

# 中国福利彩票责任彩票报告

## CHINA WELFARE LOTTERY RESPONSIBLE LOTTERY REPORT (2021年)



中国福利彩票

责任彩票报告 (2021年)

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始于公益 立于责任 兴于阳光

Starting from Public Welfare

Standing on Responsibility

Thriving in Sunshine



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# 卷首语

2021 年是党和国家历史上具有里程碑意义的一年。这一年，面对百年变局和世纪疫情，全国福彩系统深入贯彻落实党的十九大和十九届历次全会精神，坚持弘扬伟大建党精神，深入学党史、悟思想、办实事、开新局，不断从百年党史中汲取智慧力量，积蓄发展动能；坚持“扶老、助残、救孤、济困”的发行宗旨，胸怀“国之大者”，在国家和社会发展大局中谋划发展，牢牢把握国家彩票的本质要求；坚持以人民为中心的发展观，坚守福利彩票的人民性、国家性、公益性，在推进高质量发展的道路上迈出了坚实的步伐。全年共销售 1,422.55 亿元，筹集公益金 443.63 亿元，公益金筹集率持续提高，在助力共同富裕上作出更大贡献。

The year 2021 was a milestone in the history of the Communist Party of China (CPC) and our country. During the year, China Welfare Lottery, faced with the once-in-a-century changing landscape and the COVID-19 pandemic, comprehensively implemented the spirit of the CPC's 19th National Congress and all plenary sessions of the 19th CPC Central Committee, insisted on carrying forward the great spirit of Party building, deeply studied the history of the Party, understood ideas, did practical things, and opened a new situation, and constantly drew wisdom from the history of the party in the century and accumulated momentum for development; Adhere to the issuance purpose of "supporting the elderly, assisting the disabled, helping the orphans and relieving the have-nots", be a man with big mind, plan for development in the overall situation of national and social development, and firmly grasp the essential requirements of the national lottery; Adhere to the people-centered concept of development, stick to the nature of "for the people, for the country and for public good," making solid progress on the road towards promoting high-quality development. In 2021, the sales of welfare lottery tickets reached RMB142.255 billion, and raised RMB44.363 billion of public welfare funds, witnessing continuous increase in terms of raising ratio., making greater contributions to helping common prosperity.

**秉承“与责任共生”，坚持责任引领，筑牢发展根基。**坚持以政治建设为统领，把讲政治要求贯穿福利彩票发行销售各领域全过程；切实贯彻落实财政部、民政部有关工作要求，强化监督检查，确保合规运营；树牢从严管理意识，把责任彩票建设作为促转型、提质量的重要抓手，持续加强责任彩票建设；完善制度标准，化解网点困难，推动转型升级，夯实高质量发展根基。

**We adhered to the development concept of "living with responsibility," insisted on the guidance of responsibility performance, and laid a solid foundation for development.** We follow the guidance of Party building, effectively implemented the work requirements of the Ministry of Finance and the Ministry of Civil Affairs, strengthen supervision and inspection, ensure compliance operations; establish a strong sense of strict management, take the construction of responsible lottery as an important starting point to promote transformation and improve quality, and continue to strengthen the construction of responsible lottery; improve system standards, resolve difficulties in outlets, promote transformation and upgrading, and consolidate the foundation of high-quality development.

# PREFACE

**坚持取之于民，用之于民，牢记公益使命，增加公众福祉。**持续提升公益金筹集效率，为服务困难群众、改善民生福祉、发展公益事业汇聚更多资源；坚持融入、共建，积极参与社区治理，共建和谐社区；坚持“以人为本”，注重关怀员工，助力员工成长，加强队伍建设；践行绿色发展理念，为建设美丽中国贡献福彩力量。

**China Welfare Lottery adheres to from the people, for the people, stick to the public welfare mission, and strive to increase the public well-being.** We continue to improve the efficiency of public welfare fund raising, and gather more resources for serving the needy, improving people's livelihood and developing public welfare undertakings; insist on integration, co-construction, active participation in community governance, and co-building a harmonious community; and adhere to "people-oriented", pay attention to employees, help employees grow, and strengthen team building, and practice the concept of green development and contribute to the construction of a beautiful China.

**践行“安全运行，健康发展”，坚持透明运营，提升发展质量。**始终把“保安全”放在重要位置，确保运营安全、资金安全、数据安全、技术安全和生产安全；坚持构建绿色多元的游戏产品体系，提供安全、健康的游戏产品和服务；坚持诚信营销，开展理性购彩宣传，优化购彩环境；拓宽信息公开渠道，加大信息公开力度，坚持阳光开奖，提高工作透明度。

**China Welfare Lottery implemented the working policy of "safe operation, healthy development", insisted on transparent operations, and improved the quality of development.** We always put safety at the forefront, and try the best to guarantee the operation safety, fund security, data security, IT security and work safety; adhere to develop green and diversified game product systems and provide safe and healthy game products and services; insist on integrity marketing, carry out publicity activities focusing on rational purchase of lottery tickets, and optimize the environment for lottery ticket purchase; and stick to transparent lottery drawing and operations, established a sunshine image, and continuously improve the quality of development.



# 关于中国福利彩票

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，以人民性、国家性和公益性为本质属性，经过不断探索，走出了一条具有中国特色的发展之路。

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 China Welfare Lottery (hereinafter referred to as “CWL”). CWL issues lotteries under special permission of the CPC Central Committee and 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.” With 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（以下简称“中福彩中心”）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（以下简称“各省级福彩中心”）在中福彩中心的统一组织下，负责本行政区域的福利彩票销售工作。

China Welfare Lottery Issuance and Management Center (hereinafter referred to as “CWLIMC”), which is established in accordance with laws and regulations by the Ministry of Civil Affairs under the State Council, 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 (provincial welfare lottery centers) 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社会各界奉献爱心、传播公益慈善理念、弘扬“诚信、友善”等社会主义核心价值观的平台，通过购买福利彩票来关爱困难群体、支持公益事业，已经成为广大公众喜闻乐见的一种文化娱乐方式。

Currently, CWL has gradually evolving into a platform that leads all sectors of society to donate love, spread the idea of charity and carry forward the "integrity, friendly" socialist core values. It has been a popular cultural lifestyle to purchase welfare lotteries for caring for needy groups and support public welfare undertakings.

# ABOUT CWL

中国福利彩票的本质属性	Nature
<p><b>人民性</b>——取之于民，用之于民</p> <p><b>国家性</b>——由国家特许发行，以筹集社会公益资金为目的</p> <p><b>公益性</b>——为公益而生，因公益而发展</p> <p><b>For the people:</b> The welfare lottery is from the people, for the people</p> <p><b>For the country:</b> Issued under the special permission of the State Council, endorsed by state credit, guaranteed by public credibility of governments</p> <p><b>For public good:</b> The welfare lottery undertakings are born for and develop with public welfare</p>	

福彩发行宗旨	Purpose	福彩使命	Mission
<p><b>扶老 助残 救孤 济困</b></p> <p>Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots</p>		<p><b>为社会造福 为生活添彩</b></p> <p>Benifit the Society, and Make People's Life Better</p>	

福彩愿景	Vision	福彩价值观	Sense of Worth
<p><b>社会福利的忠实践行者 社会公益的重要推动者</b></p> <p>A loyal practitioner of social welfare and an important promoter of social good</p>		<p><b>责任担当 诚信透明 务实创新 开放协同</b></p> <p>Commitment and Responsibility,Honesty and Transparency,Practical and Innovation,Openness and Coordination</p>	

福彩品牌价值	Brand Value	福彩工作方针	Working Policy
<p><b>公益 责任 阳光</b></p> <p>Public Good,Responsibility,Transparency</p>		<p><b>安全运行 健康发展</b></p> <p>Safe Operation, Healthy Development</p>	

福彩诚信原则	Integrity Principle	福彩文化	Culture
<p><b>公平 公正 公开</b></p> <p>Fair, Equitable and Open</p>		<p><b>公益 慈善 健康 快乐 创新</b></p> <p>Public Good, Welfare, Health, Happiness, Innovation</p>	

福彩倡导的购彩理念	Playing Idea
<p><b>多人少买 寓募于乐 量力而行 理性购彩</b></p> <p>Winning prize while devoting your love, and advocating reasonable involvement by more people</p>	

# 管理体制

## Administration System

### 监督管理机构

### Regulatory Body

### 管理机构

### Administrative Body

### 发行销售机构

### Issuance 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，为更好地推动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 *Detailed Rules for Implementation of the Regulation on Administration of Lotteries* and other laws, regulations and polices, constantly improves its management architecture and standardizes the organization system, and guarantees 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。

The Ministry of Finance under the State Council is the regulatory body of nationwide lottery activities, while the provincial departments of finance 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；各省级政府民政部门负责本行政区域内的福利彩票管理工作。

The Ministry of Civil Affairs under the State Council is the administrative body of CWL, while the provincial departments of civil affairs are responsible for local CWL management.

#### 中福彩中心 CWLIMC

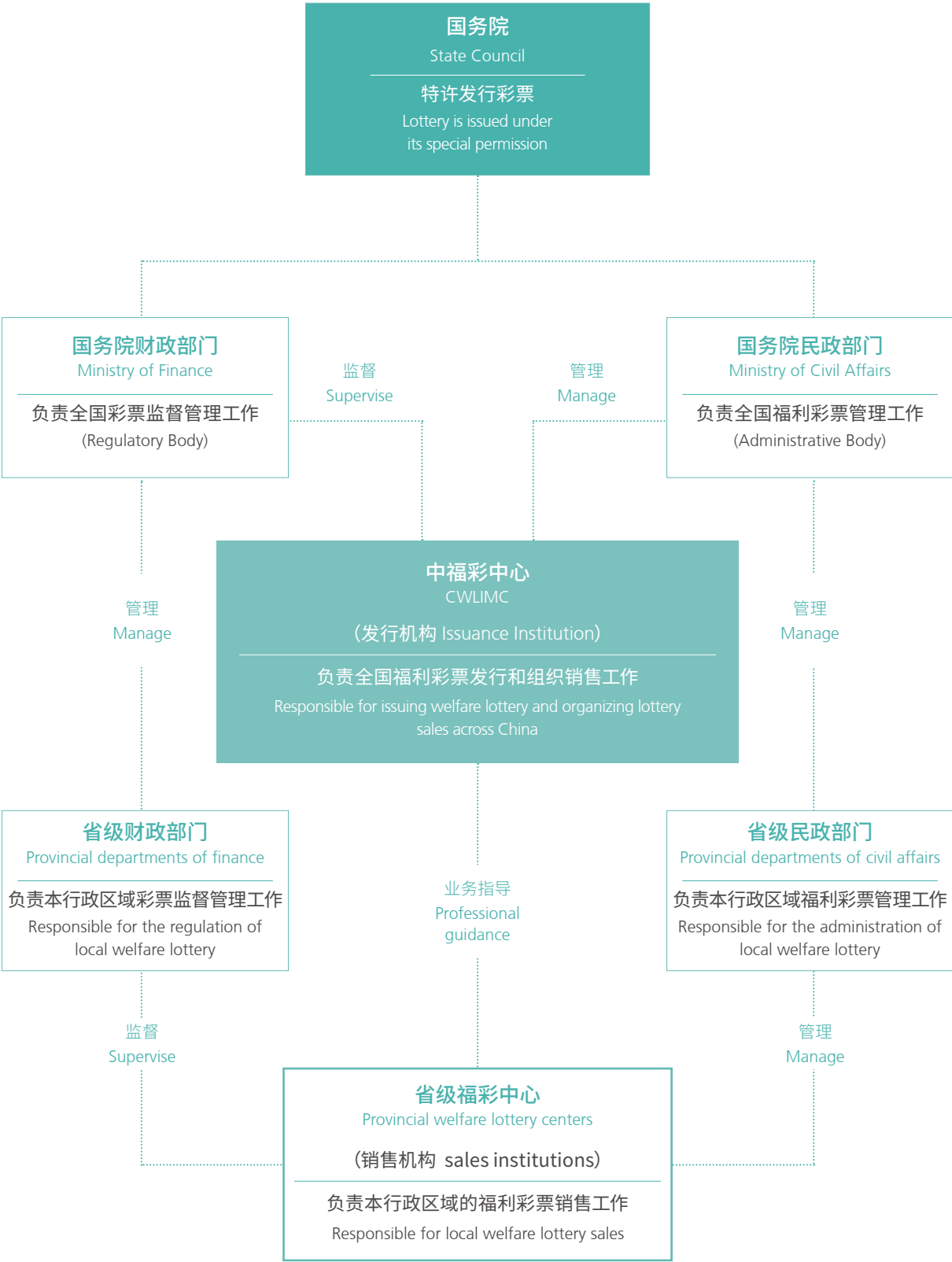
中福彩中心是中国福利彩票的发行机构，按照统一发行、统一管理、统一标准的原则，负责全国福利彩票的发行和组织销售工作。

As the welfare lottery issuance institution in China, CWLIMC is responsible for CWL issuance and sales management across the country in accordance with the principle of unified issuance, unified management and unified standards.

