Development and Policy Communication Housing Justice Promotion of Values of Business Ethics

Responsibilities

Social Inclusion Group, Total Ethical Management Committee

Policies

Systematically Promoting Social Philanthropy through the Public Affairs Department

To help create better communities and a better society, in 2015 we established a Public Affairs Department, bringing together corporate resources to systematically promote social philanthropy, expand our influence on society, and create a better, happier Taiwan.

Strengthening the Cultural Philanthropy Working Group to Promote Sustainable, Harmonious Development

To aid in our realization of our corporate social responsibility, Sinyi Realty has continually worked to strengthen our Cultural Philanthropy Working Group, setting up the Sinyi Charity Foundation, Sinyi Culture Foundation, Sinyi Schools, Chinese Business Ethics Education Association, Xingyi Cultural Publishing, Community Family Project Association, and similar groups to promote sustainable and harmonious development.

Commitments and Actions

Commitments

Social engagement is a long-term project promoting interaction between people and communities. Sinyi Realty continues to be committed to bringing together internal and external resources to invest in four major areas: community building, promotion of business ethics, improving development in the real estate industry, and social philanthropy and donations.

Concrete Actions and Results ☑ Accomplish ➡ Ongoing

Strategic Direction	2016 Goals	2016 Actions	Status
☑ Community Building	<ul style="list-style-type: none"> Getting more younger people involved in community building, with 30% or more proposals from tertiary institutions 14,000 hours of volunteer work 	<ul style="list-style-type: none"> Expanding groups involved in community building Continuing to hold Sinyi Volunteer Activities 	<ul style="list-style-type: none"> 98% cumulative coverage rate of rural creating communities proposals 64 proposals from 161 tertiary institutions, a 39% rate 30 volunteer activities with 1,674 participants totaling 14,335 hours Published 11 years of community stories in "Good Villages 2" anthology
➡ Promotion of Business Ethics	<ul style="list-style-type: none"> Promoting business ethics outside of Taiwan Expanding business ethics platform influence 	<ul style="list-style-type: none"> Seminars on business ethics Corporate exchanges Promoting courses in sustainability and accumulating the results of research 	<ul style="list-style-type: none"> Mr. Chou held seminars at China's Peking University on Confucian ethics and was invited to speak in Beijing at CURA's "Social Experiments Affecting 300 Million People" seminars Training camp and teaching workshops for teachers of business ethics Produced 18 research papers and case studies
☑ Improving Development in the Real Estate Industry	<ul style="list-style-type: none"> Published regular industry yearbooks 	<ul style="list-style-type: none"> Playing a leadership role in promoting healthy development of the industry 	<ul style="list-style-type: none"> Set to publish 2016 Taiwan Region Real Estate Yearbook
➡ Social Philanthropy and Donations	<ul style="list-style-type: none"> In response to changes in social structure, we provide needed care and assistance to vulnerable groups 	<ul style="list-style-type: none"> Launched projects for new immigrants and the elderly 	<ul style="list-style-type: none"> Sinyi New Lifestyles in Old Age Project Rental subsidies for single-parent new immigrants

Future Strategic Goals

We aim to not only continue to laying deeper roots in Taiwan, but to also expand beyond Taiwan's borders into the wider world, taking Taiwanese service to a world-class level and helping all people grow together and create a better, more sustainable global environment. In 2017, we added elementary category in the Communities Building Action Plan, hoping to inspire children to take a look at the problems facing society and do their part to help, getting them invested in charitable work from an early age and expanding the groups involved in such work. Working with the Soil and Water Conservation Bureau's "Homeward Bound Youth Project" and the Youth Development Administration's "Youth Community Engagement Action Plan."

