



东风化雨 润泽四方  
NURTURING

 **2020** 可持续发展报告  
SUSTAINABILITY REPORT  
东风汽车集团有限公司

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可持续发展报告

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## 领导致辞

### Leadership Addresses



#### 董事长、党委书记 竺延风

Zhu Yanfeng, Chairman & Party Secretary of DFM

## 董事长致辞

### Speech by the Chairman of the Board

这是东风公司发布的第十三份履责报告，由衷感谢大家对东风公司的关心与支持。

2020年是极不平凡的一年，但惟其艰难，才更显勇毅；惟其笃行，才弥足珍贵。面对突如其来的新冠肺炎疫情和汽车行业持续下滑等多重严重冲击，东风公司坚决贯彻落实党中央、国务院重大决策部署，坚定产业报国信心，勇担央企经济责任、政治责任和社会责任，在疫情防控阻击战、脱贫攻坚战等大战大考中彰显了责任与担当。

过去的一年，东风公司坚持以习近平新时代中国特色社会主义思想为指引，坚定不移地走自立自强的科技创新之路，持之以恒地用改革的办法破解发展挑战，牢固树立市场观念、客户意识，不断满足人民美好汽车生活需要，推进党建和生产经营深度融合，将党建优势转化为公司治理效能，实现了“十三五”的圆满收官。

过去的一年，东风公司坚持把社会责任融入发展战略，扎实

按照东风社会责任“润”计划2.0的整体部署，切实践行央企社会责任。公司坚决贯彻落实习近平总书记关于脱贫攻坚的重要论述精神，把助力脱贫攻坚作为重大政治任务来抓，通过实施产业扶贫、消费扶贫、就业扶贫等，推进“赋能工程”，增强内生动力，坚决完成党中央赋予的重大任务，帮扶的地区全部如期脱贫摘帽。

潮涌东风劲，奋楫逐浪高。新的征程上，中国汽车工业迎来从大到强的新跨越。东风公司将坚持以习近平新时代中国特色社会主义思想为指导，增强“四个意识”、坚定“四个自信”、做到“两个维护”，始终牢记“让汽车驱动梦想”的使命，立足新发展阶段，贯彻新发展理念，融入新发展格局，在攻克核心技术问题上毫不松懈，在自主发展上奋力突破，在体制机制创新上勇于实践，在夯实基础管理上下足功夫，持续为用户提供优质的汽车产品和服务，加快建设卓越东风和世界一流企业，为全面建设社会主义现代化国家、实现中华民族伟大复兴的中国梦作出东风人的贡献。

This is the thirteenth CSR report issued by DFM. Here I sincerely extend my gratitude to your care and support for DFM.

2020 was an extraordinary year, but only with difficulties can we show more courage; only with dedication can we make it more precious. Facing multiple severe impacts such as the sudden COVID-19 epidemic and the continuous decline of the automobile industry, DFM resolutely implemented the major decisions and arrangements of the Central Committee of the Party, the State Council, strengthened the confidence of the industry to serve the country, and bravely assumed the economic, political and social responsibilities of the central enterprise. Responsibilities have been demonstrated in the major examinations of the battle against the epidemic prevention and control and the fight against poverty.

In the past year, DFM have adhered to Xi Jinping's new era of socialism with Chinese characteristics as the guidance, unswervingly followed the path of self-reliance in technological innovation, persistently used reforms to solve development challenges, and firmly established market concepts and customer awareness, been continuously meeting the people's needs for a better car life, promoted the deep integration of Party building and production and operation, and transformed the advantages of Party building into corporate governance efficiency, achieving the successful conclusion of the "13th Five-Year Plan".

In the past year, DFM insisted on integrating social responsibilities into its development strategy, and firmly followed the overall deployment of DFM's Social Responsibility "Nurturing" Plan 2.0, and fully implemented the social

responsibilities of central enterprises. The company resolutely implements the important exposition spirit of General Secretary Xi Jinping on poverty alleviation, and regards assisting poverty alleviation as a major political task. By implementing industrial poverty alleviation, consumption poverty alleviation, employment poverty alleviation, etc., and promoting the "Empowering Project", DFM enhances endogenous motivation, resolutely completes major tasks assigned by the Party Central Committee, and helps all regions within its responsibility scope get rid of poverty as scheduled.

The momentum is strong in DFM, and we are chasing the higher waves. On the new journey, China's automobile industry has ushered in a new leap from big to strong. DFM will adhere to the guidance of Xi Jinping's new era of socialism with Chinese characteristics, strengthen the "four consciousnesses", strengthen the "four self-confidence", and achieve "Two Upholds", and always keep in mind the mission of Let Cars Drive Dreams. Based on the new development stage, implementing the new development concept and integrating into the new development pattern, making no slack in overcoming core technical issues, striving to make breakthroughs in independent development, being brave in practice in system and mechanism innovation, and working hard to consolidate basic management, and continuing to provide users with high-quality automotive products and services, accelerating the construction of outstanding Dongfeng and world-class enterprises, and making contributions of Dongfeng people to the comprehensive construction of a modern socialist country and to achieve the Chinese nation's bright prospect on the road to revival.

## 领导致辞

### Leadership Addresses



#### 总经理、党委副书记 杨青

Yang Qing, General Manager & Deputy Party Secretary of DFM

## 总经理致辞

Speech by General Manager

2020年，东风公司深入学习贯彻习近平新时代中国特色社会主义思想，坚决贯彻落实党中央、国务院决策部署，坚守初心服务国家重大战略，全力以赴打好疫情防控阻击战、复工复产破题战、生产经营及改革发展攻坚战，紧扣公司“治痛点、解难点、纾堵点，强弱项、强基础、强素质”的工作方针，统筹推进疫情防控和改革发展各项工作，总体经营基本符合预期，各项工作稳中有进。2020年公司销售汽车345.8万辆，实现营业收入5993亿元。

在这一年，东风公司以“让汽车驱动梦想”为使命，秉持“和衷共济、和合创先、和悦共生”的价值追求，致力于推动经济的发展、社会的进步、人民的幸福，不断探索履责新路径，持续赋能美好生活。2020年，东风公司通过实施“赋能工程”，打造东风“脱贫套餐”，为打赢打好脱贫攻坚战贡献了东风力量。在这一年，东风公司以绿色发展理念润丽自然，坚定走低发展之路，共建天蓝、地绿、水清的美丽中国。扎实开展公益实践，持续推进“东风梦想车”大赛、“东风润苗

行动”等公益品牌项目，为梦想搭建舞台，用爱心点亮学子未来。

一路走来，东风公司履责工作持续深入，履责能力不断提升，在中国社科院发布的《企业社会责任蓝皮书（2020）》中，东风公司连续第5年入围国有企业100强社会责任发展指数10强，第二次跻身中国企业300强社会责任发展指数10强。

风正时济，自当破浪前行；任重道远，更需快马加鞭。当前，全球新一轮科技革命和产业变革蓬勃发展，轻量化、电动化、智能化、网联化、共享化成为汽车产业的发展潮流和趋势。东风公司牢记习近平总书记“一定要把民族汽车品牌搞上去”的重要指示精神，加大自主创新力度，加快培育新动能，提升企业核心竞争力，推动高质量发展，加快建设卓越东风和世界一流企业。同时，东风公司将以“润”计划为指引，用责任之心担责任之行，战略性推进社会责任工作，在致力于成为可持续发展的卓越科技企业的道路上行稳致远。

In 2020, DFM thoroughly studied and implemented Xi Jinping's thoughts on socialism with Chinese characteristics in a new era, resolutely implemented the decisions and deployments of the CPC Central Committee and the State Council, and stuck to its original intention to serve the country's major strategy, went all out to fight the battle against the epidemic prevention and control, the battle to resume work and production, and the tough battle for production and operation and reform and development, closely followed the company's work policy of "treating pain points, solving problems, alleviating blockages, strengthening weaknesses, consolidating foundation, and improving quality", coordinated the promotion of epidemic prevention and control and reform and development work. The overall operation is basically in line with expectations, and various tasks are progressing steadily. In 2020, the company sold 3.458 million vehicles and achieved operating income of RMB 599.3 billion yuan.

This year, with "Let Cars Drive Dreams" as its mission, DFM upholds the value pursuit of "harmony, co-creation and co-living", earnestly promotes economic development, social progress, and human well-being, and constantly explores new ways to fulfill responsibilities and empower a better life. In 2020, DFM implemented the "Empowering Project" to create Dongfeng "Poverty Alleviation Package" and contributed Dongfeng's strength to winning the battle against poverty. In this year, DFM has made the concept of green development to beatifying the nature, firmly taking the road of low-carbon development, and building a beautiful China with blue sky, green land, and clear water. DFM carries out public welfare practices in a solid manner, and continues to promote the "Dongfeng Dream Car" contest,

"Dongfeng Nurturing Action" and other public welfare brand projects, setting the stage for dreams and lighting up the future of students with love.

Along the way, DFM has continued to deepen the performance of its corporate social responsibility, and its ability to perform responsibility has been continuously improved. In the "CSR Blue Book on State-owned Enterprises (2019)" released by Chinese Academy of Social Sciences, DFM was selected as one of the Top 10 State-owned Enterprises Social Responsibility Development Index for the fifth consecutive year. For the second time, it ranked among the top 10 social responsibility development indexes of the top 300 Chinese enterprises.

The wind is in good times, and we are ready to break through the waves; there is a long way to go, and we need to rush forward. At present, a new round of technological revolution and industrial transformation is being vigorously staged, and automobiles are becoming increasingly lightweight, electrified, intelligent, networked, and shared. DFM keeps in mind General Secretary Xi Jinping's important instructional spirit of "we must promote our national auto brands", strengthens independent innovation, accelerates the cultivation of new kinetic energy, enhances the core competitiveness of DFM, and promotes high-quality development, thus building DFM into an outstanding enterprise and even a world-class one at a faster pace. At the same time, DFM will follow the "Nurturing" plan as a guide, take responsibility with a sense of responsibility, and strategically promote social responsibility work, and move forward steadily on the road to become an outstanding technology enterprise with sustainable development.

# 关于东风公司

About DFM

## 公司简介

Company Profile

## 公司概况

Summary

始于 **1969** 年  
Founded in 1969

现有总资产 **4353** 亿元人民币  
Total assets: RMB 435.3 billion yuan

从业人员总数 **134456** 人  
Headcount: 134,456 employees

《财富》世界 500 强：第 **100** 位  
The 100th place among the Fortune Global 500

中国制造业 500 强：第 **7** 位  
The 7th place among China's Top 500 Manufacturers

中国企业 300 强社会责任发展指数排名：第 **10** 位  
The 10th place among China's Top 300 Enterprises by the CSR Development Index

## 主营业务

Main Businesses

商用车：涵盖重、中、轻、微全系列卡车和客车产品

Commercial vehicles (CVs): Covering a full range of mini, light-duty, medium-duty and heavy-duty trucks as well as bus products

乘用车：涵盖基本型、SUV、MPV、交叉型等全系列

Passenger vehicles (PVs): Covering a full range of PVs such as basic cars, SUVs, MPVs and crossovers

新能源汽车：涵盖纯电动轿车、纯电动客车、纯电动工程车、纯电动物流车、纯电动环卫车及混合动力城市客车、BSG 混合动力轿车、插电式混合动力城市客车等

New energy vehicles (NEVs): Covering all-electric cars, all-electric buses, all-electric engineering vehicles, all-electric logistics vehicles, all-electric sanitation vehicles, hybrid urban buses, BSG hybrid cars, plug-in hybrid urban buses, etc.

军车产品：包括军用越野车和军用运输车

Military vehicles: Including military off-roaders and transportation vehicles

汽车零部件：覆盖动力系统、制动系统、转向系统、悬架系统、内饰系统、汽车电子等

Automotive parts: Covering the power, brake, steering, suspension, interior and electronic systems

装备业务：包括汽车自动线专用设备、模具、检具等

Equipment: Including equipment, molds, gages and others for automatic automotive production lines

水平事业：覆盖汽车金融、汽车物流、二手车、汽车租赁、出行服务等相关业务

Relevant businesses: Covering automotive financial services, automotive logistics, used vehicles, leasing and others



运营地域  
Operation Area

- 四大基地 武汉、十堰、襄阳、广州
- “N” 柳州、郑州、盐城、杭州、重庆、常州等



立足湖北、面向全国，形成“4 + N”事业布局，在国内 20 多个城市建有子企业。

发展历程  
Development History

东风 品牌发展历程



公司治理  
Corporate Governance

东风公司是国务院国有资产监督管理委员会管理的国有独资企业，于 2011 年 4 月成立董事会，构建了以国资委为出资人代表、董事会为决策机构、监事会为监督机构的治理结构。在党中央坚强领导下，东风公司深入贯彻落实党的十九大精神，认真学习落实习近平总书记系列重要讲话精神和建设中国特色现代国有企业制度重要要求，扎实推进中管企业规范董事会建设，不断提升公司法人治理水平。2020 年，全年共召开 12 次董事会会议，形成了 79 项决议。

DFM is a wholly state-owned enterprise (SOE) managed by the SASAC. The Company established the Board of Directors (hereinafter referred to as "the Board") in April 2011, creating a governance structure with the SASAC as the representative of contributors, the Board of Directors as the decision-making body and the Board of Supervisors as the supervisory body. Under the strong leadership of the CPC Central Committee, the Company has thoroughly implemented the spirit of the Nineteenth National Congress of the CPC, conscientiously studied and implemented the spirit of General Secretary Xi Jinping's series of important speeches and the important requirements of building a modern state-owned enterprise system with Chinese characteristics, firmly promoted the construction of the Board for the medium-sized enterprises, and continuously improved the level of corporate governance of the Company. In 2020, 12 board meetings were prepared and held throughout the year, resulting in 79 resolutions.

组织治理

Organization Governance



文化治理

Culture Governance

东风公司于2012年发布社会责任“润”计划，2014年发布“和”文化战略，2015年在中央企业和中国汽车行业率先发布《商德公约》。至此，东风初步构建起以“和”文化、“润”计划和《商德公约》为主体的“三位一体”企业软实力体系。

DFM released the CSR "Nurturing" Plan in 2012 and the "Harmony" Culture Strategy in 2014, and took the lead to launch the Commercial Ethics Convention in 2015 among central enterprises in the domestic automobile industry. Up to now, DFM preliminarily established a "three-in-one" corporate soft power system composed by "Harmony" culture, "Nurturing" Plan and the Commercial Ethics Convention.



## 责任专题

### CSR Special Coverage

## 脱贫攻坚圆满收官，燃动“乡村振兴”引擎

Poverty Alleviation Efforts Yielded Satisfactory Results, Fueling the Engine of "Rural Vitalization"

让贫困人口和贫困地区同全国一道进入全面小康社会是我们党的庄严承诺。作为责任央企，东风公司坚决贯彻落实党中央、国务院决策部署，扛起脱贫攻坚的政治责任，用真情与担当，在西藏、新疆、广西、湖北等各个脱贫攻坚战场上，奋力书写山乡巨变的“东风故事”。

The Communist Party of China (CPC) has solemnly promised to help poverty-stricken people and areas enter a well-off society in an all-round way. As a responsible state-owned enterprise, DFM resolutely implemented the deployments of the Central Government and the State Council, shouldered the political responsibility of poverty alleviation, and wrote DFM stories on the poverty alleviation battlefields in Tibet, Xinjiang, Guangxi and Hubei with sincerity and sense of responsibility, bringing about great changes to the poverty-stricken areas.

东风公司针对帮扶地区的特点，围绕产业扶贫、消费扶贫、就业扶贫、党建扶贫、教育扶贫、基础设施建设等方面持续发力，推动一个个惠及民生的基础设施和产业项目落地见效，把党的好政策送到贫困地区百姓的身边。“十三五”期间，东风公司投入扶贫资金超 1.2 亿元，消费扶贫资金 9000 余万元，先后派出挂职扶贫干部 19 名，实施扶贫项目 129 项，带动就业 3 万余人，培训基层技术人员 2146 人。截至 2020 年 5 月，东风公司帮扶的四省（区）八县（市）全部脱贫摘帽。

Based on the characteristics of the aided areas, DFM made continuous efforts in poverty alleviation through industry, consumption, employment, party construction, education and infrastructure construction, promoted the effectuation of infrastructure and industrial projects that benefit the livelihood of people, and allowed poverty-stricken people to enjoy the privileges offered by CPC. During the Thirteenth Five-year Plan Period, DFM invested more than RMB 120 million yuan for poverty alleviation.

### • 打通特色产业“致富路” Building up a Fortune through Distinctive Industries

为实现群众需求与扶贫项目的精准对接，东风公司通过对受援地区地理气候、自然条件、产业发展现状、贫困人口致贫原因等进行精准分析，有针对性地推出“扶贫套餐”服务：对于有创业能力的贫困户，积极帮助他们解决资金困难，通过合作入股的形式兴办各类经济合作社，实现抱团脱贫；对于有创业热情的人，通过开展技术培训帮助他们通过发展特色种植、养殖产业脱贫；对于年轻的贫困子弟，为他们提供免费的职业教育，利用公司产业优势帮助他们实现就业脱贫；对于既没文化，又不具备正常劳动能力人群，通过开发护林员、护草员等公益性岗位实现脱贫。通过打造“扶贫套餐”工作品牌，为贫困人群量身提供“菜单式”服务，使脱贫途径更广、脱贫形式更多、脱贫效果更好，实现立体化、全方位精准扶贫。



东风公司向马山县捐赠收割机

### • 按下消费扶贫“快捷键” Facilitating Poverty Alleviation through Consumption

东风公司在央企中率先搭建电商扶贫平台，并积极入驻中国社会扶贫网央企扶贫馆和“央企消费扶贫”等平台，充分利用线上线下推广，积极为受援地区农副产品销售开辟新渠道。在企业内部，东风公司通过定期举办精准扶贫农副产品展销会、开展“进食堂上餐桌”活动、设立爱心消费扶贫专区等多种形式，将新疆、广西等地的特色农产品在全集团推广。近三年来，东风公司消费扶贫金额呈倍增态势，2020 年已实现消费扶贫 6800 余万元。



东风公司举办消费帮扶优质农特产品展销会

### • 打出志智双扶“组合拳” Mobilizing the "Ambition" and "Wisdom" of Poverty-stricken People

教育是阻断贫困代际传递的根本途径。自 2013 年起，东风公司通过“东风润苗行动”，投入近 3000 万元资金，在贫困地区援建 20 所东风希望小（中）学，帮助近万名学生完成学业。同时，东风公司充分发挥汽车主业优势，将岗位开发与技能培训相结合，创新推进“教育+就业”模式，通过扶贫定向班与当地职业技术学校进行联合办学，对符合条件的建档立卡贫困户子女实现“零费用入学”，且毕业后全部安排到东风公司下属企业工作，从而实现“毕业即就业、就业即脱贫”的目标。

胜利时刻，也是再出发的时候。东风公司将切实做好巩固拓展脱贫攻坚成果同乡村振兴有效衔接各项工作，让脱贫基础更加稳固、成效更可持续，以更有力的举措汇聚更强大的力量，加快农业农村现代化步伐，促进农业高效、乡村宜居、农民富裕，绘就乡村振兴的美好画卷。

It's time to forge ahead again when a victory is secured. DFM will earnestly consolidate and expand poverty alleviation results and embark on the path of rural revitalization for achieving a more solid poverty alleviation foundation and more sustainable poverty alleviation results with more powerful initiatives, thus gathering more strength, quickening the agricultural and rural modernization pace, promoting efficient and high-quality agriculture and a livable rural atmosphere, allowing peasants to become wealthy.