#### 省级福彩中心 Provincial Welfare Lottery Sales Centers

各省级福彩中心是中国福利彩票的销售机构，在中福彩中心（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 unified organization of CWLIMC (issuance institution), the provincial welfare lottery centers (sales institutions) are responsible for local welfare lottery sales.



▲中国福利彩票管理体制  
CWL Administration System



# “福彩圆梦 - 北京欢迎你” 民族团结一家亲

CWLIMC CONDUCTS “UNITED AS ONE  
FAMILY” ACTIVITY WITH XINJIANG’S  
CIVIL AFFAIRS DEPARTMENT

为落实《民政部关于贯彻落实第三次中央新疆工作座谈会精神的实施方案》要求，支持新疆开展公益活动，7月23日，中福彩中心与新疆维吾尔自治区民政厅联合开展了“福彩圆梦 - 北京欢迎你”民族团结一家亲活动。

To implement the requirements of the Plan of the Ministry of Civil Affairs on Implementing the Spirit of the Third Central Symposium on Work Related to Xinjiang, CWLIMC conducted the “United as One Family” activity themed “Making dreams come true in Beijing with CWL” jointly with the Department of Civil Affairs of Xinjiang Uygur Autonomous Region on July 23.

活动期间，来自新疆阿克苏地区阿瓦提县 17 名品学兼优的孩子，参观了天安门广场、北京动物园、清华大学，欣赏了精彩的杂技表演。中福彩中心还向孩子们赠送了图书、纪念徽章和玩偶等礼物。

During the activity, 17 children excellent in character and learning who were from Awati County, Aksu Prefecture, northwest China’s Xinjiang Uygur Autonomous Region, having visited the Tiananmen Square, Beijing Zoo, and Tsinghua University, and watched a wonderful acrobatic performance. CWLIMC also donated books, souvenir badges, dolls and other gifts to the children.

中福彩中心党委书记、主任安宁代表中心全体干部职工欢迎新疆的客人来到北京。他说，儿童是祖国的未来，民族的希望，关爱儿童是党和政府义不容辞的责任，更是福彩的宗旨与使命所在。新疆自古以来就是多民族聚居地区，新疆各民族是中华民族血脉相连的家庭成员。通过民族团结一家亲活动，让新疆的小朋友共享公益事业发展的成果，意义更加重大，希望同学们在北京期间多看、多听，进一步加深对中国共产党领导全国各族人民为实现中华民族伟大复兴百年奋斗的了解；进一步加深对新时代、新技术的了解，从小树立远大理想，长大以后报效祖国。民政部儿童福利司司长郭玉强、新疆民政厅副厅长夏建新、中福彩中心副主任缪丽参加了欢迎活动。

An Ning, Party secretary and director of CWLIMC, on behalf of all the cadres and workers of the center, welcomed the guests from Xinjiang to Beijing. He said that children are the future of the country and the hope of the nation. Caring about children is a bounden responsibility for the Party and the government, as well as the purpose and mission of CWL. Xinjiang has been a multiethnic region since ancient times, and the various ethnic groups in Xinjiang have long been part of the Chinese nation. It is even more significant to let the children in Xinjiang share the fruits of public welfare development through the “United as One Family” activity. He hoped the students will see and listen more during their stay in Beijing, so as to deepen their understanding of the unremitting efforts made by the Chinese people of all ethnic groups under the leadership of CPC over the past century, as well as the new era and new technologies. He also hoped the children will establish noble ideals and serve the country when they grow up. Guo Yuqiang, Director-General of the Department of Children's Welfare under the Ministry of Civil Affairs, Xia Jianxin, Deputy Director-General of Xinjiang's Department of Civil Affairs, and Miao Li, Deputy Director of CWLIMC, participated in the welcoming ceremony.

新疆小朋友纷纷感谢民政部、中福彩中心让他们圆梦北京，他们也通过这次北京之行，立志要成长为更加爱党、爱国、爱家乡的好孩子，好好学习，长大以后建设祖国、建设家乡。

The children from Xinjiang thanked the Ministry of Civil Affairs and CWLIMC for making their dreams come true in Beijing. Through this trip to Beijing, they also expressed their shared commitment to be good children who love the Party, love the country, and love Xinjiang. They said they will study hard, so as to better serve the country and build their hometown when they grow up.



▲孩子们在天安门合影

A group photo of children at the Tiananmen Square



▲欢迎仪式合影

Group photo at the welcoming ceremony



# “献礼百年辉煌 添彩幸福生活”主题系列活动

## SERIAL ACTIVITIES HELD TO CELEBRATE THE PARTY'S CENTURY-LONG GLORIOUS HISTORY AND CREATE BETTER LIFE FOR PEOPLE

为庆祝中国共产党成立 100 周年，4 月至 11 月，中福彩中心以发行“百年辉煌”主题即开票为契机，举办了“献礼百年辉煌，添彩幸福生活”主题系列活动，包括即开票手工艺品大赛、主题地推、公益走访等一系列线上线下宣传推广活动。主题系列活动作为扎实推进党史学习教育的重要内容，在促进党建和业务深度融合的同时，也为党的百年华诞献上了福彩人的祝福。

To celebrate the centenary of the founding of the CPC, CWLIMC, taking the launch of instant lottery product themed “Glorious Century” as the opportunity, held the serial activities with the theme of “celebrating the Party’s century-long glorious history, creating a better life for the people” from April to November, 2021. The serial activities included handicrafts competition, themed promotion, public welfare visits, and other online and offline publicity and promotion activities. As an important element for effectively promoting the Party history learning and education campaign, the serial themed activities enhanced the in-depth integration of Party building and business development, and served as a channel for the people of CWL to extend best wishes for the centenary of the founding of the CPC.

4 月 1 日，即开票手工艺品大赛启动。大赛以福彩即开票废票制作的手工艺品为载体，凝聚热爱福彩事业的个人、社会的智慧和心血，编织出对建党百年的美好祝愿，充分表达对党的感恩之情。大赛历时 4 个多月，吸引了包括福彩管理人员、销售人员、购彩者及社会公众的热情参与，共征集到 27 个省级福彩中心报送的 154 件作品；10 月 14 日，手工艺品大赛获奖作品“公益拍卖”活动举行，共拍卖了精心挑选出的 40 件获奖作品，所筹善款全部用于公益项目。

On April 1, 2021, the instant lottery handicrafts competition was launched. Taking the making of handicrafts with invalidated tickets of instant lottery gaming products as the carrier, the competition gathered the wisdom and efforts of individuals and the society who love the welfare lottery cause, weaved the good wishes for the centenary of the founding of the CPC, and fully expressed the heartfelt gratitude to the Party. The four-month-long competition attracted the enthusiastic participation of the welfare lottery management staff, sales staff, players and the public, and collected a total of 154 works from 27 provincial welfare lottery sales institutions. On October 14, 2021, the “public welfare bidding” for the award-winning works of the handicrafts competition was held, and a total of 40 carefully selected works were auctioned with all the money raised for public welfare projects.

5 月和 10 月，中福彩中心“献礼百年辉煌 添彩幸福生活”公益走访活动先后走进重庆第一社会福利院和湖南韶山市福利（养老）中心，实地了解福彩公益金在支持民生兜底保障和社会福利事业发展方面的切实成效，传递福利彩票敬老爱老之情，展示福彩公益力量。活动在老人们带去关爱和祝福的同时，还通过组织文艺汇演，共同体验制作福彩即开票手工艺品等形式，带老人们重温了峥嵘革命岁月中的红色记忆。

In May and October, the participants of the public welfare visit activity themed “celebrating the Party’s century-long glorious history, creating a better life for the people,” which was organized by CWLIMC, visited the First Social Welfare Home of Chongqing in Chongqing Municipality and Shanshao Welfare (Elderly Care) center in Hunan Province respectively, aiming at learning about the practical effectiveness of the welfare lottery fund in supporting people’s livelihood and public welfare development, delivering the respect and love of CWL for the elderly, and showing the public welfare strength of welfare lottery. While bringing love and blessings to the elderly, the organizer also held art performances, the making of handicrafts with instant lottery tickets, and other activities to take the elderly to review the red memories of the revolutionary years.



▲手工艺作品展  
Handicrafts exhibition



▲公益走访活动  
Visit activity conducted for public welfare purpose



# 上篇 PART I

## 始于公益 使命常记于心

STARTING FROM PUBLIC WELFARE, KEEPING  
MISSION FIRMLY IN MIND

因爱而生，为爱而行，中国福利彩票为社会福利和社会公益事业而生，始终坚持党建引领，坚定立足依法合规经营，积极筹集公益金，将目光投向最需要帮助的地区和人群，用福彩力量践行责任担当。

Born for love and acting for love, CWL is born for social well-being and public welfare undertakings, and always adheres to the guidance of Party building, and firmly conducts legal and compliance operations. At the same time, we are actively raising public welfare funds, focusing on the areas and people most in need of help, and fulfilling our responsibilities with the power of the welfare lottery.



年度彩票销售额为**1,422.55**亿元

Sales of lottery tickets in the year: RMB142.255 billion

年度筹集公益金为**443.63**亿元

Public welfare funds raised in the year: RMB44.363 billion

代征偶然所得税金额为**36.23**亿元

Authorized collection accidental income tax amount RMB3.623 billion

守法合规培训投入为**413.3**万元

Investments in legal compliance training: RMB4.133 million



响应联合国可持续发展目标





# 坚持党建引领 扛起政治责任

## Insisting on Guidance of Party Building, Shouldering Political Responsibility

2021年，中福彩中心党委以习近平新时代中国特色社会主义思想为指导，以政治建设为统领，以党史学习教育为主线，以民政部党组巡视反馈意见为导向，以纪律和制度建设为保障，推进全面从严治党向纵深发展，推动福彩事业改革发展行稳致远。

Following the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the Party committee of CWLIMC has taken enhancing the Party's political building as the overarching principle, the Party history learning and education as the main line, the rectification of the problems pointed out by the leading Party members' groups of the Ministry of Civil Affairs for inspection work as the orientation, and the discipline and system constructions as the guarantee. CWLIMC has further enforced full, rigorous self-discipline within the Party, and promoted steady progress in reform and development of the welfare lottery cause.

