



中国福利彩票发行管理中心

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社会责任报告



责任驱动，共享美好生活

Driven by Sense of Responsibility
CWL Aimed for a Good Life Shared by All



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卷首语

PREFACE

2019 年是新中国成立 70 周年，是实现第一个百年奋斗目标的关键之年。中国福利彩票全面贯彻落实党的十九大精神，深入学习贯彻落实习近平总书记重要批示精神，以政治建设为统领，落实“创新、协调、绿色、开放、共享”新发展理念，践行“扶老、助残、救孤、济困”的发行宗旨，按照“防风险、抓创新、促改革、塑形象、强能力”的年度工作思路，高质量完成全年各项工作任务，业绩再创新高。2019 年中国福利彩票发行销售额达 1912.38 亿元，筹集彩票公益金（不含弃奖）557.28 亿元，为近 5 年之最。

这一年，中国福利彩票坚持责任引领，筑牢发展根基。以党建引领责任发展，在全国福彩系统开展“不忘初心 牢记使命”主题教育活动，强化党风廉政建设；构建责任彩票体系，促进责任彩票融入业务运营，并于 2019 年 7 月通过世界彩票协会“责任彩票”三级认证；持续加强法治建设，开展合规运营；努力推动行业发展，开展彩票理论与国际交流，提升中国彩票国际影响力，推动中国福利彩票高质量发展。

这一年，中国福利彩票坚持诚信经营，打造优质服务。将快乐、健康、安全的理念融入游戏机理和玩法设计中，加强游戏风险防控，构建绿色多元的游戏产品体系；不断加强渠道管理，优化渠道布局，规范零售店形象建设；倡导“寓募于乐、多人少买、量力而行、理性投注”的购彩理念，不断创新营销模式，开展责任宣传；持续优化购彩者环境，畅通购彩者沟通渠道，创新购彩者兑奖方式，为购彩者提供便捷、优质的服务。

这一年，中国福利彩票坚持阳光运行，驱动健康发展。坚持“安全运行、健康发展”的工作方针，在资金安全、网络安全、舆情预警、开奖安全、安全生产等方面强化管理，保障各项工作安全运行；开展透明运营，通过举办“走近双色球”“走近刮刮乐”“公众开放日”等活动，接受社会公众监督，积极与利益相关方沟通交流；加强队伍建设，组织开展丰富的文体活动，强化队伍责任意识；践行绿色运营，在绿色采购、绿色办公、绿色印刷、废票尾票回收等方面，多措并举，保护生态环境，保障中国福利彩票健康可持续发展。

这一年，中国福利彩票坚持公益使命，践行扶助初心。全国福彩系统秉持公益、阳光、责任的经营理念，以“扶老、助残、救孤、济困”为宗旨，通过彩票公益金支持社会公益事业，开展社区帮扶，举办志愿服务、环保公益等活动，全心全意让老年人活出精彩，帮残障人士解忧，给孤弃儿童提供温暖，做困难群体追梦路上的灯火，为建设和谐、美好社会作出积极贡献。

2020 年是“十三五”规划收官之年，也是全面建成小康社会决胜之年。站在“两个一百年”奋斗目标的历史交汇点，中国福利彩票将继续以习近平新时代中国特色社会主义思想为指引，增强“四个意识”、坚定“四个自信”、做到“两个维护”，以更加铿锵的改革创新步伐，为筹集更多公益金，惠及更多困难、弱势群体砥砺前行。

2019 marked the 70th anniversary of the New China, as well as a key year to accomplish the first centenary goal. China Welfare Lottery (CWL) fully implemented the spirit of the 19th National Congress of the Communist Party of China, and extensively understood and followed the spirit of General Secretary Xi Jinping's important instructions. Giving priority to political construction, CWL implemented the new development ideas of "innovation, coordination, greenness, openness and sharing", upheld the issuing gist of "supporting the elderly, assisting the disabled, helping the orphans and relieving the have-nots", and finished the whole-year tasks efficiently and effectively in accordance with the work ideas of "preventing risks, boosting innovations, promoting reforms, shaping image and strengthening capabilities", achieving a record high. In 2019, CWL issued and sold a total of RMB 191.238 billion yuan of lotteries, and raised RMB 55.728 billion yuan of public welfare fund (excluding the abandoned lotteries), with the greatest annual increase in the past 5 years.

This year, CWL insisted in consolidating the development base driven by sense of responsibility. CWL ushered in responsible development by giving priority to party construction, and organized nationwide themed education activities of "stay true to our original aspiration and keep our mission firmly in mind" to strengthen the construction of a clean and honest administration; by building a responsible gaming system and promoting the integration of responsible gaming into daily business operations, CWL passed the Level-3 certification of Responsible Gaming by World Lottery Association in July 2019; moreover, CWL continued to reinforce the construction of rule of law, conducted compliant operations, strove to promote the development of the lottery industry, engaged in lottery theory research and international exchanges, enhanced its international influence and promoted the high-quality development of CWL.

This year, CWL insisted in operating in good faith and building quality services. CWL integrated the responsible ideas of "happiness, health and safety" into game mechanisms and the design of playing methods, strengthened risk control of games, constructed a green and diverse green product system; constantly consolidated channel management, optimized channel layout and standardized the image construction of lottery outlets; advocated the playing idea of "winning prize while devoting your love, and advocating reasonable involvement by more people", constantly innovated marketing modes and engaged in responsible propaganda; constantly optimized the player environment, promoted smoother communication channels for players, and innovated the prize payment methods, offering convenient and premium services for players.

This year, CWL insisted in operating with a transparent mechanism and driving its own healthy development. Upholding the working policy of "safe operation, healthy development", CWL strengthened the management in capital security, network security, early warning of public opinion, lottery drawing security and safe production, and guaranteed safe operations of all work; it also engaged in transparent operations, received public supervision through the activities like "A Close Contact with Union Lotto", "A Close Contact with Guaguale" and "Public Visit Day", and actively communicated with stakeholders; CWL also strengthened team building, organized rich cultural activities, stepped up its team's sense of responsibility, practiced green operations, and implemented multiple initiatives in green procurement, green office, green printing and recycling invalidated and stock tickets, thus protecting ecological environment and guaranteeing the healthy and sustainable development of CWL.

This year, CWL insisted in upholding the mission for public good and staying true to the original aspiration of alleviating poverty. CWL adhered to the core ideas of "transparent, responsible and public good-oriented" and the gist of "Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots", supported the cause of public welfare through public welfare fund, provided community assistance and held public good activities related to volunteer service and environmental protection, helped the elder to live to the full, got the disabled out of trouble, and provided warmth to orphans and outcasts, serving as the lighthouse for those in need, and making positive contributions to the construction of a harmonious society.

2020 would witness the completion of the "Thirteenth Five-Year Plan", as well as a decisive year in building a moderately prosperous society. At the critical moment of transition from the first centenary goal to the second centenary goal, CWL will continue to enhance "four consciousness" (to maintain political integrity, think in terms of the big picture, follow the leadership core, and keep in alignment with the central Party leadership) and "four confidence" (to have full confidence in the path, theory, system, and culture of socialism with Chinese characteristics), and practice "two maintenance" (to resolutely maintain the core status of General Secretary Xi Jinping in the Party Central Committee and the Communist Party of China, and resolutely maintain the authoritative and centralized leadership of the Party Central Committee), so as to raise more public welfare fund through more reforms and innovations and benefit more disadvantaged groups in a difficult situation.

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”	For the people: 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	For the country: 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	For public good: 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, regu-lations and polices, 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 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 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)

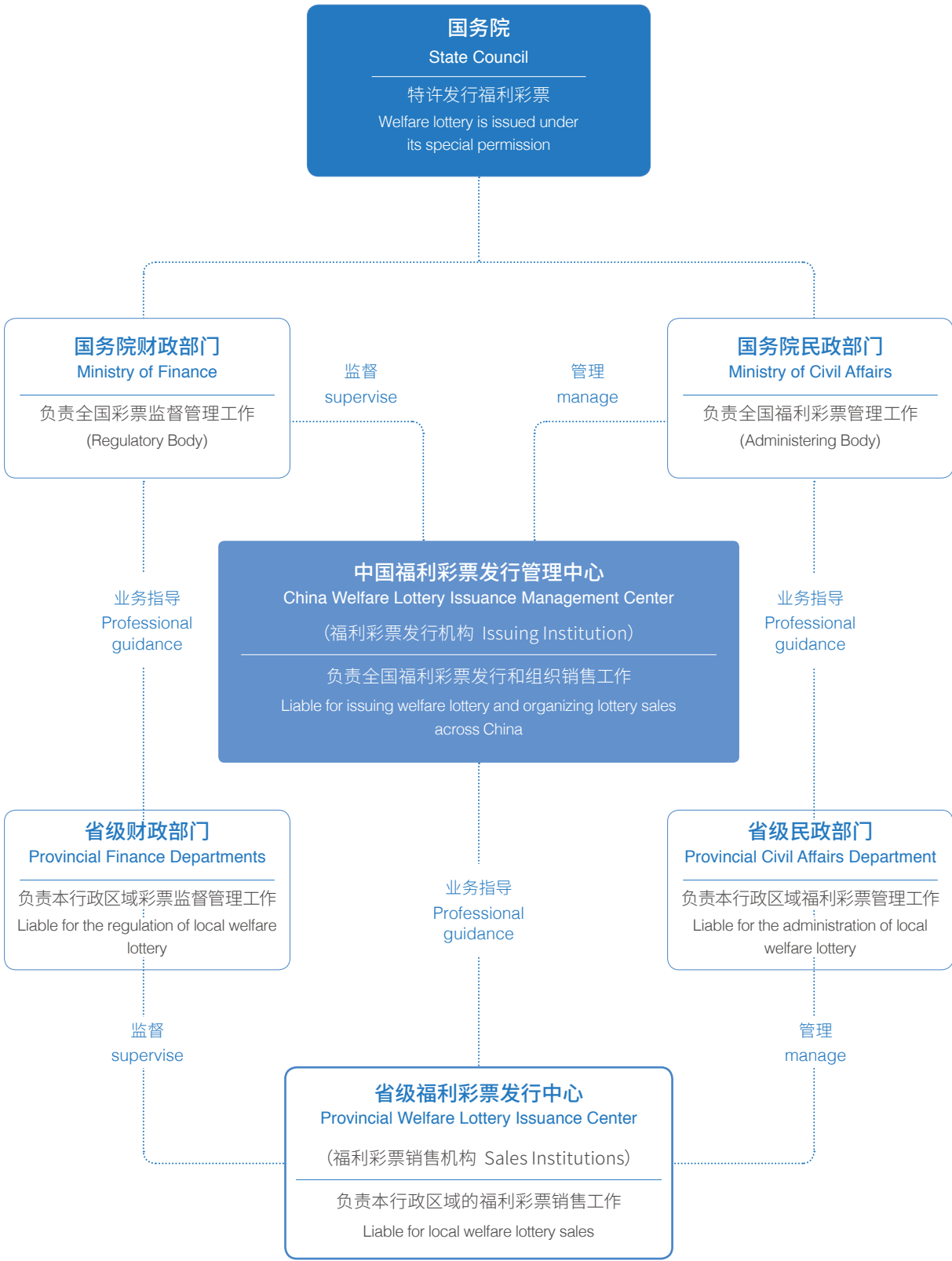
中国福利彩票发行管理中心（以下简称“中福彩中心”）是中国福利彩票的发行机构，按照统一发行、统一管理、统一标准的原则，负责全国福利彩票的发行和组织销售工作。

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

中国福彩 为祖国发展添福添彩

为庆祝新中国成立 70 周年，2019 年 5 月—9 月，中福彩中心举办了以“福彩，为祖国发展添福增彩”为主题的即开票手工艺品大赛。

In celebration of the 70th anniversary of the New China, from May 2019 to September 2019, CWLIMC held an instant ticket artifact competition themed as “CWL Contributes to the Development of the Chinese nation”.

本届大赛受到了全国福彩从业者以及福彩即开票爱好者的广泛关注和支持，历时半年有余，经过行动策划、作品制作与征集、作品选拔、网络及现场评选等层层关卡，共计收集到 116 件平面作品，从中评选出 70 件作品入围决赛。最终，由专家评委从作品的主题寓意、造型创意、制作工艺等方面进行综合考量与专业分析，甄选出本届即开票手工艺品大赛的一等奖、二等奖、三等奖和优秀奖。

The competition aroused wide attention and support of national and provincial branches welfare lottery practitioners and instant welfare lottery lovers. During about half a year, through operations planning, production, collection and selection of works, and online and on-the-spot selection, a total of 116 graphic works were received, among which 70 ones were eligible for the finals. At last, the works winning first prizes, second prizes, third prizes and excellence prizes were finalized by the judges in terms of theme, modeling creativity and manufacturing processes.

本届“福彩，为祖国发展添福增彩”即开票手工艺品大赛以献礼新中国成立 70 周年为核心，紧扣爱国主题，体现创新精神，展现时代风采，进一步弘扬福彩“公益、慈善、健康、快乐、创新”的福彩文化，倡导公益环保理念；同时也对弘扬即开票文化，提升即开票品牌形象，展现当代福彩人风采产生了深远影响。

The instant ticket artifact competition of “CWL Contributes to the Development of the Chinese nation” was organized in the celebration of the 70th anniversary of the New China, which focused on patriotism, revealed creativity, showcased the unique style of the era, further carried forward the welfare lottery culture of “Public Good, Welfare, Health, Happiness, Innovation”, and advocated the idea of environmental protection; meanwhile, it also profoundly affected the carrying-forward of instant ticket culture, the enhancement of instant brand image and the display of the demeanor of modern CWL staff.

CWL CONTRIBUTES TO THE DEVELOPMENT OF THE CHINESE NATION

部分获奖作品欣赏

Some Winning Works



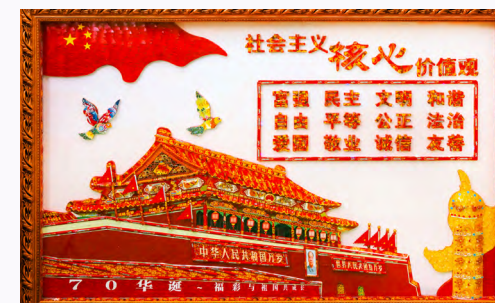
一等奖《盛世中华颂》
First Prize: Praising the Grand China



一等奖《九福彩莲》
First Prize: Nine Fishes under the Lotus



二等奖《闪耀 70》
Second Prize: The Shining 70th Anniversary



二等奖《中国凝聚力》
Second Prize: Cohesion of China



三等奖《北京天安门》
Third Prize: Beijing Tian'anmen Square



三等奖《中国福彩 - 初心》
Third Prize: Original Aspiration of CWL

专题二
THEME 2

精准扶贫
共赴小康生活

HEADING FOR A WELL-OFF LIFE
THROUGH TARGETED POVERTY
ALLEVIATION

2019 年是决胜全面建成小康社会关键之年，与此同时，脱贫攻坚战进入关键决胜阶段。习近平总书记在十三届全国人大二次会议指出：“现在距离 2020 年完成脱贫攻坚目标任务只有两年时间，正是最吃劲的时候，必须坚持不懈做好工作，不获全胜、决不收兵。”在新时代的脱贫攻坚大考中，全国福彩人聚力决胜同步小康。中国福利彩票坚持以习近平新时代中国特色社会主义思想为指导，认真贯彻落实精准扶贫、精准脱贫基本方略，积极开展扶贫实践，为如期打赢脱贫攻坚战贡献福彩力量。

2019 was a key year to secure a decisive victory in building a moderately prosperous society. Meanwhile, the battle against poverty has entered a critical stage. General Secretary Xi Jinping pointed out at the Second Session of the 13th National People's Congress, "it is less than two years before the completion of the poverty alleviation goals and tasks scheduled in 2020. This is the most critical moment. We have to unrelentingly get our work well-done, and achieve a decisive victory." In the new era of poverty alleviation, all CWL staff are making concerted efforts to help secure a decisive victory in building a moderately prosperous society. CWL insists in taking Xi Jinping thought on socialism with Chinese characteristics in the new era as the guide, carefully implements important strategies of targeted poverty alleviation, vigorously conducts poverty alleviation practices, and contributes its power to the battle against poverty.

2019 年，中福彩中心积极响应国家脱贫攻坚战略，助力民政部定点扶贫县遂川县、莲花县脱贫攻坚，结合当地实际，引入茶叶销售资源、援建茶叶加工厂、大力宣传推广茶叶产品，大力推动产业扶贫；采购当地农副产品，实施消费扶贫；向贫困学校捐赠文体用品，开展教育扶贫；修缮重要水利实施，改造提升当地文化设施，开展基建扶贫，让贫困户感受到实实在在的收益。安徽、河北、河南、重庆、贵州、陕西等地福利彩票销售机构，通过开展结对帮扶、对口帮扶、实施扶助项目、选派扶贫干部等方式，助力贫困地区脱贫摘帽。

In 2019, CWLIMC actively responded to national poverty alleviation strategies, facilitated the Ministry of Civil Affairs to get Suichuan County and Lianhua County out of poverty, introduced tea sales resources, assisted in building tea processing factories, extensively publicized tea products, and promoted industry-related poverty alleviation; purchased local agricultural products and implemented consumption-related poverty alleviation; donated stationery and sports goods to schools in poverty-stricken regions, and offered education-related poverty alleviation; renovated important water conservancy facilities, transformed and enhanced local cultural facilities, and offered infrastructure-related poverty alleviation, allowing poverty-stricken families to feel warmth and harvest something. Welfare lottery sales institutions in Anhui, Hebei, Henan, Chongqing, Guizhou and Shaanxi by pairing those in need with CWL, implementing relief programs and selecting and appointing poverty-alleviation cadres, thus helping them get out of poverty.

2019 年中福彩中心扶贫“成绩单”

Poverty Alleviation Achievements of CWLIMC in 2019

扶贫类别 Type	扶贫成效 Achievements
产业扶贫 On Industries	<div>开展“福彩圆梦·建设南屏茶厂”项目。根据民政部领导意见，支持遂川县汤湖镇 280 万元，援建小型茶叶加工示范工厂。</div> <div>CWLIMC conducted the “CWL Boosts Dream Achievement•Nanping Tea Factory Construction” program. According to the opinions of the leadership of the Ministry of Civil Affairs, CWLIMC donated RMB 2.8 million yuan to Tanghu Town, Suichuan County to assist in the construction of a small tea processing demonstration factory.</div>
	<div>开展“福彩圆梦·推介公益广告”项目。经协商中央电视台，调整福彩开奖节目相关内容，遂川县狗牯脑茶广告自 2019 年 7 月 22 日开始在中央二台播出，为期半年，广告折合金额约 2316 万元，为扩大狗牯脑茶影响力，助力遂川县产业脱贫发挥了重要作用，得到了遂川县委政府的一致好评。</div> <div>CWLIMC conducted the “CWL Boosts Dream Achievement•Public Welfare Advertisement Recommendation” program. After negotiating with CCTV, CWL adjusted content related with lottery drawing. Advertisement of Gougunao tea produced in Suichuan County debuted on CCTV2 on July 22, 2019, lasting half a year and with a total advertising fee of RMB 23.16 million yuan. In this way, CWL increased Gougunao tea's publicity and played an important role in assisting Suichuan County's poverty alleviation through industry, and thus received unanimous praise from the party committee of Suichuan County.</div>

扶贫类别 Type	扶贫成效 Achievements
消费扶贫 On Consumption	<ul style="list-style-type: none"> 开展“福彩圆梦·农家小货车”项目。由中国福利彩票制定印刷企业——石家庄市胶印厂出资 50 万元采购遂川、莲花两县农副产品，作为赠品赠送购彩者，深得购彩者喜爱。由于良好的促销成效，再次追加了 10 万元采购农副产品。 <p>CWLIMC carried out the “CWL Boosts Dream Achievement·Farm Pickup Truck” program. Shijiazhuang Offset Printing Factory, a printing factory nominated by CWL, funded RMB 500 thousand yuan to purchase agricultural and sideline products produced in Suichuan County and Lianhua County. CWL gifted these products to players, which was highly praised by them. Encouraged by good promotion performance, Shijiazhuang Offset Printing Factory additionally funded 100 thousand yuan to purchase these products.</p> <ul style="list-style-type: none"> 按照定点扶贫县特色农产品目录，分别于 6 月和 8 月共购买遂川和莲花县农副产品 5 万元。 <p>According to the catalogue of characteristic agricultural products of fixed-point poverty alleviation counties, CWLIMC spent RMB 50 thousand yuan on purchasing agricultural and sideline products produced in Suichuan County and Lianhua County respectively in June and August.</p>
教育扶贫 On Education	<ul style="list-style-type: none"> 11 月 11 日，向南屏村捐赠了总价值四万多元的 10 台电脑、300 多册优秀少儿读物，用于提升优化基层干部服务人民的办公条件、丰富“童伴之家”图书资料。 <p>On November 11, CWLIMC donated 10 computers and over 300 excellent children's books with a total value of 40 thousand yuan to Nanping Village to improve and optimize office conditions for grassroots cadres to serve the people and enrich books and reference materials of “Leftover Children's Home”.</p> <ul style="list-style-type: none"> 开展“福彩圆梦·改建南屏小学”项目。该项目原计划对南屏小学实施改造，由于南屏小学不属于规划保留项目，经与遂川县商定，将“改建小学”改为“设备资助”项目。 <p>CWLIMC conducted the “CWL Boosts Dream Achievement•Nanping Primary School Reconstruction” program. It planned to reconstruct Nanping Primary School originally. However, after negotiating with competent department of Suichuan Country, it turned into a “equipment support” program since Nanping Primary School was not a planned reserved program.</p>

扶贫类别 Type	扶贫成效 Achievements
基建扶贫 On Infrastructure	<ul style="list-style-type: none"> 开展“福彩圆梦·修缮龙潭水库”项目。11 月 10 日，中福彩中心为莲花县龙潭水库修缮捐赠 100 万元，保障水库下游两个行政村近 4000 名群众的生命财产安全、1700 余亩农田的灌溉用水。 <p>CWLIMC conducted the “CWL Boosts Dream Achievement·Longtan Reservoir Repair” program. On November 10, CWLIMC donated RMB 1 million yuan for Longtan reservoir repair, ensuring life and property safety of nearly 4,000 villagers of two administrative villages located at the downstream of the reservoir and irrigation water for more than 1,700 mu farmlands.</p>

安徽省福彩中心：全心帮扶，助力宋湾村脱贫攻坚

Anhui Welfare Lottery: Provide wholehearted support, boost Songwan Village poverty alleviation

案例 CASE

宋湾村是安徽省民政厅的对口扶贫点。2017 年 4 月，安徽省福彩中心李晓明自愿加入了安徽省民政厅驻颍泉区宋湾村扶贫工作队，积极承担扶贫资金使用和扶贫项目推进工作，通过开展援建老年活动中心、扶贫蔬菜大棚等扶贫项目，助力宋湾村脱贫攻坚。

Songwan Village is the pairing poverty alleviation village of the Department of Civil Affairs of Anhui Province. In April 2017, Li Xiaoming from Anhui Welfare Lottery voluntarily joined in the poverty alleviation group of the Department of Civil Affairs of Anhui Province posted in Songwan Village, Yingquan District and actively took the job of promoting poverty alleviation fund use and poverty alleviation programs. The group helped Songwan Village alleviate poverty through poverty alleviation programs such as providing assistance in constructing senior citizens activity center and vegetable greenhouses.

截至 2019 年 10 月，在宋湾村建档立卡贫困户 199 户、贫困人口 550 人中，已脱贫 190 户、523 人，贫困发生率降至 0.45%。2019 年 3 月起，李晓明被任命为安徽省民政厅驻颍泉区宋湾村扶贫工作队副队长，2019 年 5 月被评为全省民政系统先进工作者。

As of October 2019, 523 villagers from 190 families out of 550 villagers of 199 poverty-stricken families filed in Songwan Village got rid of poverty, and the poverty headcount ratio dropped down to 0.45%. Li Xiaoming was appointed as the vice team leader of the poverty alleviation group of the Department of Civil Affairs of Anhui Province posted in Songwan Village in March 2019 and was awarded as the advanced worker of the provincial civil affairs system advanced worker in May 2019.



安徽省福彩中心李晓明为村民进行帮扶指导
 Li Xiaoming from Anhui Welfare Lottery provides poverty alleviation guidance for a villager

河南省福彩中心：结对帮扶走基层，文明共建在行动

Henan Welfare Lottery: Pairing support reaching the grassroots level, joint construction of civilization in progress

案例 CASE

河南省福彩中心持续开展与河南省登封市雪沟村的“结对帮扶，文明共建”工作，以提供服务、投入资金、协商交流、资源共享等方式，支持当地精神文明建设，创新农村社会管理，助力建设文明乡村。

Henan Welfare Lottery kept conducting pairing assistance and joint construction of civilization with Xuegou Village, Dengfeng, Henan Province. It supported local spiritual civilization and innovated rural community management to assist in the construction of a civilized village through providing services, capital investment, negotiation and communication, resource sharing and other means.



河南省福彩中心慰问雪沟村

Henan Welfare Lottery visits Xuegou Village

风雨砥砺，岁月如歌，风物长宜放眼量。回望 2019 年，中国福利彩票认真贯彻党中央、国务院脱贫攻坚重大决策部署，将脱贫攻坚这一重大政治任务与各级福彩销售机构的社会责任感和光荣使命感紧密结合，始终践行福彩公益使命，因政施策，因地制宜，通过资金援助、干部扶贫、产业扶贫等多种方式助力各地贫困地区脱贫致富。展望 2020 年，习近平总书记在决战决胜脱贫攻坚座谈会上发布了脱贫攻坚总攻动员令，吹响了脱贫攻坚决战冲锋号。中国福利彩票将继续坚守公益初心，为决战脱贫攻坚、增进民生福祉贡献福彩力量。

陕西省福彩中心：建立帮扶机制，深耕产业扶贫

Shaanxi Welfare Lottery: Establish assistance system, focus on poverty alleviation by developing industries

案例 CASE

陕西省福彩中心贯彻落实陕西省民政厅关于做好“两联一包”扶贫工作的相关要求，充分发挥福彩公益金济困作用，募集国家级、省级福彩公益金 7.5 亿元，广泛用于民政领域脱贫攻坚工作。

Based on implementing relevant requirements of “Two Contacts One Support” raised by the Department of Civil Affairs of Shaanxi Province, Shaanxi Welfare Lottery gave full play to the role of public welfare funds of welfare lottery in helping the poor and collected state- and provincial-level public welfare funds of welfare lottery of RMB 0.75 billion yuan for poverty alleviation in the civil affairs field.