Strategic Direction	Future Goals	Achievement Deadline
Community Building	<ul style="list-style-type: none"> Add elementary category in the Communities Building Action Plan and planting seeds of community building 	2017
Promotion of Business Ethics	<ul style="list-style-type: none"> Sponsoring or participating in business ethics influence seminars and spreading the spirit of sustainable operations 	Ongoing
Improving Development in the Real Estate Industry	<ul style="list-style-type: none"> Specialist courses aimed at deepening real estate knowledge, expanding community interfacing 	2017
Social Philanthropy and Donations	<ul style="list-style-type: none"> Promoting elderly-care projects in response to aging population 	2017

Social Engagement

4.1 Our Goals and Vision

GRI 203-1 GRI 203-2 SDG 8 SDG 10 SDG 11 other Industrial other Residential other Ethics

Using Sinyi's Core Values to Achieve Our Vision of Social Integration

People-oriented is important pillar in our implementation of corporate social responsibility and we hope to change the mindset of the society through our action plan, which encourages people to care about not just themselves but the community as a whole. We have brought together internal and external resources to invest in increased corporate and industrial competitiveness, and in deepened ethics and values, through four main themes :



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 and to create a warmer, happier Taiwan through giving back to society.

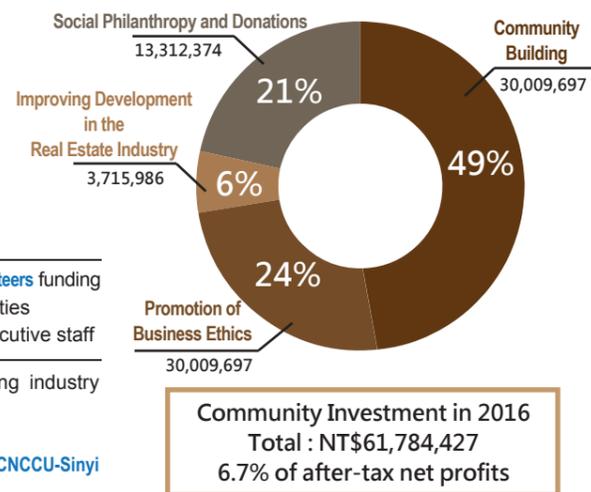
Through the coordinated resources and core competencies of Sinyi, we have consistently strived to promote the core values and philosophies of ethicality, using our influence to create opportunities and a competitive edge that enables us to build shared prosperity with all of our stakeholders through a positive environment, solution to social issues, and increased community well-being. It is our hope that we will be able to achieve our long-term vision of **creating mutual prosperity with Taiwanese community**.

