



追求可持續發展是本集團的整體發展方針之一。作為一個負責任的企業公民，我們致力支持我們業務所在的社區，保護當地的環境。我們努力為員工、客戶及社區創造更美好的環境，同時為股東帶來更理想的回報。我們的員工與本集團向著共同的目標邁進，積極參與義工及環保工作，他們對社會的責任感令我們感到驕傲。

One of the Group's overarching guiding principles is the pursuit of growth in a sustainable manner. As a responsible corporate citizen, we are committed to supporting the community and protecting the environment in which we operate. Our efforts aim at creating a better environment for our employees, customers and the community while seeking to deliver greater returns to our shareholders. Our employees share the same objective with the Group by getting involved in voluntary work and environmental protection. We are proud of their dedication to social responsibility.

環境

作為中國領先的消費品企業之一，本集團各個業務均銳意創造和諧社會及保護環境。在各項業務方面，我們均積極考慮環境因素，減輕我們的業務對環境造成的負面影響。我們亦舉辦意義深遠的活動，讓員工、顧客及供應商為下一代創造更綠色的環境。

節約能源

於二零一零年，本集團各項業務均積極提倡節能減排。例如，本集團的超市業務成立了工作委員會，以確保節能減排措施可更有系統地、均衡地發展。超市業務亦發佈了環保節能示範店標準，並提供相關標準的說明材料，以促進節能減排工作的執行。

於二零一零年三月，我們的零售業務包括超市、「中藝 Chinese Arts & Crafts」、「華潤堂 CR Care」以及香港的「Pacific Coffee」參加了世界自然基金會發起的「地球一小時」熄燈活動，以支持該活動號召的應對氣候變化行動及提高公眾對此事的關注。

Environment

As a leading consumer goods company in China, the Group devotes itself to creating a harmonious society and conserving the environment in various aspects of its business undertakings. Across our businesses, we proactively take environmental factors into consideration to reduce the negative impact of our business activities on the environment. We have also launched far-reaching campaigns to engage our employees, customers and suppliers to help build a greener environment for the future generations.

Energy Conservation

In 2010, various business units of the Group actively promoted energy conservation and emission reduction. For instance, our supermarket operation set up a working committee with the objective of ensuring a systematic and balanced development of energy conservation and emission reduction practices. It released standards on environmental protection and energy conservation for the model shops and provided explanatory materials on the standards in order to facilitate execution.

In March 2010, our retail division including supermarkets, “中藝 Chinese Arts & Crafts”, “華潤堂 CR Care” as well as the coffeehouses of “Pacific Coffee” in Hong Kong, took part in the “Earth Hour” campaign hosted by WWF to support its call for reactions against climate change and raise public awareness of the issue.



企業社會責任 CORPORATE SOCIAL RESPONSIBILITY



華潤萬家成立工作委員會，以確保節能減排措施可更有系統地、均衡地發展。

CR Vanguard set up a working committee with the objective of ensuring a systematic and balanced development of energy conservation and emission reduction practices.

「中藝 Chinese Arts & Crafts」及「華潤堂 CR Care」門店推行了多項節能措施，包括減少後勤位置的電燈數量、櫥窗改用耗電較少的燈飾、規範冷氣的使用以保持店舖室溫於適當溫度，以及安裝光管招牌自動時間控制等。

“中藝 Chinese Arts & Crafts” and “華潤堂 CR Care” have implemented energy saving measures to their stores. Some of the initiatives included reducing lighting in the back-end area of stores, using energy-saving lights for decorative window displays, keeping indoor temperature at appropriate levels through the responsible use of air-conditioning, and installing timers for signboards.

在本集團員工、客戶及供應商的支持及共同努力下，本集團的保育工作得到廣泛肯定。於二零一零年十月，在中國商業聯合會等權威機構舉辦的「2010中國企業財富創造與氣候變化應對責任高峰論壇暨頒獎盛典」上，我們的超市業務憑藉其環保節能活動榮獲「中國企業(國企)氣候公益營銷活動案例獎」。

Thanks to the support and concerted effort of our staff, customers and suppliers, the Group's conservation efforts have been widely recognized. In October 2010, our supermarket operation was named a winner of an environmental and charitable marketing campaign award at Forum & Awarding Ceremony for China Enterprises' Fortune Creation and Climate Change Responsibility 2010 organized by various authoritative bodies including the China General Chamber of Commerce for its energy conservation campaign.