## 纪实东风 2020 年度履责路

DFM's Responsibility Performance Footprints in 2020

### 1 东风帮扶地区全部脱贫

DFM-aided Regions All Got Rid of Poverty

东风公司贯彻落实党中央重大决策部署，扎实开展新疆柯坪县，广西马山县，西藏江达县、贡觉县以及湖北房县、兴山县、恩施市、五峰县等四省（区）八县（市）的帮扶工作，全力带领贫困群众脱贫致富。2020 年，东风公司帮扶的 8 个县市全部实现脱贫摘帽。

### 2 东风公司扶贫工作获社会各方称赞

DFM's Poverty Alleviation Efforts Won High Praise from All Walks of Life

4 月 7 日，国务院扶贫办官网转载《广西小山村筑巢引凤变成“富强村”》一文，对东风公司援桂工作进行了报道。10 月 26 日，《人民日报》刊发《东风公司：扶贫东风劲 攻坚正当时》一文，全面介绍了东风公司“十三五”扶贫工作成果。

### 3 第七届东风“社会责任月”成功举办

The 7th Corporate Social Responsibility Month of DFM in 2019 Was Successfully Held

6 月 1 日，以“共创可持续未来”为主题的东风公司 2020 年（第七届）“社会责任月”正式启动。本届社会责任月重点围绕精准扶贫、合规管理、履责传播、公共卫生安全等领域开展了 60 余项履责实践活动，进一步树立东风公司的责任央企形象。

### 4 全力以赴打赢新冠疫情阻击战

Going All out to Win the Battle against COVID-19

在抗击新冠肺炎疫情的战“疫”中，东风公司作为在鄂央企，全力支持和配合打赢湖北保卫战、武汉保卫战，携旗下 20 余家企业为抗击疫情累计捐赠款物近 1.05 亿元，荣获“新冠肺炎疫情防控捐赠突出贡献奖”，并被授予优秀战“疫”担当企业和战“疫”特别贡献企业等称号。



东风公司捐赠防疫消毒机械

### 5 直播带货助力消费扶贫

Livestreaming Sales Contributed to Poverty Alleviation through Consumption

8 月 8 日，东风公司参与“百县百品央字号——‘三区三州’电商扶贫日”专场推介活动，通过直播形式为东风扶贫点特色农产品扩大销路。东风公司还积极参与“520 责任购物节”等各类直播带货活动。2020 年，东风公司消费扶贫金额达 6800 余万元。

### 6 东风畅行科技获评全国抗疫先进集体

Dongfeng Changxing Science and Technology Co., Ltd. Was Rated as the National Advanced Collective against COVID-19

9 月 8 日，全国抗击新冠肺炎疫情表彰大会在北京人民大会堂隆重举行。东风畅行科技股份有限公司组建的抗疫保运车队在疫情期间累计行驶 424 万公里以上、累计服务 35 万人次以上，收获了武汉市政府和社区居民的广泛好评，荣获“全国抗击新冠肺炎疫情先进集体”称号并接受表彰。

### 7 联合旗下单位发布《社会责任报告》

DFM and Its Subordinate Units Released 2019 CSR Report

9 月 9 日，东风公司携旗下东风汽车有限公司、东风本田汽车有限公司、东风柳州汽车有限公司，通过线上形式联合发布《2019 社会责任报告》。这是东风公司及旗下企业首次采取联动形式打造社会责任报告矩阵，集中向社会展示各企业社会责任工作成果和最新履责绩效。

### 8 东风社会责任发展指数位居国企第 8 位

CSR Development Index Ranked the 8th Among State-owned Enterprises in China

11 月 13 日，中国社科院正式发布《企业社会责任蓝皮书（2020）》。《蓝皮书》显示，东风公司 2020 社会责任发展指数综合评分 85.2 分，位列中国企业 300 强指数排名第 10 名，国有企业 100 强指数排名第 8 名。

### 9 第四届“东风梦想车”大赛正式开启

The 4th DFM Dream Car Competition Commenced Officially

9 月 28 日，第四届“东风梦想车”中国青年汽车创意设计大赛在北京正式启动。大赛由东风公司与中国青年创业就业基金会、东风公益基金会联合主办，吸引了海内外高校 100 余支团队参赛，在促进汽车科技发展和行业人才培养等方面，取得了积极成效。



第四届“东风梦想车”大赛启动

### 10 东风公司、社科院深化战略合作

DFM and CASS Furthered Strategic Collaboration

12 月 24 日，东风公司与中国社科院企业社会责任研究中心、中星责任云战略合作签约仪式在武汉举办。三方将携手探索社会责任发展新路径，为高质量推进“十四五”时期东风社会责任工作打好基础，为提升中国企业社会责任研究水平和建设水平贡献更大力量。



与中国社科院企业社会责任研究中心、中星责任云签署协议

## 责任管理

### CSR Management

## 责任组织

### CSR Organization

## 责任治理

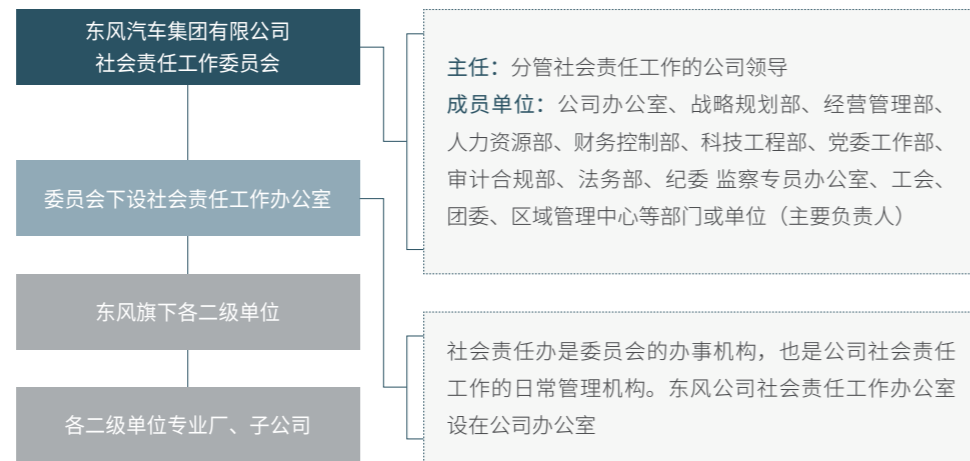
### CSR Governance

根据《东风汽车集团有限公司社会责任管理办法》，东风公司明确企业社会责任规划管理、执行管理和运营评价管理等方面内容，严格执行对外捐赠流程和信息报送制度等，实现社会责任工作规范化与体系化。

Based on Measures of DFM for CSR Management, the Company specifies the contents of the CSR planning management, implementation management and operation evaluation etc., strictly implements external donation procedure and information reporting system etc. and realizes the standardization and systematization of the CSR-related work.

设立东风公司社会责任工作委员会，委员会设主任、副主任和成员若干，社会责任工作办公室作为牵头部门，归口管理全系统社会责任工作，并组织公司旗下各单位相应部门和人员协调推进社会责任工作。

It has set up DFM CSR working committee, with the board chairman and general manager as chief, the Work Department of the Party Committee as a leading department to be in charge of the CSR-related work, organizes the relevant departments and personnel of various affiliated units to coordinate and advance the CSR-related work.



## 责任理念

### CSR Idea



## 责任规划

### CSR Planning

## • 东风“润”计划 2.0 愿景及目标

Background and Objective of Dongfeng CSR "Nurturing" Plan 2.0

东风公司社会责任工作以“致力于成为卓越的汽车企业公民”为战略愿景，秉承“东风化雨、润泽四方”的履责理念，通过完善布局、深耕实践、固化提升“三步走”方式，实现“社会责任实践的文化引领、战略导向和多方协同，责任文化和实践获得利益相关方普遍认同，社会责任发展水平保持领先并持续提升”三大目标。

Driven by the strategic vision of "becoming an outstanding corporate citizen in the automobile industry" and the philosophy of "Life-giving Breeze and Rain for Nurturing All Sides", through "Three Steps" of performing layout, advancing practices and solidifying CSR performance, DFM achieved three goals of "the culture leading, strategic orientation and multi-party collaboration of CSR practice; the universal recognition of CSR culture and practice by the stakeholders; the CSR development level being kept ahead and continuously upgraded".

## • 东风“润”计划 2.0 实践体系

Practice System of Dongfeng CSR "Nurturing" Plan 2.0

东风“润”计划 2.0 将东风社会责任实践体系科学、系统地划分为五大责任领域。

DFM's "Nurturing" Plan 2.0 scientifically and systematically divides Dongfeng's social responsibility practice system into five major areas of responsibility.

**履行政治责任：**坚持正确的政治方向，认真贯彻落实党和国家大政方针，为完善国家基本经济制度和巩固党的执政经济基础做出积极贡献；扎实开展援藏、援疆、援桂及润楚工程等精准扶贫工作，推进受援地区同步进入小康社会。

**Fulfilling political responsibilities:** Guided by correct political orientation, DFM conscientiously implemented the party and national policies, and made positive contributions to improving the country's basic economic system and consolidating the party's ruling economic foundation.

**履行经济责任：**不断提升经营质量，实现国有资产保值增值，并促进地方经济社会发展；深入贯彻“一带一路”战略，推进国际化经营；深入落实公司《商德公约》，推动构建更加规范、诚信、公平、透明的市场经济秩序。

**Fulfilling economic responsibilities:** DFM constantly improved the quality of operations, achieved preservation and appreciation of state-owned assets, and promoted local economic and social development; DFM also vigorously implemented the Belt and Road Initiative and advanced international operations; by deeply implementing its Commercial Ethics Convention.

**履行利益相关方责任：**不断完善利益相关方责任体系和沟通机制，提升责任实践水平，精准、有效回应利益相关方诉求；努力追求客户满意，促进员工开心工作、快乐生活，实现与合作伙伴共享共赢，保护股东权益。

**Fulfilling stakeholder responsibilities:** DFM continuously improved the responsibility system and communication mechanism of stakeholders, enhanced the responsibility practice level, and accurately and effectively responded to the demands of stakeholders; it also strove to pursue customer satisfaction, allowed employees to work and live happily, and sought win-win development with partners.

**履行环境责任：**坚持“节能环保地造车，造节能环保的车”的理念，着力保护生态环境，全面开展“绿色东风 2020”行动，加快构建绿色全价值链，积极提供绿色产品，努力培育绿色东风文化。

**Fulfilling environmental responsibilities:** Adhering to the concept of "producing green vehicles in an energy-saving and environmentally friendly way", DFM focused on ecological environment protection, extensively launched the "Green DFM 2020" campaign, accelerated the construction of a green full value chain, vigorously provided green products, and strove to cultivate a green DFM culture.

**履行社会公益责任：**以东风公益基金会为平台，协同旗下企业参与减灾赈灾，促进教育事业发展，支持大众创业、万众创新，促进文明汽车社会构建等，打造特色公益项目，提升东风社会形象。

**Fulfilling social responsibilities:** With DFM Public Welfare Foundation as a platform, the Company and its subsidiaries participated in disaster relief, promoted the development of education, offered support for public entrepreneurship and innovation, promoted the construction of a civilized automobile society, etc., thus building unique charity projects and enhancing DFM's social image.

● **东风“润”计划 3.0 编制工作启动** The Preparation of DFM's "Nurturing" Plan Was Started

“十三五”期间，东风公司深入推进“润”计划 2.0，社会责任工作取得显著成效。步入“十四五”新时期，东风公司聚焦可持续发展议题，结合“十三五”期间社会责任工作实践和社会责任发展趋势，逐步开展“润”计划 3.0 编制工作，以巩固和深化“十三五”社会责任工作成果，推动东风公司履责能力、履责成效、履责影响力的全面提升。

During the Thirteenth Five-year Plan period, DFM vigorously advanced the "Nurturing" Plan 2.0, and achieved significant results in CSR work. In the beginning of the Fourteenth Five-year Plan, DFM focused on sustainability issues, gradually started the preparation of "Nurturing" Plan 3.0 in combination with CSR practices and CSR development trends during the Thirteenth Five-year Plan, so as to consolidate and deepen the CSR achievements of the Thirteenth Five-year Plan, and promote comprehensive enhancement of DFM's responsibility performance capabilities, responsibility performance effects and responsibility performance influence.



东风公司社会责任工作委员会 2020 年第二次（扩大）会议暨社会责任“十四五”规划——“润”计划 3.0 编制工作启动会

**责任制度**  
CSR System

● **开展社会责任理论研究** Carrying out theory research of social responsibility

2020 年，东风公司与中国社科院在社会责任课题研究、责任管理、责任传播等方面密切合作，合力推进社会责任建设，开展行业标准研究、政策研究，共谋履责新课题，持续推动东风公司社会责任专业化、系统化、体系化发展。

In 2020, DFM and Chinese Academy of Social Sciences (CASS) closely worked together in CSR issue research, CSR management and CSR communication, so as to advance CSR construction, conduct industry standard research and policy research, identify new CSR issues, and continue to promote DFM's professional and systematic CSR development.

**责任融合**

CSR Integration

**责任议题**

CSR Issue

● **核心议题筛选流程及结果** Core Issue Identification Process and Result

**议题识别：**东风公司社会责任议题选择兼顾国际标准、国家政策要求、社会舆论关注点、汽车行业企业和相关行业企业议题趋势以及公司发展规划。参考国际标准与趋势、国家政策要求和社会舆论关注点形成一般议题；通过分析国内汽车行业企业及相关行业企业形成行业议题；结合公司发展规划和运营实践形成东风公司社会责任议题。

**Issue Identification:** CSR-relevant issues are identified according to international standards, the Chinese government's policies, major public concerns, similar issues identified by companies in China's auto industry and relevant industries as well as the Company's development plans. Specifically, general issues are identified according to international standards, the Chinese government's policies and major public concerns.

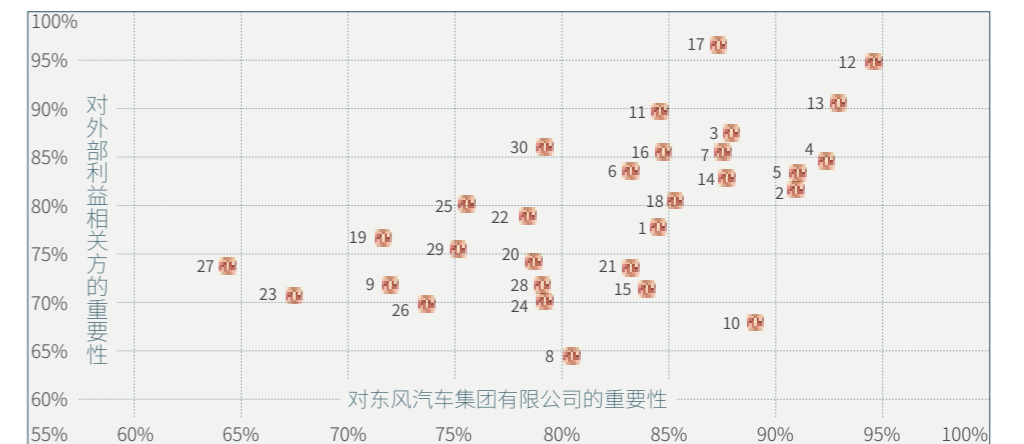
**审核确定：**对筛选出的社会责任议题进行审核并最终确定东风公司社会责任议题。

**Deliberation and Finalization:** The identified CSR-relevant issues are deliberated before DFM CSR-specific issues are finalized.

**划分优先等级：**东风公司通过电子问卷、访谈等形式，针对内外部利益相关方开展社会责任议题重要性调研。根据“对东风公司经营的影响”和“对利益相关方的重要性”两个维度建立核心议题矩阵，对议题池中的议题进行优先等级排序。

**Prioritization:** In order to underscore the importance of CSR-relevant issues, DFM conducted a survey based on an electronic questionnaire (3,630 valid copies) and 18 interviews among internal and external stakeholders. A matrix of core issues were created in two dimensions - The Impact on DFM Operations and The Importance for Stakeholders; issues in the pool of issues were prioritized.

● **核心议题筛选结果** Core Issue Finalized (in a Two-dimensional Matrix)



1	公司治理	11	维护股东权益	21	节能减排
2	守法合规	12	产品安全与质量	22	打造绿色产品
3	诚信廉洁	13	客户服务满意度	23	践行绿色办公
4	贯彻国家决策部署	14	投诉处理与汽车召回	24	发展循环经济
5	全面深化改革	15	市场开拓	25	经销商管理
6	坚持创新驱动	16	员工权益保障	26	经销商能力建设
7	助力扶贫攻坚	17	员工健康与安全	27	供应商管理
8	海外发展	18	员工培训与发展	28	供应商能力建设
9	支持地方经济发展	19	员工关爱	29	打造公益品牌项目
10	自主品牌建设	20	清洁低碳绿色发展	30	开展社会公益实践

**责任绩效**  
CSR Performance

东风公司扶贫办公室、社会责任办公室开展的 2020 年度扶贫及社会责任综合线上对标结果显示，东风公司各扶贫助攻单位、东风公益基金会理事单位开展扶贫、社会责任工作体系明确，项目开展自主性显著提升。

By comparing the poverty alleviation and CSR results of Poverty Alleviation Office and CSR Office under DFM with online standards, DFM's poverty alleviation units and Dongfeng Benevolence Foundation had developed clear poverty alleviation and CSR systems, whose autonomy in project involvement was significantly enhanced.

为总结经验，表彰先进，促进东风公司社会责任工作再上新台阶，东风公司对 2020 年度社会责任工作表现突出的单位予以表彰。其中，东风资产管理有限公司获东风公司抗击新冠肺炎疫情捐赠“突出贡献单位”荣誉称号，东风日产乘用车公司、东风汽车股份有限公司以及东风南方实业集团有限公司荣获东风公司典型履责实践案例“和悦奖”。

In order to summarize experience, commend good examples and promote DFM's CSR work to a new height, DFM gave commendation to those units with excellent performance in CSR in 2020. To be specific, Dongfeng Asset Management Co., Ltd. won the honorary title of "Unit with Outstanding Contribution to the Battle against COVID" awarded by DFM; Dongfeng Nissan Passenger Car Company, Dongfeng Motor Co., Ltd. and DFS Industrial Group Co., Ltd. won Merit Prizes of DFM CSR Cases in 2020.

**责任沟通**  
CSR Communication



**责任报告**  
CSR Report

东风公司不断完善社会责任内部沟通机制。一方面，通过沟通会、形势目标教育、访谈等形式，就企业发展、薪酬福利等内容与员工进行面对面沟通交流；另一方面，向旗下各单位发放年度《社会责任报告》和《社会责任工作简报》，及时披露责任绩效，增进责任沟通与信息共享。

DFM continuously improves the internal communication mechanism of social responsibility. On the one hand, it holds face-to-face communication with employees on enterprise development, salary and welfare and other contents through communication meetings, situation goal education, interviews and other forms; On the other hand, it issues the annual Social Responsibility Report and Social Responsibility Work Bulletin to all units under its flagship, and discloses the performance of responsibility in a timely manner and enhances responsibility communication and information sharing.



旗下单位发布《社会责任报告》

**利益相关方参与**  
Stakeholder Involvement

东风公司不断丰富社会责任外部沟通方式。一方面，在改进现有沟通平台传播效果的基础上，充分利用互联网等新技术，开发新的传播渠道，建立多元化、多层次的传播机制，努力实现精准传播；另一方面，积极参加系列社会责任会议，不断拓展责任沟通渠道。

DFM continuously enriches external social responsibility communication methods. On the one hand, on the basis of improving the communication effect of existing communication platforms, it makes full use of new technologies such as the Internet, develops new communication channels, establishes diversified and multi-level communication mechanisms, and strives to achieve accurate communication; on the other hand, it compiles and publishes the Report on Precision Poverty Alleviation, participates a series of CSR meetings, and continuously broadens the responsibility communication channels.

权益人组别	权益人最关注的议题	沟通渠道 / 反馈方式	频率 / 次数
股东 / 投资者	经营业绩 ESG 治理理念	<ul style="list-style-type: none"> <li>股东大会</li> <li>投资者见面会</li> <li>业绩发布会</li> <li>新闻稿 / 公告</li> <li>现场调研</li> <li>路演和反向路演</li> </ul>	每年举行一次股东大会 若有特殊情况举行临时股东大会或类别股东会议 不定期举行投资者见面会及现场调研 每年至少一次路演和反向路演
员工	雇佣及劳工薪酬福利	<ul style="list-style-type: none"> <li>员工培训</li> <li>工会活动</li> <li>团委活动</li> <li>职工代表大会</li> <li>意见和合理化建议征集</li> </ul>	每年每人至少一次员工培训 不定期举行工会活动 每年至少一次团委活动 每年至少一次职工代表大会 不定期意见和建议征集
经销商	产品责任 社区投资	<ul style="list-style-type: none"> <li>产品培训</li> <li>消费者投诉处理</li> <li>产品维保</li> </ul>	不定期
供应商	供应链管理 产品责任	<ul style="list-style-type: none"> <li>现场调研</li> <li>供应商考核</li> <li>质量沟通</li> <li>电话 / 书面来往</li> <li>驻场办公</li> <li>供应商大会</li> <li>公开采购招标</li> </ul>	每年一次供应商大会 每半年进行准入评价 不定期驻场办公
客户 / 消费者	产品责任 研发创新	<ul style="list-style-type: none"> <li>线上推广</li> <li>线下展销会 / 推广活动</li> <li>电话</li> <li>微信 / 微博</li> <li>新品发布会</li> <li>市场调研</li> <li>客户满意度调研</li> <li>客户座谈和走访</li> <li>处理客户投诉</li> </ul>	不定期
政府部门	绿色生产 经营业绩	<ul style="list-style-type: none"> <li>现场调研</li> <li>会谈</li> <li>实地抽查</li> <li>参与政策、标准、规划</li> <li>调研与制定</li> </ul>	不定期
社区人士	绿色生产 经营业绩	<ul style="list-style-type: none"> <li>现场调研</li> <li>会谈</li> <li>社区公益活动</li> <li>社区共建活动</li> </ul>	不定期

# 政治责任

润色国计民生 与国家共繁荣

POLITICAL  
RESPONSIBILITY



贯彻国家决策部署  
推进汽车强国战略  
助力脱贫攻坚战略

## 贯彻国家决策部署

### Implementing National Decisions and Deployments

#### 落实中国制造

Implemented the Measures and Actions of Made in China

东风公司按照《中国制造 2025》所确立的“以提质增效为中心、促进产业转型升级”战略要求，坚持做强做优做大，坚持“创新驱动、质量为先、绿色发展、结构优化、人才为本”的基本方针，加快新一代信息技术与制造业深度融合。2020 年，东风公司运营质量稳步提高，关键核心技术领域取得较大突破，产品竞争力显著增强；自主事业发展能力持续提升，数字化电动化转型稳健推进，“三电”资源布局基本完成；不断加紧国际化步伐，深度融入“一带一路”建设，“走出去”成果稳步扩大。

DFM adheres to the strategic requirements of "improving quality and enhancing efficiency as the center and promoting industrial transformation and upgrading" determined by "Made in China 2025", and always insists on getting stronger, better and larger, as well as basic guidelines of "innovation-driven, quality first, green development, structural optimization and talent paramountcy", accelerating the deep integration of a new generation of information technology and the manufacturing industry. In 2020, DFM experienced a steady increase in its operation quality, a major breakthrough in core technologies, and significantly enhanced product competitiveness; moreover, its independent business continued to expand, digitalized and electrified transformation was in steady progress, and the deployment of planned, energy-saving and safe electricity resources has basically been finished; DFM has been accelerating its pace of going globally, integrating itself into the construction of Belt and Road, and witnessing a steady expansion of overseas market.