陕西省福彩中心定点包扶洛南县景村镇八一村，通过派出扶贫干部长期驻村、产业项目帮扶、采取效益分红、劳务就业等形式，增强八一村造血功能，实现可持续脱贫。2019 年，投入帮扶资金 171.8 万元，分别用作贫困户连翘种植入股股金，建设景村镇福彩文化广场和卫生室。自 2012 年以来，累计投入产业扶贫资金 422.86 万元，为八一村建设良种核桃种植、连翘中药材种植、惠农烟叶合作社和有机肥加工厂等产业项目，帮助八一村实现整村脱贫。

Shaanxi Welfare Lottery's pairing poverty alleviation village was Bayi Village, Jingcun Town, Luonan County. It strengthened Bayi Village's development ability and realized sustainable poverty alleviation through appointing and sending poverty alleviation cadres, support by industrial programs, benefit sharing, employment and other means. In 2009, it totally invested support fund of RMB 1.718 million yuan which was used as equity capital of planting fructus forsythia by poverty-stricken families and the funds for constructing Jingcun Town Welfare Lottery Cultural Plaza and clinic. A total of RMB 4,228,600 yuan of industrial poverty alleviation funds has been invested for Bayi Village for improved variety walnut planting, fructus forsythia planting and agriculture support tobacco leaf cooperative, the construction of organic fertilizer processing plant and other industrial programs, helping the whole Bayi Village get rid of poverty.

For better understanding, one needs to take a longer view. Look back on 2019, CWL conscientiously implemented the major decisions and plans on poverty alleviation made by the CPC Central Committee and the State Council, firmly combined the major political task of poverty alleviation with the sense of social responsibility and glorious sense of mission and always practiced the public interest mission of welfare lottery. It adopted policies and measures tailored to local conditions to help poor areas get rid of poverty and become rich through financial assistance, poverty alleviation by cadres and industry development and other means. Looking into 2020, Xi Jinping, general secretary of the Communist Party of China Central Committee, issued the mobilization order for general attack on poverty alleviation on decisive battle and decisive victory of poverty alleviation seminar, sounding the bugle call for the decisive battle against poverty charge. CWL will continue to uphold its commitment to public welfare and contribute its power to poverty alleviation and improving the well-being of the people.

责任福彩 筑牢发展根基

CONSOLIDATING DEVELOPMENT BASE BY BUILDING A RESPONSIBLE CWL

中国福利彩票因责任而生，自 1987 年诞生以来，以党建为引领，持续推动责任彩票建设；坚持合规运营，加强法治建设和监督检查；助推行业发展，加强国际交流，用责任筑牢发展根基，助力福利彩票高质量可持续发展。

CWL is born to fulfill its responsibility. Since its founding in 1987, by giving priority to party construction, CWL has been promoting the construction of responsible gaming, insisting on compliant operations and strengthening legal construction, supervision and inspection; it also promotes the development of the lottery industry, enhances international exchanges, and consolidates the development base with a strong sense of responsibility, empowering high-quality and sustainable development of welfare lottery.



SDGs 回应



党建引领

GIVING
PRIORITY
TO PARTY
CONSTRUCTION

彩票事业是党和国家的事业，是国家民生福祉的重要保障。中国福利彩票以党的十九大精神和习近平新时代中国特色社会主义思想为指引，深入学习贯彻落实习近平总书记重要批示精神，增强“四个意识”、坚定“四个自信”、做到“两个维护”，以强化“不忘初心 牢记使命”主题学习教育、支部建设、督促落实、检查考核为抓手，以高质量党建引领高质量发展，推动福彩行稳致远。

Lottery cause is also the cause of the Party and the country, as well as an important guarantee for people's livelihood and well-being. Guided by the spirit of the 19th National Congress of the Communist Party of China and Xi Jinping thought on socialism with Chinese characteristics in the new era, CWL vigorously studies and implements the spirit of General Secretary Xi Jinping's important instructions, enhances "four consciousness", firms up "four confidences", and practices "two maintenance", so as to consolidate the themed education on "Stay True to Our Original Aspiration, keeping Our Mission Firmly in Mind", lead the high-quality development by prioritizing party construction, and promote CWL to take farther at a steady pace.

抓牢政治思想建设

Firming up Political and Ideological Construction

中福彩中心深入贯彻落实习近平新时代中国特色社会主义思想，全面加强党的建设，严格组织实施“三会一课”制度，深入推进全面从严治党。通过组织开展“不忘初心 牢记使命”主题教育、脱贫攻坚理论专题学习等教育活动，举办2019年度党务干部专题培训班、贯彻学习十九届四中全会精神系列讲座等活动，引导党员干部在新时代为福彩事业履职尽责。

CWLIMC vigorously implements Xi Jinping thought on socialism with Chinese characteristics in the new era, fully strengthens party construction, strictly organizes and implements the system of "the system of holding Party branch general meetings, meetings of Party branch committees, Party group meetings and Party lectures", and advanced strict ruling over the Party in all aspects. By organizing the themed education of "Stay True to Our Original Aspiration, keeping Our Mission Firmly in Mind", CWL organized educational activities like themed education on poverty alleviation, held themed training classes for party affairs cadres in 2019, implemented and studied the spirit of the Fourth Plenary Session of the 19th Central Committee of the CPC, and led the cadres to perform their duties for the welfare lottery cause in the new era.

各省级福彩中心认真学习习近平总书记重要指示精神和党的十九届四中全会精神以及第十四次全国民政会议精神，扎实开展“不忘初心 牢记使命”主题教育活动，树牢“民政为民、民政爱民”的工作理念，强化党员干部政治思想建设。

Provincial branches carefully studied the spirit of General Secretary Xi Jinping's important instructions, the spirit of the Fourth Plenary Session of the 19th Central Committee of the CPC and the spirit of the 14th National Civil Affairs Conference, steadfastly carried out the themed education activities of "Stay True to Our Original Aspiration, keeping Our Mission Firmly in Mind", set up the working idea of "civil affairs for the people and loving the people", and strengthened the political and ideological construction of party cadres.



天津市福彩中心开展“不忘初心 牢记使命”主题教育活动

Tianjin City Welfare Lottery conducted the themed education of "Stay True to Our Original Aspiration, keeping Our Mission Firmly in Mind"



江西省福彩中心召开“不忘初心 牢记使命”主题教育工作会议

Jiangxi Welfare Lottery convened the working conference on the themed education of "Stay True to Our Original Aspiration, keeping Our Mission Firmly in Mind"



云南省福彩中心开展“不忘初心 牢记使命”主题教育活动

Yunnan Welfare Lottery carried out the themed education of "Stay True to Our Original Aspiration, keeping Our Mission Firmly in Mind"

抓好组织制度建设

Scaling up the Construction of Organization System

中福彩中心不断加强党的组织和制度建设，修订完善《中国福利彩票发行管理中心党委工作规则》《中国福利彩票发行管理中心纪委工作规则》等各项工作制度，以制度保障责任落实；推动下属单位和公司加强党的建设，强化督促检查，建立“一季度一汇报、半年一检查和年终述职”的考核机制，健全组织制度体系。

CWLIMC constantly enhances the construction of Party organizations and systems, revised and perfected the *Rules of China Welfare Lottery Issuance Management Center on the Party Committee's Work*, the *Rules of China Welfare Lottery Issuance Management Center on the Discipline Inspection Committee's Work* and other working systems, and guarantees the implementation with various systems; CWL promotes the party construction in the subordinate unites and subsidiaries, strengthens supervision and inspection, establishes the appraisal mechanism of "one report for one quarter, one inspection for every half a year, and year-end briefing", thus perfecting the organization system.

根据中央最新发布的《党政领导干部选拔任用工作条例》和民政部配套制度有关规定，结合实际工作，制定中层干部选拔聘用方案，突出选拔干部的政治标准，强化党组织领导和把关作用，加强对干部的考察核查，完善选人用人机制，为打造专业、务实、廉洁、高效的人才队伍提供坚实的保障。

In accordance with the *Working Regulations on the Selection and Appointment of Party and Government leading cadres* released by the Central Government and other supporting systems of the Ministry of Civil Affairs, in combination with actual situation, CWL develops a scheme for selecting and appointing middle-level cadres, highlights the political standards of selecting the cadres, strengthens the leadership and gatekeeper roles of party organizations, boosts the examination of cadres, and improves the mechanism of selecting and appointing cadres, building a professional, practical, clean and efficient talent team to provide solid guarantee.

抓实党风廉政建设 Reinforcing the Construction of a Clean and Honest Party and Government

中福彩中心严格落实中央八项规定精神和党风廉政建设责任制，运用监督执纪“四种形态”，及时处理有关投诉和举报，常态化开展工作纪律和工作作风专项整治工作；不断加强党员干部廉洁监督管理和廉政警示教育，通过开展纪检干部培训、强化纪检干部管理，全面强化党风廉政建设。2019年，中福彩中心修订了《中心贯彻落实中央八项规定精神的具体措施》，组织全体干部签订廉政建设责任书，并推动供应商签订廉洁服务承诺书，全年共查处3起信访举报，以实际行动建设廉洁福彩。

CWLIMC strictly implements the Party Central Committee's eight-point decisions on improving Party and government conduct and a responsibility system for the construction of a clean and honest Party and government, makes use of "four forms" of discipline supervision and enforcement, deals with complaints and reports in a timely manner, conducts normalized dedication rectification of work discipline and working style, constantly enhances the supervision and management over the integrity of Party members and integrity warning education, and fully strengthens the construction of a clean and honest Party and government by providing trainings for cadres responsible for discipline inspection and strengthening the management of these cadres. In 2019, CWLIMC revised the *Specific Measures on the Implementation of the Party Central Committee's Eight-point Decision on Improving Party and Government Conduct*, organized all cadres to sign a letter of responsibility for integrity construction, and promoted all suppliers to sign a letter of commitment for providing integrity services. 3 reports were investigated in 2019, thus building a clean and honest CWL with practical deeds.

浙江省福彩中心建立健全廉政风险防控体系，通过召开警示教育大会、观看警示专题片、邀请法律专家开展“合同管理和廉政风险防范”专题培训、开展廉政风险排查等方式，切实落实党的政治建设要求。

Zhejiang Welfare Lottery establishes and perfects the prevention and control system of integrity risks, and earnestly implements the Party's political construction requirements by convening warning education meetings, watching themed warning films, inviting legal experts to conduct themed trainings on "contract management and integrity risk prevention and control" and organizing the examination of integrity risks.



浙江省福彩中心召开2019年全省福利彩票工作暨“清廉福彩”建设视频会议
Zhejiang Welfare Lottery convened a video conference on the 2019 Zhejiang Provincial Welfare Lottery Work and "A Clean CWL"

2019年3月，宁夏回族自治区福彩中心召开党的建设及党风廉政建设会，加强对党员干部的教育培训。

In March 2019, Ningxia Hui Autonomous Region Welfare Lottery convened the conference on party construction and clean government construction, and strengthened the education and trainings on leading cadres.



宁夏回族自治区福彩中心召开2019年党的建设及党风廉政建设会
Ningxia Hui Autonomous Region Welfare Lottery convened the conference on party construction and clean government construction in 2019

责任彩票

RESPONSIBLE GAMING

责任彩票建设是中国福利彩票可持续发展的重要驱动力。作为国家公益彩票，中国福利彩票不断推进责任彩票建设工作，通过构建完善的责任彩票框架体系，为系统开展责任彩票工作提供依据；将责任彩票理念融入业务运营，把责任融合落到实处；及时公开披露对政府、合作伙伴、彩票行业、购彩者及零售商等利益相关方在经济、社会、环境等方面的履责成效，加强与利益相关方的沟通，多措并举全面提升中国福利彩票责任彩票建设水平。

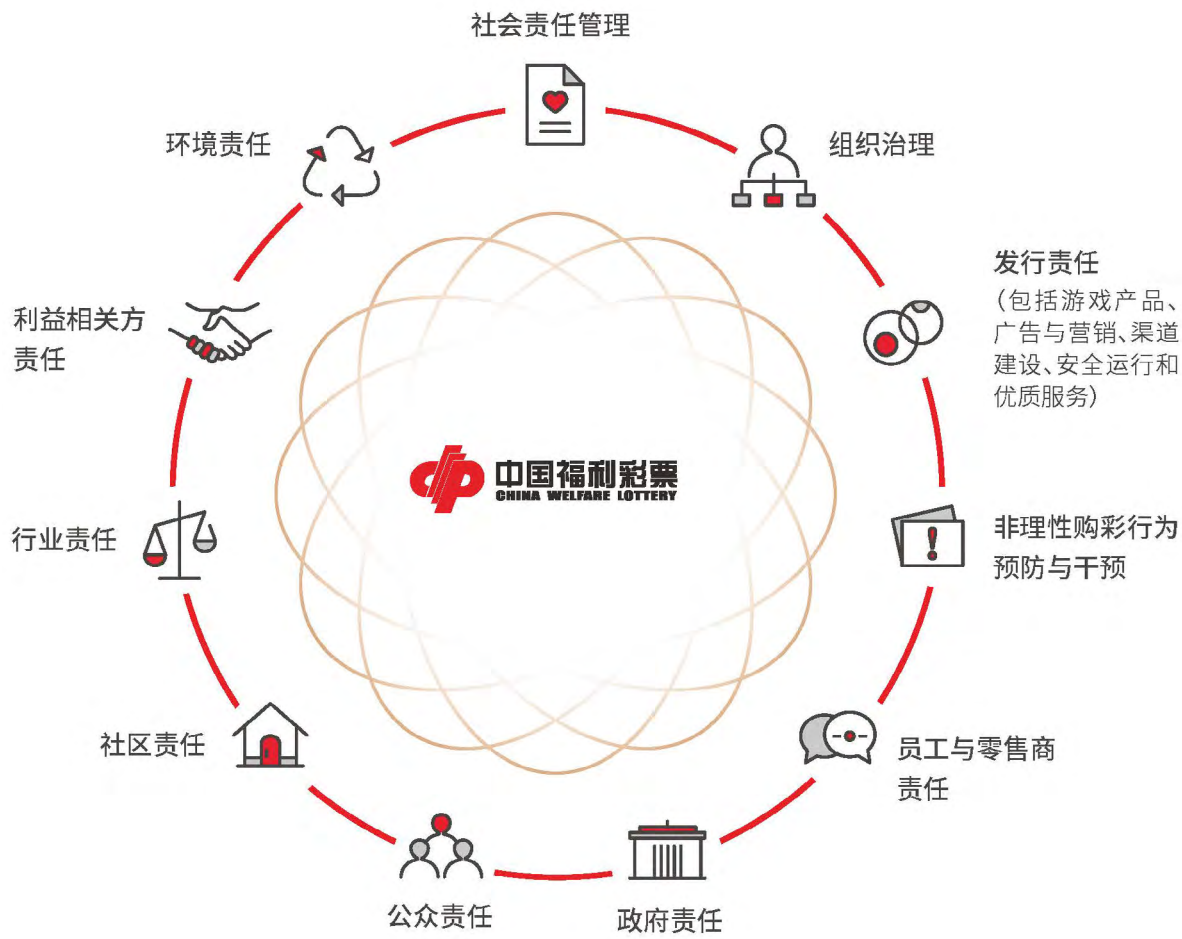
The construction of responsible gaming is a major driving force for the sustainable development of CWL. As a state-owned lottery for public good, CWL constantly advanced the construction of responsible gaming, and provided a basis for systematic implementation of responsible gaming by constructing a perfect responsible gaming system; integrated the idea of responsible gaming into business operations, disclosed its performance of economic, social and environment responsibilities to the government, partners, practitioners, players, retailers and other stakeholders, strengthened the communication with stakeholders, and fully enhance the construction of CWL's responsible gaming through multiple initiatives.

明确责任体系

Specifying Responsibility System

中福彩中心始终以责任战略引领事业发展，以责任意识推动对内管理与对外服务，在游戏设计、彩票发行、销售和售后服务的全过程中践行责任治理，建立系统科学的责任彩票框架体系；制定明确的责任彩票原则，全面推进责任彩票建设工作。通过具体可落实的责任体系建设，聚焦责任彩票重要议题，积极向员工、零售商等直接利益相关方和政府、公众、社区等间接利益相关方展现负责任福彩形象。

CWLIMC always leads the welfare lottery development through responsible strategies, promotes the internal management and external services driven by a strong sense of responsibility, practices responsible governance in terms of game design and issuance, sales and after-sales services of lotteries, establishes a scientific responsible gaming framework, develops clear responsible gaming principles and fully advances the construction of responsible gaming. By means of implementable responsible gaming system, CWL focuses on key topics on responsible gaming, and displays its responsible gaming image to direct stakeholders like staff and retailers and indirect stakeholders like the government, the public and the community.



中国福利彩票责任彩票框架体系
 Responsible Gaming Framework of CWL

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.



福彩科普时刻：什么是中国福利彩票责任彩票的内涵？
CWL Knowledge Sharing: What are the connotations of CWL's responsible gaming?

中国福利彩票责任彩票有两方面的涵义：

- 一是中国福利彩票是负责任的彩票；
- 二是中国福利彩票发行机构是负责任的彩票发行机构。

CWL's responsible gaming has two connotations:

- First, CWL is a responsible lottery;
- Second, CWL issuing body is a responsible issuing body.

强化责任融合
Strengthening Responsibility Integration

中福彩中心注重责任彩票建设与业务的融合，通过开展实质性议题管理、责任绩效评估等工作，推动社会责任理念融入业务运营各个环节，以责任驱动福彩健康可持续发展。

CWLIMC focuses on the integration of responsible gaming construction and business, and promotes the integration of the concept of social responsibility into all aspects of business operations by carrying out substantive topic management and responsibility performance evaluation, so as to drive the healthy and sustainable development of Welfare Lottery with responsibility.

中福彩中心积极推动省级福彩中心开展责任彩票建设工作，以责任专题会的形式，在全国福彩系统中推进责任彩票理念融入业务运营；制作并发放福彩零售商和员工责任彩票培训教材，加强责任彩票理念与福彩队伍建设的融合，切实把责任彩票建设工作落到实处，为福利彩票行稳致远发展统一思想，凝聚共识。

CWLIMC actively promotes provincial branches to carry out responsible gaming construction work, in the form of responsibility seminars, promotes the concept of responsible gaming into business operations in the national welfare lottery system; produced and distributed training materials on responsible gaming for welfare lottery retailers and employees, strengthened the integration of the concept of responsible gaming and the construction of the welfare lottery team, effectively implemented the construction of responsible gaming, unifying ideas and building consensus for the stable and far-reaching development of welfare lottery.



在全国社会责任专题会上，彩票行业专家开展彩票社会责任培训，促进责任彩票融入队伍建设
At the National Social Responsibility Conference, lottery industry experts carried out lottery social responsibility training to promote the integration of responsible gaming into team building

- 山东省福彩中心注重责任彩票理论研究，联合彩票研究机构开展即开型彩票销售展示柜营销策略、山东省地方即开票设计、福利彩票社会效应及公益金使用制度研究、山东省福彩技术系统安全评估等多项课题研究，为建设责任福彩筑牢理论基础。
Shandong Welfare Lottery pays attention to the research of responsible gaming theory, cooperated with lottery research institutions to carry out instant lottery sales display cabinet marketing strategy, Shandong province local instant lottery design, welfare lottery social effects and public welfare fund use system research, Shandong Province Welfare Lottery technology system security assessment and other topics research, building a solid theoretical foundation for the construction of responsible welfare lottery.
- 2019年5月，海南省福彩中心在新时代福利彩票管理销售培训中，增加“责任彩票与规范管理”专题培训，并对福利彩票责任彩票等课题进行深入探讨。
In May 2019, Hainan Welfare Lottery added special training on "Responsible Gaming and Standard Management" in the new era welfare lottery management sales training, and conducted in-depth discussions on topics such as CWL's responsible gaming.

实质性议题管理

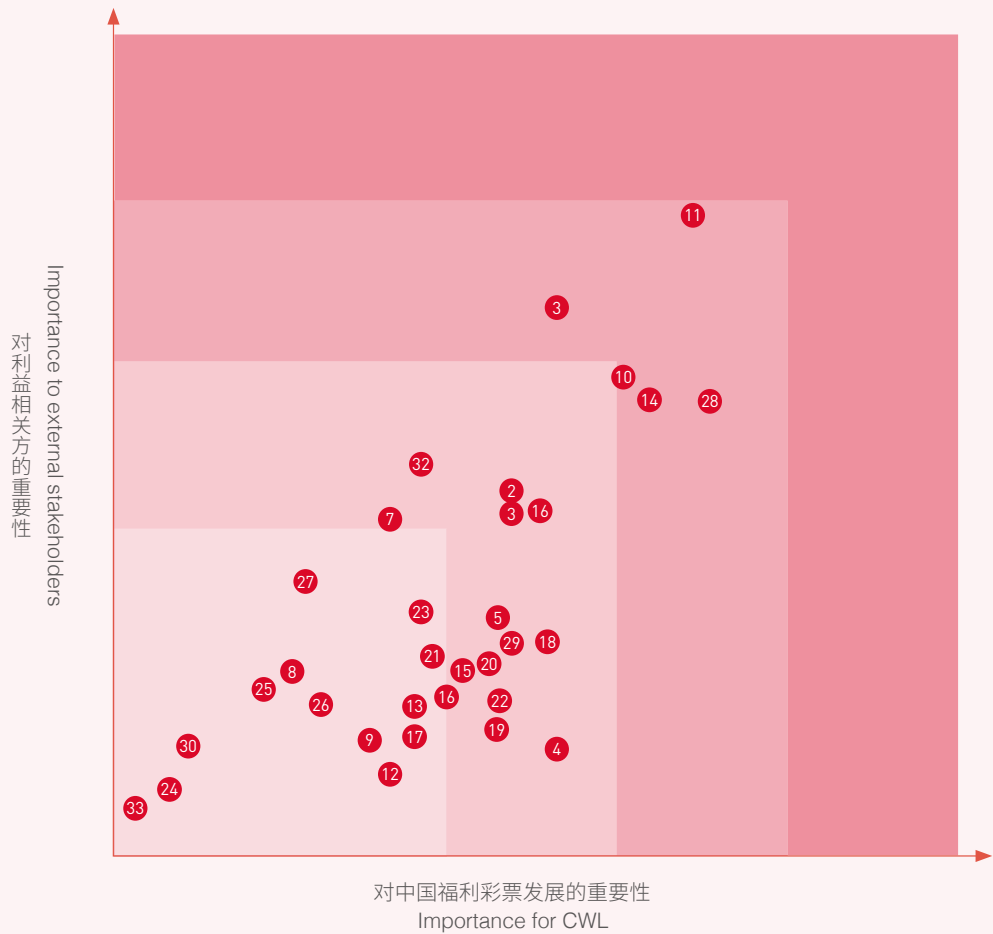
中福彩中心积极开展社会责任核心议题识别及管理工作，通过分析国内外社会责任标准，对标国内外彩票运营机构社会责任报告披露的重要议题，构建社会责任报告编制规范性指标体系；并以开展社会责任报告议题调研的方式，筛选出利益相关方高度关注、与中国福利彩票健康可持续发展密切相关的核心议题，将其作为报告信息披露的重点内容，为充分回应利益相关方关切提供有力支撑。

Substantial issue management

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
根据以下标准筛选出 33 个重要社会责任议题： <ul style="list-style-type: none"> ■ 国内外可持续发展趋势 ■ 国家发展战略与政策 ■ 国内外社会责任报告编制规范标准 ■ 对标国内外彩票运营机构社会责任报告 ■ 中国福利彩票发展战略与规划 	<ul style="list-style-type: none"> ■ 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 ■ 利益相关方从自身角度出发，对议题的重要性进行打分 		<ul style="list-style-type: none"> ■ 影响中国福利彩票可持续发展的议题 ■ 战略着力解决的议题 ■ 关键利益相关方高度关注的议题 	<ul style="list-style-type: none"> ■ 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 ■ 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
33 critical social responsibility issues are sorted out based on the following criteria: <ul style="list-style-type: none"> ■ Domestic and overseas sustainable development trends ■ National development strategies and policies ■ Preparation standards of domestic and overseas social responsibility reports ■ Comparison of social responsibility reports of domestic and overseas lottery operation institutions ■ China's welfare lottery development strategies and plans 	<ul style="list-style-type: none"> ■ Online questionnaires are directionally pushed to internal and external stakeholders of CWL ■ Stakeholders score the importance of the proposed issues based on their actual situations 		<ul style="list-style-type: none"> ■ The issues that affect the sustainability of CWL ■ The issues to be solved through strategies ■ The issues that attract much attention from key stakeholders 	<ul style="list-style-type: none"> ■ Analyze the importance of each issue internally and externally based on the survey results ■ 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

中国福利彩票2019年社会责任报告实质性议题分析
Substantive Issues Analysis of 2019 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 | |

责任绩效
Responsibility fulfillment performance

中福彩中心重视责任彩票绩效考核与评级工作，积极参与国际责任彩票认证，开展省级福彩社会责任报告评价考核工作。

CWLIMC attaches great importance to the performance evaluation and rating of responsible gaming, actively participates in the certification of international responsible gaming, and carries out the evaluation and assessment of the social responsibility report of the welfare lottery of the province branches.

2019年，中福彩中心针对29个省级福彩中心发布的2018年社会责任报告开展社会责任报告评级工作。同时，中福彩中心克服语言、国别彩票行业差异性种种困难，在2019年7月顺利通过国际彩票组织的责任彩票三级认证。

In 2019, CWLIMC carried out the social responsibility report rating work for the 2018 Social Responsibility Report released by the 29 provincial branches. At the same time, the CWL has overcome various difficulties such as language and national lottery industry differences, and successfully passed the international lottery organization's Level 3 certification of responsible gaming in July 2019.



中国福利彩票获取的世界彩票协会“责任彩票”三级认证证书
China Welfare Lottery obtained the "Responsible Gaming" Level 3 certification of the World Lottery Association

加强责任沟通
 Strengthening Responsibility Communication

中福彩中心建立内外部利益相关方沟通机制，对内梳理总结中国福利彩票年度社会责任实践，强化福彩系统员工的社会责任理念和能力；对外公开披露社会责任实践及成效，与公众及购彩者真诚沟通。通过设立公众开放日、利用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 to sort out and summarize the annual social responsibility practices of China Welfare Lottery, strengthened the social responsibility concept and ability of the employees of the Welfare Lottery system; 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, and publishing social responsibility reports, multiple channels and forms are adopted to strengthen communication with stakeholders.

2019年，中福彩中心编制发布了《2017年中国福利彩票社会责任报告》及其H5版本，并积极推进省级福彩中心建立社会责任报告发布制度。截至2019年12月，全国29个省级福彩中心已发布2018年度福利彩票社会责任报告，将2018年福彩公益金的筹集和使用情况、福利彩票营销宣传、安全运行、购彩服务等方面的工作向社会公示，增加利益相关方对中国福彩履责成效及责任形象的认识和了解。

In 2019, the CWLIMC compiled and released the "2017 Social Responsibility Report of China Welfare Lottery" and its H5 version, and actively promoted the establishment of a social responsibility report release system for provincial branches. As of December 2019, 29 provinces branches across the country have issued the 2018 Social Responsibility Report of Welfare Lottery. In 2018, the Welfare Lottery Public Welfare Fund raising and use, welfare lottery marketing publicity, safe operation, lottery services and other aspects of the work were publicized to the public, increasing the awareness and understanding of stakeholders on the effectiveness of China Welfare Lottery's performance of responsibilities and its image of responsibility.

