

2020

CHINA WELFARE LOTTERY  
SOCIAL RESPONSIBILITY REPORT

中国福利彩票  
社会责任报告

**立责于心 履责于行 尽责于民**

Bearing our responsibility in mind,  
fulfilling our responsibility in practice and  
performing our responsibility to the public

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# 卷首语

## PREFACE

2020 年是极不平凡的一年，也是中国福利彩票经历“大考”的一年。面对突如其来的新冠肺炎疫情，中国福利彩票用责任书写担当，用奉献践行初心，用行动彰显大爱，谱写了一首首荡气回肠的爱的赞歌。平凡造就伟大，英雄来自人民。面对最漫长的休市和游戏结构调整的“双层压力”，全体福彩人磨砺斗志，奋发有为，共克时艰，实现了稳中求进新突破。2020 年，全国福利彩票销售 1444.88 亿元，筹集公益金 444.58 亿元。

**我们坚持“安全运行 健康发展”的工作方针，坚守责任初心，夯实福利彩票高质量发展根基。**坚持高质量党建引领高质量发展，不断加强党的建设，筑牢福彩事业发展的“根”和“魂”；加强责任彩票建设，促进责任理念融入业务运营；立足守法合规，坚守底线红线思维，保障安全运行；加强与国内外彩票行业机构沟通交流，推动彩票行业转型升级，把握彩票行业发展方向，精准发力、多策并举，确保福利彩票发展处在行业前列。

**我们秉承“公益 阳光 责任”的工作理念，将责任融入业务运营，确保福利彩票事业行稳致远。**深入推进游戏产品责任研发，构建健康多元的游戏产品体系；持续加强渠道建设，稳固拓展市场，为渠道发展赋能；积极推进非理性购彩行为预防与干预，倡导理性购彩；重视责任营销宣传，以公益属性为营销宣传主旋律，传播福彩公益价值；坚持以“购彩者为中心”的服务理念，为购彩者提供高品质服务，以责任贯穿业务全链条，保障福利彩票健康持续发展。

**我们践行“扶老 助残 救孤 济困”的发行宗旨，积极履行社会责任，为人民美好生活添砖加瓦。**深入贯彻落实《彩票管理条例》和《彩票管理条例实施细则》，依法合规最大限度地筹集彩票公益金，改善困难群众生活，传递社会爱心人士爱心和温暖；关心爱护福利彩票从业者，保障基本权益，多措并举帮助其成长；积极组织开展志愿服务活动，参与社区治理，彰显福彩担当；践行绿色发展，推动生态文明建设，为社会和谐发展做出积极贡献。

立足新起点，勇担新使命。站在第二个一百年奋斗目标的历史起点上，我们坚持以习近平新时代中国特色社会主义思想为指导，深入贯彻落实习近平总书记关于民政工作和彩票工作重要指示批示精神，全面加强党的建设，深入推进改革创新，全面推进规范管理，着力人才队伍建设，锐意进取、不断开拓，以负责任的方式为国家筹集更多公益金，发挥公益金在社会保障、脱贫攻坚、医疗救助、教育助学、残疾人事业、养老公共服务等民生领域的保障作用，为不断满足人民日益增长的美好生活需要，促进社会和谐稳定，助力社会福利事业发展，承担更多社会责任，做出新的更大贡献。

2020 marked a very extraordinary year. 2020 also witnessed the big challenges posed to CWL. Confronted with the unexpected epidemic, CWL bravely bore responsibilities and wrote numerous touching stories with original aspiration and in action. Greatness originates from the ordinary, and heroes comes out of the people. Under the dual pressure of a long-term closedown and the adjustment of gaming structure, all CWL employees honed and maintained their morale and strove to overcome the difficulties with concerted efforts, making progress while ensuring stability. In 2020, the sales of welfare lotteries in China reached RMB 144.488 billion yuan, and a total of RMB 44.458 billion-yuan public welfare fund was raised.

We believe in the working policy of “Safe Operation, Healthy Development”, stay true to our original aspiration, and consolidate the high-quality development basis of CWL. We prioritize and strengthen party construction, firm up the building of responsible gaming, and promote the integration of responsible ideas into business operations; we also abide by applicable laws and regulations, hold the bottom lines, and safeguard safe operation; we increase the exchanges with lottery institutions at home and abroad, propel the transformation and upgrading of the lottery industry, grasp the development direction of the lottery industry, make targeted efforts and take multiple measures to maintain a leading position in the industry.

We uphold the working idea of “Public Good-oriented, Transparent, Responsible”, integrate the sense of responsibility into business operations, and ensure sustainable and steady progress of CWL. We vigorously advance the responsible research and development of game products, and construct a healthy and diverse game product system; constantly reinforce channel construction, stabilize and expand the market, empowering channel development; actively push forward the prevention and intervention of irrational playing; attach importance to responsible marketing, and spread CWL’s public welfare value; insist on the “Player-centered” service idea, deliver high-quality services for players, integrate responsibility into the whole business chain, and guarantee healthy and sustainable development of CWL.

We practice the gist of “Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots”, proactively fulfill social responsibilities, and add some color to people’s good life. By following the *Lottery Regulations* and the *Implementing Rules on Lottery Regulations*, we try our best to raise public welfare fund, improve the life of disadvantageous groups, and convey the love and warmth of those goodhearted; care for welfare lottery practitioners, safeguard their basic rights and interests, and take multiple measures to bring the best out of them; take the initiative to organize volunteer service activities, participate community governance, and demonstrate CWL’s sense of responsibility; practice green development, promote the construction of ecological civilization, and make positive contributions to harmonious social development.

Standing at a new starting point, taking the courage to assume new undertakings. At the critical moment of initiating the second centenary goal, we follow the guidance of General Secretary Xi Jinping’s thought on socialism with Chinese characteristics in the new era, vigorously implement Xi Jinping’s important instructions on civil affairs and lottery work, comprehensively strengthen party construction, proactively advance innovations and standard management, focus on the building of the cadre team, raise more public welfare fund with enterprising and pioneering spirits in a responsible way, give full play to the key roles of public welfare fund in supporting social security, poverty alleviation, medical relief, educational aid, the disabled’s causes, eldercare and public services, making greater contribution to constantly satisfying people’s growing needs for good life, promoting social harmony and stability, facilitating the development of social welfare cause and assuming more social responsibilities.



# 关于中国福利彩票

# ABOUT CWL

1987 年，为缓解社会福利事业发展和资金投入不足的矛盾，我国发行了社会福利有奖募捐券，即中国福利彩票的前身。中国福利彩票由党中央国务院特许发行，以“团结各界热心社会福利事业人士，发扬社会主义人道主义精神，筹集社会福利资金，兴办残疾人、老年人、孤儿福利事业和帮助有困难的人”为初衷，以“扶老、助残、救孤、济困”为发行宗旨，坚持人民属性、国家属性和公益属性的本质属性，经过不断探索，走出了一条具有中国特色的福利彩票发展之路。

In 1987, in order to alleviate the conflict between the development of social welfare cause and insufficient capital inputs, China released prized social welfare tickets, namely, the predecessor of CWL. CWL issues lotteries under special permission of the State Council. Its original purpose was to “unite people from all walks of life who sincerely care about social welfare undertakings, carry forward the socialist humanitarianism spirit, raise public welfare fund, and help the disabled, elderly, orphans and people in need”. The mission is “Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots”. Upholding its nature for the people, the country and the public good, CWL has embarked on a welfare lottery development path with Chinese characteristics through continuous exploration.

中国福利彩票发行管理中心是国务院民政部门依法设立的福利彩票发行机构，负责全国福利彩票发行和组织销售工作，主要职责是：制定全国福利彩票发行销售的发展规划、管理制度、工作规范和技术标准等；建立全国福利彩票的发行销售系统、市场调控机制、激励约束机制和监督管理机制；组织彩票品种的研发，申请开设、停止彩票品种或者变更彩票品种审批事项，经批准后组织实施；负责组织管理全国福利彩票销售系统数据、资金归集结算、设备和技术服务、销售渠道和场所规划、印制和物流、开奖兑奖、彩票销毁；负责组织管理全国福利彩票的形象建设、彩票代销、营销宣传、业务培训、人才队伍建设等工作。福利彩票销售机构（各省级福利彩票发行管理中心）在中国福利彩票发行管理中心的统一组织下，负责本行政区域的福利彩票销售工作。

CWLIMC is established in accordance with laws and regulations by Ministry of Civil Affairs, who is responsible for CWL issuance and sales management. The main functions are as follows: formulating the development plan of nationwide CWL sales, the management rules, job specifications, technical norms etc.; establishing national issuance and sales system, market control mechanism, incentive and restraint mechanism, and supervisory system; organizing the R&D of lottery games, applying for the introduction, termination or change of lottery games, and implementing after approval; managing the data of national CWL sales system, fund pooling and settlement, equipment and technology services, sales channels and POS location planning, printing and logistics, lottery drawing and prize payment, and tickets destruction; managing CWL image building, lottery retailer licensing, marketing and promotions, business training, team building etc. The sales institutions (branches in all provinces, autonomous regions and municipalities) are in charge of lottery sales in their respective jurisdictions following the organization of CWLIMC.

目前，中国福利彩票已经逐步成为引领公众奉献爱心、弘扬美德、传播慈善的公益慈善捐助平台。通过购买福利彩票奉献爱心，也已经成为一种社会公众喜闻乐见的文化生活方式。

Currently, CWL has gradually evolving into a public welfare donation platform that leads the public to help those in need, carry forward merits and spread the seeds of charity. It has been a popular cultural lifestyle to purchase welfare lotteries for helping those in need.

中国福利彩票 的本质属性 Nature	人民属性——福利彩票“取之于民，用之于民”	<b>For the people:</b> The welfare lottery is “from the people, for the people”
	国家属性——由国家特许发行，以国家信用为背书，以政府公信力为担保	<b>For the country:</b> Issued under the special permission of the State Council, endorsed by state credit, guaranteed by public credibility of governments
	公益属性——福彩事业为公益而生，因公益而发展	<b>For public good:</b> The welfare lottery undertakings are born for and develop with public welfare

发行宗旨	Gist
扶老 助残 救孤 济困	
Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots	

核心理念	Core Idea
公益 阳光 责任	
Public Good-oriented, Transparent, Responsible	

工作方针	Working Policy
安全运行 健康发展	
Safe Operation, Healthy Development	

诚信原则	Integrity Principle
公平 公正 公开	
Fair, Equitable and Open	

文化	Culture
公益 慈善 健康 快乐 创新	
Public Good, Welfare, Health, Happiness, Innovation	

倡导的购彩理念	Playing Idea
多人少买 寓募于乐 量力而行 理性投注	
Winning prize while devoting your love, and advocating reasonable involvement by more people	

# 管理体制

## Administration Mechanism

### 监督管理机构

#### Regulatory Body

### 管理机构

#### Administering Body

### 发行销售机构

#### Issuing and Sales Institutions

中国福利彩票在财政部和民政部的监督管理之下，严格遵守《彩票管理条例》《彩票管理条例实施细则》等政策法规，不断完善管理架构、规范组织体系，保障各项工作有序开展，为更好地助力社会福利事业发展贡献力量。

Under the regulation and administration of the Ministry of Finance and the Ministry of Civil Affairs, CWL strictly follows the *Lottery Regulations*, the *Implementing Rules on Lottery Regulations* and other laws, regulations and policies, constantly improve its management architecture and standardize the organization system, and guarantee the orderly implementation of all work, making contributions to the development of social welfare cause.

国家财政部是全国彩票监督管理部门，负责全国的彩票监督管理工作。各省级政府财政部门负责本行政区域的彩票监督管理工作。

Ministry of Finance is the regulatory body of nationwide lottery activities under the State Council, while its provincial branches are in charge of local lottery regulation and management.

国家民政部负责全国福利彩票管理工作。各省级民政部门负责本行政区域内的福利彩票管理工作。

Ministry of Civil Affairs is the administering body of CWL, while its provincial (autonomous-region and municipal) branches are responsible for local CWL management.

#### 中国福利彩票发行管理中心 China Welfare Lottery Issuance Management Center (CWLIMC)

中国福利彩票发行管理中心（以下简称“中福彩中心”）是中国福利彩票的发行机构，按照统一发行、统一管理、统一标准的原则，负责全国福利彩票的发行和组织销售工作。

CWLIMC is responsible for CWL issuance and sales management across China in accordance with uniform issuance and management principles and standards.

#### 省级福利彩票销售机构 Provincial branches Welfare Lottery Sales Institutions

各省级福利彩票销售机构在中国福利彩票发行机构的统一组织下，负责本行政区域的福利彩票销售工作。

Under the uniform organization of CWLIMC, provincial level welfare lottery sales institutions are responsible for local welfare lottery sales.



中国福利彩票管理体制  
CWL Administration Mechanism

专题一  
THEME 1

# 逆风而行，齐力共克时艰 ——福彩抗疫大事记

2020 年，面对突发的新冠肺炎疫情，中国福利彩票上下齐心，立足福彩所能，勇担责任，积极与上级部门沟通协调，调整业务费比例专项补贴彩票零售商，有效缓解彩票零售商经营压力；统筹推进复工复产，全力做好“六稳”“六保”工作；践行公益初心，主动捐资、捐物、志愿服务抗疫一线，凝聚合力，助力打赢疫情防控阻击战。

In 2020, in the face of the sudden outbreak of COVID-19, China Welfare Lottery worked together to bravely assume responsibilities, actively communicated and coordinated with higher-level departments, and adjusted the proportion of business expenses to subsidize lottery retailers, effectively alleviating the operating pressure of lottery retailers; coordinated and promoted the resumption of work and production, made every effort to do the work of ensuring stability on the six fronts and security in the six areas; practiced the original intention of public welfare, actively donated and volunteered to the front line of the epidemic, and cohesively helped win the battle against epidemic prevention and control.

## 调整业务费比例，缓解彩票零售商经营压力

### Adjusting the proportion of business expenses to ease the operating pressure of lottery retailers

中福彩中心及时下发《关于在新型冠状病毒感染的肺炎疫情防控期间做好福利彩票销售工作的通知》，指导各级福彩机构做好彩票零售店疫情防控；商请财政部调整1-4月（注：湖北省1-6月）福利彩票业务费合计2.6亿元用于业务费比例调整，专项支持彩票零售店疫情防控及补助经营成本，有效降低疫情影响。

The CWLIMC issued the "Notice on Doing a Good Job in Welfare Lottery Sales During the Period of Prevention and Control of Pneumonia Infected by the COVID-19 Coronavirus" to guide welfare lottery agencies at all levels to prevent and control the epidemic in lottery retail stores; the Ministry of Finance is invited to adjust the January-April (Note: Hubei Province January-June) welfare lottery business expenses totaling RMB 260 million yuan to adjust the proportion of business expenses, specifically supporting lottery retail stores' epidemic prevention and control and subsidizing operating costs, which effectively reduces the impact of the epidemic.

各省级福彩中心认真贯彻落实中福彩中心关于疫情补贴零售商的工作要求，为福利彩票零售商发放疫情专项补贴，包括防疫物资补贴和经营支出补贴。同时，各地市级福彩中心结合本地实际情况，在省级福彩中心补贴的基础上给予配套补贴。

Provincial branches earnestly implemented the CWLIMC's work requirements on epidemic subsidy retailers, and provided welfare lottery retailers with epidemic-specific subsidies, including subsidies for epidemic prevention materials and operating expenditure. At the same time, the municipal branches in each region provided supporting subsidies on the basis of the provincial branches based on local actual conditions.

## WORKING TOGETHER TO OVERCOME DIFFICULTIES HEEDLESS OF HARDSHIPS—HIGHLIGHTS OF CWL'S ANTI-EPIDEMIC EVENTS

### 落实常态化防疫，疫情防控与复工复产“双兼顾”

#### Implementing normalized epidemic prevention, "dual consideration" of epidemic prevention and control and resumption of work and production

在疫情基本得到控制后，中福彩中心及时下发《关于继续做好疫情防控 有序恢复福利彩票销售有关工作的通知》，积极组织全国福利彩票系统加快复工复产。截至 2020 年 3 月底，全国福彩销售终端开机率接近 90%。

After the epidemic was basically under control, the CWLIMC promptly issued the "Notice on Continued Effectiveness in Epidemic Prevention and Control and Orderly Resumption of Welfare Lottery Sales", and actively organized the national welfare lottery system to speed up the resumption of work and production. As of the end of March 2020, the operating rate of the national welfare lottery sales terminals was close to 90%.

#### 案例 CASE

#### 广东省福彩中心——稳妥有序复市，营造安全舒适的购彩环境

Guangdong Welfare Lottery resumed the market steadily and orderly, and created a safe and comfortable lottery purchasing environment

广东省福彩中心贯彻落实中福彩中心工作要求，在严格落实疫情防控措施的前提下，按照分区域、分游戏、分渠道和销售场所自愿原则有序恢复福利彩票销售，有序推进各地市复工复产；要求各地符合恢复销售条件的场所需严格按照《中国福利彩票销售场所疫情防控指南》《广东省福利彩票系统新型冠状病毒感染的肺炎疫情防控工作指引》落实销售场所疫情防控措施，确保零售商和购彩者安全；选派督导组到地市零售处检查疫情防控情况，为福彩零售商加油鼓劲。

The Guangdong Welfare Lottery implemented the work requirements of CWLIMC. Under the premise of strictly implementing epidemic prevention and control measures, it resumed welfare lottery sales in an orderly manner in accordance with the principles of voluntariness by region, game, channel, and sales location, promoting the resumption of work and production in various regions and cities in an orderly manner; all localities that meet the conditions for resuming sales were required to strictly follow the "Guidelines for the Prevention and Control of the Epidemic of China Welfare Lottery Sales Sites" and "Guidelines for the Prevention and Control of the COVID-19 Epidemic of the Guangdong Welfare Lottery System" to implement epidemic prevention and control measures for sales sites, ensuring the safety of retailers and Players; dispatched a supervision team to prefectural and municipal retailers to check the epidemic prevention and control situation, and cheered for the welfare lottery retailers.



为应对此次疫情休市期间对福彩行业带来的冲击，广东省福彩中心发放 1800 万元疫情防控专项补贴（每个福彩在售零售店发放 2000 元补贴）；采购 9000 瓶 84 消毒片、4.5 万包一次性 75% 酒精湿巾等防疫物资发放到各地市福利彩票零售商。

In response to the impact of the epidemic on the welfare lottery industry during the market closure, Guangdong Welfare Lottery issued a special subsidy of RMB 18 million yuan for epidemic prevention and control (a subsidy of RMB 2,000 yuan for each Welfare Lottery retail store); procured 9,000 bottles of 84 disinfection tablets, 45,000 packs of disposable 75% alcohol wipes and other epidemic prevention materials and distributed them to welfare lottery retailers in various cities.



广东省福彩中心督导组检查阳江市零售商  
Guangdong Welfare Lottery Supervision Group inspected Yangjiang retailers

案例  
CASE

安徽省福彩中心——发挥线上平台优势，助力复工复产

Anhui Welfare Lottery leveraged the advantages of online platforms to help resume work and production

安徽省福彩中心充分利用手机的便捷性和普及性，搭建面向全省各级福彩机构管理人员、零售商的移动端微信教育平台——“安徽福彩培训”微信小程序。该平台上线了新型冠状病毒肺炎防疫安全、投注机维护与保养、彩票兑奖规范、彩票法律法规等方面课程，提升了福彩从业者职业能力，保障了福利彩票市场稳定有序的发展。

Anhui Welfare Lottery made full use of the convenience and popularity of mobile phones to build a mobile WeChat education platform-"Anhui Welfare Lottery Training" WeChat mini program for managers and retailers of welfare lottery institutions at all levels in the province. The platform has launched courses on the prevention and safety of COVID-19 coronavirus, betting machine maintenance, lottery award specifications, lottery laws and regulations, etc., which enhances the professional ability of welfare lottery practitioners and guarantees the stable and orderly development of the Welfare Lottery market.



安徽省福彩中心录制线上课程  
Online Course Recorded by Anhui Welfare Lottery

积极捐资捐物，为抗疫一线增添助力

Actively donating money and materials to help the frontline of the fight against the epidemic

中福彩中心及各省级福彩中心倡导福彩队伍践行公益初心，在确保健康安全的前提下，为抗疫一线提供支持。在最艰难的时间里，福彩人齐心协力、捐款捐物、守望相助，积极参与到防疫工作中，以实际行动践行福利彩票“扶老、助残、救孤、济困”的发行宗旨和公益使命，诠释初心使命和责任担当，为打赢疫情防控阻击战贡献福彩力量。

CWLIMC and its provincial branches advocate that the Welfare Lottery team practice the original intention of public welfare, and provide support for the frontline of the fight against the epidemic on the premise of ensuring health and safety. In the most difficult time, people of Welfare Lottery worked together, donated money and materials, watched and helped each other, and actively participated in the epidemic prevention work, practicing the welfare lottery's issuance purpose and public welfare mission of "supporting the elderly, helping the disabled, saving the orphans, and helping the poor" with practical actions, interpreting the original mission and responsibility, and contributing to the fight against the epidemic.



案例  
CASE

重庆市福彩中心——捐赠200万元驰援湖北省孝感市

Chongqing Welfare Lottery donated RMB 2 million yuan to help Xiaogan City, Hubei Province

2020 年 2 月，重庆市福彩中心捐赠 200 万元用于湖北省孝感市新冠肺炎对口救治工作，将捐赠款项直接划拨到重庆市慈善总会指定账户，转由湖北省孝感市疫情防控工作领导小组统一集中使用。

In February 2020, Chongqing Welfare Lottery donated RMB 2 million yuan for the treatment of the COVID-19 in Xiaogan City, Hubei Province. The donations were directly transferred to the designated account of the Chongqing Charity Federation and transferred to the Hubei Province Xiaogan City Epidemic Prevention and Control Leading Group for unified centralized use.

案例  
CASE

新疆维吾尔自治区福彩中心——聚沙成塔，传递大爱

Xinjiang Uyghur Autonomous Region Welfare Lottery gathered sand into a tower to convey great love

新疆维吾尔自治区巴州福彩中心通过电话、微信群、微信公众平台等方式向福彩行业从业者发出倡议，动员爱心人士为抗击疫情开展捐赠。截至 2020 年 2 月 7 日，累计筹集来自福彩从业者爱心捐款 2 万余元捐赠给巴州慈善总会。伊犁州福彩中心向伊宁市公安局捐赠总价值为 13340 元的可于疫情卡点使用的 23 把福彩户外方伞。

Bazhou Welfare Lottery of Xinjiang Uyghur Autonomous Region issued proposals to practitioners in the welfare lottery industry through telephone, WeChat groups, and WeChat public platforms to mobilize caring people to donate to the fight against the epidemic. As of February 7, 2020, a total of more than RMB 20,000 yuan has been raised from welfare lottery practitioners to donate to the Bazhou Charity Federation. Yili Prefecture Welfare Lottery donated 23 Welfare Lottery outdoor square umbrellas worth RMB 13,340 yuan to the Yining Public Security Bureau, which can be used at epidemic checkpoints.

案例  
CASE

浙江省福彩中心——成立防疫工作党员突击队，助力疫情防控

Zhejiang Welfare Lottery established a CPC commando team for epidemic prevention work to help epidemic prevention and control

“打赢疫情防控阻击战”的倡议刚刚发起，浙江省福彩钉钉群上，党员干部就踊跃报名，主动请战。迅即，浙江省福彩党委成立了由党员组成的 18 人防疫工作党员突击队。突击队员在紧要关键时刻顶在最前、冲在最先，主动投身防疫抗疫的一线，全力构筑群防群治的严密防线。

The initiative to "winning the battle against the epidemic prevention and control" has just been launched. On the Zhejiang Welfare Lottery Dingding group, Party members and cadres enthusiastically signed up and took the initiative to fight. Immediately, the Zhejiang Welfare Lottery Party Committee established an 18-person commando team for epidemic prevention work composed of CPC members. The members of the commando team are at the forefront and rush to the forefront at critical moments, actively participate in the front line of epidemic prevention and anti-epidemic, striving to build a strict line of defense for group defense and group governance.

寒冬虽长，我们相拥取暖，相依前行；疫情凶险，我们在战斗中坚定信心，坚守初心。在这场没有硝烟的战争中，中国福利彩票主动服务零售商，积极统筹推进复工复产，聚力援助抗疫一线，生动诠释了“守土有责、守土尽责”的责任担当。未来，我们将发扬“抗疫精神”，在集聚公益力量、释放福彩善意中再度出发！

Although the cold winter is long, we hug each other for warmth and move forward with each other; the epidemic is dangerous, and we have strengthened our confidence and stayed true to our original aspiration in the battle. In this war without gunpowder, China Welfare Lottery took the initiative to serve retailers, actively coordinated the resumption of work and production, and gathered efforts to assist the front line of the epidemic, vividly interpreting the responsibility of "keeping the soil with responsibility and defending the soil with due diligence". In the future, we will carry forward the "anti-epidemic spirit" and set out again in the gathering of public welfare forces and the release of goodwill!

## 专题二 THEME 2

# 公平公正，确保公开透明 ——记阳光福彩建设

中国福利彩票始终坚持建设阳光福彩，秉承“公平、公正”的原则开展工作，对主要工作、关键环节、重要事项等依法公开、规范运行、接受监督，将各环节都置于阳光下，切实依法合规，保障社会公众知情权、参与权和监督权，加强与利益相关方的沟通交流，让更多人了解福利彩票，号召更多人参与到社会福利事业中。

China Welfare Lottery has always adhered to the construction of Sunshine Welfare Lottery, and carried out its work in accordance with the principle of "fairness and justice". The main work, key links, and important issues are disclosed, standardized, and supervised in accordance with the law, all links were put in the sun, earnestly complied with laws and regulations, protected the public's right to know, participated and supervised, and strengthened communication with stakeholders, letting more people understand the Welfare Lottery, and call on more people to participate in social welfare undertakings.

## 以福彩之名，邀您见证阳光开奖

### In the name of Welfare Lottery, we invite you to witness the Lottery drawing

为了能够让社会公众方便及时观看福彩开奖直播，第一时间知晓福彩开奖信息，中福彩中心不断拓展开奖节目播出渠道，已建立了电视、广播、平面媒体、网络直播全覆盖的开奖信息发布平台。

In order to enable the general public to watch the live broadcast of lottery drawing in a timely manner and know the information of lottery drawing as soon as possible, CWLIMC continues to expand the broadcasting channels of the lottery drawing programs and has established a lottery drawing information release platform covering TV, radio, media, and live webcast.