#### 全面深化改革

Comprehensively Deepened the Reform

2020 年，东风公司全面贯彻党中央、国务院和国务院国资委关于深化国有企业改革的方针政策，落实《国企改革三年行动方案》，加强深化改革工作的组织领导，统筹协调、推进落实。

In 2020, DFM comprehensively implemented the guidelines and policies of the Central Committee of the Party, the State Council and the State Asset Management Commission of the State Council on deepening the reform of state-owned enterprises, as well as the Three-year Action Plan for the Reform of State-owned Enterprises.



东风公司党委九届七次全委（扩大）会议暨 2020 年战略研讨会集中学习会



岚图汽车品牌发布

## 响应国家政策

Responded to National Policies

东风公司积极响应、落实《汽车产业中长期发展规划》要求，加快改革创新，深化转型升级。2020 年，东风公司勇担车企“排头兵”责任，坚定新能源汽车路线，设立“h 事业部”，开启东风公司正式进军高端新能源汽车市场新征程。

DFM proactively responded to the requirements of the Medium- and Long-term Development Plan of the Automobile Industry, accelerated reform innovations, and deepened the transformation and upgrading. In 2020, DFM took the courage to shoulder the responsibility of automobile enterprises as a vanguard, firmed up new energy vehicle route, set up "h Business Unit" and embarked on the road of high-end new energy automobile market.

#### 智能化

攻关限定区域内 L4 关键技术，自主研发国内首款 L4 级 5G 自动驾驶汽车 Sharing-Van，并实现商业化交付；Robotaxi 聚焦深度学习算法，与武汉开发区政府签订自动驾驶领航项目，助力武汉市打造自动驾驶产业集群。

#### 网联化

Windlink 5.0 成功上市，深度打通车辆位置、车联网系统和应用引擎；EEA3.0 电子架构完成研发，支持 5G 及 L3 级自动驾驶，为智能化行业领先奠定良好基础。

#### 电动化

聚焦三电系统，掌握高集成化、高效化、高密度开发技术，搭载高性能三元锂电池 E70 参加“第七届环青海湖（国际）电动汽车挑战赛”，获“最佳续航能力奖”“最佳快充能力第二名”。

#### 轻量化

先进高强钢应用技术行业领先（高强钢强度等级、用量等）；塑料与复合材料长玻纤材料、薄壁化及低密度材料等技术成熟应用，整体技术达到行业先进水平。

#### 共享化

布局东风畅行、联友出行和 T3 出行三个平台。平台间业务协同、用户导流、运力共享，覆盖城市超 40 个，服务用户达三千万，日单量突破百万单。

#### 前瞻研究技术

氢燃料电池堆、燃电系统实现自主开发，牵头承担国家燃料电池重点专项顺利推进，解决“高功率密度、长寿命、低温启动”等重大技术难点；燃电系统已具备小批量试制，示范运营能力。

#### 基础研究应用研究

持续与清华大学、同济大学、武汉理工大学、清华大学苏州汽车研究院等 12 所高校及研究机构，开展 ADAS 节能技术研发、间接式胎压监测技术集成化开发、动力电池智能温控系统控制技术、自动驾驶等多个领域的基础研究。

## 坚持党建引领

Gave Priority to Party Construction

东风公司党委以习近平新时代中国特色社会主义思想为指导，深入贯彻党的十九大和十九届二中、三中、四中、五中全会精神，围绕打赢疫情防控和经营发展“两场硬仗”，以推进全面从严治党向纵深发展为抓手，以落实中央企业党建巩固深化年要求为重点，把党的领导落实到各方面各环节，将党建优势转化为竞争优势、发展优势。



2020 年东风公司党建工作会

Under the guidance of Xi Jinping's Socialist Thought with Chinese Characteristics in the New Era, DFM Party Committee vigorously implemented the spirits of the 19th CPC National Congress and the Second, Third, Fourth and Fifth Plenary Sessions of the 19th Central Committee of the Communist

Party of China, and strove to win two tough battles in terms of epidemic prevention and control and business development. By strengthening the strict governance over the Party, DFM focused on the party construction requirements of state-owned enterprises.

### ● 坚持和加强党的全面领导，坚决做到“两个维护”

Insist on and Strengthen Party Leadership in All Aspects, and Resolutely Implement "Two Upholds"

巩固深化主题教育成果，认真落实“第一议题”制度；坚决落实习近平总书记重要讲话和重要指示批示精神，全力打赢疫情防控和脱贫攻坚两场硬仗；坚持党的领导与完善公司治理相统一，把制度优势转化为治理效能。

### ● 巩固深化“三基建设”质量，夯实高质量发展根基

Enhance "Three Fundamental Constructions", and Reinforce the Foundation of High-quality Development

深入落实党建巩固深化年要求，不断增强基层党组织政治功能和组织力，推动党旗在疫情大战大考一线高高飘扬，累计动员 83 个党委、76 个党总支、1120 个党支部、3 万名党员投身防控斗争，3.4 万名党员自愿捐款 375.6 万元。

### ● 贯彻新时代党的组织路线，建设高素质干部人才队伍

Implement the Party Organization Route in the New Era, and Build a High-quality Cadre Talent Team

抓好干部选拔任用、教育管理和监督激励，加快优秀年轻干部培养选拔，扎实推进人才队伍建设，完善《引进培养“五化”人才指导意见》《公司级人才库管理办法》《科技人才队伍建设实施意见》等制度。

### ● 深刻把握宣传思想工作使命任务，凝聚建设卓越东风强大力量

Profoundly Grasp Propaganda Thought and Tasks, and Accumulate Strong Strength for DFM

坚持发挥党委中心组示范引领作用，着力凝聚改革发展正能量，紧跟公司经营重点策划主题宣传，围绕首次公开募股、创新成果展、岚图品牌发布等，展示高质量发展新气象。

### ● 坚定不移全面从严治党，涵养风清气正的政治生态

Governance over the Party, and Cultivate a Clean Political Ecology

各级纪委全年共立案 186 件，给予党政纪处分 210 人，移送司法机关 10 人。联合地方纪委监委，严肃查处严重违纪违法案件，对 27 人采取留置措施，对 5 人采取强制措施。

### ● 加强和改进统战群团工作，展现新担当新作为

Strengthen and Improve United Front and Group Work, and Shoulder New Responsibilities and New Tasks

东风公司党委 8 次研究统战群团工作。开展统战成员“爱东风、献良策、做贡献”活动，定期召开统战人士座谈会，加强统战干部培训。

## 推进汽车强国战略

Promoting the Auto Power Strategy

### 创新驱动

Innovation-driven Development

#### ● 研发机构 R&D Institution

东风公司现行的研发机构是以总部统一协调指导，以东风汽车集团有限公司技术中心和东风商用车有限公司技术中心为核心主体，各子公司研发机构协同运作的复合开放式研究开发体系。

Currently, DFM's R&D institutions are under uniform coordination and guidance of the Headquarters. With Dongfeng Motor Group Technology Center and Dongfeng Commercial Vehicle Technology Center as main bodies, an open composite R&D system is formed within the R&D departments of all subsidiaries work through collaboration.

#### 东风公司研发体系

- 科技决策——东风公司科技领导小组
- 科技管理——东风公司战略规划与科技发展部
- 研发实体——以东风汽车集团有限公司技术中心、东风商用车有限公司技术中心为核心主体，包括各控股子公司和合资子公司的技术中心、专业研究所

#### ● 自主创新战略实施情况 Implementation of Independent Innovation Strategy

东风公司坚持实施创新驱动发展战略，坚持“改进一代、开发一代、预研一代”，始终把创新驱动作为公司发展的根本动力。推进“928 新长征”科技发展规划实施，围绕“绿能”“智能”2 大核心战略，协调发展整车、动力总成、轻量化、电动化、智能化、网联化、共享化、制造技术及装备 9 大重点技术领域，实施促进科技发展的研发体系、人才队伍、激励机制等建设的 8 大举措。

DFM insists on independent innovation-driven strategy and persists in "improving one generation, developing one generation and researching one generation", and always sees innovations as the fundamental driving force for its development. Moreover, centering on 2 core strategies of "green energy" and "intelligentization", DFM advanced the implementation of "928 New March" Technology Development Plan, and made breakthroughs in 9 key technological fields, and put into operation 8 initiatives to promote scientific and technological developments.



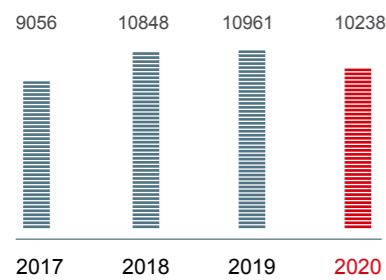
东风公司携旗下 13 家整车单位参加第十六届北京国际车展

● 2020 年科技创新工作进展 Progress of Science and Technology Innovation in 2020

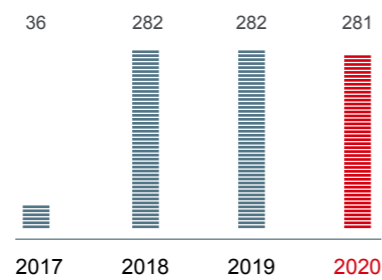
东风公司扎实落实国资委“发挥中央企业中坚作用，加快突破关键核心技术”的总要求，以市场为导向，集中公司优势资源及力量协同攻克技术难题。2020 年，东风公司在薄弱环节实现一批重大突破，为打造有竞争力可持续发展的产品和技术、实现卓越一流企业提供强大动力。

DFM earnestly fulfils the general requirement proposed by the SASAC, namely, "giving play to the pivot role of central enterprises, and accelerating the breakthrough of core technologies", and pools advantageous resources and power to tackle technical difficulties by following market trends. In 2020, DFM made breakthroughs in weak links, and provided a strong driving force for building competitive and sustainable products and technologies and shaping first-class enterprises.

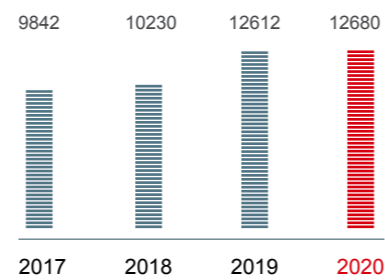
有效专利 (单位: 件)



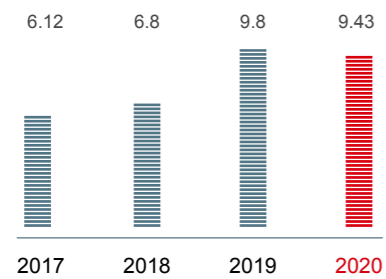
省部级以上专家数量 (单位: 名)



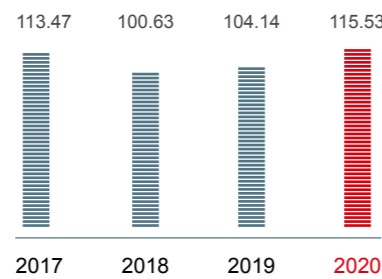
研发人员数量 (单位: 名)



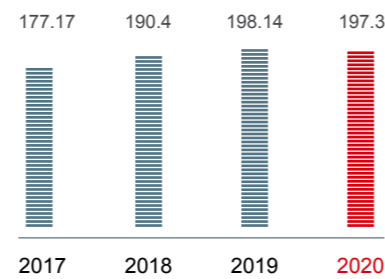
研发人员所占比例 (单位: %)



研究与试验发展经费 (单位: 亿元)



东风科技活动经费支出 (单位: 亿元)



● 重大创新项目 Major Innovation Projects

- 全功率燃料电池乘用车动力系统平台及整车开发
- 燃料电池动力系统平台开发
- 多工况燃料电池动力系统测试平台搭建
- 动力系统及整车测试方法关键性能测评方法
- 柴油车 PM 后处理关键技术
- 复杂行驶环境高级自动驾驶关键技术研究及应用
- 柴油车整车排放控制集成及应用示范
- 重型卡车混合动力系统关键技术研究
- 多通道高精度实时测距与成像毫米波雷达
- 智能网联汽车车载安全网关项目
- 开放环境下安全可信的人机共驾系统

自主品牌

Independent Brands

东风公司秉承“品质、智慧、和悦”核心价值理念，坚持乘商并举业务布局，为用户提供全方位、全生命周期的优质汽车产品和服务。2020 年，东风公司正式成立品牌管理机构，将品牌纳入战略管理范畴；发布高端新能源汽车品牌“岚图”、出行服务品牌“东风 GO”，丰富和拓展集团品牌架构。据 Interbrand 品牌咨询机构和世界品牌实验室发布的中国品牌价值排名，东风品牌持续保持前五十名。

DFM upholds core values of "quality, wisdom and harmony", insists on combined deployments of passenger car and commercial car, and provides the users with all-round and full-life-cycle premium automobile products and services. In 2020, DFM officially established a brand management institution; and incorporated branding into strategic management category; it also launched Voyah (a high-end new energy vehicle brand) and Dongfeng Go (a travel service brand) to enrich and expand its product matrix. According to the Chinese brand value rankings released by Interbrand and World Brand Lab, DFM brand still maintained its ranking among Top 50.



东风风神奕炫 GS

上市时间:

2020 年 6 月 13 日

车型简介:

拥有大五座驾乘空间，1.79m 纵深后备箱及人性化储物空间，采用全球模块化平台和欧洲现代底盘技术，满足多元化需求。



东风风神奕炫 EV

上市时间:

2020 年 6 月 13 日

车型简介:

搭载永磁同步扁线绕组电机和三元锂电池，最大功率 120kW，峰值扭矩 260 牛米，可实现 400 公里续航 (NEDC 标准) 和 20 分钟高效快充。



东风风神 AX7 Pro

上市时间:

2020 年 9 月 10 日

车型简介:

采用最新风雕美学设计理念，搭载第三代 EP6 1.6THP 发动机、爱信 6AT 变速箱，配备全新 WindLink 5.0 智能车机系统，有问必答，一键支付，轻松智享。



东风启辰星

上市时间:

2020 年 4 月 23 日

车型简介:

采用同级独有的 48V 轻混系统，具备 15km/h 以下滑行停机、能量回收以及怠速再启动等功能，具有出色的燃油经济性。



乘龙 H7 3.0 版

上市时间:

2020 年 6 月 7 日

车型简介:

搭载乘龙 V+ 车联网 3.0 以及公开道路量产车型 L2 级水平自动驾驶，油箱总容积达 1300L，续航能力显著提升。



郑州日产瑞琪 6 越野版

上市时间:

2020 年 9 月 7 日

车型简介:

采用日产独有 ZONE BODY 区域车身构造，全封闭式“O”型结构车架，高刚度坦克级车身，保证车辆使用安全可靠的同时更经久耐用。



# 助力脱贫攻坚战略

## Implementing Targeted Poverty Alleviation Strategy

### 扶贫规划

Poverty Alleviation Planning

2020 年是脱贫攻坚决战决胜之年，东风公司认真落实党中央、国务院关于脱贫攻坚的决策部署，按照《东风汽车集团有限公司关于全力以赴支持打赢脱贫攻坚战三年行动的实施方案》要求，通过提高扶贫资金投入、下发《2020 年扶贫攻坚工作要点》、签订《扶贫责任书》等一系列举措，进一步压紧压实脱贫攻坚责任，明确工作目标和重点任务，在产业扶贫、教育扶贫、消费扶贫、就业扶贫等方面扎实开展扶贫工作。

2020 was a decisive year to win the tough battle against poverty. DFM earnestly implemented the decisions and deployments made by the CPC Central Committee and the State Council, and provided the poverty alleviation funds in accordance with the requirements of the Implementation Plan of DFM for Supporting the Three-year Action to Win the Fight against Poverty. It also distributed the 2020 Poverty Alleviation Work Focuses, signed the Letter of Poverty Alleviation Responsibility and engaged in other initiatives to further consolidate poverty alleviation responsibilities, clarify working goals and key tasks, and carry out poverty alleviation work in terms of poverty alleviation through industry, education, consumption and employment.

#### 扶贫规划与实际完成对比数据



### 扶贫实践

Poverty Alleviation Practices

“十三五”期间，东风公司聚焦扶贫目标任务，落实扶贫举措，带动公司各下属单位、合作伙伴、供应商、经销商、客户等共同参与东风公司全价值链扶贫体系，凝聚企业、社会和个人力量形成扶贫工作强大合力，探索形成了具有东风特色的“东风公司精准扶贫模式”，为坚决打赢脱贫攻坚战贡献东风智慧、方案和力量。

During the Thirteenth Five-year Plan period, DFM focused on poverty alleviation goals and tasks, implemented poverty alleviation initiatives, drove the partners, suppliers, dealers and clients to engage in DFM's full-value chain poverty alleviation system, gathered corporate, social and personal strength to form a powerful combined force against poverty, explored DFM's own targeted poverty alleviation model, and contributed DFM's wisdom, schemes and power to the battle against poverty.

### 援桂 DFM Vigorously Aided Guangxi

东风公司坚持以民生为导向，改善群众生活环境；坚持产业扶贫，培育致富带头人，发展“种桑养蚕合作社”和“养羊合作社”，将“输血”转变成“造血”，努力为村民拓宽脱贫增收渠道，带领贫困群众尽快脱贫致富，推进广西南宁市马山县经济社会发展和民生改善。



2020 年 10 月，东风公司与马山县签订“助力乡村振兴，深化产业发展合作协议”及“消费扶贫合作协议”，巩固脱贫攻坚成果，助力马山县发展步入新阶段

### 援疆 DFM Made Efforts to Support Xinjiang

东风公司秉承“带动一片经济、致富一批百姓、促进一方稳定”的理念，切实把社会稳定和长治久安作为援疆工作的首要任务，通过修建警务室和文化大礼堂、开展庭院经济建设和村级基层阵地建设等，改善受援地村民生活及精神面貌，促进了柯坪县经济社会发展和民族团结。



2020 年 11 月，东风公司调研团队到新疆柯坪县调研扶贫工作，深化东风公司与柯坪县的帮扶合作

● 援藏 DFM Strove to Support Tibet

东风公司始终保持“兴藏有责”的姿态，围绕“保稳定、促发展、惠民生”的总体目标，按照“向民生倾斜、向基层倾斜，突出智力援藏、医疗援藏、文化宣传”的工作原则，通过资金帮扶、智力帮扶、项目帮扶等多维度的帮扶措施，推动西藏昌都地区贡觉县、江达县稳定发展。

Shouldering the responsibility of vitalizing Tibet, centering on the overall goals of "maintaining stability, promoting development and benefiting people's livelihood", in accordance with the working principles of "incline to the people's livelihood and lean to the grassroots, highlighting intellectual aid to Tibet, medical aid to Tibet and cultural propaganda", DFM promoted the steady development of Gonjo County and Jomda County in Changdu District of Tibet Autonomous Region through multiple dimensions of relief measures, including fund relief, intellectual relief and project relief.



2020年10月，东风公司代表团调研东风对口帮扶对象昌都市贡觉县、江达县，慰问当地援藏干部及贫困党员群众，向当地政府捐赠车辆，向贫困学子发放东风润苗教育助学金

● 润楚 DFM Worked Hard to Nurture Hubei

东风公司以“润楚工程”为载体，在十堰房县金牛寺村开展驻村帮扶、基础设施援建、拓宽产业发展路径，带领群众增收致富；在恩施市、五峰县，通过“616”工程深入推进东风碳平衡精准扶贫产业基地项目和职业教育帮扶；在兴山县，立足民生基础，积极支援三峡库区移民工作，促进湖北贫困地区经济社会发展。



东风公司与湖北房县人民政府开展深化产业合作交流会



东风公司向湖北房县捐赠价值150万元水稻全程机械化设备

扶贫成效

Poverty Alleviation Effects

截至2020年5月，东风公司定点扶贫的新疆柯坪县、广西马山县、湖北房县；对口支援的西藏贡觉县、江达县，湖北兴山县、恩施市、五峰县等四省（区）八县（市）全部实现脱贫摘帽。

As of May 2020, Kalpin County of Xinjiang, Mashan County of Guangxi and Fang County of Hubei offered fixed poverty alleviation services by DFM; 4 provinces (autonomous regions) and 8 counties (cities) under pair assistance, including Gonjo County and Jomda County of Tibet, Xingshan County, Enshi City and Wufeng County of Hubei, all got rid of poverty.