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 & 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><div>● 重大会议</div><div>● 政策影响</div><div>● 情况汇报</div><div>● Major meetings</div><div>● Policy Influence</div><div>● Briefing</div></div>	<div><div>● 引领带动，充分沟通</div><div>● 协作创新</div><div>● Leading and driving, fully communicating</div><div>● Collaborative innovation</div></div>	<div><div>● 购彩者调研</div><div>● 社会活动</div><div>● 责任营销</div><div>● Survey of Player</div><div>● Social activities</div><div>● Responsible marketing</div></div>	<div><div>● 员工会议</div><div>● 各级培训</div><div>● 团建引领</div><div>● 内刊内网</div><div>● Staff meetings</div><div>● Training at all levels</div><div>● Leadership in team building</div><div>● Internal magazine and Intranet</div></div>	<div><div>● 专业培训</div><div>● 调研访谈</div><div>● 专题会议</div><div>● Professional training</div><div>● Research and interview</div><div>● Conferences</div></div>	<div><div>● 社会调研</div><div>● 活动走访</div><div>● 员工售彩</div><div>● Social research</div><div>● Activity visit</div><div>● Employee selling lottery</div></div>	<div><div>● 专家访谈</div><div>● 内部会议</div><div>● 第三方调研</div><div>● Expert interview</div><div>● Internal meetings</div><div>● Third-party research</div></div>	<div><div>● 交流访谈</div><div>● 座谈研讨</div><div>● Communication and interview</div><div>● Forum</div></div>
目的 Purpose	<div><div>● 保障社会稳定，实现彩票安全</div><div>● 支持福彩深化改革，保障购彩者理性购彩</div><div>● 实现筹集社会资金最大化目的</div><div>● Ensuring social stability and realizing lottery safety</div><div>● Supporting the deepening reform of Welfare Lottery to ensure that lottery shoppers buy lotteries rationally</div><div>● Realizing the purpose of maximizing social funds</div></div>	<div><div>● 推动中国彩票事业持续创新</div><div>● 带动产业链就业发展</div><div>● Promoting continuous innovation of China's lottery industry</div><div>● Promoting employment development in the industrial chain</div></div>	<div><div>● 提供负责的彩票及服务倡导理性购彩</div><div>● 进行理性购彩宣传，讲解福彩知识，让购彩者更了解福彩</div><div>● 以保障购彩者权益为基础，进行游戏开发及推广</div><div>● Providing responsible gaming and services</div><div>● Advocating rational lottery purchase</div><div>● Carrying out rational lottery purchase promotion, explaining the welfare lottery knowledge, letting Players know more about Welfare Lottery</div><div>● Developing and promoting games based on the protection of the rights and interests of Player</div></div>	<div><div>● 保障员工和专管员基本权益</div><div>● 保障员工和专管员职业健康与安全</div><div>● 为员工和专管员提供系统的培训和发展平台</div><div>● Guaranteeing the basic rights and interests of employees and administrators</div><div>● Guaranteeing the occupational health and safety of employees and administrators</div><div>● Providing a systematic training and development platform for employees and specialists</div></div>	<div><div>● 保障零售商基本权益</div><div>● 提升服务技能</div><div>● 畅通沟通渠道</div><div>● Protecting the basic rights of retailers</div><div>● Improving service skills</div><div>● Smoothing communication channels</div></div>	<div><div>● 践行发行宗旨，为社区发展提供支持</div><div>● 深刻了解社会发展的需要</div><div>● 为宗旨赋予饱满内涵</div><div>● Practicing the purpose of issuance and providing support for community development</div><div>● Deeply understanding the needs of social development</div><div>● Giving full connotation to the purpose</div></div>	<div><div>● 深刻了解整个产业链的环保情况</div><div>● 带动产业链实现绿色发展</div><div>● 内部运营实现环保目标</div><div>● Deeply understanding the environmental protection situation of the entire industry chain</div><div>● Driving the industrial chain to achieve green development</div><div>● Internal operation achieving environmental protection goals</div></div>	<div><div>● 了解国内外行业趋势</div><div>● 带动行业健康持续发展</div><div>● Understanding domestic and foreign industry trends</div><div>● Driving the healthy and sustainable development of the industry</div></div>

合规运营

COMPLIANT
OPERATION

合规运营包含反对商业贿赂、履行商业责任等原则，是机构持续健康发展的基石。中国福利彩票以有效防范和化解合规运营风险为抓手，不断加强法治建设，开展监督检查，强化合规经营责任，提升合规经营水平，在法治轨道上提升管理、发展壮大，稳步推进福利彩票的合法合规工作向纵深发展。

Compliant operation includes principles such as opposing commercial bribery and fulfilling commercial responsibilities, and is the cornerstone of the organization's sustainable and healthy development. China Welfare Lottery takes effective prevention and resolution of compliant operation risks as its starting point, continuously strengthens the construction of the rule of law, conducts supervision and inspection, strengthens compliant management responsibilities, and improves compliance management levels, improves management and development on the track of the rule of law, steadily promoting the in-depth development of the legal and compliant work of Welfare Lottery.

加强法治建设

Strengthening the Construction of the Rule of Law

中福彩中心着重开展法治建设工作，推动省级福彩中心法治建设，对重大决策、规章制度以及合同文本进行合规性审核，开展法律培训，有效防范法律风险。

2019年，中福彩中心全年共完成251份合同审核，开展首次福彩系统法务工作培训，从法治思维与日常法律工作常见问题应对、彩票涉诉案件分析与对策、合同法律风险防范和福彩知识产权管理四方面对中福彩中心及各省级福彩中心共计80余人进行了培训，提升干部职工法律意识。

CWLIMC focuses on the construction of the rule of law, promotes the construction of the rule of law in provincial branches, conducts compliance review of major decisions, rules and regulations, and contract texts, conducts legal training, and effectively prevents legal risks.

In 2019, CWLIMC completed a total of 251 contract reviews throughout the year; carried out the first legal work training for the Welfare Lottery system. More than 80 people in the CWL and provincial branches have been trained from four aspects: law thinking and common problems in daily legal work, analysis and countermeasures of lottery-related litigation cases, contract legal risk prevention, and welfare intellectual property management to improve the legal awareness of cadres and employees.



中福彩中心首次开展福彩系统法务工作培训
CWLIMC carried out the first legal work training for Welfare Lottery system



湖南省福彩中心开展2019年度法律知识培训讲座
Hunan Welfare Lottery launched 2019 legal knowledge training lecture

开展监督检查

Carrying out Supervision and Inspection

中福彩中心开展日常监督和专项检查，通过加强组织保障、建立健全制度机制，探索开展合规监督、安全检查、市场监察、责任彩票监管，切实做到监督全覆盖、无死角、零容忍，保障福利彩票各项业务合规、有序运营。

2019年，中福彩中心首次召开全国福彩系统监督检查工作座谈会，推动省级福彩中心开展监督检查工作；首次组织开展全国福彩系统运营和数据管理专项检查，保障福彩系统运行及数据安全；组织开展“神秘顾客”市场监测项目，提高福彩系统的市场监察能力与效率，为提升服务质量做好监督保障。

CWLIMC carries out daily supervision and special inspections, and through strengthening organizational guarantees, establishing and improving systems and mechanisms, exploring the implementation of compliant supervision, safety inspections, market supervision, and responsible gaming supervision, to earnestly achieve full supervision, no dead ends, and zero tolerance, so as to ensure the compliance and orderly operation of various Welfare Lottery businesses.

In 2019, the CWLIMC held the first national symposium on supervision and inspection of the Welfare Lottery system to promote provincial branches to carry out supervision and inspection work; organized for the first time a special inspection of the national welfare lottery system operation and data management to ensure the operation of the welfare lottery system and data security; organized and carried out the "mysterious customer" market monitoring project to improve the market supervision ability and efficiency of the Welfare Lottery system, ensuring supervision and guarantee for the improvement of service quality.

组织保障

ORGANIZATIONAL GUARANTEE

中福彩中心成立福彩系统监督检查工作小组

CWLIMC established a Welfare Lottery System Supervision and Inspection Working Group

推动各省级福彩中心成立省级工作机构

Promoting the establishment of provincial-level working institutions in various provincial branches

建立监督检查工作联络员队伍

Establishing a team of supervisory and inspection liaison officers

制度建设

SYSTEM CONSTRUCTION

制定并向各省级福彩中心印发《关于做好 2019 年福利彩票发行销售监督检查有关工作的通知》

Formulating and issuing the "Notice on Doing a Good Job in Supervision and Inspection of the Issuance and Sales of Welfare Lottery in 2019" to all provincial branches

首次出台《2019 年福利彩票发行销售监督检查工作要点》

Promulgating for the first time the "Key Points for Supervision and Inspection of the Issuance and Sales of Welfare Lottery in 2019"

制定并印发《关于开展 2019 年福利彩票发行销售系统运营和数据管理专项监督检查的通知》

Formulating and issuing the "Notice on Carrying out Special Supervision and Inspection on the Operation and Data Management of the Welfare Lottery Issuance and Sales System in 2019"

中福彩中心：强化监督，提升福利彩票服务水平
CWLIMC: Strengthening supervision to improve Welfare Lottery service level

案例 CASE

中福彩中心审核修订河北、湖北、湖南、江西、内蒙古、宁夏、青海、四川、西藏、云南、重庆等11个省份满意度调查研究分报告、年度总报告，并将项目成果印制成册，分送相关省级福彩中心及有关部门，加强沟通 and 交流，有效促进福彩服务水平提升。

CWLIMC reviewed and revised satisfaction survey sub-reports and annual general reports in Hebei, Hubei, Hunan, Jiangxi, Inner Mongolia, Ningxia, Qinghai, Sichuan, Tibet, Yunnan, Chongqing and other 11 provinces, and the project results were printed into a book and distributed to relevant provincial branches and relevant departments to strengthen communication and exchanges, effectively promoting the improvement of Welfare Lottery services.

行业推动

DRIVING THE
DEVELOPMENT
OF THE
LOTTERY
INDUSTRY

行业高质量发展离不开行业中每个机构的努力推动。中国福利彩票作为国家公益彩票，积极倡导并引领全国福彩系统履行行业责任，通过推动理论研究、打击非法彩票、参与国际交流等方式，促进行业转型升级，维护彩票市场秩序，助力中国彩票行业更高质量发展，提升中国彩票国际影响力。

High-quality development of an industry highly depends on the great efforts of every institution involved. As a state-owned lottery for public good, CWL vigorously advocates and leads the national welfare lottery system to perform the responsibly for the lottery industry, promotes the transformation and upgrading of the industry by promoting theoretical studies, cracking down on illegal lottery and participating in international exchange, and maintains the lottery market order, boosting the high-quality development of China's lottery industry and enhancing the international influence of Chinese lottery.

促进转型升级

Promoting Transformation and Upgrading

中福彩中心坚持创新发展理念，落实民政部相关工作要求，加强调研和理论课题研究，倡导省级福彩中心创新发展，助力业务运营模式转型升级。2019年，中福彩中心完成《我国近5年涉彩主要司法判例研究》《2018年全国彩票市场发展状况研究》的课题研究，为彩票行业未来发展提供决策参考和理论支持；持续开展《2019年全国彩票市场发展状况研究》《国际互联网彩票发展现状研究》等研究项目，深入推进专项分析工作，为彩票行业发展贡献福彩力量。

CWLIMC insisted in innovating development ideas, implemented relevant working requirements of the Ministry of Civil Affairs, boosted surveys and theoretical theme research, advocated the innovative development of provincial branches, and facilitated the transformation and upgrading of business operation models. In 2019, CWLIMC finished the *Research on China's Major Lottery-related Judicial Decisions in Recent Five Years* and the *Research on the Development Status of the 2018 National Lottery Market*, providing decision-making references and theoretical support for the future development of the lottery industry; CWLIMC also continued with research programs like the *Research on the Development Status of the 2019 National Lottery Market* and the *Research on the Development Situation of International Internet Lottery*, and advanced dedicated analysis, contributing its power to the development of the lottery industry.

维护市场秩序

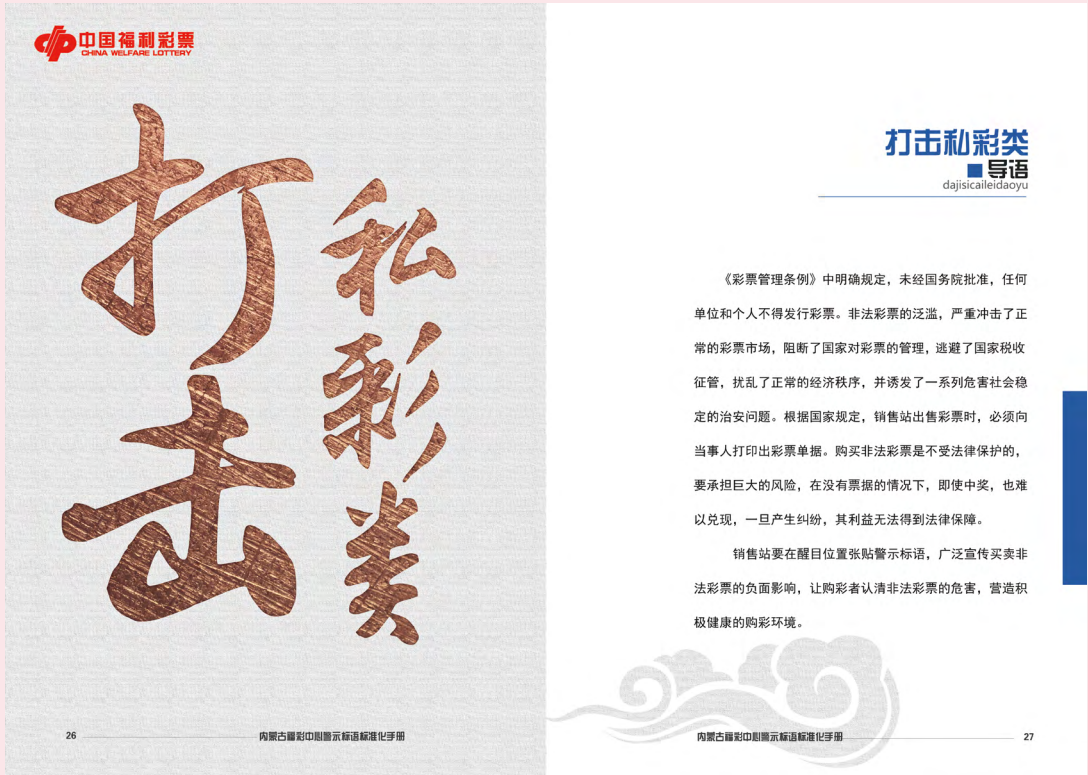
Maintaining Market Orde

中福彩中心坚持公平竞争原则，反对市场垄断等不正当竞争行为，倡导和引领省级福彩中心积极参与打击非法彩票，维护彩票市场秩序，共同营造和谐、健康的购彩环境，维护彩民合法权益。

CWLIMC insisted on fair competition principles, fought against monopoly and other unfair competitions, advocated and ushered provincial branches to take an active part in cracking down on illegal lotteries, maintained the order of the lottery market, jointly created a harmonious and healthy playing environment, and protect legitimate rights and interests of players.

内蒙古自治区福彩中心通过印制打击私彩宣传画册，普及私彩的危害性；联合公安等相关部门，对销售场所进行全方位的检查、排查，开展打击非法彩票工作。

Inner Mongolia Autonomous Region Welfare Lottery popularized the harm of illegal lottery by printing brochures, worked together with public security organs and other relevant departments to conduct all-round inspection on the sales institutions, and cracked down on illegal lottery.



内蒙古自治区福彩中心印制的打击私彩宣传画册

A brochure printed by Inner Mongolia Autonomous Region Welfare Lottery to crack down on illegal lottery

海南省福彩中心制定《海南省福利彩票整治投注站销售非法彩票工作方案》，成立打击非法彩票专项行动工作小组，配合相关单位开展打击整治私彩违法犯罪活动，对零售店不定期进行暗访、巡查；印制打击私彩的宣传横幅，在全省零售店悬挂，营造和谐良好的购彩环境。

Hainan Welfare Lottery formulated the *Work Plan on Eliminating Illegal Lottery in Hainan's Welfare Lottery Stations*, set up a dedicated working group to fight against illegal lottery, cooperated with relevant units to crack down on crimes related to illegal lottery, made secret inquiries and tour inspections on retail stores, printed propaganda banners to crack down on illegal lottery and hang them in all welfare lottery retail stores in Hainan, and created a harmonious playing environment.



海南省福利零售店开展打击私彩宣传
 Hainan Welfare Lottery engaged in the propaganda of cracking down on illegal lottery

参与国际交流
 Engaging in international communication

中福彩中心积极组织和参与国际彩票行业交流，通过组建访问团出国（境）参加国际彩票行业交流会，邀请国（境）外彩票专家来华交流，为福彩系统员工提供学习借鉴国际彩票业务经验的机会，加强中国福利彩票与国（境）外彩票机构的业务交流，促进中国彩票发展国际化。

CWLIMC proactively organized and attended international lottery exchanges by establishing delegations, going abroad to attend such exchanges and inviting foreign lottery experts to share experience in China, providing opportunities for CWL staff to learn international lottery business experience, enhancing the business exchanges between CWL and overseas lottery institutions, and promoting Chinese lottery to go globally.

2019年，中福彩中心国际交流情况
 2019 international exchanges of CWLIMC

出国（境）参加国际彩票行业交流会
 Going abroad to attend international lottery exchanges

- 4月，参加在越南举办的亚太彩票研讨会；
 6月，参加在加拿大举办的参加拉弗洛彩票创新研讨会；
 9月，参加在克罗地亚举办的责任彩票研讨会；
 10月，参加在斯洛文尼亚举办的安全与诚信研讨会；
 10月，参加在澳大利亚举办亚太彩票年会，并做主题演讲，在世界彩票舞台上发出中国福彩的声音。
 In April, attended the Asia Pacific Lottery Symposium;
 In June, attended the Rafflo Lottery Innovation Symposium held in Canada;
 In September, attended the Responsible Gaming Symposium held in Croatia;
 In October, attended the Security and Integrity Symposium held in Slovenia;
 In October, attended the Annual Asia Pacific Lottery Conference held in Australia and delivered a keynote speech, conveying the voice of CWL on the world's stage.

邀请国（境）外彩票专家来华交流
 Inviting overseas lottery experts to share experience in China

- 邀请世界责任彩票专家分享问题博彩的概念、表现形式、预防、治疗、责任彩票框架及认证等情况；
 邀请芬兰国家彩票公司高级副总裁分享芬兰国家彩票公司发展情况。
 Invited global responsible gaming experts to share knowledge like the concept, forms, prevention and treatment of problematic gaming, responsible gaming framework and relevant certification;
 Invited Jari Vahanen, the Senior Vice President of Veikkaus Oy, to share its development status.



中福彩中心出国（境）参与国际交流
 CWLIMC staff went abroad on international exchanges



中福彩中心与美国游戏彩票行业公司IGT开展业务交流
 CWLIMC conduct business exchange with IGT, a gaming and lottery company from the United States

诚信福彩 打造优质服务

BUILDING PREMIUM SERVICES IN GOOD FAITH

诚信是立命之本，是生存之基。中国福利彩票坚持诚信原则，研发绿色游戏，构建多元产品体系；加强渠道管理，持续优化渠道建设；开展责任营销，倡导“寓募于乐、多人少买、量力而行、理性投注”的购彩理念；致力于为购彩者提供优质服务，树立诚信福彩形象。

Integrity matters a lot to an enterprise's survival and development. CWL insists on integrity principles, develops green games, constructs a diverse product system, strengthens channel management, constantly optimizes channel construction, conducts responsible marketing, and advocates the playing idea of "winning prize while devoting your love, and advocating reasonable involvement by more people", thus providing premium services for players and setting an honest CWL image.



SDGs 回应



绿色游戏

GREEN GAME

重娱轻博的游戏产品是彩票行业健康发展的基础。中国福利彩票严格遵循《彩票管理条例》《彩票发行销售管理办法》等相关规定，坚持绿色、安全和环保的游戏设计理念，研发绿色游戏产品，开展游戏风险防控，构建多元游戏产品体系，为购彩者提供安全、健康的游戏产品服务。

Green games that attach greater importance to entertainment than gaming serves as the basis for the healthy development of the lottery industry. By strictly following the Lottery Regulations, the Administrative Methods on the Issuance and Sales of Lotteries and other applicable laws and regulations, CWL insists on green, safe and environmentally-friendly game design ideas, develops green games, engage in prevention and control of game risks, and constructs a diverse game product system, providing the players with safe and healthy game products and game services.

实施游戏责任研发

Engaging in Responsible R&D of Games

为研发安全、健康的游戏产品，中福彩中心通过零售商调研、购彩者需求调研等方式，在游戏产品设计中融入责任彩票理念，不断健全安全健康的游戏产品研发机制，从游戏产品的源头防范“沉溺”，降低游戏风险。2019年，中福彩中心获批发行47款即开票新游戏，其中包含8款地方特色游戏、2款精准扶贫主题即开票游戏。

In order to develop safe and healthy game products, CWLIMC integrates the idea of responsible gaming into the design of game products through retailer survey and player demand survey, constantly perfects the research and development mechanism of safe and healthy game products, and prevent the “addiction” of players to game products from the source, thus reducing game risks. In 2019, CWLIMC was allowed to use 47 new instant games, including 8 games with local characteristics and 2 instant games related to targeted poverty alleviation.



即开票彩票“扶贫帮困”主题游戏票面

Pictures of Instant Lotteries related to poverty alleviation

加强游戏风险防控

Strengthening Prevention and Control of Game Risks

中福彩中心按照中央领导批示要求，以及财政部、民政部、体育总局《关于调整高频快开游戏和竞猜彩票游戏规则加强彩票市场监管的通知》要求，严格监督省级福彩中心落实快开游戏调整相关工作，有效抑制彩票市场整体风险和博弈性，不断强化游戏风险防控。

Following the instructions and requirements of the central leadership, in accordance with the requirements of the Notice on Adjusting the Gaming Rules of Frequently-drawn Games and Quiz Lotteries and Strengthening the Regulation over the Lottery Market, CWLIMC strictly urges and supervises provincial branches to implement the adjustment of frequently-drawn games, effectively inhibit the overall risk and gaming elements of the lottery market and constantly strengthen the prevention and control of game risks.

安徽省福彩中心积极落实《关于严格执行中福在线视频型彩票投注限额规定的通知》等相关文件要求，下发通知要求各市限期完成自查及交叉互查工作，在全省零售店张贴统一设计的限额购彩标语，要求零售店安装监控设备；针对大额购彩，要求零售店提供书面情况说明，建立销售终端监管台账，并定期组织抽查，切实防范非理性购彩。

Anhui Welfare Lottery vigorously implemented the Notice on Strictly Following the Betting Limits on VLTs of Zhongfu Zaixian and the requirements of other relevant documents, issued a notice to request municipal branches to finish self-inspection and cross-inspection work within the time limit, posted uniform slogans about the betting limits in all retail stores within Anhui, and required these retail stores to install monitoring devices; Also, in terms of large-amount betting, the concerned retail stores shall provide a written explanation, establish the regulation ledger at the sales terminals, regularly organize spot checks and effectively prevent irrational betting.

构建游戏产品体系

Constructing the Game Product System

在财政部、民政部指导下，中福彩中心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、视频型、基诺型五种类型游戏产品，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 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	乐透型 Lotto	数字型 Numbers	即开型 Instant	视频型 VLTs	基诺型 Keno
说明 Description	<p>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。</p> <p>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.</p>	<p>指购买者从由0至9个号码构成的N组数列中选取其中一组排列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组开奖排列号相比，以确认是否中奖和中奖等级的彩票游戏。</p> <p>A player selects a N-digit number from 0-9 to match as one set of numbers to match the numbers randomly drawn at a certain time after sales close to see if it is won and determine prize category.</p>	<p>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。</p> <p>A printed game with predetermined theme,rules and prize. A player will know whether it is won instantly.</p>	<p>指通过计算机网络和视频技术发行的彩票游戏，购彩者在零售店内使用投注卡在投注终端上完成购票、开奖和兑奖，具有互动性、娱乐性。</p> <p>VLTs are interactive and fun games based on computer network and video technology. Players use player cards to play, claim prize on the terminals.</p>	<p>“基诺”是一种自选数字彩票，特点是购彩者可自己购买号码的个数，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。基诺彩票通常采用电子摇奖的方式，在一天内开奖数次。</p> <p>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. Keno draws electronically and several times per day.</p>
代表游戏 Representative Game	<p>双色球：投注时需同时从两个号码区中分别选取号码，即从红色球号码区的33个号码中选择6个号码，再从蓝色球号码区的16个号码中选择1个号码，组合成一注进行单式投注。</p> <p>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。</p> <p>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.</p> <p>Lotto 7/30: A player selects seven numbers from 1 to 30 as a single bet.</p>	<p>福彩3D：以三个号码排列或组合为一注进行单式投注。</p> <p>3-Digit Game: Choose 3-digit number from 0 to 9 as a single bet.</p>	<p>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。</p> <p>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.</p>	<p>连环夺宝：购彩者获得与投注额相对应的游戏点数进入游戏环节进行游戏，游戏过程结束后，根据游戏点数进入中奖环节，获得相应的奖金，一次购买行为完成。</p> <p>Treasure Hunting: players use credits worth corresponding stakes to play. At the end of play, players can cash out and win corresponding prize based on their remaining credits.</p>	<p>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。</p> <p>Happy 8: Players choose 1 up to 10 numbers from a field of 1 to 80 as a bet. 20 winning numbers are drawn.</p>

渠道建设

CHANNEL CONSTRUCTION

完善的渠道管理体系是彩票业务运营的坚实保障。中国福利彩票不断加强渠道规范化建设，优化渠道布局和物流运输体系，实施阳光征召，为福彩市场销售和品牌推广工作提供支撑。

A sound channel management system is a solid guarantee for lottery business operations. China Welfare Lottery continues to strengthen the standardized construction of channels, optimize the channel layout and logistics transportation system, implement transparent recruitment, and provide support for the sales and brand promotion of the Welfare Lottery market.

规范渠道建设

Standardizing Channel Construction

中福彩中心高度重视渠道规范建设，推动省级福彩中心开展渠道规范化建设工作。2019年，协助民政部修订完善《中国福利彩票代销合同示范文本》，进一步规范零售商合作流程，各项工作合力推进渠道规范化建设。

省级福彩中心落实中福彩中心要求，通过对零售店进行升级改造、开展星级零售店评定等方式，提升零售店规范化水平。

CWLIMC attaches great importance to the standardized construction of channels, and promotes provincial branches to carry out the standardized construction of channels. In 2019, CWL assisted the Ministry of Civil Affairs in revising and improving the "Model Text of China Welfare Lottery Agency Sales Contract", further standardizing the retail cooperation process, and working together to promote the standardized construction of channels.

Provincial branches implemented the requirements of CWLIMC, and improved the standardization level of retail stores by upgrading and transforming lottery retail stores and carrying out star retail stores evaluations.