Community Investment and Outcomes

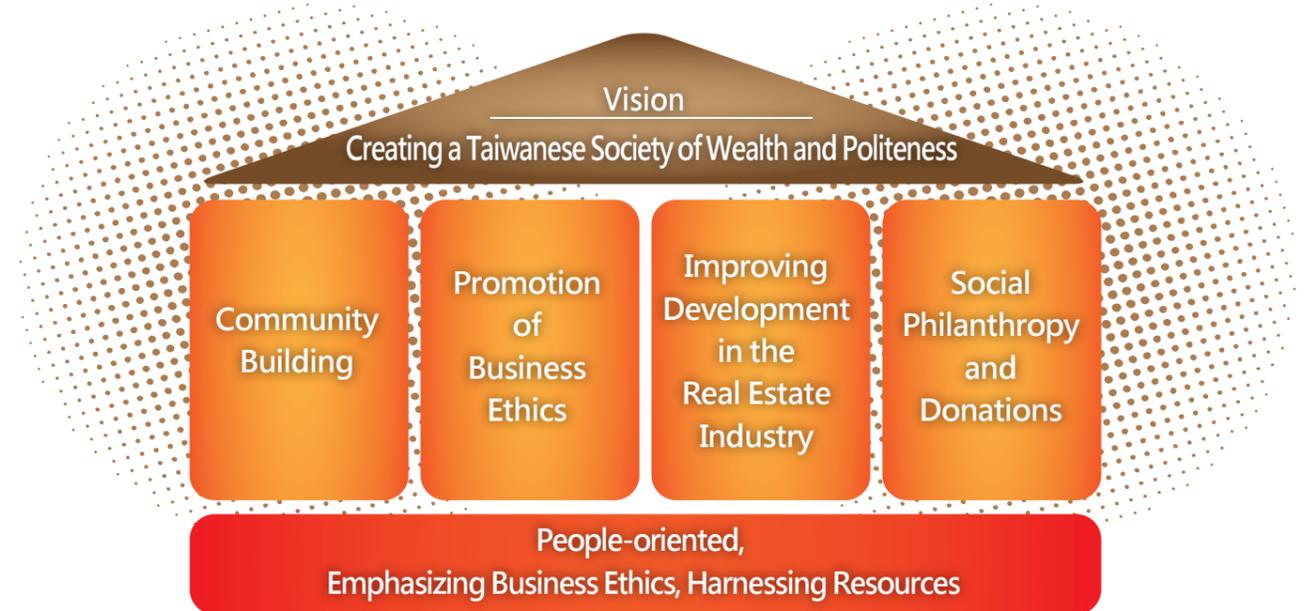
Community Investment

For a long time, Sinyi Realty's Public Affairs Department and CSO Office have worked on a variety of projects. In 2016, Sinyi invested over **NT\$61.78 million** through units including the **Chinese Business Ethics Education Association** and the **Sinyi Charity Foundation**, sharing in the work of community building, promoting ethics, developing the industry, and donating to charity and bringing together community residents, businesses, and suppliers in efforts to give back.

Community Building	Financial : Community Family Project funding, Sinyi Volunteers funding Physical : Free sponsored tents for community activities Manpower : Sinyi Volunteers , Creating Communities executive staff
Improving Development in the Real Estate Industry	Financial : Sponsoring various associations, funding industry research activities Physical : Taiwan Region Real Estate Yearbook Manpower : Sinyi Realty Real Estate Research Office , CNCCU-Sinyi Research Center for Real Estate executive staff
Promotion of Business Ethics	Financial : Sinyi Schools and various industry-academia cooperation development funds, sponsorship of research and education Physical : Publishing books on business ethics, developing research and teaching materials Manpower : Sinyi Schools , Chinese Business Ethics Education Association executive staff
Social Philanthropy and Donations	Financial : Funding for Sinyi Charity Foundation activities, academic grants and scholarships, rental subsidies for single-parent new immigrants, emergency relief funds, bone density testing at National Taiwan University Hospital Jinshan Branch Physical : Donations of items, medical equipment, and baking equipment Manpower : Sinyi Charity Foundation staff, Dr. Red Nose performances



Social Engagement



Outcomes

Benefits to Business

- **Communicating Brand Values of Putting People First** : Through various methods, we communicate the company's values and further develop a business philosophy of providing caring, humane service.
- **Long-term Giving Back to the community and Helping Maintain Relations with the Community** : Increasing public well-being and interaction with the community, creating a virtuous cycle and competitive strength.
- **Alternative Training through Volunteering** : By encouraging staff to participate in volunteer activities, we cultivate a hands-on concept of work that further influences them and, in the process, helps them re-learn the core spirit of the service industry.
- **Cultivating a Reserve of Talent** : Through internship programs with the tertiary institutions, ethics courses, and academic scholarships and grants, we not only pass on knowledge, but also build a reserve of talent for the company.



Benefits to Society

- **Promoting a Culture of Good Faith and Strengthening International Influence** : Ensuring that all have fair access to high-quality education and advocating for lifelong learning. Working with units at home and abroad to promote the spirit of community education and good faith through culture. In late 2016, Sinyi and Peking University established the Sinyi Center for Culture Studies, holding seminars and inviting Professor Zhen Sun, Professor Weiming Tu, and chairman Chun-chi Chou to give lectures on Confucian ethics, attracting attendees from across China.
- **Coverage Rate of 98% for Creating Communities Projects Across Taiwan, Encouraging Community Participation** : Projects have been launched in 359 of Taiwan's 368 districts and townships, benefiting 1,739 communities and rooting concepts of community building even more deeply.
- **Motivating Suppliers to Join In** : Through the Sinyi Living and the Supplier Education and Evaluation Promotion Committee, we have coordinated supplier participation to make use of the full scope of professional skills and resources in helping communities and giving back to society.
- **Invited to Join Fair Enterprise Alliance** : The power for change comes from businesses, and Sinyi Realty is proactive in promoting the Five Virtues laid out by Professor Kai Ma's Fair Enterprise Alliance - compassion, happiness, integrity, greenness, and growth - and in the Merit 50 movement. In 2016, we were invited to become part of the Fair Enterprise Alliance, becoming one of the five major pioneering benchmark companies.