#### 案例 CASE

#### 中福彩中心——搭乘“直播”快车，助力阳光开奖

CWLIMC took "Live broadcast" Express to facilitate Sunshine Lottery Drawing

随着新媒体的不断发展，“直播”成为购彩者见证阳光开奖的新途径。中福彩中心在中国福彩网（www.cwl.gov.cn）开通“开奖直播”频道，方便购彩者随时观看开奖。此外，购彩者也可以在新华网、新浪网、搜狐网、中彩网同步观看直播开奖。

With the continuous development of new media, "live broadcast" has become a new way for Players to lottery drawing. The CWLIMC has opened an "lottery drawing live broadcast" channel on China Welfare Lottery website (www.cwl.gov.cn) to facilitate players to watch lottery drawing at any time. In addition, players can also watch lottery drawing live broadcast simultaneously on Xinhuanet, Sina.com, Sohu.com, and China Welfare Lottery website.

## UPHOLDING FAIRNESS AND JUSTICE TO ENSURE OPENNESS AND TRANSPARENCY—MARKING THE CONSTRUCTION OF SUNSHINE WELFARE LOTTERY

#### 案例 CASE

#### 中福彩中心——携手社会公众，见证开奖公平

CWLIMC Joined hands with the public to witness the fairness of the opening of prize

中福彩中心举办“走近双色球”“走近刮刮乐”活动，邀请社会公众见证福彩开奖和即开票生产的公平性、随机性、透明性。自 2005 年以来，连续 15 年举办“走近双色球”活动，邀请社会各界公众代表走进“双色球”摇奖直播现场，通过现场情况介绍、问题解答、观摩摇奖直播过程等一系列面对面的交流活动，展示开奖过程的阳光、透明，开创了全国性玩法第一个广泛接待公众到直播现场观摩的先河，在公众与福利彩票架起了沟通的桥梁；“走近刮刮乐”活动自 2013 年开展以来，共有万余人次走进了刮刮乐印制厂亲眼见证了刮刮乐生产全过程，领略了福利彩票的公平、公正、公开。

The CWLIMC held the "A Close Contact with Union Lotto", "A Close Contact with Guaguale" activities to invite the public to witness the fairness, randomness and transparency of the Welfare Lottery drawing and instant ticket production. Since 2005, the "A Close Contact with Union Lotto" event has been held for 15 consecutive years, inviting public representatives from all walks of life to enter the "Union Lotto" lottery drawing live broadcast, through a series of face-to-face exchange activities such as on-site introduction, question answering, and observation of the lottery drawing live broadcast process, showing the sunshine and transparency of the lottery drawing process, creating the first nationwide gameplay to widely receive the public to watch the live broadcast, and setting up a bridge of communication between the public and the Welfare Lottery. Since the "A Close Contact with Guaguale" activity was launched in 2013, more than 10,000 people have visited the Guaguale printing factory to witness the entire production process of Guaguale with their own eyes, and appreciated the fairness, justice and openness of the Welfare Lottery.



社会公众参加“走进双色球活动”

The public participated in the "A Close Contact with Union Lotto" activity

案例  
CASE

黑龙江省福彩中心——发挥直播优势，与“网友”一道见证开奖透明

Heilongjiang Welfare Lottery took advantage of live broadcast and witnessed the transparency of lottery drawing with "netizens"

2020 年 10 月，国庆和中秋双节期间，黑龙江省福彩中心、哈尔滨市福彩中心共同开展“福彩大家乐—彩落谁家”直播刮奖活动。这是黑龙江省首个以福彩刮刮乐为主题的“百店联动 千人齐刮”互动类直播节目，通过整合线下实体零售店、黑龙江福彩 APP、黑龙江福彩公众号、各地市公众号、新媒体账号等资源，打造直播媒体传播矩阵，邀请社会公众共同感受福彩的公益与公信。

In October 2020, during the National Day and Mid-Autumn Festivals, Heilongjiang Welfare Lottery and Harbin Welfare Lottery jointly launched the "Fortune Welfare-Lucky Dogs win" live lottery drawing event. This is Heilongjiang Province's first interactive live program themed of "Hundred Stores Linkage, Thousands of People Scratch Lottery" with the theme of "Welfare Lottery Guaguale". Through the integration of offline physical retail stores, Heilongjiang Welfare App, Heilongjiang Welfare Lottery Official Account, local and municipal official accounts, new media accounts and other resources, a live media communication matrix has been created, inviting the public to experience the welfare and credibility of Welfare Lottery.



扫码观看中国福利彩票“双色球”摇奖全流程视频  
Scan the QR code to watch the full process video of China Welfare Lottery "Union Lotto" lottery drawing

延伸阅读：  
Further Reading:

公众人物幸福体验官印小天、王珏带您一起揭秘“双色球”摇奖全流程。  
Public figure happiness experienter Yin Xiaotian and Wang Jue will take you to reveal the whole process of the "Union Lotto" lottery drawing.

以福彩之名，邀您共建监督体系

In the name of Welfare Lottery, we invite you to build a supervisory system

福彩公益金取之于民、用之于民。福彩公益金的分配、使用事关特殊困难群体的福祉，事关社会公平与正义，历来是社会关注、关心的焦点。中福彩中心以发布社会责任报告为沟通载体，携手利益相关方共同构建公益金管理使用信息发布体系，接受公众监督，以此促进中国福利彩票健康可持续发展。

Welfare Lottery public welfare fund is taken from the people and used for the people. The distribution and use of the Welfare Lottery public welfare fund are related to the well-being of groups with special difficulties and social fairness and justice. It has always been the focus of social concern. CWLIMC takes the release of social responsibility reports as a communication vehicle, and works with stakeholders to jointly build a public welfare fund management and use information release system and accepts public supervision to promote the healthy and sustainable development of China Welfare Lottery.

案例  
CASE

中福彩中心——打造福彩全系统报告矩阵，全面接受利益相关方监督

CWLIMC created a full system of Welfare Lottery report matrix, and fully accepted the supervision of stakeholders

2014 年，中福彩中心首次发布了以“公益慈善，阳光福彩”为主题的《2013 中国福利彩票社会责任报告》，展示了中国福利彩票履行社会责任的态度和努力。此后，中福彩中心及各省级福彩中心每年都发布社会责任报告，全面展示上一年度在经济、社会、环境方面的履责实践及成效，彰显了公开、透明的运营理念。目前，发布责任报告已经成为福利彩票系统与公众和媒体沟通、塑造福利彩票形象的重要方式。

In 2014, the CWLIMC first released the "2013 China Welfare Lottery Social Responsibility Report" with the theme of "Public Charity, Sunshine Welfare Lottery", demonstrating the attitude and efforts of China Welfare Lottery to fulfill its social responsibilities. Since then, CWLIMC and its provincial branches have released social responsibility reports every year, fully demonstrating the economic, social, and environmental responsibility performance practices and results of the previous year, demonstrating the open and transparent operating philosophy. At present, issuing responsibility reports has become an important way for the welfare lottery system to communicate with the public and the media and to shape the image of the Welfare Lottery.

除福彩机构发布的社会责任报告，财政部门、民政部门连续多年发布公益金使用情况公告，向社会公众说明彩票公益金的具体使用情况，在推动公益金公开透明化的同时，也让社会公众更加了解福利彩票的履责担当。

In addition to the social responsibility report issued by the welfare lottery agency, the finance department and the civil affairs department have issued announcements on the use of the public welfare fund for many years to explain to the public the specific use of the lottery public welfare fund. While promoting the openness and transparency of the public welfare fund, it also allows the public to better understand the responsibility of the welfare lottery.

立足现在，放眼未来。中国福利彩票将始终秉承公平、公正、公开的原则，积极履行社会责任，不断提升公信力，推动福利彩票高质量发展。

Based on the present and looking to the future, China Welfare Lottery will always adhere to the principles of fairness, justice and openness, actively fulfill its social responsibilities, continuously improve its credibility, and promote the high-quality development of welfare lottery.





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我们回应联合国可持续发展目标（SDGs）：  
We responded to Sustainable Development Goals (SDGs):



## 立责于心，牢铸发展根基

BEARING RESPONSIBILITY IN MIND, FIRMING UP THE  
DEVELOPMENT FOUNDATION OF CWL

中国福利彩票把党的政治建设摆在首位，全面推进党的思想建设、组织建设、作风建设、纪律建设和制度建设；推进责任彩票建设，促进责任理念与业务的融合，回应利益相关方关切；强化合规运营，加大监督检查力度，严守合规红线；加强资金安全、技术安全、安全生产管理，保障安全运行；积极参与国内外行业交流，配合相关部门打击非法彩票，凝心聚力，统筹发展和安全筑牢福彩高质量发展的“根”和“魂”。

CWL gives priority to the party's political construction, and fully advances the party's ideological construction, organizational construction, style construction and discipline system construction, promotes the construction of responsible lottery, promotes the integration of responsibility concept and business, and responds to the concerns of stakeholders; strengthens compliant operations, strengthens supervision and inspection, and strictly abides by the red line of compliance; strengthens financial security, technical security, and safe production management to ensure safe operation; actively participates in industry exchanges at home and abroad, cooperates with relevant departments to crack down on illegal lottery, concentrates efforts, and coordinates development and safety to build the "root" and "spirit" of the high-quality development of China Welfare Lottery.



# 坚持 党建引领

## Insisting on Party Construction Prioritization

中国福利彩票系统坚持以习近平新时代中国特色社会主义思想为指导，进一步增强“四个意识”、坚定“四个自信”、做到“两个维护”；着力开展大学习、大培训，不断强化思想理论武装；全面加强组织制度建设，健全党建工作责任体系，推动党建和业务同部署、同落实、同检查、同考核；一以贯之推进全面从严治党，严格落实中央八项规定精神，加强反腐倡廉学习教育，进一步发挥引领保障作用，持续推动中国福利彩票高质量发展。

China's Welfare Lottery system is guided by Xi Jinping Thought on Socialism with Chinese Characteristics, adheres to the people's center, further enhance "four consciousness", firm up "four confidences", and practice "two maintenances"; carries out great learning and training, actively organizes and carries out theoretical and ideological ar-  
mament, continuously strengthens the Party's political and ideological construction;-  
comprehensively strengthens the establishment of organization and regime, improves  
the responsibility system for party construction, promotes simultaneous deployment,  
implementation, inspection and appraisal of party construction and business; advanc-  
es the construction of a clean party and government; continues to comprehensively  
govern the Party with strict discipline, strictly implements the spirit of the eight central  
regulations, and carries out anti-corruption education activities, the strict governance  
over the party in a strict way, thus giving play to the leading role of party construc-  
tion, and continuing to promote the high-quality development of China Welfare Lottery.

## 以政治建设为统领

## Political Construction Prioritization

中福彩中心认真贯彻落实习近平总书记关于彩票工作的重要批示精神，牢固树立“福彩中心是政治机关，福彩事业是党的事业”的意识。深入开展理论学习，建立健全党委理论中心组领学、党委理论跟进学、支部主题学、小组经常学、青年理论学习小组专题学的机制，持续用党的创新理论武装头脑、指导实践、推动工作。坚守福利彩票的人民属性、国家属性、公益属性，践行“扶老、助残、救孤、济困”宗旨，把讲政治要求落实到业务工作中，认真推动中央巡视整改落实落地见效，抓紧抓实脱贫攻坚专项巡视问题整改，统筹推进疫情防控和事业发展，全面贯彻党中央和部援藏援疆工作部署，严格落实福利彩票游戏调整政策要求，稳步推进福利彩票事业高质量发展，积极创建“让党中央放心、让人民群众满意的模范机关”。

CWLIMC carefully implements President Xi Jinping's spirit of important instructions on lottery, firms up the consciousness of "CWL is a political organ, and welfare lottery undertaking is also part of the party cause", established and improved the mechanism of the studying group of party theories, the follow-up of party theories, the topic studying by party branches, the frequent studying of different studying groups, and the studying of party theories by the youth, insists on shaping the mind, guiding the practices and promoting work with the Party's innovative theories. CWLIMC adheres to CWL's nature of "for the people, for the country and for public good", keep in mind

the gist of "Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots", merges political requirements into daily work, seriously advance the implementation of rectifying measures proposed by the Central Inspection Team, focuses on the rectification of issues in poverty alleviation identified by the inspection teams, coordinates with epidemic prevention and control and economic development, fully implements the aiding for Tibet and Xinjiang in accordance with the deployments of the Party Central Committee and Ministries, strictly implements and adjusts the welfare lottery policy requirements, steadily push forward high-quality development of welfare lottery cause, and vigorously creates "an exemplary organ that rests the party central committee assured and gets people satisfied".

◎黑龙江省福彩中心以推动党支部标准化规范化建设为目标，按照“抓学习教育正思想、抓制度落实强党性、抓骨干带动转作风、抓内控规范促廉政”的思路，坚持党建工作与彩票业务同研究、同部署、同推动、同落实，为福彩事业稳妥有序发展提供了有力保证。

◎Heilongjiang Welfare Lottery aims to promote the standardized construction of Party branches, and follows the idea of "learning and educating positive thinking, implementing systems to strengthen Party spirit, focusing on backbones to drive change in style, and internal control standards to uphold integrity", adheres to the research, deployment, promotion, and implementation of party building work and lottery business at the same time, providing a strong guarantee for the steady and orderly development of the Welfare Lottery industry.



黑龙江省福彩中心与道外区文明实践中心开展文明共建活动  
Heilongjiang Welfare Lottery and Daowai District Civilization Practice Center carried out civilized joint construction activities

◎广东省福彩中心创新理论学习方式，邀请省委党校教授通过视频会议形式面向全省福彩系统全体党员领导干部作《习近平谈治国理政》第三卷学习导读专题宣讲，努力实现党的创新理论宣传普及全覆盖。

◎ Guangdong Welfare Lottery innovated theoretical learning methods, inviting provincial Party school professors to give lectures on “Xi Jinping: The Governance of China III” to all Party members and leading cadres of the province’s Welfare Lottery system through video conferences. Efforts were made to achieve full coverage of the party’s innovative theories.



广东省福彩中心开展2020年全省福彩系统《习近平谈治国理政》第三卷专题宣讲活动  
Guangdong Welfare Lottery launched a special lecture on “Xi Jinping: The Governance of China II” on the province’s welfare lottery system in 2020

◎2020年，广西省福彩中心以开展“学习型党组织建设”为抓手，以行动学习应用试点工作为契机，采取集中学习、专题研讨、福彩讲堂、党课教育及个人自学等多种形式开展学习教育，牢固夯实思想理论根基。

◎ In 2020, Guangxi Welfare Lottery started with the development of “learning style Party organization construction” and took the pilot work of action learning application as an opportunity. Various forms of learning and education are adopted, such as concentrated learning, special seminars, Welfare Lottery lectures, Party class education and individual self-study, etc., which firmly consolidates the foundation of ideology and theory.



2020年广西福利彩票系统干部职工综合素质提升培训班（第一期）开班式  
2020 Guangxi Welfare Lottery System Cadres and Staff Comprehensive Quality Improvement Training Course (Phase 1) Opening Ceremony

◎贵州省福彩中心组织开展“共抗疫勇担当·强防控稳销售”“防风险、守底线”“学习贯彻十九届五中全会精神专题党课”等主题研讨会和主题党日累计13次，切实加强党员干部思想建设。

◎ Guizhou Welfare Lottery organized and carried out thematic seminars and thematic Party Day activities such as “Jointly Fighting the Epidemic, Strengthening Prevention and Control and Stabilizing Sales”, “Preventing Risks, Keeping the Bottom Line”, “Special Party Lessons on Learning and Implementing the Fifth Plenary Session of the 19th Central Committee Spirit”, all totaling 13 times, effectively strengthening the ideological construction of Party members and cadres.



贵州省福彩中心开展“防风险、守底线”主题党日  
Guizhou Welfare Lottery launched Party Day activities with the theme of "Preventing Risks and Keeping the Bottom Line"



## 不断提升党的建设质量

### Improving the Quality of Party Building

中福彩中心持续加强党的全面领导，完成了中心党委换届工作，稳步推进党委领导下的行政领导人负责制，健全议事决策机制，更好发挥党委把方向、管大局、保落实重要作用，推动福彩立足新发展阶段、贯彻新发展理念、构建新发展格局。推进“四强”党支部建设，调整优化支部设置，配齐配强支部班子，进一步规范组织生活和党员队伍建设，以先进带后进、先进更前进，推动基层党组织全面进步、全面过硬，充分发挥党支部的战斗堡垒作用和党员先锋模范作用，有力促进业务和党建工作融合。

CWLIMC continues to strengthen comprehensive leadership of the party, finishes the leadership transition of its party committee, steadily advances the responsibility system of administrative leaders under the guidance of party committee, gives better play to the party committee's roles of grasping the direction, controlling the overall situation and guaranteeing the implementation, promotes CWL to have a foothold in new development stages, turn new development ideas into reality and build a new development pattern. CWLIMC further accumulates the "Four Strengths" of party branches, adjusts and optimizes party branch settings, builds strong party branches, and further standardizes organizational life and the construction of party teams, thus driving forward the backward with the activists, promoting the activists to march forward farther, promoting the progress of grassroots party organizations in all aspects, giving full play to the fortress role of party branches and the exemplary roles of party members, thus vigorously promoting the integration of business and party construction work.



中福彩中心召开第三次代表大会  
CWLIMC held the Third Communist Party Congress

## 纵深推进全面从严治党

### Deepening the Governance over the Party in a Strict Way

中福彩中心严格落实中央八项规定精神，认真开展自查自纠，推进形式主义、官僚主义整改，加强日常监督和重要时间节点管理，坚决防止“四风”反弹回潮。持续开展纪律学习教育，深化福彩领域以案释纪教育，强化党员干部纪律规矩意识。加强党员干部监督管理，建立健全中心党员干部廉洁档案。精准运用监督执纪“四种形态”，进一步巩固风清气正的政治生态。

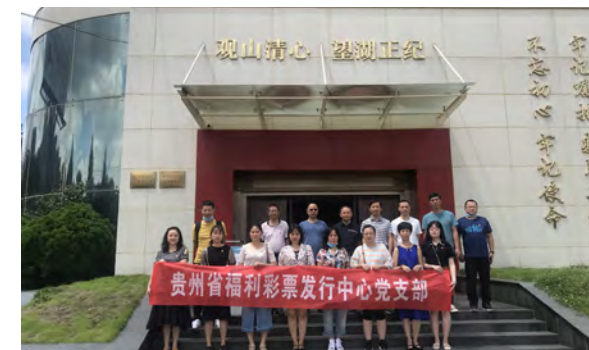
CWLIMC strictly implements the eight-point decision on improving Party and government conduct, carefully organizes self-inspection, advances the rectification of formalism and bureaucracy, strengthens daily monitoring and important time node management, and resolutely prevents the resilience of "Four Problematic Styles". CWLIMC continues to conduct discipline learning and education, pushes forward the education activities of popularizing law and discipline knowledge, and reinforces the discipline consciousness of party cadres. Moreover, it also strengthens the supervision and management over party cadres, establishes and maintains the integrity files of all party cadres within CWL. By promoting the use of "Four Formats" of supervision and discipline, CWLIMC further consolidates the clean political ecology within CWL.



湖南省福彩中心在长沙廉政教育基地开展廉洁建设教育活动  
Hunan Welfare Lottery carried out upholding integrity education activities in Changsha Upholding Integrity Construction Education Base



广西省福彩中心召开党的工作暨党风廉政建设工作 和集体约谈会  
The work of the gathering of Guangxi Welfare Lottery and the work of Party style and upholding integrity construction and collective talks



贵州省福彩中心组织全体党员开展警示教育活动  
Guizhou Welfare Lottery organized all Party members to carry out warning education activities



云南省福彩中心组织开展党风廉政建设工作 和集体约谈会  
Yunnan Welfare Lottery organized training on Party's work style and upholding integrity construction

# 建设 责任彩票

## Constructing Responsible Gaming

对标国内外彩票行业发展趋势，责任彩票正成为全球博彩及彩票领域时下的主旋律。中国福利彩票顺应彩票行业发展趋势，持续加强责任彩票建设，突出责任先导理念，把责任彩票理念贯穿到发行销售各环节，防范和化解非理性购彩，提升福利彩票责任形象；通过构建完善的责任体系，从制度建设层面夯实责任彩票基础；加强社会责任实质性议题管理，促进责任理念融入业务运营；通过编制及发布社会责任报告、责任视频等方式，与利益相关方开展责任沟通，树立中国福利彩票负责任的品牌形象。

Based on the development trend of the lottery industry at home and abroad, responsible Gaming is becoming the main theme of the global gambling and lottery field nowadays. China Welfare Lottery conforms to the development trend of the lottery industry, continues to strengthen the construction of responsible Gaming, highlights the leading concept of responsibility, and integrates the concept of responsible Gaming into all aspects of issuance and sales, prevents and resolves irrational lottery purchases and enhances the responsible image of welfare lottery; consolidates the foundation of responsible Gaming from the system construction level by constructing a complete responsibility system; strengthens the management of substantive issues of social responsibility, and promotes the integration of responsibility concepts into business operations; carries out responsibility communication with stakeholders and establishes a responsible brand image of China Welfare Lottery through the preparation and release of social responsibility reports, responsibility videos, etc.

## 完善责任体系

### Optimizing Responsibility System



中国福利彩票责任彩票手册  
China Welfare Lottery  
Responsible Gaming Manual

中福彩中心秉承“福彩与责任共生”的发展理念，将责任融入业务运营的每个环节，持续加强责任彩票体系化建设，建立科学系统的责任彩票框架体系，明确责任彩票原则，为各省福彩中心提供责任彩票建设指导，全面推进责任彩票建设工作。2020年，编制并印发《中国福利彩票责任彩票手册》，提升福彩队伍对责任彩票的认识和理解，为将责任理念融入业务运营奠定坚实的基础。

CWLIMC adheres to the development concept of “Symbiosis of Welfare Lottery and Responsibility”, integrates responsibility into every link of business operations, continues to strengthen the construction of responsible gaming systems, establishes a scientific and systematic responsible gaming framework system, and clarifies the principles of responsible gaming, provides guidance on responsible gaming construction for provincial branches, and comprehensively promotes the construction of responsible gaming. In 2020, the “China Welfare Lottery Responsible Gaming Manual” was compiled and issued to enhance the awareness and understanding of responsible gaming among the welfare lottery teams, laying a solid foundation for integrating the concept of responsibility into business operations.

### 中国福利彩票的责任彩票原则 Responsible Gaming Principles of CWL

第一，不单纯追求销量，使中国福利彩票的发展符合经济和社会发展水平。

First, CWL does not pursue sales only but hopes that its development will comply with economic and social developments.

第二，强化责任彩票研究，加强非理性购彩者识别以及防范和治疗等方面的研究。

Second, CWL increases the research on responsible gaming, prevention and treatment of irrational players, etc.

第三，研发负责任的彩票游戏，不发行销售博弈性强、成瘾性强的彩票游戏；多措并举对游戏的金额、频率、时间进行控制，从游戏机理和技术上防范非理性购彩；对游戏风险进行告知和提醒。

Third, CWL studies responsible games, refuses to issue and sell lottery games that easily get the players addicted, controls the amount, frequency and time of games through multiple initiatives, prevents irrational betting technically from the perspective of game mechanism, and warns of game risks.

第四，积极回应利益相关方的关切，在公开渠道披露游戏、开奖、资金等方面的信息，接受公众、媒体等利益相关方的监督。

Fourth, CWL actively responds to the concerns of stakeholders, discloses the information on games, prize payment and funds in public channels, and receives the supervision of the public, the media and other stakeholders.

第五，利用多种渠道、方式宣传福利彩票的公益性、公平公正性，提升品牌形象；不以中大奖为宣传点，不进行虚假和失实宣传，不进行诱导性、刺激性宣传；禁止鼓动投机，禁止隐含对同业者的排他性、诋毁性内容；必须对购彩者进行引导、帮助和保护。

Fifth, CWL makes use of multiple channels and means to publicize the fairness and equity of welfare lottery, and enhances brand image; it does not vigorously publicize the winning of big prizes by the players, and says no to false, inductive and stimulant propaganda; also, it prohibits speculation and exclusion and defaming of other peers; instead, CWL provides guidance, help and protection for the players.

第六，对零售商进行约束和教育，提供负责任的购彩服务，提升服务水平。培训零售商技能，以便科学指导购彩者，包括但不限于：不向未成年人销售彩票或兑奖、不在中小学校周围一定范围内开设零售店、不以赊销等形式导致非理性购彩等；确保零售商在零售场所醒目位置张贴不向未成年人售彩和兑奖、倡导理性购彩的标语、警示语。

Sixth, CWL provides constraints and education on retailers and responsible services for the players, and also enhances its standard of service. By imparting skills into the retailers, CWL guides the players in a scientific way, including but not limited to: not selling tickets to or drawing prizes for minors, not setting up lottery retail stores near primary and middle schools, not providing credit sales that may possibly lead to irrational involvement, making sure that the retailers will post slogans and warning marks at eye-catching positions which say no lottery or prize will be provided for minors or which advocate rational involvement.