● 1994—2020 年扶贫成效



东风公司将紧跟国家乡村振兴步伐，更加紧密地团结在以习近平总书记为核心的党中央周围，扎实做好巩固脱贫攻坚成果同乡村振兴有效衔接，确保脱贫不返贫、振兴不掉队，乘势而上、再接再厉、接续奋斗。



# 经济责任

润济产业经济 与市场共发展

ECONOMIC  
RESPONSIBILITY



国有资产保值增值  
拉动地方经济发展  
深化国际发展路线  
坚守合法合规运营

## 国有资产保值增值

### Preservation and Appreciation of State Assets

#### 风险管控

Risk Control

2020年，东风公司全面落实党中央、国务院关于防范化解重大风险和推动高质量发展决策部署，紧密围绕“治痛点、解难点、纾堵点、强弱项、强基础、强素质”工作要求，以风险和问题为导向，以新发展理念为引领，着力应对经营中的风险挑战。一是强化风险防控，推进防范化解重大风险工作常态化、制度化，持续完善风险管理制度，组织编制重要风险管控清单和“十四五”风险管理规划；二是加强党委的集中统一领导，聚焦疫情防控与复工复产面临的各类风险隐患，采取风险清单方式排查并进行动态评估与趋势研判，提高公司风险评估工作实效，保障疫情期间公司生产经营稳定发展；三是提高政治站位，推进中央巡视问题整改、风险防范化解措施落地、内外审计发现问题整改、合规缺陷整改落实落地，提高重大风险防控能力。

In 2020, DFM fully implemented the decisions and deployments of the Party Central Committee and the State Council on preventing and defusing major risks and promoting high-quality development, and made efforts to deal with the risks occurring during business operations by centering on the working requirements of "eliminating pain spots, solving difficulties, dredging jamming points, improving weaknesses, consolidating the foundation, enhancing quality", under the guidance of new development ideas. In this way, risks and problems were contained and solved. First, strengthening the prevention and control of risks, advancing normalized and systematic work against major risks, constantly improve risk management systems, and organizing the preparation of major risk control lists and risk management plan for the Fourteenth Five-year Plan; second, strengthening centralized and uniform leadership of Party Committee, focusing on epidemic prevention and control and various risks and hazard following the resumption of work and production, adopting a risk list for troubleshooting, conducting dynamic assessment and trending analysis, improving DFM's risk assessment effectiveness, and guaranteeing stable production and operations during the epidemic period.

#### 反腐倡廉

Anti-corruption and Clean Government

东风公司以习近平新时代中国特色社会主义思想为指导，全面贯彻党的十九大、十九届五中全会精神，增强“四个意识”、坚定“四个自信”、做到“两个维护”，忠实履行党章和宪法赋予的职责；以政治监督为统领，紧扣党和国家工作大局、东风公司改革发展目标，健全完善监督体系，强化对权力运行的监督和制约，监督保障执行、促进完善发展；坚持严字当头，锲而不舍落实中央八项规定精神，一体推进不敢腐、不能腐、不想腐；建设高素质专业化纪检监察干部队伍，营造风清气正的政治生态，为“十四五”规划开好局、起好步提供坚强政治保证。

Under the guidance of Xi Jinping's thought on socialism with Chinese characteristics in the new era, DFM fully implemented the spirits of the 19th CPC National Congress and the Fifth Plenary Sessions of the 19th Central Committee of the Communist Party of China, enhanced "Four Consciousnesses", firmed up "Four Confidences", practiced "Two Upholds", and faithfully fulfilled duties assigned by the Constitution of the Communist Party of China and the Constitution of the People's Republic of China; by giving priority to political supervision, and maintained the big picture of the Party and the Chinese nation, DFM reformed development goals, improved supervision mechanism, strengthened the supervision and restriction on power operation, guaranteed the effectuation of supervision, and promoted development; it also strictly and incessantly followed the spirits of Party Central Committee's eight-point decisions, and strengthened a deterrent of "not daring to corrupt", a mechanism of "cannot corrupt" and the consciousness of "not wanting to corrupt"; moreover, DFM established a high-quality and professional discipline inspection and supervision cadre team, created a clean political ecology, and provided strong political guarantee for the commencement of the Fourteenth Five-year Plan.



2020年1月16日，东风公司召开2020年党风廉政建设工作会议

## 市场开拓

Market Development

2020年，东风公司全年销售345.8万辆，行业排名第三。

In 2020, DFM sold 3.458 million vehicles throughout the year, ranking the third in the industry.

旗下东风日产乘用车公司营销革新，推进数字化转型，线上线下市场双重部署，率先打造三级直播体系，涵盖公司高管、区域网红和终端经销商。累计开展超过10场总部大型直播、10000场专营店直播，观看人数超百万，新增粉丝数超40万人次。2020年累计销售113.3万台，位列主流合资企业第四。

Dongfeng Nissan Passenger Car Company under DFM pursued innovative marketing, advanced digitalized transformation, made deployments on online and offline markets, took the lead to build a three-level livestreaming system which covered senior management, regional cyber celebrities, and dealers. Up to now, it had held more than 10 large-scale HQ livestreaming activities and 10,000 outlet livestreaming activities, attracting more than 1,000,000 viewers and 400,000 new followers. In 2020, DFM cumulatively sold 1,133,000 cars, ranking the fourth among mainstream joint ventures.

旗下东风畅行科技股份有限公司将武汉、十堰、襄阳的“自营模式”调整为“经营租赁模式”，改善城市运营质量；打通多渠道获客，开展异业合作及效果投放，低成本获客；举办“第二届12.1打车节”活动，覆盖武汉、襄阳、十堰三城，取得良好效果。2020年东风出行平台用户规模突破200万，月活跃用户数突破30万人，日均订单突破8万单，在线车辆达到4000台。

Dongfeng Changxing Science and Technology Co., Ltd. under DFM adjusted the "self-operation model" prevailing in Wuhan, Shiyang and Xiangyang branches as "operating lease model" so as to improve urban operation quality; opened multiple channels and conducted cross-section cooperation and advertising for low-cost client acquisition; held the 2nd December 1 Taxi Taking Festival in Wuhan, Xiangyang and Shiyang, which achieved satisfactory results. In 2020, DFM Travel Platform embraced 2,000,000 users, with 300,000 monthly active users, 80,000 orders per day and 4,000 registered on-demand vehicles.

旗下东风本田发动机有限公司及时应对市场变化，保障发动机总成和零部件产品的市场供应，开拓新商务模式和海外市场。全年实现销售收入312亿元，同比增长11%；实现利润30.6亿元，同比增长14%，销售和收益双丰收。

Dongfeng Honda Engine Co., Ltd. under DFM responded to market changes in a timely manner, guaranteed the supply of motor assemblies and spare parts, and expanded new business modes and overseas markets. In 2020, DFM achieved an annual sales income of RMB 31.2 billion yuan, with a year-on-year growth of 11%; earned a profit of RMB 3.06 billion yuan, with a year-on-year growth of 14%.

旗下东风越野车有限公司积极探索、拓展非军市场，发掘“东风猛士”汽车存量资源效益与潜力，加强与军贸公司的合作，实现11个项目177辆订单的销售；加强与特种改装企业、行业客户及应急主管部门走访对接及产品展示推介，为M50民品上市开展先期推广与品牌植入。2020年，东风军车整体实现销售9845辆，推动质量品牌建设迈上新台阶。

Dongfeng Off-road Vehicle Co., Ltd. under DFM made proactive explorations, expanded non-military market, explored the effectiveness and potential of stock resources of "Dongfeng Mengshi", strengthened the cooperation with military trade companies, and embraced 177 orders under 11 programs; increased the contact with special refit enterprises, industry clients and competent emergency departments, as well as product displays and propaganda, and offered preliminary propaganda and brand placement for the launch of M50. In 2020, DFM sold 9,845 military vehicles, promoting its quality and brand construction to a new stage.



东风公司

全年销售

**345.8** 万辆

行业排名第

**3** 名

旗下东风本田发动机

全年实现销售收入

**312** 亿元

同比增长

**11** %

旗下东风越野车

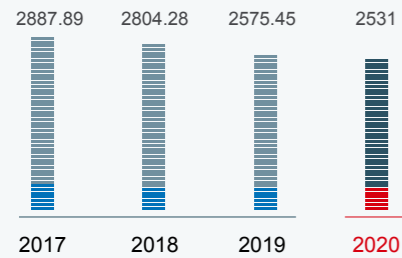
与军贸公司的合作实现订单

**177** 辆

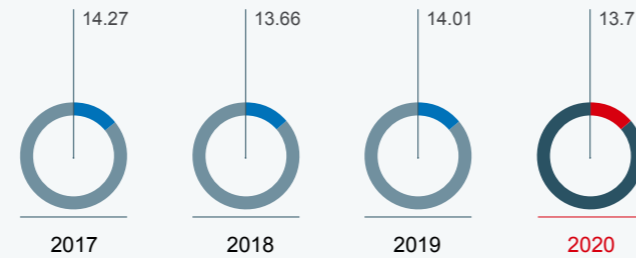
全年东风军车整体销售

**9845** 辆

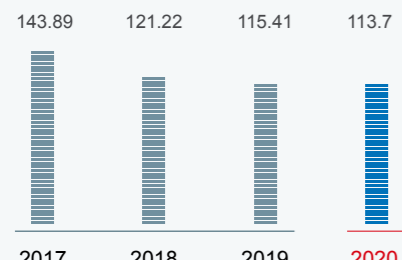
汽车行业销量 (单位: 万辆)



东风市场占有率 (单位: %)



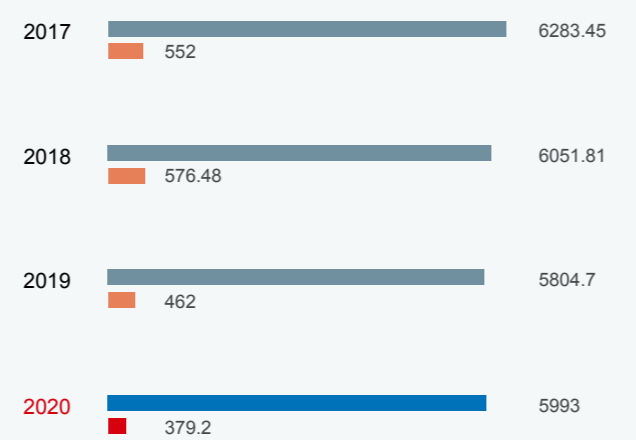
自主品牌销量 (单位: 万辆)



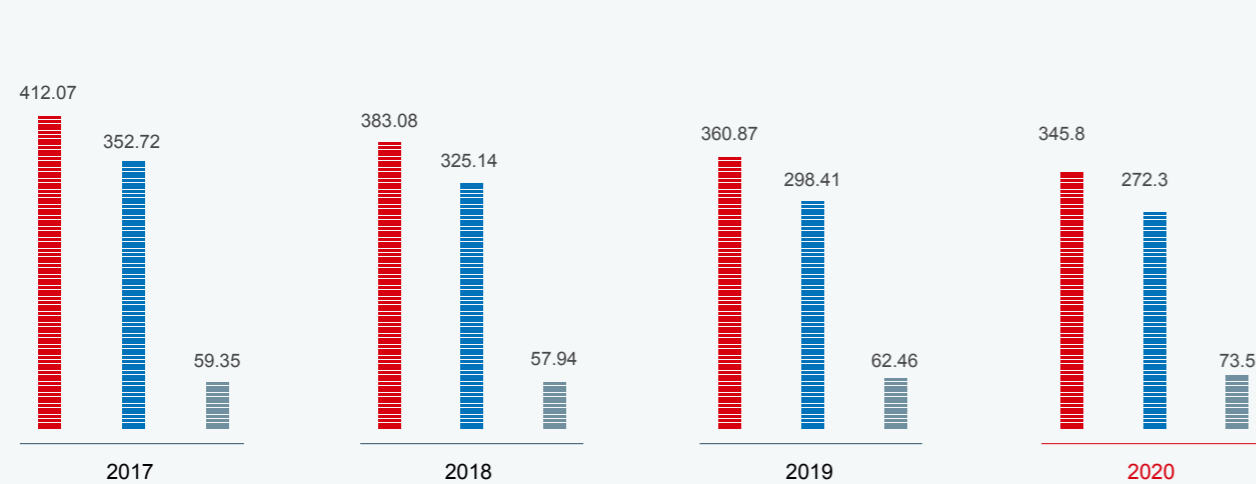
出口销量 (单位: 万辆)



东风销售收入 / 纳税总额 (亿元)



东风汽车销量 (单位: 万辆)



## 拉动地方经济发展

Driving the Development of Local Economy

### 本地化雇佣

Localized Employment

东风公司在员工招录过程中, 严格按照《中华人民共和国就业促进法》, 建立企业公开招聘制度, 不因民族、性别、种族、地域、户口、用工形式等因素而存在就业歧视。截至 2020 年 12 月 31 日, 东风公司从业人员总数为 134456 人, 外籍员工 166 人, 本地化雇佣比例达 99.86%。

While recruiting new employees, DFM strictly follows the Employment Promotion Law of the People's Republic of China, establishes open recruitment systems, and refuses discrimination in employment because of nationality, gender, race, region, household registration and employment forms. As of December 31, 2020, DFM boasted 134,456 employees in total, including 166 foreign employees, with a localized employment rate up to 99.86%.

### 本地化采购

Localized Procurement

保障优质的供应商资源, 推进本地化采购是东风公司重要的采购战略之一。2020 年, 东风公司推动“润”计划工作部署, 不断完善供应商的责任体系和沟通机制, 精准回应供应商诉求, 服务地方经济发展。

Guaranteeing premium supplier resources and advancing localized procurement are one of the critical procurement strategies for DFM. In 2020, DFM promoted the deployment of "Nurturing" Plan, constantly improved the supplier accountability system and communication mechanism, accurately responded to the supplier appeals, and served local economic development.

旗下东风汽车股份有限公司充分考虑湖北十堰零部件基地的优势, 针对湖北恒易汽车紧固件有限公司扩大市场份额, 增加标准件新品 107 种, 全年累计增加采购量 550 万。

Taking into full account the advantages of Hubei Shiyan Spare Parts Base, Dongfeng Motor Co., Ltd. under DFM expanded the market share of Hubei Hengyi Automobile Fasteners Co., Ltd., increased 107 new standard products. The annual procurement in 2020 increased by 5.5 million.

旗下东风本田汽车零部件有限公司发布实施《供应商管理规定》, 明确了供应商准入、评价、退出等关键环节管理细则。2020 年采购额共计 17.86 亿元, 惠州本地采购额为 3.03 亿元, 占总采购额的 17%。

Dongfeng Honda Auto Parts Co., Ltd. released and implemented the Supplier Management Regulations, which specified management details for key links like the entry, assessment and exit of suppliers. In 2020, DFM's procurement amount reached RMB 1.786 billion yuan, while local procurement amount in Huizhou was RMB 303 million yuan, accounting for 17% of total procurement amount.

旗下东风商用车有限公司在质量、交付满足的前提下, 优选本地化供应商, 助推地方经济发展。2020 年, 公司供货供应商 463 家, 采购金额 257 亿; 本地化供应商 254 家, 采购金额 205 亿, 占比 80%, 同比提升 6%。

On the premises of satisfying quality and delivery requirements, Dongfeng Commercial Vehicle Co., Ltd. under DFM preferred to local suppliers to promote local economic development. In 2020, DFM had 463 suppliers and its procurement amount from these suppliers reached RMB 25.7 billion yuan; there were 254 local suppliers with a procurement amount of RMB 20.5 billion yuan, accounting for 80%, with a year-on-year growth of 6%.

旗下郑州日产汽车有限公司持续推进本地化采购, 通过供应商体系优化, 本地化供应商战略合作等方式提升本地化供应商的供货比例, 推动远距离供应商在本地设厂。2020 年, 国内配套率实现 87%, 河南省本地企业占郑州日产全部 12 家战略供应商中的 6 家, 在郑州日产供应链企业中处于重要的位置。

Zhengzhou Nissan Motor Co., Ltd. under DFM continued to advanced localized procurement, enhanced the proportion of the goods supplied by local suppliers and encouraged remote suppliers to set up local factories by optimizing the supplier system and enhancing strategic cooperation with local suppliers. In 2020, DFM's domestic suppliers accounted for 87% among all of its suppliers; there were 6 local enterprises in Henan Province among all 12 strategic suppliers for Zhengzhou Nissan, which played a significant role in its supply chain.

## 深化国际发展路线

### Deepening International Development Route

#### 海外战略

Overseas Strategy

面对经济全球化的新变局，东风公司按照第九次党代会提出“建设世界一流企业”的新愿景稳步推进“走出去”战略。聚焦区域市场，融入“一带一路”建设，有序布局国际事业，加强海外市场研究，推进人才培养和经验积累，加快培育国际化运营能力；深耕战略市场，积极实施本地化战略，推动自主品牌海外事业发展模式升级；有效防范风险，提升经济效益，形成“走出去”体系能力，确保海外事业安全、健康、可持续发展。

Confronted with a new pattern of economic globalization, DFM steadily accelerated the pace of "going globally" in accordance with the new vision of "establishing the world's first-class enterprise" proposed at the 9th DFM Party Congress. Focusing on regional markets, DFM integrated itself into the construction of Belt and Road, set foot in overseas market in an organized way, strengthened the studies on international market, promoted talent cultivation and experience accumulation, and quickened the shaping of international operation capabilities.

#### 持续推进海外事业

- 聚焦区域市场——战略推进 5 个万辆级市场，打造 10 个以上千辆级市场
- 统筹推进战略市场本地化突破——根据市场特点加大本地化制造及本地化营销力度。丰富海外产品资源，打造全球明星车型；建立海外车型生命周期管理，健全海外产品收益管理
- 优化渠道体系——扩大海外销售平台搭建，加强战略合作伙伴关系，提高合资车型的海外销售量
- 搭建水平事业——实现二手车出口业务平台构建，海外战略市场的金融服务支持以及出行服务试点推进
- 凝聚品牌合力——优化海外业务体制机制、人才队伍建设、信息化及风险保障体系作为战略支撑体系

#### 海外实践

Overseas Practice

2020 年，面对国内外新冠疫情及中美贸易战等多重挑战，东风公司严格做好国内外疫情防控，在主要出口区域处于疫情重灾区、海外人员无法出境、商务往来无法正常开展的情况下，克服重重困难，通过在线营销等方式持续推进追赶计划，全年累计出口 6.9 万辆。

In 2020, in the face of multiple challenges including prevailing COVID-19 epidemic at home and abroad and Sino-U.S. Trade War, DFM made great efforts in the epidemic prevention and control at home and abroad, overcame lots of difficulties and continued to meet schedules through online marketing and other means under the circumstances that their major exporting countries were heavily affected by the epidemic, cross-border business trips were greatly restricted and business communication was significantly undermined. DFM successfully exported 69,000 cars in 2020.

## 坚守合法合规运营

### Adhering to Legal and Compliant Operations

#### 守法合规

Law-abiding Compliance

围绕全面建设治理完善、经营合规、管理规范、守法诚信的法治央企目标，东风公司持续推进法治建设工作。

Focusing on the overall goal of building a state-owned enterprise governed by law with perfect governance, compliance, standardized management and good faith, DFM constantly promoted the construction of the rule of law.

2020 年，东风公司从构建合规体系、分级覆盖核心领域、重点推动合规指南落地三条主线出发开展法律合规体系建设工作。初步完成法律合规管理体系框架设计，明确法律合规管理体系的基本工作流程、重点领域、保障措施；在新能源、商业秘密保护、涉外业务、智能网联劳动人事等 4 个业务领域制定一系列法律合规指引性文件，对相关领域业务法律合规现状进行梳理并提出风险防范建议；多渠道下发指引，组织培训讲解答疑，促进各单位对指引的理解和落实，及时协助相关单位完善修订相关制度，从制度层面消除风险。

In 2020, DFM engaged in the construction of legal compliance system from three perspectives: building a compliance system, classifying core regions to be covered, and promoting the implementation of compliance guide. DFM preliminarily completed the framework design of legal compliance management system, clarified basic working processes, key areas and guarantee measures of legal compliance management system; developed a series of legal compliance guideline documents in 4 fields, including new energy, trade secret protection, foreign business and intelligent networking human resources, sorted out the current status of legal compliance in relevant fields and proposed risk prevention and control suggestions; distributed the above guideline documents through multiple channels, organized trainings, explanations and interpretations, promoted subordinate units to better understand and implement these documents, assisted them in perfecting and revising relevant systems in a timely manner, and eliminated risks at the institutional level.



旗下东风柳州汽车有限公司开展民法典培训会

## 公平竞争

Fair Competition

东风公司围绕中长期规划和年度事业目标，坚持公平竞争理念，强化精细化管理，筑牢风险防火墙，促进和维护公平竞争，保障各项交易公平有序。

Centering on mid- and long-term plans and annual performance goals, DFM insists on the idea of fair competition, strengthens refined management, consolidates risk firewalls, promotes and maintains fair competition, and guarantees that all transactions are made in a fair and orderly way.

2020 年，东风公司持续强化践行《商德公约》，在生产经营活动中，遵循自愿、平等、公平、诚信的原则；坚决反对具有排除、限制市场竞争的垄断行为；严格禁止和防范内幕人员及以不正当手段获取内幕信息的人员违反法律、法规的规定，泄露内幕消息；坚持对外开放合作，助力优化外商投资企业的竞争环境。东风公司与供应商签订采购合同时签订《廉洁共建协议书》，致力于营造合规、廉洁、公开、透明的商业环境。

In 2020, DFM constantly strengthened the practice of Commercial Ethics Convention, and adhered to the principles of voluntariness, fairness, equality and integrity during production and business activities; resolutely fought against exclusive monopolization that restricts fair competition; strictly prohibit and prevent insiders and others who access to inside information from violating applicable laws and regulations or disclosing inside information; persisted in external openness and cooperation, and facilitated the optimization of a fair competition environment for foreign enterprises. DFM also signed the Agreement on Common Integrity with its suppliers, and was dedicated to creating a compliant, clean, open and transparent business environment.

