2019 Corporate Sustainability Report

Summary Report

信義房屋
SINYI REALTY

SINYI SUSTAINABILITY

Sinyi Realty

Building Better Residential Lives

Corporate Sustainability Report 2019

This report shows Sinyi Realty's sustainability strategy and our achievement in 2019.

Message from the Management

Message From The Founder

Sinyi Group has always been committed to its founding spirit of putting people first. Our goal is to adhere to corporate social responsibility and to provide world-class services. We hope to realize our ultimate vision of a harmonious symbiosis with the entire society.

MORE →

Founder, Sinyi Group

C.C. Chou

Message From The Chairman

Since the establishment of Sinyi Realty, our overall business has gradually evolved from housing brokerage to a complete real estate value chain service, making branches a good resource for the community, meeting the needs of community residents in various aspects of living, coupled with the Group's vertically integrated operational advantages as a one-stop real estate service, helping Sinyi Realty achieve good performance in 2019.

We will steadily advance toward our vision, and strive to exert influence with the core values of Sinyi Realty, "Trustfulness, Righteousness, and Ethics," create business opportunities and competitive advantages, build a positive environment for symbiosis and prosperity with all stakeholders, and achieve sustainable development through value creation.

MORE →

Chairman, Sinyi Realty

Hsueh Chun Ping

Message From The General Manager

Implementing CSR is essentially a sound corporate physique, and the ability to respond to risks will naturally be better, which will help build corporate immunity.

MORE →

General Manager, Sinyi Realty

Y.C. Lin

Message from the Management PDF

About Sinyi Realty

Sinyi Realty primarily provide real estate sales and rental agency services.

Since establishment, we have been functioning in a fully direct selling system with steady expansion, and becoming a leading brand as a listed real estate corporation in Taiwan Stock Exchange.

We moving forward steadily from the real estate brokerage business, and taking the strategy of vertically structured into different business units that encompass the primary business of real estate.

Core Philosophy

The company founder, Mr. Chun-Chi Chou has decided on three core values for the business, drawn from Confucian thought: “trustfulness, righteousness, and ethics” as the core philosophy.

Sinyi Sustainability Principles

The Sinyi Group adheres to the "people-oriented" philosophy and follows the Sinyi Sustainability Principles to meet the needs of all aspects of residential lifestyle services, taking into account the rights and interests of all stakeholders, and we hope to realize our ultimate vision of a harmonious symbiosis with the entire society.

1. Corporate Governance = What Should be Done
2. Putting People First: Employees Are Partners, Not Assets
3. Where There Is Sinyi, There Is Happiness
4. Sinyi People → Sinyi Company → Sinyi Society
5. Pioneering Environmental Awareness in the Service Industry
6. Building Sustainable and Ethical Supply Chains

About Sinyi Realty PDF

Annual Progress Highlights

Corporate Governance PDF

Optimizing Corporate Governance Practices

For several years, we have had independent directors account for over half the Board, a level that has rarely been seen in the industry.

In 2019, we hired our first female independent director in order to strengthen diversity of independent directors, strengthen professional knowledge, and improve resolution quality of the Board of Directors. This helped us fill more than a quarter of our board with female directors, keeping pace with the international trend of gender equity.

Board of Directors

Top 5% of the Corporate Governance Evaluation

We receive the highest recognition in the Taiwan Stock Exchange's corporate governance evaluations for six consecutive years, where we rank among the top 5% of listed companies in Taiwan (only 12 companies have had this honor).

Sinyi Realty insists on transparent and honest management, we uphold "doing what should be done (righteousness), and keeping our word (trustfulness)".

Evaluation Results

Implementing Transparent Integrity and Compliance

We optimize the risk management system, conduct a comprehensive assessment of business processes, and implement integrity management.