自然環境保育

本集團致力保育自然環境，並堅信更好的自然環境對社會每個成員均有裨益。我們的超市業務為顧客開展一系列活動，包括植樹及捐贈魚苗，以提高公眾對綠色生活及節約用水的意識。部份活動更鼓勵兒童參與，讓年輕一代明白綠色生活的重要性。

Natural Environment Conservation

The Group is committed to the conservation of the natural environment as it is our conviction that a better natural environment would benefit each of us in the community. Our supermarket operation conducted a series of campaigns for customers including tree plantings and fry donation in order to raise public awareness on green living and water conservation. Some of the activities encouraged the participation of children so as to pass to the young generation the importance of green lifestyles.



華潤萬家回收月餅盒作循環利用，以減少廢物。

CR Vanguard collected old moon cake boxes for recycling after Mid-Autumn Festival to reduce waste.



華潤萬家在全國開展了「親愛一家 自然派」環保節能月活動。

CR Vanguard launched a nationwide month-long campaign called "親愛一家 自然派" to promote environmental protection and energy saving.

於三月份，本集團的超市業務與《第一財經週刊》攜手舉辦活動，鼓勵消費者計算他們的碳足跡，以助他們了解其生活方式對環境的影響。消費者可藉此檢討自己的行為，並作出相應的調整，為保護環境作出貢獻。

In March, our supermarket operation also organized a campaign jointly with CBNweekly to encourage consumers to calculate their carbon footprint. It helped them understand how their lifestyle affected the environment. Consumers were able to reflect on their behavior which they could adjust to contribute to environmental protection.

減少廢物及循環利用

本集團亦致力防止污染，並減低我們的產品對環境的影響。為了節約用水，我們的啤酒及飲品業務推行了各種減少用水的措施，並盡量使用生產過程中產生的循環水。我們的啤酒業務已加強節能減排的管理、監測及考核系統，同時亦加快改造所有廠房的污水處理系統，並為員工提供相應的培訓。我們的飲品業務循環使用桶裝水的包裝袋，將使用後的瓶蓋和包裝箱退回供應商作循環使用。而為了提高公眾對減少廢物的意識，我們的超市業務在全國開展了「親愛一家 自然派」環保節能月活動，包括徵集「綠」動生活 — 環保節能故事活動、「無膠袋日」活動，及倡導環保包裝活動等。於中秋節後，該業務亦回收月餅盒作循環利用，以減少廢物。

Waste Reduction and Recycling

We also strive to prevent pollution and minimize the impact that our products have on the environment. To promote water conservation, our beer and beverage divisions have implemented various measures to reduce water usage and use recycled water generated in the production process whenever possible. Our beer division has strengthened the systems that managed, monitored and assessed its waste reduction as well as energy saving. It also accelerated the upgrade of its sewage treatment system of all its factories, and offered staff training in this area. Our beverage division recycled the wrapping bags of barrel water and returned the used caps and packaging boxes to suppliers for recycling. In order to raise public awareness on waste reduction, our supermarket operation launched a nationwide month-long campaign called "親愛一家 自然派" to promote environmental protection and energy saving. In addition to soliciting "green" stories from customers, the campaign consisted of other activities like "no plastic bag" days, and encouraged environmentally friendly packaging. The operation also collected old moon cake boxes for recycling after Mid-Autumn Festival to reduce waste.



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華潤萬家踴躍捐助青海玉樹地震災區。

CR Vanguard made donations for disaster relief after the earthquake in Yushu, Qinghai Province.