- 山西省福彩中心开展规范化零售店建设项目，对省内1100个零售店进行升级改造。

Shanxi Welfare Lottery carried out a standardized retail stores construction project, and upgraded 1,100 retail stores in the province.

- 安徽省福彩中心通过开展星级零售店评定、委托第三方公司对全省零售店进行暗访等方式，提升零售店形象。2019年，评选出五星级、四星级、三星级零售店共计1031个，投入467.2万元根据星级等级奖励零售店；投入15.76万元补助五个初评工作表现优秀的市福彩中心，用于2019年度三星级以上星级零售店门头建设工作。

Anhui Welfare Lottery promoted the image of retail stores by launching star-level retail stores evaluation and entrusting third-party companies to conduct unannounced visits to retail stores across the province. In 2019, a total of 1,031 five-star, four-star, and three-star retail stores were selected, and RMB 4.672 million yuan was invested to reward retail stores based on star ratings; Invested RMB 157,600 yuan to subsidize five municipal welfare lottery centers with outstanding performance in preliminary evaluations for the construction of the gates of three-star and above-star retail stores in 2019.

- 山东省是全国即开型福利彩票示范店首批试点省份之一。截至2019年底，全省建成145家福利彩票即开票示范店。

Shandong Province is one of the first pilot provinces in the nation's instant welfare lottery demonstration stores. As of the end of 2019, 145 welfare lottery instant welfare lottery demonstration stores had been established across the province.

- 湖南省福彩中心开展零售店孵化基地建设试点工作。2019年，安排中央彩票市场调控资金1020万元，建设600家标准零售店，提升渠道建设标准化水平。

Hunan Welfare Lottery launched a pilot project for the construction of retail stores incubation bases. In 2019, RMB 10.2 million yuan were allocated for central lottery market regulation and control to build 600 standard retail stores, improving the standardization level of channel construction.

- 甘肃省福彩中心加大对零售店规范化、标准化建设力度，创新融合互联网技术与传统管理模式，打造出全国首例“智慧零售店”项目，为零售店管理提供科学化决策依据。

Gansu Welfare Lottery has increased its efforts to standardize retail stores, innovatively integrated Internet technology and traditional management models, and created the country's first "smart retail stores" project to provide scientific decision-making basis for retail stores management.



甘肃省福彩中心“智慧零售店”管理大厅
"Smart retail stores" management hall, Gansu Welfare Lottery



山东省规范化零售店
Standardized retail stores in Shandong Province

优化渠道布局

Optimizing Channel Layout

中福彩中心印发《关于规范中国福利彩票销售渠道拓展工作的通知》，主动化解并积极应对部分省级福彩中心在渠道拓展过程中存在的政策风险和法律风险等潜在风险，规范渠道拓展工作；不断探索与其他行业跨界融合新模式，拓展多元渠道，优化渠道布局，填补市场空白。

CWLIMC issued the "Notice on Regulating the Expansion of China Welfare Lottery Sales Channels" to actively resolve and actively respond to potential risks such as policy risks and legal risks in the channel expansion process of some provincial branches, standardized channel expansion; continued to explore new models of cross-border integration with other industries, expanded multiple channels, optimized channel layout, and filled market gaps.

- 河北省福彩中心通过利用即开票在市民休闲场所、交通枢纽等人流密集地开展小卖场活动，拓展多元新型销售渠道。全年全省上报并审批通过了新建零售店179个。

Hebei Welfare Lottery developed diversified new sales channels through the use of instant lottery to carry out small-store activities in crowded recreational places and transportation hubs. In the whole year, 179 new retail stores were reported and approved by the province.

- 浙江省福彩中心在全国率先推出单位自行采购即开票销售展示柜的方式，公开向市场征召零售商，新增2000台即开票销售展示柜，发挥市场在资源配置中的决定性作用。

Zhejiang Welfare Lottery took the lead in launching the method of self-purchasing instant lottery sales display cabinets by units in the country, openly recruiting retailers from the market, and adding 2,000 new instant lottery sales display cabinets to give play to the decisive role of the market in resource allocation.

- 广西省福彩中心与新华书店、沃尔玛等集团开展战略合作，开办集团销售网点和便捷自助零售店，扩大福利彩票销售的空间。

Guangxi Welfare Lottery has developed strategic cooperation with Xinhua Bookstore, Wal-Mart and other groups to open group sales outlets and convenient self-service retail stores to expand the space for Welfare Lottery sales.

- 宁夏回族自治区福彩中心加快推进自助购彩终端市场布局，依托商超、酒店餐饮、大型活动场所等多渠道拓宽市场，发展新购彩群体。全年审批新渠道零售店119个。

Ningxia Hui Autonomous Region Welfare Lottery has accelerated the development of self-service lottery terminal market layout, and expanded the market by relying on multiple channels such as supermarkets, hotels and restaurants, and large-scale event venues to develop new Players. 119 new channel retail stores were approved throughout the year.



广西壮族自治区福利彩票沃尔玛渠道零售店
Guangxi Zhuang Autonomous Region Welfare Lottery Wal-Mart Channel Retail Stores

实施阳光征召

Implementing Transparent Recruitment

中福彩中心始终坚持阳光征召，要求省级福彩中心通过官方网站、官方微信公众号等公开渠道发布零售店征召信息，秉持公开透明原则征召新零售店。2019年，中福彩中心共计印发17.91万套代销证。

CWLIMC has always insisted on transparent recruitment, requiring provincial branches to release retail stores recruitment information through the official website, official WeChat public account and other public channels, and upheld the principle of openness and transparency to recruit new retail stores. In 2019, the CWLIMC issued a total of 179,100 sets of agency sales certificates.

- 青海省福彩中心通过零售店常态化公开征召的形式，全省新申办零售店68个。

Qinghai Welfare Lottery has adopted the form of normalized public call for retail stores, and 68 new retail stores have been applied for in the province.

- 江苏省福彩中心在全省范围内长期面向个人、各行业公开招募福利零售店，其零售店加盟形式包括兼营店、专营店、智能投注机，满足不同购彩群体参与公益福彩需求，提升福利彩票销售渠道的质量和数量。

Jiangsu Welfare Lottery has long-term open recruitment of welfare retail stores for individuals and various industries throughout the province. Its retail stores franchise forms include side-operated stores, franchised stores, and smart betting machines to meet the needs of different lottery groups participating in public welfare lotteries and improve the quality and quantity of Welfare Lottery sales channels.



福彩科普时刻：是不是人人都可以申请零售店？
CWL Knowledge Sharing: Can everyone apply for the retail store?

《彩票管理条例实施细则》第二十三条规定，彩票零售商应当具备以下条件：

- 年满18周岁且具有完全民事行为能力的个人，或者具有独立法人资格的单位；
- 有与从事彩票代销业务相适应的资金；
- 有满足彩票销售需要的场所；
- 近五年内无刑事处罚记录和不良商业信用记录；
- 彩票发行机构、彩票销售机构规定的其他条件。

中国福利彩票非常欢迎社会上有爱心、有责任感、有营销管理能力的朋友加入到福利彩票的销售队伍中来。

Article 23 of the "Implementation Rules for Lottery Management Regulations" stipulates that lottery retailers shall meet the following conditions:

- Individuals who have reached the age of 18 and have full capacity for civil conduct, or units with independent legal personality;
- Having funds suitable for engaging in lottery agency sales;
- Having places that meet the needs of lottery sales;
- No criminal punishment record or bad commercial credit record in the past five years;
- Other conditions stipulated by lottery issuing agencies and lottery sales agencies.

China Welfare Lottery welcomes friends who are caring, responsible, and capable of marketing management in the society to join the sales team of Welfare Lottery.

优化物流体系

Optimizing Logistics System

各省级福彩中心积极探索和优化物流配送方案，提升物流运输效率，为零售店提供快捷优质的物流运输服务，确保即开票物流环节安全性及时效性。

Provincial branches actively explore and optimize logistics and distribution plans, improve logistics and transportation efficiency, provide fast and high-quality logistics and transportation services for retail stores, and ensure the safety and timeliness of the logistics link of instant lottery.

- 北京市福彩中心制定“加急配送服务”方案，针对因地区管控、特殊问题导致无法及时送达或有特殊紧急需要的零售店，通过闪送或顺丰同城的方式进行配送，保障全市即开票物流环节的时效性，提升北京市福彩中心服务保障能力。

Beijing Welfare Lottery has formulated an "expedited delivery service" plan, aiming at retail stores that cannot be delivered to the lottery station in time or have special urgent needs due to regional control and special problems, the lottery station will be delivered by flash or SF Express to ensure the timeliness of the city's instant lottery logistics links, and enhance the service guarantee capability of Beijing Welfare Lottery.

- 江西省福彩中心引入第三方快递公司，建立全省零售店即开票直配物流网络体系，为全省5000多家零售店提供即开票直配服务，改善零售店资金周转难、即开型彩票库存周转慢、真票展示少等难题。

Jiangxi Welfare Lottery introduced a third-party express company, established the province-wide retail stores instant lottery direct distribution logistics network system, and provided instant lottery direct distribution services to more than 5,000 retail stores in the province. The problems such as the difficulty of fund turnover at retail stores, the slow turnover of instant lottery inventory, and the few displays of real tickets have been improved.

责任营销
宣传

RESPONSIBLE
MARKETING

营销宣传工作是塑造中国福利彩票品牌形象的重要窗口。中国福利彩票以公益为导向开展责任营销，倡导“多人少买、寓募于乐、量力而行、理性投注”的购彩理念，加强责任宣传，创新宣传方式，引导理性购彩，为购彩者营造良好购彩氛围。

Marketing and publicity work is an important window for shaping the brand image of China Welfare Lottery. China Welfare Lottery conducts public welfare-oriented responsible marketing, advocating the lottery concept of "winning prize while devoting your love, and advocating reasonable involvement by more people", strengthens responsible propaganda, innovate propaganda methods, guides rational lottery purchases, creating a good lottery purchase atmosphere for players.

开展责任宣传

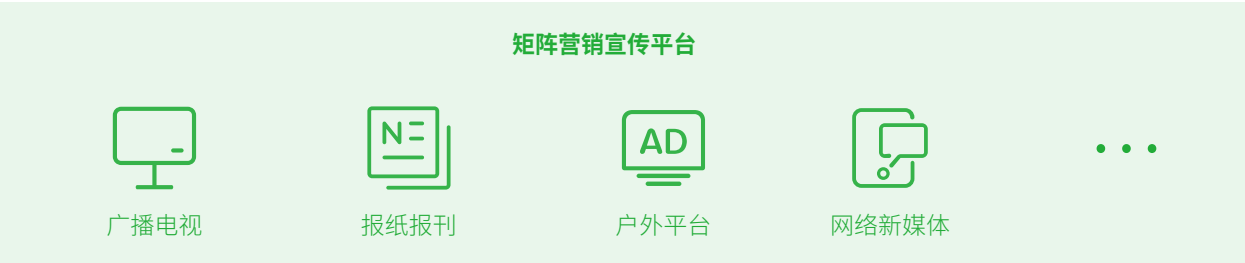
Conducting Responsible Propaganda

中福彩中心及省级福彩中心坚持理性营销原则，不盲目追求销量，强调禁止向未成年人售彩，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，不鼓动投机，不开展隐含对同业者的排他性、诋毁性等内容宣传，全面践行责任宣传。

CWLIMC and provincial branches adhere to the principle of rational marketing. They do not blindly pursue sales, emphasize the prohibition of selling lottery to minors, do not use jackpot as a promotional point, do not conduct false and inaccurate publicity, do not conduct inductive or stimulating publicity, do not encourage speculation, and do not carry out content propaganda that implies exclusivity and defamation to the same industry, fully implementing responsibility propaganda.

2019年，中福彩中心构建起矩阵营销宣传平台，通过广播电视、报纸报刊、户外平台、网络新媒体等宣传平台，全方位、多角度，立足公益，加大宣传力度，持续打造中国福利彩票公益形象。

In 2019, CWLIMC based on public welfare established a multi-matrix marketing and publicity platform, through broadcast and television, newspapers and magazines, outdoor platforms, online new media and other publicity platforms, all-round and multi-angle, and intensified publicity efforts, continuing to build the public welfare image of China Welfare Lottery.



江西省福彩中心组织开展“公益福彩进社区”营销宣传活动，通过游车满城跑、传单沿街发、路演进社区、现场售彩票、公益助群众等地推方式，在全省40个县（区）的60个社区开展60场营销宣传活动，辐射人群1000万人，实现营销宣传与公益活动的有效融合，提升福利彩票品牌美誉度。

Jiangxi Welfare Lottery organized and launched the "Public Welfare Lottery into the Community" marketing and promotion activities, and promoted them through various ways such as traveling cars running around the city, handing out flyers along the street, evolving the community on the road, selling lottery tickets on site, and helping the masses through public welfare, launched 60 marketing campaigns in 60 communities in 40 counties (districts) across the province, reaching 10 million people, realizing the effective integration of marketing campaigns and public welfare activities, and enhancing the reputation of the Welfare Lottery brand.

山东省福彩中心完善报纸、广播、电视、网络、移动新媒体等多维度、立体化宣传平台建设。通过在省内6地市开展主题为“福彩织梦——人人有爱心，处处小黄人”的即开票销售展示柜宣传推广活动，塑造福彩刮刮乐公益品牌形象。

Shandong Welfare Lottery has perfected the construction of multi-dimensional and three-dimensional propaganda platforms such as newspapers, radio, television, Internet, and mobile new media. Through the promotion of the instant lottery sales display cabinet with the theme of "Weaving Dreams with Welfare Lottery-with Everyone's Love, Little Yellow People Everywhere" in 6 cities in the province, shaping the public welfare brand image of Welfare Lottery scratch-off ticket.



山东省福彩中心开展即开票销售展示柜宣传推广活动
 Shandong Welfare Lottery launched instant lottery sales display cabinet promotion activities

创新宣传方式

Innovating Propaganda Ways

中福彩中心及省级福彩中心创新宣传方式，发挥互联网、新媒体等线上宣传优势，多渠道塑造福彩品牌形象。2019年，中福彩中心新增电影院线和网络宣传渠道，创新多元的宣传方式有效向社会各界展示福彩品牌形象。

The CWLIMC and provincial branches innovate in publicity methods, leverage the advantages of online publicity such as the Internet and new media, and shape the Welfare Lottery brand image through multiple channels. In 2019, CWL added cinemas and online publicity channels, and innovative and diversified publicity methods effectively displayed Welfare Lottery brand image to all sectors of society.

2019年，中福彩中心创新宣传工作成效
 In 2019, the effectiveness of the innovation and publicity work of the CWLIMC

电影院线渠道
 Cinema line channel

在全国18212个影厅投放映前广告和贴片广告，覆盖近亿人次；在繁华地段户外大屏幕投放广告60万次，楼宇智能屏广告13亿次。
 Pre-screening advertisements and patch advertisements were placed in 18,212 theaters across the country, covering nearly 100 million people; 600,000 times of advertisements were placed on outdoor large screens in prosperous areas, and 1.3 billion times of building smart screen advertisements.

网络渠道
 Network channel

首次在腾讯新闻、腾讯视频等12款腾讯产品投放“福利彩票为您的生活增福添彩”主题闪屏广告，曝光量达2700万多次，获得广告外层点击148万多次；微信朋友圈广告曝光量达1800多万次，广告触达人数880万人。
 The “Welfare Lottery Enhances Your Life” theme splash screen advertisements for the first time on 12 Tencent products such as Tencent News and Tencent Video, with more than 27 million exposures and more than 1.48 million clicks on the outer layer of the ad; the WeChat Moments ad exposure reached more than 18 million times, and the ad reached 8.8 million people.

北京市福彩中心与北京电视台共同创新推出大型竞技类栏目和北京首档电视服务节目，其中竞技类栏目中购彩所得奖金全部计入栏目捐助箱，用于困境儿童救助项目。此项创新型宣传方式有效拓展了福彩受众群体，并在2019北京公益慈善汇展进行展示，让“阳光福彩、公益福彩”理念深入人心。

Beijing Welfare Lottery and Beijing TV Station jointly launched large-scale sports programs and Beijing's first TV service programs. Among them, all the bonuses from the sports programs are included in the column donation box and used for the rescue project for children in need. This innovative publicity method effectively expanded the audience of Welfare Lottery, and was displayed at the 2019 Beijing Charity Exhibition, letting the concept of "Transparent Welfare Lottery, Charitable Welfare Lottery" deeply rooted in the hearts of the people.



北京市福彩中心参加2019北京公益慈善汇展
 Beijing Welfare Lottery participated in the 2019 Beijing Charity Exhibition

内蒙古自治区福彩中心搭建广播、电视、报纸、网络、新媒体等在内的“五位一体”宣传平台，建立自媒体与网络媒体联动配合宣传新方式，打造蒙汉并行、传统媒体与新兴媒体并重的宣传模式，实现更有效、更落地的行业宣传和公益文化传播效果。

Inner Mongolia Autonomous Region Welfare Lottery has built a "five-in-one" publicity platform including radio, television, newspapers, the Internet, and new media, established a new way of cooperation between self-media and online media, and created a publicity model that combines Mongolian and Chinese with equal emphasis on traditional media and emerging media, achieving more effective industry publicity and public welfare cultural dissemination effects.



内蒙古自治区福彩中心举办“福彩草原情”公益活动
Inner Mongolia Autonomous Region Welfare Lottery held the "Welfare Lottery Grassland Love" public welfare activity

倡导理性购彩 Advocating Reasonable Playing

中福彩中心始终坚持倡导“理性购彩”理念，推动省级福彩中心深入开展引导理性购彩工作。
CWLIMC has always insisted on advocating the concept of "rationally purchasing lottery", and promoted the provincial branches to carry out in-depth guidance of rationally purchasing lottery.

各省级福彩中心不断创新引导理性购彩方式，探索开通热线电话、建立心理辅导室等有助于购彩者心理疏导的工作模式，帮助社会公众树立理性购彩理念和健康购彩心态，对过度投入的购彩者进行心理咨询与劝导。此外，省级福彩中心还要求零售店在醒目位置张贴或悬挂标有“量力而行，理性购彩”“未成年人禁止入内”等内容的警示性标语、标牌。
Provincial branches continue to innovate and guide rational lottery purchasing methods, explore the opening of hotlines, the establishment of psychological counseling rooms, and other work models that can help Players psychological counseling so as to help the public to establish a rational lottery purchasing concept and a healthy lottery purchasing mentality, and provide psychological counseling and persuasion for over-invested Players. In addition, provincial branches also require retail stores to post or hang warning slogans and signs with content such as "Act according to your ability, rationally purchasing lottery", "Minors are prohibited from entering" and other content.

重庆市福彩中心开通社工服务热线，由专业社工与心理专家接听热线，协助解决购彩中出现的困惑与困扰，引导塑造健康、正确的购彩认知与购彩心理，减少或避免过度购彩及成瘾性购彩等不良购彩行为对购彩者家庭与社会功能造成的损害。

Chongqing Welfare Lottery opened a social worker service hotline, which was answered by professional social workers and psychological experts to help solve the confusion and perplexity in lottery purchasing, and guided them to shape healthy and correct lottery cognition and psychology, reducing or avoiding damage to the family and social functions of Players caused by unhealthy lottery purchases such as excessive lottery purchases and addictive lottery purchases.



重庆市福彩中心参加第三届巴渝社会工作宣传周活动，倡导理性购彩
Chongqing Welfare Lottery participated in the third Bayu Social Work Publicity Week, advocating rational lottery purchasing

江苏省连云港市福彩中心推动成立“心灵港湾”购彩者理性购彩指导中心，为自愿寻求帮助广大购彩者提供专业的心理疏导和购彩服务。

Lianyungang City Welfare Lottery of Jiangsu Province promotes the establishment of a "Mind Harbor" Players' rational lottery purchasing guide center, which provides professional psychological counseling and lottery purchasing services for the vast number of Players who voluntarily seek help.

浙江省福彩中心开通购彩者心理服务热线0571-89057776，建立心理咨询专家到客服大厅对非理性购彩者进行疏导干预机制，正确引导购彩者的购彩行为。

Zhejiang Welfare Lottery has opened the psychological service hotline 0571-89057776 for Players, and established a psychological consultation expert to guide and intervene irrational Players in the customer service hall, and correctly guided lottery buyers' behavior in lottery purchasing.

广东省福彩中心自2013年起，连续6年参与广东社工服务热线项目，通过用社工的专业理念和方法引导购彩者理性购彩、回应购彩者需求、做好问题购彩者心理辅导，多措并举倡导理性购彩。

Guangdong Welfare Lottery has participated in the Guangdong Social Work Service Hotline Project for 6 consecutive years since 2013. It uses the professional concepts and methods of social work to guide Players to buy lottery rationally, respond to Players' needs, and provide psychological counseling for problem buyers, taking multiple measures to promote rational lottery purchasing.

海南省福彩中心与专业机构合作开设心理咨询室，建立购彩者心理危机疏导干预机制，并提供心理咨询服务；对福彩从业人员进行心理培训，提升从业人员引导购彩者理性购彩能力。2019年，向购彩者印发心理健康宣传手册2万份，提供心理辅导服务300余人次。

Hainan Welfare Lottery cooperated with professional institutions and opened a psychological consultation room, established a psychological crisis intervention mechanism for Players, and provided psychological counseling services; conducted psychological training for welfare lottery practitioners to improve their ability to guide Players to purchase rationally. In 2019, 20,000 copies of mental health brochures were issued to Players, and more than 300 psychological counseling services were provided.



福彩科普时刻：彩票中奖有规律吗？
 CWL Knowledge Sharing: Is there a pattern in lottery winning?

彩票是一种幸运游戏，也是一种概率游戏，每次开奖号码都是随机产生，任何一次开奖中任何号码获奖的可能性都是一样的。以即开型彩票为例，中国福利彩票已经实现了中奖奖符和无奖奖符的完全随机喷印，毫无规律可循。有的购彩者觉得中奖源于分析出了彩票的规律，这主要是心理认知，并不是真实的规律。广大购彩者要谨防被中奖心切蒙蔽了双眼，要提高警惕性，坚决杜绝购买私彩，以免上当受骗。

Lottery is a lucky game, and it is also a game of probability. Each draw number is randomly generated, and the probability of winning any number in any draw is the same. Taking instant lottery as an example, China Welfare Lottery has achieved completely random printing of winning symbols and unrewarded symbols, with no rules to follow. Some Players feel that winning the lottery comes from analyzing the rules of the lottery, which is mainly psychological cognition, not the real rules. Players should be careful not to be blinded by winning the lottery, be vigilant, and resolutely refrain from buying private lotteries to avoid being deceived.

购彩者服务

SERVICES FOR
PLAYERS

购彩者服务是彩票机构塑造持续竞争优势的核心抓手。中国福利彩票建立健全购彩者服务机制，优化购彩环境，畅通沟通渠道，为购彩者提供便捷兑奖服务，持续提升购彩者服务质量。

Services for lottery player are the core foundation for lottery institutions to build sustainable competitive advantage. CWL has established and improved player service mechanism, optimized playing environment and kept communication channel open to provide players with convenient prize claim service and constantly improve service quality.

优化购彩环境

Optimizing Playing Environment

在中福彩中心的指导下，省级福彩中心结合业务实际，立足购彩者需求，对零售店进行升级优化，为购彩者营造良好的购彩环境。

Under the guidance of CWLIMC, combining actual business status and based on players' demand, provincial branches have upgraded and optimized retail stores to create better playing environment for players.

重庆市福彩中心制定《2019福利彩票投注站建设方案》，树立明星服务标杆，规范服务标准；加强福彩团队规范化、多维服务、创新服务能力，不断提升购彩者体验，强化提供有温度的人性化服务意识，不断优化购彩环境。

Chongqing Welfare Lottery developed the 2019 Retail stores Construction Plan, setting star service benchmark and standardizing service standard. It strengthened the standardization of CWL team and delivered multidimensional and innovative service to improve players' experience as well as provided attentive service with humanized service consciousness to optimize playing environment continuously.

畅通沟通渠道

Maintaining a Smooth Communication Channel

中福彩中心及省级福彩中心以购彩者为中心，不断完善购彩者沟通机制，创新沟通模式，积极应对购彩者投诉，努力满足购彩者诉求，提升购彩者满意度。

Centering on players, CWLIMC and provincial branches keep improving player communication mechanism, innovate communication mode, actively responds to players' complaints, try their best to meet players' demands and enhance player satisfaction.



中福彩中心：开展第三期中国福利彩票品牌形象客户满意度调查
 CWLIMC: Carry out the 3rd Customer Satisfaction Survey on CWL Brand Image

案例 CASE

2019年，中福彩中心完成了第三期中国福利彩票品牌形象客户满意度调查项目。该项目历时3年，覆盖32个省级福彩中心，通过第三方专业机构，从福利彩票品牌形象客户满意度指标入手，调查零售商、销售员、购彩者、潜在购彩者样本数总量达64,759个，为提升福彩服务水平提供数据支持。

In 2019, CWLIMC completed the 3rd Customer Satisfaction Survey on CWL Brand Image program which lasted three years and covered 32 provincial branches. Starting with satisfaction index of CWL brand image, a third-party professional institution was contracted to survey dealers, sales, players and potential players with a total sample quantity of 64,759, which provided data support for improving CWL service level.

- 辽宁省福彩中心强化96108热线等服务窗口作用，增加打击非法彩票和信访的投诉受理业务，多种方式畅通购彩者沟通渠道。全年妥善处理信访问题10个、法律诉讼案件2起。

Liaoning Welfare Lottery strengthened the function of service mediums like service line 96108 to increase business like cracking down on illegal lottery and complaints acceptance and take various means to keep communication channel open for players. It totally properly handled 10 pcs of compliant letters and two litigation cases throughout the year.

- 上海市福彩中心通过“线上+线下”相结合的形式，加强与购彩者沟通，积极应对购彩者投诉。2019年，电话客服中心人工接听购彩者热线电话达到19383次（机房客服与中心客服），其中处理投诉电话168次，为购彩者答疑解惑8626次；委托上海市质量技术监督局下属调查公司完成2019年度满意度调查，顾客满意度得分为86.5，比2018年提高1.74分。

Adopting the form of “online and offline” combination, Shanghai Welfare Lottery enhanced communication with players and actively responded to players' complaints. In 2019, customer service staff (in computer room or CWL) of call center answered calls made by players up to 19,383 times, in which there are 168 compliant calls and 8,626 consulting calls. It entrusted a research company subordinated to Shanghai Municipal Bureau of Quality, Technical and Supervision to carry out the 2019 satisfaction survey with customer satisfaction score of 86.5, which is 1.74 points higher than that of 2018.

- 湖南省福彩中心全年共受理办结购彩者来电投诉事项70件，处理中福彩中心转办的投诉事项31条，接待来访人员7人。

Hunan Welfare Lottery totally handled 70 compliant calls made by players and 31 complaints forwarded by CWLIMC and received seven visitors throughout the year.

- 云南省福彩中心设计制作近100篇《云南福彩微课堂》微课视频，在云南省福彩微信公众号推出微课堂栏目，方便购彩者更全面、更深入地了解福彩故事。

Yunnan Welfare Lottery designed and made nearly 100 micro class videos titled *Yunnan Welfare Lottery's Micro Class* and launched micro class program on Yunnan Welfare Lottery WeChat official account to bring convenience to players to learn welfare lottery fully and further.