Due to the diversification and globalization of Sinyi's operations, the scope of related business has increased. In order to enable each unit to comply with its business operations and reduce legal risk, the "Sinyi Group Compliance Principles" was formulated at the end of 2019 and implemented the following year. Additionally, the new Compliance Office was established to integrate the planning, management and implementation of our legal compliance system.

Risk Management

Latest Financial Information

We regularly publish the latest financial information on Sinyi Investor Relations website.

In 2019, Sinyi Realty achieved Individual Operating Revenue of NT$9.476 billion, with an Individual Operating Gain of NT$1.725 billion and continued to make a profit.

Sinyi Investor Relations website

Caring for Employees

Putting People First: Employees Are Partners, Not Assets

Caring for Employees PDF

Talent Recruitment and Cultivation

To help graduates gain professional knowledge while also expanding the pool of potential talent, we provide internship and scholarship for cultivating the talent. Moreover, Sinyi provides the second highest salary for new hires among listed companies for giving a new standard in real estate industry.

Recruiting and Nurturing

Friendly Workplace

By creating a systematic workplace with software and hardware upgrades, Sinyi also conducts technology-assisted health management methods, we plan and construct a complete system to create a sound workplace and care for the physical and mental health of all workers.

Occupational Health and Safety

Flexible Benefits- Sinfu Coin

Sinfu Coin, a policy formed by collecting opinions from employees, is a system that allows employees to choose the welfare items they need. The projects given are also becoming more individual and diversified due to differences in personal needs. We would achieve the purpose of enhancing satisfaction with the organization from employees.

Sinfu Coin

Customer Care PDF

Customer Satisfaction Rate

Sinyi upholds the belief in leading the industry, and continues to explore customer needs. We utilized digital tools for hoping to enable customers to fulfill their property dreams more accurately. We got full marks in a proportion 88.88% from customers in 2019.

Sustainable Performance

Protection Against Pest-caused Timber Decay

The current laws do not clearly set related regulations for pest-caused timber decay. In order to protect customers' right, we launched a exclusive service for protecting customers' rights.

Innovation Service

Spirits of Community Service

Community service is a warm and recognizable medium for Sinyi. We have developed community service in the spirit of prioritizing and benefiting. So far, we have launched various projects corresponding to SDGs, and continue to care about the needs of the community in order to build a better support network.

Community Service

We are committed to becoming a facilitator of a better community and extending a happiness living with you.

~Living Development Division senior manager
Ling-Ling Hsu

Social Engagement PDF

Community Building

Sinyi has promoted social welfare and extended the concept of "home" to communities, cities, and Taiwan. Community Capacity Building Project has cumulated 10,661 proposals as of 2019, covering 98.9% of Taiwan's townships and municipalities and 55.9% of tertiary institutes. Of these, 2,376 passed jury selection and sponsored.

We collaborated with the influential Chinese documentary film producer CNEX, and filmed community stories from the perspective of a film director. We continue to build an image library of the humanities and community building to spread the influence. Through setting up 3 sites at local, we train the local talents and connect local forces to form a mutual aid network.

We are One

Promotion of Business Ethics

Sinyi Realty promotes ethical values through cultural promotion and community education.

In 2019, we organized the "9th National College Ethics Case Analysis and Micro Film Competition" and "Case Analysis in English" was added to attract foreign students to participate and to diversify perspectives.

Sinyi Lecture Hall used "subversion" as its theme for 2019, in order to subvert the historical and world view of our audiences. Lecture series for "Innovation in Social Enterprises" and "Local Revitalization" were very popular.

Sinyi Lecture Hall

Social Philanthropy and Donations

Sinyi actively cares about the underprivileged, caring for those on the margins who are not taken care of by the government.

Gung Ho Projectseeks out creative ideas and action plans from the public to handle issues related to the elderly . Funding were provided for 39 projects.

Rural Elderly Care Action: We held rural elderly care concerts. Take the elders on a journey through time where they were young.