## 诚信经营

Honesty and Credit Management

东风公司积极探索推进混合所有制改革，加快建设市场化经营机制，制定企业长期稳定的发展策略，明确公司诚信责任主体，创建公司诚信经营体系；真实、完整、准确地披露信息，与利益相关方构建互信共赢关系；严格按照签订的合同、协议或其他承诺履行义务及权利，全年合同履行情况良好。2020 年，东风公司入选“2020 中国企业信用 500 强榜单”，名列第 16 位。

DFM vigorously explored and advanced the reforms of mixed ownership, accelerated the construction of market-oriented business mechanism, developed long-term and stable development strategies, specified the responsibly body for integrity, and created an honest operation system; truthfully, completely and accurately disclosed information, and built mutual trust and win-win relations with stakeholders; perform obligations and enjoy rights in strict accordance with contracts, agreements or other commitments, with good contract performance for the whole year. In 2020, DFM was listed in "2020 Chinese Credit Enterprises Top 500", ranking the 16th place.



法律专题培训会

## 廉洁经营

Incorruptible Management

### ● 持续重拳出击、正风肃纪，强化“不敢腐”的震慑

Cracking down on Violations of Laws and Irregularities Continuously, and Strengthening a Deterrent of "Not Daring to Corrupt".

东风公司坚决落实中央纪委四次全会“加大国企反腐力度”要求，严肃查处干部员工违纪违法行为，深挖细查背后的腐败问题，强化惩戒震慑。2020 年公司各级纪委共立案 186 件，给予党纪处分 210 人，移送检察机关 10 人。与地方纪委监委合作，持续加大涉嫌职务违法犯罪案件的查处力度，推进公司党风廉政建设和反腐败工作步入新常态。

DFM resolutely implemented the requirement of "making greater efforts to fight against corruption in state-owned enterprises", strictly punished cadres and employees who violate applicable laws and regulations, investigated the corruptions, and strengthened the deterrent. In 2020, discipline inspection committees at all levels in DFM accepted 186 cases, gave the Party's administrative punishments to 210 violators, and transferred 10 severe violators to procuratorates.

### ● 深化标本兼治、以案促建，筑牢“不能腐”的笼子

Addressing Both Symptoms and Root Causes, and Firming up the Mechanism of "Cannot Corrupt"

统筹明责履责、考责问责等 5 项制度规定，形成《落实全面从严治党主体责任的意见》。通过案件查处，分析研判案发单位党的建设、经营管理、业务开展过程中的“落差”和“盲点”，针对性提出改进要求。2020 年，公司各级纪委发出纪检监察建议书 338 份，督促案发单位及主管部门及时建章立制、堵塞漏洞、加强管理。

DFM coordinated 5 systems including clarifying responsibilities, fulfilling responsibilities, appraisal and accountability, and developed the Opinions on Strict Governance over the Party and Clarification of Main Responsibilities. It then proposed improvement requirements by investigating cases, analyzing deviations and blind spots occurring during party construction and business management. In 2020, all levels of discipline inspection committees in DFM issued 338 discipline inspection and supervision proposals to urge concerned units and competent authorities to establish mechanism, plug up loopholes and strengthen management in time.

### ● 强化廉政教育、廉洁意识，增强“不想腐”的自觉

Strengthening Integrity Education and Anti-corruption Consciousness, and Enhancing the Consciousness of "Not Wanting to Corrupt"

东风公司加强廉政主题教育，摄制及组织观看警示教育片，提升警示教育的针对性和有效性；开展党风廉政建设宣传教育月活动，组织党员干部深入学习党章党规党纪和国家法律法规，2020 年累计开展学习教育活动 1402 场，覆盖 76213 人次；组织 3 万余名党员和关键岗位人员学纪学法，以考促学、以学促廉；策划一系列主题鲜明、内容丰富、形式多样的廉洁文化活动，倡导崇廉尚廉风气；首次召开财务领域警示教育大会，增强财务系统党员干部和财务管理人员的履责意识、纪律意识和廉洁自律意识，提高拒腐防变能力。

DFM strengthened integrity education, produced warning education films and organized employees to watch these films, and enhanced the effectiveness of warning education; conducted the Propaganda Education Month on Clean Party Construction and Integrity, organized party members to profoundly study the Constitution of the Communist Party of China, party discipline and national laws and regulations. In 2020, DFM organized 1,402 learning and educational activities, totaling 76,213 person-times; pooled more than 30,000 party members and key staff to learn about disciplines and laws, promoted learning effectiveness through examinations, and enhanced integrity through learning; planned a series of integrity culture activities in multiple forms with distinctive themes and rich contents, and advocated integrity.

通过一体推进不敢腐、不能腐、不想腐，公司 2020 年挽回经济损失 20 多亿元，有效化解因腐败酿成的重大风险，党员干部底线意识、纪律意识显著增强，政治生态明显好转，反腐败工作成效切实转化为护航高质量发展的强大力量。

By advancing "not daring to corrupt", "cannot corrupt" and "not wanting to corrupt", DFM recovered an economic loss of over RMB 2 billion yuan in 2020, effectively defused major risks related to corruption, greatly enhanced the bottom line and discipline consciousness of cadres. Moreover, its political ecology significantly improved, and anti-corruption achievements were turned into a great power that escorted its high-quality development.

2020 年东风公司

开展学习教育活动

1402 场

覆盖

76213 人次

# 利益相关者责任

润泽利益相关者 与之共成长

STAKEHOLDER  
RESPONSIBILITY



与客户共铸匠心品质  
与员工共享发展成果  
与伙伴共建行业生态  
与股东共筑共赢格局



## 与客户共铸匠心品质

### Building Craftsmanship with Customers

#### 匠心产品

Premium Products

东风公司坚持以客户关注为焦点，一切从客户需求出发，打造全价值链的质量管理体系，从商品企划、研发、采购、制造、营销、服务等各个环节全面发力，不断提升各环节的品质水平，致力于向客户提供质量可靠的优质产品。

Focusing on customer needs, DFM has established the quality management system of the whole value chain, and makes full efforts in all aspects of commodity planning, R&D, procurement, manufacturing, marketing and service, to constantly improve the quality of each link, and aim to provide customers with premium products.

#### ● 注重产品质量 Attention to the Quality of Products

旗下东风汽车股份有限公司在新车开发质量管控上，以战略产品 T17 项目为抓手，健全从商品概念至 SOP 阶段质量业务活动基准体系；在产品可靠性质量保证上，完成 1322 项零件级试验，351 项系统级试验，457 项整车级性能试验的三级实物验证。

In terms of new vehicle development and quality assurance, starting from the strategic T17 program, Dongfeng Motor Co., Ltd. under DFM perfected the benchmarking system from commodity concept to quality business activities in the SOP stage; to ensure product quality and reliability, DFM finished 1,322 spare part tests, 351 system tests and three-level physical verification of 457 vehicle performance tests.

旗下东风特种商用车有限公司 BC 类项目节点达成率大幅提升；研发质量管理体系逐步建立，16 项指标达成且提升 30%。

Dongfeng Special Commercial Vehicle Co., Ltd. under DFM witnessed a significant increase in the accomplishment of Category B and C projects; gradually established a R&D quality management system, fulfilled 16 indicators, which enhanced by 30%.

东风公司根据《缺陷汽车产品召回管理条例》和《缺陷汽车产品召回管理条例实施办法》的要求，召回 2020 年 5 月 6 日至 2020 年 10 月 26 日生产的部分奇骏汽车，共计 8868 辆。本次召回范围内部分车辆由于线束未安装在指定位置，塑胶件烧熔后有起火的风险，存在安全隐患。东风公司将免费为召回范围内车辆检修谐振腔后端线束位置，以消除安全隐患。



东风乘用车公司荣获 2020 年全国质量诚信标杆企业

#### ● 保障知识产权 Protection of Intellectual Property Rights (IPRs)

东风公司将保障知识产权作为促进产业转型升级、高质量发展的战略性工作，打通知识产权创造、运用、保护、管理全链条；强化知识产权顶层设计构建，开展发明专利提升工作评价，建设集团知识产权信息管理系统，加强知识产权文化宣贯。

DFM regards the protection of IPRs as a strategic effort to promote industrial transformation and upgrading and high-quality development, and builds a complete chain of creating, utilizing, protecting and managing IPRs; strengthens the top-level design and construction of IPRs, develops utility patents, enhances job assessment, constructs an IPR information management system, and increases the propaganda of IPR culture.

#### 知识产权创造 Creation of IPRs

开展技术成果布局规划，对涉及企业利害相关的时间、地域、技术和产品的核心技术构建专利保护网，形成对企业有利格局的专利组合；制定知识产权申请计划，围绕专业技术规划和研发项目开展技术成果布局规划，挖掘、保护核心技术。

#### 知识产权运用 Utilization of IPRs

开展燃料电池汽车专利风险课题研究，了解国内外燃料电池汽车技术发展路线，识别高风险点；建立嵌入东风知识产权管理系统的数据库，发布《车用燃料电池及应用技术专利分析报告》，分析指出对燃料电池汽车专利导航体系建设的总体规划设计意见。

#### 知识产权管理 Management of IPRs

建设知识产权信息化管理系统。实现知识产权工作信息化，提升专利、科技成果等知识产权工作质量和效率。公司知识产权信息化系统建成后，前期将覆盖专利管理、论文专著管理、专有技术管理、成果管理、商标管理等业务范围。

#### 东风公司

#### ● 全年专利受理量

**3048 件**

#### ● 同比增长

**203%**

2020 年，东风公司发明专利受理量 3048 件，达成全年目标的 133%，同比增长 203%；发明专利数以 2391 件、227% 的同比增长率，位居国内自主整车集团发明专利公开量榜首，是唯一发明专利公开量突破 2000 件的整车集团。

In 2020, 3,106 utility patents of DFM were accepted, accomplishing 133% of the annual goals, with a year-on-year increase of 203%; moreover, it developed 2,391 utility patents, with a year-on-year growth of 227%, ranking the top among independent whole automobile brands in China, as well as the only whole number of automobile group whose utility patents exceeded 2,000.

旗下智新科技股份有限公司出台《知识产权管理办法》并落实专门的奖励办法；开展发明专利提升整改专项培训 3 次，出台并落实了授权专利相关奖励，2020 年公司已获受理发明专利 76 项。

Intelligent Power under DFM launched the Methods on the Management of Intellectual Property Rights and implemented dedicated incentives; organized 3 dedicated trainings on the enhancement or rectification of utility patents, released and implemented licensed patent-related awards. In 2020, 76 utility patents of DFM were accepted.

## 优质服务

### Excellent Services

东风公司秉承“关怀每一个人，关爱每一部车”的经营理念，以客户为中心，竭力从销售到售后各个环节打造令客户高度满意的服务体验。

Following the business philosophy of "care for everyone, and care for every car", DFM takes customers as the center, and strives to create a highly satisfactory service experience for customers in all aspects from sales to after-sales.

#### ● 客户关系管理 Customer Relationship Management

旗下东风乘用车公司进一步完善客户直联平台，形成东风风神服务号、东风风神车主 APP、风神商城小程序、WindLink 车机一体的直联矩阵，实现在线看车、预约养修、紧急救援、维修可视、客户积分商城、预约下订等线上服务功能，围绕客户建立直连服务，提升客户运营能力，提升数字化 / 智能化管理，实现客户价值最大化。截至 2020 年底，直连客户数接近 90 万。

Dongfeng Passenger Vehicle Co., Ltd. under DFM further optimized direct customer access platforms, and constructed a direct access matrix composed by DFM Service Account. At the end of 2020, DFM boasted nearly 900,000 customers under direct access.

#### ● 客户投诉处理 Customer Complaint Handling

旗下郑州日产汽车有限公司持续优化和完善客户投诉管理机制，建立良好的客诉响应处理制度，及时挖掘客户需求，建立客户投诉 5 日关闭率机制以改善客户投诉处理质量，提升客户满意度。2020 年客户投诉 5 日关闭率达 96.8%。

Zhengzhou Nissan Motor Co., Ltd. under DFM constantly optimized and perfected customer complaint management mechanism, set up good customer complaint response system, identified customer needs in time, and established five-day settlement rate of customer complaints to improve the processing quality of customer complaints, and enhance customer satisfaction. In 2020, the five-day settlement rate of customer complaints reached up to 96.8%.

#### ● 客户信息保护 Customer Information Protection

旗下东风越野车有限公司重视客户信息安全保护，对客户信息的查询和使用进行分级管理，并对不同岗位不同级别的员工设定不同的调用权限，客户信息的查询和使用必须向相关部门提出书面申请，逐级审批获得授权之后才可进行。

Dongfeng Off-road Vehicle Co., Ltd. under DFM attaches much importance to the protection of customer information, implements graded management on the query and usage of customer information, and sets up different permissions for different levels of staff at different posts.

旗下东风英菲尼迪汽车有限公司督促经销商遵守与个人信息保护相关的法律法规，制定信息保护政策，并采取合理必要的技术措施和其他措施妥善管理和保护客户个人信息，确保信息不被非法泄露、篡改、出售或者被非法向无关方提供。

Dongfeng Infiniti Automobile Co., Ltd. under DFM urged the suppliers to obey applicable laws and regulations related to personal information protection, and adopted reasonable and necessary technical measures and other measures for proper management and protection of personal information.

#### ● 客户满意度提升 Customer Satisfaction Promotion

东风公司始终以客户为中心，建立客户满意度调查制度，致力于为客户提供卓越服务。

DFM always takes the customer as the center, establishes a customer satisfaction survey system, and strives to provide customers with an excellent service experience.

旗下东风本田汽车有限公司通过微信公众号常态化开展客户满意度调研工作，客户到店服务完成后次日便推送调研问卷，及时了解客户声音。对发现的问题开展原因调查，分类分析、施策，有效提升客户满意度。2018 至 2020 年 DCSI 满意度得分持续保持在 94 分以上的高位水平。

Dongfeng Honda Automobile Co., Ltd. under DFM initiates a customer satisfaction survey through its official WeChat account; the questionnaire will be pushed on the second day following the completion of relevant services to hear the voice of the customers in time.

## 与员工共享发展成果

### Sharing Development Results with Employees

## 基本权益

### Fundamental Rights and Interests

东风公司全面落实劳动法律法规，依法制定了招聘录用、劳动合同、劳动纪律、休息休假、人事档案等方面的劳动用工管理制度，严格承担法律责任，积极履行企业道德规范，维护公司和员工的合法权益。

DFM has fully implemented labor laws and regulations, formulated labor employment management system in recruitment, employment contract, labor discipline, rest and vacation, personnel files and other aspects according to law, strictly assumed legal responsibilities, actively fulfilled enterprise ethics, and safeguarded the legitimate rights and interests of the Company and employees.

东风公司建立了人力资源合规管理评价体系，定期对下属用人单位开展劳动用工合规管理诊断，通过 PDCA 循环，不断提高人力资源管理水平，积极构建和谐稳定的劳动关系。

DFM has established a human resources compliance management evaluation system to regularly organize labor compliance management diagnosis on the subordinate employers, and continuously improve the level of human resources management through the PDCA cycle, building a harmonious and stable labor relationship.

东风公司依法按时按标准支付员工劳动报酬，及时为员工建立养老、医疗、失业、工伤、生育等社会保险和住房公积金、企业年金、补充医疗保险、重大疾病保险、意外伤害和交通工具意外伤害保险、困难救助基金等。

The Company pays employees' labor remuneration on time and according to the standards and law, and timely establishes social insurance such as pension, medical insurance, unemployment insurance, labor injury insurance, maternity insurance and housing accumulation fund, enterprise annuity, supplementary medical insurance, chemical insurance for major diseases, accident injury and traffic accident injury insurance, difficulty relief fund, etc. for employees.

东风公司严格遵守国家相关法律法规，在招聘过程中对员工实际年龄进行核实，杜绝使用童工，充分尊重员工的择业自由及工作自由权利，杜绝任何理由的强制性劳动，不以任何方式限制员工的人身自由。

DFM strictly abides by national laws and regulations, verifies the actual ages of employees during the recruitment process, refuses to employ child labors, shows full respect for their freedom of occupation and working, refuses compulsory labor for any reason, and will not restrict employees' personal freedom by any means.

东风公司认真贯彻实施带薪年休假制度，2020 年员工人均带薪年休假为 10 天。

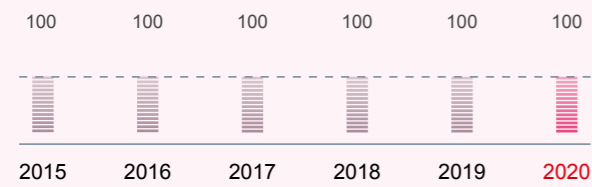
The Company earnestly implements the paid annual leave system. In 2020, the paid annual leave per employee was 10 days.



复工复产期间，东风公司团委联合工会组织开展 60 余场“为员工理发”活动，共计服务员工 6506 人。

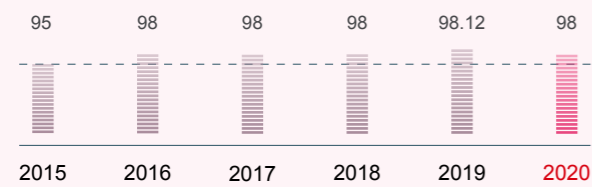
### 劳动合同签订率 (单位: %)

Labor Contract Signing Rate



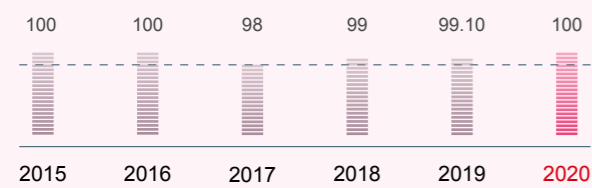
### 所属单位与工会集体合同签订率 (单位: %)

Collective Contract Signing Rate for Concerned Unit and Trade Union



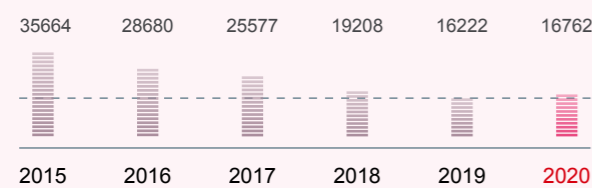
### 参加工会会员的比例 (单位: %)

Percentage of Employees Joining the Trade Union



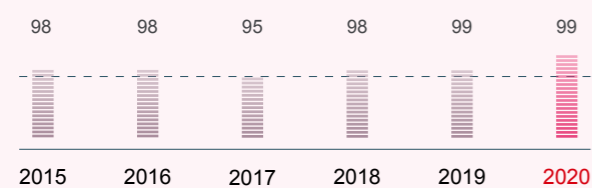
### 吸纳就业 (单位: 人)

Number of Employees



### 本地化雇用比例 (单位: %)

Proportion of Localized Employment



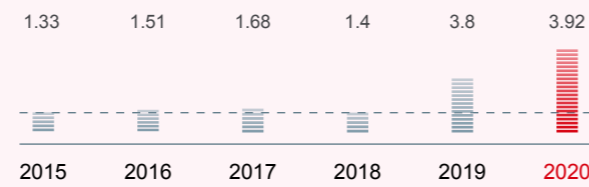
### 男女员工比例

Ratio of Male Employees to



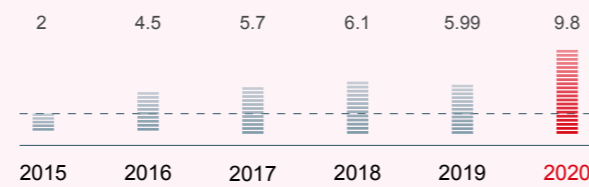
### 少数民族员工比例 (单位: %)

Proportion of Minority Staff



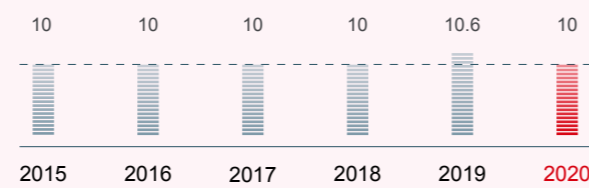
### 员工流失率 (单位: %)

Staff Turnover



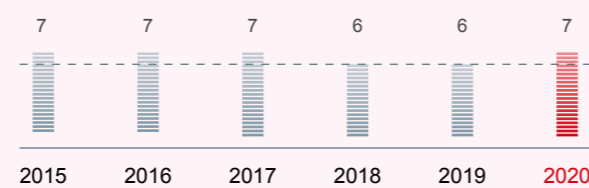
### 人年均带薪年假 (单位: 天)

Average Annual Paid Leave



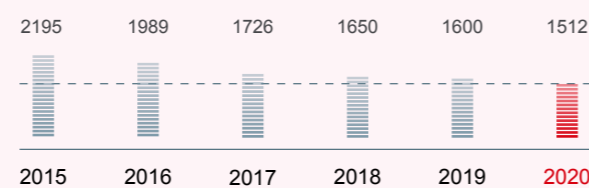
### 女性高级管理者比例 (单位: %)

Proportion of Female Senior Management



### 公司残疾人总数 (单位: 人)

Total Number of Disabled Employees



## 健康安全

### Health and Safety

#### ● 安全生产责任制 Responsibility System for Safety in Production

东风公司发布《东风汽车集团有限公司各业务领域安全生产及环境保护履责管理规定》，建立了基于岗位特征的风险、责任、能力、考核四位一体各业务领域安全生产责任制横向到边，纵向到底的责任体系。

DFM released the Administrative Methods on DFM's Safe Production and Environmental Protection Responsibility Fulfillment in All Business Fields, established a full-scope safe production accountability system integrating risks, responsibilities, capabilities, and appraisal based on post features.