### 坚定不移加强 政治建设

### Unswervingly Enhancing Political Building

坚持以习近平总书记关于彩票工作的重要批示精神为根本遵循，坚决捍卫“两个确立”，做到“两个维护”。牢牢把握福彩机构是政治机关、福彩事业是党的事业的政治定位，把讲政治要求贯彻到业务工作各方面全过程，坚决落实党中央国务院重大决策部署，积极推进部党组巡视反馈意见整改。努力克服疫情影响，多措并举完成福彩领域“六稳六保”任务。建立党委常态化理论学习机制，推进基层支部标准化、规范化建设，加大对所属公司党建指导力度，推动所属单位全部建立独立党支部，指导印制公司将加强党的领导列入公司章程。全面总结、普及、运用党建与业务相融合的支部工作法，实现一支部一特色，打造具有福彩特色的“四强”党组织。

Insisting on implementing the spirit of the important instructions given by General Secretary Xi Jinping on lottery work as the fundamental rules, CWLIMC has upheld General Secretary Xi Jinping's core position on the CPC Central Committee and in the Party as a whole, and upheld the CPC Central Committee's authority and its centralized, unified leadership, firmly grasped the political positioning that the welfare lottery institutions are political organs and the welfare lottery cause is the cause of the Party, put political requirements in all fields and throughout the whole process of welfare lottery business, resolutely implemented the major decisions and plans made by the CPC Central Committee and the State Council, and actively promoted the rectification of the problems pointed out by the leading Party members' groups of the Ministry for inspection work. CWLIMC has established a regular theoretical study mechanism for the Party committee, advanced the construction of standardized and regulated primary-level Party branches, enhanced the Party building guidance for affiliated companies, promoted all subordinate units to establish independent Party branches, and guided the printing companies to include strengthening Party leadership in the articles of association. CWLIMC has comprehensively summarized, popularized and applied the Party branch work approach that integrates Party building and business development to build distinctive Party branches and stronger Party organizations with CWL characteristics.

◎中福彩中心建立完善理论学习制度，开展形式多样的理论学习，举办党课、微党课60多次，党史知识答题竞赛10次，主题党日活动20余次。

CWLIMC established and improved the theoretical learning system, carry out theoretical study in various forms, arranged over 60 Party lectures and micro Party lectures, 10 Party history knowledge contests, and more than 20 "Party Day" activities with various themes.



▲支部学习  
Party branch learning

◎赴江西省遂川县南屏村挂职的蒋敏同志，荣获中央和国家机关优秀共产党员，中福彩中心第三党支部荣获民政部直属机关先进基层党组织。

Comrade Jiang Min, serving a temporary position at Nanping Village in Suichuan County, east China's Jiangxi Province, won the title of outstanding Party member in central and state organs; the No. 3 Party branch of CWLIMC won the title of advanced primary-level Party organization directly under the Ministry of Civil Affairs.

◎建成党员教育活动中心，与民政部规财司、机关党委（人事司）和退役军人事务部褒扬司开展联学联建。

The construction of the Party member education and activity center was completed; joint learning and Party building activities were carried out with the Department of Planning and Finance and the Party committee of the leading organs (Personnel Department) of the Ministry of Civil Affairs, and the Department of Commendation and Commemoration of the Ministry of Veterans Affairs.



▲8月24日，与民政部规划财务司开展联学联建

CWLIMC and the Department of Planning and Finance of the Ministry of Civil Affairs conducted a joint learning and Party building activity on August 24, 2021





▲9月17日，与机关党委（人事司）开展联学联建  
CWLIMC and the Party committee of the leading organs (Personnel Department) of the Ministry of Civil Affairs conducted a joint learning and Party building activity on September 17, 2021



▲11月10日，与退役军人事务部褒扬纪念司开展联学联建  
CWLIMC and the Department of Commendation and Commemoration of the Ministry of Veterans Affairs conducted a joint learning and Party building activity on November 10, 2021

扎实开展党史  
学习教育

Effectively  
Conducting  
Party History  
Learning and  
Education

以全国福彩发行销售工作会议为起航点，将党史学习教育与业务工作牢牢融为一体，深入学习领悟“红船精神”，在各类调研、会议中与省市开展联学联建20余次，进一步坚定转型发展决心，提振干事创业信心，开启福彩系统攻坚克难新征程。邀请中组部专家、社会记者等举办专题讲座，赴谷文昌干部学院开展党务干部培训，赓续红色血脉。发行“百年辉煌”主题即开票，组织“献礼百年辉煌，添彩幸福生活”手工艺品大赛，走访公益机构。深入开展以“三项服务”为主要内容的“我为群众办实事”实践活动，班子成员带头开展“走进福彩一线”调研。

Take the national lottery distribution and sales work conference as the starting point, CWLIMC has integrated Party history learning and education into day-to-day work, and learned and understood the “Spirit of the Red Boat.” Over 20 joint learning and Party building activities with various parties in different provinces and municipalities during the investigation and research tours and conferences were conducted. CWLIMC has further strengthened its determination of promoting transformation and development, and boosted the confidence of doing business and starting business, embarking on a new journey for the welfare lottery system. Experts with the Organization Department of the CPC Central Committee, reporters with China Society News and other professionals were invited to give special-topic lectures. A Party affairs cadre training program was conducted at Gu Wenchang Cadre College to carry forward the revolutionary heritage. The instant lottery product themed “Glorious Century” was launched, and a handicrafts competition themed “celebrating the Party’s century-long glorious history, creating a better life for the people” was organized. Public welfare institutions and charitable organizations were visited. CWLIMC also carried out the campaign of “bringing tangible benefits to the people,” which focuses on the three kinds of services, and the members of the leading group took the lead to conduct front-line investigation and research tours.



▲中福彩中心党委书记、主任安宁讲授党课  
An Ning, Party secretary and director of CWLIMC, teaching Party lessons

◎3月30日，全国福彩发行销售工作会议在浙江嘉兴召开，将党史学习教育与业务工作部署融为一体，部党组成员、副部长高晓兵同志带领与会同志深入学习领悟“红船精神”。

On March 30, the national welfare lottery issuance and sales conference was held in Jiaxing City, east China’s Zhejiang Province, which integrated Party history learning and education into day-to-day work and business decisions and plans. Vice Minister of Civil Affairs Gao Xiaobing led the participants to learn and understand the “Spirit of the Red Boat”.



▲学习领会“红船精神”  
Learning and understanding the “Spirit of the Red Boat”

◎5月27日，山西省福彩中心开展“学党史，强体魄，健身心”第十五届老人运动会，充分调动了老人们参与文化体育活动的主动性，展现了健康向上的精神风貌。此举是山西省福彩中心扎实开展党史学习教育、落实“我为群众办实事”的重要举措。

On May 27, Shanxi Welfare Lottery Center carried out the 15th Senior Sports Meeting to fully mobilize the initiative of the elderly to participate in cultural and sports activities and to show their healthy and positive spirit. This was an important action taken by Shanxi Welfare Lottery Center to carry out Party history learning and education and to implement the campaign of “bringing tangible benefits to the people.”



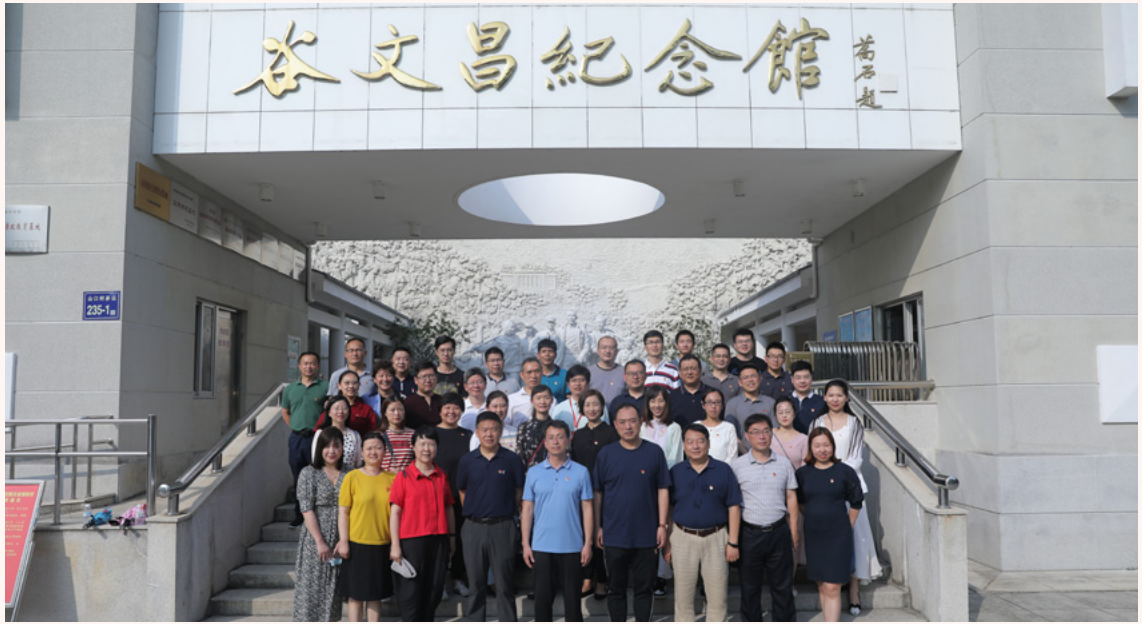
◎福彩青年代表民政部参加中央和国家机关“党史学习教育接力赛”，在328个参赛队伍中位列11，荣获二等奖；参加民政部“百年奋进路·薪火永相传”演讲比赛，荣获特等奖。

Young employees of the CWL system participated in the “Party History Learning and Education Relay Competition” for central and state organs on behalf of the Ministry of Civil Affairs, ranking 11th among 328 participating teams and winning the Second Prize; participated in the speech contest themed “review the major achievements over the past century, let the striving spirit pass down from generation to generation,” winning a Grand Prize.



▲参加民政部“百年奋进路·薪火永相传”演讲比赛  
Participating in the speech contest themed “review the major achievements over the past century, let the striving spirit pass down from generation to generation”

◎6月2日至5日，中福彩中心与福建省福彩中心、漳州市福彩中心在谷文昌干部学院举办联合党务干部培训。  
From June 2 to June 5, 2021, CWLIMC carried out a joint Party affairs cadre training program with Fujian and Zhangzhou welfare lottery centers at Gu Wenchang Cadre College.



▲联合党务干部培训  
A joint Party affairs cadre training program

◎6月3日，河南省福彩中心党史教育培训班全体学员，怀着庄严肃穆的心情，来到固始县苏维埃革命纪念馆参观学习，追寻革命先辈足迹、重温红色革命岁月，缅怀革命先烈。

On June 3, all the participants of the Party history education training class of Henan Welfare Lottery Center came to the Soviet Revolutionary Memorial Hall in Gushi County with a solemn mood to visit and study, trace the footprints of the revolutionaries of the older generation, review the red revolutionary years, and cherish the memory of the revolutionary martyrs.

◎6月8日，中福彩中心百名党员重温入党誓词。  
On June 8, 100 Party members of CWLIMC reviewed the Party admission oath.



▲重温入党誓词  
Reviewing the Party admission oath

◎6月10日，黑龙江省福彩中心在大庆石油馆组织开展党史学习教育参观教育，重温“大庆精神”丰富内涵、传承红色基因，感悟铁人精神，深化党史学习教育。

On June 10, 2021, Heilongjiang Welfare Lottery Center carried out a Party history learning and education activity at Daqing Oil Field History Museum to review the rich connotations of the “Spirit of Daqing,” inherit the red gene, understand the “iron man spirit” and deepen the Party history learning and education.



▲黑龙江省福彩中心党史学习教育参观教育  
Heilongjiang Welfare Lottery Center carried out a Party history learning and education activity



◎陕西省福彩中心印发《党建知识应知应会100题》，定期组织党员干部集中学习，全年共组织党史学习35次；邀请西安交通大学教授开展党史专题讲座，形成了良好的党史学习教育氛围。

Shaanxi Welfare Lottery Center printed and issued the 100 FAQs for Party Building Knowledge Learners, organized Party members and cadres to participate in centralized learning activity in a regular manner, the center 35 sessions of centralized Party history learning and education in 2021;and invited professors with Xi'an Jiaotong University to conduct Party history lectures,forming a good atmosphere for learning and educating the Party history.