深化责任融合

Deepening  
Responsibility  
Integration

中福彩中心注重责任彩票建设与业务的融合。积极开展社会责任核心议题识别及管理工作，通过分析国内外社会责任标准，对标国内外彩票运营机构社会责任报告披露的重要议题，构建社会责任报告编制规范性指标体系；并以开展社会责任报告议题调研的方式，筛选出利益相关方高度关注、与中国福利彩票健康可持续发展密切相关的核心议题，将其作为报告信息披露的重点内容，为充分回应利益相关方关切提供有力支撑。

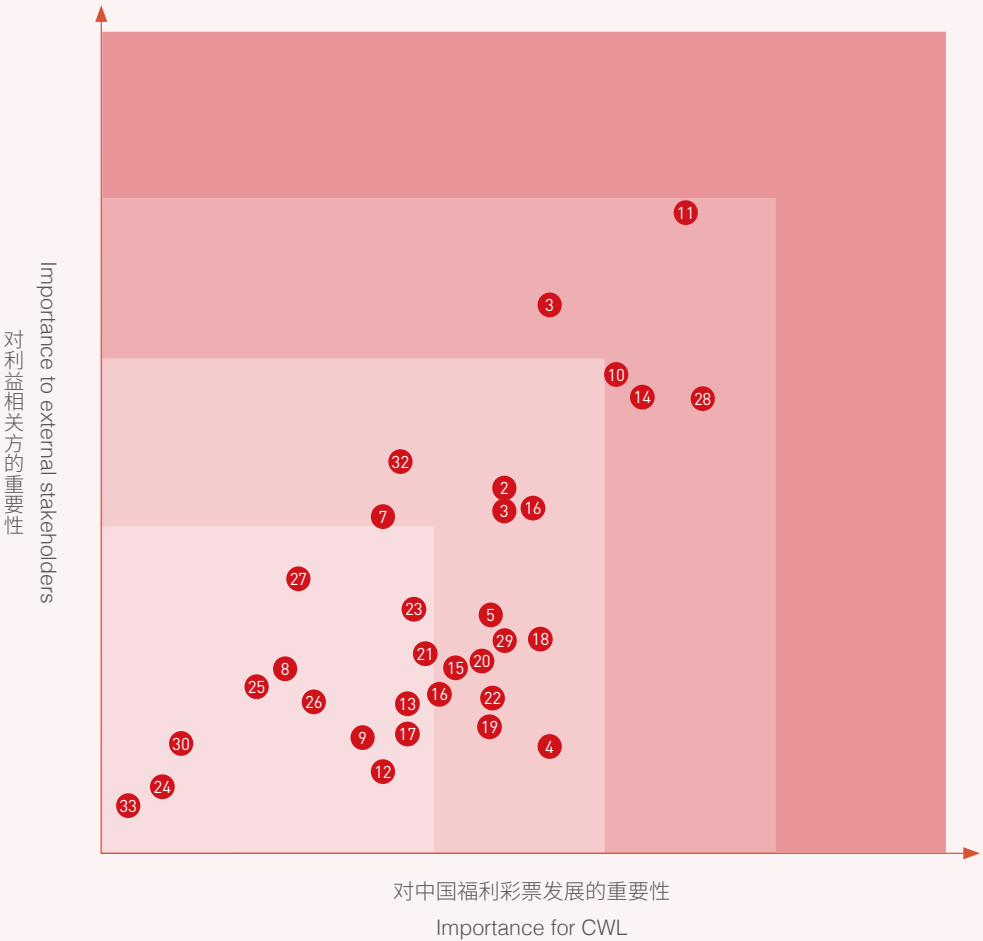
CWLIMC focuses on the integration of responsible gaming construction and business.CWLIMC proactively identifies and manages core issues related to social responsibility, compare important issues disclosed in the social responsibility reports of domestic and overseas lottery operation institutions by analyzing domestic and overseas social responsibility standards, and constructs a normative indicator system for the preparation of social responsibility report; moreover, by conducting the survey into the issues of social responsibility reports, CWL sorts out core issues that attract lots of attention of stakeholders and closely related to its healthy and sustainable development, and regards them as key contents to be disclosed in the reports, providing powerful support for the timely responses to the concerns of stakeholders.

中国福利彩票核心议题识别流程			Identification of core issues for CWL	
建立议题池 Establish an issue pool	开展问卷调查 Initiating questionnaire surveys		明确优先级 Specifying priority	建立核心议题矩阵 Setting up core issue matrix
<p>根据以下标准筛选出 33 个重要社会责任议题：</p> <ul style="list-style-type: none"><li>■ 国内外可持续发展趋势</li><li>■ 国家发展战略与政策</li><li>■ 国内外社会责任报告编制规范标准</li><li>■ 对标国内外彩票运营机构社会责任报告</li><li>■ 中国福利彩票发展战略与规划</li></ul>	<ul style="list-style-type: none"><li>■ 采用线上问卷调查和定向推送方式向中国福利彩票内外部利益相关方发放问卷</li><li>■ 利益相关方从自身角度出发，对议题的重要性进行打分</li></ul>		<ul style="list-style-type: none"><li>■ 影响中国福利彩票可持续发展的议题</li><li>■ 战略着力解决的议题</li><li>■ 关键利益相关方高度关注的议题</li></ul>	<ul style="list-style-type: none"><li>■ 根据调查结果，对每个议题从内外两个角度进行重要性分析</li><li>■ 根据分析结果，从对外部利益相关方的重要性和对中国福利彩票的重要性两个维度，对核心议题进行排序，形成核心议题矩阵</li></ul>
<p>33 critical social responsibility issues are sorted out based on the following criteria:</p> <ul style="list-style-type: none"><li>■ Domestic and overseas sustainable development trends</li><li>■ National development strategies and policies</li><li>■ Preparation standards of domestic and overseas social responsibility reports</li><li>■ Comparison of social responsibility reports of domestic and overseas lottery operation institutions</li><li>■ China's welfare lottery development strategies and plans</li></ul>	<ul style="list-style-type: none"><li>■ Online questionnaires are directionally pushed to internal and external stakeholders of CWL</li><li>■ Stakeholders score the importance of the proposed issues based on their actual situations</li></ul>		<ul style="list-style-type: none"><li>■ The issues that affect the sustainability of CWL</li><li>■ The issues to be solved through strategies</li><li>■ The issues that attract much attention from key stakeholders</li></ul>	<ul style="list-style-type: none"><li>■ Analyze the importance of each issue internally and externally based on the survey results</li><li>■ Based on the analysis results, get core issues sequenced to form core issue matrix from two dimensions: the importance to external stakeholders and the importance to CWL</li></ul>



中国福利彩票2020年社会责任报告实质性议题分析

Substantive Issues Analysis of 2020 China Welfare Lottery Social Responsibility Report



- |              |                  |                |
|--------------|------------------|----------------|
| 1 创造经济价值     | 12 促进交流合作        | 23 采用环保设备和印刷技术 |
| 2 加强风险防控     | 13 推动行业发展        | 24 废票尾票回收      |
| 3 反腐倡廉       | 14 协助打击非法彩票      | 25 绿色办公        |
| 4 品牌建设与责任营销  | 15 职业健康安全        | 26 绿色仓储与运输     |
| 5 优化渠道建设     | 16 职业发展通道        | 27 开展环保公益活动    |
| 6 提升购彩者服务    | 17 实施员工关爱        | 28 披露公益金支持公益项目 |
| 7 倡导理性购彩     | 18 保障专管员与代销者基本权益 | 29 带动就业        |
| 8 非理性购彩预防与干预 | 19 健全专管员职业发展通道   | 30 开展社区志愿活动    |
| 9 应对购彩者投诉    | 20 专管员与代销者培训     | 31 开展社会弱势群体救助  |
| 10 保障技术安全    | 21 专管员与代销者救助与帮扶  | 32 实施精准扶贫      |
| 11 实施阳光开奖    | 22 制定代销者激励措施     | 33 完善责任管理      |
- 
- |   |  |   |
|---|--|---|
| 1 Creating economic value                             | 13 Advancing industrial development                                    | 24 Recycling invalidated and stock tickets                            |
| 2 Strengthening risk prevention and control           | 14 Assisting in fighting against illegal lottery                       | 25 Green office   |
| 3 Anti-corruption                                     | 15 Occupational health and security                                    | 26 Green warehousing and transport                                    |
| 4 Branding and responsible marketing                  | 16 Occupational development channel                                    | 27 Engaging in environmentally-friendly and public welfare activities |
| 5 Optimizing channel construction                     | 17 Offering care for staff   | 28 Disclosing public welfare fund to support public welfare programs  |
| 6 Enhancing the services for the players              | 18 Guaranteeing basic rights and interests of managers and agents      | 29 Promoting employment   |
| 7 Advocating reasonable playing                       | 19 Perfecting the occupational development paths of managers           | 30 Organizing community-based volunteer activities                    |
| 8 Prevention and intervention of unreasonable playing | 20 Trainings on managers and agents                                    | 31 Providing relief for disadvantaged groups                          |
| 9 Responding to the complaints of players             | 21 Assistance and relief for managers and agents                       | 32 Implementing targeted poverty alleviation                          |
| 10 Guaranteeing technical security                    | 22 Developing incentive measures for agents                            | 33 Improving responsibility management                                |
| 11 Drawing in sunshine                                | 23 Adopting environmentally-friendly devices and printing technologies |   |
| 12 Promoting exchanges and cooperation                |  |   |

强化责任沟通

Strengthening Responsibility Communication

中福彩中心针对内外部利益相关方建立相应沟通机制。对高层领导、员工、专管员等内部利益相关方，梳理总结中国福利彩票年度社会责任实践，强化福彩系统从业人员的社会责任理念和能力；对社会公众、媒体等外部利益相关方，披露社会责任实践及成效，与外部利益相关方真诚沟通；通过设立公众开放日、官网和官方微信公众号发布社会责任信息、组织媒体宣传、发布社会责任报告、拍摄制作完成福彩社会责任系列短片等方式，多渠道多形式强化与利益相关方的沟通交流。

CWLIMC has established a communication mechanism for internal and external stakeholders. For top management, ordinary employees, and managers, we sorted out and summarize the annual social responsibility practices of China Welfare Lottery, and strengthened the social responsibility concept and ability of the employees of the Welfare Lottery system; for the public, media, and other external stakeholders,

we publicly disclosed social responsibility practices and results to the outside world, and communicated sincerely with the public and Players. By establishing public open days, using official websites and official WeChat accounts to release social responsibility information, organizing media publicity, publishing social responsibility reports, and photographing CWL's CSR films, multiple channels and forms have been adopted to strengthen communication with stakeholders.



扫码观看中国福利彩票责任视频  
Scan the QR code to watch CWL's CSR video

延伸阅读：  
Further Reading:

中国福利彩票恪守责任，方得始终。  
CWL bears its responsibilities in mind and never does things by halves.

利益相关方诉求与中国福利彩票的回应				Stakeholders' Appeals and China Welfare Lottery's Responses				
主体 Subjects	<div>政府 Government</div>	<div>供应链 Supply Chain</div>	<div>购彩者 Player</div>	<div>员工和专管员 Employees &amp; Managers</div>	<div>零售商 Retailer</div>	<div>社区 Community</div>	<div>环境 Environment</div>	<div>同行 Peers</div>
沟通方式 Communication Way	<div><ul style="list-style-type: none"><li>重大会议</li><li>政策影响</li><li>情况汇报</li><li>Major meetings</li><li>Policy Influence</li><li>Briefing</li></ul></div>	<div><ul style="list-style-type: none"><li>引领带动，充分沟通</li><li>协作创新</li><li>Leading and driving, fully communicating</li><li>Collaborative innovation</li></ul></div>	<div><ul style="list-style-type: none"><li>购彩者调研</li><li>社会活动</li><li>责任营销</li><li>Survey of Player</li><li>Social activities</li><li>Responsible marketing</li></ul></div>	<div><ul style="list-style-type: none"><li>员工会议</li><li>各级培训</li><li>团建引领</li><li>内刊内网</li><li>Staff meetings</li><li>Training at all levels</li><li>Leadership in team building</li><li>Internal magazine and Intranet</li></ul></div>	<div><ul style="list-style-type: none"><li>专业培训</li><li>调研访谈</li><li>专题会议</li><li>Professional training</li><li>Research and interview</li><li>Conferences</li></ul></div>	<div><ul style="list-style-type: none"><li>社会调研</li><li>活动走访</li><li>员工售彩</li><li>Social research</li><li>Activity visit</li><li>Employee selling lottery</li></ul></div>	<div><ul style="list-style-type: none"><li>专家访谈</li><li>内部会议</li><li>第三方调研</li><li>Expert interview</li><li>Internal meetings</li><li>Third-party research</li></ul></div>	<div><ul style="list-style-type: none"><li>交流访谈</li><li>座谈研讨</li><li>Communication and interview</li><li>Forum</li></ul></div>
目的 Purpose	<div><ul style="list-style-type: none"><li>保障社会稳定，实现彩票安全</li><li>支持福彩深化改革，保障购彩者理性购彩</li><li>实现筹集社会资金最大化目的</li><li>Ensuring social stability and realizing lottery safety</li><li>Supporting the deepening reform of Welfare Lottery to ensure that lottery shoppers buy lotteries rationally</li><li>Realizing the purpose of maximizing social funds</li></ul></div>	<div><ul style="list-style-type: none"><li>推动中国彩票事业持续创新</li><li>带动产业链就业发展</li><li>Promoting continuous innovation of China's lottery industry</li><li>Promoting employment development in the industrial chain</li></ul></div>	<div><ul style="list-style-type: none"><li>提供负责任的彩票及服务倡导理性购彩</li><li>进行理性购彩宣传，讲解福彩知识，让购彩者更了解福彩</li><li>以保障购彩者权益为基础，进行游戏开发及推广</li><li>Providing responsible gaming and services</li><li>Advocating rational lottery purchase</li><li>Carrying out rational lottery purchase promotion, explaining the welfare lottery knowledge, letting Players know more about Welfare Lottery</li><li>Developing and promoting games based on the protection of the rights and interests of Player</li></ul></div>	<div><ul style="list-style-type: none"><li>保障员工和专管员基本权益</li><li>保障员工和专管员职业健康与安全</li><li>为员工和专管员提供系统的培训和发展平台</li><li>Guaranteeing the basic rights and interests of employees and administrators</li><li>Guaranteeing the occupational health and safety of employees and administrators</li><li>Providing a systematic training and development platform for employees and specialists</li></ul></div>	<div><ul style="list-style-type: none"><li>保障零售商基本权益</li><li>提升服务技能</li><li>畅通沟通渠道</li><li>Protecting the basic rights of retailers</li><li>Improving service skills</li><li>Smoothing communication channels</li></ul></div>	<div><ul style="list-style-type: none"><li>践行发行宗旨，为社区发展提供支持</li><li>深刻了解社会发展的需要</li><li>为宗旨赋予饱满内涵</li><li>Practicing the purpose of issuance and providing support for community development</li><li>Deeply understanding the needs of social development</li><li>Giving full connotation to the purpose</li></ul></div>	<div><ul style="list-style-type: none"><li>深刻了解整个产业链的环保情况</li><li>带动产业链实现绿色发展</li><li>内部运营实现环保目标</li><li>Deeply understanding the environmental protection situation of the entire industry chain</li><li>Driving the industrial chain to achieve green development</li><li>Internal operation achieving environmental protection goals</li></ul></div>	<div><ul style="list-style-type: none"><li>了解国内外行业趋势</li><li>带动行业健康持续发展</li><li>Understanding domestic and foreign industry trends</li><li>Driving the healthy and sustainable development of the industry</li></ul></div>



## 强化 合规运营

## Strengthening Compliance Operation

合规运营是机构底线责任，更是机构健康持续发展的基础。中国福利彩票切实贯彻落实财政部、民政部有关监督检查工作要求，紧紧围绕发行销售业务合规监督检查、市场监察及风险管理研究、开展普法宣传四个方面，健全监督管理机制，防范化解风险隐患，坚守底线，不碰红线，确保中国福利彩票合法合规运营。

Compliant operation is the bottom line responsibility of the organization, and it is the foundation for the healthy and sustainable development of the organization. China Welfare Lottery effectively implements the relevant supervision and inspection requirements of the Ministry of Finance and the Ministry of Civil Affairs, focusing on the four aspects of the issuance and sales business compliant supervision and inspection, market supervision and risk management research, and the development of law popularization, improved the supervision and management mechanism, prevented and defused hidden risks, stuck to the bottom line, did not touch the red line, ensuring the legal and compliant operation of China Welfare Lottery.

## 加强合规检查

## Strengthening Compliance Inspections

中福彩中心根据财政部、民政部有关开展彩票专项整治工作方案和相关通知要求，印发了《2020年福利彩票发行销售监督检查工作要点》，加强福利彩票发行销售风险研判，细化职责分工、明确工作任务，确保监督检查工作有序开展；明确要求零售商禁止向未成年人销售彩票和兑奖；持续强化合同管理，严格合同审核程序，最大程度保障机构权益，全年共审核对外合同文本262份。

In accordance with the Ministry of Finance and the Ministry of Civil Affairs, the Ministry of Finance and the Ministry of Civil Affairs has issued the “Key Points for Supervision and Inspection of the Issuance and Sales of Welfare Lottery in 2020” in accordance with the relevant notices and requirements of the Ministry of Finance and the Ministry of Civil Affairs, strengthening the research and judgment of the issuance and sales of welfare lottery, refining the division of responsibilities, clarifying work tasks, and ensuring the orderly development of supervision and inspection. It is clearly required that retailers prohibit the sale of lottery and prize redemption to minors; continuing to strengthen contract management, strict contract review procedures, and protecting the rights and interests of institutions to the greatest extent. A total of 262 foreign contract texts were reviewed throughout the year.

### 案例 CASE

## 中福彩中心——开展系统运营和数据管理专项监督检查，督促销售机构落实彩票法规

CWLIMC carried out special supervision and inspection of system operation and data management, and urged sales agencies to implement lottery regulations

2020年11月，中福彩中心监督检查室联合数据管理部赴天津市和山东省福彩中心开展2020年系统运营和数据管理专项监督检查和调研，围绕安全运营、数据封存、监管数据报送、机房设施管理等方面内容，通过实地检查、座谈调研等形式开展监督检查工作，并形成专项监督检查报告，针对检查出的问题，要求省级福彩中心采取有效措施整改，确保安全管理要求落实到位。

In November 2020, the Supervision and Inspection Office of CWLIMC and the Data Management Department went to Tianjin and Shandong Welfare Lottery to carry out special supervision, inspection and research on system operation and data management in 2020, carried out supervision and inspection work through field inspections, seminars and investigations, and formed special supervision and inspection reports around safety operations, data storage, supervision data submission, computer room facility management, etc. In response to the problems found out, provincial branches were required to take effective measures to rectify and make sure that the safety management requirements are in place.

## 创新市场监察

## Innovating Market Monitoring

中福彩中心借鉴其他行业优秀经验，引入“神秘顾客”开展市场监督，督促零售商合规经营，为进一步优化中国福利彩票市场管理提供有力支撑。

The CWLIMC draws on the excellent experience of other industries, introduces “mysterious customers” to carry out market supervision, urges retailers to operate in compliance, providing strong support for the further optimization of China Welfare Lottery market management.

案例  
CASE

中福彩中心——实施“神秘顾客”市场监测项目，助力营造良好的购彩环境

CWLIMC implemented a “mysterious customer” market monitoring project to help create a good lottery purchasing environment

2019年—2020年，中福彩中心与市场调研机构合作，开展第一期“神秘顾客”市场监测项目，对全国福利彩票零售店进行市场调查，明晰现状及存在的问题，制定相应解决方案，指导各级福利彩票机构加以改进提升。本次调研先导性地提出并建立了“福利彩票市场监测指标体系”，对32家省级福彩中心分布在179个城市的12002家零售商进行了监测，约有600余名神秘顾客参与监测，建立了中国福利彩票“神秘顾客”市场监测电子数据库，全面、系统地对福利彩票市场进行了摸底调研，为制定市场发展规划提供了重要依据。

From 2019 to 2020, CWLIMC cooperated with market research institutions to carry out the first phase of the "mysterious customer" market monitoring project and conducted market surveys on welfare retail stores across the country, clarified the current situation and existing problems, formulated corresponding solutions, and guided welfare lottery agencies at all levels to improve and upgrade. This survey pioneered and established the "Welfare Lottery Market Monitoring Index System", which monitored 12,002 retailers in 179 cities with 32 provincial branches, and about 600 mysterious customers participated in the monitoring. An electronic database for monitoring the "mysterious customer" market of China Welfare Lottery has been established, and a thorough and systematic survey of the Welfare Lottery market has been conducted, providing an important basis for formulating market development plans.

强化风险管理

Strengthening Risk Management

中福彩中心积极开展国外彩票机构风险管理研究，学习借鉴先进治理经验。2020年8月，形成了《国外彩票机构风险管理研究报告》《关于加强福利彩票发行销售业务风险管理工作的指导意见（建议稿）》等制度性文件，为加强风险管理、完善监督管理机制、提升监督检查质量提供了宝贵借鉴。

CWLIMC actively carries out research on risk management of foreign lottery institutions and learns from advanced governance experience. In August 2020, institutional documents such as the “Research Report on Risk Management of Foreign Lottery Institutions” and “Guiding Opinions on Strengthening the Risk Management of Welfare

开展普法宣传

Carrying out Law Popularization

Lottery Issuance and Sales Business (Proposal)” were formed. It provides a valuable reference for strengthening risk management, perfecting the supervision and management mechanism, and improving the quality of supervision and inspection.

中福彩中心认真落实民政部普法要求，采取集中学习、自学观看等多种方式组织全体干部职工学习民法典；结合疫情防控形势，在电梯厅媒体、内网媒体库投放公共卫生普法宣传资料，开展公共卫生普法宣传；为员工提供一对一的法律咨询辅导和法务培训，编制《中国福利彩票发行管理中心常用法律法规手册》《中国福利彩票发行管理中心法律咨询问题汇总》等相关法律手册，为员工学法、用法提供便利，全面提升员工法治意识。

CWLIMC conscientiously implements the requirements of the Ministry of Civil Affairs for law popularization, and organizes all cadres and employees to study the Civil Code by adopting various methods such as intensive study, self-study and observation; in accordance with the epidemic prevention and control situation, put public health law publicity in the elevator hall media and intranet media library, and carried out public health law popularization; provided employees with one-on-one legal counseling and legal training, and compiled relevant legal manuals such as “China Welfare Lottery Issuance Management Center Common Laws and Regulations Handbook”, “China Welfare Lottery Issuance Management Center Legal Consultation Issues Summary” and other related legal manuals, providing convenience for employees to learn and use the law, and comprehensively enhancing their awareness of the rule of law.

保障  
安全运行

Ensuring Safe Operation

安全运行是福利彩票的生命线。中国福利彩票不断强化底线思维，全面保障运营安全；加强内控管理，健全资金管理制度，确保资金安全；持续开展福彩各项技术系统测试，保障技术安全运营；定期开展安全排查工作，落实安全生产；强化开奖制度建设、技术保障、地方开奖规范，提升福彩公信力。

Safe operation is the lifeline of Welfare Lottery. China Welfare Lottery continues to strengthen bottom line thinking to fully guarantee operational safety; strengthens internal control management, improves fund management systems, ensuring fund safety; continues to carry out various technical system tests of Welfare Lottery to ensure the safe operation of technology; regularly carries out safety inspections to implement safe production; strengthens the construction of lottery drawing system, technical support, and local lottery drawing regulations to enhance the credibility of Welfare Lottery.



确保资金安全

Ensuring Fund Security

中福彩中心持续推进全国福利彩票资金风险防控机制建设，采取“以评促建、交叉交流”的方式，组织第三方机构完成对湖南、安徽、四川等6个省级福彩中心的内部控制评价工作，查找内部控制缺陷，提出具体改进建议，督促省级福彩中心完善内控体系建设，提高风险防范能力，保障彩票资金安全。

CWLIMC continues to promote the construction of a national welfare lottery fund risk prevention and control mechanism, adopts the method of “promoting construction through evaluation and cross-communication”, and organizes third-party organizations to complete the internal control evaluation of 6 provincial branches including Hunan, Anhui, and Sichuan, found the defects of internal control, put forward specific suggestions for improvement, supervised and urged provincial branches to improve the construction of internal control system and improved risk prevention capabilities, ensuring the safety of lottery funds.

各省级福彩中心积极响应中福彩中心工作要求，结合自身实际，加强资金内控管理，保障资金合理和安全使用。

Provincial branches actively responded to the work requirements of CWLIMC and strengthened the internal control and management of funds based on their actual conditions to ensure the reasonable and safe use of funds.

◎山东省福彩中心制定《市级营销活动购票资金划转管理办法》，规范方案报备、资金划转、稽核审计等制度内容，规范市级营销活动资金划转，防范资金风险。

◎ Shandong Welfare Lottery formulated the “Administrative Measures for the Transfer of Funds for Purchasing Lottery for Marketing Activities at the Municipal Level” to standardize the system content of plan filing, fund transfers, audits, regulating the transfer of funds for municipal marketing activities, and preventing capital risks.

◎海南省福彩中心建立健全“按票种归集、按规定结算、按要求使用”的资金管理体系，严格执行“收支两条线”，保证资金安全。2020年，未出现彩票资金使用不规范受到审计或巡视通报情况。

◎ Hainan Welfare Lottery has established a sound fund management system of “collection by ticket type, settlement according to regulations, and use according to requirements”, and strictly implemented the “two lines of revenue and expenditure” to ensure the safety of funds. In 2020, there were no irregularities in the use of lottery funds subject to audits or inspections.

保障技术安全

Ensuring Technical Security

中福彩中心按照《信息系统安全等级保护基本要求》，完成视频型彩票新销售系统、新基诺游戏全国销售系统、私有云计算平台的备案、三级测评与整改工作，为业务审批上线提供支撑。2020年，聚焦各项福利彩票技术系统测试，保障技术系统运行稳定；完成了快乐8销售系统测试，新视频票销售系统功能测试、性能测试以及相关硬件测试和软件适配性测试，纸质票销售系统功能测试、性能测试、UAT测试。

In accordance with the “Basic Requirements for Information System Security Level Protection”, the CWLIMC completed the filing, three-level evaluation and rectification of the new video lottery sales system, the new Keno game national sales system, and the private cloud computing platform to provide support for business approval and launch. In 2020, focusing on the testing of various welfare lottery technology systems to ensure the stable operation of the rapid system; completed Happy 8 sales system test, new video ticket sales system function test, performance test, related hardware test and software adaptability test, paper ticket sales system function test, performance test, UAT test.

◎河北省福彩中心根据中福彩中心《关于规范中国福利彩票销售渠道拓展工作的通知》要求，创造性地研发上线河北福彩社会化渠道平台，拓展销售渠道。该平台利用聚合支付工具，采用投注终端主动扫码、代销费实时分账等多种技术手段，解决了传统社会化渠道模式下缴款不便和无法确认是否线下付款的问题，降低社会化渠道布设门槛，减轻运营成本。

◎ Hebei Welfare Lottery, in accordance with the requirements of the CWL’s “Notice on Regulating the Expansion of China Welfare Lottery Sales Channels”, creatively developed and launched the Hebei Welfare Lottery social channel platform to expand sales channels. The platform uses aggregating payment tools, betting terminals to scan codes, real-time distribution of agency fees and other technical means, solving the problem of inconvenience in payment and the inconvenience of offline payment under the traditional social channel model, lowering the threshold for social channel deployment, and reducing operating costs.

◎2020年11月，江西省福彩中心“双活”热线销售管理系统正式上线运行，提升了系统稳定性，提高了通信、交易、数据安全性，加强了系统的容灾能力。

◎ In November 2020, the “Dual-active” hotline sales management system of Jiangxi Welfare Lottery was officially launched, which improved system stability, improved communication, transaction, and data security, and strengthened the system’s disaster tolerance capabilities.