- 甘肃省福彩中心搭建96106客户综合服务热线平台。全年接听购彩者热线电话12868条，工单受理3275件，购彩者满意率98.9%。

Gansu Welfare Lottery constructed customer service hotline 96106 and received 12,868 player calls and handled 3,275 work orders with players' satisfaction of 98.9%.

方便购彩者兑奖

Facilitating the Prize Payment for Players

中福彩中心及省级福彩中心持续优化兑奖流程，为购彩者兑奖提供便利、快捷的服务体验。

CWLIMC and provincial branches keep optimizing prize claim procedure, providing players with convenient and efficient service experience.

- 湖北省福彩中心通过系统升级实现兑奖彩票中奖金额打印功能，在中奖彩票票面上打印“已兑奖xxx元”字样，实现所有“奖上加奖”促销活动中中奖奖金零售店自动兑付，渠道投注机中奖票全省通兑，提升购彩者的兑奖体验。

Hubei Welfare Lottery made printing function of prize amount into reality through system upgrading, printing words “Prize Paid for RMB xxx Yuan” and realizing automatic prize claim of the sales promotion “Add Prize to Prize” at retail stores and prize claim of channel terminals in the whole province and hence players' prize claim experience was improved.

- 青海省福彩中心成立综合服务大厅，简化兑奖流程。购彩者只需在综合服务大厅办理兑奖业务，即可通过网上银行转账方式获得中奖奖金，此种方式有效规避了中奖者的来回奔波，受到购彩者一致好评。

Qinghai Welfare Lottery established general service hall, simplifying prize claim procedure. Players could only need to process prize claim at the general service hall to get their prize via online banking transfer, which efficiently saved prize winners' time and physical strength and received their high praise.



福彩科普时刻：购买福利彩票后超过了 60 个自然日还能兑奖吗？
 CWL Knowledge Sharing: Can players claim prize after buying lottery more than 60 days?

《彩票管理条例实施细则》第四十三条规定，彩票中奖者应当自开奖之日起60个自然日内兑奖。最后一天为《全国年节及纪念日放假办法》规定的全体公民放假的节日或者彩票市场休市的，顺延至全体公民放假的节日后或者彩票市场休市结束后的第一个工作日。中国福利彩票衷心希望和购彩者共同分享福彩的快乐，在这里提醒获奖购彩者及时兑奖，避免造成不必要的损失。此外，《彩票发行销售管理办法》规定，即开型彩票的中奖者，可以自购买之时起兑奖，兑奖的截止日期为该批彩票停止销售之日起的第60个自然日。

According to Article 43 of the *Detailed Implementing Rules for the Regulations on Lottery Administration*, lottery winners shall claim prize within 60 natural days from the date of lottery drawing. Where last day is holiday for all citizens regulated by the *Public Holidays for National Annual Festivals and Memorial Days* or the lottery market is closed, it shall be extended to the first working day after the holiday for all citizens or the end of closed lottery market. CWLIMC sincerely hopes to share the happiness of welfare lottery with players and reminds prize winners to claim prize in time to avoid unnecessary loss. Furthermore, according to the *Measures for the Administration of Lottery Issue and Sales*, winners of instant games can claim their prize from purchase day, and the deadline for prize claim is the 60th natural day from the day of stopping selling the batch of lottery.

阳光福彩 驱动健康发展

DRIVING CWL'S HEALTHY DEVELOPMENT WITH A TRANSPARENT MECHANISM

中国福利彩票始终坚持“安全运行、健康发展”的工作方针，加强安全管理，确保资金、网络、开奖等工作安全；坚持透明运营，接受社会公众监督；加强队伍建设，保障员工、专管员、零售商基本权益和身心健康，加强队伍职业培训，提升队伍职业素养；践行绿色运营，减少碳排放，保护生态环境，护航中国福利彩票健康持续发展。

CWL always insists on the working policy of “safe operation, healthy development”, enhancing safety management and ensuring fund, network and drawing safety. It also sticks to transparent operation and accepts public supervision, strengthens team building, ensures basic rights and physical and mental health of employees, market managers and retailers, enhances occupational training for the team to improve team members' professional quality, and practices green operation, reduces carbon emissions and protects ecological environment to ensure the healthy and sustainable development of CWL.



SDGs 回应



安全运行

SAFE
OPERATION

安全是民生之本、和谐之基。中国福利彩票高度重视安全工作，从资金安全、技术安全、舆情预警、安全生产等方面，加强各项工作保障措施，健全安全保障机制，确保中国福利彩票各项工作稳妥运行。

Security is the very foundation for people's livelihood and the base for harmony. CWL attaches great importance to security, such as fund security, technical security, early warning of public opinion and production security. It enhances various operation security measures and improves security guarantee mechanism, ensuring CWL's reliable and steady operation.

保障资金安全

Ensuring Fund Security

中福彩中心以完善内控流程为抓手，深入推进全国福利彩票资金风险防控机制建设。通过从中福彩中心本级、省级福彩中心延伸至直属单位，采用以上带下、以评促建的方式，不断完善福彩系统内控流程及制度建设，有效防范资金风险。

Taking internal control improvement as the starting point, CWLIMC is committed to further constructing national welfare lottery fund risk prevention and control mechanism. CWLIMC and its provincial branches keep improving the internal procedure of the CWL system and institutional improvement by means of driving lower development by upper level and promoting construction by evaluation, preventing fund risk effectively.

- 河北省福彩中心强化资金安全管理，建立健全彩票资金风险防控制度、重大事项报告制度、可疑资金报告制度，完善兑付奖金的稽核、预警管理制度，切实防范彩票资金流失风险。

Hebei Welfare Lottery enhanced fund security management, established and improved lottery fund risk prevention and control system, major event reporting system, suspicious fund reporting system, and improved prize claim audit and early warning management system to prevent fund loss risk practically.

- 甘肃省福彩中心制定《甘肃省福利彩票发行管理中心财务管理办法》，健全业务经费支出流程和审批监督机制，加强规范彩票资金及政府性基金预算管理，强化彩票机构财务监管。

Gansu Welfare Lottery formulated Financial Management Measures of Gansu Welfare Lottery Issuance Management Center, improving business expenditure process and approval supervision system, strengthening and standardizing lottery fund and government fund budget administration and enhancing financial supervision on lottery institutions.

确保技术安全

Ensuring Technical Security

中福彩中心认真贯彻《民政部贯彻落实〈网络安全法〉的工作通知》《民政部网络安全事件应急预案》《2019年民政部网络安全应急演练工作方案》等要求，开展模拟渗透攻击演练活动，提升网络安全防护能力。

CWLIMC conscientiously carried out Notice of the Ministry of Civil Affairs on the Implementation of the Cyber Security Law, Ministry of Civil Affairs Emergency Plan for Cyber Security Incidents and 2019 Work Plan of Cyber Security Emergency Drill of Ministry of Civil Affairs, conducting simulation of penetration attack drill to improve cyber security protection ability.

2019年中福彩中心开展“网络安全宣传周”活动，通过组织网络安全培训和开办宣传专栏，提高员工网络安全意识；落实网络安全等级保护工作，针对中国福利彩票信息系统开展安全评估、漏洞扫描及整改等工作，并组织安全测评，保证中国福利彩票信息系统安全。全年未发生网络安全事件。

In 2019, CWLIMC conducted "Cyber Security Publicity Week", improving employees' cyber security awareness by organizing security training and setting publicity column, and implementing cyber security level protection and conducted security assessment, vulnerability scanning and rectification for CWL information system as well as arranging security test and evaluation to ensure the security of CWL information system. There was no cyber security incident happened throughout the year.

- 上海市福彩中心通过制定机房管理、应急处置、安全管理、运营管理等方面的制度，明确工作规范，形成工作日志、巡检记录、运行报告，签字、操作留痕，实现可追溯、可监控的网络和数据安全可控。

Shanghai Welfare Lottery defined work specification, produced work log, tour inspection record, operation report and followed signature and operation mark by formulating computer room management, emergency response, security management and operation management systems, realizing traceable, monitorable network and security, controllable data.

- 山东省福彩中心成立网络安全与信息化领导小组，制定《山东省福彩销售机构网络安全管理办法》，建立省中心各部网络安全联络员制度，举办全省福利彩票技术培训会，全面提升全省信息安全保障能力。

Shandong Welfare Lottery set up cyber security and informatization leading group, formulated Administration Measures for Cyber Security of Shandong Welfare Lottery Sales Institution, established cyber security liaison system of provincial branches and held provincial welfare lottery technical training, improving information security guarantee ability of the whole province comprehensively.



山东省福彩中心开展技术培训

Shandong Welfare Lottery carries out technical training

- 宁夏回族自治区福彩中心积极开展技术创新工作，率先引入 VPN 接入动态密钥管理，是全国第一家引入 VPN 接入动态密钥验证的省区。

Ningxia Hui Autonomous Region Welfare Lottery actively conducted technical innovation and took the lead in introducing dynamic key management access for VPN. It is the first province in China that introducing dynamic key management access for VPN.

- 2019 年 1 月，在保证彩票销售系统整体安全性的条件下，深圳市福彩中心启动基于区块链为核心技术的深圳福利彩票可信消息传递系统技术探索和系统建设工作，为购彩者提供多元化彩票真伪综合查询平台。

In January 2019, under the premise of ensuring overall security of lottery sales system, Shenzhen Welfare Lottery launched technology exploration and system construction of the Shenzhen Welfare Lottery Trusted Messaging System based on core technology of blockchain, providing a diversified lottery authenticity comprehensive query platform for players.

实施舆情预警

Implementing Early Warning of Public Opinion

中福彩中心建立7×24小时针对全网范围内的媒体报道及公开信息舆情监测机制，确保及时有效地上报舆情预警信息，持续加强危机应对管理能力；并积极推动省级福彩中心开展舆情预警工作，通过员工培训、健全安全机制等方式，确保福彩全系统舆情安全。

CWLIMC established the 7x24 media reports and public opinion monitoring mechanism of public information among the whole network, ensuring timely and efficiently reporting of early warning of public opinion and constantly strengthening crisis response management ability. Meanwhile, it also positively pushed provincial branches to conduct early warning of public opinion and ensured public opinion security of the whole welfare lottery system through employee training, security mechanism improvement and other means.

- 新疆维吾尔自治区福彩中心组织全疆15个地州市的宣传员开展舆情管理和写作培训，提升宣传员在新媒体应用、突发事件应对、危机管理等方面的能力。

Xinjiang Uygur Autonomous Region Welfare Lottery organized propagandists from 15 prefectures in Xinjiang to participate in public opinion management and writing training, aiming to improve propagandists' ability in new media application, emergency response, risk management and other aspects.



新疆维吾尔自治区福彩中心开展舆情管理和写作培训
The Xinjiang Uygur Autonomous Region Welfare Lottery holds public opinion management and writing training

重视安全生产

Putting Emphasis on Production Security

中福彩中心及省级福彩中心通过开展安全知识讲座、安全演习等活动，提高员工安全意识，保障安全生产。

CWLIMC and provincial branches improved employees' security awareness and ensured production security by carrying out security knowledge lectures, security drills and other activities.

- 天津市福彩中心组织全体员工开展消防知识讲座及逃生疏散演练，提高全体员工防灾、救灾和自我保护的能力。



天津市福彩中心组织逃生疏散演练
Tianjin Welfare Lottery organizes evacuation drill

- 内蒙古自治区福彩中心及各盟市福彩中心成立安全工作领导小组，通过签订安全生产责任书、开展定期巡查、组织零售商进行消防知识培训等方式，确保各项工作安全开展。

Inner Mongolia Welfare Lottery and its municipal branches established a security leading group, ensuring that all work could be carried out safely by signing safe production responsibility letter, conducting regular tour inspection, organizing dealers to hold fire-fighting knowledge training and other means.



内蒙古自治区福彩中心开展零售商宣传消防知识培训
Inner Mongolia Welfare Lottery holds fire-fighting knowledge training for dealers

透明运营

TRANSPARENT
OPERATION

重视透明运营，是机构规范化管理的重要体现，也是机构发展经久不息的动力。中国福利彩票以公平、公正、公开的诚信原则，坚持透明开奖，严把开奖流程，增强公众与机构的双向沟通，提高福彩透明运营水平。2019 年，中福彩中心累计接待 160 批“走近双色球”“走近刮刮乐”活动参观团，共计 6521 人次。根据问卷调查反馈，活动接待满意率达到 99%。

Emphasis on transparent operation is an important manifestation of standardized management and the driving force for organizations to gain sustainable development. CWL adheres to fair, just and open integrity principle, insists transparent drawing, strictly controls and manages drawing procedure and strengthens two-way communication between public and institutions to improve transparent operation level of welfare lottery. In 2019, CWLIMC totally received 6,521 personnel from 160 tour groups named “A Close Contact with Union Lotto” and “A Close Contact with Guaguale”. According to feedback from questionnaire survey, reception satisfaction was up to 99%.

坚持透明开奖

Insisting on Transparent Drawing

中福彩中心始终秉持“阳光开奖”原则，通过开奖信息公开，提供公开透明的开奖综合信息服务；加强与公证机构合作，优化开奖场所公众接待流程，强化第三方监督；提高开奖节目制作水平，强化播出渠道建设，提升福彩开奖透明度。

Always adhering to the principle of “drawing in sunshine”, CWLIMC offers public and transparent comprehensive drawing information service via drawing information transparency, optimizes public reception procedure of drawing site and enhances third-party supervision by strengthening cooperation with notary organizations, improves drawing program production level, enhances the construction of broadcasting channels and increases drawing transparency.

2019 年，中福彩中心透明开奖成效 CWLIMC’s Achievements in Drawing Transparency in 2019	
启动社会公众自行报名观摩开奖活动 Launched public self-application for observing drawing	启动社会公众自行报名观摩开奖活动接待，进一步升级透明开奖活动。 Launched reception for public self-application for observing drawing, further upgrading transparent lottery activity.
加强与公证机构合作 Strengthened cooperation with notary institutions	与公证机构共同梳理公证工作流程，征求律师意见进行合法性审核，加强公证机构的第三方监督作用，确保开奖工作依法合规、公开透明。 Sorted out notary procedure with notary institutions, sought for lawyer’s opinion for legal approval and strengthened third-party supervision function of notary institutions, ensuring drawing was conducted in accordance with laws and regulations, and was open and transparent.



中福彩中心展示开奖信息
CWLIMC displays drawing information on its official website



中福彩中心：走进双色球开奖大厅，见证阳光开奖
CWLIMC: Enter the Union Lotto Drawing Hall, Witness Drawing in Sunshine

案例 CASE

中福彩中心自 2005 年起连续 15 年组织开展“走近双色球”活动，通过邀请全国各地各行各业的代表们，亲临双色球开奖大厅，观摩开奖直播全过程、了解福彩知识、了解摇奖机的工作原理，塑造双色球公开、公正、公平的品牌形象。2019 年，中福彩中心共组织社会各界公众共 140 个团队、5600 多名代表零距离接近双色球开奖现场。

CWLIMC has been organizing and holding “A Close Contact with Union Lotto” for 15 consecutive years since 2005. It invited representatives from all industries all over China to visit the Union Lotto drawing hall in person to observe the whole process of live broadcast of drawing and learn welfare lottery knowledge and the operating principle of lottery machine, building Union Lotto’s brand image of openness, justness and fairness. In 2019, CWLIMC totally organized 5,600 representatives of 140 teams from all walks of society to have a close contact with Union Lotto drawing site.



黑龙江省观摩团参观“双色球”开奖大厅
Heilongjiang observation team visits “Union Lotto” drawing hall



宁夏回族自治区观摩团参观“双色球”开奖大厅
Ningxia Hui Autonomous Region observation team visits “Union Lotto” drawing hall



福彩科普时刻：为什么双色球销售截止时间和开奖时间会有一定间隔？
CWL Knowledge Sharing: Why is there a certain interval between the sales deadline and the drawing time of “Union Lotto”?

延时播出时间段的限定，主要与系统设计相关。在全球范围内，彩票销售系统主要有两种模式，一种是统一销售模式，即销售数据从零售店直接到中央机房，由中央机房直接管理数据；一种是联合销售模式，即销售数据从零售店到中继机房，再由中继机房统一上传到中央机房。世界上销量排名靠前的彩票游戏大都采用联合销售模式，双色球也是采用联合销售模式。

The limitation of delayed broadcast time period is mainly related to the system design. Globally, there are two modes of lottery sales system: One is united sales mode, i.e., data is directly transmitted from retail stores to central computer room and directly administrated by central computer room; the other one is joint sales mode, i.e., sales data is directly transmitted from retail stores to relay computer room and then to central computer room. Most of best lottery games in the world adopt the joint sales model, so does “Union Lotto”.

在福利彩票发售系统中，省级福彩中心的数据机房就相当于中继机房，中福彩中心的数据机房就是中央机房。双色球在停止销售后，各省级福彩中心机房要立即把当期的销售数据全部封存、刻盘并上传到中福彩中心。中福彩中心则要把各省的数据采集、汇总并刻录到不可改写的光盘。为了确保数据完整和安全封存，防止数据篡改和丢失，保障购彩者利益，必须保证在开奖前将所有的中继机房销售数据全部上传到中央机房封存后，才能开奖。因此，销售截止和开奖之间必须要有比较充分的时间保障。双色球作为销量较大的游戏，20：00 销售截止，21：15 进行开奖，间隔 1 小时 15 分钟，是较为安全、合理的。

In the welfare lottery issuance and sales system, provincial branches' data room functions as the relay computer room while CWLIMC's data room is central computer room. When Union Lotto stops selling, provincial branches' computer rooms immediately store all sales data of the period and burn and upload it to CWLIMC while CWLIMC is responsible for collecting, summarizing and burning data uploaded by each branch to Unrewritable CD-ROM. To ensure data integrity and secure storage, avoid data tempering and loss and guarantee players' interest, it must be ensured that all sales data stored in the relay computer room is transmitted to central computer room for storage and then conduct drawing. Therefore, there must be sufficient interval guarantee between sales deadline and drawing time. As a lottery game with higher trading volume, Union Lotto's stops selling at 20:00 and starts drawing at 21:15 with an interval of 1 hour 15 minutes, which is regarded as a secure and reasonable interval.

execution of drawing, keeps optimizing drawing procedure to improve technical guarantee level and strengthens emergency training drills to properly deal with emergencies, prevent and dissolve potential risks and finally ensure drawing security.

2019年，中福彩中心实现安全开奖652期，梳理各种风险点18个，组织应急演练24次，处理开奖直播、数据预警类突发情况15次，排除演播厅各类技术故障154次。

In 2019, CWLIMC totally conducted 652 drawings safely, handled 18 risk points, organized 24 emergency drills, dealt with 15 emergencies of live broadcast of drawing and data early warning and shot 154 technical failures occurred in broadcasting studio.



福彩科普时刻：为什么双色球开奖节目要延时播出？
CWL Knowledge Sharing: why is the drawing program broadcasting of Union Lotto delayed?

双色球是在教育电视台直播开奖，在中央电视台录播开奖。需要特别说明的是，按照国家广播电影电视总局的要求，像双色球这样有社会公众代表参加的直播节目必须延时 30 秒播出。延时播出也是直播的一种，即有观众参与的现场直播节目提前一定时间开始，用专用的延时系统直接将节目信号采集到电视播出系统的内存储器中事先进行信号排队，不经过任何编辑、加工，按预先设定的直播时间自动直接播出的方式。为了让购彩者更直观地了解和感受福利彩票开奖的公开、透明，中国福利彩票长期开展“走近双色球”活动，邀请社会各界人士参观开奖过程。

The drawing of Union Lotto is lively broadcasted on China Education Network Television and is recorded and broadcasted on CCTV. It is important to note that, according to requirements of the State Administration of Radio Film and Television, Union Lotto, a live program attended by public representatives, must be broadcasted with a 30-second delay. Delay broadcasting is also a type of live broadcasting, that is to say, live broadcast program with audience participation starts at a certain time in advance, and the program signal is directly collected into the internal memory of the TV broadcast system by a special delay system for signal queuing in advance, and it is automatically and directly broadcasted at the preset broadcast time without any editing and processing. To have players understood and felt the openness and transparency of welfare lottery more intuitively, CWL has long been holding the activity of “A Close Contact with Union Lotto”, inviting people from all walks of life to observe the drawing process.

严把开奖流程

Managing Drawing Processes Stringently

中福彩中心制定《中国福利彩票开奖管理办法（试行）》《中国福利彩票发行管理中心开奖场所管理暂行办法》等开奖管理相关制度，为严谨执行开奖工作提供制度保障；持续优化开奖流程，提升技术保障水平；强化应急培训演练，妥善处置突发情况，防控化解潜在风险，保障开奖安全。

CWLIMC has formulated drawing management systems like *Measures for the Administration of China Welfare Lottery Drawing (Trial)* and *Interim Measures for the Administration of Drawing Venues of CWLIMC* to provide system guarantee for strict

加强公众交流

Strengthening Public Communication

中福彩中心及省级福彩中心建立健全与社会公众沟通机制，开展公众开放日、“走近刮刮乐”等活动，增加社会公众对彩票的了解，提升福彩公信力。

CWLIMC and provincial branches established and improved communication mechanism with social public and held activities like open day and “A Close Contact with Guaguale” to improve public's understanding towards lottery and enhance the credibility of welfare lottery.

中福彩中心：走进刮刮乐生产基地，探秘即开票印制过程

CWLIMC: Visit Guaguale production base, discover the secret of the printing process of instant tickets

案例 CASE

为了让社会公众更全面地了解刮刮乐的印制生产，中福彩中心自 2013 年连续 7 年开展“走近刮刮乐”活动，通过邀请来自全国各地的购彩者、零售商等社会公众到刮刮乐生产基地观摩参观，见证刮刮乐彩票的印制、生产与储存配送全过程，增加社会公众对即开票印制过程的认识。2019 年，“走近刮刮乐”观摩活动先后迎来全国各个地区 81 批观摩团，观摩人数达 3800 多人次。

In order to allow the public to gain an understanding of the printing and production of Guaguale fully, CWLIMC has been holding “A Close Contact with Guaguale” for seven consecutive years since 2013. It invited players and retailers around China to visit the production base of Guaguale and witness printing, production, storage and distribution processes of Guaguale, improving public's cognition to the printing process of instant tickets. In 2019, “A Close Contact with Guaguale” successively had a total of more than 3,800 personnel visitors for 82 visiting groups from all over China.



天津市参观团走进刮刮乐生产基地
Tianjin visiting group visited the production base of Guaguale



黑龙江省参观团走进刮刮乐生产基地
Heilongjiang visiting group visited the production base of Guaguale

山东省福彩中心：设立“公众开放日”，加强与社会公众交流

Shandong Welfare Lottery: Set “Public Visit Day”, enhance communication with public

案例 CASE

2019 年 3 月，山东省福彩中心举办“福彩欢迎您”公众开放活动，邀请了山东省人大代表、省市级媒体记者、社会人士等 30 余名社会公众，到山东省福彩中心参观展厅、机房，观看福彩 30 周年专题片、双色球摇奖等视频，使其多角度了解福利彩票的公益性，促进中国福利彩票与社会公众的沟通交流。

In March 2019, Shandong Welfare Lottery held the Public Visit Day named “Welfare Lottery Welcomes You”. It invited more than 30 public representatives, including members of Shandong Provincial People's Congress, provincial and municipal media reporter and public figures, to visit the exhibition hall and computer room of Shandong Welfare Lottery. They watched the 30th anniversary feature film of welfare lottery and videos like drawing of Union Lotto and learned the public benefit of welfare lottery from a multi-dimensional perspective, promoting the communication between CWL and the public.



山东省福彩中心举办“公众开放日”活动
Shandong Welfare Lottery holds “Public Visit Day”

队伍建设

TEAM BUILDING

队伍建设是机构发展的第一驱动力。中国福利彩票坚持以人为本，保障队伍基本权益；建立完善的培训体系，提升队伍职业素养；健全队伍成长机制，畅通队伍职业发展通道；开展丰富多彩的文体活动，实施队伍关怀，全面加强队伍建设，为福彩健康可持续发展注入“内生动力”。

Team building is the primary driving force for organization development. CWL insists putting people first to guarantee team's basic rights, establishes perfect training system to improve team's professional quality, improves team developing mechanism to open team career development way, carries out colorful recreational and sports activities, implements team care and strengthen team building comprehensively to inject “inner 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，创造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，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 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.

浙江省福彩中心投入 200 万元为全省零售店购买公众责任险、人身意外险和财产险，保障零售商生命财产安全。2019 年，遭受台风等自然灾害的 450 个零售店，通过保险理赔，减少零售店财产损失。

Zhejiang Welfare Lottery spent RMB 2 million yuan on purchasing public liability, personal accident and property insurances for all retail stores in Zhejiang to guarantee retailers' life and property security. In 2019, thanks to settlement of insurance claim, the loss of the 450 retail stores suffering typhoon and other natural disasters was reduced.

健全培训体系
 Perfecting Training System

中福彩中心及省级福彩中心构建完善的队伍培训体系，根据不同层级、不同岗位的人员，有针对性地组织开展培训课程，因材施教，提升各类福彩从业者职业能力，打造专业、务实、廉洁、高效的人才队伍，为福利彩票发展储备优秀人才。

CWLIMC and provincial branches established perfect team training system and organized individualized training courses for employees at different levels and in different positions to improve their professional ability, build a professional, pragmatic, honest and efficient talent team and reserve outstanding talents for welfare lottery development.

中福彩中心通过开展多样化的培训活动，推进全国福彩系统培训平台建设，探索全国福彩系统人才交流锻炼模式，进而培养福彩高水平人才队伍。

CWLIMC promoted the construction of national welfare lottery system training platform and explored national talent communication and training mode to cultivate a skilled talent team through holding diversified training activities.

2019 年，中福彩中心开展队伍培训工作成效
 CWLIMC's Achievements in Team Training in 2019

开发福彩培训标准课件
 Developed standard courseware
 of welfare lottery training

在福彩系统内征集约230份标准课件，引入专家评审，优中选优，录制16个共计30课时的视频课件。
 Collected around 230 standard courseware inside welfare lottery system, introduced expert evaluation to select the best from the best, totally recorded 16 video courseware of 30 class hours.

探索福彩系统人才交流模式
 Explored talent communication
 mode of welfare lottery system

组织第五期福彩系统双向锻炼活动，推动福彩系统员工能力建设，促进业务沟通交流。
 Organized the 5th two-way training activity of the welfare lottery system to promote the building of employees' ability and enhance business communication and exchange.

员工培训 Employee training

中福彩中心和各省级福彩中心注重员工职业能力提升，结合发展需求和业务实际，组织开展多种培训活动，提升员工的专业素养和能力，助力员工职业发展。2019年，中福彩中心加强培训管理，制定并发布培训教育管理办法，推进员工培训教育工作制度化、规范化。

CWLIMC and provincial branches attach great importance to the improvement of employees' professional ability. Based on development demand and business reality, it organized and held various types of training activities to improve employees' professional quality and ability, helping employees gain career development. in 2019, CWLIMC strengthened training management and formulated and released training education management methods to promote the institutionalization and standardization of the employee training and education system.

