

Yongan Property | A feast of ideas! Lin Changqing, Vice President of China Property Association, attended the 2022 Boao Forum for Chinese Entrepreneurs

Wing On Property Fujian Property Management Association December 01, 2022 19:57

From November 25 to 28, the 2022 Boao Forum for Chinese Entrepreneurs with the theme of "Striving for a New Journey and Contributing to the New Era" was held in Boao, Hainan. At the invitation of Xinhuanet, Lin Changqing, Vice President of the China Property Management Association, Vice President of the Fuzhou General Chamber of Commerce, and Chairman of Fujian Yongan Property Management Co., Ltd., was invited to attend the "2022 Enterprise ESG Development Forum" and gave unique views on the practice of ESG concepts by property companies.



Q: How do companies view the reshaping effect of ESG on their businesses?

Lin Changqing: When it comes to the "reshaping effect", I think there are two levels:

First, it is cognition. For any company, it is natural to focus on operating indicators and financial indicators. Now, in order for a company to pay more attention to environmental, social and governance

indicators in addition to financial indicators, it must solve the cognition problem, which must be a prerequisite.

Secondly, it is to establish positive values. Strengthening the management of environmental and social risks throughout the entire business process can enhance the sustainable development capabilities and potential of enterprises, establish a responsible corporate brand and image, and enable enterprises and society to create and win together. This is also an issue that enterprises, as social citizens, must face at the level of corporate values.



△ Lin Changqing shared experiences at the 2022 Corporate ESG Development Forum

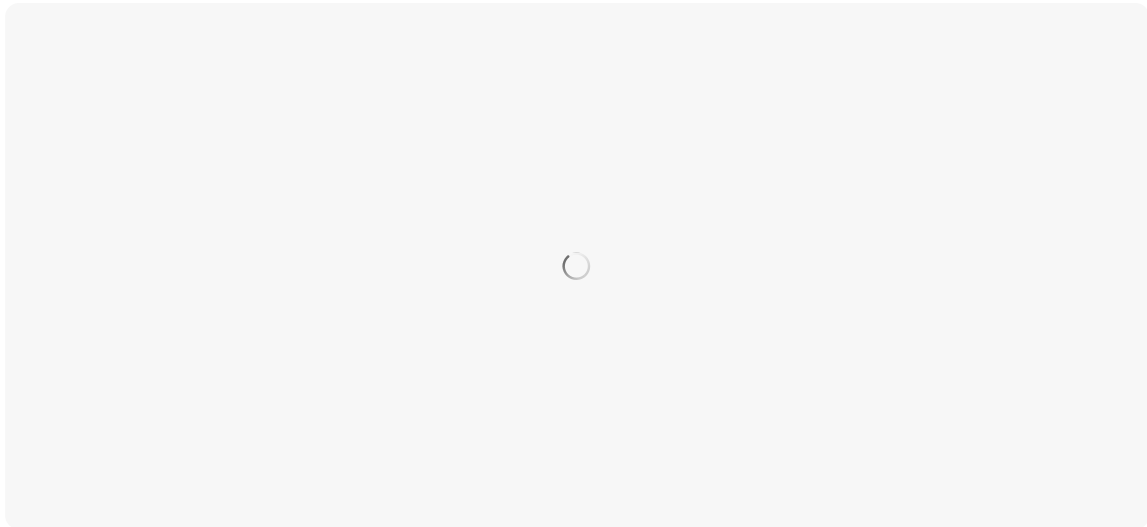
Q: How can companies seize the opportunities provided by the ESG concept and achieve their own sustainable development?

Lin Changqing: There are many things to do to seize opportunities, but I think the two most critical ones are:

First, adjust and optimize the enterprise development strategy. When formulating development strategies and top-level system design, enterprises should optimize their development models, establish multi-

dimensional goal systems and red lines such as finance, environment, society, and governance, and set up relevant internal structures, organizational systems, and operating standards to ensure that the enterprise strategy takes root.

Second, focus on sustainable development. ESG is not an end, but a means to help companies develop better. Therefore, we must gather strength in the direction of corporate development and achieve healthy and sustainable development of enterprises through the ESG sustainable development system guarantee.



Q: my country's regulatory authorities have proposed the establishment of an ESG evaluation standard system, and the China Securities Regulatory Commission has also included ESG in its investor relations management guidelines. How can companies adapt to the new value system and regulatory requirements?

Lin Changqing: I checked the data. In 2021, about 25% of A-share and H-share listed companies disclosed social responsibility reports or ESG reports. Among them, the proportion of disclosures by state-owned enterprises and central enterprises is higher. However, overall, ESG is still a new thing for Chinese companies.

For example, the property management industry where I work has only been exposed to ESG in the past one or two years, and the ESG report for the property management industry has been released. At present, there are more than 50 listed companies in the property management industry. ESG reports are the first to be paid attention to by these listed

companies, and they have begun to consciously adjust their corporate development. While pursuing financial growth, they pay more attention to the company's environmental protection and low carbon, and pay more attention to the harmonious development and sustainable development of the company and society. Companies should not only pay attention to the interests of investors, but also pay more attention to the co-creation, win-win and sharing of employees, suppliers, and customers.

How can enterprises adapt to the new value system and regulatory requirements of the competent authorities?

Specifically for the property management industry, I think we need to grasp a few points:

First, reshape the value of property management . There are more than 200,000 property service companies in China, with more than 10 million practitioners, managing and serving tens of billions of square meters of existing buildings, serving hundreds of millions of owners and property users. Vigorously developing ESG in the property management industry is of great significance and value.

The second is to solve the problem of cognition and values. Here I would like to emphasize that the property management industry should increase its efforts to learn and study the ESG system and form an industry consensus at the cognitive level as soon as possible.

Third, we must actively respond to and introduce ESG. In the future, companies must adjust their existing development models in a timely manner. On the basis of focusing on financial data, they also need to pay attention to and sort out aspects including the environment, society and governance. This is a higher-level review and adjustment for companies, and it is also an inevitable choice to follow the trend. Property service companies should become builders, participants and beneficiaries of the ESG ecosystem in the property management industry!

It is reported that this time, the Boao Forum for Chinese Entrepreneurs gathered heavyweight guests from the political, business and academic circles, and thousands of Fortune 500, China's top 500 and industry leaders attended the forum, with a total asset of more than 20 trillion yuan. The four-day forum included the opening ceremony and scholars' sharing session, the main forum, more than 40 sub-forums such as the Enterprise ESG Development Forum, the China Cultural and Economic Development Forum, the China Urban Industrial Development Forum, the Carbon Peak and Carbon Neutrality Summit Dialogue, and the Boao Science and Technology Innovation Conference, which can be called the annual feast of thought and wisdom for the Chinese business community.

()



Fujian Property Management Association

Help enterprises solve difficulties in production and operation, provide market informatio... >

Public Account



Fayan Property Legal Services

Fayan Cloud Law Group has 36 subsidiaries, including 34 Fayan legal consulting companie... >
10 original content

Public Account



Meimei Lifetime Fashion Business Suit Customization

Fashion professional clothing customization system solution supplier enterprise group pu... >
2 original content

Public Account