## 落实安全生产

### Implementing Safe Production

中福彩中心及各省级福彩中心重视安全生产，通过开展安全知识讲座、安全演习、安全大检查等活动，提高员工安全意识，切实保障安全生产。

CWLIMC and its provincial branches attach great importance to safe production, and through the launch of safety knowledge lectures, safety exercises, safety inspections and other activities to improve employees' safety awareness, effectively ensuring safe production.

©2020年6月，辽宁省福彩中心开展生产系统安全大排查工作，针对机房硬件设备、电脑票和即开票系统软件、气体灭火系统等运行情况进行详细检查，对238台设备按照物理位置、承载业务、运行状态、应急处理办法等11项基本情况逐一检查，消除安全隐患，确保安全生产。

© In June 2020, Liaoning Welfare Lottery carried out a large-scale inspection of the safety of the production system, and carried out detailed inspections on the operation of the computer room hardware equipment, computer ticket and instant lottery system software, and gas fire extinguishing system. The 238 devices were inspected one by one in accordance with 11 basic conditions, including physical location, carrying business, operating status, and emergency response measures, to eliminate potential safety hazards and ensure safe production.

## 安全透明开奖

### Safe and Transparent Lottery Drawing

中福彩中心始终坚持安全透明开奖，通过加强开奖制度建设、强化开奖技术保障、规范地方开奖工作、优化开奖渠道管理等方式，全面加强开奖管理，塑造福彩公平、公正的品牌形象；开发社会公众报名参观开奖微信报名程序，采用三维建模+虚实结合的方式展示开奖演播厅、摇奖设备，更新开奖流程短片、制作阳光开奖视频，提升福彩开奖公信力，强化阳光开奖形象建设。

CWLIMC has always adhered to safe and transparent lottery drawing, by strengthening lottery drawing system construction, strengthening lottery drawing technical guarantees, standardizing local lottery drawing work, optimizing lottery drawing channel management, etc., comprehensively strengthen lottery drawing management, and create a fair and just brand image of Welfare Lottery; developed the public to sign up and visit the lottery drawing WeChat registration program, use three-dimensional modeling + virtual and real combination to display lottery drawing studio and lottery drawing equipment, update lottery drawing process short films, produce sunshine lottery drawing videos, enhancing the credibility of the lottery drawing, and strengthening the image of sunshine lottery drawing.



### 安全开奖举措及成效 Safe lottery drawing measures and results

#### 开奖制度建设 Lottery drawing system construction

依据福彩开奖监督办法，制定开奖管理办法、摇奖设备管理办法等制度，提升开奖工作制度化水平。

In accordance with the supervision measures for lottery drawing, formulated lottery drawing management measures, lottery drawing equipment management measures and other systems to improve the level of institutionalization of lottery drawing.

#### 开奖技术保障 Lottery drawing technical guarantee

建成全新开奖保全监控系统，启用开奖信息管理系统，完成演播厅房间、UPS电力系统改造，增强开奖技术运维保障能力。

Completed a new lottery drawing security monitoring system, activated the lottery drawing information management system, completed the renovation of the studio room and UPS power system, and enhanced the lottery drawing technology operation and maintenance guarantee capabilities.

#### 地方开奖管理 Local lottery drawing management

开展全国福彩开奖专项自查自纠工作，形成报告；现场检查地方开奖工作，推动各地规范开奖工作。

Carried out the special self-examination and self-correction work of the national welfare lottery drawing, and formed a report; inspected the local lottery drawing work on-site, promoting the standardized lottery drawing work in all regions.

#### 开奖节目渠道管理 Lottery drawing channel management

加强与开奖节目播出渠道的沟通协调，优化突发事件处理流程，保障开奖节目播出安全。

Strengthened the communication and coordination with the broadcasting channels of the lottery drawing program, optimized the emergency handling process, ensuring the safety of the lottery drawing program broadcast.



案例  
CASE

### 黑龙江省福彩中心——严控开奖流程，确保开奖安全

Heilongjiang Welfare Lottery strictly controlled the lottery drawing process to ensure the safety of lottery drawing

黑龙江省福彩中心制定了开奖工作管理规定、工作流程、应急处置预案等一系列制度规定，并严格实行过程管控，保证各环节工作的规范有序；定期组织开奖人员培训，确保开奖工作安全顺利进行。

Heilongjiang Welfare Lottery has formulated a series of system regulations such as lottery drawing management regulations, work procedures, emergency response plans, etc., and strictly implemented process control to ensure that all links are standardized and orderly; regularly organized lottery drawing personnel training to ensure the safe and smooth progress of lottery work.



黑龙江省福彩中心在公证人员监督下开展省内玩法开奖  
Heilongjiang Welfare Lottery carried out the lottery drawing in the province under the supervision of notary personnel

## 助力 行业推动

## Driving the Development of the Lottery Industry

行业整体发展与行业内机构发展相辅相成、互相促进。中国福利彩票在紧跟行业发展趋势的同时，积极开展行业研究，创新发展，从而推动彩票行业转型升级。作为国家公益彩票，中国福利彩票积极倡导并引领全国福彩系统履行行业责任，通过创新业务运营、打击非法彩票、参与国际交流、实施责任采购等方式，促进行业转型升级，维护彩票市场秩序，打开中国彩票发展的国际视野。

The overall development of the lottery industry and the development of institutions within the lottery industry complement and promote each other. While keeping up with the development trend of the industry, China Welfare Lottery actively carries out industry research and innovates development to promote the transformation and upgrading of the lottery industry. As a national public welfare lottery, China Welfare Lottery actively advocates and leads the national welfare lottery system to fulfill its industry responsibilities, through innovating business operations, combating illegal lotteries, participating in international exchanges, and implementing responsible procurement to promote the transformation and upgrading of the industry, maintain the order of the lottery market, and open up the international vision of China's lottery development.

## 创新业务运营

## Innovating Business Operations

中福彩中心及各省级福彩中心积极响应国家创新发展战略，主动将最新科技智能技术与彩票业务相结合，促进彩票运营模式转型升级，推动彩票行业发展。

CWLIMC and its provincial branches actively respond to the national innovation and development strategy, and actively integrate the latest technology and smart technology with the lottery business, promote the transformation and upgrading of the lottery operation model and promote the development of the lottery industry.

©2020年4月，江苏省福彩中心主动适应市场变化，上线了创新研发的智能投注机。该投注机主要应用于室内人流量多的大空间公共场所（如商业综合体、连锁超市、高铁站、餐饮娱乐休闲场所等）。截至2020年12月底，智能投注机项目已销售3000万元。

© In April 2020, Jiangsu Welfare Lottery took the initiative to adapt to market changes and launched an innovatively developed smart betting machine. The betting machine is mainly used in large-space public places (such as commercial complexes, supermarket chains, high-speed railway stations, restaurants, entertainment and leisure places, etc.) with a large amount of indoor traffic. As of the end of December 2020, the smart betting machine project has sold RMB 30 million yuan.

©2020年9月，深圳市福彩中心参加第八届中国公益慈善项目交流展示会（简称“第八届慈展会”），在现场展示区块链技术在彩票销售的应用，展现彩票与新技术的结合运用可助力彩票行业运营转型升级。

© In September 2020, Shenzhen Welfare Lottery participated in the 8th China Charity Project Exchange Exhibition (referred to as the "8th Charity Exhibition"), demonstrating the application of blockchain technology in lottery sales at the scene, showing that the combination of lottery and new technologies can help the lottery industry to transform and upgrade its operations.



深圳市福彩中心参加第八届慈展会  
Shenzhen Welfare Lottery participated in the 8th Charity Exhibition

## 打击非法彩票

### Fighting against Illegal Lotteries

中福彩中心积极配合公安部门开展打击非法彩票工作，并倡导省级福彩中心参与打击非法彩票，营造良好的市场环境。

CWLIMC actively cooperates with the public security departments in cracking down on illegal lotteries, and advocates provincial branches to participate in cracking down on illegal lotteries and create a good market environment.

◎辽宁省福彩中心与辽宁省治安总队联动，成立打击私彩工作联合办公室，定期召开联席会议，保持对非法彩票的高压态势，坚决按照露头就打的方针遏制非法销售彩票等私彩赌博案件的发生，有效遏制了非法销售彩票、私彩等违法犯罪行为的发展。

◎ Liaoning Welfare Lottery and Liaoning Public Security Corps jointly established a joint office for combating private lottery work, and held regular joint meetings to maintain a high pressure on illegal lotteries, resolutely followed the policy of hitting on the spot to curb the occurrence of illegal lottery sales and other private lottery gambling cases, which effectively curbs the development of illegal and criminal activities such as illegal sales of lottery and private lotteries.

◎2020年12月，深圳市福彩中心通过主管部门与深圳市公安局沟通协调，请求核查福利彩票销售有关情况，建立联动机制持续打击非法彩票，净化彩票市场环境。

◎ In December 2020, the competent department of Shenzhen Welfare Lottery communicated and negotiated with the Shenzhen Municipal Public Security Bureau, requesting the establishment of welfare lottery related information, a linkage mechanism to investigate complaints, purifying the lottery market environment.

## 参与国际交流

### Engaging in International Exchanges

为应对新冠肺炎疫情的影响，中福彩中心积极调整工作部署，运用视频会议、电话会议等形式，将计划中的线下参与国际彩票交流的模式转变为线上交流，以此始终保持与国际彩票组织以及国（境）外彩票运营商的沟通和分享，在国际彩票舞台上，发出中国彩票声音，推动中国彩票与国际彩票行业的交流。

In response to the impact of the COVID-19 epidemic, the CWLIMC actively adjusted its work deployment, using video conferences, teleconferences and other forms to transform the planned offline participation in international lottery exchanges into online exchanges so as to maintaining communication and sharing with international lottery organizations and lottery operators from abroad (overseas), making the voice of Chinese lottery on the international lottery stage, and promoting the communication between Chinese lottery and the international lottery industry.

## 实施责任采购

### Implementing Responsible Procurement

2020 年，中福彩中心参加“责任彩票研讨会”和“运营风险与担保研讨会”的网络会议；参与部分网络会议和亚太彩票年会的全体会员大会电话会议，通过邮件沟通处理执委会成员提名、会议投票、会议文件等事宜，履行会员权利和义务；参与 LaFleur’ s 出版集团的新冠肺炎疫情视频会以及在世界彩票协会官网上，与国际彩票同仁分享中国福利彩票疫情期间彩票发行销售等方面防疫抗疫经验；参与世界彩票协会组织的“Play For Society”公益彩票宣传展示项目，积极宣传中国福利彩票公益、负责的社会形象。

In 2020, CWLIMC participated in the “Responsible Gaming Seminar” and “Operational Risk and Guarantee Seminar” online conferences; participated in part of the online conferences and the conference call of the general membership conference of the Asia-Pacific Lottery Annual Conference, fulfilled member rights and obligations by handling the nomination of executive committee members, meeting voting, meeting documents and other matters through email communication; participated in the COVID-19 video conference of LaFleur’s Publishing Group and the official website of the World Lottery Association to share with international lottery colleagues the experience in the issuance and sales of lottery during the epidemic of China Welfare Lottery; participated in the “Play For Society” public welfare lottery publicity and display project organized by the World Lottery Association, actively promoting the public welfare and responsible social image of China Welfare Lottery.

中福彩中心加强对市场业务、政府采购、资金使用等重点领域的监督，强化对“三重一大”决策等关键环节的监督，规范管理采购工作和合同执行事宜，督促供应商签订廉洁承诺书，持续健全责任采购机制，构建责任供应链。2020 年，中福彩中心严格执行规章制度，规范实施项目政府采购，注重防范风险、提高效率，顺利完成项目政府采购组织实施 100 个，涉及预算金额约 11.6 亿元。

CWLIMC strengthens the supervision of key areas such as market operations, government procurement, and use of funds, strengthens the supervision of key links such as the “Three critical and one important” decision-making, and regulates the management of procurement work and contract implementation matters, supervises and urges suppliers to sign a letter of integrity commitment, continues to improve the responsible procurement mechanism, and builds a responsible supply chain. In 2020, the CWLIMC strictly implemented the rules and regulations, standardized the implementation of project government procurement, focused on preventing risks and improving efficiency, and successfully completed 100 project government procurement organizations, involving a budget of about RMB 1.16 billion yuan.



# 中篇 PART II

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我们回应联合国可持续发展目标（SDGs）：  
We responded to Sustainable Development Goals (SDGs):



## 履责于行，从恪守己任

STRICTLY FULFILLING RESPONSIBILITY IN ACTION

中国福利彩票始终坚持将责任贯穿福利彩票发行销售的每个环节，严格遵守《彩票管理条例》《彩票管理条例实施细则》等行政法规，加强责任与游戏设计融合，构建负责任的产品体系；加强渠道管理，建立负责任的彩票销售渠道机制；倡导“量力而行，理性投注”的购彩理念，开展责任营销宣传，引导理性购彩；优化购彩环境和兑奖方式，积极应对购彩者投诉，为购彩者提供优质服务，以责任深度融合彩票发行销售，严格履行中国福利彩票的本质责任，助力福利彩票事业高质量发展。

China Welfare Lottery always adheres to the responsibility throughout every link of welfare lottery issuance and sales, strictly abides by administrative regulations such as the "Regulations on Lottery Management" and "Detailed Rules for the Implementation of Lottery Management Regulations", strengthens the integration of responsibility and game design, and builds a responsible product system; strengthens channel management and establishes a responsible lottery sales channel mechanism; advocates the lottery purchasing concept of "Act according to your ability, rationally purchasing lottery", carries out responsible marketing promotion, and guides rational lottery purchasing; optimizes the lottery purchasing environment and lottery drawing methods, actively responds to the complaints of Players, and provided high-quality services to Players, in-depth integration of lottery issuance and sales with responsibility, strictly fulfills the essential responsibilities of China Welfare Lottery, promoting the high-quality development of welfare lottery.



# 构建 产品体系

## Building Product Matrix

### 实施游戏责任设计

### Engaging in Responsible Design of Games

研发设计娱乐性强、博弈性弱的彩票游戏产品是彩票行业健康持续发展的必要条件。中国福利彩票在游戏设计机理层面，通过设计投注额度、中奖面等参数规避成瘾性，实施游戏责任设计研发，构建负责任的游戏产品体系，同时保护游戏知识产权，为购彩者提供重娱轻博的游戏产品，丰富购彩者娱乐生活。

Developing game products with strong recreation and weak gaming element is a pre-requisite of the healthy and sustainable development of the lottery industry. In terms of game design principles, CWLIMC constructs a responsible game product system by designing playing limits, winning sides and other parameters to avoid addiction, and implementing responsible research and development of games; also, it protects the intellectual property rights of games and provides the games with more recreation and less gaming elements to enrich the recreational life of players.

中福彩中心在彩票游戏设计中，充分考虑游戏的博彩因素、趣味性、黏性以及上瘾可能性，通过每注金额、可买注数、开奖等待时间、中奖面、中奖层级、返奖率等方面的科学设计，提高游戏的娱乐性，降低游戏上瘾性，从而设计出绿色健康的游戏产品，引导购彩者小额、多次购买，减少大额投入，降低非理性购彩的消极影响。

During game design, taking into full account the gaming elements, fun, stickiness and addiction of games, CWLIMC increases the recreation of games and reduces their addiction through scientific design related to betting amount, number of bets buyable, the waiting time for drawing, winning sides, winning level and money return rate, thus getting green and healthy game products, leading the players to buy in batches with small amounts, reducing massive inputs, and reducing the negative impact of irrational involvement.

2020年，中福彩中心开展游戏征集活动，借助系统优势，汇聚多方力量，共征集即开票各类主题游戏287款，丰富游戏储备。

In 2020, CWLIMC solicited games, and gathered multi-parties' strength through systematic advantages, getting 287 themed games for instant lotteries and enriching gaming reserves.



### 中福彩中心——创新开展对外合作，持续优化游戏产品体系

CWLIMC Innovated external cooperation, and constantly optimized the game product system

中福彩中心通过项目合作的方式委托北京中彩印制有限公司积极开展对外合作，与洛可可、北京电影学院、北京工业大学等高等院校和专业团队开展合作，对彩票票面设计、游戏玩法设计、彩票新玩法数据安全性等课题进行共同探讨和研究，致力于为福彩纸质票游戏提供安全、优质的产品和服务。

By means of project collaboration, CWLIMC entrusted Beijing Zhongcai Printing Co., Ltd. to conduct vigorous external cooperation with colleges and universities and professional teams, including LKK, Beijing Film Academy and Beijing University of Technology, so as to study and discuss topics like lottery ticket design, game design, and game data security, providing safe and premium products and services for CWL's paper tickets.

### 多元游戏产品体系

### Establishing a Diverse Game System

中福彩中心在财政部、民政部的指导下，设计研发重娱轻博的游戏产品，构建涵盖多个品类的多元游戏产品体系，主要有乐透型、数字型、即开型、基诺型等类型游戏产品，满足各类购彩群体需求。

Under the guidance of the Ministry of Finance and the Ministry of Civil Affairs, CWLIMC designs and develops game products with more recreation and less gaming element, constructs a diverse game product system covering multiple types of games, including five types (Lotto, Numbers, Instant, VLTs and Keno, thus satisfying the demands of different player groups.



中国福利彩票游戏产品介绍    Game Products of CWL

类型 Type	说明 Description	代表游戏 Representative Game
乐透型  Lotto	指由购买者从M个号码中选取N个号码（M > N）的组合为一注彩票进行投注，并与彩票发行者在投注活动结束后某一时点从M个号码中抽取N个开奖号码的组合对比，以确认是否中奖和中奖等级的彩票游戏。	双色球：投注时需同时从两个投注区中分别选取号码，即从红色球号码区33个号码中选择6个号码，再从蓝色球号码区16个号码中选择1个号码，组合成一注进行单式投注。  Union Lotto: A player selects six numbers from 1 to 33 for the red balls, and selects one number from 1 to 16 for the blue balls as single bet to play.
	A player selects N numbers from a field of M numbers (M>N) as a bet and match the numbers against the numbers randomly drawn at a certain time after sales close to see if it is won and determine prize category.	七乐彩：从01—30共30个号码中选择7个号码组合为一注进行单式投注。  Lotto 7/30: A player selects seven numbers from 1 to 30 as a single bet.
	指购买者从由N个连续的自然数中选取其中一个号码为一注彩票进行投注，与彩票发行者在投注活动结束后的某一时点在相同数列集合中随机抽取的某一个号码相比，以确认是否中奖和中奖等级的彩票游戏。	福彩3D：以三个号码排列或组合为一注进行单式投注。  3-Digit Game: Choose 3-digit number from 0 to 9 as a single bet.
数字型  Numbers	A player selects a N-digit number match as one set of numbers to match numbers randomly drawn at a certain time after sales close to see if it is won and determine prize category.	

类型 Type	说明 Description	代表游戏 Representative Game
即开型  Instant	指根据预先设定的主题、游戏规则、奖金等信息印制的彩票，购买者购买彩票后即刻知晓是否中奖。	好运十倍：刮开覆盖膜，如果任意一个“我的号码”与“中奖号码”相同，即可获得前者所在行对应奖金，如果在“我的号码”也刮中号码“10”，即可获该号码所在行奖金的十倍。
	A printed game with predetermined theme, rules and prize. A player will know whether it is won instantly.	Ten Times lucky: Scratch the latex coating, match any of “My Number” to one of “Winning Number”, win corresponding prize. Reveal the “10” symbol, win ten times the prize.
基诺型  Keno	购彩者自行选择投注号码的个数，如可从 80 个号码区域中选 1 至 10 个号码作为一注投注，一般开奖号码个数多于投注号码的个数。	快乐8：购彩者从1至80个号码中任意选择1到10个号码进行投注，每一组1到10个号码的组合称为一注。开奖时从1到80的号码中摇出20个号码。
	Keno is a game in which players can choose how many numbers they want to pick to match. They can select 1 up to 10 numbers from a field of 1 to 80 as a bet. Usually, the drawn numbers are bigger than the number players select.	Happy 8: Players choose 1 up to 10 numbers from a field of 1 to 80 as a bet. 20 winning numbers are drawn.

案例  
CASE

中福彩中心——快乐8成功上市，丰富游戏产品体系

Happy 8 under CWLIMC was launched successfully, enriching the game product system

中福彩中心按照财政部要求论证修改快乐8游戏方案等申报材料，组织开展模拟销售和专家咨询，最终于2020年7月获财政部批准上市销售快乐8游戏。通过充分的上市准备，科学严谨的试点销售，评估市场效果和运行风险，总结推广试点经验和先进做法，快乐8的上市工作取得优异成绩。截至2020年12月，快乐8试点范围覆盖17个省，零售店数量超过3万个，累计销售8.26亿元。

CWLIMC discussed and revised the application materials of Happy 8 in accordance with the requirements of the Ministry of Finance, organized pilot sales and expert consultations, and finally launched Happy 8 in July 2020 with the approval of the Ministry of Finance. Benefiting from sufficient preparations, scientific and rigorous pilot sales, assessment of marketing effects and operational risks, summarization of pilot experience and other advanced practices, Happy 8 achieved fruitful results after being launched. As of December 2020, Happy 8 was sold in more than 30,000 retailing outlets in 17 provinces, with cumulative sales of RMB 826 million yuan.



中国福利彩票快乐8上市座谈会  
Launching Forum for Happy 8 under CWL

保护游戏知识产权

Protecting  
Intellectual Property  
Rights of Games

中福彩中心积极响应国家知识产权战略，制定《中国福利彩票发行管理中心商标管理办法》，健全商标管理办法，规范商标管理工作；首次开展版权登记，积极申请十元“超给力”“平凡英雄”（警察、消防员、医生）4件游戏产品的版权登记；持续监控商标运行情况，确保商标安全运行。2020年，成功注册“星意连连”“深海探秘”“美食奇缘”共计3件商标。

加强  
渠道建设

Strengthening  
Channel  
Construction

In active response to China's IPR strategy, CWLIMC developed the *Regulations of China Welfare Lottery Issuance Management Center on Trademark Management*, perfected trademark management methods, and standardized trademark management work; for the first time, it organized copyright registration applications for 4 games including Awesome RMB 10 and Ordinary Heroes (policeman, fireman and doctor); moreover, it also continuously supervised trademark operations, and ensured safe trademark operations. In 2020, CWLIMC successfully registered 3 trademarks, including “Xingyi Lianlian”, “Shenhai Tanmi”, and “Meishi Qiyuan”.

彩票发展的基础是一线零售商，管理好彩票零售商是渠道建设的重中之重，是彩票机构最重要的工作之一。中国福利彩票从顶层设计出发，加强渠道管理，促进渠道规范化建设；坚持公开、透明、阳光征召，积极整合资源，优化渠道物流网络建设，进一步优化渠道布局、促进渠道建设升级，将渠道打造为中国福利彩票事业发展的中流砥柱，保障中国福利彩票行稳致远。

Lottery development highly relies on frontline retailers. The management of lottery retailers is a top priority for channel construction, as well as one of the most important tasks for lottery institutions. From the perspective of top-level design, CWL strengthens channel management, promotes standardized channel construction, insists on public and transparent soliciting, proactively integrates resources, optimizes the construction of channel-related logistics network, and further enhances channel layout and channel upgrading, building channels into a cornerstone for CWL's development, and ensuring sustainable and steady development of CWL.

加强渠道管理

Reinforcing  
Channel  
Management

中福彩中心严格落实《关于规范中国福利彩票销售渠道拓展工作的通知》要求，印发《关于规范拓展销售渠道 稳定福利彩票市场的指导意见》，明确兼营销售渠道技术参考要求，规范开展渠道拓展工作；指导各级福彩中心推进行业合作，加大渠道开发力度，加快建立专营、兼营优势互补的销售渠道发展格局，加快推进兼营渠道建设。截至2020年12月底，全国共有福利彩票零售商17.5万个，注册销售终端超过18万个，日均开机数16.4万个，基本保持与2019年处于同一水平。

CWLIMC strictly implements the requirements of the “*Notice on Regulating the Expansion of China Welfare Lottery Sales Channels*”, and issues the “*Guiding Opinions on Regulating the Expansion of Sales Channels and Stabilizing the Welfare Lottery Market*”, clarifying the technical reference requirements for concurrent sales channels, and standardizing the development of channels; instructs the welfare lottery centers at all levels to promote industry cooperation, increases channel development, accelerates the establishment of a sales channel development pattern with complementa-



ry advantages of exclusive and concurrent operations, accelerating the construction of concurrent channels. As of the end of December 2020, there were 175,000 welfare lottery retailers nationwide, over 180,000 registered sales terminals, and 164,000 daily start-ups, basically maintaining the same level as in 2019.

各省级福彩中心积极响应中福彩中心关于渠道工作要求，结合自身渠道发展实际，积极拓展渠道，推动中国福利彩票市场更好发展。

Provincial branches actively responded to the CWLIMC's channel work requirements, combined with their own channel development practices, actively expanded channels, and promoted the better development of China Welfare Lottery market.

◎2020年4月，山东省福彩中心与中国石化销售渠道达成战略合作意向，即由省福彩中心为销售彩票的中国石化加油站易捷便利店办理代销证，利用钉钉系统对加油站一线人员开展了彩票培训，在线参训人员超过2000人。截至2020年12月，全省16地市600家加油站均已开展即开票销售，销量达356万元。

In April 2020, Shandong Welfare Lottery and sales channels of Sinopec reached a strategic co-operation intention, that is, provincial branches should issue a consignment license for Sinopec's gas station Yijie convenience store that sells lottery. Dingding system was used to carry out lottery training for front-line personnel at gas stations, with more than 2,000 online trainees. As of December 2020, 600 gas stations in 16 prefectures and cities across the province have launched instant lottery sales, with a sales volume of RMB 3.56 million yuan.



在中国石化易捷便利店销售福彩即开票  
Instant lotteries are on sale at Sinopec Yijie convenience store

◎湖南省福彩中心提供185.5万元专项资金用于各区县福彩销售亭建设工作；深化“福彩+”融合发展，积极探索与农业银行、中国银行、建设银行开展跨行业合作，拓展新购彩者群体；挖掘农村市场，开展空白乡镇布点工作。

◎Hunan Welfare Lottery provided RMB 1.855 million yuan of special funds for the construction of Welfare Lottery sales kiosks in various districts and counties; deepened the integrated development of "Welfare Lottery +", actively explored cross-industry cooperation with Agricultural Bank of China, Bank of China, and China Construction Bank to expand the group of new Players; exploited the rural market and carried out the deployment of blank towns and villages.