◎9月23日，中央党史学习教育第二十三指导组到中福彩中心下沉调研，充分肯定中心党史学习教育工作。

On September 23, the No. 23 steering group of the Central Leading Group for Party History Learning and Education Campaign conducted an investigation and research tour to CWLIMC, fully recognizing the work carried out by the center.

◎10月，与民政部青年干部共同组成“根在基层”基层福彩转型发展调研团，赴山东开展调研实践，与基层福彩干部同思考、同劳动、同进步。

In October, a research team consisting of employees of CWLIMC and young cadres of the Ministry of Civil Affairs conducted an investigation tour for the primary-level welfare lottery transformation and development to east China's Shandong Province. Joint efforts were made to foster common growth with local cadres of the CWL system.



▲ “根在基层” 调研  
An investigation tour for the primary-level welfare lottery transformation

深入推进全面  
从严治党

Further  
Strengthening  
Party Self-  
Governance

中福彩中心及各省级福彩中心认真吸取系统性腐败案件的深刻教训，常态化开展警示教育，坚决防止在全面从严治党问题上重蹈覆辙，切实做到“不敢腐”；持续强化从严管理意识，扎紧扎密制度笼子，贯彻落实全面从严治党主体责任清单，深入完善党委领导下的行政领导人负责制，将正风肃纪反腐与深化改革、完善制度、促进治理贯通起来，全面强化“不能腐”；坚持以党的创新理论凝神铸魂，以优秀传统文化正心明德，以廉洁文化滋养身心，从思想上固本培元，提高党性觉悟，努力增强“不想腐”。

CWLIMC and all provincial welfare lottery centers have earnestly learned profound lessons from systematic corruption cases, regularly conducted warning education, and resolutely prevented a repeat of past mistakes in terms of full and strict governance over the Party, making sure people don't dare to commit corruption; constantly enhanced strict management consciousness, formed a tight-knit institutional cage, implemented the responsibility list for comprehensively and strictly governing the Party, improved the system in which administrative leaders assume full responsibility under the leadership of the Party committee in a deep-going way, and integrated the improvement of Party conduct, enforcement of Party discipline and the fight against corruption with deepening reform, improving systems and promoting governance, comprehensive strengthening people's awareness of corruption; insisted on using innovation in the Party's theory to gather spiritual strength, using fine traditional culture to raise moral standards, using integrity culture to cultivate moral character, strengthened ideological foundation, and raised Party consciousness, making sure people have no desire to commit corruption.

◎持续完善制度体系，制定修订内部管理制度30项，新建业务管理制度4项，切实加强发行销售管理和机构运行管理。

Constantly refined institutional systems, formulated and revised 30 internal management regulations, and developed 4 new business management regulations, which effectively enhanced the management of issuance and sales, as well as the operations of lottery institutions.

◎加快推进行业标准建设，开展即开型彩票、预制票据标准修订、销售场所通用要求标准制订、责任彩票框架标准评审工作。

Accelerated the building of industry standards, revised the standards of instant lottery tickets and pre-made tickets, formulated the general requirements for sales outlets, and reviewed the responsible lottery framework standards.

# 落实守法合规 坚守职责规范

## Abiding by Legal Compliance, Sticking to Duty Norms

合规运营是福彩机构可持续发展的基石。中福彩中心坚守底线，坚持合规经营，开展监督检查，加强风险防控，全面提升规范化管理水平；明确重点领域和关键岗位的合规管理责任，把合规要求嵌入各环节，积极开展岗位培训，加强法律人才队伍建设，营造合规运营文化氛围，保障福彩事业高质量发展。

Compliance is the cornerstone to the sustainable development of the lottery institution. Sticking to the bottom line, CWLIMC has conducted inspections and checks and strengthens risk prevention and control in compliance with laws, regulations and rules to fully improve its standardized management; defined the compliance management responsibilities in key fields and at key posts, integrated compliance requirements into every aspect of its operations, carried out job training programs and strengthened the competence of its legal professionals to create a culture of compliance and guarantee the high-quality development of CWL.

### 开展监督检查

### Conducting Supervision and Inspection

中福彩中心完善监督工作机制，修订《中国福利彩票发行销售监督检查办法》；组织各地开展销售终端管理和擅自利用互联网售彩自查自纠工作，同时联合相关部门成立专项检查小组，进行实地检查，确保合规运行。2021年，中福彩中心对全国31家福彩机构和7,113个销售网点进行摸底调研，全面、系统地提高合规运营水平。

To improve the supervision and inspection mechanisms, CWLIMC has revised the *Measures for the Supervision and Inspection of the Issuance and Sales of China Welfare Lottery Tickets*, and organized its branches to conduct POS management and self-inspection of unauthorized sales of lottery tickets online. CWLIMC has also established special groups together with competent authorities to conduct on-site inspections to ensure compliance. In 2021, CWLIMC conducted thorough inspections of its 31 branches and 7,113 sales outlets to improve the level of compliance management comprehensively and systematically.

◎福建省福彩中心对全省销售网点开展专项检查、全面摸排，要求各管理站安排专人通过销售异常监控平台加强日常监控。

Fujian Welfare Lottery Center conducted thorough inspection of sales outlets in Fujian Province, requiring its branches to strengthen daily monitoring of abnormal sales through the dedicated monitoring platform.

◎广东省福彩中心出台《福利彩票销售场所监督检查办法（试行）》，完善销售网点监督检查工作制度。

Guangdong Welfare Lottery Center issued the *Measures for the Supervision and Inspection of Welfare Lottery Sales Outlets (Trail)* to improve its sales outlet supervision and inspection systems.

### 加强风险防控

### Enhancing Risk Prevention and Control

中福彩中心组织开展对境外彩票机构风险管理研究，形成《国外彩票机构风险管理研究报告》，并严格遵循《关于加强福利彩票发行销售业务风险管理工作的指导意见》等的要求，统筹推进全系统、全领域、全链条的风险防控工作；要求各省级福彩中心步调一致，完善组织机制，落实风险防控工作责任。

CWLIMC conducted research on risk management of overseas lottery institutions,formed the *Research Report on the Risk Management of Lottery Institutions Abroad*, and has conducted risk prevention and control that covers its entire system, all respects and whole chain in strict accordance with the requirements under the *Guiding Opinions for the Management of Risks in the Issuance and Sales of Welfare Lottery Tickets* and other applicable regulations and rules, and required its provincial branches to align with each other in improving their organization mechanisms and implementing accountability for risk prevention and control.

◎内蒙古自治区福彩中心对标政策调整和市场变化，梳理市场运行风险点和高质量发展着力点，完善风险防范管控机制。

Inner Mongolia Welfare Lottery Center analyzed risks in the market and opportunities for high-quality development to improve its risk prevention and control mechanisms in response to policy changes and market changes.

◎贵州省福彩中心制定《贵州省福利彩票系统风险防范排查存在问题整改落实工作方案》，根据风险防范排查工作要求的7方面、50项内容自纠自查，共查找问题29个，并进行全面、彻底整改。

Guizhou Welfare Lottery Center conducted self-inspection on 50 items from 7 aspects and thoroughly rectified 29 issues identified as required in its *Work Plan for the Inspection of Risk Prevention and Control & Correction of Issues Identified*.

### 开展普法宣传

### Improving Legal Awareness

中福彩中心深入落实民政部普法要求，通过举办福彩系统普法教育培训班、集中研讨、外部专家授课、自学等方式，深入开展普法教育培训；同时为员工提供一对一的法律咨询辅导和法务培训，便利员工学法、用法，全面提升员工法治意识。

To implement the requirements made by the Ministry of Civil Affairs for improving legal awareness, CWLIMC has held legal education and training programs, seminars, lectures given by external experts, self-study and other ways, and provided its employees with one-to-one legal counseling and legal training programs to help them study and use laws and raise their legal awareness.



◎9月，宁夏回族自治区福彩中心组织开展法律知识专题培训，对代销合同内容作了详细说明，并通过生动的案例对《民法典》当中的《继承法》《物权法》《婚姻法》等内容进行了诠释。此次培训参会总人数达1,470余人，进一步增强了福彩从业人员的法律意识，营造了遵法、学法、守法、用法的良好氛围。

In September, Ningxia Welfare Lottery Center carried out a legal training program to elaborate on the retailer contract and interpret the chapters under the *Civil Code of the People's Republic of China* on succession, property, marriage, etc. using vivid cases. As more than 1,470 employees participated in the program, it improved the legal awareness of its employees and created a culture which encourages its employees to abide by, study and use laws.



▲宁夏回族自治区福彩中心开展法律知识专题培训  
Legal training program conducted by Ningxia Welfare Lottery Center

◎12月30日，云南省福彩中心组织开展合同管理业务培训交流会，邀请律师从合同的签订、履行、违约、政府采购以及法律风险防范等方面，并结合省福彩中心合同管理规章制度，分析了在合同管理中需要注意的问题，规避合同相关法律风险。

On December 30, Yunnan Welfare Lottery Center organized a training and exchange meeting on contract management business, and invited lawyers to analyze the problems that should be paid attention to in contract management from the aspects of contract signing, performance, breach of contract, government procurement and legal risk prevention, combined with the contract management rules and regulations of Yunnan Welfare Lottery Center, so as to avoid the legal risks related to the contract.

# 履行公益使命 增进民生福祉

## Fulfilling the Mission of Public Welfare, Improving People's Livelihood

中国福利彩票严格遵守《彩票管理条例》《彩票公益金管理办法》等法规规定，坚持责任彩票建设，通过科学设计彩票游戏、规范彩票发行销售、积极引导理性购彩，降低非理性购彩负面影响，最大限度地筹集公益金，为增进民生福祉贡献福彩力量。

CWL strictly follows the *Lottery Regulations*, the *Administrative Measures for Lottery Public Welfare Funds*, and other regulations and rules, insists on promoting responsible lottery construction, reduces the negative impact of irrational lottery purchase through design lottery games scientifically, regulating lottery issuance and sales, and taking initiative to guide rational lottery purchase, and maximizes the public welfare funds raised, making its due contribution to improving the social well-being and the people's livelihood.

### 有效筹集彩票公益金

### Effectively Raising the Lottery Public Welfare Funds

各级财政部门认真贯彻落实党中央、国务院决策部署，与民政部、国家体育总局等部门密切配合开展彩票公益金的管理、分配工作，推动彩票事业持续健康发展。

The financial departments at all levels earnestly implement the decisions and plans of the CPC Central Committee and the State Council, work closely with the Ministry of Civil Affairs, the General Administration of Sport of China and other departments to carry out the management and distribution of lottery public welfare funds, promoting the sustainable and healthy development of the lottery cause.

### 彩票公益金的筹集 Raising of Lottery Public Welfare Funds

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。

The lottery public welfare funds refer 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.

《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 *Administrative Measures for Lottery Public Welfare Funds* stipulates 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.

2021年，我国共筹集彩票公益金1,028.18亿元。中国福利彩票筹集公益金（不含弃奖）443.63亿元，公益金筹集率达31%（公益金筹集率=年度公益金筹集率/年度销售额）。

In 2021, China raised public welfare fund totaling RMB102.818 billion. Specifically, CWL raised RMB44.363 billion of public welfare funds (excluding prize abandoned), whose raising ratio reached 31 percent (raising ratio refers to the proportion of annual public welfare funds raised in annual sales).

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

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部分和地方留成部分，比例为50：50，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 funds are divided into the central centralized public welfare funds and the local reserved public welfare funds. That is, the public welfare funds are distributed between the central and local governments at a ratio of 50:50, and the special funds are used for exclusive use. The surplus is carried forward and used for the next year. It shall not be used to balance the general fiscal budget.