- 安徽省福彩中心连续 4 年开展全省福彩系统管理人员培训大会。2019 年，全省福彩系统共 230 余人次参加培训。

Anhui Welfare Lottery has been holding provincial training conferences for management team of the welfare lottery system for four consecutive years. In 2019, more than 230 personnel from Anhui welfare lottery system took part in training.



安徽省福彩中心开展员工培训
 Anhui Welfare Lottery holds employee training conference

- 2019 年 5 月，广西壮族自治区福彩中心组织广西福彩系统骨干人员赴西安交通大学开展以“习近平治国理政新理念新思想新战略”为主题的封闭式培训活动，提高骨千干部职工的思想意识和业务能力。

In May 2019, organized by Guangxi Zhuang Autonomous Region Welfare Lottery, key members of Guangxi welfare lottery system visited Xi'an Jiaotong University to attend the closed training activity themed on "Xi Jinping's New Philosophy, New Thinking and New Strategy for Governance" to improve their ideological awareness and professional ability.

- 2019 年 10 月，四川省福彩中心开展全省福彩系统中层管理干部职工综合管理能力提升培训，提高全省福彩系统中层干部的业务素质和管理能力。

In October 2019, Sichuan Welfare Lottery held the general management ability improvement training for middle-level management cadre of Sichuan welfare lottery system to improve professional quality and management ability of middle-level management cadres of the system.



四川省福彩中心开展中层管理人员综合能力提升培训
 Sichuan Welfare Lottery holds the general management ability improvement training for middle-level management cadre

- 宁夏回族自治区福彩中心全年组织开展 17 场专题培训，培训 1100 人次，提高员工的理论素养、知识水平和管理能力。

Ningxia Hui Autonomous Region Welfare Lottery organized 17 special training conferences and trained 1,100 personnel throughout the year, improving employees' theoretical attainment, knowledge level and management ability.

专管员培训 Market manager training

专管员是连接省级福彩中心与零售商之间的“桥梁”。省级福彩中心高度重视专管员能力建设，积极开展各类培训，提升专管员职业能力和素养。

Market manager is the bridge connecting provincial branches and retailers. Provincial branches attach great importance to market manager's ability building and actively hold various trainings to improve their professional ability and quality.

- 辽宁省福彩中心举办全省专管员综合能力培训班，组织全省 128 名专管员全部参加培训，提升专管员综合能力。

Liaoning Welfare Lottery held provincial general ability training classes for market managers of Liaoning. It organized all of the 128 market managers to take part in the training to improve their general ability.



辽宁省福彩中心举办全省专管员综合能力培训
Liaoning Welfare Lottery holds provincial general ability training conference for market managers

- 2019 年 6 月，黑龙江省福彩中心举办全省福彩专管员能力提升培训班（第二期）。本次培训有 120 余名专管员参加，为全省内训师队伍建设奠定坚实基础。

In June 2019, Heilongjiang Welfare Lottery held the 2nd provincial general ability training class for market managers with more than 120 attendees, laying a solid foundation for the building of Heilongjiang trainer team.



黑龙江福彩中心举办全省福彩专管员能力提升培训班
Heilongjiang Welfare Lottery holds provincial ability improvement training class for market managers

零售商培训 Retailer training

零售商是福彩系统触达购彩者的“最后一公里”，是福彩形象的直接体现。省级福彩中心积极开展形式多样的培训活动，提升零售商专业技能和服务水平，为购彩者提供优质服务。

Retailers are the "last kilometer" for the welfare lottery system contacting players and directly manifest the image of welfare lottery. Provincial branches positively hold diversified training activities to improve retailers' professional skill and service level and provide players quality service.

- 江西省福彩中心探索建设江西福彩学院，向全省公开招募学员，进行系统培训、统一考核、实习面试，选拔出优秀学员。通过为优秀学员提供零售店启动资金或物资支持推动优质零售商培养工作，并建立零售商持续跟踪帮扶模式，有效加强零售店渠道建设，助力激发大众创新创业热情。

Jiangxi Welfare Lottery explored the construction of Jiangxi Welfare Lottery Academy. It conducted open hiring of trainees to carry out system training, unified assessment and internship and interview to select outstanding trainees. It provided outstanding trainees with initial fund or material for constructing retail stores to support and promote the cultivation of high-quality retailers and established retailer constant tracking and assistance mode to effectively strengthen channel construction of retail stores and stimulate public enthusiasm for innovation and entrepreneurship.



江西省福彩中心举办江西福彩学院新零售商培训班
Jiangxi Welfare Lottery holds Jiangxi welfare lottery school new retailer training class

- 2019 年 9 月，湖北省福彩中心针对零售商开展“中国龙”即开票营销回馈活动培训，覆盖人群 4936 人。

In September 2019, Hubei Welfare Lottery held instant ticket marketing feedback training named "Chinese Dragon" for retailers, covering 4,936 personnel.



湖北省福彩中心开展“中国龙”即开票营销回馈活动
Hubei Welfare Lottery holds instant ticket marketing feedback training named "Chinese Dragon"

- Guangdong Welfare Lottery totally held 87 training sessions for provincial welfare lottery retailer carrying out operation in accordance with laws and regulations, covering trainees up to 8,742.

Maintaining Physical and Mental Health

CWLIMC and provincial branches focus on employees' physical and mental health. They organize regular health examination for employees, carry out health education training, hold lectures on psychology and take other means to ensure employees' physical and mental health.

- In March 2019, Hainan Welfare Lottery organized lectures on mental health. It invited experts from Hainan Medical University to guide employees to have a correct understanding of their job features and grasp the ways to cope with stress, ensuring employees' mental health and safety.



Hainan Welfare Lottery organizes lectures on mental health

Providing Humanistic Care

CWLIMC and provincial branches keep improving lottery team care system. They carry out diversified recreational and sports activities and hold youth speech competition, innovation competition, artistic performance and other activities to enrich employees' spare time life. They also help employees, market managers and retailers get out of their dilemma, actively hold condolence and support activities to constantly improve the team's sense of belonging and happiness.

员工关怀 Care for Employees

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

- In 2019, CWLIMC held the first national youth speech competition of welfare lottery system named "Stay True to Our Original Aspiration, keeping Our Mission Firmly in Mind", leading young leaders of the welfare lottery system to respond to the all of the times of "Stay True to Our Original Aspiration, keeping Our Mission Firmly in Mind" and work hard, and finally stimulating young employees' passion in their job.

- In 2019, CWLIMC held the 3rd national innovation competition of the welfare lottery system. It used the form of proposition composition for the first time to collect innovative and creative product all over China to stimulate innovation of the welfare lottery system and create innovation environment.

- Hunan Welfare Lottery emphasized employees' physical and mental healthy development. It organized employees to practice tai chi.



Hunan Welfare Lottery organizes employees to practice tai chi

- 广东省福彩中心组织职工参加广东全省民政系统“倾情礼赞新中国，为民爱民颂党恩”职业道德主题文艺汇演活动。

Guangdong Welfare Lottery organized employees to take part in the art performance themed on professional ethnics and named “Spare No Effort to Praise the New China; For People, Love People and Eulogize the Party’s Kindness” held by Guangdong civil affairs system.



广东省福彩中心参加广东全省民政系统文艺汇演活动
Guangdong Welfare Lottery takes part in art performance held by Guangdong civil affairs system

零售商关怀 Care for Retailers

各省级福彩中心重视零售商关怀，积极开展零售商慰问和零售店帮扶活动，提升零售商获得感和幸福感。
Provincial branches emphasize retailer care. They actively carry out condolence and support activities to retailers and retail stores to improve retailers' sense of gain and happiness.

- 上海市福彩中心发放防暑降温用品，对零售店进行慰问，增强销售队伍的归属感和凝聚力。
Shanghai Welfare Lottery distributed materials for heatstroke prevention and expressed sympathy to retail stores to strengthen the sales team’s sense of belonging and cohesion.
- 广西壮族自治区福彩桂海管理处开展员工定点帮扶零售店工作，规定每位员工定点帮扶 2 个潜力零售店。通过各种帮扶措施挖掘零售店销售潜力，使其销售额大幅高于辖区内平均销售水平。2019 年帮扶零售店销售同比增幅 7.7%。
Guangxi Zhuang Autonomous Region Welfare Lottery carried out targeted retail stores supporting by employees, stipulating that each employee should provide target support to two promising retail stores whose sales revenue was significantly increased and was higher than the average sales revenue in the area through tapping retail stores’s sales potential under various types of supporting policies. In 2019, the sales of retail stores supported by employees was 7.7% over the previous year.

绿色运营

GREEN
OPERATION

绿色发展是新发展理念的重要组成部分，是构建高质量现代化经济体系的必然要求。中国福利彩票秉承“绿水青山就是金山银山”的理念，通过绿色采购、绿色办公、绿色印刷、回收废票尾票等措施，保护生态环境，做全球生态文明建设的重要参与者、贡献者、引领者。

Green development is a vital part of new development thinking and a necessary requirement for building a high-quality modern economic system. CWL adheres to the principle of “Lucid Waters and Lush Mountains Are Invaluable Assets”, protecting ecological environment and acting as an important participant, contributor and leader of global ecological civilization construction by takin green procurement, green office, green printing, recycling invalidated and stock tickets and other measures.

开展绿色采购

Green Procurement

中福彩中心及省级福彩中心严格遵守国家和地方有关环境保护的法律法规及相关规范采购的文件要求，建立健全绿色采购制度，带动供应商践行绿色发展理念。

CWLIMC and provincial branches strictly comply with the national and local laws and regulations on environmental protection and requirements of relevant procurement documents, establishing and improving green procurement system to drive suppliers to practice the concept of green development.

- 湖北省福彩中心在福利彩票预制票据采购中，严格执行《中国福利彩票预制票据行业规范》，在招标文件中明确指出，预制票据原纸禁止使用含有双酚 A 的热敏纸；减少纸质海报印制，推动电子海报线上推广，依托营销活动和重要节日，设计、制作购彩者喜闻乐见的电子海报，供全省零售店使用。

Hubei Welfare Lottery strictly follows *Industry Standards and Norms for China Welfare Lottery Preprinted Tickets*. It clearly defined in the tender document that thermosensitive paper containing bisphenol A is not allowed to use as the body paper for preprinted tickets. It also reduced hard copy poster printing, boosted online promotion of e-posters and designed and produced e-posters loved by players relying on marketing activities and important festivals to serve all retail stores in Hubei.



湖北省福彩中心制作的电子海报
An e-poster made by Hubei Welfare Lottery

践行绿色办公
Green Office

中福彩中心及省级福彩中心倡导绿色节能办公，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，减少资源损耗，为建设绿水青山的美丽中国贡献福彩力量。

CWLIMC and provincial branches advocate green and energy saving office. They 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 and emission reduction and reduce resource loss, contributing to construct a beautiful China and green CWL.

- 四川省福彩中心自 2018 年起使用线上办公系统，实现手机端与电脑端的同步办公，实施无纸化办公。2019 年，线上办公系统共有使用人员 370 人，全年共完成 14812 个文件流转。

Sichuan Welfare Lottery has been using online office system since 2018, has realized synchronous office at mobile and pc terminals and paperless office. In 2019, there were 370 online office system users, and a total of 14,812 documents were transferred within the system throughout the year.

- 贵州省福彩中心利用贵州福利彩票综合管理业务平台，推进无纸化办公、网上办公；打印文稿时，尽量使用双面打印，节约纸张使用；集中采购办公设备，统一打印机、计算机、复印机等办公室设备的规格、型号，促进节能减排、为保护环境贡献力量。

Guizhou Welfare Lottery took advantage of Guizhou welfare lottery general management platform to promote paperless office and online office. It advocates to print on both sides when printing documents. Meanwhile, it also carried out centralized procurement of office facilities and unified the specification and model of printers, computers, photocopiers and other office facilities, promoting energy conservation and emission reduction and contributing to environmental protection.

实施绿色印刷
Green Printing

中福彩中心及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。

CWLIMC and provincial branches implemented the extended producer responsibility system, promoting green printing and production, preventing and controlling pollution from the source, reducing pollutant emission and providing players with energy saving and environmentally friendly products.

中福彩中心从 2017 年起，逐步采用 FSC 认证纸张印制中国福利彩票即开票。2019 年 5 月，集趣味与环保于一体的即开型福利彩票“新芽”上市。该即开票整体票面为八边形的异形设计，票面上打有拔线，废票可以根据拔线折成小储物盒，进行再次利用，以切实的实际行动支持国家环保建设，为建设绿水青山贡献福彩力量。

CWLIMC has been gradually using paper-certified paper to print Chinese welfare lottery instant tickets. In May 2019, it launched “Xinya” which was both interesting and environmental protective. The instant tickets had special design of octagon. There were gathering lines, which made it easier to fold the invalidated tickets into a small container for reuse. CEL supports China's construction of environmental protection with practical actions and contributes its power for green environment protection.



即开型福利彩票“新芽”票面展示
Picture of Xinya, an instant welfare lottery ticket

回收废票尾票
Recycling Invalidated and Stock Tickets

中福彩中心积极践行绿色环保的理念，推动废票尾票回收工作。省级福彩中心严格落实中福彩中心要求，开展废票尾票回收，保护生态环境。

CWLIMC actively practices the concept of green environmental protection and promotes the collection of invalidated and stock tickets. Provincial branches strictly follow CWLIMC's requirements to collect invalidated and stock tickets to protect ecological environment.

- 江苏省福彩中心严格执行中福彩中心期结销毁工作相关要求，成立期结尾票工作小组，对回收的期结尾票逐箱核对，零差错完成期结票停销数据审核上报和实物尾票上缴销毁工作。2019 年上缴实物尾票 921.7 万元，共计 154.4 万张。

Strictly following CWLIMC's relevant requirements of destroying tickets at the period end, Jiangsu Welfare Lottery established the stock ticket work team to check all collected stock tickets and reviewed and reported invalidated ticket stop selling data without error and turned in and destroyed physical stock tickets. In 2019, it totally turned in 1.544 million pcs of physical stock tickets with the total value of RMB 9.217 million yuan.

- 湖北省福彩中心根据中福彩中心通知，平稳有序开展尾票销毁工作，减轻全省库存压力，加快即开票周转及退市效率。2019 年销毁 134.99 万张实物尾票，共计 675.24 万元。

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 2019, it totally destroyed 1.3499 million physical stock tickets with the total value of RMB 6.7524 million yuan.

公益福彩 践行扶助初心

PRACTICING THE ORIGINAL INTENTION OF HELPING OTHERS THROUGH PUBLIC WELFARE LOTTERY

党的十九大报告指出，增进民生福祉是发展的根本目的。中国福利彩票自 1987 年诞生以来，秉承“扶老、助残、救孤、济困”的发行宗旨，积极履行社会责任，坚守公益使命，践行扶助初心，让老年人活出精彩、帮残障人士解忧、给孤弃儿童提供温暖，以切实的行动助力社会福利和社会公益事业发展；开展社区帮扶，组织公益活动，提升人民群众的幸福感和获得感。

The report of the 19th National Congress of the Communist Party of China pointed out that improving people's livelihood and well-being is the fundamental goal of development. Since its inception in 1987, China Welfare Lottery has been adhering to the issuance tenet of "supporting the elderly, assisting the disabled, helping the orphans, and helping the poor", actively fulfilling its social responsibilities, adhering to the mission of public welfare, practicing the original intention of helping others, and helping the elderly to live wonderfully, helping people with disabilities alleviate their worries, providing warm welfare to orphans, and exploring the development of social welfare undertakings; supporting community assistance, organizing public welfare activities to enhance the people's sense of happiness and gain.



SDGs 回应



公益金管理

PUBLIC WELFARE FUND MANAGEMENT

民生是人民幸福之基、社会和谐之本。增进民生福祉是党和国家坚持立党为公、执政为民的本质要求。中国福利彩票贯彻落实党的十九大精神，倡导“寓募于乐、多人少买、量力而行、理性投注”的购彩理念，引导社会公众在不影响生计的情况下用零花钱购买彩票，筹集彩票公益金。所筹集到的彩票公益金是社会福利事业、社会公益事业的重要资金来源，为增进民生福祉贡献巨大力量。

People's livelihood is the foundation of people's happiness and the foundation of social harmony. Enhancing people's livelihood and well-being is the essential requirement of the party and the country to persist in building the party for the public and governing for the people. China Welfare Lottery implements the spirit of the 19th National Congress of the Communist Party of China and advocates the lottery concept of "winning prize while devoting your love, and advocating reasonable involvement by more people", and guides the public to buy lottery and raise lottery charity fund with pocket money without affecting their livelihoods. The public welfare fund raised is an important source of funds for social welfare and social welfare undertakings, and contributes a lot to the improvement of people's livelihood and well-being.

彩票公益金的筹集与分配

Raising and Distribution of Public Welfare Fund

全国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，开拓进取，推动我国彩票事业持续健康发展。

Financial departments at all levels across the country earnestly implement the decisions and deployments of the CPC Central Committee and the State Council, and work closely with civil affairs, sports and other departments to jointly carry out the raising and distribution of public welfare funds. They forge ahead to promote the sustained and healthy development of my country's lottery industry.

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；中福彩中心在民政部领导下，负责福利彩票公益金的收、缴事宜。

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; CWLIMC 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.



福彩科普时刻：你知道彩票资金是怎样构成的吗？
CWL Knowledge Sharing: Do you know how lottery funds are constituted?

《彩票管理条例》规定，彩票资金包括彩票奖金、彩票发行费和彩票公益金。

- 1. 彩票奖金用于支付彩票中奖者。
- 2. 彩票发行费专项用于彩票发行机构、彩票销售机构的业务费用支出以及彩票零售商的销售费用支出，发行销售成本包括：设计费、印刷费、物流费，以及用电脑技术销售彩票的技术费、设备费、运维费用和促销活动的费用等。
- 3. 彩票公益金是按照规定比例从彩票收入中提取，逾期未兑奖的奖金亦纳入彩票公益金，专项用于社会福利、体育等社会公益事业。

The Regulations on Lottery Management stipulate that lottery funds include lottery prizes, lottery issuance fees and public welfare funds.

- 1. Lottery prizes are used to pay lottery winners.
- 2. The lottery issuance fee is specifically used for the business expenses of lottery issuing agencies and lottery sales agencies and the sales expenses of lottery retailers. The cost of issuance and sales includes: design fees, printing fees, logistics fees, as well as technical fees, equipment fees, operation and maintenance fees, and promotional activities for using computer technology to sell lottery tickets.
- 3. The public welfare fund is drawn from the lottery revenue in accordance with the prescribed proportion, and the overdue prizes are also included in the public welfare fund, which is specially used for social welfare, sports and other social welfare undertakings.

彩票公益金的分配 Distribution of Public Welfare Fund

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，即彩票公益金在中央与地方之间按50：50的比例分配，专款专用，结余结转下年继续使用，不得用于平衡财政一般预算。

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.

2018年中央财政彩票公益金收入6526241万元，加上2017年度结转收入825590万元，共7351831万元。经全国人大审议批准，2018年中央财政安排彩票公益金支出5865392万元。考虑收回结余资金等因素，收支相抵，期末余额1506763万元。

In 2018, the central government's public welfare fund revenue was RMB 65,262.41 million yuan, plus the 2017 carryover revenue of RMB 8,255.9 million yuan, for a total of RMB 73,518.31 million yuan. After deliberation and approval by the National People's Congress, the central government arranged for public welfare fund expenditures of RMB 58,653.92 million yuan in 2018. Taking into account factors such as recovering the surplus funds, the income and expenses are offset, the ending balance is RMB 15,067.63 million yuan.



福彩科普时刻：你知道“中央集中彩票公益金”和“地方留成公益金”的用途吗？
 CWL Knowledge Sharing: Do you know the purpose of "central centralized public welfare fund" and "local reserved public welfare fund"?

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 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%.

地方留成彩票公益金是将福利彩票和体育彩票分开核算，按彩票发行宗旨使用，由省级人民政府财政部门商民政、体育部门研究确定分配比例，由地方政府相关部门结合本区域实际情况，确定其主要用途。逾期未兑奖的奖金纳入彩票公益金，全部留给地方使用。（如北京市地方留用福利彩票公益金优先支持养老业，用于市民居家养老服务卡结算补贴、老年人养老服务补贴津贴、社会办养老机构床位运营资助、支持分类开展居家养老服务改革试点及街乡镇养老照料中心建设补助等项目。）

The local reserved public welfare fund separates the accounting of welfare lottery and sports lottery, and is used according to the purpose of lottery issuance. The financial department of the provincial people's government, the commercial and civil affairs department, and the sports department study and determine the distribution ratio. The relevant departments of the local government shall determine its main purpose in combination with the actual situation in the region. The overdue prizes that have not been redeemed are included in the public welfare fund, and all are reserved for local use. (For example, the Beijing local reserved public welfare fund gives priority to projects such as supporting the elderly care industry, settlement subsidies for residents' home elderly care service cards, subsidies for elderly care services, subsidies for the operation of beds in socially-run elderly care institutions, supporting for categorized development of home elderly care service reform pilots and construction of elderly care centers in towns and villages.)

2018年中央集中彩票公益金筹集分配情况		
分配对象	分配金额 (万元)	资金用途
全国社会保障基金理事会	3584500	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。2018年用于补充全国社会保障基金的公益金占彩票公益金的61%。
中央专项彩票公益金	1683492	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	298700	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	298700	支持群众体育和竞技体育发展项目。

The Raising and Distribution of Central Public Welfare Fund in 2018		
Assigned object	Allocation amount (in RMB million yuan)	Use of funds
National Council of Social Security Fund	35,845	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 2018, the public welfare fund used to supplement the national social security fund accounted for 61% of the public welfare fund.
Central Special Public Welfare Fund	16,834.92	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	2,987	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	2,987	Supporting the development of mass sports and competitive sports.

2018年中央专项彩票公益金1683492万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	用于支持校外活动保障和能力提升、中小学生研学旅行营地建设等。
乡村学校少年宫建设	73952	中央文明办	用于支持新建乡村学校少年宫，以及“十二五”时期已建成的乡村学校少年宫开展活动及更新设备。
教育助学	105000	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，资助家庭经济困难大学新生入学交通费和短期生活费，资助家庭经济特别困难的教师，救助遭遇突发灾害的学校
大学生创新创业		教育部	用于资助创新创业教育成效显著的高等院校，推动创新创业教育改革发展。
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	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	200000	国务院扶贫办	用于支持贫困村村内小型生产性公益设施建设。
文化公益事业	83200	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	200900	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、贫困智力精神残疾人和重度残疾人残疾评定补贴、残疾人助学、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	45340	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	13000	中国法律援助基金会	用于农民工、残疾人、老年人、妇女和未成年人法律援助工作。
农村贫困母亲“两癌”救助	30600	中国妇女发展基金会	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。
禁毒关爱工程	3000	中国禁毒基金会	用于支持部分毒品危害严重地区的学校建设校园禁毒图书角等。2018年该项目资金未发生支出，主要是禁毒关爱工程方案正在进行调整，项目未实施。
足球公益事业	40000	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	重点用于养老、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 2018 of RMB 16,834.92 million yuan			
Use of funds	Amount (in RMB ten thousand yuan)	Implem-entation unit	Implementation details
Off-campus education for minors	92000	Ministry of Education	It is used to support the protection of off-campus activities and capacity improvement, and the construction of research and study travel camps for elementary and middle school students.
Rural school children's palace construction	73,952	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 during the "Twelfth Five-Year Plan" period to carry out activities and update equipment.
Educational aid	105,000	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
Underg-raduate innovation and entrepre-neurship		Ministry of Education	Funding institutions of higher learning that have achieved remarkable results in innovation and entrepreneurship education, and promoting the reform and development of innovation and entrepreneurship education.
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 used to support local areas to carry out pilot reforms of home and community elderly care services.
Poverty alleviation	200,000	State Council Leading Group Office of Poverty Alleviation and Development	It is used to support the construction of small productive public welfare facilities in poor villages.
Cultural public welfare undertakings	83,200	China National Arts Fund	It is used to support projects such as artistic creation and production, communication and promotion, and talent training.
Disabled undertakings	200,900	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	45,340	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	13,000	China Legal Aid Foundation	It is used for legal aid work for migrant workers, the disabled, the elderly, women and minors.
"Two Cancers" relief for rural poor mothers	30,600	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.
Anti-drug care project	3,000	China Narcotics Control Foundation	It is used to support the construction of school anti-drug book corners in schools in some areas with serious drug harm. In 2018, the project fund did not incur any expenditure, mainly because the anti-drug care project plan is being adjusted and the project has not been implemented.
Football public welfare undertakings	40,000	China Football Development Foundation	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 combine the actual situation and use it	Focusing on the weak links and areas in the development of social welfare undertakings 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

2018年度民政部本级彩票公益金共计为298700万元，用于补助地方项目资金共计289748万元，占民政部2018年彩票公益金总额度的97%，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8个，预算金额8952万元，占民政部2019年彩票公益金总额度的3%。

2018年度民政部彩票公益金使用情况		
补助地方项目289748万元 (占比97%)	支持老年人福利类项目148368万元	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、城镇社区养老服务设施、农村特困人员供养服务设施、供养孤老优抚对象的光荣院、对伤病残退役军人供养终身的优抚医院、城乡社区为老服务信息网络平台等。
	支持残疾人福利类项目55890万元	用于重点支持精神障碍社区康复服务发展，国家康复辅助器具产业综合创新试点，精神卫生社会福利机构、民政直属康复辅具机构以及其他残疾人服务机构建设和设施设备配置等工作。通过项目开展，一是提高全国精神障碍社区康复服务覆盖率；二是增强残疾人福利机构和康复辅助器具服务机构服务能力；三是推动康复辅助器具产业发展。
	支持儿童福利类项目55890万元	用于儿童福利服务体系建设项目42890万元。
		用于残疾孤儿手术康复明天计划项目13000万元。
	支持社会公益类项目29600万元	用于未成年人救助保护机构功能建设及购买服务项目12132万元。
		殡葬基础设施设备建设更新改造项目12535万元。
		社会工作和志愿服务项目4933万元。

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

In 2018, public welfare fund of lotteries administered by the Ministry of Civil Affairs totaled RMB 2,987 million yuan, which was used to subsidize local project funds totaling RMB 2,897.48 million yuan, accounting for 97% of the total public welfare fund of lotteries administered by the Ministry of Civil Affairs in 2018, respectively used to support elderly welfare, disabled welfare, child welfare and social welfare projects; there were 8 projects used by the Ministry of Finance to approve the Public Welfare Fund of Lotteries administered by the ministry of Civil Affairs, with a budget of RMB 89.52 million yuan, accounting for 3% of the total Public Welfare Fund of Lotteries administered by the Ministry of Civil Affairs in 2019.