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4.2 Our Commitment to Social Engagement GRI 203-2 SDG 8 SDG 10

4.2.1 Community Building

Executable Goals	
100% Coverage Rate of Proposals	2025
50% or More Proposals from Tertiary Institutions	2025
NT\$200 million or More Investment in Building Communities	2025
Performance Highlights	
1,739 Cumulative Helped Communities	
98% Cumulative Coverage Rate of Proposals	
From 359 of Taiwan's 368 townships and municipalities, since 2004	
120,726 Cumulative Volunteer Hours	
From 2007 through 2016, we had a total of 16,099 participants	
Action Plan	
Creating Communities Action Plan—Into the Next Decade	
Gogo Funding Platform—Bringing Together Supply and Demand	
Sinyi Volunteer Services—Taking to Communities Nationwide	

Our Commitments

Communities are the foundation of society, the base unit of shared lifestyles. No-one can escape the issues that arise in their neighborhoods, and solutions to those issues come from community efforts, promoting the collective lifestyle and community harmony. 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.

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, creating communities with their own distinctive cultures and ecologies.

Community Building Annual Highlights

"We Are ONE" project Honored at 2016 Asia Responsible Entrepreneurship Awards
 In 2016, Sinyi Realty's "We Are ONE" project was honored 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 highlights our long-term investment in the project, our encouragement of public participation in community affairs, and our realization of the goals of corporate social responsibility.

Social Experiments Affecting 300 Million People

Sinyi Realty's "Sinyi Jiating" project in Shanghai's Jiading District made use of our innovative "Building Small Communities" approach, incorporating concepts of community building in creating public spaces alongside creative technologies (specifically a dedicated service app) and activities (various themed community activities) to help new homeowners get to know their neighbors even before moving in. We were also honored to be invited by China's largest real estate alliance, the China Urban Realty Association (CURA) to give seminars in Beijing as part of the "Social Experiments Affecting 300 Million People" series, further exercising our social influence.

Key Projects 1



Creating Communities Action Plan

The Creating Communities Action Plan is the longest-running and largest corporate-supported action plan for building communities. In 2015, we unrolled Stage 2 of the plan, a decade-long plan that we hope will help make community building a national movement. In 2016, we received 724 proposals, sponsoring a total of 214 groups, with 2 receiving special distinctions, 106 Model Project Awards, and 106 receiving Community Seed Awards. Over the past decade-plus, we have accumulated a total of 8,051 proposals across four major categories, namely Ethnic Diversity, Industrial Development, Social Concern, and Youth Participation.

For more information, please see the Creating Communities Action Plan website at <http://www.taiwan4718.tw/index.php>

Key Projects 2



Gogo Funding Platform

Gogo was established in 2015 with the idea of community building at its heart. The site provides free matchmaking between those with the materials, manpower, finances, and knowledge and those with the demand for them. Using the platform, assistance and resources can be easily accessed, expanding social participation. In 2016, Gogo projects received much media coverage, connecting communities with fans, aiming to improve community awareness of crowdfunding and successfully getting 12 community building projects funded.