中央集中彩票公益金由财政部驻各省、自治区、直辖市财政监察专员办事处负责执收。在社会保障基金、中央专项彩票公益金、民政部和体育总局之间按60%、30%、5%和5%的比例分配。

The centralized public welfare funds are collected by the Financial Supervision Commissioner's Office 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 National Council for Social Security Fund, the Central Special Lottery Public Welfare Fund, the Ministry of Civil Affairs, and the General Administration of Sport of China, and is allocated at the proportions of 60 percent, 30 percent, 5 percent and 5 percent.

2021年度民政部本级彩票公益金用于补助地方项目资金共计258,582万元，占民政部2021年彩票公益金总额度（259,084万元）的99.81%，分别用于支持老年人福利类、残疾人福利类、儿童福利类、社会公益类项目和乡村振兴衔接专项；用于民政部本级项目3个，预算金额502万元，占民政部2021年彩票公益金总额度的0.19%。这些公益金项目紧扣福利彩票“扶老、助残、救孤、济困”的宗旨，在改善民生保障、推进共同富裕中发挥了积极作用。

In 2021, the ministry-level public welfare funds of lotteries administered by the Ministry of Civil Affairs used for local subsidy programs totaled RMB2585.82 million, accounting for 99.81 percent of the total public welfare funds of lotteries (RMB2590.84 million) administered by the Ministry of Civil Affairs in 2021, which was used to support welfare programs for the elderly, the disabled, children and the broader society; the fund also supported 3 ministry-level programs of the Ministry of Civil Affairs approved by the Ministry of Finance, with a budget of RMB5.02 million, accounting for 0.19 percent of the total public welfare funds of lotteries administered by the Ministry of Civil Affairs in 2021. These projects closely follow the welfare Lottery's mission of helping the elderly, the disabled, the orphaned and the needy, and have played a positive role in improving people's livelihood and promoting common prosperity.

积极助力  
民生保障  
Actively help  
Guarantee  
People's  
Livelihood



2021年度民政部彩票公益金使用情况					Use of Public Welfare Funds of Lotteries Administered by the Ministry of Civil Affairs in 2021				
项目类型 Program type	下达补助地方项目资金258,582万元，占总金额的99.81% Granting RMB2585.82 million for local subsidy programs, accounting for 99.81 percent of the total funds				民政部项目共3个，资金502万元，占总金额的0.19% Granting RMB5.02 million for 3 ministry-level programs of the Ministry of Civil Affairs, accounting for 0.19 percent of the total funds				
项目内容 Use of funds	老年人福利类项目，项目资金128,185万元  Welfare program for the elderly, with a sum of RMB1281.85 million	残疾人福利类项目，项目资金40,627万元  Welfare program for the disabled, with a sum of RMB406.27	儿童福利类项目，项目资金40,712万元  Welfare program for children, with a sum of RMB407.12		社会公益类项目，项目资金23,263万元  Welfare programs for the broader society, with a sum of RMB232.63	乡村振兴衔接专项，项目资金25,795万元  Special program for rural revitalization, with a sum of RMB257.95 million	涉外送养儿童寻根回访及中国文化教育项目252万元  Program for return trips and Chinese culture education for children sent overseas and adopted, with a sum of RMB2.52 million	彩票公益金第三方绩效评价、评审和审计项目150万元  Third-party performance evaluation, review and audit projects for the public welfare funds of lotteries, with a sum of RMB1.5 million	“福康工程”指导、服务和评估项目100万元  Guidance, service, and evaluation of Fukang Project, with a sum of RMB1 million
项目情况 Program introduction	<p>主要用于特殊困难老年人家庭适老化改造；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，帮助养老机构配置消防设施器材；通过政府购买服务，培育居家和社区养老服务组织和机构发展，提高城乡居家和社区养老服务覆盖率；开展养老护理职业技能大赛。</p> <p>It was mainly used for the age-appropriate renovation of elderly families with special difficulties;To newly build, renovate, and expand urban social welfare institutions for the elderly, urban community elderly care service facilities, and rural special hardship support service facilities to serve the elderly in difficulty and the physically and mentally handicapped elderly people, and to supply elder care organizations with firefighting facilities and equipment;To foster the development of home- and community-based elderly care service organizations and institutions through government purchase of services, and improve the coverage of urban and rural home- and community-based senior care services;To carry out elderly caregiver skill competition.</p>	<p>主要用于开展精神障碍社区康复服务机构建设及购买服务；精神卫生福利机构、民政直属康复辅助器具机构建设和设施设备配置；提供康复辅助器具社区租赁服务；开展低收入重度残疾人照护服务；开展康复辅助器具公益性配置。</p> <p>It was mainly used to construct community rehabilitation services for mental disorders and to purchase services;To build mental health welfare institutions and subordinated assistive products institutions to the department of civil affairs and to supply relevant facilities and equipment;To provide assistive products community rental services;To carry out care services for the severely disabled with low income;To provide free assistive products as public welfare for people in need.</p>	<p>主要用于实施“福彩圆梦·孤儿助学工程”和“孤儿医疗康复明天计划”；儿童福利机构、未成年人救助保护机构建设和设施设备配置；购买机构养育儿童的护理照料服务、农村留守儿童和困境儿童的巡访探视服务等，提升基层儿童福利机构、未成年人救助保护机构工作能力；完善未成年人保护工作热线功能。</p> <p>It was mainly used to implement the Welfare Lottery Helps Orphans Realize Dreams Education Project and the Tomorrow Plan for Medical Rehabilitation of Orphans;To build child welfare organizations and institutions for the rescue and protection of minors and to supply relevant facilities and equipment;-To purchase nursing care services for institutionalized children and visiting services for left-behind children in rural areas and children in distress, etc., and to enhance the work capacity of primary-level child welfare institutions and institutions for the rescue and protection of minors;</p>		<p>用于殡葬基础设施设备建设更新改造项目16,297万元。</p> <p>Infrastructure and equipment construction and renovation for funeral services, with a sum of RMB162.97 million</p>	<p>用于对160个国家乡村振兴重点帮扶县、西藏自治区、新疆维吾尔自治区等地专项倾斜资金25,795万元，支持其开展老年人福利类、残疾人福利类、儿童福利类和社会公益类项目，其中用于老年人福利类项目的资金不低于55%。</p> <p>Special funds for 160 key counties supported by the national rural revitalization plan, Tibet Autonomous Region and Xinjiang Uygur Autonomous Region, with a sum of RMB257.95 million, to support their welfare projects for the elderly, the disabled, children and the broader society, of which no less than 55 percent was allocated to welfare projects for the elderly.</p>	<p>2021年，受新冠肺炎疫情影响，该项目未能执行。资金已于2022年5月全部缴回财政。</p> <p>In 2021, the program was not implemented due to the impact of the COVID-19 pandemic. The funds were paid back to the fiscal department in May, 2022.</p>	<p>主要是委托第三方专业机构对2021年度彩票公益金开展整体绩效评价，对2020年度彩票公益金补助地方项目开展抽查审计，共对64个项目进行了审计，进一步规范彩票公益金使用管理，不断提高资金使用效益。</p> <p>It was mainly used to commission a third-party professional organization to conduct overall performance evaluation of the lottery public welfare funds for the year 2021, and a random audit of the lottery public welfare funds subsidized local programs for the year 2020, and a total of 64 programs were audited to further standardize the management of the use of lottery public welfare funds and continuously improve the efficiency of fund use.</p>	<p>由于2021年度“福康工程”变更了管理模式，该项目未执行。资金已于2022年5月全部缴回财政。</p> <p>Because of the change of management model of Fukang Project, the money was not used and paid back to the fiscal department in May, 2022.</p>

支持老年人福利类公益项目  
Public Welfare Programs for the Elderly

社区养老

Community-Based Elderly Care Services

◎广西壮族自治区福彩公益金重点支持建设25个具有综合功能的社区养老服务中心，建成城乡社区居家养老服务设施1万多家和90多个集养老护理、日间照料、居家养老、文化娱乐等功能于一体的示范性社区居家养老服务中心，为居家老年人提供专业化、个性化及应急服务。

The public welfare funds of lotteries administered by Guangxi Zhuang Autonomous Region gave priority to supporting the construction of 25 community elderly care service centers with comprehensive functions, and built more than 10,000 urban and rural community home-based elderly care service facilities and more than 90 demonstration community service centers for home-based elderly care integrating nursing care, day care, home-based elderly care, culture and entertainment functions, providing specialized, personalized and emergency services for the elderly living at home.

◎贵州龙里县五新村获得2021年民政部本级彩票公益金老年人福利类支持20万元，并开展农村互助式养老服务试点建设，探索以“五共”（共商、共筹、共建、共管、共乐）为舵，紧盯农村老年人独居、感情缺失等现实问题，建造农村养老互助中心，为农村老人切实搭建了“温馨港湾”。

Wuxin Village in Longli County, southwest China’s Guizhou Province, received RMB200,000 of support for the elder’s welfare from the ministry-level public welfare funds of lotteries administered by the Ministry of Civil Affairs in 2021, and launched construction of the pilot project of rural mutual-aid elderly care services, exploring the construction of rural elderly care mutual-aid centers with the direction of discussion, planning, building, management, and entertainment all in a joint manner, focusing on the real problems of the elderly living alone in the rural area and lacking care, so as to building a truly “warm harbor” for the elderly in the rural area.



▲五新村养老互助中心全貌图  
The elderly care mutual-aid center in Wuxin Village

农村养老

Elderly Care in Rural Area

◎西藏自治区民政厅、自治区财政厅联合下发2021年中央专项彩票公益金1.02亿元，启动11个边境县34个边境村的农村幸福院建设工程，为老年人老有所养、老有所乐、老有所为提供良好条件。

The Department of Civil Affairs and the Department of Finance of Tibet Autonomous Region jointly allocated the funds of the Central Special Public Welfare Fund in 2021, which was RMB102 million, to start the construction projects of rural happy homes in 34 border villages in 11 border counties, so as to provide good conditions for the elderly to have a sense of security, a sense of fun, and a sense of worthiness.

医养结合

Integration of Medical and Elderly Care

◎作为首批国家级医养结合试点单位，山东省烟台市利用2.3亿元福彩公益金重点打造了“扶老”民生工程——烟台市老年福利服务中心。该中心集养老、康复、休闲、度假、娱乐、学习于一体，是全国闻名的“5A”级养老机构。

Yantai City, east China’s Shandong Province, has used RMB230 million of public welfare funds of lotteries to build a “support for the elderly” livelihood project - Yantai Senior Welfare Service Center as one of the first national pilot units of medical and elder care integration. The center is a nationally renowned “5A” grade elderly care institution, which integrates elderly care, rehabilitation, leisure, vacation, entertainment, and study.

智慧养老

Smart Elderly Care

◎江苏省苏州市投入市级福彩公益金100万元资助苏州高新区“互联网+养老院”项目，建设智慧养老信息服务平台，便捷、高效地满足老人多元养老服务需求。

Suzhou City, east China’s Jiangsu Province, invested RMB1 million of municipal public welfare funds of lotteries to support the “Internet + Nursing Home” project in Suzhou National Hi-Tech District to build a smart elderly care information service platform to conveniently and efficiently meet the needs of the elderly for multiple nursing services.

贵州省投入彩票公益金118万元资助举办全省养老护理职业技能大赛，全省9个市州各类养老机构近千名养老护理人员参加大赛，提升了养老护理职业的社会影响力，营造了关心支持养老事业发展的浓厚氛围。

Guizhou Province invested RMB1.18 million of public welfare funds of lotteries to fund the provincial elderly care nursing skills competition, and nearly 1,000 caregivers from various elderly care institutions in nine cities and prefectures participated in the competition, which enhanced the social influence of the elderly care profession and created a strong atmosphere of concern and support for the development of the elderly care service.