旗下东风乘用车公司组织修订并发布《安全生产与环境保护责任制》，策划开展管理者安全生产工作述职，提高管理人员安全自主管理意识。2020年，安全自主管理水平达自主型管理阶段，各项安全目标全面达成，连续81个月实现生产安全事故为零。

Dongfeng Passenger Vehicle Co., Ltd. organized to revise and release the Safe Production and Environmental Protection Accountability System, planned, and organized safe production briefings by the managers, and enhanced their independent safety management consciousness. In 2020, DFM achieved independent safety management, and accomplished various safety goals in all aspects, which produced zero safety accident for 81 consecutive months.

#### ● 安全教育活动 Safety Education Activities

2020年，东风公司及各单位围绕“法律法规、基础知识、管理方法、技术手段”四项内容，通过集中培训、现场培训和云端培训等多种方式开展安全教育培训活动，全年培训覆盖69174人次。为提升安全专业化管理水平奠定基础。

In 2020, centering on laws and regulations, basic knowledge, management methods and technical means, DFM and its subordinate units conducted safety education training activities through centralized training, onsite training and virtual training, benefiting 69,174 employees.

2020年，东风公司共培训职工34735人次，其中三级教育575人次、危险作业人员175人次、班组长585人次、相关方4人次、“四新”培训7人次、职业健康培训6272人次。

In 2020, DFM offered trainings for 34735 person-times, including 575 person-times for tertiary education, 175 person-times for workers engaging in dangerous operations, 585 person-times for shift leaders, 4 person-times for relevant parties, 7 person-times for "Four News (New Technology, New Process, New Device and New Material)", and 6272 person-times in terms of occupational health trainings, laying a foundation for professional safe management.

#### ● 安全职业健康保障 Occupational Health Guarantee

在总结“十三五”工作的基础上，东风公司确定未来安全管理发展方向，发布了“十四五”安全职业健康战略规划，形成以战略规划为行动纲领，以事业计划为落实举措的管理体系。建立公司安全职业健康信息系统，提高信息化管理水平，公司安全职业健康管理信息系统已实现上线运行。2020年发生职业病6例。

#### ● 工伤事故预防 Prevention of Work Injuries

东风公司注重事故事件管理和防范能力，制定下发了《东风汽车集团有限公司重要安全生产风险防控管理规定》，明确重要安全风险的管控方案，建立公司级重要安全风险清单，并实施动态管理。针对发生的事故，按照“四不放过”的原则，严肃查处。对典型的事故案例，予以及时通报，对事故的直接责任人和负有领导责任的人员追究责任。



旗下东风汽车有限公司启动“安全环保月”暨“DFL·前沿讲堂——依法全面落实企业安全生产主体责任”专题讲座

## 职业发展

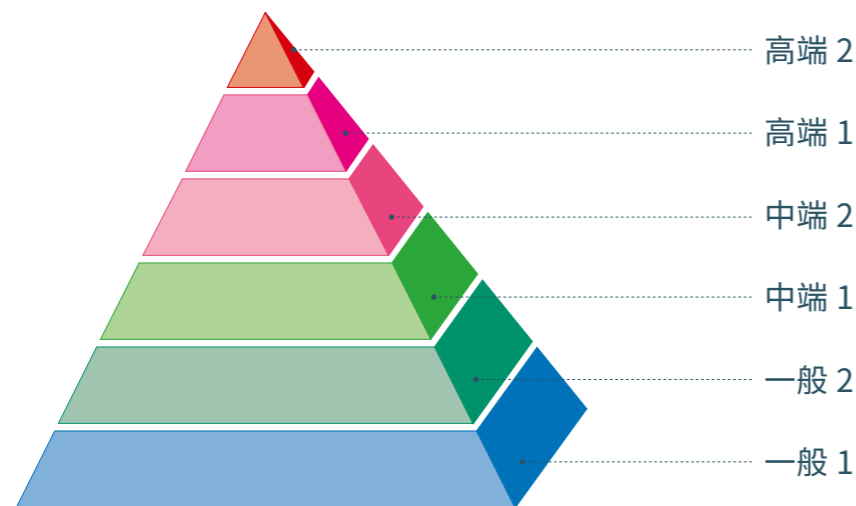
Career Development

### ● 畅通发展渠道 Smooth Development Channels

东风公司建立了完善的专业人才发展通道，高端领军人才方面，公司以《东风公司公司级专业人才培养办法》为指引，建立公司级专业人才库；科技领军人才方面，发布《东风公司技术总师管理办法》和《公司科技人才队伍建设的实施意见》，建立公司各专业技术委员会平台；青年人才方面，提供管理和专业双渠道职业发展路径，以《东风公司青苗人才管理办法》为指引，以“建机制、树品牌、活全局、育人才”为主要方向，构建东风青苗 U30 人才生态系统，向高级管理人才和专业技术、高技能人才梯队源源不断输送年轻力量。

DFM has established a comprehensive professional talent development channel. In terms of high-end leading talents, the company has established a company-level professional talent pool under the guidance of the "DFM Company-level Professional Talent Management Measures"; in terms of leading scientific and technological talents, issued the "Administrative Measures for the Chief Technical Officer of DFM" and the "Implementation Opinions on the Construction of the Company's Scientific and Technological Talent Team", and established the company's professional technical committee platforms; for young talents, we provided a dual-channel career development path for management and professionalism, guided by the "DFM's Young Talent Management Measures", with "building mechanism, building brand, living the overall situation, and cultivating talents" as the main direction, the Dongfeng U30 Young talent ecosystem has been built, and young talents are continuously sent to the echelon of senior management talents, professional skills, and high skills.

东风人才结构图



### ● 培训实践体系 Training and Practice System

东风公司强化人才教育培养体系，夯实年轻干部实践锻炼平台和基础，建设高素质专业化干部队伍。面向新事业发展及各业务领域需求，公司从经营管理能力、通用能力、专业能力等方面确定人才培养目标，制定人才培养路径，搭建内外部交流平台，并持续开展员工教育培训和技能提升活动，强化对员工的专业知识、职业素养、政策法规等在岗教育。2020 年，东风公司组织培训 25800 期，培训人次达 148.9 万，人均超 62 学时，培训费用达 0.57 亿元。

DFM strengthens the talent education and training system, consolidates the platform and foundation for the practice and training of young cadres, and builds a team of high-quality professional cadres. Facing the development of new businesses and the needs of various business areas, the company determines talent training goals from the aspects of management ability, general ability, professional ability, etc., formulates talent training paths, and builds internal and external communication platforms; continues to carry out employee education training and skill improvement activities to strengthen on-the-job education of employees' professional knowledge, professionalism, policies and regulations. In 2020, DFM organized 25,800 training sessions, with a total of 1.489 million trainees, with an average of over 62 hours per capita and a training cost of RMB 57 million yuan.

## 工作生活平衡

Balance of Work and Life

### ● 员工满意度调查 Employee Satisfaction Survey

东风公司根据“三个领先、一个率先”战略目标要求，对员工满意度调查模型进行升级完善，从“组织契合”和“员工心悅”双视角，检查衡量达成战略目标的内驱力。2020 年员工满意度调查覆盖 31 家二级单位，抽样率为 67%，员工满意度总体得分 77.67。

In accordance with the requirements of the "three leadings, one first" strategic objectives, DFM upgraded and perfected the employee satisfaction survey model, from the dual perspectives of "organizational fit" and "employee happiness", to examine and measure the internal drive to achieve strategic goals. The 2020 employee satisfaction survey covered 31 secondary units, with a sampling rate of 67%, and an overall employee satisfaction score of 77.67.

### ● 开展文体活动 Employee Satisfaction Survey

东风公司持续开展全员健身活动，提升职工文体活动智慧化管理水平，营造“开心工作、快乐生活”的文化氛围。在统筹推进常态化疫情防控和复工复产形势下，除线下活动外，公司着力探索“云端”服务职工、开展职工文体活动的新途径，相继开展“悦·东风”全员健身打卡活动、首届女职工助力营销主播大赛等丰富多样的线上文体活动，为凝聚职工团结奋进力量，加快推进东风公司“三个领先、一个率先”目标实现提供强劲动力。

DFM continues to carry out fitness activities for all employees, improves the intelligent management level of employees' cultural and sports activities, and creates a cultural atmosphere of "happy work and happy life". Under the situation of coordinated promotion of normalized epidemic prevention and control and resumption of work and production, in addition to offline activities, the company focused on exploring new ways to serve employees in the "cloud" and develop cultural and sports activities for employees, and successively carried out "Enjoyment·Dongfeng" all-employee fitness check-in activities, the first female employees assisting in marketing live streamer contest such various online sports activities etc., which provided strong impetus to gather the strength of the employees to unite and forge ahead and accelerate the realization of DFM's goal of "three leadings, one first".

## 特殊员工关爱

Special Employee Care

东风公司坚持常态化开展送温暖帮扶活动，通过“爱心工程”等多种方式及时关爱救助特殊困难职工。2020 年，公司各级工会帮扶慰问职工 2395 人次，发放慰问金 553.92 万元；公司“爱心工程”及基层“爱心分会”帮扶救助 2670 人次，金额 639.44 万元；公司级困难职工户数由 222 户减少到 135 户。

DFM adheres to the normalization of the warmth and assistance activities, and timely cares and assists employees with special difficulties through various methods such as the "Caring Project". In 2020, the company's labor unions at all levels assisted and sent sympathy to 2,395 employees and issued solatium of RMB 5.5392 million yuan; the company's "Caring Project" and grassroots "Love Branch" assisted 2,670 people with an amount of RMB 6,394,400 yuan; the number of company-level employees with difficulties has been reduced from 222 to 135.



2020 年

公司各级工会帮扶慰问职工

2395 人次

发放慰问金

553.92 万元

“爱心工程”“爱心分会”

帮扶救助

2670 人次

帮扶金额

639.44 万元

## 与伙伴共建行业生态

Creating Industry Ecosystem with Partners

### 共建合作

Fostering Cooperation

东风公司坚持“和衷共济，和合创先，和悦共生”的企业核心价值，遵循“商道共赢”的商业文明准则，与合作伙伴合作赋能，共生共荣，携手共建健康生态系统。

DFM adheres to the core values of "making concerted efforts, competing harmoniously and codeveloping joyfully", as well as the business principle of "win-win business cooperation", collaborates with partners to build a healthy ecosystem.



2020年11月26日，东风公司与国家电网签署战略合作协议。双方将结合各自优势，共同推动国家新能源汽车与能源互联网产业发展战略落地



2020年6月23日，东风公司与武汉大学签署战略合作协议。双方将在前瞻性原始创新、破解关键核心技术难题、提速科技成果转化、催生科学发展新动能、建立高端人才共建共享新机制等方面开展合作

## 供应商建设

Supplier Construction

东风公司本着合作共赢、效益效率、公平公开的理念，不断深化与广大供应商的战略合作，以达成双方协作共赢的最终目标。

In line with the concepts of win-win cooperation, efficiency, fairness and openness, DFM continuously deepens its strategic cooperation with suppliers in order to achieve the ultimate goal of win-win cooperation between the two sides.

旗下东风乘用车公司从QCD（质量、成本、交付）三个维度出发，打造具有核心竞争力、收益力的采购体系；修订《汽车零部件和材料供应商绩效评价管理程序》，按照标准有效开展供应商绩效的月度、季度、年度评价，在快速识别供应商绩效的同时，有针对性地开展供应商能力帮扶。

Dongfeng Passenger Vehicle Co., Ltd. built a procurement system with core competitiveness and profitability from the three dimensions of QCD (quality, cost, and delivery); revised the "Automotive Parts and Material Supplier Performance Evaluation Management Procedures" to effectively carry out monthly, quarterly and annual evaluations of supplier performance in accordance with the standards; while quickly identifying supplier performance in the evaluation, it also provided targeted support for supplier capabilities.

旗下东风柳州汽车有限公司多方式帮扶本地供应商，持续提升本地供应商自身能力。导入先进供应商管理方法，升级供应商管理系统，并对供应商开展现场诊断，提升供应商质量管理能力；开展供应商G-GK流程导入，完善管控流程，规范生产制造各环节，提高供应商生产效率；开展VALUE活动，导入公司成熟的成本管控体系，提升供应商成本管控能力。

Dongfeng Liuzhou Automobile Co., Ltd. under DFM assisted local suppliers in various ways and continued to improve the capabilities of local suppliers, introduced advanced supplier management methods, upgraded supplier management systems, conducted on-site diagnosis of suppliers, and improved supplier quality management capabilities; carried out the introduction of supplier G-GK process, improved the management and control process, standardized all links of production and manufacture, and improved the production efficiency of suppliers; carried out VALUE activities, introduced the company's mature cost control system, and improved the cost control capabilities of suppliers.

旗下郑州日产汽车有限公司秉承“相信、相伴、相成就”的理念，着力打造高效供应链体系。通过支持供应商的成本控制、货款结算、金融支持和经营改善，共同应对物流困难、现金流紧张、库存及订单压力，采用缩短设计周期、联合开发其他增值服务等多项举措，与供应商互利共赢。

Zhengzhou Nissan Motor Co., Ltd. under DFM adheres to the concept of "believing, accompanying, and achieving by each other", and strives to build an efficient supply chain system. By supporting suppliers' cost control, payment settlement, financial support, and operational improvement, it jointly coped with logistics difficulties, tight cash flow, inventory and order pressures, and shortened the design cycle, jointly developed other value-added services and other measures to achieve mutual benefit and win-win results with suppliers.



2020年9月14日，东风公司与中国宝武签署2020年战略合作框架协议。协议覆盖汽车用材产品与服务、新材料、新工艺、新技术研发及应用等10大领域34个项目

## 经销商建设

### Dealer Construction

东风公司始终高度重视与经销商共同打造新型战略合作伙伴关系，实现共赢共享。通过为经销商提供全方位优质服务的制度建设，实现经销商能力提升，建立与经销商共生共荣、持续盈利的模式。

DFM always attaches great importance to building a new strategic partnership with distributors to achieve win-win cooperation and sharing. Through the system construction aimed to provide all-round high-quality service to distributors, DFM improved the ability of distributors, and established the model of common existence, prosperity and sustainable profit with distributors.

旗下东风乘用车公司坚持轻投资重运营原则，聚焦低线市场，做实渠道下沉；通过开源+节流+低成本运营，从“销量突破、服务运营改善、基础管理、释压减负、运营帮扶”五个维度提升经销商“造血”能力，改善渠道收益；通过优化服务流程、狠抓标准落地，改善客户体验；通过配套商务政策优化，新弱店能力提升等，为经销商销售和经营改善减负助力，保证经销商的经营活力。

Dongfeng Passenger Vehicle Co., Ltd. under DFM adheres to the principle of focusing less on investment and focusing more on operation, focusing on the low-tier market, and realizing channel sinking; increased the dealers' "blood-making" ability and improved channel revenue from the five dimensions of "sales breakthrough, service operation improvement, basic management, pressure relief and burden reduction, and operation assistance" through open source + cost reduction + low-cost operation; improved customer experience by optimizing service processes and paying close attention to the implementation of standards. The optimization of supporting business policies and the enhancement of the capacity of new weak stores ect. helped dealers to improve their sales and operations and reduce the burden, and ensured the vitality of dealers.

旗下东风本田汽车有限公司秉承与经销商战略互信、合作共赢的理念，以客户为中心，从服务能力、管理规范、运营质量、盈利能力等各个方面与经销商展开互动，帮助经销商进行持续改善提升，打造持续稳定、健康向上、互惠互利的经销商体系。

Dongfeng Honda Automobile Co., Ltd. adheres to the concept of strategic mutual trust and win-win cooperation with dealers. It is customer-centric and interacts with dealers in various aspects such as service capabilities, management standards, operational quality, and profitability, helped distributors to continuously improve and upgrade, and build a distributor system that is stable, healthy, and mutually beneficial.

旗下东风英菲尼迪汽车有限公司致力于提升经销商运营管理能力，与中国人民大学商学院合作，开设英菲尼迪经销商总经理研修班，根据经销商实际业务情况定制课程，从企业管理、财务知识、市场营销、宏观经济形势等方面提升经销商总经理的综合素质和全局视野。

Dongfeng Infiniti Automobile Co., Ltd. is committed to improving dealer operation and management capabilities, and cooperates with Renmin Business School to set up Infiniti dealer general manager training courses. Courses are customized according to the actual business conditions of the dealers to improve the overall quality and overall vision of the dealer's general manager in terms of corporate management, financial knowledge, marketing, and macroeconomic situation.



旗下东风柳州汽车有限公司协助经销商引入咨询公司，提升整体团队营销管理能力

## 与股东共筑共赢格局

### Sharing a Win-win Pattern with Shareholders

## 股东关系管理

### Managing Shareholder Relations

东风汽车集团股份有限公司高度重视信息披露工作，根据上市规则和相关的法律法规，将信息披露工作制度流程化，根据《公司法》《证券法》以及联交所《上市公司规则》等法律法规制定《东风汽车集团股份有限公司信息披露制度管理办法》；在集团内部构建日常沟通渠道，通过主要业务板块和合营公司召开“信息披露联系人会议”，并建立信息披露联系人制度，完善各职能部门、下属合资企业以及重要业务板块的信息披露联系人渠道；与合营企业、合营企业外方股东建立信息披露沟通机制，东风汽车集团股份有限公司先后与多家企业沟通并签署信息披露备忘录，就合营企业的信息披露协同统一达成一致意向。

DFM attaches great importance to information disclosure, and institutionalizes the process of information disclosure in accordance with the listing rules and relevant laws and regulations, and formulates "DFM Information Disclosure System Management Measures" according to Company Law, Securities Law and Stock Exchange Rules of the People's Republic of China, established the usual communication channels within the group, convened the "information disclosure contact meeting" through the main business sector and the joint venture company.

2020年，东风汽车集团股份有限公司组织举行2019年业绩电话会和2020年中报业绩电话会；通过法定渠道（联交所网站及公司网站）披露内幕信息、关联交易信息、新闻信等公告共计124次；召开一对一电话会50余次，出席线上及线下大型投资峰会17次。

In 2020, DFM organized the 2019 annual report performance conference call and the 2020 mid-year report performance conference call; a total of 124 announcements including inside information, related-party transaction information, and news letters were disclosed through statutory channels (the website of the Stock Exchange and the company's website).

## 股东权益维护

### Safeguarding Shareholders' Rights and Interests

#### ● 中小股东保护 Protection of Minority Shareholders

为保证中小股东权利，东风汽车集团股份有限公司特别界定了召开类别股东大会的条件、大股东回避表决条件以及类别股东大会召开程序。类别股东大会的召开使利益相关股东回避表决，而中小股东在类别股东大会充分表达自己的声音，有效保障了中小股东权利。另外，东风汽车集团股份有限公司根据上市公司规则要求聘请的外部独立董事，在涉及到如关联交易的独立董事表决中起到了“独立人”的作用，可有效保护中小股东权益。

In order to guarantee the rights of minority shareholders, DFM specifically defines the conditions for holding separate meeting of classes of shareholders, the conditions for avoiding voting by major shareholders and the procedures for holding separate meeting of classes of shareholders. At a separate meeting of classes of shareholders, stakeholders can avoid voting, thus effectively exercising the rights of the minority shareholders, and well protecting the rights of the minority shareholders.

#### ● 股东回馈数据 ROI for Shareholders

东风汽车集团股份有限公司董事会制定并发布《东风汽车集团股份有限公司股息政策》，明确规定在东风汽车集团股份有限公司股份维持足以应付公司资金需求、未来增长、股权价值以及公司业绩、现金流等条件下，每年度拟分发不少于当年可分配净利润的15%作为股东股息。2020年，东风汽车集团股份有限公司向公司股东分红派息2次，分别为2019年度分红0.25元/股、2020年中期0.1元/股，合计分红为0.35元/股，分红金额为30.1亿元，自上市以来累计分红约220.3亿元。

The Board of Directors of DFM formulated and released DFM Dividend Policies and clearly specified that at least 15% of distributable net profits for that year would be distributed on the premise that DFM suffices to meet fund needs, future growth, stock value, corporate performance, cash flow and other conditions.

# 环境责任

润丽自然 与环境共和谐

ENVIRONMENTAL  
RESPONSIBILITY



研发绿色产品  
打造绿色工厂  
坚持绿色运营

## 研发绿色产品

### Developing Green Products

#### 环保技术

Environmental Protection Technologies

东风公司注重环保技术的改造和推广应用，2020 年共实施节能环保项目 197 项，投资 2.36 亿元。积极推广应用水性涂料或高固份等低 VOCs 含量涂料、喷漆室循环排风系统、污泥低温干化技术、复合极化技术在燃烧工艺中的应用、太阳能光伏发电等节能环保“四新”技术。

DFM attaches importance to the research and application of environmental protection technology. In 2020, the Company implemented 197 energy-saving and environmental protection projects with an investment of RMB 236 million yuan. DFM vigorously implemented "Four Environmentally-friendly News" technologies, including the application of water-based coatings or high-solids low-VOCs coatings, spraying room circulating ventilation system, low-temperature sludge drying technology, the application of composite polarization technology in combustion processes, and solar photovoltaic power generation.



东风公司自主开发的燃料电池中功率级电堆 (H<sub>2</sub>Core-50)，在上海零下 20°C 无辅助热源条件下成功启动

#### 环保产品

Environmental Protection Products

在“节能环保地造车，造节能环保的车”环保理念下，东风公司恪守绿色制造，聚焦新能源汽车研发、生产和推广，为汽车产业健康和谐发展、为社会生态环境改善贡献东风力量。

Under the environmental protection concept of "building energy-saving and environmentally friendly vehicles", DFM adheres to green manufacturing and focuses on the development, production and promotion of new energy vehicles to contribute to the healthy and harmonious development of the automobile industry and the improvement of the social ecological environment.