Sinyi Charity Foundation

Refining Industrial Development

Participate in co-organize industry-government-academic activities and policy exchanges to improve industry development. The 24th Taiwan Real Estate Almanac was published in 2019, faithfully recorded the trend of this industry.

2019 Sinyi Group held "Creative Proposal Competition", had 215 teams and a total of 966 participants; distributed a total of NT$510,000 award funds. We also assisted NCCU Real Estate Research Center in organizing seminar on "Consumption Ecology, Business Circle and Space Evolution".

To know more

Environmental Protection PDF

Response to Climate Change

In recent years, climate change has turned into a severe climate crisis worldwide.

For implementing climate change risk management and response and enhancing our climate resilience in face with the challenges and impacts of "Climate Emergency", Sinyi Realty has established natural a disaster response mechanism, proposes sustainability principles and strategies, to implement relevant action plans.

Climate Change Risks and Opportunities

Improve Management Systems

Sinyi has continued to carry out ISO 14001 and ISO 50001, implemented green procurement company-wide and replaced new green equipment.

Env. & Energy Management

Deepen Low Carbon Services

Sinyi optimizes our carbon emissions reduction projects to improve service efficiency.

In 2019, Sinyi has reduced carbon emissions by 27.94%, thus achieving our 2025 goals, namely "achieving a 10% reduction in service carbon footprint by 2025" (Baseline year: 2017). Besides, we also have 45% reduction compared with carbon footprint baseline. Thereby, we apply for extension of carbon Footprint Label and Carbon Reduction Label in 2020.

Carbon Footprint

Carbon Neutrality Project

Sinyi used "Gold Standard Offset Credits from InfraVest Changbin and Taichung Bundled Wind Farms Project" to offset whatever carbon emissions we could not reduce, and passed the third-party PAS 2060 verification, we announced our successful achievement of 2020 carbon neutrality declaration.

Carbon Neutrality

Supply Chain Management PDF

Sustainable Supply Chain Management

By expanding Sinyi Realty's business philosophy of excellence, and supplemented by the power of procurement, we hope to bring positive influence to our suppliers.

There were 257 key suppliers (including new and existing) in 2019, and the inspection rate reached 90.3%. With the Sustainability Terms signed and on-site visits to the risky suppliers, we maintained the inspection passed rate at 100%.

Performance

Green Procurement

Sinyi Realty promotes environmental protection and energy saving policy at Headquarter and branches throughout Taiwan. Through purchasing or renting environmental friendly products, using green materials, office equipment and appliances, reducing carbon emission, etc., we not only respond to the national's green living and consumption policy, but also promote the realization of SDG12-- Ensure sustainable consumption and production patterns.

A total of NT$35,140,481 was invested in green procurement in 2019, and we won the award for consecutive 12 years by Taipei city government.

Gung Ho with suppliers

Gung Ho

We share resources with our suppliers, and to innovate and grow together.

Through mutual consultation and case sharing, we grow with our suppliers. Sinyi Realty's Home Service Center held a total of four supplier meetings in 2019 with about 400 participants. During the meeting, in addition to strengthening our concept regarding business ethics and environmental sustainability, there were themed lectures – all these to help our suppliers become our most powerful partners.

In 2019, through community interviews, we discovered the issues that people care about in their daily lives. Under the concept of shared environmental sustainability, combined with the supplier's professionalism, the events we held were very popular, topics such as cost-effective decoration, home cleaning, and fight mosquitos.

Gung Ho with suppliers

Downloads

Download the full sustainability report 2019 or select individual chapters, and other related reports based on your needs.

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Sinyi Realty Corporate Sustainability Report 2019

Sustainability Reports

- Interactive PDF / Full Report
- Print-friendly PDF / Full Report
- GRI Content Index
- Summary Report

Chapters

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- Customer Care
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- Environmental Protection
- Supply Chain Management
- Appendix

Other Reports

- Annual Report 2019
- SDGs Report
- Social Impact Report

If you have any comments or suggestions on our report, please feel free to contact us.

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