▲贵州省福彩中心组织人员参加全国养老护理职业技能大赛  
Guizhou Welfare Lottery Center organized personnel to participate in the national elderly care nursing skills competition



支持“助残”公益项目  
Public Welfare Programs for the Disabled

福彩公益金助残项目 Public Welfare Programs for the Disabled	
项目名称 Name of the program	项目内容 Contents of the program
福康工程 Fukang Project	残障群体示范性配置康复辅具及手术矫正治疗 To supply rehabilitation aids and arrange surgical orthopedic treatment for the physically disabled
明天计划 Tomorrow Plan Project	孤残儿童手术康复 To rehabilitate orphaned disabled children through surgeries
福彩助残福康行 Fukang Project for the Disabled	为伤残者免费安装假肢，轮椅车等 To supply free prostheses installation services, wheelchairs, etc. to the physically disabled
福彩助残健康行 Health Project for the Disabled	为贫困残疾人免费安装或更换假肢及康复 To rehabilitate the impoverished physically disabled by installing or replacing prostheses for them

案例  
CASE

苏州福彩利用公益金资助盲聋学校建设  
Suzhou branch uses lottery public welfare funds to support construction of the school for the disadvantaged

苏州市福彩中心投入60万元公益金资助苏州市盲聋学校建设，高标准完成了陶艺体验中心、园艺体验中心、学生交互体验中心等5间专业教室的改造及布展，为学生提供了实操基地，促进特殊学生的技能培训，提升职业素养。

Suzhou branch uses lottery public welfare funds to support construction of the school for the disadvantagedSuzhou Welfare Lottery Center put in RMB600,000 of public welfare funds to support the construction of the Suzhou School for the Deaf and Blind. The renovation and decoration of five specialized classrooms, including the pottery experience center, the gardening experience center, and the student interactive experience center, were completed to a high standard, providing a hands-on base for the special students to promote skills and professionalism through training.

支持“救孤”公益项目  
Public Welfare Programs for Orphans

天津市福彩中心开展“以‘爱心之光’照亮成长之路”公益活动，捐赠2万元爱心资金，用于天津市救助管理站未成年人救助保护中心的照明设施改造工作，进一步提升保护中心的环境质量，为孩子们的健康、快乐成长贡献福彩力量。

Tianjin Welfare Lottery Center carried out the public welfare activity of “Light of Love lighting up the road of growth” and donated RMB20,000 for the renovation of the lighting facilities of the rescue and protection center for minors in Tianjin Rescue Management Station to further improve the environment of the protection center and contribute to the healthy and happy growth of the children.



▲“以‘爱心之光’照亮成长之路”捐赠现场  
Donation by the “Light of Love lighting up the road of growth”



▲捐赠荣誉证书  
Honorary Credential for the Donation

新疆维吾尔自治区塔城福彩中心举办“践行党史学习教育，大手拉小手福彩圆梦”公益活动，投入6万元公益金为塔城地区300名家境困难、勤奋上进的儿童购买爱心书包和学习用品。

Tacheng Welfare Lottery Center in Xinjiang held a public welfare activity of “conducting Party history learning and education, helping children to realize dreams,” and put in RMB60,000 of public welfare funds to buy school bags and school supplies for 300 diligent students from needy families in Tacheng.

支持“济困”公益项目  
Public Welfare Programs for the Needy

河北省福彩中心继续开展第10届“福彩暖冬”公益活动，投入200万元公益金，按照每人1,000元的标准，对2,000名农村分散供养特困人员进行资助，帮助农村分散供养特困人员温暖过冬。

Hebei Welfare Lottery Center carried out the 10th “Warm Winter with Welfare Lottery” public welfare activity, investing RMB2 million of public welfare funds to provide financial support for 2,000 severely impoverished rural residents cared for at their homes with government support at the rate of RMB1,000 per person to help them stay warm through the winter.

西藏自治区福彩中心组织开展“福彩有爱 我为群众办实事”资助环卫工公益活动，为400名家庭困难的环卫工每人送上800元福彩公益慰问金和价值300余元的慰问品，总计44.06万元。

Tibet Welfare Lottery Center organized a public welfare activity for sanitation workers, sending 400 sanitation workers from needy families RMB800 of welfare money and more than RMB300 worth of goods each, totaling RMB440,600.



▲西藏自治区民政厅领导看望慰问城关区环卫工人  
Leaders from the Department of Civil Affairs of Tibet Autonomous Region visited sanitation workers in Chengguan District



# 中篇 PART II

## 立于责任 行动彰显担当

STANDING ON RESPONSIBILITY,  
FULFILLING RESPONSIBILITY BY ACTIONS



用行动诠释职责使命，用付出彰显责任担当。中国福利彩票牢记自身对于员工和社区的重大责任，始终将员工视为重要力量，热忱关切员工的发展与进步，同时坚持用实际行动反馈社会公众与资源的支持，投身公益事业，诚挚帮助社区发展，积极关注环境保护，致力于与各方携手共建美好家园。

We fulfill our mission and responsibility by taking concrete actions. Bearing in mind the major responsibility to employees and communities, CWL always regards our employees as the important strength, and cares for their career development. Meanwhile, we insist on giving back to society with practical actions in return for public support and resource contribution. We strive for building a better homeland together with stakeholders by engaging in public welfare cause, facilitating community development in earnest, and vigorously protect environmental.

参加工会的员工比例**100%**  
Proportion of employee membership of the trade union

经济合同履约率**100%**  
Economic contract fulfillment rate

员工志愿活动时间**17,118**小时  
Staff volunteer service: 17,118 hours

全年能源消耗总量**20.19**吨  
Total energy consumption in 2021: 20.19 tons



响应联合国可持续发展目标

<b>1</b> 无贫穷 	<b>2</b> 零饥饿 	<b>3</b> 良好健康与福祉 	<b>4</b> 优质教育 
<b>5</b> 性别平等 	<b>8</b> 体面工作和经济增长 	<b>10</b> 减少不平等 	<b>11</b> 可持续城市和社区 
<b>13</b> 气候行动 	<b>17</b> 促进目标实现的伙伴关系 		



# 明确责任管理 强化责任担当

## Clarifying Responsibility Management, Improving Responsibility Awareness

中福彩中心始终秉承“公益、责任、阳光”的品牌价值，积极构建科学高效的责任彩票管理体系，从组织与制度层面夯实责任彩票建设基础；以责任彩票原则和要求作为业务开展的重要准则，将责任彩票建设贯穿到发行销售各环节，防范和化解非理性购彩，推动责任彩票深度融入业务全流程；通过交流座谈、编制及发布报告等方式与利益相关方加强沟通，提升负责任形象和社会价值，携手利益相关方共同营造健康行业生态与良好发展环境。

Adhering to the brand value of “public good, responsibility , and transparency,” CWLIMC has taken initiative to build a scientific, efficient and responsible lottery management system, and enhanced the building foundations for responsible lottery from the organizational and institutional aspects; taken the principle of responsible lottery and its requirements as important criterion for business development, integrated responsible lottery into various links of issuance and sales, prevented and solved the issues relating to irrational lottery purchase, and promoted the integration of responsible lottery into the whole business process; and, strengthened exchanges and communication with stakeholders by holding meetings, preparing and publishing reports, and so. Special efforts have been made to improve the responsible image and social value, and to create a healthy ecology and a good development environment for the industry together with stakeholders.

### 完善责任管理 Improving Responsibility Management

中福彩中心坚持“与责任共生”，着手搭建责任彩票管理体系，从责任规划、责任治理和责任制度三方面逐步完善工作机制，坚持目标导向，不断推进责任彩票建设。

Insisting on “living with responsibility,” CWLIMC has focused on developing a responsible lottery management system, refined the working mechanism from three aspects of responsibility planning, responsibility governance, and responsibility system, stuck to goal orientation, and constantly promoted the progress of responsible lottery.

#### 责任组织 Responsibility Organization

中福彩中心成立了责任彩票专项工作小组，明确了归口管理部门，在行政主管部门和市场监管部门的统一领导下，福彩机构各职能部室密切配合，带动各省级福彩中心协调一致，打造中国福利彩票责任彩票工作“上下联动，内外贯通”的良好生态。

CWLIMC has established a special working group on responsible lottery, specifying the competent management department. Under the unified leadership of the administrative authorities and the market regulation authorities, the various functional departments and offices under the welfare lottery institution act in close coordination and enhance the concerted efforts of the provincial welfare lottery centers, facilitating the building of a good ecosystem featuring “vertical linkage and horizontal connection” for the responsible lottery work of CWL.

#### 责任制度 Responsibility System

中福彩中心根据世界彩票协会责任彩票框架，确定了责任彩票的概念和原则，发布了《中国福利彩票责任彩票手册》《中国福利彩票责任彩票报告指标体系》《中国福利彩票责任彩票报告评价体系》等制度，不断提高责任彩票建设制度化水平。

According to the responsible lottery framework of the World Lottery Association (WLA), CWLIMC has determined the concept and idea of the responsible lottery, and released the Responsible Lottery Manual of China Welfare Lottery, the Report Indicator System for the Responsible Lottery of China Welfare Lottery, the Report Evaluation System for the Responsible Lottery of China Welfare Lottery, and other regulations and rules, continuously improving the institutionalization level of responsible lottery construction.



▲中国福利彩票责任彩票管理的框架  
CWL Responsible Lottery Management Framework

加强责任融合

Strengthening  
Responsibility  
Integration

中福彩中心将责任彩票融入各项工作，通过开展培训、评优等活动，加强从业人员的责任能力；通过议题识别，明确重点工作，推动责任彩票建设与业务工作深度融合。

CWLIMC has integrated responsible lottery into all its work, and improved the responsibility capacities of its personnel by conducting training programs and excellence selection activities. Through the identification of issues, the focus of work is clearly defined to promote the in-depth integration of responsible lottery construction and business work.

能力建设

Capability Building

根据《中国福利彩票责任彩票报告评价体系》要求，中福彩中心组织开展全国各省级福彩中心责任彩票报告评估工作，以评促建，不断提升责任彩票建设水平；持续编撰《中国福利彩票员工责任彩票教育培训教材》，并组织员工学习，不断提升从业人员责任彩票意识。

According to the requirements of the Report Evaluation System for the Responsible Lottery of China Welfare Lottery, CWLIMC has organized and conducted the evaluation on the reports focusing on responsible lottery released by provincial welfare lottery centers, using this approach to promote responsible lottery construction and to constantly improve its level. CWLIMC has also continuously prepared the Responsible Education and Training Materials for Employees of Chine Welfare Lottery, and organized learning activities for employees, so as to further enhance the awareness of responsible lottery of its personnel.