The use of Public Welfare Fund of Lotteries administered by the Ministry of Civil Affairs in 2018		
Subsidy for local projects: RMB 2,897.48 million yuan (accounting for 97%)	RMB 1,483.68 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, honorable homes for the orphans and special care recipients, special care hospitals that provide lifelong support for injured, sick and disabled veterans, and urban and rural communities serving the elderly information network platforms, etc.
	Supporting welfare projects for the disabled with RMB 558.9 million yuan	They were used to focus on supporting the development of community rehabilitation services for mental disorders, the comprehensive innovation pilot of the national rehabilitation assistive device industry, the construction of mental health and social welfare institutions, the rehabilitation assistive institutions directly under the civil affairs, and the construction and equipment configuration of other disabled persons service institutions. Through the implementation of the project, firstly, increased the coverage of community rehabilitation services for mental disorders nationwide; secondly, enhanced the service capacity of welfare institutions and rehabilitation assistive device service institutions for the disabled; thirdly, promoted the development of the rehabilitation assistive device industry.
	Supporting for child welfare projects with RMB 558.9 million yuan	RMB 428.9 million yuan for the child welfare service system construction project
		RMB 130 million yuan for the surgical rehabilitation Tomorrow Plan Project of disabled orphans
	Supporting social welfare projects with RMB 296 million yuan	RMB 121.32 million yuan for the minors rescue and protection institutions to engage in function construction and purchase services.
		RMB 125.35 million yuan for the funeral and interment infrastructure equipment construction renewal project.
		RMB 49.33 million yuan for social work and volunteer service projects.

2018年度民政部彩票公益金使用情况		
民政部项目8952万元（占比3%）	支持残疾人福利类项目	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）4800万元，由国家康复辅具研究中心负责实施。一是为深度贫困地区部分具有示范性的福利机构购置康复辅具产品9850件（套）；二是为深度贫困地区贫困残障者购置假肢795具、矫形器450具；三是为深度贫困地区的肢体畸形患者实施矫治手术353例，术后康复训练患者90例，配置术后矫形器342具，提高残障者的生活自理能力和生活质量。
	支持儿童福利类项目	用于大龄孤儿学历教育项目1530万元，由北京社会管理职业学院实施。主要用于资助公开选拔录取的孤儿接受北京社会管理职业学院普通专科或成人大学学历教育，促进孤儿身心更好发展，帮助孤儿自食其力，创造社会价值。2018年共资助在校孤儿学生495人，124人已顺利毕业。
		用于孤残儿童高等教育助学工程项目1080万元，由中国儿童福利和收养中心实施。主要通过单独招生、直接资助的方式，资助生活在福利机构中的大龄孤残儿童和部分散居孤儿，为他们提供接受高等教育的机会。2018年“助学工程”共资助孤儿学生513人，156名孤儿学生顺利毕业。
		用于涉外送养儿童寻根回访及中国文化教育项目252万元，由中国儿童福利和收养中心实施。主要为资助涉外送养儿童来华寻根回访，通过组织其回访福利院、参加系列文化讲座、开展社会实践活动等，帮助送养儿童了解中国，加深对祖国的认同和热爱。2018年共资助了304名送养儿童来华寻根回访。
		用于推进儿童福利机构工作人员特教本科学历教育项目29万元，由中国儿童福利和收养中心实施。该项目通过开展特殊教育专业学历教育，培养本科学历的特殊教育专业人才，提升福利机构特殊教育工作专业化水平。2018年资助39名儿童福利机构工作人员参加本项目。
	支持老年人福利类项目	用于“夕阳红”救助服务项目1000万元，由国家机关事务管理局财务管理司负责实施。主要用于为身患重病、抚养残障子女等困难老年人、失能半失能和高龄老年人提供救助服务、康复护理服务、“一键通”紧急救助呼叫服务等，帮助这些老年人改善生活处境，提高生活质量。其中，共为251名困难老年人提供救助，为失能半失能老年人提供康复护理服务53207人次，为669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。
	支持社会公益类项目	用于彩票公益金第三方绩效评价、评审和审计项目209万元，由社会福利和慈善事业促进司实施。主要用于聘请第三方机构对2017年彩票公益金民政部项目开展审计检查，以及对彩票公益金补助地方项目进行实地督查。通过项目实施，进一步强化了民政部彩票公益金项目的监督管理，提高了资金的使用效益。
		用于社会福利和社会工作人才培养项目52万元，由北京社会管理职业学院实施。主要用于全国养老服务标准化培训。2018年，该项目实施现场培训2期，培训学员153人。通过项目的实施，促进了全国养老服务机构的标准化管理和人才队伍建设，提升了全国养老机构标准化管理人员的专业化水平。

The use of Public Welfare Fund of Lotteries administered by the Ministry of Civil Affairs in 2018		
Ministry of Civil Affairs projects: RMB 89.52 million yuan (accounting for 3%)	Supporting welfare projects for the disabled	RMB 48 million yuan were used for the demonstration configuration of rehabilitation assistive devices and surgical correction treatment (Fukang Project) for disabled groups, which would be implemented by the National Rehabilitation Assistive Devices Research Center. First, purchase 9,850 pieces (sets) of rehabilitation assistive products for some exemplary welfare institutions in the deeply impoverished areas; second, purchase 795 prostheses and 450 orthotics for the impoverished and disabled people in the deeply impoverished areas; third, perform corrective operations for 353 patients with limb deformities in deeply impoverished areas, 90 patients with postoperative rehabilitation training, and 342 postoperative orthoses to improve the self-care ability and quality of life of the disabled.
	Support for child welfare projects	RMB 15.30 million yuan were used for the education project of elder orphans, implemented by Beijing College of Social Administration. It was mainly used to fund orphans admitted by public selection to receive general college or adult college education from Beijing College of Social Administration, to promote better physical and mental development of orphans, help orphans to support themselves and create social value. In 2018, a total of 495 orphan students were funded, and 124 of them have successfully graduated.
		RMB 10.80 million yuan were used for the higher education aid project for orphans and disabled children, implemented by the China Centre for Children's Welfare and Adoption. Mainly through separate enrollment and direct subsidy, the elderly orphans living in welfare institutions and some scattered orphans were subsidized to enjoy the opportunity of receiving higher education. In 2018, the "Study Aid Project" sponsored 513 orphan students, and 156 orphan students graduated successfully.
		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, which was implemented by the China Centre for Children's Welfare and Adoption. The main purpose is to subsidize foreign-related children who are sent to China to find their roots in China. By organizing their return visits to orphanages, participating in a series of cultural lectures, and carrying out social practice activities, they can help them understand China and deepen their recognition and love for the motherland. In 2018, a total of 304 children were sponsored to return to China to find their roots.
		A total of RMB 290,000 yuan were used to promote the special education undergraduate education project for staff of child welfare institutions, which was implemented by the China Centre for Children's Welfare and Adoption. The project is to develop special education professionals with a bachelor's degree and to improve the professionalization of special education work in welfare institutions through the development of special education professional academic education. In 2018, 39 children welfare agency staff were funded to participate in this project.
	Supporting welfare projects for the elderly	RMB 10 million yuan were used for the "Sunset Red" rescue service project, implemented by the Financial Management Department of the National Government Offices Administration. They're mainly used to provide rescue services, rehabilitation nursing services, "one-button-to-talk" emergency rescue call services, etc., for elderly people who are seriously ill, raising disabled children and other difficult elderly, disabled and semi-disabled, and senior citizens, helping these elderly people improve their living conditions and improve their quality of life. Among them, a total of 251 needy elderly people were provided with assistance, 53,207 people were provided with rehabilitation nursing services for disabled and semi-disabled elderly people, and 669 elderly people over 75 years old were purchased with "one-button-to-talk" call services. The function of "one-key emergency call, one-key life service" is realized.
	Supporting social welfare projects	The third-party performance evaluation, review and audit projects used for the CWL's public welfare fund amounted to RMB 2.09 million yuan, implemented by the Department of Social Welfare and Charity Promotion. They were mainly used to hire third-party organizations to conduct audit inspections of the 2017 Lottery Public Welfare projects of the Ministry of Civil Affairs, and to conduct on-site inspections 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 of the Ministry of Civil Affairs has been further strengthened, and the efficiency of the use of funds has been improved.
		RMB 520,000 yuan were used for social welfare and social work talent training projects, implemented by Beijing College of Social Administration. They were mainly intended for national standardization training of elderly service. In 2018, the project implemented two on-site training sessions, training 153 trainees. Through the implementation of the project, it has promoted the standardized management and talent team construction of the national elderly service institutions, and improved the professionalism of the standardization management personnel of the national elderly service institutions.

支持“扶老”公益项目 Supporting the "Helping the Elderly" project

党的十九大报告指出，要推进养老服务发展，加快补齐养老民生短板。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。2019年，民政部遴选出福彩公益金支持的养老服务体系建设工作成效明显的北京、上海、湖北、吉林、广西和陕西等6个省（区、市），发布《关于对养老服务体系建设的福利彩票公益金激励名单进行公示的通知》，以此激励各地福利彩票公益金在老年人福利项目补助上着重倾斜。

The report of the 19th National Congress of the Communist Party of China pointed out that it is necessary to promote the development of elderly care services and accelerate the shortcomings of elderly people's livelihood. China Welfare Lottery gives full play to the social benefits of public welfare funds and creates a good atmosphere of "respecting, loving and respecting the elderly" in the whole society. In 2019, the Ministry of Civil Affairs selected 6 provinces (autonomous regions and municipalities), including Beijing, Shanghai, Hubei, Jilin, Guangxi, and Shaanxi, that have achieved significant results in the construction of the elderly care service system supported by the CWL Public Welfare Fund; issued the "Notice on Publicizing the List of CWL's Public Welfare Funds for the Elderly Care Service System Construction" to encourage local CWL Public Welfare Funds to focus on subsidies for elderly welfare projects.

- 2019年7月，福彩公益金资助天津市第三老年公寓新楼投入使用，有效缓解养老床位需求紧张的局面，发挥公办养老机构的引领示范作用和兜底保障作用，满足老人的住养需求。

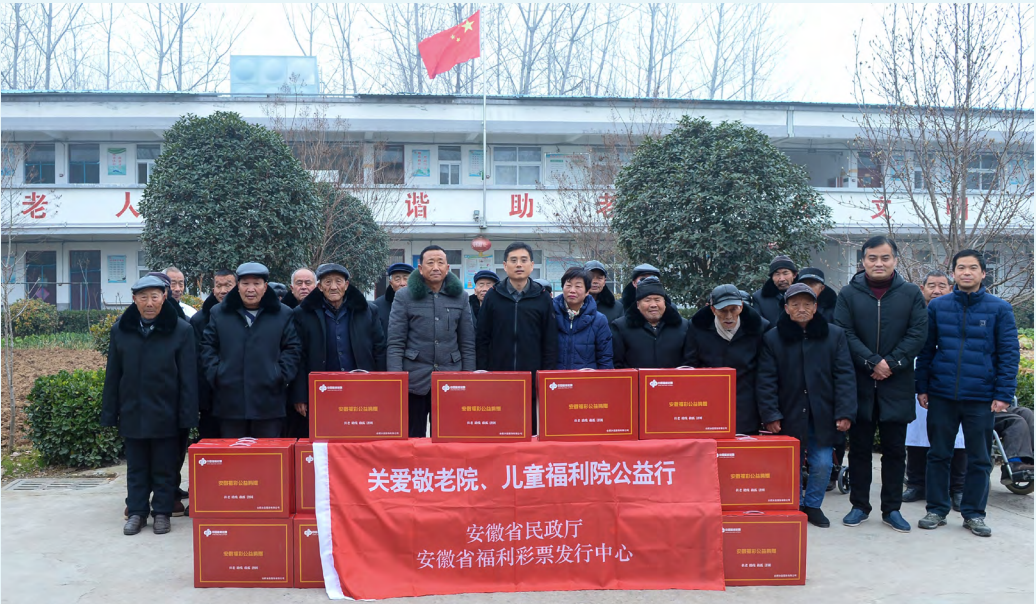
In July 2019, CWL's Public Welfare Fund funded the commissioning of the new building of Tianjin's third elderly apartment, effectively alleviating the tight demand for elderly care beds, giving full play to the leading and demonstrative role of public elderly care institutions and supporting the protection of the elderly to meet the housing needs of the elderly.



福彩公益金资助的天津市第三老年公寓新楼
The new building of Tianjin's third elderly apartment funded by CWL's Public Welfare Fund

- 安徽省福彩中心联合省民政厅开展助力脱贫攻坚专项行动“关爱敬老院”活动，利用专项福彩公益资金200万元，向全省13个贫困县426个养老院内超13000位老人捐赠床上用品四件套，让全省各地数万名孤寡老人感受了来自福彩的温暖。

Anhui Welfare Lottery and the Provincial Department of Civil Affairs launched the special action "Caring for the Elderly Home" campaign to help poverty alleviation, using a special welfare fund of RMB 2 million yuan to donate four pieces of bedding to over 13,000 elderly people in 426 nursing homes in 13 impoverished counties across the province. Tens of thousands of lonely elderly people across the province felt the warmth from CWL.



安徽省福彩中心开展“关爱敬老院”活动
Anhui Welfare Lottery launches "Caring for the Elderly Home" activity

- 在735万元福彩公益金支持下，山东省莒县建立首家民营社会养老机构——莒县惠安颐养中心，提升山东省莒县社会养老服务整体水平。

With the support of RMB 7.35 million yuan of CWL's Public Welfare Fund, Juxian County, Shandong Province established the first private social elderly care institution-Ju County Hui'an Elderly Care Center, improving the overall level of social elderly care services in Juxian County, Shandong Province.

- 福彩公益金支持广西壮族自治区钦州市社会福利院，为老年人颐养天年筑起了温馨的港湾。

The CWL's Public Welfare Fund supports the Social Welfare Institute of Qinzhou City, Guangxi Zhuang Autonomous Region, and builds a warm harbor for the elderly to take care of their lives.



福彩公益金资助的广西壮族自治区钦州市社会福利院
Qinzhou Social Welfare Institute, Guangxi Zhuang Autonomous Region, funded by CWL's Public Welfare Fund

- 贵州省福彩中心承办第四届贵州“福彩杯”老年合唱大赛，组织全省 43 支合唱团共计 2200 余位老年人参加比赛，丰富老年人业务生活，彰显福彩公益形象。

Guizhou Welfare Lottery hosted the 4th Guizhou "Welfare Lottery Cup" Senior Chorus Contest, organized 43 choir groups across the province, totaling more than 2,200 senior citizens to participate in the competition, enriched the business life of senior citizens, and demonstrated the public welfare image of Welfare Lottery.



贵州省福彩中心组织开展第四届“福彩杯”老年合唱大赛
Guizhou Welfare Lottery organized the 4th "Welfare Lottery Cup" Senior Chorus Contest

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

残疾人是福利彩票公益金关注的重点群体之一。中国福利彩票关注残疾群体的日常生活和身心健康，广泛开展助残公益项目，扶持残疾人就业和创业，对残疾群体予以资助，多渠道帮助残疾人群体用智慧与勤劳在社会上立足，自力更生、独立自强。

The disabled are one of the key groups that the CWL's Public Welfare Fund pays attention to. The China Welfare Lottery pays attention to the daily life and physical and mental health of the disabled, and extensively develops public welfare projects for the disabled, supports the employment and entrepreneurship of the disabled, and subsidizes the disabled, adopting multi-channels to help disabled groups to use wisdom and hard work to gain a foothold in the society, to be self-reliant and independent.

- 自 2008 年起，黑龙江省福彩中心连续 12 年开展“龙江爱心助残工程”。2019 年度“龙江爱心助残工程”公益项目投入省本级福彩公益金 550 万元，共装配康复器具 1126 具，受益的贫困残疾人患者达 1023 人，有效改善贫困残障群众的生活条件。先后被评为龙江慈善项目奖和民政部优秀福彩公益金项目奖。

Since 2008, the Heilongjiang Welfare Lottery has carried out the "Longjiang Charity Project for the Disabled" for 12 consecutive years. In 2019, the "Longjiang Charity Project for the Disabled" public welfare project invested RMB 5.5 million yuan in the provincial welfare lottery charity fund, equipped with a total of 1,126 rehabilitation equipment, benefiting 1,023 poor and disabled patients, effectively improving the living conditions of the poor and disabled. It has been awarded the Longjiang Charity Project Award and the Excellent Welfare Lottery Project Award of the Ministry of Civil Affairs.



黑龙江省本级福彩公益金资助“龙江爱心助残工程”
Heilongjiang CWL's Public Welfare Fund funded the "Longjiang Charity Project for the Disabled"

- 江苏省启动“助残福康行—持续关爱”项目，对原江苏省“助残福康行”项目的进行延续和拓展，计划用三年时间（2019 年至 2021 年），对 2007 年至 2015 年原“福康行”项目受助的贫困残疾人进行全面普查，并对原配发的康复辅助器具进行维修或更换。2019 年，该资助项目直接受益人数为 4631 人。

Jiangsu Province launched the "Assisting the Disabled with Continuous Welfare Care" project to continue and expand the original Jiangsu Province "Assisting the Disabled with Welfare Care" project. It is planned to spend three years (2019 to 2021) to conduct a comprehensive survey of the disabled persons with disabilities assisted by the original "Welfare Care" project from 2007 to 2015, and repair or replace the original rehabilitation assistive devices. In 2019, the number of direct beneficiaries of the funded project was 4,631.

- 浙江省投入 3500 万福彩公益金支持残联残疾人事业，分别用于残疾儿童康复服务、社区精准康复试点补助、无障碍社区建设补助和无障碍小镇试点补助四个项目。2019 年，对 8420 名残疾儿童及孤独症儿童实施康复补贴，在全省创建了 111 个省级无障碍社区。

Zhejiang Province invested RMB 35 million yuan CWL's Public Welfare Fund to support the cause of the disabled by the Disabled Persons' Federation for four projects, namely rehabilitation services for disabled children, pilot subsidies for community precision rehabilitation, barrier-free community construction subsidies, and barrier-free town pilot subsidies. In 2019, rehabilitation subsidies were implemented for 8,420 disabled and autistic children, and 111 provincial barrier-free communities were created in the province.

- 安徽省福彩中心联合省民政厅开展助力脱贫攻坚专项行动“儿童福利院公益行”活动，利用专项福彩公益资金 200 万元，定向捐助全省 20 家养育孤儿较多、康复设施欠缺的儿童福利机构各 10 万元，建设“福彩康复室”，改善孤儿生活和学习环境。

Anhui Welfare Lottery and the Provincial Civil Affairs Department launched a special action "Children Welfare Institute Public Welfare" activity to help poverty alleviation, used a special welfare fund of RMB 2 million yuan, directed donations of RMB 100,000 yuan each to 20 child welfare institutions in the province that raise many orphans and lack rehabilitation facilities to build "Welfare Lottery Rehabilitation Room", improving the living and learning environment of orphans.



安徽省专项福彩公益金资助建设“福彩康复室”
Anhui Special CWL's Public Welfare Fund to fund the construction of "Welfare Lottery Rehabilitation Room"

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

儿童是民族的未来，国家的希望。中国福利彩票关注社会中“孤儿”群体，积极开展各类公益项目，帮助孤儿融入社会、共享美好明天。2019 年，民政部根据实施情况调整出台《“孤儿医疗康复明天计划”项目实施办法》，扩大受益孤儿范围和资金资助范围，使更多孤儿更大程度上得到康复治疗 and 手术矫正。

Children are the future of a nation and the hope of a country. China Welfare Lottery pays attention to the "orphans" group in the society, and actively carries out various public welfare projects to help orphans integrate into society and share a better tomorrow. In 2019, the Ministry of Civil Affairs adjusted and promulgated the *Implementation Measures of the "Orphan Medical Rehabilitation Tomorrow Plan"* project in accordance with the implementation situation to expand the scope of beneficiary orphans and the scope of funding, so that more orphans can receive rehabilitation treatment and surgical correction to a greater extent.



明天计划：为孤残儿童绘画“美好明天”

Tomorrow Plan: Painting "Better Tomorrow" for Orphans and Handicapped Children

案例 CASE

“明天计划”是民政部于 2004 年 5 月启动的“残疾孤儿手术康复明天计划”，在福利彩票公益金的资助下，帮助各类社会福利机构中 0 至 18 岁残疾孤儿解除疾患，融入社会，回归家庭。

"Tomorrow Plan" is short for the "Tomorrow Plan for Orphans with Disabilities" launched by the Ministry of Civil Affairs in May 2004. With the funding of the Welfare Lottery Public Fund, it helps disabled orphans within 0-18 years old in various social welfare organizations to relieve their illnesses, integrate into society, and return to their families.

2014 年，“明天计划”开展十周年之际，李克强总理亲切看望“明天计划”手术康复儿童，明确提出要“进一步加大投入，支持‘明天计划’拓展规模、提高水平，使更多患儿，特别是农村和贫困地区的孩子受益。”李克强总理的关怀，推动“明天计划”进入开拓发展的新阶段。

In 2014, on the occasion of the tenth anniversary of the "Tomorrow Plan", Premier Li Keqiang cordially visited the children recovered from the "Tomorrow Plan" surgery and made it clear that he would "further increase investment, supporting the 'Tomorrow Plan' to expand its scale and improve its level to benefit more children, especially those in rural and poor areas. "Premier Li Keqiang's care has pushed the "Tomorrow Plan" into a new stage of pioneering development.

2019 年 3 月，民政部将“明天计划”正式更名为“孤儿医疗康复明天计划”，将救治对象延伸至社会散居孤儿，救治病种拓展到全科医疗康复，同时增加健康体检项目。截至 2019 年 6 月，“明天计划”已累计投入福利彩票公益金 14.6 亿元，为 16.3 万多名孤儿提供了医疗康复服务，其中 2.7 万多名治疗康复的孤儿被国内外家庭收养。

In March 2019, the Ministry of Civil Affairs officially changed the name of the "Tomorrow Plan" to the "Orphan Medical Rehabilitation Tomorrow Plan", extending the treatment to orphans living in the community, expanding the treatment of diseases to general medical rehabilitation, and adding health check-up items. As of June 2019, the "Tomorrow Plan" has invested a total of RMB 1.46 billion yuan in CWL's Public Welfare Funds and provided medical and rehabilitation services to more than 163,000 orphans, of which more than 27,000 recovered orphans were adopted by families at home and abroad.



扫码观看“明天计划”宣传短片
Scan the QR code to watch the "Tomorrow Plan" promotional video

- 天津 SOS 儿童村是我国与国际 SOS 儿童村组织合作建立的首批儿童村之一，也是目前中国 10 所儿童村中最大的儿童村。天津市级福彩公益金资助天津 SOS 儿童村，建设天津福利院，帮助孤困儿童。

Tianjin SOS Children's Village is one of the first children's villages established in cooperation with the international SOS Children's Village organization, and is currently the largest children's village among the 10 children's villages in China. Tianjin CWL's Public Welfare Fund sponsored Tianjin SOS Children's Village to build Tianjin Welfare Institute to help orphaned children.



天津市级福彩公益金资助天津SOS儿童村建设
Tianjin CWL's Public Welfare Fund supports the construction of Tianjin SOS Children's Village

- 浙江省投入 451.79 万元福彩公益金为具有适应症的残疾孤儿实施医疗和康复救助。

Zhejiang Province has invested RMB 4.5179 million yuan in CWL's Public Welfare Fund to provide medical and rehabilitation assistance to disabled orphans with indications.

- 2019 年 7 月，广西壮族自治区福彩中心首次策划“福彩情 与爱童行”关注孤儿的公益游学活动，资助 17 名孤儿学子到广州开展公益游学活动，让他们感受来自社会的温暖。

In July 2019, the Welfare Lottery of Guangxi Zhuang Autonomous Region planned for the first time a public welfare study tour for orphans focusing on "Going with Welfare Lottery Love", and sponsored 17 orphans to go to Guangzhou to carry out public welfare study tours to let them feel the warmth from the society.



广西壮族自治区福彩中心开展“福彩情 与爱童行”公益活动
Guangxi Zhuang Autonomous Region Welfare Lottery launched "Going with Welfare Lottery Love" public welfare activity

- 2019 年 8 月，四川省福彩中心在全省范围内实施“福彩圆梦 孤儿助学工程”项目，符合条件的孤儿将获得专项助学金，维护孤儿受教育权利，保障孤儿顺利完成学业。

In August 2019, the Sichuan Welfare Lottery implemented the "Welfare Lottery Helps Orphans Realize Dreams Education Project" across the province. Eligible orphans will receive special bursaries to safeguard orphans' right to education and ensure that orphans complete their studies smoothly.

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

“取之于民，用之于民”是中国福利彩票对社会的重要承诺。中国福利彩票以责任为使命，察民情、解民忧、惠民生，全心全意地帮助群众解决实际困难、度过难关。

"Take it from the people and use it for the people" is an important commitment of China Welfare Lottery to the society. China Welfare Lottery takes responsibility as its mission to monitor people's sentiments, relieve people's worries, and benefit people's livelihood, and wholeheartedly help the people solve practical difficulties and get over of them.

- 北京市级福彩公益金资助总资金 795.28 万元的“2019 年度通州区儿童福利服务项目”，截止 2019 年底，已完成支出 532.25 万元。该项目旨在建设有通州区特色的适度普惠型儿童福利和保护体系，推动通州区困境儿童和留守儿童保障工作，打造全国儿童福利保障示范区。

Beijing CWL's Public Welfare Fund sponsored the "2019 Tongzhou District Children Welfare Service Project" with a total fund of RMB 7,952,800 yuan. As of the end of 2019, it had completed expenditures of RMB 5,322,500 yuan. The project aims to build a moderately inclusive children welfare and protection system with Tongzhou District characteristics, promote the protection of children in difficulties and left-behind children in Tongzhou District, and create a national children welfare guarantee demonstration zone.



2019年度通州区儿童福利服务项目建国70周年主题活动
The theme event for the 70th anniversary of the founding of the People's Republic of China in the Tongzhou District Children Welfare Service Project in 2019

- 河北省连续 18 年开展“福彩献真情 爱心助学子”活动，累计投入福彩公益金 2.15 亿余元，资助了 59800 多名寒门学子。2019 年投入 1973.65 万福彩公益金资助 3643 名困难家庭学生。

Hebei Province has carried out the "Welfare Lottery Love for Students" activity for 18 consecutive years. It has invested more than RMB 215 million yuan in CWL's Public Welfare Funds and sponsored more than 59,800 students from needy families. In 2019, it invested RMB 19,736,500 yuan CWL's Public Welfare Fund to support 3,643 students from needy families.



河北省举办“福彩献真情 爱心助学子”活动
Hebei Province Held "Welfare Lottery Love for Students" Activity

- 江苏省福彩中心连续 14 年组织实施“爱心助学”公益活动，累计投入公益金 7000 万元，惠及贫困家庭大学生 2 万余人。2019 年，投入省级公益金 800 万元，共计资助 1600 名品学兼优、家庭贫困的高校新生。

Jiangsu Welfare Lottery has organized and implemented the "Love and Helping Students with Studies" public welfare activities for 14 consecutive years, and has invested a total of RMB 70 million yuan in public welfare funds, benefiting more than 20,000 college students from impoverished families. In 2019, RMB 8 million yuan was invested in the provincial public welfare fund to support a total of 1,600 new college students with excellent academic performance and poor families.