For more information, please see the Gogo website at <https://www.gogonow.cc>

Key Projects 3

Sinyi Volunteers

Sinyi Volunteer Services began in 2007, inviting our staff to share in social prosperity through bringing together our core competencies to provide help to society where it is needed. Such efforts covered 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 2016, we held a total of 30 volunteer activities with 1,674 participants totaling 14,335 hours. Since 2007, we have had a cumulative total of 16,099 participants in 120,726 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 at http://www.taiwan4718.tw/news_list.php?class_item_id=9&nowpage=3&tenpage=1

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4.2.2 Promotion of Business Ethics other Ethics

Executable Goals	
100+ Lectures for 15,000+ People	2020
Sinyi Lecture Hall participants each year	
Growing Corporate Ethics	Ongoing
Education Resources	
Courses that Deepen Corporate Ethics	Ongoing
Performance Highlights	
95 Free Lectures of Sinyi Lecture Hall	
for a total of 16,428 participants in 2016	
74 Teachers in Ethics Summer and Winter Camps	
18 Research Papers and Case Studies	
into corporate ethics issues	
345 Post-Graduate Students and Doctoral Candidates Passed Corporate Ethics Electives	
Action Plan	
Accumulating Educational Resources in Corporate Ethics and Deepening Ethical Education	
Expanding Influence of Community Education	
Promoting Corporate Ethics through a Column by the Chairman	

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.

Meaning to Sinyi

Sinyi Realty has always had as one of our main models and philosophies the idea of upholding justice in word and deed. 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 corporate ethics in Taiwanese society, realizing that commitment to justice. We hold ourselves as models in the promotion of good faith culture, and build from there by expanding these concepts into the greater public.

Annual Highlights in Promotion of Corporate Ethics

Sinyi Lecture Hall Fifth Anniversary Event : "Looking to the Future of Happy Communities through Design : Observation x Action x Vision Community Design Forum"

2016 marked the fifth anniversary of the Sinyi Lecture Hall, and with Taipei being named World Design Capital that same year, we planned a series of eight talks entitled "Looking to the Future of Happy Communities through Design: Observation x Action x Vision Community Design Forum." Focused on community design and innovation, the event hosted brand designers from Panasonic and Tea Party, the chief consultant from the Taiwan Design Center, and other representatives and designers from the industrial, academic, and governmental worlds. Thanks to this, the event was able to present and explore community design thinking from a variety of perspectives and communicate these to the public through talks. It is our hope that this event will be the start of something bigger, sparking a change in old ways of thinking about design and igniting new approaches that seamlessly integrate friendly, caring community design into our daily lives.

Key Projects 1



Sinyi Lecture Hall

Since April 2011, the Sinyi Lecture Hall have opened the doors of knowledge and invited eager students from all around to partake. Through warm-hearted stories and learning through exchange, Sinyi Lecture Hall have passed on much-neglected values of ethics. Each week, they continue to engage with audiences, promoting public awareness of corporate ethics, culture and lifestyle, environmental consciousness, community care, residential spaces, and happy families. In 2016, these lectures saw a total of 16,428 participants with an average of nearly 200 per lesson. Overall, a total of 516 such lectures have been held, with as many as 83,000 participants, and the Sinyi Lecture Hall are gradually becoming an influential brand in community education and platform for exchange.

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

Key Projects 2



Sinyi School at NCCU College of Commerce

In 2012, Sinyi Realty and the NCCU College of Commerce joined forces to launch the corporate ethics focused Sinyi School, using education, research, and promotional efforts to nurture future business talent with a grounding in ethics. Education: The Sinyi School assists the NCCU College of Commerce in planning specialist courses in ethics, including both academic and corporate ethics, and having these courses listed as required subjects for students of business at the Bachelor's, Master's, and doctoral levels, as well as for EMBA students. This has made NCCU the country's number one school where corporate ethics is a compulsory subject. Research: We assist domestic scholars in writing research papers and case studies relating to corporate ethics, systematically improving the quality of said research. We also send teachers abroad for intensive studies, hold teaching workshops, and set up events to share and refine teaching methods, cultivating higher-quality corporate ethics teaching and resources. Promotional Efforts: Working with international schools and departments, we hold corporate ethics exchanges, and in cooperation with other businesses, organize seminars and fora on the subject, as well as offering special internships, visits, and career activities, comprehensively working to boost the focus on corporate ethics. In October 2016, the NCCU College of Commerce received much praise from members of the visiting committee for its unique focus on corporate ethics and corporate social responsibility when being evaluated by the AACSB.