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社區

本集團透過各種活動，為社區內有需要的社群提供服務，例如義工活動、由員工和顧客共同參與的募捐活動，並與第三方機構聯合制定及舉辦企業社會責任活動。除了捐贈現金和禮品外，我們亦鼓勵員工、顧客和供應商身體力行幫助社區。

災後救援

於二零一零年四月，青海玉樹發生了7.1級地震，造成數以萬計的死傷。本集團總部及各業務舉辦了一系列的捐款活動，呼籲員工、顧客及公眾慷慨解囊。於二零一零年八月，甘肅舟曲縣大雨引發泥石流，逾千人遇難，並導致許多人無家可歸。我們的超市業務除了捐贈善款，亦透過紅十字會向災區捐贈日常必需品，包括飲用水、食物及電池。

Community

The Group has dedicated itself to serving those in need in the community through various activities such as voluntary work, fund raising activities involving staff and customers, and partnerships with third parties to develop and implement CSR initiatives. Not only do we make cash and gift donations, we also encourage our employees, customers and suppliers to take an active role in helping the community.

Disaster Relief

In April 2010, a 7.1-magnitude earthquake hit Yushu, Qinghai Province, causing deaths and injuries to tens of thousands of people. The Group launched at the headquarter and various operations a host of fund raising activities to appeal for donations for disaster relief from its staff, customers and the public. In August 2010, heavy rains triggered a landslide in Zhouqu County, Gansu Province, killing over a thousand people and leaving many more homeless. In addition to cash donation, our supermarket operation donated daily necessities including drinking water, food and batteries to the disaster-stricken areas through the Red Cross.



「Pacific Coffee」推出《點滴是生命 x Pacific Coffee別注保溫杯及T恤系列》作慈善義賣。
Pacific Coffee launched the “LLCS X Pacific Coffee Company Limited Special Tumbler and T-Shirt series” to sell for charity.

於二零一零年七月及八月，我們的咖啡連鎖店「Pacific Coffee」為中國西北部乾旱山區的農民伸出援助之手，全力支持由香港華光功德會舉辦的《點滴是生命：集雨水窖項目》，攜手推出《點滴是生命 x Pacific Coffee別注保溫杯及T恤系列》作慈善義賣，將收益撥捐抗旱基金。為了支持這個有意義的活動，「Pacific Coffee」亦推出清新怡人的特飲Apple Fizz，每出售一杯Apple Fizz，「Pacific Coffee」即向點滴是生命捐出港幣2元。

教育

教育是本集團企業社會責任活動的重點之一，並深明讓下一代接受教育和啟蒙的重要性。我們的飲品業務透過「怡寶百所圖書館計劃」，呼籲公眾出一分力，除了可為山村小孩募捐書籍及體育器材，亦可贊助籌建圖書館和體育課室。於二零一零年，該業務成功在四川、廣東、江西及廣西等地捐建了17所圖書館。

In July and August 2010, our coffeehouse chain “Pacific Coffee” helped farmers in drought-hit Northwestern China by pledging its full support for a campaign called “A Precious Drop of Life: Water Celler project” organized by Lotus Light Charity Society (HK) Limited (“LLCS”). “Pacific Coffee” launched the “LLCS X Pacific Coffee Company Limited Special Tumbler and T-Shirt series” to sell for charity. Profits from the sales of the tumblers and T-shirts went to the drought-fighting fund. To support this meaningful campaign, “Pacific Coffee” also launched a summer drink Apple Fizz. For each cup of Apple Fizz sold, HK\$2 was donated to the fund.

Education

Education is one of the key missions of the Group’s CSR activities as we believe it is important to help give future generations every opportunity to be educated and inspired. Through “C’estbon 100 Libraries Program” (“怡寶百所圖書館計劃”), our beverage division appealed to the public for the donation of books and sports equipment and raised funds to build libraries and physical education facilities for children living in villages. During 2010, 17 libraries were built in provinces such as Sichuan, Guangdong, Jiangxi and Guangxi. In “The Great Expedition with



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「怡寶百所圖書館計劃」為山村小孩籌建圖書館，促進教育普及。
 “C'estbon 100 Libraries Program” (“怡寶百所圖書館計劃”) aimed at building libraries to promote education among children living in villages.