湖南省福彩销售亭建设  
Construction of Hunan Welfare Lottery Sales Kiosk

◎四川省福彩中心创新打造“福彩+”的多业态销售模式，与其他行业渠道合作，打造有利于实现资源共享、优势互补的平台，合作期间在体育场馆、汽车美容两个行业进行了渠道拓展的尝试。

◎Sichuan Welfare Lottery innovated to create a "Welfare Lottery+" multi-format sales model, and cooperated with other industry channels to create a platform conducive to resource sharing and complementary advantages. During the cooperation period, attempts were made to expand channels in the sports stadiums and auto beauty industries.

开展阳光征召

Implementing  
Transparent  
Recruitment

各省级福彩中心在公开渠道发布零售商征召信息，以公开、公正、透明的方式征召零售商。

Provincial branches publish retailer recruitment information in public channels, and recruit retailers in an open, fair and transparent manner.

◎河北省福彩中心根据《中国福利彩票销售场所管理办法》，按照《关于新建投注站公开征召及迁移投注站公示办法的通知》要求，坚持阳光征召零售商。2020年，阳光征召零售商20批335个。

◎ Hebei Welfare Lottery insists on recruiting retailers under the “China Welfare Lottery Sales Site Management Measures” and the “Notice on the Public Calling of Newly-built Betting Stations and Relocation of Betting Stations Public Notice” requirements. In 2020, 335 retailers in 20 batches were recruited in transparent recruitment.

◎2020年6月，安徽省福彩中心在全省范围内全面开展福利彩票零售商公开征召工作，申办人可通过安徽福彩官方微信公众号进行线上申请。此次微信征召平台的推出，提高了征召的广泛性，增加了零售商数量，树立福利彩票“公开、公正、公平”的良好形象。

◎ In June 2020, Anhui Welfare Lottery launched a full-scale public recruitment of welfare lottery retailers across the province. Sponsors can apply online through the official WeChat account of Anhui Welfare Lottery. The launch of the WeChat recruitment platform has increased the wide range of recruitment, increased the number of retailers, and established a good image of “openness, justness and fairness” for welfare lotteries.

◎2020年4月至11月，海南省福彩中心公开征召5批乐透数字票福利彩票零售商，共新增277处，提高市场覆盖率。

◎ From April to November 2020, Hainan Welfare Lottery publicly recruited 5 batches of lottery digital welfare lottery retailers, adding 277 new ones to increase market coverage.

◎甘肃省福彩中心加大乐透数字票在城市空白区域和乡镇零售店的增机布点力度，鼓励市州福彩中心积极开展社会公开征召，拓宽市场覆盖广度。

◎ Gansu Welfare Lottery has increased the number of lottery digital welfare lottery in urban blank areas and township retail stores, and encouraged municipal and prefecture branches to actively carry out public recruitment and expand the market coverage.

优化物流网络

Optimizing  
Logistics Network

各省级福彩中心立足零售商需求，不断创新和优化物流网络建设，为零售商提供方便、高效的物流运输服务。

Based on the needs of retailers, provincial branches continue to innovate and optimize the construction of logistics networks to provide retailers with convenient and efficient logistics and transportation services.

◎河北省福彩中心结合现有即开票“管理员配送”模式，升级现有即开票管理系统，使即开票物流管理走向精细化，实现了每一张彩票从出库到销售每一个环节的可追溯性；设计增加“直通式配送”方式，利用邮政快递配送即开票，实现即开票配送的线上线下相结合，解决偏远地区配送成本高、配送不及时等问题，从而为零售商提供更人性化的服务。

◎ Hebei Welfare Lottery combines the existing instant lottery “administrator distribution” model to upgrade the existing instant lottery management system, making the instant lottery logistics management more refined, realizing the traceability of each lottery from the warehouse to the sale; designed and added a “straight-through distribution” method, used postal express delivery to deliver instant lottery, achieving the online and offline integration of instant lottery distribution, solving the problems of high distribution costs and untimely distribution in remote areas, so as to providing retailers with more humanized services .

◎江西省福彩中心通过引入国内快递影响力较强“顺丰快递”，建立全省零售店即开票直配物流网络体系，改善零售商资金周转难、即开票库存周转慢、真票展示少等问题。截至2020年12月底，为全省5000多家零售店提供即开票直配服务，得到了一致认可与广泛好评。

◎ Jiangxi Welfare Lottery has established a logistics network system for retail stores instant lottery direct distribution across the province through the introduction of “SF Express”, which has a strong influence in domestic express delivery, improved the difficulty of retailer’s capital turnover, slow turnover of instant lottery inventory, and the lack of display of genuine lottery. As of the end of December 2020, it has provided instant lottery direct distribution services to more than 5,000 retail stores in the province, which has been unanimously recognized and widely praised.



江西省福彩即开票仓储直配物流  
Jiangxi Welfare Lottery Instant Lottery Inventory  
Direct Distribution Logistics

# 实施责任 营销宣传

## Effectuating Responsible Marketing

责任营销宣传是提升机构品牌影响力和美誉度的重要途径。中国福利彩票坚持将彩票公益属性作为营销宣传的第一要素，倡导“多人少买、寓募于乐、重玩轻博、理性投注”的购彩理念，通过开展责任宣传、创新营销方式等形式，顺应快速更迭的媒体形态，紧密贴合大众媒体接收习惯及喜好，更加有效传播福利彩票公益性与福利彩票玩法趣味性，引导理性购彩，为购彩者营造良好购彩氛围，树立福利彩票责任品牌形象。

Responsible marketing is an important way to enhance the brand influence and reputation of an organization. China Welfare Lottery insists on taking the public welfare attribute of the lottery as the first element of its marketing and promotion, and advocates the lottery purchasing concept of “winning prize while devoting your love, and advocating reasonable involvement by more people”, by carrying out responsible publicity, innovative marketing methods, etc., conforms to the rapidly changing media form, closely conforming to the receiving habits and preferences of the mass media, and more effectively spreading the public welfare and fun of welfare lottery, guiding rational lottery purchases, creating a good lottery purchasing atmosphere for Players and establishing a responsible brand image of Welfare Lottery.

### 开展责任宣传

#### Conducting Responsible Marketing

中福彩中心创新融合自有媒体、合作媒体、社会媒体的优势，构建多元化的宣传渠道，形成了覆盖广泛的责任宣传局面。在自媒体宣传方面，打造了包含中国福彩网、“中国福利彩票”微信服务号、“中国福彩”微信订阅号、“中国福彩”抖音号、“中国福利彩票”今日头条号等在内的新媒体传播矩阵；在合作媒体宣传方面，与中央人民广播电台、中央电视台、《经济参考报》、《国家彩票》等媒体开展合作，宣传福利彩票公益属性。

CWLIMC has innovatively integrated the advantages of its own media, cooperative media, and social media to build diversified publicity channels and has formed a wide-ranging publicity situation. In terms of self-media publicity, we created a new media communication matrix including China Welfare Lottery net, “China Welfare Lottery” WeChat service account, “China Welfare Lottery” WeChat subscription account, “China Welfare Lottery” TikTok account, and “China Welfare Lottery” Toutiao account; in terms of cooperative media publicity, we cooperated with the China National Radio, China Central Television, “Economic Information Daily”, “National Lottery” and other media to promote the public welfare attributes of welfare lottery.

#### 案例 CASE

#### 中福彩中心——打造品牌生日IP，扩大年轻购彩群体

CWLIMC created brand birthday IP and expanded young lottery players

中福彩中心以品牌“生日”为切入点，推出福彩嘉年华活动，引入美团&点评平台和人民系全矩阵资源进行活动推广，打造7.27福彩生日趴活动。该活动通过美团&点评平台多渠道发放福彩体验券；联动人民系资源集中发声，从政策导向、公益历程、扶贫攻坚等多个角度进行权威报道，展示福彩公益历程，以提升公众对于福彩品牌的信任感与亲切感，扩大年轻购彩群体。本次传播活动持续一个月，总曝光量高达6.85亿+，福彩体验券发放率达100%，兑换率为83.8%。此次活动参与人次超过200万，客户满意度达99.76%。

Taking the brand “birthday” as the starting point, CWLIMC launched the Welfare Carnival event, introduced the Meituan & Dianping platform and the full matrix resources of the people for event promotion, and created a 7.27 Welfare Lottery Birthday Party. The event issued Welfare Lottery experience coupons through multiple channels through the Meituan & Dianping platform; linked with the people's resources to vocalize, authoritative reports from multiple perspectives such as policy orientation, public welfare process, poverty alleviation, etc., to showcase the welfare process of Welfare Lottery, so as to enhance the public's trust and intimacy of the Welfare Lottery brand, and expand the young lottery Players. The communication activity lasted for one month, with a total exposure of 685 million+, the issuance rate of Welfare Lottery experience coupons reached 100%, and the exchange rate was 83.8%. The number of participants in this event exceeded 2 million, and customer satisfaction reached 99.76%.

### 创新营销方式

#### Innovating Marketing Ways

中福彩中心及各省级福彩中心充分发挥微博、微信、短视频等新媒体宣传平台，积极创新营销宣传方式，更贴近社会公众，优化购彩群体。

CWLIMC and its provincial branches make full use of new media platforms such as Weibo, WeChat, and short videos to actively innovate marketing and publicity methods, getting closer to the public, and optimizing lottery purchasing groups.



©天津市福彩中心自主创新设计了售彩车，通过在车身张贴福彩游戏Logo和“福利彩票、国家彩票、公益彩票”的宣传语让人对福彩有了更直观、充分的认识，拓展了购彩群体，展示了福彩公益形象，扩大了刮刮乐品牌影响力。

© Tianjin Welfare Center's independent and innovative design of the lottery sales car, through the display of the Welfare Lottery Game Logo and the "welfare lottery, national lottery, public welfare lottery" slogan on the body, people have a more intuitive and full understanding of the Welfare Lottery, expanding the lottery purchasing group, demonstrating the public welfare image of Welfare Lottery, and expanding the brand influence of lucky draw lottery tickets.



天津市福彩中心设计的购彩车  
lottery sales car designed by Tianjin Welfare Lottery

©甘肃省福彩中心组织开展“福彩圆梦”系列活动，在甘肃福彩微信公众号开设“甘肃福彩微课堂”“甘肃福彩微视频”专栏，多方面对责任彩票进行推广宣传，实现彩票销售与购彩群体、公益金受益群体、广大人民群众的信息沟通，有力地树立福彩品牌形象，加强福彩公益属性宣传。

© Gansu Welfare Lottery organized and carried out a series of "Welfare Lottery Completing Dreams" series of activities, and opened the "Gansu Welfare Lottery Micro-Classroom" and "Gansu Welfare Lottery Micro-Video" columns on the WeChat official account of Gansu Welfare Lottery to promote responsible lottery in many ways, realizing the information communication between lottery sales and lottery purchase groups, public welfare fund beneficiaries, and the general public, effectively establishing the brand image of Welfare Lottery, and strengthening the publicity of Welfare Lottery public welfare attributes.

## 提供优质 购彩者服务

### Providing Excellent Services for Players

优质购彩者服务是持续提升彩票机构核心竞争力的重要因素。中国福利彩票坚持以购彩者为中心，立足购彩者需求，建立健全购彩者服务机制，优化购彩环境；积极应对购彩者投诉，畅通购彩者沟通渠道；不断优化兑奖流程，为购彩者提供更便捷的兑奖方式，为购彩者提供优质服务。

High-quality Player services are an important factor in continuously improving the core competitiveness of lottery agencies. China Welfare Lottery insists on centering on Players, based on the needs of Players, establishes and improving the service mechanism of Players, and optimizes the lottery environment; actively responds to the complaints of Players and unblocks the communication channels of Players; continuously optimizes the reward redemption process to provide more convenient prize payment methods for Players and provides high-quality services to Players.

### 优化购彩环境

#### Optimizing Playing Environment

零售店是福利彩票服务购彩者奉献爱心的阵地，零售店的形象关系到福利彩票的整体形象。为此，中福彩中心积极推动省级福彩中心围绕购彩者需求，通过开展零售店星级评定、统一规范零售店形象展示等方式，对零售店进行升级改造，提升购彩体验。

The retail store is a place for the welfare lottery serving Players to dedicate their love. The image of the retail store is related to the overall image of the welfare lottery. To this end, the CWLIMC actively promotes provincial branches to focus on the needs of Players, upgrades and transforms retail stores to enhance the lottery purchasing experience by carrying out retail store star ratings and unified and standardized retail store image display.

©海南省福彩中心投入121万元对省内260个零售店进行形象升级改造；建立日常巡查监督机制，加强销售场所日常管理，对零售店不规范使用宣传设施的行为予以指正教育和监督整改。

© Hainan Welfare Lottery invested RMB 1.21 million yuan to upgrade the image of 260 retail stores in the province; established a daily inspection and supervision mechanism, strengthening the daily management of sales venues, and provided corrections, education, supervision and rectification for the irregular use of publicity facilities by retail stores.

◎四川省福彩中心依据《四川省福利彩票投注站星级管理制度》的规定，结合《2020年四川福彩投注站星级评定工作方案》，开展零售店星级评定工作。全省零售店累计评出五星级973个、四星级2171个、三星级1507个。其中，全省三星级及以上总数为4403个，占可参评彩票店总数的74.50%。

◎ Sichuan Welfare Lottery, in accordance with the provisions of the “Sichuan Welfare Lottery Betting Station Star Management System”, combined with the “2020 Sichuan Welfare Lottery Betting Station Star Rating Work Plan”, carried out the star rating work for retail stores. The province’s retail stores have been accumulatively rated 973 five-star, 2,171 four-star, and 1,507 three-star stores. Among them, the total number of three-star and above in the province is 4,403, accounting for 74.50% of the total number of lottery shops that can participate in the evaluation.

畅通沟通渠道

Maintaining  
a Smooth  
Communication  
Channel

中福彩中心及各省级福彩中心持续完善购彩者沟通机制，积极应对购彩者投诉，回应购彩者诉求，提升购彩者满意度。

CWLIMC and its provincial branches continue to improve the communication mechanism for players, actively respond to players’ complaints, respond to players’ demands, improving players’ satisfaction.

◎山东省福彩中心开展客服“暖心”工程，塑造了良好的福彩窗口形象。全年来电接通率97.16%，所有工单按时办结率100%，且用户满意，未发生因客服人员工作态度、工作能力引发的投诉。全年山东省福彩客服中心96677系统呼入话务量为84447个，人工呼入量为5211个，人工呼出量1268个，记录工单5513件。其中处理投诉工单192件，中福彩中心转派咨询、投诉工单38件，均妥善处理。

◎ Shandong Welfare Lottery has launched a customer service “heart-warming” project, creating a good Welfare Lottery image. The call-through rate for the whole year was 97.16%, and the completion rate of all work orders was 100% on time, and the users were satisfied. There were no complaints caused by the working attitude and ability of the customer service staff. In the whole year, the number of calling-in of the 96677 system of the Shandong Welfare Lottery Customer Service Center was 84,447, the number of manual calls was 5,211, the number of calling-out was 1,268, and 5,513 work orders were recorded. Among them, 192 complaint work orders were handled, and 38 consultation and complaint work orders were transferred from CWLIMC, all of which were properly handled.

方便购彩者兑奖

Facilitating the  
Prize Payment for  
Players

中福彩中心及各省级福彩中心不断创新购彩者兑奖方式，优化兑奖流程，为购彩者提供方便、快捷的兑奖服务。

CWLIMC and its provincial branches constantly innovate the prize payment methods and optimize prize payment processes, providing convenient prize payment services for players.

◎黑龙江省福彩中心深入贯彻执行省委省政府关于“外防输入、内防反弹”新冠肺炎疫情防控政策，保障广大购彩者利益，开通安全、快捷兑奖绿色通道，解决省内疫情防控期间部分大奖购彩者“兑奖难”的问题，推出“远程兑奖”便民服务，即购彩者只需拿着本人有效身份证件及中奖彩票到就近地市福彩中心即可申请、办理兑奖手续。

◎ Heilongjiang Welfare Lottery vigorously implemented the anti-epidemic policy of “preventing the coronavirus from entering and spreading within the city/region”, guaranteed the interests of players, provided green channels for safe and fast prize payment, solved the difficulty of paying prize for most of the players during the epidemic prevention and control period, and offered “remote prize payment” services, meaning that the winners can apply for and handle prize payment formalities at the nearest welfare lottery center with their own valid ID card and winning tickets.

倡导理性购彩

Facilitating the  
Prize Payment for  
Players

各省级福彩中心持续加强理性购彩理念的宣贯，将理性购彩理念融入业务运营，通过自媒体宣传、张贴标语、设置理性购彩的广告牌等措施，宣传理性购彩理念，传播福利彩票的公益性、随机性和娱乐性，引导购彩者理性购彩。

Provincial branches continue to strengthen the propaganda of rational playing, integrate the idea of rational involvement into business operations, spread the public welfare, randomness, and recreation of welfare lottery through We-media propaganda, slogan posting and billboard setup, and guide reasonable involvement of players.

◎辽宁省福彩中心全省零售店的醒目位置张贴“寓募于乐、多人少买，量力而行、理性投注”的警示语，时刻提醒购彩者理性购彩。

◎ Liaoning Welfare Lottery posts the warning sign of “winning prize while devoting your love, and advocating reasonable involvement by more people” at all outlets to prompt reasonable playing.

◎深圳市福彩中心通过在深圳福彩微信公众号每周发布理性购彩类的科普文章，内容包括报复性购彩、彩票消费背后的原理解析，行业科普、理性购彩、中奖后心理变化等，加强理性购彩知识的宣传，引导理性购彩。

◎ Shenzhen Welfare Lottery released papers on its official WeChat account to advocate reasonable playing, including retaliatory playing, analysis of underlying principles behind lottery consumption, industry knowledge, rational playing, and psychological changes after winning the prizes, thus strengthening the propaganda of rational playing knowledge and advocating rational playing.



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我们回应联合国可持续发展目标（SDGs）：  
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## 尽责于民，共创美好生活

FULFILLING RESPONSIBILITY TO BRING GOOD LIFE TO PEOPLE

中国福利彩票作为国家公益彩票，因责任而生，以满足人民日益增长的美好生活需要为己任，秉承“扶老、助残、救孤、济困”的发行宗旨，肩负为社会福利和社会公益事业提供资金支持的使命，努力筹集彩票公益金，与人民共享社会发展成果；坚持以人为本，关怀队伍成长，持续提升福彩从业者的幸福感和获得感；贯彻落实国家脱贫攻坚战略，实施精准扶贫，帮扶贫困地区人民脱贫致富；组织开展志愿服务活动，帮扶社区，建立和谐的社区沟通关系；坚持“绿水青山就是金山银山”理念，将绿色发展理念融入业务运营，积极组织开展环保公益活动，加强生态文明建设，更好的满足人民日益增长的美好生活需要，助力建设和谐社会。

As a national welfare lottery, CWL is born to fulfill its responsibilities, satisfy people's growing demand for good life, uphold the gist of "Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots", shoulder the mission of providing funds for social welfare and public welfare cause, strive to raise public welfare fund, and share the social development results with people. Moreover, CWL insists on people first, cares for its employees, and constantly enhances the welling of lottery practitioners; implements national poverty alleviation strategies, offers targeted poverty alleviation, and helps poverty-stricken people get rid of poverty; organizes volunteer service activities, provides assistance to the communities in need, and establishes harmonious communication with communities; adheres to the idea of "clear waters and green mountains are as good as mountains of gold and silver", integrates the idea of green development into business operations, vigorously organizes environmental protection activities, and strengthens the construction of ecological civilization, thus better satisfying people's growing demand for good life and facilitating the construction of a harmonious society.



## 筹集 使用公益金

### Raising and Use of Public Welfare Fund

彩票资金的公益性使用是实现彩票筹集目标的最终归宿，而福利彩票公益金重点用于为老年人、残障人、孤儿及特殊困难群体提供服务的社会福利设施建设和直接服务类项目。中国福利彩票严格遵守《彩票管理条例》《彩票公益金管理办法》等行政法规，立足社会公益、承担行业社会责任，通过科学设计彩票游戏，规范彩票发行销售，推动社会责任认证等多元化措施，倡导彩票作为不影响生计的情况下人们日常生活中的社会性娱乐产品的定位，引导理性购彩，降低彩票购买不当所带来的负面影响，最大限度的筹集公益金，为增进民生福祉贡献巨大力量。

The welfare lottery fund is ultimately used for public good, especially for social welfare facilities construction and direct service programs for the elder, the disabled, the orphans and disadvantaged groups. By strictly following the *Lottery Regulations, the Management Measures for Public Welfare Funds* and other applicable laws and regulations, CWL assumes its social responsibilities, scientifically designs lottery games, standardizes the issuance and sales of lotteries, advances social responsibility certification, positions lottery as a social recreational tool that does not affect people's livelihood, advocates rational playing, reduces negative impact caused by improper purchase of lotteries, maximizes the raising of public welfare fund, and enhances the wellbeing of people's livelihood.

### 彩票公益金的筹集与 分配

#### Raising and Distribution of Public Welfare Fund

2019年，各级财政部门认真贯彻落实党中央、国务院决策部署，与民政、体育等部门密切配合，共同携手开展彩票公益金的筹集与分配工作，推动我国彩票事业持续健康发展。

In 2019, finance departments at all levels earnestly implemented the decisions and deployments of the Party Central Committee and the State Council, worked closely with the Ministry of Civil Affairs and the General Administration of Sport of China to jointly raise and distribute public welfare fund, thus promoting the continuous healthy development of China's lottery undertaking.

### ● 彩票公益金的筹集 Raising of Public Welfare Fund

彩票公益金是指按照国家规定发行彩票取得销售收入扣除返奖奖金、发行经费后的净收入，包括彩票发行销售收入和逾期未兑奖的奖金，是政府非税收入形式之一。我国彩票公益金按预算外资金管理办法纳入财政专户，实行收支两条线管理，即财政部门负责监督和管理公益金；民政部负责全国福利彩票的管理工作。

The public welfare fund refers to the net income obtained by issuing lottery tickets in accordance with national regulations after deducting bonuses and issuance funds, including lottery issuance sales revenue and overdue bonuses. It is one of the government's non-tax revenue forms. Our country's public welfare fund is included in the special financial account according to the extra-budgetary fund management method, and the revenue and expenditure are managed in two lines, that is, the financial department is responsible for the supervision and management of the public welfare fund; the Ministry of Civil Affairs is responsible for the management of the national welfare lottery; CWL is under the leadership of the Ministry of Civil Affairs, responsible for the collection and payment of welfare lottery-related public welfare funds.

《彩票公益金管理办法》规定，彩票公益金由各省、自治区、直辖市彩票销售机构根据国务院批准的彩票公益金分配政策和财政部批准的提取比例，按照每月彩票销售额据实结算后分别上缴中央财政和省级财政。逾期未兑奖的奖金由彩票销售机构上缴省级财政，全部留归地方使用。

The "Management Measures for Public Welfare Funds" stipulate that public welfare funds shall be allocated by lottery sales agencies in various provinces, autonomous regions, and municipalities directly under the Central Government in accordance with the public welfare fund distribution policies approved by the State Council and the withdrawal ratio approved by the Ministry of Finance. After the monthly lottery sales are settled according to the facts, they will be turned over to the central and provincial finance. The overdue prizes that are not redeemed will be turned over to the provincial finance by the lottery sales agency, and all will be reserved for local use.

2019年，我国共筹集彩票公益金1158.81亿元。中国福利彩票筹集公益金（不含弃奖）557.28亿元，公益金筹集率达29.14%（筹集率为年度筹集福利彩票公益金在年度销售额中占比）。

In 2019, China raised public welfare fund totaling RMB 115.881 billion yuan. Specifically, CWL raised RMB 55.728 billion-yuan public welfare fund (excluding prize abandoned), whose raising ratio reached 29.14% (raising ratio refers to the proportion of annual public welfare fund raised in annual sales).

彩票公益金的分配

按照国务院批准的分配政策，彩票公益金分为中央集中彩票公益金和地方留成彩票公益金，分配比例为50：50，专款专用，结余结转下年继续使用。

According to the distribution policy approved by the State Council, the public welfare fund is divided into the central centralized public welfare fund and the local reserved public welfare fund. That is, the public welfare fund is distributed between the central and local governments at a ratio of 50:50, and the special funds are used for exclusive use. The surplus is carried forward and used for the next year. It shall not be used to balance the general fiscal budget.

中央集中彩票公益金由财政部驻各省、自治区、直辖市财政监察专员办事处负责征收。主要分配给社会保障基金、中央专项彩票公益金、民政部和体育总局四个实施主体，按60%、30%、5% 和 5% 的比例分配。

The centralized public welfare fund is collected by the Office of the Financial Supervisory Commissioner of the Ministry of Finance in each province, autonomous region, and municipality directly under the Central government. It is mainly allocated to

2019年中央集中彩票公益金筹集分配情况		
分配对象	分配金额	资金用途
全国社会保障基金理事会	464.28亿元	用于补充全国社会保障基金。该基金为应对人口老龄化高峰时期养老保险等社会保障支出的补充、调剂而专门设立的战略储备资金，是坚持以人民为中心、维护人民长远利益实施的一项重大民生工程。2019年用于补充全国社会保障基金的公益金占彩票公益金的64%。
中央专项彩票公益金	175.92亿元	用于残疾人事业、扶贫事业、医疗救助、教育助学和大学生创新创业项目等国务院批准的社会公益事业项目，经由彩票公益金的使用部门或单位向财政部提出申请，财政部审核报国务院批准后组织实施。
民政部	38.69亿元	按照“扶老、助残、救孤、济困、赈灾”的宗旨，安排用于资助为老年人、残疾人、孤儿、有特殊困难等人群服务的社会福利设施建设等项目。
体育总局	38.69亿元	支持群众体育和竞技体育发展项目。

the four implementation bodies of the Social Security Fund, the Central Special Public Welfare Fund, the Ministry of Civil Affairs and the State General Administration of Sports, and is allocated at the proportions of 60%, 30%, 5% and 5%.

2019年中央财政当年收缴入库彩票公益金570.72亿元，加上2018年度结转收入150.69亿元，共721.41亿元。经全国人大审议批准，2019年中央财政安排彩票公益金支出717.58亿元。考虑收回结余资金等因素，收支相抵，期末余额3.99亿元。

In 2019, the central government's public welfare fund revenue was RMB 57.072 billion yuan, plus the 2017 carryover revenue of RMB 15.069 billion yuan, for a total of RMB 72.141 billion yuan. After deliberation and approval by the National People's Congress, the central government arranged for public welfare fund expenditures of RMB 71.758 billion yuan in 2019. Taking into account factors such as recovering the surplus funds, the income and expenses are offset, the ending balance is RMB 0.399 billion yuan.

