



社會企業責任

Social Enterprise Responsibility

演繹中華飲食文化近20年

康師傅的信念是讓所有人享受美味，我們深入研究中華飲食文化的色、香、味，將傳統美味現代化。

一切為消費者

為了生產對消費者負責任的產品，康師傅對原材料嚴格管理，關注工作人員的衛生與生產流程的各個環節，在精準管控品質的目標下，將每一個細節都納入管控。讓消費者安心，是康師傅對消費者的承諾，也是我們持續成長茁壯的重要基石。

康師傅一直視消費者食品安全為己任，在食品安全技術上投入巨資，根據「從農田到餐桌」的全程質量控制理念，康師傅提倡食品安全從源頭抓起，以構建質量安全管理的良性循環為目標。

食品安全一直是康師傅關注的核心內容，結合在節能環保、公益事業、人才培育、兩岸文化交流等方面的努力，更獲得由國內主流門戶網站搜狐網和國際知名諮詢公司科爾尼聯合主辦的第二屆「中國綠金獎」，並在各個食品安全重要會議上倍受肯定。

Interpretation of Chinese culinary culture circa 20 years

Let everyone tasting delicious dishes is Master Kong's belief. We studied the traditional Chinese culinary culture in-depth in different aspects: color, smell and taste to modernize the traditional taste.

All for the customers

In order to manufacture on products that is responsible to our consumers, Master Kong strictly manages raw materials, concerns about the hygiene of staff and all aspects of the production process. Under the target of accurate quality control, we control all the details of the production. Master Kong commits to bring consumers with peace-of-mind; also, it's the cornerstone of our thriving growth.

Master Kong always regards consumer food safety as its own responsibility. It has invested heavily in food safety technology. Based on the total quality control concept of "From farm to table", Master Kong promotes food safety from the beginning, in order to build an optimal cycle for quality safety management of the Group.

Master Kong always regards food safety as the core of concern, combined the efforts on energy-saving and environmental protection, community, talent development and cross-strait cultural exchanges. Also, Master Kong was awarded the 2nd "PRC Green Gold Award (中國綠金獎)", which jointly organized by Sohu, the major PRC portal website, and A.T. Kearney, a global well-known consulting firm, as well as being recognized in all important meetings of food safety.

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一切為夥伴

一直以來，康師傅圍繞著「人」為核心，致力於發揮以人為本的最大價值。完善選、育、用、留各項人才發展政策，康師傅持續發展儲備優秀人才。對外，我們落實招募與培育機制，儲備人力來配合企業的成長；對內，我們積極關照員工的生活起居，主辦各式各樣的培訓課程，提高員工的業務素質來應對各式各樣的挑戰。我們以具有市場競爭力的薪資結構照顧員工，並以公平、公正的考核制度，鼓勵同仁自我挑戰。為根植下一代，康師傅還提供員工子女獎學金，為有意深造的員工子女拓展視野。兼顧發展與儲備，人才不僅是康師傅得以快速成長的核心競爭力之一，也是企業永續發展的基石。

優秀的合作夥伴除了內部敬業愛群的員工之外，也包括外部的上下游原料、通路供應鏈、協力廠商與合作企業。康師傅的穩健成長來自與合作夥伴的緊密協作，共生共榮的關係也提供合作夥伴可持續發展的遠景，提供了共同成長的契機。

All for the partners

Master Kong treats "people" as the core, committed to develop the maximum value of people-oriented. With well-developed policies regarding talents selection, development, allocation and retention, Master Kong continues to develop and retain talents. Externally, we implement the recruitment and training mechanism, in order to retain manpower to cope with business growth; internally, we actively take care of employees' daily living, organize a wide range of training courses to improve their professional quality to tackle various challenges. We offer market-competitive salary for staff, and a fair and impartial appraisal system to encourage employees for self-challenge. In order to cultivate next-generation, Master Kong also provides employees' children scholarship, for the children of employees interested in further studies to expand their horizons. Taking into account the development and retention of employees, talent is not only one of the core competitivenesses of Master Kong's rapid growth, but also the cornerstone of sustainable development of enterprise.

