



Promote Business Ethics in Education

Goal 4 | Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



The Direction of Our Efforts

In order to eliminate the unfairness of the opportunities for education, in addition to providing scholarships to ensure access to opportunities for students from rural and disadvantaged families, we also established the Sinyi Lecture Hall to provide free lectures on various topics. Furthermore, we engage in industry-academia collaboration, enhance the value of the real estate profession in society at large, and promote the concept of sustainability and ethics at schools and in society.



Our Goals

	2020 Performance	2030 Goal
Life-long learning Accumulated participants at Sinyi Lecture Hall	126,000 person times	→ 200,000 person times
Help kids stay in school The cumulative number of students supported	5,420 students	→ 6,000 students
Support teachers The cumulative number of ethics teachers trained	477 teachers	→ 950 teachers



What Did Sinyi Do to Achieve Goal 4?

Life-long learning, and to guard people's right to education

- Sinyi Lecture Hall: We provide free lectures to eliminate unfairness in the education system and to convey ethical values.
- Sinyi Volunteers: We provide our staff an alternative training, through which one can learn empathy by serving the others
- We encourage colleagues to learn spontaneously or participate in external training programs. Subsidies for staff learning are provided.

Help kids stay in school

- We provide the "Sinyi Zhishan (Charitable) Grants" scholarships for 21 years, to ensure that students from rural areas and disadvantaged families can continue their studies in school.

Support teachers and inspire both learning and teaching

- CBEEA: to stimulate the innovative curriculum through learning by teaching. The Teachers' summer camp in 2020 incorporated digital learning for the first time in the past 8 years, in order to cope up with the outbreak of COVID-19.
- Sinyi School at NCCU: We assist domestic scholars in writing research papers and case studies on business ethics, and send teachers abroad for intensive studies. In addition, we hold workshops to share and refine existing teaching methods, thus cultivating an environment for higher-quality business ethics teaching and resources.

Remind ethics and kindness

- We hold internal seminars every month to discuss issues related to business ethics, in order to internalize the ethical values.

Business Ethics Cultivating Project

In view of the lack of resources for business ethics education, Sinyi Realty launched the Business Ethics Cultivating Project in colleges, and encouraged teachers to develop cases and activities. With education supplemented with practical cases, we hope all the future managers can "start from the heart" and thoroughly understand the importance of business ethics, and then implement it in business operations. Sinyi Realty continues to spread ethical awareness, holds business ethics lectures in Sinyi Lecture Hall to the public, and partner with Chung-Hwa Telecom's MOD micro-film completion, in order to have more ways to communicate to the new generations.



Through resources sharing to help learning

One of the purpose of Sinyi Lecture Hall is to promote life-long learning and education right for everyone. Sinyi scholarship grants offer students who like to learn have the opportunity to continue.