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

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Key Projects 3



Chinese Business Ethics Education Association

Each year, we hold national teachers' camps on corporate ethics, taking an interactive and shared approach to education in order to stimulate innovation in the teaching of corporate ethics in Taiwan. In 2016, the summer and winter camps saw some 74 teachers take part. Teachers have engaged in a cumulative total of 129 educational cases, 263 teaching demos, and 24 experience sharing conferences.

In 2016, we also worked with National Yunlin University of Science and Technology (YunTech) to hold the 2016 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 corporate ethics are put into action, further implanting the concepts.

For more information, please see the CBEEA website at <http://www.cbeea.org.tw/>

Video Link : Microfilm Contest winners list at <http://cca.yuntech.edu.tw/index.php/final>

Key Projects 4

Chairman's Column

Chairman Chun-chi Chou regularly shares his thoughts and observations regarding the implementation of business ethics through columns in major media outlets including the Economic Daily News, Commercial Times, China Times, and Global Views Monthly, showing his commitment to promoting and practicing corporate social responsibility. In 2016, 124 of his columns were brought together and published as an anthology entitled "More Work to Do - Chun-chi Chou's Philosophy of Happiness."



Chairman's Column and the Anthology

For more information, please see the Chairman's Column website at <http://www.sinyi.com.tw/about/chairman.php>

Video Link : "More Work to Do" - Chun-chi Chou on CSR and Sustainable Business Development : <https://www.youtube.com/watch?v=WLQs-pgzJ0k>

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4.2.3 Improving Development in the Real Estate Industry other Industrial other Residential

Executable Goals	
Regularly Publish Real Estate Yearbook	Ongoing
Participate in Major Policy Exchange Activities	Ongoing
Increase Industry-Academia Cooperation	Ongoing
Performance Highlights	
21 Years of Publishing Real Estate Yearbooks	
2 Industry Issues Conferences	
Industry-Academic Projects with 10 Schools	
Action Plan	
Continue to Publish Annual Yearbook and Sinyi Realty Price Index	
Provide Professional Recommendations to Help in Policy Formulation	
Deepen Industry-Academia Cooperation	

For more information, please see the CNCCU-Sinyi Research Center for Real Estate website at <http://www.ncscre.nccu.edu.tw>

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.

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.

Key Projects 1

Taiwan Region Real Estate Yearbook

Xingyi Cultural Publishing has, since 1996, published an annual Taiwan Region Real Estate Yearbook, providing an objective and rigorous record of the Taiwanese housing market which serves as an important reference for industry, academia, and government regarding trends and changes in the real estate industry. In August 2000, we worked with National Chengchi University to set up the CNCCU-Sinyi Research Center for Real Estate, and since then we have continued to work with them on compilation and publication of the yearbook. 2015 marked the 20th anniversary of the yearbook, and Sinyi Realty licensed the full two decades of collected data to the Research Center for use in planning and to provide more joint resources for reference by those interested in studying Taiwan's real estate market.

In 2016, we published the 21st edition of the yearbook, inviting 24 experts from industry, academia, and government to provide their insight into contemporary issues in the development of the industry, including minutes of the social housing policy symposium, recommendations for promotion of urban renewal projects, and future directions for build-operate-transfer projects. The yearbook has also been donated to the libraries of schools teaching real estate related areas to further contribute to the robust development of the industry.

Stakeholder Interview

Feedback from the Editor of My Home Magazine



Li-bao Chang, Editor-in-chief, My Home Magazine

"This interview has shown me that not only does Sinyi aim for robust industrial development, they see profitability as coming from their role as one part of an industrial chain, and only when the balance between business and social responsibility is struck will a truly virtuous cycle begin."