2019 年江苏省福彩中心举办“爱心助学”活动授助仪式

In 2019, Jiangsu Welfare Lottery held a grant ceremony of "Love and Helping Students with Studies" activity

- 陕西省开展“公益福彩·助力脱贫攻坚·筑梦困难学子”活动，投入 2000 万元陕西省级福彩公益金在全省资助 4200 名贫困家庭大学新生。

Shaanxi Province launched the "Public Welfare Lottery · Helping alleviate poverty · Building Dreams for Students with Difficulties" activity, invested RMB 20 million yuan of Shaanxi Provincial CWL's Public Welfare Fund to support 4,200 college freshmen from impoverished families across the province.



陕西省级福彩公益金资助贫困家庭大学新生活动启动仪式
The launching ceremony of the Shaanxi CWL's Public Welfare Fund sponsored college freshmen from poor families

- 深圳市投入 320 万元福彩公益金，开展第 13 届“爱心福彩资助来深建设者春节返乡”活动；投入 50 万元福彩公益金，第 2 次启动“常回家看看”公益活动，为来深建设者提供一次资助返乡的机会。

Shenzhen City invested RMB 3.2 million yuan in the CWL's Public Welfare Fund to carry out the 13th "Loving Welfare Lottery Funds for Builders in Shenzhen Returning to Hometown during the Spring Festival" activity; invested RMB 500,000 yuan in the CWL's Public Welfare Fund, and launched the second time the "Coming Back Home Often" public welfare activity to provide builders in Shenzhen with an opportunity to subsidize and return to their hometown.



第13届深圳市“爱心福彩资助来深建设者春节返乡”活动

The 13th Shenzhen "Loving Welfare Lottery Funds for Builders in Shenzhen Returning to Hometown during the Spring Festival" activity in Shenzhen

- 2019 年 6 月，西藏自治区福彩中心牵头，联合七地市民政局，向筛选出的 2000 名贫困和残疾儿童捐赠价值 33 万元物资，共计 2000 份学习生活用品福利包。其中，拉萨市 440 份，其余六地市每个地市 260 份。

In June 2019, the Tibet Autonomous Region Welfare Lottery took the lead and cooperated with the Bureau of Civil Affairs of the seven regions to donate materials worth RMB 330,000 yuan to the selected 2,000 poor and disabled children, a total of 2,000 learning and daily necessities welfare packages. Among them, 440 were in Lhasa, and 260 were in each of the remaining six cities.



西藏自治区福彩中心慰问拉萨市尼木乡完小140名贫困儿童
The Tibet Autonomous Region Welfare Lottery sent regards to 140 impoverished children in the end elementary school of Nimu County, Lhasa City

服务社区

SERVING THE
COMMUNITY

实施社区帮扶

Offering Community Assistance

中福彩中心倡导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、公益活动等社区服务活动，营造和谐的社区氛围，丰富社区居民业余生活。

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, creating a harmonious community atmosphere and enriching the amateur life of community residents.

社区发展是社会可持续发展的重要组成部分。中国福利彩票践行公益初心，通过帮扶社区、开展志愿者活动等方式，回馈社区，为人民的美好生活添砖加瓦。

Community development is an integral part of a society's sustainable development. CWL practices the original intention of helping those in need and adds up to people's good life through community relief and volunteer activities.

- 2019 年 8 月，黑龙江省福彩中心举办“‘不忘初心 牢记使命’庆祝新中国成立 70 周年——龙江福彩公益宣传进社区”大型品牌公益系列活动，通过 12 场丰富多彩的公益活动，传递福彩公益温度。

In August 2019, the Heilongjiang Welfare Lottery held the "Don't Forget the Original Heart, Firmly Remember the Mission" to celebrate the 70th anniversary of the founding of New China---"Longjiang Welfare Lottery Public Welfare Publicity into the Community" large-scale brand public welfare series of activities, through 12 colorful public welfare activities, conveying Welfare Lottery public welfare temperature.



黑龙江省福彩中心举办“龙江福彩公益宣传进社区”爱心公益活动
Heilongjiang Welfare Center held the "Longjiang Welfare Lottery Public Welfare Publicity into the Community" public welfare activity

- 广西壮族自治区福彩中心首次走进社区开展“福彩情 爱心年夜饭”公益活动，邀请 100 名梧桐苑社区特困户、低保户和残疾人士代表共吃年夜饭，为社区困难群体送去新春的温暖。

The Welfare Center of Guangxi Zhuang Autonomous Region entered the community for the first time to carry out the public welfare activity "Welfare Lottery Love and Loving New Year's Eve Dinner", invited 100 representatives of poor households, low-income households and disabled people in Wutongyuan community to have a New Year's Eve dinner to send the warmth of the New Year to the needy communities in the community.



广西壮族自治区福彩中心开展“福彩情 爱心年夜饭”公益活动
The Welfare Center of Guangxi Zhuang Autonomous Region launches the "Welfare Lottery Love and Loving New Year's Eve Dinner" public welfare activity

- 2019 年 3 月 -5 月，海南省福彩中心组织开展“福彩文化进乡村与社区”活动，以送琼剧下乡结合福彩文化巡展的形式，在 5 个市县举办 6 场琼剧演出，惠及群众近 2000 人。

From March to May 2019, the Hainan Welfare Lottery organized the "Welfare Lottery Culture into the Villages and Communities" activity, in the form of sending Qiongnu opera to the countryside combined with a cultural tour of Welfare Lottery, 6 Qiongnu performances were held in 5 cities and counties, benefiting nearly 2,000 people.



海南省福彩中心举办“福彩文化进乡村与社区”活动
Hainan Welfare Lottery held the "Welfare Lottery Culture into the Villages and Communities" activity

开展志愿者活动
Organizing Volunteer Activities

中福彩中心及省级福彩中心践行“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社会志愿活动，传递福彩文化，树立福彩爱心奉献的品牌形象。

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 the Welfare Lottery culture, establishing a brand image of love and dedication on Welfare Lottery.

中福彩中心：福彩圆梦，助力广西贫困留守儿童圆梦北京

CWLIMC: Welfare Lottery Realizes Dreams, Helping Guangxi Impoverished Left-behind Children Realize Their Dreams to Beijing

案例 CASE

2019 年，中福彩中心首次与省级福彩中心联合开展公益活动，携手广西壮族自治区福彩中心联合开展“福彩圆梦·福彩情——小手牵大手，北京欢迎你”关爱留守儿童公益活动。本次活动共计 42 名来自广西壮族自治区的儿童和家长分两批来到北京游览，参观了八达岭长城、天安门等名胜古迹，增进知识、开阔视野，实现其北京游玩的梦想。

In 2019, CWLIMC and provincial branches jointly launched a public welfare activity for the first time, and the Guangxi Zhuang Autonomous Region Welfare Lottery jointly launched the "Welfare Lottery Realizes Dreams• Welfare Love-Little Hands Holding Big Hands, Beijing Welcomes You" public welfare activity caring for left-behind children. A total of 42 children and their parents from Guangxi Zhuang Autonomous Region came to Beijing in two batches for this activity. They visited the Badaling Great Wall, Tian'anmen Square and other places of interest to enhance their knowledge, broaden their horizons, and realize their dream of playing in Beijing.



2019 年“福彩圆梦·福彩情——小手牵大手，北京欢迎你”公益活动

In 2019, "Welfare Lottery Realizes Dreams• Welfare Love-Little Hands Holding Big Hands, Beijing Welcomes You" public welfare activity

黑龙江省福彩中心自 2017 年在全省范围内开展“寒冬送暖·爱的小屋”公益慈善活动。经历近两年的发展，全省近 2000 家“爱的小屋”真正成为了环卫工人和需要帮扶人们的暖心屋。

Heilongjiang Welfare Lottery has carried out the charity activity of "Sending Warmth in Winter•Loving House" throughout the province in 2017. After nearly two years of development, nearly 2,000 "Loving House" across the province have truly become heart-warming houses for sanitation workers and people in need.



黑龙江省福彩中心举办“寒冬送暖·爱的小屋”活动

Heilongjiang Welfare Lottery held the activity of "Sending Warmth in Winter•Loving House"

辽宁省连续 5 年开展“辽宁福彩·关爱城市美容师”公益慰问活动，为环卫工人捐赠 1500 套保温饭盒，让他们感受来自福彩和全社会的关爱。

Liaoning Province has carried out the "Liaoning Welfare Lottery•Caring for Urban Beauticians" sending regards public welfare activities for 5 consecutive years, donating 1500 sets of insulated lunch boxes to sanitation workers, so that they can feel the care from Welfare Lottery and the whole society.



辽宁省举办“辽宁福彩·关爱城市美容师”公益慰问活动

Liaoning Province held the "Liaoning Welfare Lottery•Caring for Urban Beauticians" sending regards public welfare activities

2019 年 10 月，江苏省“福彩关爱星之队”志愿服务团队走进社区、零售店、托养中心等开展救急关爱行动，普及急救知识。

In October 2019, the volunteer service team of Jiangsu "Welfare Lottery Care Star Team" went to communities, retail stores, nursing centers, etc. to carry out emergency and care operations and popularize first aid knowledge.



江苏省“福彩关爱星之队”开展救急关爱行动

Jiangsu Province "Welfare Lottery Care Star Team" launched emergency care operations

- 2019 年 7 月，广东省福彩中心举办以“我的中国梦 · 青春七彩梦”为主题的广东省第十届留守少年儿童福彩夏令营，邀请来自粤东西北 14 个地市的优秀留守少年儿童、贫困地区的少年儿童、领队老师等近百人参加本届福彩夏令营活动。

In July 2019, Guangdong Welfare Lottery held the 10th Guangdong Province Left-behind Children Welfare Lottery Summer Camp with the theme of "My Chinese Dream•Youth Colorful Dream", nearly a hundred people including outstanding left-behind children from 14 prefectures and cities in the east, west, and north of Guangdong, children from impoverished areas, and team leaders were invited to participate in this summer camp.



广东省福彩中心举办广东省第十届留守少年儿童福彩夏令营活动
Guangdong Welfare Lottery held the 10th Guangdong Province Left-behind Children Welfare Lottery Summer Camp

- 湖南省长沙市福彩中心组织 50 名志愿者开展“福彩送福 · 春意暖夕阳”慰问望城区靖港敬老院学雷锋志愿服务活动，为敬老院老人奉献爱心。

Changsha Welfare Lottery, Hunan Province organized 50 volunteers to carry out the "Welfare Lottery Sending Good Fortune•Spring Warms the Sunset" to the Jinggang Nursing Home for the Elderly in Wangcheng District to give their love to the elderly.



湖南省长沙市福彩中心举办“福彩送福 · 春意暖夕阳”公益活动
Changsha Welfare Lottery, Hunan Province organized the public welfare activity of "Welfare Lottery Sending Good Fortune•Spring Warms the Sunset"

- 2019 年 12 月，福建省福彩中心参加以“书写新时代的雷锋故事”为主题的福建省“12·5”国际志愿者日主题活动，为社区群众送上温暖的便民服务。

In December 2019, the Fujian Welfare Lottery participated in the theme event of the "12•5" International Volunteer Day in Fujian Province with the theme of "writing the story of Lei Feng in the new era", to provide warm and convenient services to the community.



福建省福彩中心参加国际志愿者日主题活动
Fujian Welfare Lottery participated in the theme activity of International Volunteer Day

- 2019 年 3 月，四川省福彩中心参加四川省民政厅志愿服务启动仪式暨“国际社工日”社工引领志愿服务主题活动，并成立四川省社会福利有奖募捐委员会办公室志愿服务队，开展形式多样的志愿服务活动，弘扬“奉献、友爱、互助、进步”的志愿服务精神。

In March 2019, the Sichuan Welfare Lottery participated in the launching ceremony of the volunteer service of the Sichuan Civil Affairs Department and the "International Social Worker Day" social worker leading volunteer service theme activity. In addition, a volunteer service team of the Sichuan Social Welfare Prize-raising Committee Office was established to carry out various forms of voluntary service activities and promote the spirit of volunteer service of "dedication, friendship, mutual assistance, and progress".



四川省福彩中心参加“国际社工日”社工引领志愿服务主题活动
Sichuan Welfare Lottery participated in the "International Social Work Day" social workers leading volunteer service theme activities

- 广西壮族自治区福彩中心联合深圳市福彩中心爱心接力，资助赴深建设者春节返乡。2019 年帮助 4 个市县赶赴深圳务工的困难群体及时返回工作岗位，解决部分困难外出务工群体的返程问题。

Guangxi Zhuang Autonomous Region Welfare Lottery and the Shenzhen Welfare Lottery supported the love relay to sponsor the builders in Shenzhen to return home during the Spring Festival. In 2019, It helped the needy groups in four cities and counties rushed to Shenzhen to return to work in a timely manner, and solved the problem of returning to work for some needy migrant groups.



广西壮族自治区福彩中心开展“福彩情·资助赴深建设者春节返乡爱心接力”活动

Guangxi Zhuang Autonomous Region Welfare Lottery launches the "Welfare Lottery Love • Supporting Builders in Shenzhen to Return to Hometown during the Spring Festival" love relay activity

- 2019 年 8 月，贵州省福彩中心联合贵州广播电视台承办“温暖贵州·见证全面小康路——走出大山看世界”福利彩票公益活动，组织 100 余名留守儿童到省城贵阳参观游览，让贫困留守儿童感受来自福彩的温暖与关怀。

In August 2019, the Guizhou Welfare Lottery and Guizhou Radio and Television hosted the welfare lottery public welfare activity of "Hot Spring Guizhou Witness the Comprehensive Xiaokang Road-Exploring the Great Mountain World". More than 100 left-behind children were organized to travel to the provincial capital of Guiyang, so that the poor left-behind children could feel the warmth and care from Welfare Lottery.



贵州省福彩中心开展“走出大山看世界”公益活动

Guizhou Welfare Lottery launched a public welfare activity "Stepping out of the Mountains to See the World"

环保公益

ENVIRON- MENTAL PROTECTION- RELATED PUBLIC WELFARE

良好的生态环境是最普惠的民生福祉。中国福利彩票作为公益事业的先行者，遵守“保护环境，从自身做起”的准则，通过多渠道宣传环保知识，开展形式多样的环保公益活动，用实际行动植绿护绿，践行社会主义生态文明观，为建设美丽中国提供生动范本。

A good ecological environment is the most inclusive people's livelihood and well-being. As a pioneer in public welfare undertakings, China Welfare Lottery abides by the principle of "protecting the environment and starting from oneself", promotes environmental protection knowledge through multiple channels, carries out various forms of environmental protection public welfare activities, uses practical actions to plant and protect greenery, practice the concept of socialist ecological civilization, and provide a vivid model for building a beautiful China.

普及环保公益知识

Popularizing Environmental Protection-related Public Welfare Knowledge

中福彩中心及省级福彩中心牢固树立绿色发展理念，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，助力生态文明建设，绘制公益福彩蓝图。

CWLIMC and provincial branches firmly establish the concept of green development, actively promote and popularize environmental protection knowledge through multi-media publicity, encourage the public to pay attention to environmental protection, help the construction of ecological civilization, and draw a blueprint for public welfare lottery.

- 2019 年 3 月，黑龙江省福彩中心组织开展以“传承雷锋精神·共建文明城市”为主题的系列志愿服务活动，通过开展垃圾分类专题讲座及发放环保宣传单的形式，提升社会公众对生活垃圾分类工作的认同度与参与度。

In March 2019, the Heilongjiang Welfare Lottery organized a series of voluntary service activities with the theme of "Inheriting Lei Feng's Spirit and Building a Civilized City". Through the development of special lectures on waste classification and the distribution of environmental protection leaflets, the public's recognition and participation in the classification of domestic waste have been improved.



黑龙江省福彩中心开展环保公益活动

Heilongjiang Welfare Lottery launched environmental protection-related public welfare activities

- 上海市福彩中心积极响应《上海市生活垃圾管理条例》，通过开展“垃圾分类 福彩在行动”系列主题活动，在市区两级福彩管理机构和全市福利零售店推广普及垃圾分类知识；在官方微信平台上开展“垃圾分类进零售店，争做福彩文明人”微信互动问答活动，吸引近 6000 人次参与，其中超过 1000 人完成并答对全部 15 题，对普及垃圾分类知识起到了良好的宣教作用。

The Shanghai Welfare Lottery actively responded to the "Regulations of Shanghai Municipality on the Management of Domestic Waste" and promoted and popularized the knowledge of garbage classification among the urban two-level welfare lottery management agencies and the city's welfare retail stores by launching a series of theme activities "Waste Classification and Welfare Lottery in Action", carried out the WeChat interactive Q&A activity on the official WeChat platform of "garbage sorted into the retail stores, striving to be a civilized person in Welfare Lottery", attracting nearly 6,000 people to participate, of which more than 1,000 people completed and answered all 15 questions correctly, which played a good role in popularizing garbage classification knowledge.

- 江苏省无锡市福彩中心开展垃圾分类主题宣传实践活动，向社会公众普及垃圾分类知识。

Wuxi City Welfare Lottery in Jiangsu Province carried out publicity and practice activities on the theme of garbage classification to popularize the knowledge of garbage classification to the public.



江苏省无锡市福彩中心开展垃圾分类主题宣传实践活动
Wuxi City Welfare Lottery in Jiangsu Province launched garbage classification theme publicity and practice activities

支持环保公益活动

Supporting Environmental Protection-related Public Welfare Activities

在中福彩中心指导下，各省级福彩中心通过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，保护生态文明，助力城市绿色可持续发展。

Under the guidance of CWLIMC, various provincial branches organized various environmental protection-related public welfare activities to support various environmental protection activities, protecting ecological civilization and helping the green and sustainable development of cities.

- 2019 年 3 月，山东省福彩中心开展义务植树活动，践行“绿水青山就是金山银山”的生态理念。

In March 2019, Shandong Welfare Lottery carried out voluntary tree planting activities, practicing the ecological concept of "Lucid Waters and Lush Mountains Are Invaluable Assets".



山东省福彩中心开展义务植树活动
Shandong Welfare Lottery launched voluntary tree planting activities

- 2019 年 4 月，陕西省福彩中心举办“福彩公益同行，共建环保秦岭”系列公益环保主题活动，通过以废旧塑料瓶、香烟兑换福彩刮刮乐彩票、环保宣传品等形式，号召当地村民及游客保护秦岭。

In April 2019, Shanxi Welfare Lottery held a series of public welfare and environmental protection themed activities of "Welfare Lottery Public Welfare Walking Together, Building Environmental Qinling Mountains Together", through the exchange of waste plastic bottles, cigarettes for lucky draw lottery tickets, environmental protection promotional materials, etc., called on local villagers and tourists to protect the Qinling Mountains.



陕西省福彩中心举办“福彩公益同行，共建环保秦岭”环保公益活动
Shaanxi Welfare Lottery held the "Welfare Lottery Public Welfare Walking Together, Building Environmental Qinling Mountains Together" environmental protection-related public welfare activity

- 湖南省福彩中心组织团员青年参加“种廉洁树·育清风林”义务植树活动。

Hunan Welfare Lottery organized youth members to participate in the voluntary tree planting activity of "Planting Probity Trees and Breeding Breeze Forest".



湖南省福彩中心开展义务植树活动
Hunan Welfare Lottery launched voluntary tree planting activities

- 新疆维吾尔自治区福彩中心倡导全疆各地福彩志愿者积极参加植树造林、清除垃圾、文明交通出行等各类公益环保活动，践行绿色环保理念。

Xinjiang Uygur Autonomous Region Welfare Lottery advocates that Welfare Lottery volunteers from all over Xinjiang actively participate in various public welfare and environmental protection activities such as tree planting and afforestation, garbage removal, civilized transportation and travel, and practice the concept of green environmental protection.



新疆维吾尔自治区开展义务刷树活动
Xinjiang Uygur Autonomous Region launched voluntary tree brushing activities

未来展望

PROSPECTS

风劲帆满图新志，砥砺奋进正当时。即将跨入的 2020 年是全面建成小康社会和“十三五”规划收官之年，更是“两个一百年”奋斗目标的历史交汇点。中国福利彩票将继续以习近平新时代中国特色社会主义思想为指导，立足新发展阶段，落实新发展理念，融入新发展格局，以党建引领发展，以创新驱动发展，坚持透明运营，推动中国福利彩票向更高质量、更高水平迈进。为将“新发展”概念深入落实各项运营业务中，中国福利彩票将一以贯之地推动责任彩票建设，研发健康绿色的游戏，优化渠道布局，开展责任营销，不断提升服务水平，助力行业发展，依法合规筹集社会福利公益金，树立福彩公信力，为社会全面发展助力，为人民群众的幸福生活添“福”添“彩”。

Sailing forward at full helm to fulfil ambitions, seizing the chance to forge ahead. The upcoming 2020 will witness the completion of the “Thirteenth Five-Year Plan”, as a decisive year for building a moderately prosperous society. Moreover, it marks the transition from the first centenary goal to the second centenary goal. Under the guidance of General Secretary Xi Jinping thought on socialism with Chinese characteristics, CWL will continue to secure a foothold in the new development stage, implement new development ideas, and integrate into new development pattern. By giving priority to party construction and driving the development through innovations, CWL insists on transparent operations to achieve a higher level of development. In order to integrate the concept of “new development” into various operation businesses, CWL will persist in driving the construction of responsible gaming system, develop green and healthy games, optimize the channel and layout, engage in responsible marketing, constantly enhance the service level, boost the development of the lottery industry, raise public welfare fund in accordance with applicable laws and regulations, shape the credibility of welfare lottery, and contribute to the development of the society in all aspects, and the happiness and wellbeing of the people.

天若有情天亦老，人间正道是沧桑。作为国家公益彩票，中国福利彩票将秉持公益属性及发展定位，履行国家赋予中国福彩的光荣使命。将以责任为引领，以公益为初心，践行“扶老、助残、救孤、济困”发行宗旨，积极带动社会力量对社会福利事业的投入。新时代呼唤新作为，中国福利彩票将积极响应十九届四中全会精神“民惟邦本，本固邦宁”，助力脱贫攻坚，增进民生福祉，为保障困难群体的基本生活权益、改善福利对象的生活待遇、构建和谐社会作出积极贡献，让福彩的公益之光照亮社会各个角落，为人民群众共谋幸福美好生活。

If nature is sensible, it will get to know that everything has its rise and fall. As a kind of state-owned lottery for the public good, CWL will uphold the public welfare cause and perform the glorious missions endowed by the government. Driven by a strong sense of responsibility, CWL will stay true to the original aspiration of “for public good”, practice the gist of “supporting the elderly, assisting the disabled, helping the orphans and relieving the have-nots”, and lead people from all walks of life to devote to the social welfare cause. New requirements are raised in the new era. CWL will actively respond to the spirit of the Fourth Plenary Session of the 19th Central Committee of the CPC, namely, “people are the foundation of a country; the country will be peaceful if the foundation is firmed”, vigorously engage in poverty alleviation, level up people's wellbeing, and make great contributions to safeguarding basic life interests of the disadvantaged groups, improving their quality of life and building a harmonious society. In this way, CWL brings benefits to every corner of China and contributes to the good life of the people.

附录

APPENDIXES

关键绩效表

Key Performance Indicators

序号	指标	单位	2017年	2018年	2019年
1	守法合规人均培训时间	小时	16.70	20.24	18.83
2	反腐倡廉人均培训投入	元	1000.00	800.00	8200.00
3	反腐倡廉人均培训时间	小时	8.55	10.29	11.22
4	彩票销售额	亿元	2169.77	2245.56	1912.38
5	公益金筹集金额	亿元	621.40	643.59	557.28
6	经济合同履约率	%	100.00	100.00	100.00
7	购彩者投诉解决率	%	99.82	99.86	99.87
8	劳动合同签订率	%	100.00	100.00	100.00
9	参加工会的员工比例	%	98.59	98.84	98.34
10	社会保险覆盖率	%	99.81	99.88	99.93
11	女性管理者比例（部门领导及以上）	%	28.62	27.78	27.73
12	少数民族或其他种族员工比例	%	7.95	8.08	7.88
13	残疾人雇佣率	%	0.63	0.60	0.54
14	体检及健康档案覆盖率	%	98.83	98.74	98.99
15	接受培训员工人数占员工总数的比例	%	90.39	87.69	90.02
16	员工人均培训时间	小时	17.36	22.09	21.20
17	员工人均培训费用	元	1546.07	1398.42	1505.72

No.	Indicator	Unit	2017	2018	2019
1	Per capita time of compliance training	hour	16.70	20.24	18.83
2	Per capita inputs into anti-corruption training	RMB yuan	1000.00	800.00	8200.00
3	Per capita time of anti-corruption training	hour	8.55	10.29	11.22
4	Lottery sales	RMB 100 billion yuan	2169.77	2245.56	1912.38
5	Amounts raised for public welfare fund	RMB 100 billion yuan	621.40	643.59	557.28
6	Economic contract fulfillment rate	%	100.00	100.00	100.00
7	Player complaint solving rate	%	99.82	99.86	99.87
8	Labor contract signing rate	%	100.00	100.00	100.00
9	Proportion of employees joining the trade union	%	98.59	98.84	98.34
10	Social insurance coverage rate	%	99.81	99.88	99.93
11	Proportion of female management (department leader and above)	%	28.62	27.78	27.73
12	Percentage of employees from minorities or other races	%	7.95	8.08	7.88
13	Hiring rate of the disabled	%	0.63	0.60	0.54
14	Coverage rate of physical examination and health files	%	98.83	98.74	98.99
15	Proportion of trained staff in all staff	%	90.39	87.69	90.02
16	Per capita staff training time	hour	17.36	22.09	21.20
17	Per capita staff training costs	RMB yuan	1546.07	1398.42	1505.72

指标索引

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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

中国福利彩票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。
 CWL 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2019年1月1日至2019年12月31日，部分内容超出此范围。
 The time frame for the Report is from January 1, 2019 to December 31, 2019. 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2019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 2019.

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“省级福彩中心”）“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 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）《2019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 CWL (http://www.cwl.gov.cn) for the *2019 Social Responsibility Report of China Welfare Lottery*.

意见反馈
 Feedback

亲爱的读者：

您好！
 非常感谢您在百忙之中阅读《2019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七份社会责任报告，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
 2020年12月

Dear Readers,

Hello!
 Great thanks for taking the time to read the *2019 Social Responsibility Report of China Welfare Lottery*. This is the 7th 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
 December 2020

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。
 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".

题目 Topic	1	2	3	4	5
1.您对本报告的总体评价 1.What is your overall evaluation of this Report?					
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 2. Do you think this Report can reflect the significant influence of China Welfare Lottery on the economy and society?					
3.您认为中国福利彩票在彩票发行管理方面的工作效果？ 3. What do you think of the performance of China Welfare Lottery in its issuance and management?					
4.您对本报告所披露信息的准确性及完整度的评价 4. What do you think of the accuracy and integrity of this Report?					
5.您对本报告的版式与设计的评价 5. What do you think of the layout and design of this Report?					
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 6. What are your opinions and suggestions about the social responsibility performance of China Welfare Lottery and on this Report?					

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。

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



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。

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.

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。

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.