The Raising and Distribution of Central Public Welfare Fund in 2019		
Assigned object	Allocation amount (in RMB million yuan)	Use of funds
National Council of Social Security Fund	46,428	Used to supplement the national social security fund. The fund is a strategic reserve fund specially set up to cope with the supplement and adjustment of social security expenditures such as pension insurance during the peak period of population aging. It is a major livelihood project that adheres to the people's center and safeguards the long-term interests of the people. In 2019, the public welfare fund used to supplement the national social security fund accounted for 64% of the public welfare fund.
Central Special Public Welfare Fund	17,592	It is used for social welfare projects approved by the State Council, such as the undertakings for persons with disabilities, poverty alleviation, medical assistance, educational aid, and innovation and entrepreneurship projects for college students, etc. The department or unit that uses the public welfare fund submits an application to the Ministry of Finance, and the Ministry of Finance reviews and reports to the State Council for approval before organizing the implementation.
Ministry of Civil Affairs	3,869	In accordance with the purpose of "supporting the elderly, assisting the disabled, helping the orphans, helping the poor, and providing relief," arrangements are made to fund the construction of social welfare facilities for the elderly, the disabled, orphans, and people with special difficulties.
State General Administration of Sports	3,869	Supporting the development of mass sports and competitive sports.

2019年中央专项彩票公益金175.92亿元具体用途及使用情况			
资金用途	金额（万元）	实施单位	实施细节
未成年人校外教育	92000	教育部	用于支持全国中小学生研学实践教育基地和全国中小学生研学实践教育营地等。
乡村学校少年宫建设	73900	中央文明办	用于支持新建乡村学校少年宫，以及已建成的乡村学校少年宫开展活动及更新设备。
教育助学	100000	中国教育发展基金会	用于奖励普通高中品学兼优的家庭经济困难学生，资助家庭经济特别困难的教师，资助家庭经济困难的大学新生入学交通费和短期生活费，并救助遭遇突发灾害的学校。
大学生创新创业	5000	教育部	用于支持创新创业教育优质课程建设、教师创新创业教育教学能力培训、“青年红色筑梦之旅”等活动开展。
医疗救助	180000	国家医疗保障局	用于资助困难群众参加城乡居民基本医疗保险，并对其难以负担的基本医疗自付费用给予补助。
养老公共服务	100000	民政部	主要用于支持地方开展居家和社区养老服务改革试点。
扶贫事业	264000	国务院扶贫办	用于贫困革命老区县贫困村村内小型生产性公益设施建设支持贫困村小型生产性公益设施建设。
文化公益事业	80000	国家艺术基金管理中心	用于支持艺术创作生产、传播交流推广和人才培养等项目。
残疾人事业	219900	中国残疾人联合会	用于残疾人体育，盲人读物出版、盲人公共文化服务，以及残疾儿童康复救助、贫困智力精神和重度残疾人残疾评定补贴、助学、贫困重度残疾人家庭无障碍改造、残疾人康复和托养机构设备补贴、残疾人文化等方面支出。
红十字事业	43700	中国红十字会总会	用于贫困大病儿童救助、中国造血干细胞捐献者资料库、红十字会人道救助救援、红十字生命健康安全教育、失能老人养老服务、人体器官捐献等项目。
法律援助	14000	中国法律援助基金会	用于资助开展针对困难群众的法律援助工作。
农村贫困母亲“两癌”救助	30200	中国妇女发展基金会等	用于救助患有乳腺癌和宫颈癌的农村贫困妇女。
留守儿童快乐家园	1500	中国儿童少年基金会	用于为农村留守儿童校外活动场所配置设施并开展关爱服务。
出生缺陷干预救助	15000	中国出生缺陷干预救助基金会	用于出生缺陷救助、出生缺陷防治宣传和健康教育等工作。
足球公益事业	40000	体育总局委托中国足球发展基金会	用于支持有关青少年足球人才培养和社会足球公益活动。
支持地方社会公益事业	500000	中西部等地区结合实际情况统筹使用	支持中西部等地区养老、扶贫、基本公共文化等社会公益事业发展薄弱环节和领域，改善其落后现状，以促进全国各地社会公益事业的协调发展。

The specific purpose and usage of the central special public welfare fund in 2019 of RMB 17,592 million yuan			
Use of funds	Amount (in RMB ten thousand yuan)	Implem-entation unit	Implementation details
Off-campus education for minors	92,000	Ministry of Education	It is used to support the construction of research and study bases and travel camps for elementary and middle school students.
Rural school children's palace construction	73,900	Civilization Office of the CCPC	It is used to support the new village school children's palace, and the village school children's palace that has been built to carry out activities and update equipment.
Educational aid	100,000	China Education Development Foundation	It is used to reward ordinary high school students with excellent academic performance and financial difficulties, subsidize entrance transportation and short-term living expenses for college freshmen with financial difficulties, subsidize teachers with special financial difficulties, and assist schools that encounter sudden disasters.
Undergraduate innovation and entrepreneurship	5000	Ministry of Education	It is used to support the construction of excellent innovation, entrepreneurship and education courses, the training of innovation, entrepreneurship and education capabilities, the holding of "Dream Journey to the Relics of CPC by the Youth", etc.
Medical support	180,000	National Healthcare Security Administration	It is used to subsidize the needy people to participate in the basic medical insurance for urban and rural residents, and to subsidize the out-of-pocket expenses for basic medical care that they cannot afford.
Elderly public service	100,000	Ministry of Civil Affairs	It is mainly used to support local areas to carry out pilot reforms of home and community elderly care services.
Poverty alleviation	264,000	State Council Leading Group Office of Poverty Alleviation and Development	It is used to support the construction of small productive public facilities in poverty-stricken villages of old revolutionary base areas.
Cultural public welfare undertakings	80,000	China National Arts Fund	It is used to support projects such as artistic creation and production, communication and promotion, and talent training.
Disabled undertakings	219,900	China Disabled Persons' Federation	It is used for expenditures such as sports for the disabled, publication of books for the blind, public cultural services for the blind, as well as rehabilitation assistance for disabled children, subsidies for poor mentally disabled and severely disabled persons with disabilities, education assistance for the disabled, barrier-free renovation of poor and severely disabled families, subsidies for rehabilitation of disabled persons and nursing facilities, and culture of disabled persons.
Red Cross undertaking	43,700	Red Cross Society of China	It is used for projects such as the aid of poor children with serious illness, the database of Chinese hematopoietic stem cell donors, the Red Cross humanitarian aid and rescue, the Red Cross life, health and safety education, elderly care services for the disabled, and human organ donation.
Legal aid	14,000	China Legal Aid Foundation	It is used to provide legal assistance to disadvantaged groups.
"Two Cancers" relief for rural poor mothers	30,200	China Women's Development Foundation	It is used to rescue poor rural women suffering from breast and cervical cancer.
Happy home for left-behind children	1,500	China Children and Teenagers' Fund	It is used to configure facilities and carry out care services for rural left-behind children outside school activities.
Birth defect intervention assistance	15,000	China Birth Defects Intervention and Relief Foundation	It is used for birth defect relief, birth defect prevention and control publicity, and health education.
Football public welfare undertakings	40,000	China Football Development Foundation entrusted by General Administration of Sport of China	It is used to support the training of youth football talents and social football public welfare activities.
Support for local social welfare undertakings	500,000	Central and western regions and other regions use it based on actual situation	Focusing on the weak links and areas in the development of social welfare undertakings in Central and Western China, such as elderly care, poverty alleviation, and basic public culture, and improving their backward status in order to promote the coordinated development of social welfare undertakings across the country.



福利彩票公益金助力民生公益

CWL’s Public Welfare Fund Empowers People’s Livelihood and Public Welfare

2019年度民政部本级彩票公益金用于补助地方项目资金共计385301万元，占民政部2019年彩票公益金总额度（386900万元）的99.6%，分别用于支持老年人福利类、残疾人福利类、儿童福利类和社会公益类项目；用于财政部批复民政部彩票公益金民政部项目6个，预算金额1599万元，占民政部2019年彩票公益金总额度（386900万元）的0.4%。

2019年度民政部本级彩票公益金使用情况		
补助地方项目385301万元 (占比99.6%)	支持老年人福利类项目193556万元	主要用于新建和改扩建以服务生活困难和失能失智老年人为主的城镇老年社会福利机构、城乡社区养老服务设施、农村特困人员供养服务设施、城乡社区为老服务信息网络平台建设等。
	支持残疾人福利类项目52063万元	用于残疾人福利机构建设及购买服务项目43142万元；
		用于残障群体示范性配置康复辅具及手术矫正治疗（福康工程）项目8921万元。
	支持儿童福利类项目78659万元	用于儿童福利服务体系建设项目39063万元；
		用于“残疾孤儿手术康复明天计划项目”13000万元；
		用于孤儿助学工程项目26596万元。
	支持社会公益类项目26023万元	用于未成年人救助保护机构功能建设及购买服务项目9109万元；
		用于殡葬基础设施设备建设更新改造项目11710万元；
		用于社会工作和志愿服务项目5204万元。
	专项倾斜支持“三区三州”等深度贫困地区资金35000万元	用于贯彻落实中共中央、国务院关于打赢脱贫攻坚战的决策部署，资金按“老年人福利类、残疾人福利类、儿童福利类和社会公益类”项目要求，由相关省（区）民政厅结合实际分配使用。

The use of Public Welfare Fund of Lotteries administered by the Ministry of Civil Affairs in 2019		
Subsidy for local projects: RMB 3,853.01 million yuan (accounting for 99.6%)	RMB 1,935.56 million yuan were used for supporting elderly welfare projects	They were mainly intended to build, renovate and expand urban social welfare institutions for the elderly mainly serving the elderly with difficulties and disabilities, urban community service facilities for the elderly, support service facilities for the extremely poor in rural areas, and urban and rural communities serving the elderly information network platforms, etc.
	Supporting welfare projects for the disabled with RMB 520.63 million yuan	RMB 432.42 million yuan for the welfare institution construction and procurement for the disabled;
		RMB 89.21 million yuan for the demonstration configuration of rehabilitation assistive devices and surgical correction treatment (Fukang Project) for disabled groups.
	Supporting for child welfare projects with RMB 786.59 million yuan	RMB 390.63 million yuan for the child welfare service system construction project;
		RMB 130 million yuan for the surgical rehabilitation Tomorrow Plan Project of disabled orphans;
		RMB 265.96 million yuan for education support for orphans.
	Supporting social welfare projects with RMB 260.23 million yuan	RMB 91.09 million yuan for the minors rescue and protection institutions to engage in function construction and purchase services;
		RMB 117.1 million yuan for the funeral and interment infrastructure equipment construction renewal project;
		RMB 52.04 million yuan for social work and volunteer service projects.
	RMB 350 million yuan for “Three Autonomous Regions and Three Prefectures” heavily stricken by poverty	implementing the decisions and deployments of the Party Central Committee and the State Council to win the tough battle against poverty; the funds are respectively used by provincial (autonomous-region) civil affairs departments to support elderly welfare, disabled welfare, child welfare and social welfare projects based on actual situation.

2019年度民政部彩票公益金使用情况	
民政部项目1599万元（占比0.4%）	“福康工程”指导、服务和评估项目100万元，通过项目实施，保障了“福康工程”项目在各地规范有效实施。
	涉外送养儿童寻根回访及中国文化教育项目252万元，2019年共资助254名涉外送养儿童来华寻根回访。
	“明天计划”监督管理服务项目49万元，用于对“孤儿医疗康复明天计划”相关政策进行宣传解读，委托第三方机构开展审计检查和绩效考评，举办全国“孤儿医疗康复明天计划”培训班。
	助学工程管理服务项目44万元，用于对“福彩圆梦·孤儿助学工程”相关政策进行宣传解读，委托第三方机构开展审计检查和绩效考评，举办全国“福彩圆梦·孤儿助学工程”培训班。
	“夕阳红”救助服务项目1000万元，2019年全年共为249名困难老年人提供救助资金，为失能半失能老年人提供康复护理服务49779人次，为635名75岁以上高龄老年人购买“一键通”呼叫服务，实现了“一键紧急呼叫，一键生活服务”的功能。
	彩票公益金第三方绩效评价、评审和审计项目154万元，用于聘请第三方机构对民政部彩票公益金项目和补助地方项目开展审计监督，对补助地方彩票公益金项目开展实地督查、评估和评价。通过项目实施，进一步提升彩票公益金规范管理水平和使用效益。

The use of Public Welfare Fund of Lotteries administered by the Ministry of Civil Affairs in 2019	
Ministry of Civil Affairs projects: RMB 15.99 million yuan (accounting for 0.4%)	RMB 1 million yuan for the guidance, service, and assessment of Fukang Project, guaranteeing effective implementation of Fukang Project across China.
	A total of RMB 2.52 million yuan were used for the return visit to the roots of foreign-related children and the Chinese cultural education project. In 2019, a total of 254 children were sponsored to return to China to find their roots.
	RMB 490,000 yuan for the supervision and management program of Tomorrow Plan, which intends to spread and interpret the policies of “Tomorrow Plan for Medical Rehabilitation of Orphans”, entrust third-party institutions to conduct audit checks and performance appraisal, and hold training classes on “Tomorrow Plan for Medical Rehabilitation of Orphans”.
	RMB 440,000 yuan for Education Aid Management Program, which intends to spread and interpret the policies of “Welfare Lottery Helps Orphans Realize Dreams Education Project”, entrust third-party institutions to conduct audit checks and performance appraisal, and hold training classes on “Welfare Lottery Helps Orphans Realize Dreams Education Project”.
	RMB 10 million yuan were used for the “Sunset Red” relief service project. In 2019, relief funds were provided to 249 disadvantaged elders, 49,779 rehabilitation services to disabled or partially disabled elders, PTT services to 635 elders aging over 75 years old, realizing the functions of “push to talk, push to enjoy life services”.
	The third-party performance evaluation, review and audit projects used for the CWL’s public welfare fund amounted to RMB 1.54 million yuan. They were mainly used to hire third-party organizations to conduct audit inspections of the Public Welfare projects and local subsidy programs of the Ministry of Civil Affairs, and to conduct on-site inspections and assessments on local lottery public welfare projects subsidized by the Public Welfare Fund. Through the implementation of the project, the supervision and management of the public welfare fund project has been further strengthened, and the efficiency of the use of funds has been improved.



● 支持“扶老”公益项目

《中华人民共和国国民经济和社会发展第十四个五年规划和2035年远景目标纲要》（简称“十四五”规划）提出，实施积极应对人口老龄化国家战略，构建养老、孝老、敬老的社会环境，强化老年人权益保障。为助力实现“十四五”规划的发展目标，中国福利彩票充分发挥公益金社会效益，在全社会营造“尊老、爱老、敬老”的良好氛围。

◎浙江省福彩通过“福彩暖万家”活动，全年使用公益金610万元，资助独居老人等困难家庭及困难人员2276人。

◎ Zhejiang Welfare Lottery totally spent public welfare fund of RMB 6.1 million yuan through the activity of “Welfare Lottery Sending Warmth to ” on supporting 2, 276 needy families and persons, such as older people living alone.

◎山东省福彩中心与齐鲁晚报·齐鲁壹点启动了“为福添彩·福彩杯”第三届寻找齐鲁最美孝心人物评选活动。此活动依托机构、社会、个人推荐以及16市地方站的挖掘，经过大众投票和专家评审环节，评选出10位齐鲁最美孝心人物和5位齐鲁孝心单项奖获得者。

◎ Shandong Welfare Lottery and Qilu Evening News app launched a selection activity named the 3rd “Adding Luster to Happiness · Welfare Lottery Cup” Looking for the Most Beautiful Filial Piety Persons in Shandong. With recommendation of organizations, the society and individuals and selection in 16 city stations, 10 most beautiful filial piety persons in Shandong and five individual award winners were selected after public vote and expert review.



第三届寻找齐鲁最美孝心人物评选活动颁奖典礼  
Award ceremony of the 3rd Looking for the Most Beautiful Filial Piety Persons in Shandong

● Supporting the “Helping the Elderly” project

It is proposed in the *Fourteenth Five-Year Plan (2021-2025) for National Economic and Social Development and the Long-Range Objectives Through the Year 2035* that China will implement state strategy in active response to population aging, fostering a social environment in which senior citizens are cared for, filial piety and respected and protecting the lawful rights and interests of senior citizens. To boost the achievement of the development goals of the Fourteenth Five-year Plan, China Welfare Lottery gives full play to the social benefits of public welfare funds and creates a good atmosphere of “honoring, loving and respecting the elderly” in the whole society.

◎2020年河南省级6425万元福彩公益金，支持各地配备康复床和护理设备，确保特困老人温暖过冬。

◎ In 2020, Henan Welfare Lottery spent provincial public welfare fund of RMB 64.25 million yuan on supporting equip- ping rehabilitation beds and nursing equipment in Henan, ensuring low-income older people to have a warm winter.

◎湖南省福彩中心连续3年投入80万元福彩公益金专项开展“福泽潇湘·金秋惠老”公益活动，对敬老院或社区的失能和半失能老人进行帮扶慰问，捐赠专项资金帮助改善居住条件和完善生活设施，组织爱心志愿者上门开展精神抚慰。

◎ Hunan Welfare Lottery totally invest- ed public welfare fund of RMB 800,000 yuan for three consecutive years on conducting the public welfare activity “Blessing Hunan · Caring for the Elderly in Autumn”, helping and visiting disabled and half-disabled elders in the elderly home and communities, donating spe- cial funds to improve their living con- ditions and facilities and organizing charity volunteers to give them mental comforts.



湖南省福彩中心开展“福泽潇湘·金秋惠老”公益活动  
Hunan Welfare Lottery conducted the public welfare activity “Blessing Hunan · Caring for the Elderly in Autumn”

◎云南省福彩临沧市2020年将629.45万元福彩公益金用于养老服务体系建设，占市级福彩公益金总额的55.7%。

◎ In 2020, Lincang Welfare Lottery, Yunan spent public welfare fund of RMB 6,294,500 yuan on building the system of elderly care service, accounting for 55.7% of the total amount of municipal level welfare lottery funds.

● 支持“助残”公益项目 Supporting the “Assisting the Disabled” project

“十四五”阶段重点工作之一是提升残疾人保障和发展能力，提升残疾人关爱服务水平，切实保障残疾人群体发展权利和机会。中国福利彩票践行发行宗旨，大力支持助残公益项目，扶持残疾人就业和创业，帮助残疾人在社会上立足，自力更生、独立自强。

One of the key tasks during the Fourteenth Five-year Plan period is improving disability protection and development abilities and care service level and ensuring the development rights and opportunities of the disability group. CWL practices the purpose of issuance, substantially supporting the “Assisting the Disabled” project, assisting employment of the disabled and startup of businesses and helping them survive in the society with self-reliance.

◎山东省福彩投入810万元福彩公益金，开展2020年“齐鲁福彩助残行动”。此活动保障对象为城乡最低生活保障家庭中需要装配或更换假肢、矫形器等康复辅助器具的肢体残障人员。

◎ Shandong Welfare Lottery invested public welfare fund of RMB 8.1 million yuan to conduct the 2020 “Shandong Welfare Lottery Assisting the Disabled Activity”, helping people with physical disabilities fit or replace rehabilitation assistive devices like artificial limb and orthotics.

◎湖南省级福彩公益金连续5年支持“福彩助残”项目，累计投入专项资金9500万元，配置各类康复辅具12000余具，为湖南省10000余人次贫困肢残人士安装了假肢、矫形器等辅具，切实改善了残疾群众的生活质量。2020年9月，湖南省福彩中心联合省康复辅具技术指导中心对91名符合“福彩助残”受助帮扶条件的残疾对象进行帮扶。

◎ Hunan provincial-level public welfare funds have been supporting the “Assisting the Disabled” project for five consecutive years, totally investing RMB 95 million yuan of special fund, providing more than 120, 000 sets of rehabilitation assistive devices, fitting artificial limbs, orthotics and other assistive devices for more than 10, 000 personnel and actually improving the disabled' life quality. In September 2020, Hunan Welfare Lottery worked together with Hunan Rehabilitation Assistive Technical Guidance Center to help 91 disabled people who met requirements and conditions of receiving assistance of the project.



湖南省福彩中心开展助残公益活动  
Hunan Welfare Lottery conducts supporting the “Assisting the Disabled” project

● 支持“救孤”公益项目 Supporting the “Helping the Orphans” project

福利彩票积极响应国家要求，全力支持构建公平有质量的基础教育，保障儿童公平受教育权利，加强儿童心理健康教育和服

CWL actively responded to national requirements, fully supporting constructing fair and quality basic education, ensuring children have an equal right to education and strengthen education and services for children's mental health. It positively focuses on “the orphan” group, zealously conducting various public welfare projects and helping orphans integrate into the society and have a bright future.

◎黑龙江省福彩中心在全省范围内开展了“福彩圆梦·情系孤儿学子”资助活动、“福彩圆梦·情系困境事实无人抚养儿童”资助活动，为全省范围内的198名孤儿学子和583名困境儿童发放共计100万元资助资金。

◎ Heilongjiang Welfare Lottery carried out the “CWL Boosts Dream Achievement · Caring for Orphan Students” and the “CWL Boosts Dream Achievement · Caring for Children Living in Difficult Circumstances and Factual Unsupported Children” financing programs, releasing grant funds of a total of RMB 1 million yuan to 198 orphan students and 583 children living in difficult circumstances in the whole province.

◎吉林省级福彩公益金支持“彩虹桥”孤弃儿童服务项目，面向省孤儿学校近200名初中学生开展抗逆力培养服务，为150余名高专学生开展职业生涯规划辅导服务，构筑起学校内外互动的桥梁，助力孤儿学生快乐成长、幸福成才。

◎ Jilin Welfare Lottery public welfare funds supported the “Rainbow Bridge” service program for orphans and abandoned children. It conducted adversity training services for nearly 200 junior middle school students from orphan schools in Jilin and provided career planning guidance for more than 150 college students, building a bridge of interaction between inside and outside the school and helping orphan students grow and become a useful person happily.

● 支持“济困”公益项目 Supporting the “Relieving the Have-nots” project

中国福利彩票深入落实国家建立基层公共服务体系要求，坚守“取之于民，用之于民”的社会重要承诺，促进基本公共服务资源向基层延伸、向农村覆盖、向边远地区和生活困难群众倾斜，关注困难群体，全心全意地帮助其解决困难，让他们能共享社会发展美好。

CWL thoroughly implements national requirements of building the grassroots public service system, sticking to the important social commitment of “from the people, for the people”, promoting the extension of basic public service resources to grassroots, coverage to rural areas, and supporting remote areas and people living in difficulties, focusing on people living in difficulties and helping them solve difficulties with heart and soul to enable them to share social development.



◎2020年10月，江西省福彩中心联合江西广播电视台开展“福彩公益行·走近千万家”活动，在全省范围内寻找30名家庭困难但事迹励志、能传播社会正能量的个人或家庭进行资助，每人（家庭）可获资助福彩公益金3000元。

◎ In October 2020, Jiangxi Welfare Lottery worked with Jiangxi Radio and Television Station to carry out “Welfare Lottery Public Welfare Trip · Approaching Thousands of Homes” activity, looking for 30 individuals or families living in difficulties but with inspirational deeds and social positive energy to support them. Each person (family) could receive the welfare lottery public welfare fund of RMB 3, 000 yuan.

◎2020年8月，湖南省福彩中心正式启动2020年“福泽潇湘·扶贫助学”公益行动。湖南省福彩中心专项安排160万元福彩公益金，帮助实际家庭困难且品学兼优的学子，为每位受助贫困学子发放5000元福彩助学金，帮助贫困学子走出大山跳出寒门，实现自己的理想和人生价值。

◎ In August 2020, Hunan Welfare Lottery officially launched the 2020 “Blessing Hunan · Poverty Alleviation and Helping to Learn” public welfare activity. Huanan Welfare Lottery arranged special public welfare capital of RMB 1.6 million yuan to help students living in difficulties but with excellence in character and learning. It offered grants of RMB 5,000 yuan to each student, helping them get out from the mountain and poverty, and achieving their ideal and value of life.



2020年“福泽潇湘·扶贫助学”活动启动仪式  
Launching ceremony of the 2020 “Blessing Hunan · Poverty Alleviation and Helping to Learn”

◎2020年9月，2020年度“广东福彩育苗计划”正式启动。此次活动首次来到外来务工和留守儿童比较集中的镇中心小学，针对偏远地区素质类课程较缺乏的情况，面向校内学生开展以“传统文化+科技”为特色主题的公益送教活动，为全校师生带去了耳目一新的课程内容，提升贫困儿童素质教育水平。

◎ In September 2020, the 2020 “Guangdong Welfare Lottery Seeding Plan” was officially launched. It firstly visited the central primary school in towns concentrating migrant laborers’ children and left-behind children and carried out public teaching activity with featured theme of “Traditional Culture + Technology” activity for students, bringing the whole school brand new course and improving the quality-oriented education level of needy children.



2020年度“广东福彩育苗计划”正式启动  
The 2020 “Guangdong Welfare Lottery Seeding Plan” is officially launched

◎2020年9月14日，广西省福彩中心在广西广播电视台举办第七季“福彩情·学子梦”助学金颁发暨第八季启动仪式。截至2020年12月，“福彩情·学子梦”公益活动已累计使用省本级福彩公益金1225万元，帮助1750名贫困学子走出困境，圆梦大学。

◎ On September 14, 2020, Guangxi Welfare Lottery held the 7th “Welfare Lottery Love · Students Dream” student grant issuance, namely launching ceremony of the 8th “Welfare Lottery Love · Students Dream” in Guangxi Radio and Television Station. As of December 2020, the “Welfare Lottery Love · Students Dream” public welfare activity had used provincial-level welfare lottery public welfare fund of a total of RMB 12.25 million yuan, helping 1, 750 poor students get out of dilemma and enter university.