My Home magazine is one of the Sinyi Lecture Hall's most frequent speaking partners, and EIC Li-bao Chang was invited to host a series of lectures on the Sinyi Lecture Hall's fifth anniversary. In early-2017 Chang did an interview with Sinyi Realty, publishing an article entitled "The Virtuous Cycle" in the magazine's February 2017 issue and giving her feedback on Sinyi Realty's ideas and actions regarding corporate social responsibility :

"[...] The Sinyi Lecture Hall is also an important part of Sinyi Realty's ESG efforts. Since 2011, the Sinyi Lecture Hall has provided free lectures in six main areas, namely corporate ethics, lifestyles and culture, caring for the environment, social concern, residential spaces, and happy families. Last year was the Sinyi Lecture Hall's fifth anniversary, and as invited host of a series of lectures for them, I was able to see for myself the power of such social education work.

This time, with a referral from Ya-wen Hsiao who in charge of operating Sinyi Lecture Hall and the help of manager of the group CSO's office Dan-ni Chen, I was fortunate enough to have the chance to interview Sinyi Realty CSO Chuang-yun Chou, a key player in the company's corporate social responsibility efforts. Through the interview, I was able to get a better understanding of how Sinyi Realty thinks about CSR, and how they act on those ideas. Not only have they established a Total Ethical Management Committee and put CSR under the authority of their CSO office (a sign they consider CSR more than just a public relations exercise), the company has also established a Chief Ethics Officer position, and any new corporate strategy must be audited by their five major stakeholders—including customers, staff, the community, and suppliers—before being passed over to the Board of Directors to be decided on. The aim of all this is to create a company that balances operational capacity with social responsibility."

The Sinyi Lecture Hall will continue to provide free lectures into the future, building strong partnerships on a foundation of knowledge and passing on positive values to the community.

Visits to Sinyi School at NCCU College of Commerce



Research Director Shih-Ching Liu



Project Manager Jia-Chun Chen

With the launch of the Sinyi School at NCCU College of Commerce, students at NCCU from undergraduate to doctoral level have access to courses in corporate ethics in a program considered a leader in Taiwan. The school, in cooperation with CSOne, has set up a database for interested students and teachers, hoping to spur a greater focus on corporate ethics and sustainable development in academia, industry, and government. We also provide subsidies to teachers to write teaching materials about corporate ethics and produce local case studies. Such materials are provided not only for the school's use, but also for purchase by teachers from other schools for their own use. This continual accumulation of resources is a tremendous help to those teaching and studying corporate ethics.

"With regard to research and education, the Sinyi School has accumulated a wealth of resources for use by interested teachers, further promoting the concepts and adding greater understanding in academic, industrial, and governmental spheres."

In 2012, when the school had just been established, we set about collecting information and designing ethics courses. In 2013, the school began taking graduate and doctoral students, with courses in corporate ethics compulsory at all levels, a milestone in the school's development. Through case study camps and national teacher training, the school also continues to cultivate a base of professional teaching staff. In 2017, a number of teachers from outside the school expressed an interest in introductory materials, and so we began gradually building a collection of such materials and case studies to further promote the field. In late 2016 and early 2017, our opportunities for cooperation with other companies began gradually increasing, and growing this influence has become a key focus of our future development.

"The establishment of the Sinyi School not only sows the seeds of corporate ethics in a new generation of students, but also helps promote investment in the teaching of and research into the field by teachers. For businesses, we also serve as a means of bringing together resources and creating greater shared value."

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Key Projects 2

Policy Communication

In 2016, we assisted the Construction and Planning Agency in conducting surveys into 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 in order to serve 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 social housing policy discussion, reflecting issues of concern in the industry and providing recommendations for future policy and project adjustments. In addition, we have helped the CNCCU-Sinyi Research Center for Real Estate hold Social Housing and Real Estate Industry Taxation Reform conferences, attracting 173 and 187 attendees respectively. The two were both topics of substantial attention and important policy in 2016, and these conferences helped promote industry-academia-government communication on them, with major abstracts and recommendations recorded in the yearbook. Additionally, Sinyi 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; served as representative on the Taipei City Mediation Committee, assisting city government in resolving a variety of consumer disputes.
2. 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.
3. Member of the Joint Regulatory 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.
4. 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.
5. Represented Association in meetings on amendments to the Real Estate Broking Management Act.