目前公司拥有纯电动乘用车、纯电动物流车、纯电动专用车、纯电动客车四个平台，纯电动物流车包含东风御风 EM26、东风凯普特 EV200、东风凯普特 EV350、东风凯普特 e 星等 6 个系列产品，新能源汽车市场保有量超过 11 万台。

At present, the company has four platforms of pure electric passenger vehicles, pure electric logistics vehicles, pure electric special vehicles, and buses. Pure electric logistics vehicles include 6 series products including Dongfeng Yufeng EM26, Dongfeng Captain EV200, Dongfeng Captain EV350, Dongfeng Captain e-star, etc. The new energy vehicle market has more than 110,000 units.



电动物流车

## 打造绿色工厂

### Building Green Factories

#### 循环经济

Circular Economy

东风公司积极响应国家全面推行循环经济的号召，将提高资源利用效率、促进生产全面绿色转型作为绿色发展方向，改造和推广余热余压、中水、废水、固废的资源回收利用，着力构建资源高效循环利用体系。

DFM actively responds to the country's call for the full implementation of a circular economy, and regards improving resource utilization efficiency and promoting a comprehensive green transformation of production as the direction of green development, transformed and promoted the recycling of waste heat and pressure, reclaimed water, waste water, and solid waste, striving to build an efficient recycling system for resources.

2020 年公司全力推动“绿色东风 2020”行动计划。在 2020 年国家工信部公布的第五批绿色制造名单中，旗下东风本田汽车有限公司、东风商用车有限公司车辆工厂、东风柳州汽车有限公司乘用车基地 3 家单位入选“绿色工厂”名单；东风乘用车公司的风神奕炫、东风商用车有限公司 DDi11 车用柴油发动机入选“绿色设计产品”名单；东风本田汽车有限公司入选“绿色供应链管理企业”名单。

In 2020, DFM fully promoted the "Green Dongfeng 2020" action plan. In the fifth batch of green manufacturing list announced by the Ministry of Industry and Information Technology of the People's Republic of China in 2020, three subsidiaries, Dongfeng Honda Automobile Co., Ltd., Dongfeng Commercial Vehicle Co., Ltd. Vehicle Factory, and Dongfeng Liuzhou Automobile Co., Ltd. Passenger Car Base, were selected as "Green Factory" list; Fengshen Yixuan of Dongfeng Passenger Vehicle Co., Ltd. and DDi11 automotive diesel engine of Dongfeng Commercial Vehicle Co., Ltd. were selected as "Green Design Products" list.



东风柳州汽车有限公司柳东基地光伏发电



## 能源管理

### Energy Management

东风公司通过不断推进和完善能源管理体系构建，优化能源的使用过程，提高能源效率；建立能源绩效改进的节能文化，提升能源管理与能源利用水平，最大程度降低公司制造成本。2020年，东风公司倡导各单位积极使用清洁能源，已有11家单位积极参与太阳能光伏发电项目，总计建成太阳能光伏发电总容量91280kW，年度内利用太阳能光伏发电量6992万kWh。

DFM continuously promotes and improves the construction of energy management system, optimizes energy use process and improves energy efficiency; establishes an energy-saving culture of energy performance improvement, improves energy management and energy utilization level, and minimizes the company's manufacturing costs. In 2020, DFM advocates the active use of clean energy by all units. 11 units have actively participated in solar photovoltaic power generation projects, with a total solar photovoltaic power generation capacity of 91,280 kW, and 69.92 million kWh of solar photovoltaic power generation during the year.

旗下东风商用车有限公司利用各单位预算节省的燃料动能费及公司特性费，以统计型订单模式开展合同能源管理项目。2020年开展合同能源管理项目19项，年度节能311.8万元，折合708.4吨标准煤，实现年减少二氧化碳排放量2541.1吨。

Dongfeng Commercial Vehicle Co., Ltd. under DFM used the fuel kinetic energy cost saved in the budget of each unit and the company's characteristic fee to carry out contract energy management projects in a statistical order mode. In 2020, 19 contract energy management projects have been launched, with annual energy savings of RMB 3.118 million yuan, equivalent to 708.4 tons of standard coal, and an annual reduction of 2,541.1 tons of CO<sub>2</sub> emissions.

按类型划分的直接及 / 或间接能源总耗量及密度 (2020年)

类型	计量单位	2020年数据
能源消费总量	吨标煤	685660
其中： 电力	万千瓦时	310590
	吨标煤	381715
汽油	吨	14942
	吨标煤	21986
煤油	吨	36
	吨标煤	53
柴油	吨	28204
	吨标煤	41097
天然气	万立方米	12335
	吨标煤	164052
热力	百万千焦	656,347
	吨标煤	22,381
其他能源	吨标煤	54,376
工业总产值	万元	50397455
万元产值综合能耗	吨标煤 / 万元	0.0133

2020年产值节能量(同上年比)	特别说明
<b>36748</b> 吨标煤	能源总耗量包括东风汽车集团有限公司所属工业企业和非工业企业全部单位使用的能源总量

## 节能减排

### Energy Conservation and Emission Reduction

东风公司各单位结合自身实际和业务特点，从汽车产品全价值链的各个环节开展节能减排改善活动。

All subordinate units of DFM combined their own actual conditions and business characteristics to carry out energy-saving and emission-reduction improvement activities from all links in the entire value chain of automotive products.

东风汽车集团有限公司技术中心自主研发的东风C15TDR发动机在燃烧、降摩擦及热管理等方面采用了十余项先进技术，使整机在动力性、经济性、排放、NVH等方面达到行业领先水平。其高效版获得中汽研的“能效之星”认证；搭载东风风神AX7车型的动力版荣获“中国心”2020年度十佳发动机。

The Dongfeng C15TDR engine independently developed by the Technical Center of DFM adopts more than ten advanced technologies in combustion, friction reduction and thermal management, so that the whole machine has reached the industry-leading level in terms of power, economy, emissions, NVH, etc.. Its high-efficiency version has obtained the "Energy Efficiency Star" certification from China Automobile Research Institute.

旗下东风鸿泰控股集团有限公司强化过程管控，进一步增强监督检查时效性，开展节能环保水平评价，及时发现问题并督促整改完成。

Dongfeng Hongtai Holding Group Co., Ltd. under DFM strengthened process management and control, further enhanced the timeliness of supervision and inspection, carried out energy conservation and environmental protection level evaluation, found problems in a timely manner and urged the completion of rectification.

## 环保管理

### Environmental Protection Management

#### ● 环境管理体系 Environmental Management System

东风公司建立严格的环境管理体系制度，推进目标考核体系、法规制度体系、管控体系、监测体系、事业计划体系及信息交流平台的“5+1”管理体系建设与运行，主要从节能环保水平评价、绿色工厂示范企业创建与推广、绿色供应链管理、绿色产品设计开发管理四个方面深入展开“绿色东风2020”行动。

DFM has established a strict environmental management system and promoted the construction and operation of the "5+1" management system of the target assessment system, legal system, management and control system, monitoring system, business planning system and information exchange platform.

东风公司按照“1+2+2”原则，滚动编制2020-2024年节能环保事业计划，发布第一批履责清单，细化节能环保责任。



旗下东风商用车有限公司于2020年9月接受中联认证中心的三方审核，审核结论：东风商用车有限公司环境职业健康安全管理体系运行持续有效。

### ● 环保应急管理体系 Environmental Emergency Management System

东风公司及各单位依据国家、地方环境法规以及环境管理体系要求，系统地识别、评价环境风险，建立了公司突发环境事件应急制度、应急演练制度，每年对应急文件进行回顾、修订，并定期开展应急预案的演练。

According to national and local environmental regulations and environmental management system requirements, the Company and its units systematically identified and evaluated environmental risks, and established a company emergency response system and emergency drill system for environmental emergencies. The emergency documents are reviewed and revised annually, and emergency drills are regularly carried out.

旗下东风汽车股份有限公司编制发布《DFAC 污染防治 & 蓝天保卫战行动方案》，设定各产品领域及制造领域 100% 满足环保法规要求的目标。

Dongfeng Motor Co., Ltd. has compiled and issued the "DFAC Pollution Prevention & Blue Sky Defense Action Plan", setting the goal of 100% compliance with environmental protection regulations in all product areas and manufacturing areas.

### ● 绿色供应链体系 Green Supply Chain System

东风公司通过加强供应商资格准入、签定《环境与安全协议书》等，将各利益相关方纳入整体行动中，成为绿色行动的约束者和参与者。

By strengthening the qualifications of suppliers and signing the "Environment and Safety Agreement", DFM has incorporated all stakeholders into the overall action and become a restrainer and participant in the green action.

旗下东风本田汽车零部件有限公司全力构建绿色全价值链，持续推进供应商二氧化碳减排工作。2020 年启动新一轮二氧化碳减排实绩收集系统填报工作，对 14 家纳入系统管理的供应商进行数据收集，统计分析及部分现场验证工作。

Dongfeng Honda Auto Parts Co., Ltd. has made every effort to build a green full value chain, and continues to promote suppliers' CO2 emission reduction work. In 2020, a new round of CO2 emission reduction performance collection system filling and reporting work has been launched, and data collection, statistical analysis and part of the on-site verification work have been carried out on 14 suppliers included in the system management.

### ● 产品绿色运输 Green Transport of Products

东风公司积极推进产品绿色运输，强化供应商物流管理，优化产品包装，采用环保合规的运输车辆，增加水运、铁运的比例，切实减少产品运输过程中的污染现象。

DFM actively promotes green transportation of products, strengthens supplier logistics management, optimizes product packaging, uses environmentally-friendly and compliant transportation vehicles, increases the proportion of water and rail transportation, and effectively reduces pollution during product transportation.

旗下东风本田发动机有限公司指导供应商优化包装设计、采购绿色包装、采用适当的集合包装、优化物流模式，从各环节实现节能减排，装载率较 2019 年提升 4.64%，2020 年通过包装物料改善削减物流费的目标为 360 万元，实绩达成 362.88 万元。

Dongfeng Honda Engine Co., Ltd. under DFM guided suppliers to optimize packaging design, purchase green packaging, adopt appropriate collective packaging, optimize logistics models, achieving energy saving and emission reduction in all aspects. The loading rate has increased by 4.64% compared with 2019. In 2020, the goal of reducing logistics costs through improvement of packaging materials is 3.6 million yuan, and the actual result is 3.6288 million yuan.

#### ● 东风本田发动机有限公司

● 装载率较 2019 年提升

**4.64%**

## 三废管理

### Management of Three Wastes

东风公司各单位依据环保管理规定均制定了废水、废气、固体废弃物等污染预防与控制管理制度，切实提升无害化生产水平，减少各类污染物对周边环境的影响。

In accordance with environmental management system requirements, DFM formulated a pollution prevention and control management system for wastewater, waste gas and solid waste, earnestly enhanced the level of safe production, and reduced the influence of pollutants on the surrounding environment.

### ● 废水治理 Wastewater Management

旗下东风汽车零部件（集团）有限公司关停活塞电镀线，传动轴工厂油漆线采用干式喷房（纸盒过滤）。同时，加强中水循环利用，按要求配备计量器具，定期开展水平衡测试。

DFM Auto Parts (Group) Co., Ltd. shut down piston plating lines; the paint line of the transmission shaft factory adopted dry spray room (carton filtering); the fastener company reduced the water content to 39% after upgrading the electroplated sludge drying system.

旗下东风日产乘用车公司积极推进中水外供，项目完成后中水回用率 100%。

Dongfeng Nissan Passenger Car Company vigorously advanced external supply of reclaimed water, and the recycling use rate of reclaimed water reached 100%.

### ● 废气治理 Waste Gas Treatment

东风公司采取水性化改造和末端治理相结合的防治原则，累计投入 12.7 亿元，完成 60 条涂装线改造，VOCs 专项整治全部达到属地政府要求，VOCs 排放总量较 2018 年下降 56.8%。

DFM resorted to the combined prevention and control principles of waterborne reconstruction and end-of-pipe treatment, invested RMB 1.27 billion yuan in total, and completed the transformation of 60 coating lines.

旗下东风本田发动机有限公司推进铸造烟粉尘、机加油雾等有组织排放废气的净化治理。

Dongfeng Honda Engine Co., Ltd. under DFM also advanced the purification and treatment of waste gas discharged from cast smoke dust and oil sprayer.

### ● 固体废物治理 Solid Waste Treatment

旗下东风乘用车公司大力推进污泥烘干、漆渣脱水减量项目，增加污泥烘干设备，对压滤后的污泥再次进行烘干，减量效果显著，单车危废产生量下降 20% 左右。

Dongfeng Passenger Vehicle Co., Ltd. vigorously advanced sludge drying and paint slag dewatering and reduction projects, increased sludge drying devices, dried the sludge again after filter pressing, bringing significant reduction efficacy.

#### 三废排放量及减排量 (2020)

Discharge and Reduction of Three Wastes (2020)

排放物	排放量 (吨)	同比下降 (%)
废水	931 万	9.95%
固体废物	91.8 万	-17.3%

#### 具体排放物种类及相关排放数据 (2020)

Specific Discharge Type and Relevant Discharge Data (2020)

排放物	排放量 (吨)	同比下降 (%)
二氧化硫	49.5	5.32%

## 坚持绿色运营

Insisting on Green Operations

### 践行绿色办公

Practicing Green Office

旗下郑州日产汽车有限公司研发中心践行节能降耗活动，对比 2019 年，2020 年研发中心水费下降 25.5%，电费下降 28.5%。

The R&D Center of Zhengzhou Nissan Motor Co., Ltd. practiced energy conservation and reduction activities. Compared with 2019, the water and electricity expenses for the R&D Center in 2020 decreased by 25.5% and 28.5%, respectively.

年份	用水量 (t)	水费 (万元)	用电量 (kwh)	电费 (万元)
2019	39555	23.5	2883444	292.8
2020	29829	17.5	2603642	209.3



旗下东风汽车财务有限公司以“实用、绿色、科技、活力、关爱”为设计理念，通过打造共享办公区，为公司员工提供共享工位近 200 个，降低空间成本

### 提升环保意识

Enhancing Environmental Awareness



旗下郑州日产汽车有限公司组织开展环境突发应急演练代训，提升区域环境保护能力意识



旗下东风特商汽车有限公司设置宣传栏普及环保知识，提升员工做好环境保护的自我意识，倡导员工创建优美环境



旗下东风乘用车公司结合世界环境日、全国节能宣传周、全国低碳日主题，以“安全责任我担当、环境优美我行动”为主题，在全公司范围内开展“安全生产与节能环保双月”活动

东风柳汽

2020 年共完成节能环保培训

789 人次



旗下东风柳州汽车有限公司开展节能环保宣传教育，提高全员节能环保意识，2020 年共完成节能环保培训 789 人次，共 2494 学时

### 开展环保活动

Carrying out Environmental Protection Activities



旗下东风商用车有限公司在 6 月 5 日，作为绿色企业代表参与十堰市“走出绿意‘森’呼吸徒步”活动



旗下东风柳州汽车有限公司积极参与柳州市组织的“美丽中国，我是行动者”为主题的世界环境日活动

# 社会公益责任

润美公益事业 与社会共进步

SOCIAL  
RESPONSIBILITY



公益管理  
公益实践

# 公益管理

## Public Welfare Management

### 东风公益基金会介绍

Introduction to Dongfeng Benevolence Foundation

东风公益基金会是 2012 年由东风公司经国家民政部审批筹建的非公募基金会，原始注资金额为 5000 万元人民币，主要为公司“润”计划中公益项目的实施提供执行平台和资金支持。

The Dongfeng Benevolence Foundation was set up by DFM in 2012, under the approval of the Ministry of Civil Affairs. The Foundation is a non-public fund with a registered capital of 50 million yuan, and mainly provides implementation platform and fund support for public welfare projects under the Company's "Nurturing" Plan.

2020 年，东风公益基金会全年支出人民币 6414.23 万元，捐赠领域主要涵盖抗击疫情、教育事业、残疾人事业和公共福利事业，以及项目活动支出。

In 2020, Dongfeng Benevolence Foundation spent RMB 64.1423 million yuan mainly for epidemic prevention and control, education cause, disabled cause, public welfare cause and activity expenditure.

### 基金会管理体系

Foundation Management System

东风公益基金会设置系统完善的管理制度，严格遵守《基金会章程》，按时召开理事会，向与会成员单位通报基金会的情况，报请理事会审议相关议题，并就基金会的重大事项进行决策。经国家民政部审计，东风公益基金会 2020 年度总体运作情况良好，各项业务均按照业务范围开展，无违规事项。

Equipped with a well-designed management system, Dongfeng Benevolence Foundation strictly followed the Foundation Charters, convened council meetings on time, reported the information about the Foundation to the participating members, asked the council to deliberate on relevant issues, and made decisions on major issues of the Foundation. According to the audit of the Ministry of Civil Affairs, Dongfeng Benevolence Foundation operated well in 2020 without irregularities.



东风公益基金会  
Dongfeng Benevolence Foundation

# 公益实践

## Public Service Practice

### 志愿服务

Volunteer Services

#### • 志愿服务理念、体系 Volunteer Service Idea and System

东风公司成立“东风志愿者工作指导委员会”，统一规划东风公司志愿服务项目。委员会根据公司社会责任中期行动计划——“润”计划的总体部署，持续投入资源和力量组织志愿活动。截至 2020 年，已构建 190 余支“三化四有”（规范化、机制化、常态化，有组织、有制度、有计划、有活动）志愿服务队，注册志愿者 5000 余人。

DFM set up "Dongfeng Volunteer Work Steering Committee", which provides unified planning of Dongfeng volunteer service activities. The "Committee" continues to invest resources and organize volunteer service activities according to the overall deployment of the corporate social responsibility interim action plan - the "Nurturing" Plan. As of 2020, more than 190 standardized, institutionalized, normalized, organized, systematic, planned and active volunteer service teams have been set up, with more than 5,000 registered volunteers.

#### • 志愿者活动 Volunteer Activities

在东风志愿者工作指导委员会的统一领导下，东风公司各级团组织内部围绕疫情防控、复工复产和生产经营重点工作，外部围绕助学帮扶、社企共建等工作，合计开展大小型志愿服务活动 572 次，以实际行动彰显“奉献、友爱、互助、进步”的志愿精神，为东风公益贡献青春力量。

Under the uniform guidance of DFM Volunteer Steering Committee, the leagues at all levels in DFM organized 572 volunteer service activities at all sizes from internal and external perspectives, including epidemic prevention and control, resumption of work and production, production and operation focuses, scholarship offering and joint society-enterprise construction. DFM practiced the volunteering spirits of "dedication, friendship, mutual help and progress" through actions to contribute to the construction of a harmonious Dongfeng.



召开东风公益基金会理事会



旗下东风鸿泰控股集团有限公司 80 多名员工积极响应政府号召，主动报名加入抗疫志愿者队伍



旗下东风日产乘用车公司开展“星推官”活动，支援车展及专营店团购会现场，促进订单达成 756 余台

旗下神龙汽车有限公司在社区开展“汽车义诊”志愿服务项目，共服务社区车辆 379 台

## 特色公益实践

Featured Public Welfare Practice

### ● 同心抗击疫情 Working Together to Fight against the COVID-19

2020年初，新冠肺炎疫情突袭，举国上下进入战“疫”时刻。作为在鄂央企，东风公司深入学习贯彻习近平总书记关于疫情防控工作重要讲话和指示批示精神，坚决贯彻落实党中央、国务院重大决策部署，按照“坚定信心、同舟共济、科学防治、精准施策”总要求，确立“信息准、行动稳、把好门、管好人、神情定、勇担当”的东风公司防控工作总体思路，立即行动，主动作为，全力支持和配合打赢湖北保卫战、武汉保卫战，在大战大考中彰显央企担当。

In early 2020, the COVID-19 suddenly broke out and all Chinese people devoted themselves to fighting against the epidemic. As a central enterprise in Hubei Province, DFM vigorously studied the General Secretary Xi Jinping's important speech and instructions on the prevention and control of COVID-19, resolutely implemented major decisions and deployments of the Party Central Committee and the State Council, determined the overall ideas of "accurate information, stable actions, sound prevention, reliable employee management, calm mind and strong accountability" in accordance with the general requirements of "firming up confidence, calling for all hands, scientific prevention and control, and targeted strategy implementation", act now in stride to show full support for the efforts of Hubei and Wuhan fight in controlling COVID-19, thus displaying a central enterprise's sense of responsibility.