广西省福彩中心举办第八季“福彩情·学子梦”启动仪式  
Guangxi Welfare Lottery holds launching ceremony of the 8th “Welfare Lottery Love · Students Dream”

# 关怀 队伍成长

## Team Growth

人才队伍是福利彩票发行销售的第一生产力。中国福利彩票坚持以人为本，保障队伍基本权益；加强从业人员职业培训，提升队伍综合能力；健全队伍职业晋升机制，畅通队伍职业发展通道；开展丰富多彩的文体活动，全面加强队伍建设，打造机构文化氛围，为中国福利彩票健康持续发展提供不竭动力。

Talent team is the primary productive force of issuance and sales of welfare lottery. CWL insists in putting people first to guarantee team's basic rights, establishes perfect training system to improve team's comprehensive abilities, improves team career promotion mechanism to open team career development way, carries out colorful recreational and sports activities, care and strengthens team building comprehensively to inject inexhaustible driving force to the healthy and sustainable development of CWL.

## 保障基本权益

## Safeguarding Basic Rights and Interests

中福彩中心和各省级福彩中心严格遵守《劳动法》等相关法律法规，坚持平等雇佣，公平对待不同种族、性别、宗教信仰和文化背景的员工，创建多元化和机会平等的工作机会，完善薪酬福利体系，加强民主管理，全面保障员工基本权益，增强员工归属感、获得感。针对专管员、零售商的日常管理，各省级福彩中心积极履行相关职责，切实保障专管员、零售商的基本权益。

CWLIMC and provincial branches strictly comply with relevant laws and regulations like the *Labor Law*, insists in employment equity, treats employees of different races, genders, religions, and cultures equally, creates diverse and equal job opportunities, improves the compensation and welfare system, and strengthens democratic management to fully protect employees' basic rights and interests and enhance employees' sense of belonging and gain. For daily administration of market managers and retailers, provincial branches actively perform their duties to protect the basic rights and interests of market managers and retailers effectively.

### 案例 CASE

#### 中福彩中心——健全激励约束机制，发挥考核激励导向作用

CWLIMC improved the incentive and restraint mechanism, and played the guidance role of evaluation and incentive

中福彩中心建立健全激励约束机制，制定出台《绩效考核办法（试行）》与《绩效工资分配办法（试行）》，建立平时考核与年度考核相结合的绩效考核体系，合理设立考核内容、指标体系、责任主体、权重系数等，充分发挥考核的激励导向作用。

CWLIMC establishes and perfects the incentive and restraint mechanism, formulates and introduces "Method for Performance Evaluation (Trial)" and "Distribution Method for Performance-Based Salary (Trial)", establishes the performance evaluation system combining usual and annual evaluation with reasonable setting of evaluation content, index system, liability subject, weight coefficient and others, giving full play of the incentive and guidance role of evaluation.

### 案例 CASE

#### 中福彩技术研究中心——优化岗位薪酬结构，构建完善的人力资源体系

CWL Technology Research Center optimized position salary structure and established a perfect human resource system

中福彩技术研究中心引入外部人力资源咨询专业机构力量，优化设计岗位、薪酬结构，从竞争性、公平性以及激励性三方面，构建符合机构特征、真实反映工作量及贡献度的岗位体系及序列，解决定薪、调薪缺乏合理性、规范性的问题，激发员工活力。

CWL Technology Research Center introduces external HR consulting professional organization strength, optimizes position design and salary structure, and builds a position system and order meeting institution features and reflecting actual workload and contribution from competitiveness, fairness, and incentive, which solves the problem that salary setting and adjustment lack of rationality and standardization and energizes employees.



## 加强职业培训

### Strengthening Occupational Training

中福彩中心及各省省级福彩中心注重从业人员的思想政治建设和专业能力发展，不断完善培训内容和培训方式，针对不同层级、不同岗位的人员，制定与之匹配的培训课程，提升各类从业者的职业能力。

CWLIMC and all provincial branches focus on employees' ideological and political construction and professional ability development, constantly improve training content and methods and develop training courses for different levels and positions to improve their professional abilities.

#### ● 员工培训 Employee Training

中福彩中心及各省省级福彩中心高度重视员工培训体系建设，根据自身业务发展情况，开展员工培训，提升员工专业能力。

CWLIMC and all provincial branches attach great importance to build the employee training system and carry out employee training based on employees' own status to improve their professional abilities.

中福彩中心通过系列培训、专题讲座、专家授课等多种方式提升培训效率、优化培训效果，健全人才队伍基本知识体系，强化履职尽责能力。2020年，开展了公司法、国际即开票、快乐8游戏上市、市场营销等系列专题讲座和本级部门分享交流培训，与北京大学合作举办“宏观形势与发展战略”专题短训班，与知识服务平台“得到App”合作开展员工个性化选课培训。

CWLIMC improves training efficiency, optimizes training effect, perfects talent team basic knowledge system and strengthens ability performing ability through various means like a series of training activities, special lectures and expert instructions. In 2020, CWLIMC carried out a series of special lectures and training sharing in CWLIMC on the Company Law, international instant tickets, Happy 8 launching and marketing. It also cooperated with Peking University to hold a short-term training class named “Macro Situation and Development Strategy” and worked with “Dedao App”, a knowledge service platform, to carry out personalized course selection training for employees.

◎2020年10月，北京市福彩中心邀请北京社会管理职业学院教授进行责任彩票专题培训，增进党员干部对责任彩票知识的了解，促进责任彩票理念与业务的融合，加强责任彩票建设。

◎ In October 2020, Beijing Welfare Lottery invited a professor from Beijing College of Social Administration to give trainings themed on responsible gaming,, improving party members' and cadres' understandings of responsible gaming, promoting the integration of responsible gaming concept and business and strengthening the construction of responsible gaming.



北京市福彩中心邀请专家开展责任彩票培训  
Beijing Welfare Lottery invites expert to conduct responsible gaming training

◎2020年9月，海南省福彩中心组织召开员工素质教育培训会，提升全体员工综合素质能力。

◎ In September 2020, Hainan Welfare Lottery organized and held employee quality-oriented education training conference to improve all employees' comprehensive quality and ability.



海南省福彩中心员工素质教育培训会  
Employee quality-oriented education training conference held by Hainan Welfare Lottery

◎甘肃省福彩中心开展中、高级管理人员队伍及业务培训，进一步提升高级管理人员的各方面能力水平。

◎ Gansu Welfare Lottery held middle and senior management team and business training conferences to further improve various abilities of senior management team.



甘肃省福彩中心召开全省福利彩票系统中级管理人员培训  
Gansu Welfare Lottery holds training conferences for middle and senior management team of the provincial welfare lottery system

## ● 专管员培训

各省级福彩中心注重专管员能力建设，通过不定期的集中培训，提升专管员综合职业能力。

◎江西省福彩中心注重强化规范售彩和业务能力培养，每年春、冬季组织全省福彩基层专管员进行集训，提升基层专管员队伍综合素质，强化区域市场管理服务、渠道开发及营销宣传各项工作执行力度。

◎ Jiangxi Welfare Lottery focused on strengthening and standardizing lottery sales and business ability cultivation and organized intensive training for grassroots managers in each spring and winter to improve their comprehensive quality, strengthen regional market management service, channel development and publicize execution of all work.



江西省福彩中心开展专管员集训  
Jiangxi Welfare Lottery carries out intensive training for managers

◎2020年12月，湖南省福彩中心举行全省县级专管员培训班，来自省福彩中心、14个市州福彩中心的相关部门人员以及140名专管员等共计160余人参加培训，进一步加强了“福彩湘军”建设，发掘福彩市场潜力，促进湖南省福彩事业高质量发展。

◎ In December 2020, Hunan Welfare Lottery held county-level manager training classes. There were totally more than 160 people including relevant persons from Hunan Welfare Lottery and 14 municipal branches and 140 managers took part in the training, further strengthening CWL Hunan team building, exploring welfare lottery market potential and promoting quality development of Hunan Welfare Lottery undertakings.

## ● Market Manger Training

All provincial branches emphasize ability building of managers and improves their comprehensive professional abilities through irregular intensive training.



湖南省福彩中心组织开展全省县级专管员培训班  
Hunan Welfare Lottery organizes and holds county-level manager training classes

◎2020年10月至11月，贵州省福彩中心召开三期（每期为期3天）的县级专管员培训会，全省106人县级管理人员参加了培训。本次培训对专管员的宣传营销能力、管理能力、风险控制能力等方面进行全面系统的培训，全面提升专管员综合能力水平。

◎ From October to November 2020, Guizhou Welfare Lottery totally held three times of county-level manager training conferences (each lasted three days). 106 country-level managers from Guizhou province attended the training. The conferences carried out comprehensive and comprehensive and system training on managers' publicity and marketing, management, risk control and other abilities, improving managers' comprehensive ability and level in all directions.



## ● 零售商培训 Retailer Training

各省级福彩中心聚焦新上市游戏产品、业务技能等重要议题，组织零售商开展集中培训，提升其专业技能和服务水平。

Focusing on important topics under discussion like newly launched games and professional skills, provincial branches organized retailers to attend intensive training to improve their professional skills and service level.

◎湖南省福彩中心围绕新上市的游戏产品、业务技能等方面面向零售商开展培训，全面提升零售商业务能力。全年开展业务培训1657场次，累计103046人次参加，其中，线上培训场816次、线下培训841场次。

◎ Hunan Welfare Lottery held retailer training centering on newly launched games and professional skills to comprehensively improve retailers' business ability. It totally held 1, 657 times of business training with 103, 046 personnel attendance, among which there were 816 times of online training and 841 times of offline training.

◎云南省福彩中心组织投入使用2020年即开票新销售系统及支付系统，组织开展新即开票系统培训，为购彩者提供更优质的服务。

◎ Yunnan Welfare Lottery organized and put the 2020 new sales and payment system of instant game into use and held new instant game system training to provide players higher quality service.



云南省福彩中心开展新即开票系统培训  
Yunnan Welfare Lottery holds new instant game system training

## 维护职业健康

### Protecting Occupational Health

中福彩中心及各省级福彩中心将员工的健康与安全放在首要位置，通过开展健康教育培训、举办心理健康讲座、定期组织健康体检等措施保障员工的身心健康。

CWLIMC and provincial branches put employees' health and safety in the first place and guarantee employees' health by conducting health education training, holding mental health lectures and regularly organizing physical examinations.

## 实施人文关爱

### Providing Humanistic Care

中福彩中心及各省级福彩中心重视对员工的人文关爱，积极组织开展困难员工慰问、三八妇女节慰问等活动，关爱困难员工、特殊员工，增强员工归属感；指导省级福彩中心开展零售商帮扶，提升福彩队伍凝聚力。

CWLIMC and provincial branches focus on providing humanistic care to employees. They actively visit employees living in difficulties and hold Women's Day sending regards activity and other activities to care for employees living in difficulties and special employees and strengthening their sense of belonging. They also guide provincial branches to help retailers to increase the Welfare Lottery team's cohesion.

## ● 员工关爱 Care for Employees

中福彩中心及各省级福彩中心通过开展慰问、文体活动等方式，实施员工关怀，提升员工幸福感。

CWLIMC and provincial branches offer solicitude, hold recreational and sports activity and take other means to care about their employees and strengthen employees' sense of belonging.

◎辽宁省福彩中心通过走访慰问离退休老干部、工会慰问困难员工、开展“三八妇女节”关爱活动等方式，多措并举增强员工的凝聚力和信念感。全年慰问困难党员4名，发放慰问金4000元。

◎ Liaoning Welfare Lottery took various measures to strengthen employees' cohesion and belief sense, such as visiting retired veteran cadres, the labor union visiting employees living in difficulties and holding "Women's Day" Caring activity. It visited four party members living in difficulties and released condolence payments of RMB 4,000 yuan.

©2020年12月，湖南省福彩中心组织第二届“快乐青春”杯篮球比赛，展现青年员工拼搏进取、团结向上的青春风采，增进了青年员工的凝聚力和战斗力。

© In December 2020, Hunan Welfare Lottery organized the 2<sup>nd</sup> “Happy Youth” Cup basketball competition, manifesting young employees’ youth spirit of enterprising and getting united and increasing young employees’ cohesion and combat capacity.



湖南省福彩中心组织开展第二届“快乐青春”杯篮球比赛  
Hunan Welfare Lottery organizes and holds the 2<sup>nd</sup> Happy Youth Cup basketball competition

©2020年8月，广西省福彩中心在南宁市龙腾球馆举办2020年职工之家气排球联谊赛，平衡员工工作和生活。

© In August 2020, Guangxi Welfare Lottery held the 2020 Employees’ Home Balloon Volleyball Fellowship Competition in Nanning Longteng Volleyball Gym to balance employees’ work and life.



广西省福彩中心组织开展气排球联谊比赛  
Guangxi Welfare Lottery holds the balloon volleyball fellowship competition

## ● 零售商帮扶 Support for Retailers

中福彩中心指导省级福彩中心充分利用业务费或市场调控资金探索通过阶梯式代销费和“以奖代补”“以赛促管”“以训代会”等方式，提升零售商盈利能力。

CWLIMC guides provincial branches to make full use of operating expenses or market control fund to improve retailers’ profitability through stepping marketing cost, substituting subsidies with rewards, promoting management with competitions, substituting conferences with training and other means.

### 案例 CASE

#### 中福彩中心——激发零售商活力，举办全国“双色球”销售技能擂台赛

CWLIMC stimulated retailers’ vitality through nationwide “Union Lotto” sales skill challenge

为了提升福利彩票零售商经营能力，更好地做好销售工作，筹集更多的公益金，也为了帮扶零售商，2020年4月至5月，中福彩中心举办了全国“双色球”销售技能擂台赛。

To improve welfare lottery retailers’ operating ability to do sales better and collect more public welfare funds and support retailers, CWLIMC held nationwide “Union Lotto” sales skill challenge from April to May 2020.

本次擂台赛为期4周，分为省级擂台赛和全国擂台赛，每周各省抽出5名“双色球成长之星幸运奖”，每个获奖零售商奖励1000元奖金。全国擂台赛将评选出“全国双色球百佳销售之星”和“全国双色球百佳成长之星”两个奖项，分别奖励每名零售商10000元奖金和3000元奖金。此外，本次擂台赛还将评选出300名“全国优秀专管员”，获选者将获得2000元奖金，并有机会参加“走近双色球”活动和全国擂台赛现场颁奖仪式。

The challenge lasted four weeks and was divided into provincial and national challenges. Every week, each province drew five “Union Lotto Growth Star” lucky prizes with bonus of RMB 1,000 yuan for each winner. For national challenge, two prizes, the “TOP 100 Sales Star of Union Lotto” and the “TOP 100 Growth Star of Union Lotto”, would be appraised and selected with bonus of respectively RMB 10,000 yuan and RMB 3,000 yuan for each winner. Moreover, 300 “National Outstanding Managers” would also be appraised and selected in this challenge, and each winner would win bonus of RMB 2,000 yuan as well as have the opportunity to participate in the “A Close Contact with Union Lotto” activity and site award ceremony of national challenge.



◎2020年，北京市福彩中心使用专项资金45万元为零售店采购疫情防控物资，包括口罩、消毒液、洗手液、一次性手套等，并及时发放，保证按时、无误发放到位。

◎ In 2020, Beijing Welfare Lottery spent special fund of RMB 450 thousand yuan on purchasing epidemic prevention and control materials for retailer stores, including face masks, disinfectant, sanitizer, and disposal gloves, etc. It timely distributed these materials timely and correctly.



北京市福彩中心为零售商发放防疫物资  
Beijing Welfare Lottery distributes epidemic prevention and control materials to retailers

◎安徽省福彩中心通过阶段性提高双色球代销费比例，累计向零售商发放972.17万元，发放一次性疫情补助累计958.7万元，并配发口罩、消毒液等防疫物资帮助零售商渡过难关，做好疫情防护工作。

◎ Anhui Welfare Lottery totally released RMB 9,721,700 yuan and one-time epidemic allowance of RMB 9,587,000 yuan to retailers by periodically increasing the commission fee proportion of the Union Lotto, distributed epidemic prevention and control materials like face masks and disinfectant to help retailers to get out of dilemma and prepare well for epidemic prevention and control.

◎湖南省福彩中心推出“千站结对培训帮扶”专项活动，从全省范围内精选500家优秀零售商结一对一精准帮扶500家低销量零售商，带动增加销量5288万元，同比增幅40.03%，超额完成了500家被帮扶零售商净增总销量2000万元以上的目标。全省围绕“千站结对帮扶”开展业务培训191场次，累计参训人员达4842人次。

◎ Hunan Welfare Lottery launched special activity of “Thousand Stations Pairing Training and Assistance”, carefully selecting 500 outstanding retailers from the whole province to pair with 500 retailers with low sales volume to help them. In this way, the latter’s sales increased RMB 52.88 million yuan with year-on-year growth of 40.03%, overfulfilling paired retailers’ sales task of RMB 20 million yuan. It held 191 times of business training of “Thousand Stations Pairing Training and Assistance” with 4, 842 personnel attendance.



湖南省福彩中心开展“千站结对帮扶”活动  
Hunan Welfare Lottery conducts the “Thousand Stations Pairing Training and Assistance” activity

◎贵州省福彩中心购置3800个装有口罩、酒精、消毒剂、手套等防护物品的疫情防控“温暖包”配发给零售商，供零售商防护使用和用于销售场所设施、设备及环境清洁消毒，解决零售商疫情防控物资缺乏的困难，安全推进复工复产。

◎ Guizhou Welfare Lottery purchased 3, 800 “warm bags” containing epidemic prevention and control materials like face masks, medical alcohol, disinfectant, and gloves to retailers for them to use and clean and disinfect the facilities, equipment and environment of the sales place, solving retailers’ difficulties of lacking epidemic prevention and control materials and promoting resumption of work and production safely.

# 实施 精准扶贫

## Targeted Poverty Alleviation

2020年是全面打赢脱贫攻坚战收官之年。2020年，20.6亿元中央专项彩票公益金支持贫困革命老区脱贫攻坚。中国福利彩票积极响应党中央关于打赢脱贫攻坚战的重大战略部署，认真落实民政部关于脱贫攻坚的工作要求，凝聚全国福彩人力量，多措并举，开展扶贫工作，以实际行动带动贫困地区群众脱贫致富，共筑小康生活。

2020 was the last year to comprehensively win the battle against poverty. In 2020, the Central Special Public Welfare Fund of RMB 2.06 billion yuan was used to support poverty-stricken old revolutionary base areas to complete the poverty alleviation goals and tasks. CWL actively responded to the CPC Central Committee's major strategic deployment for winning the battle against poverty and conscientiously implements the work requirements of the Ministry of Civil Affairs on poverty alleviation and gathered the strength of all CWL employees to take a number of measures to conduct poverty alleviation work and help poor areas get rid of poverty and become rich by taking physical actions for realizing a well-off life together.

## 强化扶贫管理

### Strengthening Poverty Alleviation Management

中福彩中心按照民政部要求，开展脱贫攻坚专项巡视整改工作，建立结对帮扶机制，持续加强脱贫攻坚理论学习，制定中心脱贫攻坚专项巡视整改工作方案和专项工作台账，扎实推进各项定点扶贫工作有效落实，为扶贫实践提供制度保障。

In accordance with requirements of the Ministry of Civil Affairs, CWLIMC carries out special patrolling and rectification work against poverty alleviation. It establishes pairing support mechanism, keeps strengthening theoretical study of poverty alleviation, formulates the patrolling and rectification work plan against poverty alleviation and special ledger to solidly promote effective implement of all fixed-point poverty alleviation work and providing system guarantee for poverty alleviation practice.

## 做优扶贫实践

### Optimizing Poverty Alleviation Practice

中福彩中心及各省省级福彩中心积极开展扶贫实践，通过产业扶贫、消费扶贫、教育扶贫、基础设施建设扶贫等方式，齐心协力，带动贫困地区群众脱贫摘帽，助力打赢脱贫攻坚战。

CWLIMC and provincial branches actively conducted poverty alleviation practice, helping people in poor areas get rid of poverty and win the battle against poverty through developing industries, consumption-related poverty alleviation, education-related poverty alleviation, infrastructure building-related poverty alleviation and other means.

2020年，中福彩中心开展困难群众走访慰问，帮助修缮村党员教育活动室，协调中心工会、下属公司购买扶贫茶叶10余万元；组织党员干部职工向定点扶贫地区捐款5万余元；中福彩中心投入393万元实施捐建南坪小学、南坪茶厂、莲花产业教育扶贫项目等项目，助力贫困地区实现可持续脱贫。

In 2020, CWLIMC visited people living in difficulties, helped repair party member education activity rooms in villages, coordinated with the Labor Union and its branches to buy tea for poverty alleviation with more than RMB 100,000 yuan, organized party members and cadres and employees to donate over RMB 50,000 yuan to fixed-point poverty alleviation places. It also invested RMB 3.93 million yuan to construct Nanping Primary School, Nanping Tea Factory, Lianhua Industrial Education Poverty Alleviation, and other programs to help poverty-stricken areas get rid out of poverty sustainably.

◎2020年6月，江西省福彩中心开展“走近扶贫点·助力脱贫攻坚”主题党日活动，将党建工作与脱贫攻坚相结合，为扶贫点提供5万元的福彩公益金，用于购置轮椅、按摩床、血压测试仪等医疗康复仪器，捐赠给村卫生医疗室和部分患病老年人，助力扶贫点脱贫攻坚战。

◎ In June 2020, Jiangxi Welfare Lottery conducted the party day activity themed on “Approaching Poverty Alleviation Places · Helping Poverty Alleviation”, combining the work of party building with poverty alleviation. It offered the welfare public welfare fund of RMB 50,000 yuan for purchasing medical rehabilitation devices like wheelchairs, massage couches and blood pressure testers which were donated to village clinics and some old patients to contribute to poverty alleviation.



江西省福彩中心开展“走近扶贫点·助力脱贫攻坚”主题党日活动  
Jiangxi Welfare Lottery conducts the party day activity themed on “Approaching Poverty Alleviation Places · Helping Poverty Alleviation”



◎ 广西省福彩中心贯彻落实全国两会精神以及自治区关于深入开展消费扶贫、助力打赢脱贫攻坚战决策部署，举办广西省福彩零售店代销扶贫产品专项公益活动，为物美价廉的扶贫农产品提供宣传和销售的平台，为决胜全面小康、落实“六稳六保”任务贡献福彩力量。

◎ Implementing the spirit of the two sessions and the decisions and arrangements of Guangxi's further conducting consumption-related poverty alleviation and helping poverty-stricken areas get rid of poverty, Guangxi Welfare Lottery held the special public welfare activity of poverty alleviation products in welfare lottery retailer store, which provided a publicizing and sales platform for these products with attractive price and quality and contributed its power to construct a well-off society in an all-round way and fulfill the task of ensuring stability on the six fronts and security in the six areas.



广西福彩零售店代销扶贫产品专项公益活动启动仪式  
Launching ceremony of selling poverty alleviation products in CWL retailer stores in Guangxi

◎ 广西省福彩中心赴西林县那卡村开展“一帮一联”扶贫慰问主题党日活动，累计资助西林县87万余元，分别用于贫困户家庭子女教育、危房改造、饮水工程、道路建设和养猪集体产业项目发展等；同时，还参与消费扶贫，认购贫困地区农产品，用实际行动助力西林县那卡村“拔穷根”“奔小康”。

◎ Guangxi Welfare Lottery visited Naka Village, Xilin County to conduct the party day activity themed on “Helping A Poverty-Stricken Household & Contacting A Demonstration Household Becoming Rich”. It totally invested over RMB 870,000 yuan to Xilin County for poverty-stricken family children's education, rebuilding dilapidated houses, drinking water project, road construction and development of collective industrial projects of pig raising. Meanwhile, Guangxi Welfare Lottery also participated in consumption-related poverty alleviation. It purchased agricultural products produced in poverty-stricken areas and helped Xilin County get rid of poverty and striving for a well-off life with practical actions.



广西省福彩中心赴八达县那卡社区开展扶贫慰问活动  
Guangxi Welfare Lottery visits Naka Village, Xilin County to conduct the party day activity

## 奉献 服务社区

### Volunteer Services for Communities

#### 帮扶社区发展

#### Promoting Community Development

福彩机构发展与所在社区息息相关、相互影响，良好的社区关系有助于福彩机构健康发展，而福彩机构的健康发展又能为当地创造财富、增加就业机会，带动当地社会经济发展。中国福利彩票积极履行社区责任，通过帮扶社区、开展志愿者活动等方式参与社区治理，携手共建和谐社区。

It's good for CWL's healthy development for CWL to build a close, mutually influential and good relationship with communities it belongs to. On the other hand, healthy development of CWL creates wealth for local communities and provides more job opportunities, finally driving local social and economic development. CWL actively fulfills its community responsibilities and spares no efforts to build a harmonious community through helping communities, co-conducting volunteer activities and other means.

中福彩中心倡导各省级福彩中心开展社区帮扶，走进社区开展公益宣传、慰问活动、公益活动等服务活动，从而加强与社区沟通交流，营造和谐的社区氛围。

CWLIMC advocates provincial branches to carry out community assistance, enter the community to carry out public welfare publicity, sending regards, public welfare activities and other community service activities, strengthening communication with community and creating a harmonious community atmosphere.

◎ 2020年1月，广西省福彩中心第四次携手南宁晚报社共同开展“福彩情·爱心年夜饭”活动，走进南宁市邕宁区蒲庙镇的红星社区和新兴社区，并邀请邕宁区两个社区的200名困难群众一起共享爱心大餐，活动现场还向每位困难群众赠送了一份爱心年货，给社区困难群体送去来福彩的关爱和温暖。

◎ In January 2020, Guangxi Welfare Lottery cooperated with Nanning Evening News to co-conduct the “Welfare Lottery Love·Loving New Year's Eve Dinner” for the fourth times. They visited Hongxing Community and Xinxing Community, Pumiao Town, Yongning District, Nanning and invited 200 people living in difficulties from these two communities to have dinner with love together and donated love goods for use during the Spring Festival to each of them, bringing care and warmth from CWL to those who live in difficulties.



2020年“福彩情·爱心年夜饭”活动  
2020 “Welfare Lottery Love · Loving New Year's Eve Dinner” activity

◎四川省福彩巴中分中心志愿服务队主动作为，走进白马井社区开展“关爱老人 冬日送温暖”主题志愿服务活动。

◎ The volunteer team from Sichuan Welfare Lottery acted proactively and visited Baimajing community to conduct volunteer activity themed on “Caring for the Elderly, Supporting the Elderly in Winter”.