▲7·27福彩责任彩票专题研讨会  
CWL responsible lottery seminar held in July 27, 2021

议题识别

Issue Identification

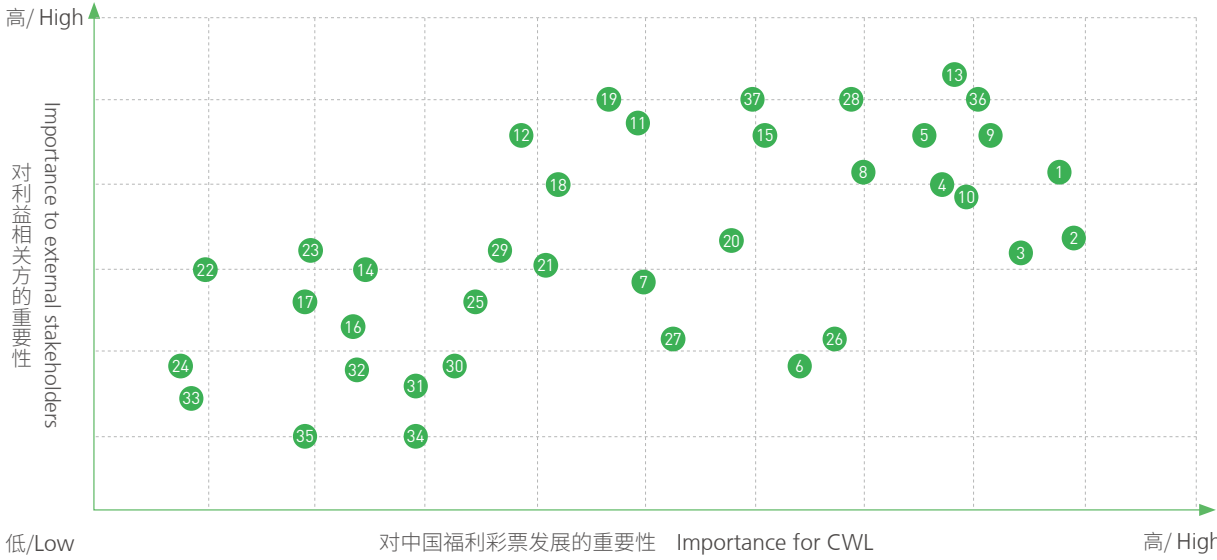
为增强责任彩票报告的针对性和回应性，中福彩中心逐步完善实质性议题管理，通过对宏观政策及行业政策法规分析、国内外责任彩票标准研究，对标国内外彩票运营机构社会责任报告披露的重要议题，结合福利彩票发展战略与规划，向利益相关方发放实质性议题调查问卷，从“对中福彩中心发展的重要性”“对利益相关方的重要性”两个维度，识别和筛选出责任彩票重大议题。

In order to enhance the relevance and responsiveness of responsible lottery reporting, CWLIMC has gradually enhanced substantive issue management. Through the analysis of macro policies, as well as industry policies and regulations, the research of responsible lottery standards both at home and abroad, and the benchmarking analysis of the issues disclosed by domestic and overseas lottery operation institutions, CWLIMC distributed substantive issue questionnaires to stakeholders in accordance with its development strategies and plans for welfare lottery, and identified and sorted out the major issues relating to responsible lottery from two dimensions of the importance to the development of CWLIMC and the importance to 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	<p>根据以下标准筛选出37个责任彩票重要议题：</p> <ul style="list-style-type: none"><li>国内外可持续发展趋势</li><li>国家发展战略与政策</li><li>国内外责任彩票报告编制规范、标准</li><li>国内外彩票机构社会责任报告</li><li>中国福利彩票发展战略与规划</li></ul> <p>A total of 37 important responsible lottery issues are sorted out based on the following criteria:</p> <ul style="list-style-type: none"><li>Domestic and overseas sustainable development trends</li><li>National development strategies and policies</li><li>Preparation norms and standards of domestic and overseas responsible lottery reports</li><li>Comparison of social responsibility reports of domestic and overseas lottery operation institutions</li><li>China's welfare lottery development strategies and plans</li></ul>
开展问卷调查 Conduct questionnaire surveys	<ul style="list-style-type: none"><li>采用线上问卷调查和定向推送方式向内外部利益相关方发放问卷</li><li>利益相关方从自身角度对议题的重要性进行打分</li></ul> <ul style="list-style-type: none"><li>Online questionnaires are directionally pushed to internal and external stakeholders of CWL</li><li>Stakeholders score the importance of the proposed issues based on their actual situations</li></ul>
明确优先级 Specify priorities	<ul style="list-style-type: none"><li>影响中国福利彩票可持续发展的议题</li><li>需战略着力解决的议题</li><li>关键利益相关方高度关注的议题</li></ul> <ul style="list-style-type: none"><li>The issues that affect the sustainability of CWL</li><li>The issues to be solved through strategies</li><li>The issues that attract much attention from key stakeholders</li></ul>
建立核心议题矩阵 Set up core issue matrix	<ul style="list-style-type: none"><li>根据调查结果，对每个议题从内外两个角度进行重要性分析</li><li>根据分析结果，从对外部利益相关方的重要性和对中国福利彩票的重要性两个维度进行排序，形成核心议题矩阵</li></ul> <ul style="list-style-type: none"><li>Analyze the importance of each issue internally and externally based on the survey results</li><li>Based on the analysis results, get core issues sequenced to form core issue matrix from two dimen sions: the importance to external stakeholders and the importance to CWL</li></ul>



中国福利彩票责任彩票报告（2021年） Substantive Issues Analysis of China Welfare Lottery Responsible Lottery Report(2021)	
1.创造经济价值 Create economic value	20.实施员工关爱 20. Enhance employee care
2.加强风险防控 Enhance risk prevention and control	21.保障专管员与代销者基本权益 Guarantee the basic rights and interests of managers and agents
3.反腐倡廉 3. Anti-corruption and integrity upholding	22.健全专管员职业发展通道 22. Perfect career development channels of managers
4.诚信合规运营 Operating with integrity and compliance	23.专管员与代销者培训 Training program for managers and agents
5.负责任的游戏产品 Responsible gaming products	24.专管员与代销者救助与帮扶 Assistance and relief for managers and agents
6.品牌建设 with 责任营销 Brand building and responsible marketing	25.制定代销者激励措施 Develop incentive measures for agents
7.优化渠道建设 Optimize channel construction	26.建立环境管理体系 Establish environmental management system
8.提升购彩者服务 Improve services for players	27.采用环保设备和印刷技术 Adopt environmentally-friendly equipment and printing technology
9.倡导理性购彩 Advocate rational lottery purchase	28.废票尾票回收 Recycle invalidated and stock tickets
10.非理性购彩预防 Prevent irrational lottery purchase	29.绿色办公 Green office
11.保障安全运行 Guarantee safe operations	30.绿色仓储与运输 Green warehousing and transportation
12.实施阳光开奖 Conduct transparent lottery drawing	31.开展环保公益活动 Conduct environmental public welfare activities
13.建设责任供应链 Build responsible supply chain	32.公益金筹集与使用 Raising and use of public welfare funds
14.促进交流合作 Promote exchanges and cooperation	33.带动就业 Create job opportunities
15.推动行业发展 Boost industry development	34.社区志愿活动 Community volunteer activities
16.协助打击非法彩票 Assist in fighting against illegal lottery	35.弱势群体救助 Provide relief for disadvantaged groups
17.保障员工权益 Protect rights and interests of employees	36.助力乡村振兴 Facilitate rural revitalization
18.职业健康安全 Occupational health and safety	37.责任管理 Responsibility management
19.职业发展通道 Career development channel	——



深化责任沟通

Deepening Responsibility Communication

中福彩中心始终重视获取利益相关方的信任，并为此创新开展系统培训、责任调研、常态化发布报告、宣传推广等工作，从而加大信息公开度和透明度，持续健全利益相关方信息沟通机制，加强与内、外利益相关方的沟通。

CWLIMC has always attached importance to gaining the trust of stakeholders, and enhanced information disclosure and transparency by innovatively carrying out systematic training programs, conducting responsibility research and investigation activities, releasing reports regularly, and intensifying publicity and promotion efforts. CWLIMC has constantly refined the information communication mechanisms with stakeholders, and strengthened communication and exchanges with internal and external stakeholders.

◎对内沟通：对员工、专管员等内部利益相关方，梳理总结年度责任彩票实践，积极开展相关培训，强化其责任意识与能力。

Internal communication: For employees, managers and other internal stakeholders, CWLIMC sorts out and summarizes the responsible lottery practices of the year, actively conducts relevant trainings, and enhances their responsibility awareness and capability.

◎对外沟通：通过设立公众开放日、在官网和官方微信公众号发布责任彩票信息、组织媒体宣传、发布责任彩票报告等方式，披露责任彩票实践与成效，多渠道多形式加强与社会公众、媒体等外部利益相关方的沟通；高度重视世界彩票协会的会员身份，认真遵守世界彩票协会十大要素和七项原则的规范要求，推动彩票行业的发展。

External communication: Through setting up public open day, releasing information relating to responsible lottery at the official website and official WeChat account, organizing media-based publicity activities, publishing responsible lottery reports, and so on, CWLIMC discloses the practices and achievements of responsible lottery, and strengths communication and exchanges with the public, the media and other external stakeholders. We highly value membership in the World Lottery Association, earnestly follow the organization's requirements of the 7 Responsible Gaming Principles and 10 Program Elements, aiming at promoting the development of the lottery industry.

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	政府 Government	供应链 Supply chain	购彩者 Players	员工和专管员 Employees and managers		零售商 Retailers	社区 Community	环境 Environment	同行 Industry peers
沟通方式 Communication approach	<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>○ 供应商沟通会</div><div>○ 交流共享平台</div><div>○ Communication with suppliers</div><div>○ Exchange and sharing platform</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>○ 内部媒体</div><div>○ Staff meetings</div><div>○ Training at all levels</div><div>○ Internal media</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>○ Special conferences</div></div>	<div><div>○ 社会调研</div><div>○ 活动走访</div><div>○ 志愿服务</div><div>○ Social research and investigation</div><div>○ Activities and visits</div><div>○ Volunteer services</div></div>	<div><div>○ 专家访谈</div><div>○ 内部会议</div><div>○ 第三方调研</div><div>○ Expert interviews</div><div>○ Internal meetings</div><div>○ Third-party research and investigation</div></div>	<div><div>○ 交流访谈</div><div>○ 座谈研讨</div><div>○ Exchanges and interviews</div><div>○ Seminars and forums</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>○ 实现资金筹集量最大化</div><div>○ Ensure social stability and realize lottery safety</div><div>○ Support deepening reform of welfare lottery and ensure rational lottery purchase of players</div><div>○ Maximize the funds raised</div></div>	<div><div>○ 推动彩票事业持续创新</div><div>○ 带动产业链发展、就业</div><div>○ Promote continuous innovation in lottery cause</div><div>○ Boost development of industry chain and create job opportunities</div></div>	<div><div>○ 提供负责任的产品及服务</div><div>○ 倡导理性购彩</div><div>○ 进行理性购彩宣传，普及知识，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>○ Provide responsible products and services</div><div>○ Advocate rational lottery purchase</div><div>○ Conduct rational lottery purchase publicity, popularize knowledge, and let players know more about welfare lottery</div><div>○ Develop and promote games based on the protection of the rights and interests of players</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培训、规划职业发展</div><div>○ Guarantee the basic rights and interests of employees and managers</div><div>○ Ensure the occupational health and safety of employees and managers</div><div>○ Provide systematic training for employees and managers, and help formulate career development plans for them</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>○ Guarantee the basic rights and interests of retailers</div><div>○ Improve services and skills</div><div>○ Broaden communication channels</div></div>	<div><div>○ 践行发行宗旨，为社区发展提供支持</div><div>○ 深刻了解社区发展需要</div><div>○ 丰富宗旨内涵</div><div>○ Insist on the purpose of lottery issuance, and support community development</div><div>○ Deeply understand the needs of community development</div><div>○ Enrich the connotations of the purpose</div></div>	<div><div>○ 深刻了解产业链环保情况</div><div>○ 带动产业链绿色发展</div><div>○ 内部运营实现环保目标</div><div>○ Deeply understand the environmental protection situation of the supply chain</div><div>○ Boost green development of the supply chain</div><div>○ Achieve environmental goals in terms of internal operations</div></div>	<div><div>○ 了解国内外行业趋势</div><div>○ 带动行业健康可持续发展</div><div>○ Understand the industry trends both at home and abroad</div><div>○ Boost the healthy and sustainable development of the industry</div></div>

# 促进队伍成长 强劲内生动力

## Driving Team Growth, Cultivating Inner Impetus

中国福利彩票坚持以人为本、树人为先、凝心聚力、温暖关怀，尊重人才需求，切实保障人才基本权益；重视人才培养，加强职业培训，畅通晋升渠道；实施队伍关怀，丰富文体活动，全方位、立体式激发队伍活力，致力于打造一流队伍，创造中国福彩美好明天。

Upholding of putting people and talent training first, concentrating efforts and delivering care, CWL guarantees the basic rights of talents by catering for their needs. We stress the cultivation of talents by strengthening vocational trainings and providing unimpeded channels for promotion. We offer better care and colorful recreational and sports activities, and fully unleash the vitalities of our team, striving to build a contingent of top-notch talents for a better future for CWL.