參與「雪花啤酒 勇闖天涯 共攀長征之巔」的團隊向小學學童捐贈學習用品。

The adventure team of “The Great Expedition with SNOW - Hiking Challenge” (“雪花啤酒 勇闖天涯 共攀長征之巔”) campaign donated stationery supplies to primary school students.

於二零一零年八月，在「雪花啤酒 勇闖天涯 共攀長征之巔」的活動中，啤酒業務的勇闖天涯團隊向雲南省上江鄉一所小學學童捐贈學習用品，以及為福庫村修橋工程捐款，方便孩子上學。啤酒業務亦向公共圖書館、高校、大學及其他組織捐贈書籍。於二零一零年七月，於江蘇省的啤酒業務聘用多名貧困的大學生，以幫助他們改善經濟狀況。於十月，該業務更向荆州市120名有經濟困難的大學生和中小學生資助學費，維期一年。

SNOW - Hiking Challenge” (“雪花啤酒 勇闖天涯 共攀長征之巔”) campaign held by our beer division in August 2010, the adventure team donated stationery supplies to the students in a primary school located in Shangjiang Village, Yunnan Province, and gave financial support to help repair bridges in Fuku Village so that children could go to school. The beer division also donated books to public libraries, high schools, universities and other organizations. In July 2010, its operation in Jiangsu Province selected and employed a number of poverty-stricken college students to help improve their financial situation. In October, the division also subsidized the educational fees of 120 college, secondary and primary students who were in financial difficulties in Jingzhou City for one year.

社區服務

作為一個關懷社區的企業，本集團獻出時間及資源以幫助有需要的人士，並鼓勵員工參與社區服務。於二零一零年十月，我們的超市業務在全國開展為期一週的活動，以關懷長者，當中包括專為長者而設的展銷、健康講座及康樂活動，以及探訪敬老院。

Community Services

As a caring company of the community, we have devoted time and resources to helping those who are in need. Our employees are encouraged to carry out and take part in community services. In October 2010, our supermarket operation kicked off a week-long campaign on a national scale aimed at providing care for the elderly. The campaign included a series of promotional sales, health forums and recreational activities tailored to the elderly, plus visits to elderly homes.

於十月底至十二月中，我們在香港的超市業務參與了由義務工作發展局舉辦的「匯豐愛心傳城義工大行動」。通過該活動，義工為35,000多名獨居長者及弱勢社群提供服務。本集團的專業店「華潤堂 CR Care」亦舉行了慈善義賣，鼓勵公眾

From late October to mid December, our supermarket operation in Hong Kong participated in the “HSBC Share-to-Care Volunteer Campaign” organized by the Agency for Volunteer Service. Through the campaign, the volunteers served over 35,000 elderly who lived alone and other disadvantaged groups in the community. Our specialty stores “華潤堂 CR Care” launched



五豐行為廣西百色「華潤希望小鎮」引進家禽養殖業務，以幫助當地村民謀生。

Ng Fung Hong introduced poultry raising to the "China Resources Hope Town" in Baise, Guangxi Province so that the local villagers can make a living out of the business.

購買其自有品牌之個人護理產品，將每件產品折實價的5%撥捐聯合國兒童基金會。「華潤堂 CR Care」的中醫師同時長期為超過65歲的長者以半價優惠看診。

我們的食品業務繼續積極參與母公司在廣西百色創建的「華潤希望小鎮」項目，除幫助當地村民發展生豬養殖業務外，亦引進家禽養殖業務，以幫助當地村民謀生。

工作場所

員工是我們最寶貴的資產。因此，我們致力為他們提供理想的工作環境。本集團各項業務均根據其自身的經營環境，制定內部職業健康安全指引和政策。本集團亦致力於為員工提供培訓，幫助他們提升能力、更高效地工作，因為經過培訓及合資格的員工團隊是本集團持續成功的關鍵。本集團同時深信培訓對於培育及挽留人才十分重要。年內，本集團推行不同類型的培訓計劃，內容包括管理、銷售與市場推廣、職業安全、客戶服務、技術培訓以及人際關係技巧。

例如，我們的啤酒業務致力向員工宣揚終身學習的觀念，並非常重視員工培訓。該業務對從業人員進行經常性的安全生產教育培訓，確保所有從業人員熟悉有關的安全生產規章制度和安全操作規程。

charitable sales to encourage the public to purchase its own-branded personal care products. For each item sold, 5% of the revenue was donated to UNICEF. In addition, it is a long-standing practice of "華潤堂 CR Care" to offer 50% discount for its Chinese medical services to patrons aged over 65.

