

Promote Business Ethics and Education

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



The Direction of Our Efforts

Sinyi believes that through the investment and promotion of cultural and social education, combined with like-minded partners, not only can business ethics and the UN 2030 SDGs be implemented in daily operations, but also can make greater CSR impact. In order to enhance the development of the real estate industry, we continue to carry out industry-academia cooperation, sponsor lectures in community, and advocate life-long learning.



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.

Cultivation at Schools

- In order to assist students to be fully prepared for employment before graduation, and to attract outstanding talents, we cooperate with many universities and colleges to cultivate industrial talents, and provides various scholarships and internship programs.

Support teachers and inspire both learning and teaching

- CBEEA: to hold teachers' summer and winter camps since 2013, and had trained more than 650 person times as of this year.
- The demand for teaching online has been brought out due to Covid-19 epidemic. We planned the "2021 Business Ethics Teaching Improvement Workshop" through live streaming, and held the "Business Ethics Reading Club" online, so that teachers can communicate and learn together.

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.



Using new media to make a greater fun in learning

We tried new media to make ethics education easier for the public to digest, and the program: "To turn ethics education through capacity building for youth", was awarded the first Taiwan Sustainability Action Gold Award in 2021. It truly echoes SDG 4: to ensure inclusive and equitable quality education for all. In addition, we were the first one to use podcast to advocate for business ethics. And topics such as CSR, corporate governance, and environmental sustainability have attracted public attention through humorous dialogues between industry experts and scholars.



Our Goals

2030 Goals

Life-long learning
The cumulative number of attendees at Sinyi Lecture Hall

Accumulated
200,000
person times

Support teachers
The cumulative number of ethics teachers trained

950
teachers