Excellent partners not only include internal professional staff with team spirit, but also include external upstream and downstream raw materials, network supply chain, third-party providers and business partners. Master Kong's robust growth comes from close collaboration with partners. Such symbiotic relationship also provides partners with vision of sustainable development, as well as the opportunity for mutual growth.





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一切為社會 – 為環保，獻力量

康師傅秉持引領行業健康有序成長為宗旨，為社會以及環境可持續發展貢獻心力。以廣受消費者喜愛的康師傅礦物質水為例，我們在節能低碳方面的努力便能展現在以下幾個層面：

1. 更輕的瓶重，有效降低PET原料的依賴，讓環境減負：康師傅是少數幾家率先將瓶裝水塑料瓶重量從18克將至12克的領導廠家之一。透過瓶重的減輕，我們有效降低包裝成本，讓產品能以大眾更負擔得起的價格滿足消費者飲水的需求，並減少石油原料的消耗與碳排放，創造出消費者、企業與環境三贏的局面。
2. 先進的免沖瓶技術，有效降低水資源的浪費：康師傅創新的一條龍生產技術有效減少行業間因為瓶身運送環節可能的污染，進而避免二次沖瓶過程所造成不必要的水資源浪費，生產用水量也大大降低。
3. 更重要的是，因為這一連串的變革，康師傅還進一步減少了生產瓶子所需要的電量和物流運輸環節的碳排放，為環保貢獻心力不遺餘力。

All for the society – contribution to the environmental protection

Master Kong upholds the principle of leading the industry development healthy and orderly, and contributes to the sustainability development of society and environment. In respect of the consumers' favorite Master Kong's mineral water, our efforts on energy-saving and low-carbon can be shown as follows:

1. Lighter bottles, effectively reduce the reliance of PET materials, as well as the environment burden: Master Kong is one of the few leading manufacturers, which took the lead to decrease the weight of plastic bottle of bottled water from 18 grams to 12 grams. By lightened bottles, we can effectively reduce packaging cost, and satisfy the demand of water from consumers with affordable price to the public, and reduce the consumption of petroleum, to create a win-win situation for consumers, enterprise and environment.
2. Advanced rinse-free technology, effectively decreases the consumption of water: the pollution resulted from the bottle transportation in the bottled water industry can be effectively reduced by Master Kong's innovative one-stop production technology, and thereby avoid unnecessary wastage of water in the second bottle rinsing production process. As a result, water consumption in our production is also reduced to a large extent.
3. It is more important as though a series of transformation, Master Kong also further reduces the usage of electricity in our production and the emission of carbon in our logistics and transportation, which makes valuable contributions to environmental protection.

4. 康師傅不僅基於社會對環境保護的期待上積極投入產品創新，在精進生產效能的同時，也不斷貫徹節能減排的工作。以位於天津負責飲品事業華北地區的生產旗艦基地為例，2011年便投入超過300萬元的資金進行節能環保型的工藝設備改造，並通過回收超濾濃水，進行沖廁及衛生用水，有效利用水資源。未來還將持續建設廢水處理利用項目，實現工業廢水零排放。

5. 對廠區內大型的水泵、風機安裝變頻器，節約電能。對蒸汽冷凝水進行回收，利於餘熱供暖，並用於生產工藝中的升溫環節。

飲品事業(以天津頂津公司為例)年節電720,000度、年節約用水792,000噸，其中，生產用水節約432,000噸，萃取液與自來水換熱項目年節水360,000噸。

以蒸汽為主要能源的方便面事業則專注在能源的使用效能上，以全世界最大方便面產能的天津旗艦廠為例，利用冷凝水回收進行冬季採暖，便能節約一次蒸汽的耗用量。以年度計，每年可節約冬季採暖用蒸汽5000噸，並向熱電公司每年提供25萬噸的回收熱水，產生相當的社會效益。此外，全世界最快速的方便面生產線也因為生產效能提高，對每單位產能的節能減排做出貢獻。