Key Projects 3

Sinyi Realty Price Index and Sinyi Real Estate Review

Each quarter, Sinyi Realty publishes the National Housing Price Index for Major Cities, providing those involved in the real estate industry 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, and as such has become widely used in industry, academia, and government work. In the wake of the 2007 Financial Crisis, urban housing prices have experienced rapid and violent fluctuations. In response, Sinyi launched the Greater Taipei Metropolitan Area Housing Prices Monthly Index, helping those interested stay on top of actual, current changes in the housing market and reflecting the ever-changing market as a supplement to the quarterly index. In addition to these, each quarter we also publish the Sinyi Real Estate Review, which includes 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/>

Key Projects 4

Industry-Academia Cooperation

Sinyi Realty continues to engage in industry-academia cooperation with a number of schools and departments, setting out internship projects, 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.

In August 2000, we worked with National Chengchi University to set up the CNCCU-Sinyi Research Center for Real Estate. Working with YunTech and Songshan High School of Commerce and Home Economics, we have designed and implemented a curriculum of real estate studies; in cooperation with four schools (China University of Technology, National Central University, Kun Shan University, and Takming University of Science and Technology) we provide full-time internships for aspiring real estate brokers; and in cooperation with Fengchia University, Chinese Culture University, and National Pingtung University, we provide these schools with industry speakers to teach lessons as needed, as well as offering internship opportunities.

Through such industry-academia cooperation, students are able to get both theoretical and practical experience, as well as getting a broader understanding of the industry and its development, learning the skills and concepts needed for success and preparing themselves early for a career in the field, giving themselves a competitive edge.

 For more information, please see Caring for Staff, section 2.2.1 Recruitment

Social Engagement

- Main Theme 1 Community Building
- Main Theme 2 Promotion of Business Ethics
- Main Theme 3 Improving Development in the Real Estate Industry
- Main Theme 4 Social Philanthropy and Donations

4.2.4 Social Philanthropy and Donations other Residential

Executable Goals	
Helping the Underprivileged	Ongoing
The elderly, children, women, new immigrants, and other such groups.	
Scholarships and Grants Project	Ongoing
Sinyi Zhishan Grants and Shiner Foundation Scholarships	
Performance Highlights	
80 Single-parent New Immigrant Families received monthly rental subsidies	
4,587 Young Students received Sinyi Zhishan Grants valued at a total of NT\$12,050,000 over 17 years	
Action Plan	
Rental Subsidies for Single-parent New Immigrants	
New Lifestyles in Old Age Project and Elderly Depression Prevention Project	
Organizing Various Scholarship and Grant Programs to Help Children Complete Schooling	

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.

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.

Other Charitable Activities

Stress Relief and Charity, Moon Bus, Adopting Xinyi Plaza, Old-age Rest Stops

 For more information, please see our website at <http://csr.sinyi.com.tw/en/society/other.php>

Key Projects

Sinyi Charity Foundation

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

 For more information, please see the Sinyi Charity Foundation website at <http://www.sinyicharity.org.tw>

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

New Immigrants

- Single-Parent New Immigrant Rental Subsidies

 For more information, please see the page at <http://csr.sinyi.com.tw/en/society/charity.php>

The Elderly

- New Lifestyles in Old Age Project
- Elderly Depression Prevention Project

 For more information, please see the [Elderly Depression Prevention Project website at http://www.happyaging.tw/](http://www.happyaging.tw/)

- Free Bone Density Testing at National Taiwan University Hospital Jinshan Branch

Rural Students and Children with Rare Diseases

- Sinyi Zhishan Grants

 For more information, please see the page at <http://www.sinyi.com.tw/knowledge/newsCt.php/8543/2>

- Shiner Education Foundation Torch Program Scholarships
- Dr. Red Nose Program

 For more information, please see the page at <http://csr.sinyi.com.tw/en/society/charity.php>

Victims of Domestic Violence

- "Going the Extra Mile Together" and Charity Fairs

 For more information, please see our website at <http://csr.sinyi.com.tw/en/society/other.php>