Our food division has continued to actively participate in a project called "China Resources Hope Town" in Baise, Guangxi Province organized by our parent company. Besides helping develop the live pig farming business, our food division has introduced poultry raising to the village so that the local villagers can make a living out of the businesses.

Workplace

Employees are our most important asset. So we strive to provide them with a favorable working environment. Each of our businesses has its own occupational health and safety guidelines and policies that are specific to its operating environment. We also provide training for our staff to equip them with the skills they need to carry out their work effectively as a trained and qualified workforce is vital to our ongoing success. Training is essential to fostering and retaining talent as well. A wide variety of training programs are offered throughout the year, covering a comprehensive range of topics including management, sales and marketing, workplace safety, customer service, technical and interpersonal skills.

For instance, our beer division promotes life-long learning among its employees and attaches importance to training its workforce. It regularly provides staff with training on work safety, ensuring all workers are familiar with the relevant safety regulations on production and safety operating procedures.



企業社會責任 CORPORATE SOCIAL RESPONSIBILITY

產品與服務質量

食品安全及產品質量

作為一間值得信賴的知名食品及飲品供應商，本集團致力確保其供應產品的安全和質量。為此，我們已針對相關產品的需求及特點，訂立完善的標準及評估程序。

本集團在保持食品衛生、食品安全及質量控制方面，一向不遺餘力。我們的食品業務繼續鞏固「五豐 Ng Fung」品牌的優質形象，為顧客提供安全可靠的食物。我們已建立一套涵蓋整個供應鏈的食品安全機制，對肉品上游追溯到內地註冊豬場，下游掌握零售市場肉品流向。本集團的肉品追蹤機制及產品回收機制，令本集團在食品安全方面領先同業。

作為一間負責任的消費品供應商，本集團時刻保持警覺，密切關注市場動態，以便在食品安全危機出現時能夠積極回應。本集團的食品業務能夠就食品相關的問題，例如活畜疫病等即時採取適當的措施，以確保其食品安全。

同時，本集團致力達到行業認可的嚴格標準。本集團的啤酒業務及上水屠房已取得食物安全重點控制系統(HACCP)認證。超市業務及啤酒業務於年內分別在門店及啤酒廠加大力度推動內部食品品質安全。而「華潤堂 CR Care」亦採取各種措施保證產品的質量。其採購團隊由註冊中醫師及營養師等專業人士組成，中藥材和海味等天然產品的驗收，均由中央倉庫的資深員工以專業檢測儀器進行，並定期抽取產品樣本送往獨立化驗所測試。本集團的「中藝 Chinese Arts and Crafts」已成立品質管理部及「中藝(香港)寶石鑒定所有限公司」，以確保其商品的質量。在珠寶檢測領域，本集團亦與國內大學合作，以進一步加強產品的質量保證。

Product and Service Quality

Food Safety and Product Quality

As a trusted and reputable food and beverage supplier, the Group endeavors to ensure the safety and quality of the products it supplies. To this end, we have established standards and assessment procedures specific to the needs and characteristics of the relevant product.

We spare no effort in maintaining food hygiene, food safety and quality control. Our food division has continued to sustain the premium image of the “五豐 Ng Fung” brand. Our reward is that customers enjoy safe and reliable food products provided by us. We have a food safety system covering the whole supply chain from upstream registered mainland pig farms to downstream retail outlets. Our product tracing and recall systems make us a leader in food safety in the industry.