方便面事業(以天津頂益公司為例)減少二氧化碳排放量992.54噸/年、氧氣排放量530噸/年、處理污水總量達到2400噸/日、減少COD排放1320噸/年及減少氨氮排放12噸/年。

4. Master Kong not only actively invests in product innovation based on the expectations from society towards environmental protection, but also continues to implement energy-saving and emission reduction by improving production efficiency. For example, in 2011, the flagship production base in Tianjin responsible for the beverage business in the Northern PRC, there were investments of more than RMB 3 million for modification of production equipment with energy-saving and emission reduction, and effective utilization of water through osmosis water retrieval for toilet flushing and water sanitization. In the future, we will continue our projects on wastewater treatments and utilization, in order to achieve zero discharge of industrial wastewater.

5. Large pumps and fans are installed with inverter in plants for energy-saving. Steam and condensed water is retrieved, and waste heat is utilized for heating as well as heating process among the production processes.

In respect of beverage business, for example, Tianjin Tingjin Food Co., Ltd., achieved annual saving of 720,000 electrical degrees and 792,000 tons of water, which annual savings of 432,000 tons and 360,000 tons of water used in production, and extract and tap water generating heat project respectively.

As for instant noodle business, it focuses on utilization efficiency as it uses steam as main energy, e.g., the Tianjin flagship plant with the largest instant noodle production capacity in the world, which can save steam consumption volume in once as retrieve condensed water for heating in winter. The annual savings of heating used in winter would be around 5000 tons, and provides 250,000 tons of recycled hot water to the thermal power company, thus the society can be benefited to a certain extent. In addition, the production efficiency of the fastest instant noodle production line in the world can be strengthened and contributes to the energy-saving and emission reduction per unit of production capacity.

In respect of instant noodle business, for example, Tianjin Tingyi Food Co., Ltd., can reduce 992.54 tons / year, 530 tons / year, 2400 tons / day, 1,320 tons / year and 12 tons / year of carbon dioxide emissions, oxygen emissions total sewage treatment, COD emissions and ammonia emissions respectively.



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一切為社會 – 為未來，植希望

2009年起，康師傅基於社會需求以及企業自身可持續發展的需要，啟動世界名校獎學金計劃，並結合日本百年名校早稻田大學的資源，與包括復旦大學、上海交通大學、同濟大學、浙江大學、上海財經大學、台灣大學以及政治大學七所兩岸一類高校進行合作，預計以五年的時間支持兩岸優秀學子繼續深造。

近十年來，兩岸已有累計近一萬名的留學生在早稻田大學進修，並對社會做出積極的貢獻。也正基於這樣的交流基礎，康師傅啟動總額達1.8億人民幣的獎學金計劃便選擇與早稻田大學合作，這不僅是早稻田大學收到來自企業捐贈金額最高的單筆獎學金項目，也是為中國留學生設置最高級別的獎學金。截至2011年底，已經有將近60位莘莘學子透過這個渠道進入早稻田大學，未來還將預計支持總數超過400名的優秀學生繼續深造。自2010年起的為期五年間預計資助425名中國優秀學生入讀早稻田大學，創下了早大自建校以來獎學金項目的四大「之最」：

1. 為早大有史以來收到的最大金額的獎學金項目；
2. 總投入為日幣25.5億（相等於超過人民幣1.8億），為早大接受來自中國企業最大金額的獎學金贊助；
3. 預計資助的425名學生，是早大有史以來對中國學生資助數量最大的獎學金項目；

All for the society - planting hope for the future

Since 2009, based on the society needs and its own needs of sustainable development, Master Kong has started the world elite universities scholarship program, and combined with the resources of Waseda University, a prestigious university in Japan with over 100 years of history, and co-operated with seven universities in the cross-strait, namely Fudan University, Shanghai Jiao Tong University, Tongji University, Zhejiang University, Shanghai University of Finance and Economics, National Taiwan University and National Chengchi University, which expected to support outstanding students between the cross-strait to further studies around five years.