#### 捐赠款物

东风公司携旗下 20 余家单位以及东风公司 8 万余名爱心员工，启动 9 批捐赠行动，累计向湖北省及武汉、十堰、襄阳、随州、孝感、黄冈、鄂州等 7 个地市捐赠款物超 1.05 亿元，捐赠工作行动早、力度大、效率高、效果好，为疫情遏制提供物质支援。

#### 民生保障

东风公司旗下东风畅行组织的应急车队累计在 280 个社区开展服务 80 万个小时，行驶里程近 370 万公里，为各大医院运送物资超过 35 吨，协调 30 台医护人员保障李兰娟院士等医疗团队，“东风 GO”成为驰骋武汉大街小巷的一道风景。

#### 物流保障

疫情期间，东风公司旗下车城物流、风神物流、东本储运等 3 家物流企业时刻待命，累计出动集装箱车辆 570 趟次、运输救援物资 14.1 万箱，涉及火神山医院、雷神山医院、金银潭医院、同济医院、协和医院、方舱等抗疫一线医疗机构，拼力保障关键物流“大通道”不停不息。



东风资产管理有限公司捐赠防疫设备协助城市消杀

### ● 助力教育发展 Assisting in Education Development

#### 第四届“东风梦想车”中国青年汽车创意设计大赛

The 4th "DFM Dream Car" China Youth Car Design Competition

“东风梦想车”大赛由东风公司与中国青年创业就业基金会、东风公益基金会联合主办，是面向国内外高校学生的专业汽车设计赛事。2020 年开展的第四届“东风梦想车”大赛基于新一轮科技革命和产业变革驱动背景，结合汽车行业“五化”技术发展趋势，以智感造型、智能座舱、人机交互、智慧交通体系为切入点，征集前瞻且具备孵化价值的智慧汽车设计方案。本次活动采取华东、华西、华南、华北、华中五地联动形式，通过北京理工大学、武汉理工大学、同济大学、电子科技大学、华南理工大学五所高校的线上联动，共同点燃新一年的创新梦想“引擎”。

DFM Dream Car Competition is a professional car design competition jointly sponsored by DFM, China Foundation for Youth Entrepreneurship and Employment, and Dongfeng Benevolence Foundation, which is designed for college students at home and abroad. In 2020, the 4th DFM Dream Car Competition was held, based on a new round of technological revolution and industrial reforms, in combination with the development trends of standardized, systematic, digitalized, improved and innovative technologies in the automobile industry, with smart modeling, smart cab, man-machine interaction and smart transport system as the entry points, so as to solicit prospective smart car design schemes with incubation value. The Competition was concurrently held in the Eastern China, Western China, Southern China, Northern China, and Central China via online linkage of Beijing Institute of Technology, Wuhan University, Tongji University, University of Electronic Science and Technology of China and South China University of Technology to jointly light up the innovation dream "engine" for the new year.



“新风向 造未来”第四届“东风梦想车”中国青年汽车创意设计大赛

#### 东风润苗行动

Dongfeng Nurturing Seedling Action

“东风润苗行动”是东风公益基金会联合湖北省青少年发展基金会自 2013 年开展的系列公益助学项目，东风公司投入资金超过 3000 万元，在湖北、四川、云南、广西等地援建了 20 所东风希望小（中）学，有效改善贫困地区基础教育办学条件，积极为贫困地区教育事业发展贡献央企力量。

Dongfeng Nurturing Seedling Action is a series of public welfare educational aid activities carried out by the Dongfeng Public Welfare Foundation and Hubei Youth Development Foundation since 2013. DFM invested more than RMB 30 million yuan in total, and established 20 DFM Hope Primary (Middle) Schools in Hubei, Sichuan, Yunnan, Guangxi, etc., which effectively improved basic education conditions of poverty-stricken areas and made positive contributions to the education cause in these areas as a state-owned enterprise.

### 各单位爱心助学微公益活动

A Series of Micro-public Welfare Activities by Subordinate Units

东风公司联合旗下各单位开展了“金秋助学”“心语心愿”“筑梦课堂”“汽车科技讲堂”等系列公益助学活动，丰富“东风润苗行动”的形式和内涵，实现东风润苗行动“衣食住行学”全方位关怀。

DFM and its subordinate units organized a series of aid activities for poverty-stricken students, including "Financial Aid to Students in Need in Autumn Semester", "Heartfelt Wishes", "Dream-building Classrooms" and "Automobile Technology Classroom", enriching the forms and connotations of "Dongfeng Nurturing Action", and effectuating all-round care in clothing, food, housing, transport and studying.



旗下神龙汽车有限公司开展“东风润 神龙情”特色公益项目



旗下东风商用车有限公司向湖北汽车工业学院捐赠 25 万册藏书



旗下东风本田汽车有限公司与贡觉县阿旺乡小学建立结对帮扶，开展“放我的手在你的掌心”爱心助学活动



旗下东风财务公司爱心捐赠 18 台笔记本电脑改善青山城中学办学条件



旗下东风南方实业集团有限公司在河北、四川、广东、海南等地举办“童心童梦·爱在行动——东风南方儿童节公益助学行”活动



旗下东风柳州汽车有限公司开展“童心童行，阳光六一”趣味活动



旗下广州东风南方汽车销售服务有限公司进行爱心助学慰问



旗下郑州日产汽车有限公司举行“不忘初心筑梦远航”公益助学活动



旗下东风鸿泰控股集团有限公司开展“鸿图有你·益起同行”爱心公益活动



旗下东风日产乘用车公司在马山县白山镇立星小学开展筑梦课堂助学活动



旗下东风出行联合东风商用车开展“一路同行，携手成长”助学公益活动

● 倾情奉献爱心 Dedication of Love

东风公司助力公益慈善事业，联合旗下各单位开展各种形式的志愿活动，围绕精准扶贫、公共卫生安全、履责传播等开展社会责任工作，用行动彰显央企担当，传递东风大爱。

DFM takes deep root in public welfare and works together with its subsidiaries to conduct all kinds of volunteer activities, fulfilled its social responsibilities in terms of targeted poverty alleviation, public hygiene and safety, responsibility fulfillment and communication, thus demonstrating the sense of responsibility of the central enterprise, and passing down the love of DFM.



旗下东风悦达起亚汽车有限公司开展第 18 期“东风悦达起亚家园”活动，帮扶弱势群体改善社区及家庭居住环境



旗下东风本田汽车有限公司在武汉开发区足球公园举行了“第二届东风 Honda 少儿足球训练营趣味运动会”



旗下郑州日产汽车有限公司走进新疆和静县巴音布鲁克开启“牵手工程 - 快乐成长计划”爱心公益活动



旗下东风本田发动机有限公司组织开展献血活动，公司员工在无偿献血活动中的累计献血量已达到 22 余万毫升



旗下东风汽车股份有限公司成立“卡车兄弟爱心基金”，在全国范围内先后为多位卡车司机提供帮扶



旗下东风畅行科技股份有限公司在武汉封城当天，迅速组建抗疫志愿车队，为武汉 294 个社区提供运转服务，荣获“全国抗击新冠肺炎疫情先进集体”称号



## 责任荣誉

CSR Honors

社会责任工作案例入选  
《中央企业社会责任蓝皮书(2020)》(抗击疫情)

荣获 2020 年责任金牛奖之  
“精准扶贫奖”

扶贫案例入选国务院  
《2020 中央企业精准扶贫优秀案例 50 佳》

抗疫案例入选  
《中国企业抗击新冠肺炎疫情研究报告》

荣获最具社会责任企业奖

荣获“新冠肺炎疫情防控  
捐赠突出贡献奖”

荣获优秀战“疫”担当企业  
和战“疫”特别贡献企业

抗疫事迹入选  
《中央企业抗击新冠肺炎疫情案例集》

荣获 2020 中国公益慈善  
十大影响力企业

## 未来展望

Outlook for the Future

2020 年，东风公司深入学习贯彻习近平新时代中国特色社会主义思想，按照“润”计划 2.0 总体部署，围绕“共创可持续未来”工作主题，持续探索和深入推进“专、精、新”工作路径，在疫情防控、复工复产、精准扶贫、社会公益、抗灾救援等领域发挥央企优势，全力施为，社会责任工作得到社会各界的充分肯定，被授予最具社会责任企业奖、战“疫”特别贡献企业、2020“精准扶贫奖”等多项荣誉奖项，并连续两年跻身中国企业 300 强社会责任发展指数 10 强，社会责任工作持续保持高质量发展水平。

In 2020, centering on the theme of "Co-create a Sustainable Future", DFM made a detailed analysis of Xi Jinping's thought on socialism with Chinese characteristics in the new era, continued to explore and advance the "professional, proficient and new" working paths in accordance with overall deployments of the "Nurturing" Plan, and gave play to the advantages of a central enterprise in terms of epidemic prevention and control, resumption of work and production, targeted poverty alleviation, social public welfare and disaster relief. Its social responsibility fulfillment was highly praised by all walks of life, and was hence granted the Most Socially Responsible Enterprise Award, the Enterprise with Special Contribution to the Fight against the Epidemic, and 2020 Targeted Poverty Alleviation Award. Moreover, it ranked Top 10 among China's Top 300 Enterprises by the CSR Development Index for two consecutive years, proving that its social responsibility fulfillment is maintained at a high level.

面向“十四五”，东风公司社会责任工作将进一步聚焦央企政治、经济、环境和社会责任，坚决服从国家战略，从党和国家工作大局出发，紧扣国计民生，更大力度贡献央企力量；以更加务实的工作作风推动社会责任工作稳步开展，以更强的使命感和责任感履行东风承诺，以更加自觉的行动扛起建设汽车强国、做强做优做大民族汽车品牌的重任，为人民享有美好汽车生活赋能，为实现中华民族伟大复兴的中国梦奋勇前进。

To get prepared for the Fourteenth Five-year Plan, DFM will further focus on political, economic, environmental and social responsibilities of a central enterprise, resolutely obey national strategies, act in the best interest of the Party and the Chinese nation, pay more attention to national welfare and the people's livelihood, and make greater contribution as a central enterprise; not only that, DFM will advance steady progress of social responsibility fulfillment in a more practical way, accomplish its promises with stronger sense of mission and responsibility, shoulder the task of building an auto power and shaping a prestigious national automobile brand more consciously, empowering people to enjoy a better auto life, and forging ahead to realize the great rejuvenation of the Chinese nation.



# 关于本报告

## About This Report

**时间范围：**本报告内容的时间跨度自 2020 年 1 月 1 日至 2020 年 12 月 31 日，部分内容超出上述范围。

**Time scope:** The time span of contents in this report is from January 1, 2020 to December 31, 2020, and part of the contents goes beyond the scope.

**组织范围：**本报告内容来自东风汽车集团有限公司及下属机构（参见公司组织结构）。为便于表达，在报告的表述中分别使用“东风公司”“公司”“我们”。

**Organization scope:** The contents of this report come from the Dongfeng Motor Group Co., Ltd. and its subsidiaries (see the Company's organizational structure). For ease of expression, "DFM", "the Company", and "we" are used in this report.

**以往报告发布情况：**公司已连续发布公司 2008—2019 年度报告，此报告为第十三次发布的年度报告。

**Release of previous reports:** The Company has released 2008-2019 annual reports, and this is the thirteenth annual report.

**数据说明：**本报告所引用的数据均来自公司内部统计数据，如与财报有出入，以财报为准。

**Data description:** Data cited in this report are all from the Company's internal statistics, and in case of a discrepancy with the financial statements, the latter shall prevail.

**参考标准：**本报告编制严格遵守真实、客观、公开原则，参照国务院国有资产监督管理委员会《关于中央企业履行社会责任的指导意见》、全球报告倡议组织 (GRI)《可持续发展报告指南 4.0 版本》、《中国企业社会责任报告指南 (CASS-CSR4.0)》。

**Reference standard:** The compilation of this report is in strict compliance with the principles of truthfulness, objectivity and openness, with reference to the State-owned Assets Supervision and Administration Commission of the State Council's Guidance on the Implementation of Social Responsibility of Central Enterprises, the GRI's Sustainable Development Report Guidelines 4.0, and China Guidelines for the Preparation of CSR Reports (CASS-CSR4.0).

**利益相关方参与报告过程的程序和方式：**本报告编写得到了部分利益相关方的支持。我们通过问卷调查的方式向内外部利益相关方收集信息，对重要社会责任议题进行评分并形成关键议题矩阵；同时，公司邀请利益相关方对东风社会责任实践做出客观评价，并作为报告内容的一部分。

**Procedure and method for stakeholders to get involved in the reporting process:** The preparation of this report received support from some stakeholders. We collected information from internal and external stakeholders through questionnaires, scored on important issues of social responsibility and formed a key issue matrix; at the same time, the Company invited stakeholders to make an objective evaluation of the practices of Dongfeng's CSR practices and made the evaluation part of the report.

**获取方式：**本报告提供纸质印刷版和 PDF 格式电子文档两种版本。您可以通过以下地址索取报告，或通过公司网站社会责任专栏下载：

**Access:** This report provides printed and electronic PDF formats. You can access the report through the following address, or download it through the CSR column on the Company's Website:

**地址：**湖北省武汉市经济技术开发区东风大道特 1 号

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**邮政编码：**430056

**Post Code:** 430056

**电话：**027-84285555

**Tel.:** 027-84285555

**网址：**http://www.dfmc.com.cn

**Website:** http://www.dfmc.com.cn

# 指标索引

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# 报告评级

Report Rating

## 《东风汽车集团有限公司 2020 可持续发展报告》评级报告

受东风汽车集团有限公司委托，“中国企业社会责任报告评级专家委员会”抽选专家组成评级小组，对《东风汽车集团有限公司 2020 可持续发展报告》（以下简称《报告》）进行评级。

### 一、评级依据

中国社会科学院《中国企业社会责任报告指南之汽车制造业（CASS-CSR 4.0）》暨“中国企业社会责任报告评级专家委员会”《中国企业社会责任报告评级标准（2020）》。

### 二、评级过程

1. 评级小组审核确认《报告》编写组提交的《企业社会责任报告过程性资料确认书》及相关证明材料；
2. 评级小组对《报告》编写过程及内容进行评价，拟定评级报告；
3. 评级专家委员会副主席、评级小组组长、评级小组专家共同签署评级报告。

### 三、评级结论

#### 过程性 (★★★★★)

公司社会责任工作办公室牵头组建报告编制工作组，工会主席、东风公益基金会副理事长担任组长，把控整体方向及关键内容，并负责报告终审；将报告定位为健全社会责任工作体系、完善社会责任管理、强化利益相关方沟通的重要工具，功能价值定位明确；根据国家宏观政策、国际国内社会责任标准、行业对标分析、公司发展规划、利益相关方调查等识别实质性议题；建立《社会责任报告指标体系》，增强信息披露的规范性；积极推动下属企业东风本田编制发布社会责任报告，强化社会责任工作纵向管理力度；计划召开社会责任大会发布报告，并将以电子版、印刷品、中英文版的形式呈现报告，具有卓越的过程性表现。

#### 实质性 (★★★★★)

《报告》系统披露了贯彻宏观政策、客户关系管理、确保产品安全、科技创新、职业健康管理、安全生产、新能源汽车研发与销售、产品召回、节约能源资源、循环经济等汽车制造业关键性议题，叙述详细充分，具有卓越的实质性表现。

#### 完整性 (★★★★★)

《报告》主体内容从“责任管理”“政治责任”“经济责任”“利益相关者责任”“环境责任”“社会公益责任”等角度系统披露了汽车制造业核心指标的 91.95%，完整性表现卓越。

#### 平衡性 (★★★★★)

《报告》披露了“员工流失率”“安全生产事故数”“职业病例数”“党政纪处分人数”等负面数据，并简述缺陷汽车召回事件的起因及处理措施，具有卓越的平衡性表现。

#### 可比性 (★★★★★)

《报告》披露了“销售收入”“出口销量”“吸纳就业”“东风公益基金会全年支出”“ISO14001 环境管理体系覆盖率”“天然气使用量”等 47 个关键指标连续 3 年的对比数据；并就“《财富》世界 500 强第 100 位”“中国制造业 500 强第 7 位”等进行横向比较，可比性表现卓越。

#### 可读性 (★★★★★)

《报告》以社会责任理念“东风化雨 润泽四方”为主题，系统展示了企业践行政治责任、经济责任、利益相关者责任、环境责任、社会公益责任的行动与绩效，诠释了企业对履行社会责任的深刻理解；封面设计采用手绘插画风格，勾勒“汽车”模型轮廓，凸显行业特征，增强了报告的辨识度；设计风格简约清新，表达元素丰富多样，图文搭配相得益彰，具有卓越的可读性表现。

#### 创新性 (★★★★★)

《报告》设置“脱贫攻坚圆满收官，燃动‘乡村振兴’引擎”责任专题，聚焦企业在巩固脱贫成果、接续乡村振兴方面的履责实践，彰显了中央企业的责任担当；设置“纪实东风 2020 年度履责路”，集中呈现年度绩效，强化了报告的沟通效果；启动“‘润’计划 3.0”编制工作，明确“十四五”社会责任工作路径，完善社会责任工作顶层架构，创新性表现卓越。

#### 综合评级 (★★★★★+)

经评级小组评价，《东风汽车集团有限公司 2020 可持续发展报告》的过程性、实质性、完整性、平衡性、可比性、可读性及创新性均达到五星级，综合为“五星佳”级，是企业社会责任报告中的典范。

### 四、改进建议

增加行业核心指标的披露，进一步提升报告的完整性



董焱慧 钟宏武 张晓松

评级专家委员会副主席 评级小组组长 评级小组专家  
出具时间：2021 年 8 月 26 日



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# 关键绩效表

Key Performance Form

项目	单位	2017	2018	2019	2020
总资产	亿元	3,267	3,266	3,753	4,353
有效专利（件）	项	9,056	10,848	10,961	10,238
省部级以上专家数量	名	36	282	282	76
研发人员数量	名	9,842	10,230	12,612	12,680
研发人员所占比例	%	6.12	6.80	9.8	9.43
东风研究与试验发展经费支出	亿元	113.47	100.63	104.14	115.53
东风科技活动经费支出	亿元	117.17	190.40	198.14	197.31
纳税总额	亿元	552	576.48	462	379.2
销售收入	亿元	6,283.45	6,051.81	5,804.70	5,993
出口销量	万辆	6.47	7.38	8.55	6.9
自主品牌整车销售量	万辆	143.89	121.22	115.41	113.7
行业排名	位	2	2	2	3
汽车行业销量	万辆	2,887.89	2,804.28	2,575.45	2,531
市场占有率	%	14.27	13.66	14.01	13.7
东风公司销量	万辆	412.07	383.08	360.87	345.8
商用车销售量	万辆	59.35	57.94	62.46	73.5
乘用车销售量	万辆	352.72	325.14	298.41	272.3
从业人员总数	万人	16.1	15	14.1	13.4
劳动合同签订率	%	100	100	100	100
所属单位与工会集体合同签订率	%	98	98	98.12	98
参加工会员工的比例	%	98	99	99.1	100
吸纳就业	人	25,577	19,208	16,222	16,762
本地化雇佣比例	%	95	98	99	99
员工流失率	%	5.7	6.1	5.99	9.8
人均带薪年休假	天	10	10	11	10
女性高级管理者比例	%	7	6	6	7
男女员工比例	/	7:3	7:3	8:2	8:2
困难员工帮扶人数	人次	3,954	4,352	2,829	2,395
发放慰问金	万元	905.06	551.77	379.89	553.92
安全培训	人次	380,174	390,759	327,546	34,735
安全生产投入金额	万元	56,122	70,200	69,000	48,055
安全生产事故数	起	28	17	11	8
职业病例	例	20	6	13	6
培训次数	万次	3	3	3	2.58
培训投入	亿元	1.97	1.90	3.1	4.45
志愿服务队	支	150	200	189	190
东风公益基金会年末余额	万元	6,673.87	5,740.30	5,359.4	5,569.11
东风公益基金会全年支出	万元	252.95	1,193.20	997.9	6,414.23
ISO 14001 环境管理体系覆盖率	%	93.50	93.20	90.91	93.5
天然气使用量	万立方米	15,528	14,315	13,073	12,335
废水排放量与 2014 年相比增减	%	-4.26	-41.19	-54.55	-59.1
固体废物产生量与 2014 年相比增减	%	-7.84	-26.03	-30.36	-18.0
二氧化硫排放量与 2014 年相比增减	%	-63.54	-80.00	-98.55	-98.6
以 2014 年为基数，产值节能量	万吨	36.84	52.08	70.9	69.4
万元产值综合能耗与 2014 年相比增减	%	-24.22	-36.41	-50.81	-53.3

# 意见反馈

Feedback



扫码填写问卷

尊敬的读者：

本报告是东风公司向社会公开发布的第十三份社会责任报告，为了不断改进报告编制工作，我们特别希望倾听您的意见和建议。请您协助完成反馈意见表中提出的相关问题，扫码填写问卷，谢谢。

邮寄：湖北省武汉市经济技术开发区东风大道特1号305-A室

邮编：430056

## 您的信息

姓名：\_\_\_\_\_ 联系电话：\_\_\_\_\_

工作单位：\_\_\_\_\_ 传真：\_\_\_\_\_

## 选择题（请在相应位置打✓）

1. 本报告全面、准确地反映了公司对经济、社会、环境的重大影响。

很好                       较好                       一般                       较差                       很差

2. 本报告对利益相关方所关心问题的回应和披露。

很好                       较好                       一般                       较差                       很差

3. 本报告披露的信息、指标、数据清晰、准确、完整。

很好                       较好                       一般                       较差                       很差

4. 本报告的可读性，即报告的逻辑主线、内容设计、语言文字和版式设计。

很好                       较好                       一般                       较差                       很差

## 开放性问题

1. 您认为本报告最让您满意的方面是什么？

\_\_\_\_\_

2. 您认为还有哪些您需要了解的信息在本报告中没有反映？

\_\_\_\_\_

3. 您对我们今后发布社会责任报告有何建议？

\_\_\_\_\_



中国企业社会责任报告  
评级专家委员会  
Chinese Expert Committee on CSR Report Rating

报告出版的环境考虑

纸张：采用环保纸张印刷

油墨：采用环保油墨以减少空气污染

设计制作：创意云



东风公益基金会  
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