As a responsible consumer goods supplier, the Group is vigilant and monitors the market closely so that it can be proactive and responsive when a food safety crisis occurs. Our food division has ensured the safety of its food products by promptly adopting appropriate measures to deal with food-related issues such as the livestock epidemic.

Meanwhile, the Group aims at meeting stringent industry-recognized standards. The Sheung Shui abattoir has obtained the Hazard Analysis and Critical Control Points (HACCP) certification. Our supermarket operation and beer division also promoted food safety among its stores and breweries respectively during the year. “華潤堂 CR Care” has enforced different measures to guarantee product quality. Its procurement team is composed of professionals such as registered Chinese medicine practitioners and nutritionists. Chinese herbal medicines and dried seafood are inspected at a centralized warehouse by experienced staff with testing instruments. Product samples are regularly tested by independent laboratories. Our “中藝 Chinese Arts and Crafts” stores have established a quality management division and CAC (H.K.) Gems Laboratory Ltd. to assure the quality of its merchandise. We also cooperated with a mainland university in the area of jewelry testing in a bid to further strengthen the quality assurance of its products.

本集團的咖啡連鎖店「Pacific Coffee」使用從世界各地精心搜羅的優質咖啡豆，以調製最好的咖啡。「Pacific Coffee」同時引入有機公平貿易咖啡豆，以支持環境保護及關注社群。食品質量亦是「Pacific Coffee」關注的重點，其供應的甜品及麵包等食品由自身的廚房提供，以確保食品衛生及安全。

客戶滿意度

本集團致力提供符合嚴格要求，並且能夠讓客戶滿意的優質服務及產品，藉以培養客戶忠誠度。本集團的業務透過進行客戶滿意度調查，以確保我們的產品符合客戶需求。為了評估及改善服務質素，本集團於香港的超市及專業店參加了由香港零售管理協會每年舉辦的「神秘顧客計劃」。自二零零五年以來，「中藝 Chinese Arts and Crafts」連續六年獲選為百貨公司組別的最佳服務零售商。

此外，零售業務聘請了顧問公司，以評核香港各分店的服務質素，而評核結果用作改善我們的客戶服務標準。香港的超市業務亦考慮設立顧客服務計劃獎項，以鼓勵員工提供優質服務。

供應鏈

本集團著重不斷改善其供應鏈管理。我們定期向產品供應商進行評估、實地考察及評核，以確保產品生產過程及產品符合本集團的特定標準。例如，「華潤堂 CR Care」透過外部權威機構對供應商的背景及過往紀錄進行調查，並設立懲罰性條款以防止濫用包裝文字及宣傳品文字。

Our coffeehouse chain, "Pacific Coffee", is committed to offering the best coffee using carefully selected coffee beans from around the world. It has made a selection of organic and fair trade coffee beans available to demonstrate its commitment to the environment and society. Food quality is also a top priority of "Pacific Coffee", which supplies food such as dessert and bread prepared by its own kitchen to ensure food hygiene and safety.

Customer Satisfaction

The Group is striving to offer good service and products that not only meet strict requirements but also gain the satisfaction of our customers, which is crucial to inspire their loyalty. Various operations of the Group conducted customer satisfaction surveys in order to ensure that our products cater to consumer demands. To assess and improve our service quality, our supermarkets and specialty stores in Hong Kong participated in the annual "Mystery Shoppers Program" organized by the Hong Kong Retail Management Association. "中藝 Chinese Arts and Crafts" has been named the leader in the department stores category for six consecutive years since 2005.

In addition, the retail division engaged a consultant company to assess the service quality of individual stores in Hong Kong. The assessment result was used as reference to improve our customer service standards. The supermarket operation in Hong Kong has also considered launching a customer service award scheme to promote quality service among its staff.

Supply chain

The Group places great importance on continuously improving its supply chain management. We regularly conduct surveys of suppliers of a range of products, on-site inspection and evaluation to ensure our specified standards are met for both the production process and products. For instance, "華潤堂 CR Care" looked into the background and track records of its suppliers through authoritative external parties. It also formulated punitive terms to prevent suppliers from using improper text on the packaging and promotional materials.