In the past decade, nearly 10,000 students in total students overseas further studied in Waseda University, and actively contributed to society. On the ground of such exchanges, Master Kong decided to co-operate with Waseda University of the scholarship program with set up fund of RMB 180 million in total. As for Waseda University, it's not only the largest amount of donation received from a single enterprise, but also the highest level of scholarship designed for the Chinese students overseas. As of the end of 2011, many students, around 60, studied in Waseda University through this scholarship program, we expect that totally over 400 outstanding students will further study in Waseda University in the future. During the five year period began from 2010, we expect that 425 outstanding Chinese students with our assistance, such scholarship program broke four records since the establishment of Waseda University:

1. The largest amount of scholarship program which ever received by Waseda University;
2. Total amounts 2.55 billion yen (equivalent to more than RMB 180 million), which is the largest amount of scholarship program from those Chinese companies ever received from Waseda University;
3. Expects to sponsor 425 students, which is the largest amount of scholarship program which ever granted by Waseda University to Chinese students;

4. 每位中國留學生兩年將總共獲得日幣600萬(早大負擔日幣100萬的學費，頂新國際集團康師傅負擔日幣500萬，包括學費、生活費與雜費)，是目前專為中國留學生特設的最高金額級別的獎學金。

為了提供更廣泛的機會給予立志向學的優秀青年，康師傅配合世界名校獎學金的設置，同步創設「康師傅—早稻田大學創新挑戰賽」的活動，在合作的七所高校之外，開闢特別選考的機會，讓更多具備創新特質的青年朋友也能赴早稻田大學進修。

「康師傅—早稻田大學創新挑戰賽」跨越學業成績的限制，邀請青年朋友就身邊值得關注的大小事件提出創意，經過專家學者組成的評審團認可後，便能取得參加特別選考資格，爭取前往早稻田大學進修的機會。每年，康師傅會在兩岸舉辦十餘場校園宣講，在第一線邀請青年朋友通過網絡關注了本次活動。

一切為社會—為弱勢，送關懷

濟弱扶貧向來是傳統美德之一。康師傅向來抱持人饑己饑，人溺己溺的初衷，不論是救災搶險，或是慰問弱勢，當仁不讓。我們不但積極投入關懷留守兒童的作業，並透過各地區的同仁主動關注當地的需求，或是提供產品解決民生問題，或是安排同仁支援志願者活動，甚至當有獻血救人的需要時，我們的同仁們更熱情卷起袖子，投身獻血的行列

4. Expects that each Chinese student will be granted 6 million yen (whereby Waseda University will pay 1 million yen for school fee and Ting Hsin International Group - Master Kong will pay 5 million yen for school fee, living expenses and incidentals). It is the highest level of scholarship ever designed for the Chinese students overseas.

In order to provide more opportunities to outstanding youths dedicated to study, in align with the world elite universities scholarship program, Master Kong synchronously launched the “Master Kong - Waseda University Creative Challenges”「康師傅—早稻田大學創新挑戰賽」activity, in addition to such seven co-operated universities, which also offers a special selection opportunity to the youths with the characteristic of creativity to further study in Waseda University.

“Master Kong - Waseda University Creative Challenges”「康師傅—早稻田大學創新挑戰賽」is beyond the restriction of academic results, but invite youths to raise more creative ideas about the daily events which we should concern. After the recognition from the adjudication panel which comprises with professionals, such youth can be entitled to the special selection qualification to compete for the opportunity of further study in Waseda University. In every year, Master Kong held nearly ten campus talks, in order to invite the youths directly to join such activity through the internet.

For the community – caring the social vulnerable groups

Salvation and helping the poverty is one of the traditional virtues. Master Kong always upholds the philosophy of empathy. No matter whether it is disaster assistance and rescue or expressing solicitude to the social vulnerable groups, we also show our responsibility. We not only actively put effort on care of children, but also concern the local needs through our colleagues in each region, or provide our products to solve the livelihood needs, or arrange our colleagues to participate in the volunteers activities, and we even show our passion to donate our own blood when it is required.