◎2020年2月，深圳市福彩中心联合爱心企业向深圳社区工作者捐赠了口罩、卫生湿巾、抑菌洗手液、雨衣、饼干礼盒等物资，为深圳社区工作者送上关爱，助力保障守护前线抗疫社区工作者的健康与安全。

◎ In February 2020, Shenzhen Welfare Lottery donated epidemic prevention and control materials like face masks, hygiene wipes, sanitizer, raincoats and biscuit gift box to community workers in Shenzhen, caring for them and helping protect health and safety of community workers who were fighting COVID-19 in the frontline.



深圳市福彩中心向一线社区工作者捐赠防疫物资  
Shenzhen Welfare Lottery donates epidemic prevention and control materials to community workers working in the frontline

## 开展志愿服务

### Organizing Volunteer Activities

中福彩中心及各省省级福彩中心践行“奉献、友爱、互助、进步”志愿服务精神，鼓励和支持福彩员工参与志愿服务活动，传递社会温暖。

CWLIMC and provincial branches practice the spirit of “dedication, friendship, mutual assistance, and progress”, encourage and support the Welfare Lottery employees to participate in social voluntary activities, and pass on social warmth.

◎2020年9月，江苏省福彩徐州市举行“关爱老兵 致敬英雄”慰问革命功臣活动。此次慰问的对象是曾经参加抗战、抗美援朝和“两参”的革命老兵们，以感恩他们曾在国家和民族的危亡时刻义无反顾挺身而出。

◎ In September 2020, Xuzhou Welfare Lottery, Jiangsu Province, held the sending regards activity named “Caring for Veterans, Saluting to Heroes”. It visited veterans who took part in the anti-Japanese war, the war to resist U.S. aggression and aid Korea, 14 local battles and nuclear test to thank for their standing out without hesitation at the moment of national and national peril.



江苏省福彩慰问抗战老兵  
Jiangsu Welfare Lottery sends regards to anti-war veterans

◎江西省福彩中心联合省文明办、省广播电视台交通频率开展了“福彩公益行·下乡送温暖”公益活动，即在全省7个县（区）镇开展“文明赣鄱三送行动”（送服务、送文艺、送知识）活动。每场活动在当地遴选2名生活困难且具有先进事迹的道德模范人物代表，向其每人发放3000元福彩公益慰问。该活动受到社会广泛好评。

◎ Jiangxi Welfare Lottery worked together with Jiangxi Civilization Office and Jiangxi Radio and Television Station to hold the public welfare activity named “Welfare Lottery Public Welfare Trip · Bringing Warmth to Villages” and conduct “Three Sendings for A Civilized Jiangxi” (sending services, sending art and entertainment and sending knowledge) in seven counties (districts) and towns. For each activity, they would select two moral models having made achievements but living in difficulties and donate public welfare fund of RMB 3,000 yuan to each person. This activity was widely praised by the society.





江西省福彩中心组织开展“福彩公益行·下乡送温暖”公益活动  
Jiangxi Welfare Lottery organized and conducted the public welfare activity named “Welfare Lottery Public Welfare Trip · Bringing Warmth to Villages”

◎湖南省福彩中心携手湖南省直机关文明办、湖南财信基金会联合开展“微光大义·致敬白衣天使”志愿服务活动，以志愿服务的形式走访慰问湖南省援鄂医护人员及家属，为奋战在抗疫前线的白衣天使们加油鼓劲。

◎ Hunan Welfare Lottery worked with the Civilization Office of provincial organs and Hunan Caixin Public Welfare Foundation to conduct the volunteer service activity named “Little Strength Making Righteousness · Saluting to Doctors and Nurses”. They visited and sent regards to doctors and nurses who supported Hubei as well as their relatives in the form of volunteer services to encourage those who were fighting COVID-19 epidemic in the frontline.



湖南省福彩中心慰问抗疫一线青年医务人员  
Hunan Welfare Lottery sends regards to young doctors and nurses who are fighting COVID-19 epidemic in the frontline

◎2020年11月，广西省福彩中心携手广西星播影视传媒集团、南宁广播电视台在百色市西林县八达镇周帮村中心小学举行“福彩音乐课·和你在一起”山区小学公益活动，为孩子们捐赠音乐乐器、文具用品、书包、学生牛奶等慰问物资，让孩子们在刻苦学习知识的同时，能有更广泛的课外活动，让音乐的种子在他们心中萌芽。

◎ In November 2020, Guangxi Welfare Lottery worked with Guangxi Xingbo Film Media Group Co., Ltd. and Nanning Radio and Television Station visited Zhoubang Central Primary School in Bada Town, Xilin County, Baise and held the public welfare activity named “Welfare Lottery Music Class · Being with You”. They donated musical instrument, stationaries, schoolbags, student milk and other materials, bringing students colorful extracurricular activities for their hard study and growing music seeds in their heart.



广西省福彩中心组织开展“福彩音乐课·和你在一起”公益活动  
Guangxi Welfare Lottery organizes and conducts the public welfare activity named “Welfare Lottery Music Class · Being with You”

◎2020年1月，云南省福彩中心在迪庆儿童福利院开展“冬日送温暖”活动，为儿童福利院送去价值3万元的大米、抽纸等生活物资，让孩子们感受来自社会的温暖与关爱。

◎ In January 2020, Yunan Welfare Lottery conducted the activity themed on “Sending Warmth in Winter” in Diqing Children Welfare Home. It donated rice, tissue and other living materials worthing RMB 30,000 yuan and made children feel they were loved and cared by the society.



云南省福彩中心组织开展“冬日送温暖”活动  
Yunnan Welfare Lottery organizes and conducts the activity themed on “Sending Warmth in Winter”

# 践行 绿色发展

## Practicing Green Development

### 开展绿色生产 Green Production

绿色是永续发展的必要条件和人民对美好生活追求的重要体现。中国福利彩票秉承“绿水青山就是金山银山”的理念，通过实施绿色生产、绿色运营，参加环保公益活动等措施，保护生态环境，为建设美丽中国贡献福彩力量。

Environmental protection is one of essential conditions for sustainable development and an important manifestation of the people's pursuit of a better life. CWL adheres to the principle of "Lucid Waters and Lush Mountains Are Invaluable Assets", contributing its power to protect ecological environment and build a beautiful China by taking measures like participating into environmental protection public welfare activities.

中福彩中心及各省级福彩中心落实生产者责任延伸制度，推进印刷生产绿色化，从源头防治污染，减少污染物排放，为购彩者提供资源节约、环境友好的游戏产品。中福彩中心从2017年起，逐步采用FSC认证纸张印制即开票。

CWLIMC and provincial branches implement the extended producer responsibility system, promote green printing, prevent and control pollution, reduce pollutant emissions and provide players resource-saving and environment-friendly gaming products. CWLIMC has been gradually using FSC certified paper to print instant tickets.

### 实施绿色运营 Green Operation

中福彩中心积极推动省级福彩中心落实废票尾票回收工作，促进资源循环利用；倡导绿色节能办公，严格执行节水、节电及空调使用有关规定，通过使用电子化办公系统、开展线上会议等措施，引导员工树立环境保护、节能减排的意识。

CWLIMC actively promotes provincial branches to implement the recovery of invalidated and stock tickets, facilitating resource recycling and utilization. They advocate green office and strictly implement regulations on water and electricity saving and air conditioning and use electronic office system, online conferences and other measures to guide employees to establish the awareness of environmental protection and energy conservation.

◎2020年，河北省福彩中心在现有即开票管理系统中开发了“换票”功能，将零售商库存的即将停销的即开票更换成畅销品种。

◎In 2020, Hebei Welfare Lottery developed the "ticket changing" function in the instant game management system, changing retailers' stocked instant games going to be stopped selling to popular ones.

◎湖北省福彩中心根据中福彩中心通知精神，平稳有序开展尾票销毁工作，减轻了全省库存压力，并加快即开票周转及退市效率，全年共销毁874.12万张，合计4799.22万元的即开票。

◎According to CWLIMC's notice, Hubei Welfare Lottery carried out the destroy of stock tickets in a stable and orderly manner, relieving storage stress of the whole province and raising the efficiency of turnover and delisting of instant tickets. In 2020, it totally destroyed 8.7412 million pieces of instant tickets with the total value of RMB 47,992,200 yuan.

◎重庆市福彩中心充分发挥在“守护绿水青山、建设美丽中国”中的示范引领作用，开展节能宣传周活动，引导干部职工养成绿色低碳的生活和工作方式，增强干部职工环保意识。

◎Chongqing Welfare Lottery gave full play to its demonstration and leading role in "Protecting Lucid Waters and Lush Mountains, Building A Beautiful China", conducted the energy saving publicity week activity, guided cadres and employees to develop green and low-carbon lifestyle and working mode and strengthened environmental protection awareness of cadres and employees.



重庆市福彩中心开展绿色宣传周活动  
Chongqing Welfare Lottery conducts the energy saving publicity week activity



## 参与环保公益

### Participating in Environmental Protection-related Public Welfare Activities

中福彩中心及各省省级福彩中心通过多方媒体宣传，积极推广和普及环保知识，倡导社会公众关注环保；组织开展形式多样的环保公益活动，支持各类环保事业活动，助力生态文明建设，绘制公益福彩蓝图。

CWLIMC and provincial branches actively promote and popularize environmental protection knowledge through multi-media publicity, encourage the public to pay attention to environmental protection, organize various environmental protection-related public welfare activities to support various environmental protection activities and draw a blueprint for public welfare lottery.

◎北京市福彩中心积极贯彻《北京市塑料污染治理行动计划（2020—2025年）》文件精神，要求相关部门尽量不购买不可降解的一次性塑料制品；严格执行北京市垃圾分类管理条例，在办公楼各层分别设置分类垃圾桶，通过专家集中授课、知识问答、宣传栏及微信群等方式大力宣传垃圾分类知识和必要性，倡导员工绿色消费、例行节约，开展“光盘行动”促进厨余垃圾源头减量。

◎Beijing Welfare Lottery positively implemented the spirit of the “Beijing Plastic Pollution Control Action Plan (2020-2025)” and required relevant departments not to buy non-degradable disposal plastic products. It also strictly complied with the Beijing Municipal Domestic Waste Management Regulations, set up classified garbage bins on each floor of the office building, spared no effort to publicize garbage classification knowledge and its necessity through intensive teaching by experts, Q&A, publicity boards, WeChat groups and other means, advocated the concept of green consumption and practicing economy and implemented the clean plate campaign to promote source reduction of kitchen waste.



安徽省福彩中心开展“清洁家园，保护健康”志愿服务活动

Anhui Welfare Lottery to carry out "Cleaning our Home, Protecting Health" volunteer service activities

◎安徽省福彩开展“清洁家园，保护健康”志愿服务活动，有效改善社区周边的环境卫生。

◎ Anhui Welfare Lottery conducted the volunteer service activity named “Cleaning our Home, Protecting Health”, effectively improving sanitation condition around communities.

◎2020年9月16日，湖南省福彩志愿服务队联合四方坪街道四方社区，组织开展“善行福彩——为城市清洁出一份力”主题公益服务活动。

◎ On September 16, 2020, Hunan welfare volunteer team worked with Sifang Community under Sifangping Subdistrict Office to hold the public welfare service activity themed on “Good Deeds by Welfare Lottery, Contributing to A Clean City”.



湖南省福彩组织开展“善行福彩——为城市清洁出一份力”环保公益活动

Hunan Welfare Lottery organizes and conducts the environmental protection-related public welfare activity themed on “Good Deeds by Welfare Lottery, Contributing to A Clean City”



# 未来展望

## Prospects

千秋伟业，百年风华。2021年是“十四五”开局之年，是全面建设社会主义现代化国家新征程开启之年，是两个一百年的伟大历史交汇点。新发展阶段赋予新使命，中国福利彩票将坚持党建引领责任发展，立足安全合规运行，加强责任与游戏产品、渠道建设、营销宣传、购彩服务等各项业务环节的深度融合，为满足人民文化娱乐需求提供福彩优质服务；坚持关爱福彩队伍建设，携手并进，共创福彩事业辉煌；坚持“盘活存量”与“培育增量”兼顾，践行“多人少买”的购彩理念，倡导理性购彩，持续优化购彩群体结构，助力福彩健康持续发展；坚持绿色发展，低碳运营，为国家生态文明建设贡献福彩力量；坚持“扶老、助残、救孤、济困”的发行宗旨，努力筹集公益金，帮助困难群众，让公益传递温暖，爱心浇灌希望，为社会福利事业不懈奋斗，为推动共同富裕贡献力量，展现福彩大爱担当。

China has made grand achievements through the ages and is in her prime. 2021 is the first year of the Fourteenth Five-year Plan and the opening year of a new journey to fully build a modern socialist country. It marks the transition from the first centenary goal to the second centenary goal. The new journey gives us a new mission. CWL will insist on responsible development led by party building, rely on safe compliance operation, strengthen in-depth integration of responsibility and all business sections like gaming products, channel construction, marketing and publicity and lottery services to meet people's cultural entertainment needs and provide quality services. It will also persist in caring for welfare lottery team building and working hand in hand to create a bright future and make great achievements. Moreover, it will tap the full potential of existing resources and foster increment, practice the

lottery play concept of "reasonable involvement by more people", advocate rational involvement, keep optimizing payer group structure and facilitate CWL's healthy and sustainable development. CWL will also insist on green development, low-carbon operation to contribute to national ecological civilization construction and uphold the issuing gist of "supporting the elderly, assisting the disabled, helping the orphans and relieving the have-nots" to raise public welfare funds, help people living in difficulties, pass on warmth through public welfare, cultivate hope with love, constantly strive for social welfare undertakings, make contribution to promote common wealth and show CWL's great charity and responsibility sense of taking heavy load.

征途漫漫，唯有奋斗。中国福利彩票将更加紧密地团结在以习近平同志为核心的党中央周围，进一步增强“四个意识”、坚定“四个自信”、做到“两个维护”，牢记初心使命，忠诚履职尽责，撸起袖子加油干，努力干成一番新事业，干出一片新天地，共同奋斗出灿烂明天，让福彩善与爱的事业更加红红火火，为人民的美好生活增福添彩。

China is marching on the long development journey, and striving is the only way. CWL will unite more closely to the CPC Central Committee with Comrade Xi Jinping as the core, further enhance "four consciousness", firm up "four confidences", and practices "two maintenances", to stay true to our original aspiration. CWL will perform its duties and work hard to make great achievements, forge ahead, strive together to get a bright future, develop the undertakings carrying CWL's kindness and love well and enhance people's life.



# 附录

## Appendixes

关键绩效表

指标	单位	2018年	2019年	2020年
守法合规人均培训时间	小时	20.24	18.83	17.71
反腐倡廉人均培训投入	元	0.08	0.82	0.90
反腐倡廉人均培训时间	小时	10.29	11.22	10.43
彩票销售额	亿元	2245.56	1912.38	1444.88
公益金筹集金额	亿元	643.59	557.28	444.55
经济合同履约率	%	100.00	100.00	100.00
购彩者投诉解决率	%	99.86	99.87	99.76
劳动合同签订率	%	100.00	100.00	100.00
参加工会的员工比例	%	98.84	98.34	98.23
社会保险覆盖率	%	99.88	99.93	99.67
女性管理者比例（部门领导及以上）	%	27.78	27.73	28.62
少数民族或其他种族员工比例	%	8.08	7.88	7.90
残疾人雇佣率	%	0.60	0.54	0.61
体检及健康档案覆盖率	%	98.74	98.99	99.35
接受培训员工人数占员工总数的比例	%	87.69	90.02	86.91
员工人均培训时间	小时	22.09	21.20	17.62
员工人均培训费用	元	1398.42	1505.72	684.10

Key Performance Indicators

Indicator	Unit	2018	2019	2020
Per capita time of compliance training	hour	20.24	18.83	17.71
Per capita inputs into anti-corruption training	RMB yuan	0.08	0.82	0.90
Per capita time of anti-corruption training	hour	10.29	11.22	10.43
Lottery sales	RMB 100 billion yuan	2245.56	1912.38	1444.88
Amounts raised for public welfare fund	RMB 100 billion yuan	643.59	557.28	444.55
Economic contract fulfillment rate	%	100.00	100.00	100.00
Player complaint solving rate	%	99.86	99.87	99.76
Labor contract signing rate	%	100.00	100.00	100.00
Proportion of employees joining the trade union	%	98.84	98.34	98.23
Social insurance coverage rate	%	99.88	99.93	99.67
Proportion of female management (department leader and above)	%	27.78	27.73	28.62
Percentage of employees from minorities or other races	%	8.08	7.88	7.90
Hiring rate of the disabled	%	0.60	0.54	0.61
Coverage rate of physical examination and health files	%	98.74	98.99	99.35
Proportion of trained staff in all staff	%	87.69	90.02	86.91
Per capita staff training time	hour	22.09	21.20	17.62
Per capita staff training costs	RMB yuan	1398.42	1505.72	684.10

指标索引

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评级报告  
Rating Report

《中国福利彩票 2020 社会责任报告》评级报告

受中国福利彩票发行管理中心委托，“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《中国福利彩票 2020 社会责任报告》（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（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审评级报告。

三、评级结论

过程性 (★★★★★)

机构营销宣传部牵头成立报告编制小组，中心副主任担任社会责任工作指导委员会组长，把控报告整体方向及关键节点，关键部门负责资料提报并审核相关内容；将报告定位为披露社会责任信息、促进社会责任管理、强化利益相关方沟通、树立积极形象的重要工具，功能价值定位明确；结合国家宏观政策、国际国内社会责任标准、行业对标分析、机构重大事项、利益相关方调查等识别实质性议题；积极推动省级福彩中心编制发布社会责任报告，促进社会责任工作纵向融合；计划通过专项发布会发布报告，并将以电子版、印刷品、H5 版等形式呈现报告，过程性表现卓越。

实质性 (★★★★★)

《报告》系统披露了守法合规运营、强化风险管理、保障技术安全、加强渠道管理、倡导理性购彩、提供优质服务、公益金管理及使用、队伍成长、绿色运营等所在行业关键性议题，实质性表现卓越。

完整性 (★★★★☆)

《报告》主体内容从“上篇‘立责于心，牢铸发展根基’”“中篇‘履责于行，从严格守己任’”“下篇‘尽责于民，共创美好生活’”等角度系统披露了所在行业核心指标的 80.83%，完整性表现领先。

平衡性 (★★★★)

《报告》披露了“彩票资金使用不规范受到审计或巡视通报情况”“处理投诉工单”“因客服人员工作态度、工作能力引发的投诉”等负面数据，并简述利用福利彩票进行跨境网络赌博案件的排查及整改情况，具有优秀的平衡性表现。

可比性 (★★★)

《报告》披露了“彩票销售额”“公益金筹集金额”“守法合规人均培训时间”“劳动合同签订率”“员工人均培训费用”等 17 个指标连续 3 年的对比数据，可比性表现有待提升。

可读性 (★★★★★)

《报告》分为上、中、下三个篇章，从立责于心、履责于行、尽责于民三个角度全面展现企业在关键议题下的履责行动与成效，诠释了企业对履行社会责任的深刻理解；章节跨页以全景实图展现特色履责场景，嵌入叙述性引言及关键议题，提纲挈领，提升了报告的易读性；多处嵌入二维码延伸解读报告内容，强化了报告的传播效果和沟通价值，具有卓越的可读性表现。

创新性 (★★★★★)

《报告》开篇设置“逆风而行，齐力共克时艰—福彩抗疫大事记”“公平公正，确保公开透明—记阳光福彩建设”两大责任专题，聚焦机构在疫情防控、透明运营方面的行动与成效，彰显了国家公益彩票的责任担当；各章积极回应联合国可持续发展目标（SDGs），展现了报告的与时俱进和价值追求；编制《中国福利彩票社会责任报告指标体系》，从责任管理、组织治理、发行责任、非理性购彩、员工责任、政府责任、行业责任、环境责任等维度构建具体指标，增强信息披露的规范性；首次参与第三方报告评级，推动提升报告管理水平，创新性表现卓越。

综合评级 (★★★★☆)

经评级小组评价，《中国福利彩票 2020 社会责任报告》为四星半级，是一份领先的企业社会责任报告。

四、改进建议

- 1. 增加行业核心指标的披露，进一步提高报告的完整性；
- 2. 增加企业历史关键绩效数据的披露，提高报告的可比性。

量冲

评级专家委员会副主席

张真

评级小组组长

魏唐丽

评级小组专家

出具时间：2021年7月20日



扫码查看企业评级档案

关于本报告

About this Report

本部分主要介绍报告信息说明、报告边界、报告体系、联系方式等基本信息。

This section introduces the report instructions, reporting timespan, reporting system, contact information and other basic information.

报告承诺 Reporting Promises

中福彩中心承诺本报告内容不存在任何虚假记载、误导性陈述或重大遗漏，并对其内容真实性、准确性和完整性负责。

CWLIMC promises that this report does not contain any false record, misleading statement or major omissions, and is liable for the truthfulness, accuracy and integrity of these contents.

报告范围 Time Frame

本报告的时间跨度为2020年1月1日至2020年12月31日，部分内容超出此范围。

The time frame for the Report is from January 1, 2020 to October 31, 2020. Some contents will go beyond the above time frame.

发布周期 Releasing Cycle

中国福利彩票社会责任报告为年度报告，报告中未作特殊说明的信息均为2020年度我们的社会责任业绩。

The Social Responsibility Report of CWL is an annual report; unless otherwise specified, all information herein relates to its social responsibility performance in 2020.

编写标准Compilation Standards

本报告撰写参照中国社会科学院《中国企业社会责任报告指南（CASS-CSR4.0）》，全球报告倡议组织（Global Reporting Initiative, GRI）可持续发展报告指南（G4），世界彩票协会（World Lottery Association, WLA）《责任彩票框架》（Responsible Gaming Framework, RGF）以及《社会责任报告编写指南》（GB/T 36001-2015）国家标准。其各项指标在本报告中的披露情况可参见报告指标索引。

The Report refers to the Guideline on *Chinese Enterprises' Preparation of Corporate Social Responsibility Report* (CASS-CSR4.0) released by Research Center of Corporate Social Responsibility under Department of Economics of Chinese Academy of Social Sciences, Sustainability Reporting Guidelines (G4) released by Global Reporting Initiative (GRI), the *Responsible Gaming Framework* (RGF) issued by the World Lottery Association (WLA), and China's national standard *Social Responsibility Report Compilation Guideline* (GB/T 36001-2015). The disclosure of other indicators can be seen in the Indicator Index of the Report.

组织范围 Organization Scope

报告覆盖中国福利彩票发行管理中心，各省、自治区和直辖市福利彩票管理中心以及地级市福利彩票管理中心。

The Report covers CWLIMC, provincial, autonomous-region, municipality and municipal welfare lottery management centers.

为便于表达，材料的表述会包括“中国福利彩票”、“福彩”、“中国福利彩票发行管理中心”（简称“中福彩中心”）、“省、自治区、直辖市福利彩票发行中心”（简称“省（区、市）福彩中心”）、“中心”、“我们”等称谓。

For simplicity, “China Welfare Lottery (CWL)”, “China Welfare Lottery Issuance Management Center (CWLIMC)”, “Provincial, Autonomous-region and Municipal Welfare Lottery Issuance Center (hereinafter referred to as “Provincial (Autonomous-region and Municipal) Branches”, “the Center” and “we” are used in this Report.

数据说明 Data Source

本报告所有数据均来自中国福利彩票相关统计报告和正式文件。中国福利彩票发行管理中心保证本报告中相关数据的真实性和客观性。

All data herein come from CWL's statistical reports and normative documents. CWLIMC is responsible for guaranteeing the truthfulness and objectivity of data herein.

延伸阅读 Further Reading

欲读中国福利彩票社会责任报告在线版，请访问中国福利彩票发行管理中心官方网站（http://www.cwl.gov.cn）《2020年中国福利彩票社会责任报告》。

For electronic version of the Social Responsibility Report of CWL, please pay a visit to the official website of CWLIMC (http://www.cwl.gov.cn) for the *2020 Social Responsibility Report of China Welfare Lottery*.



意见反馈

亲爱的读者：

您好！

非常感谢您在百忙之中阅读《2020年中国福利彩票社会责任报告》。本报告是中国福利彩票发行管理中心向社会公开发布的第八份社会责任报告，本问卷旨在了解您对报告的看法和感受，以便我们持续改进中国福利彩票的社会责任工作。

报告编写组

2021年7月

针对下列问题，根据您的选择分为：

5—非常认可；4—比较认可；3—一般；2—不太认可；1—很不认可。分数越高代表认可程度越强，依次类推。

题目	5	4	3	2	1
1.您对本报告的总体评价					
2.您认为本报告能否反映中国福利彩票对经济和社会的重大影响					
3.您认为中国福利彩票在彩票发行管理方面的工作效果					
4.您对本报告所披露信息的准确性及完整度的评价					
5.您对本报告的版式与设计的评价					
6.您对中国福利彩票履行社会责任和编制社会责任报告的意见与建议					

衷心感谢您抽出宝贵时间填写本问卷！您可以直接扫描下方二维码在线填写问卷。



您还可以选择将填写好的问卷扫描或拍照发送邮件至caoyy@cwl.gov.cn。我们将充分考虑您的意见与建议，并承诺妥善保护您的上述信息不被第三方获取。

我们希望通过发布社会责任报告，加强沟通，增进合作，共同推进中国福利事业的可持续发展。

Feedback

Dear Readers,

Hello!

Great thanks for taking the time to read the 2020 Social Responsibility Report of China Welfare Lottery. This is the 8th social responsibility report to the public of CWLIMC. This questionnaire is designed to collect your feedback about this report for the better fulfillment of social responsibility by CWL.

The Report Compilation Team

July 2021

For the following items,5 refers to “strongly positive” ;4 refers to “quite positive” ;3 refers to “acceptable” ;2 refers to “not so positive” ;and 1 refers to “strongly negative” .

Topic	5	4	3	2	1
1. What is your overall evaluation of this Report?					
2. Do you think this Report can reflect the significant influence of China Welfare Lottery on the economy and society?					
3. What do you think of the performance of China Welfare Lottery in its issuance and management?					
4. What do you think of the accuracy and integrity of this Report?					
5. What do you think of the layout and design of this Report?					
6. What are your opinions and suggestions about the social responsibility performance of China Welfare Lottery and on this Report?					

Thanks again for taking time to fill in the questionnaire! We kindly request you to scan the QR code below and leave such information:

You can also send the scanned or photocopied questionnaire you have finished to the email caoyy@cwl.gov.cn. We will deliberate on your suggestions and protect your personal information from any third party.

It is our sincere hope that through the release of social responsibility reports, we could enhance communication and cooperation for the sustainable development of China’s welfare undertakings.







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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:创想云 CREATIVITY CLOUD



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