### 保障员工权益

### Safeguarding Rights of Employees

中国福利彩票各级机构高度重视员工权益保障，坚持多元平等雇佣、依法签订劳动合同、完善薪酬福利体系，坚决反对强迫劳动、保护员工隐私；加强民主管理，通过职工代表大会、员工座谈会、民主生活会等方式加强员工沟通交流；开展多元活动，营造积极健康的工作环境。2021年，中福彩中心员工流失率为0。

针对零售商，我们坚持合作共赢、管理与服务相结合，切实保障其基本权益，包括保证代销合同内容的公平性、履约、维护代销商的正当利益。

Organizations at all levels of CWL protect employees’ rights by upholding diversity and equal employment, signing of labor contracts in accordance with laws, improving compensation and benefit system, fighting against forced labor, and protecting the privacy of employees. We also promoted democratic management and strengthen employee engagement by establishing communication channels such as workers’ congress, employee seminars, meetings of criticism and self-criticism, etc. In addition, we organize a variety of activities to foster a positive and healthy workplace. In 2021, the staff turnover rate is 0.

For the retailers, we uphold the CSR philosophy of mutually beneficial cooperation and integration of management and services to ensure their basic rights and interests, including the text of the Agency Sales Contract, contract fulfillment and protection of the legitimate interests of retailers.

◎中福彩中心建立健全岗位设置和职工选聘机制，制定出台《岗位设置方案（试行）》和《专业技术岗位聘用方案（试行）》，按照履职尽责、分类设置、因事设岗、责权统一、精简效能、促进发展的原则合理设置岗位，聘用选拔人才。

CWLIMC has established a sound mechanism of position setting and employee recruitment with the issuance of the Plan for Position Setting (Trial) and the Plan for the Recruitment of Professional and Technical Positions (Trial). The Center sets positions rationally and recruits talents in accordance with the principle of “faithful performance of duties, position classification, suiting position to actual work, integration of responsibility and power, streamlining efficacy, and promoting development”.

◎上海市福彩中心出台《上海市福利彩票销售网点管理人员管理办法》《上海市福利彩票销售网点管理人员绩效考核办法》，明确销售网点管理人员和市场专管员职责和工作要求，以绩效考核为抓手促业务，推动市场专管员管理和服务工作落地落实，有效激励市场专管员发挥积极作用。

Shanghai Welfare Lottery Center has issued the Administrative Measures for the Management Personnel of Shanghai Welfare Lottery Retail Sales Outlets and the Measures for Performance Evaluation of Management Personnel of Shanghai Welfare Lottery Retail Sales Outlets to clarify the duties and work requirements of the management personnel and market managers. It leverages the performance evaluation to promote business and to effectively encourage market managers to play active roles in fulfilling their management and service duties.

### 助力员工发展

### Facilitating Employee Development

中国福利彩票秉承尊重人才的核心价值取向，建立完善系统的人才培养体系，制定科学合理的晋升路径，畅通职业发展通道，针对不同层级、不同岗位的人员，制定与之匹配的培训课程，助力提升职业素质与能力。

Adhering to the core value of respecting talents, CWL has put in place a sound talents training system as well as a scientific and reasonable promotion path with unimpeded career development channels. We have formulated customized training courses for employees at different levels and in different positions to improve their professional quality and ability.

#### 员工培训 Employee Training

中国福利彩票重视员工成长，关注员工自我启发与潜力发掘，完善员工培训体系，开展员工培训班、员工技能比赛等，帮助员工快速成长。

CWL attaches great importance to employee development and focuses on their self-inspiration and potentials exploration. We have improved the employee training system and organized training classes and skill competitions for our employees to facilitate their rapid growth.

◎湖北省福彩中心于12月1日至3日举办全省福彩系统综合能力提升暨新进员工培训班，管理站主任、省福彩中心各部门负责人和新进员工等80余人参加培训。本次培训聚焦党建、党风廉政建设，综合管理、财务管理和营销宣传等主题，系统性加强干部职工能力素养，提高新进员工福彩业务知识水平。

Hubei Welfare Lottery Center held comprehensive capability enhancement and newly recruited employee training for provincial-wide welfare lottery institutions from December 1 to December 3 with more than 80 attendants, including the heads of management stations, department heads of Hubei Welfare Lottery Center and newly recruited employees, etc. The training systematically enhanced the capability of officials and ordinary staff as well as the knowledge reserve of welfare lottery business for new recruits by focusing on topics like Party building, Party conduct and integrity, comprehensive management, financial management and marketing and promotion, etc.





▲综合能力提升暨新进员工培训班  
Comprehensive ability improvement and new employee training class



◎为精准把握新媒体时代营销宣传趋势与实战技巧，扩大福彩“快乐8”游戏品牌推广力度和市场影响力，重庆市福彩中心开展了新媒体营销实战技能专题培训，深度解析了新媒体营销的底层思维和策略战术，进一步拓展提升了全市福彩从业人员的营销思维与技能，助推福彩品牌营销与宣传推广再上新台阶。

Chongqing Welfare Lottery Center conducted specialized training on practical skills of new media marketing to master precisely the trend and practical marketing skills in the era of new media as well as to increase the marketing efforts and market influence of the game brand “Happy 8”. The training further improved the marketing thinking and skills of welfare lottery practitioners across the city with intensive analysis of the bottom-level thinking and strategic tactics of new media marketing, thus driving the marketing and promotion of welfare lottery brand to a new level.



▲重庆市福彩中心新媒体营销培训  
Chongqing Welfare Lottery Center holds new media marketing training



### 专管员培训 Market Manager Training

福彩专管员是福彩中心与福彩销售站之间的桥梁。各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的履职能力，充分发挥专管员“管理员、培训员、宣传员、技术员、送票员”的角色功能。

Market manager is the bridge connecting provincial branches and retailers. All provincial branches emphasize capability building of managers and improve their duty-fulfillment abilities through various trainings, making full play of the role of market manager as “administrator, trainer, publicist, technician and ticket courier.”



▲黑龙江省福彩中心开展“快乐8游戏实战训练营”线上线下联动培训  
Heilongjiang Welfare Lottery Center holds online and offline trainings on “Practical Training Camp for Happy 8 Games.”



▲安徽省福彩中心组织近200名市场管理员开展综合素质提升培训  
Anhui Welfare Lottery Center organizes over 200 market managers attending the comprehensive quality enhancement training



▲湖南省福彩中心组织开展短视频制作培训班  
Hunan Welfare Lottery Center organizes training classes on making short video



零售商培训  
Retailer Training

中国福利彩票针对销售站点从业人员开展系列培训课程，助力零售商经营发展。各省级福彩中心围绕新上市游戏产品、业务技能等重要内容，开展多元化培训，提升代销者专业技能和水平，树立中国福彩的良好形象。

CWL carries out training sessions for employees of sales outlets to support the business development of retailers. Each provincial branch conducts diversified trainings focusing on the important contents of newly launched gaming products, business skills, etc., to enhance the professional skills and service level of retailer, thus establishing a better image for CWL.

◎2021年，天津市福彩中心创办福彩微课堂，聚焦“游戏规则、技巧解析、责任彩票、站主互动、操作指南、营销宣传”六大板块，内容覆盖中央彩票公益金使用、投注技巧解析、营销宣传等方面，培训代销者近万人次，并将微课堂发布在微信群、公众号和销售终端机等平台，让更多的培训员、销售员及购彩者得到学习机会。

In 2021, Tianjin Welfare Lottery Center launched the “Welfare Lottery Micro-Lecture” which focuses on the six main areas of “Gaming Rules, Techniques Analysis, Responsible Gaming, Station Master Interaction, Operational Guidance, Marketing and Promotion.” The micro-lecture trained nearly 10,000 retailers on a variety of topics such as the use of central lottery public welfare fund, bidding technique analysis, marketing and promotion, etc. It has been introduced to multiple platforms include WeChat group chats, WeChat official accounts and sales terminals, etc., enabling more and more trainers, sales and players to learn from it.



▲天津市福彩中心创办的福彩微课堂  
Tianjin Welfare Lottery launches Welfare Lottery Micro-Lecture

◎12月14日至12月23日，河北省福彩中心开展了线上即开票营销技能推广活动，活动邀请了全国知名培训师通过网络直播形式进行授课，共开展了6场次网络直播培训，参加人数合计8,925人次。本次活动培训师根据当前的即开票市场情况，对即开票的营销宣传，销售策略等进行全面分析指导。

From December 14 to December 23, Hebei Welfare Lottery Center conducted online instant lottery marketing skill publicizing activities by inviting national renown trainers to give instructions via live webcast. A total 6 trainings were held with a total of 8,925 participants. The trainers provided a comprehensive guidance on the marketing, publicity and sales strategies for instant lotteries based on the current instant lottery market conditions.

保障职业健康  
Protecting Occupational Health

中国福利彩票严格遵守《中华人民共和国职业病防治法》《中华人民共和国突发事件应对法》等法律法规要求，持续推动职业健康安全有效落实；开展丰富多样的培训与活动、组织专业的应急演练，牢固树立安全发展的红线意识；积极关注员工的职业与心理健康，完善员工职业健康管理体系，加强对员工年度体检和职业健康档案的系统管控，做好心理健康干预工作。

CWL strictly abides by Chinese laws and regulations, including Law on Prevention and Treatment of Occupational Diseases, and the Emergency Response Law, and constantly promotes the effective implementation of occupational health and safety work. We organize various training sessions and activities as well as professional emergency drills to firm up the safe development awareness of employees. We actively pay close attention to the occupational health and mental wellbeing of employees through improving the employee occupational health management system and strengthening the systematic management over their annual health examination and occupational health files, as well as ensuring effective mental health intervention.



▲福建省福彩中心组织员工观看健康科普讲座  
Fujian Welfare Lottery Center organizes employees to watch popular health science lectures



▲湖北省福彩中心组织员工年度健康体检  
Hubei Welfare Lottery Center organizes the annual health examination for employees

案例  
CASE

深圳市福彩中心开展深圳非理性购彩者防控体系建设项目  
Shenzhen Welfare Lottery Center rolls out the Shenzhen irrational lottery players prevention and control system building project

深圳市福彩中心坚持走一体化、专业化路线，成立心理防控工作小组，建立覆盖采购者、福彩从业者等的心理防控管理和预警及干预机制的防控体系，提供心理危机辅导、心理知识普及、心理危机干预培训等服务，带动行业关注、重视心理危机，提高行业的心理危机觉察能力、心理危机处理和应对能力。

Committed to the integrated and professional path, Shenzhen Welfare Lottery Center sets up a psychological prevention and control task force to build a prevention and control system covering the psychological prevention and control management and precaution as well as intervention mechanism for players and lottery practitioners, etc. We call for more industrial attention to psychological crisis by providing services such as psychological crisis counselling, psychological knowledge sharing, psychological crisis intervention training, etc., so as to raise the awareness of psychological crisis and enhance the coping capability across the industry.

开展人文关怀  
Providing  
Humanistic Care

中国福利彩票积极营造温馨、和谐、平等、关怀的工作氛围，通过建立困难员工帮扶机制，加强员工关爱，组织丰富多彩的业余活动和员工关怀活动，助力员工平衡工作与生活，健全完善救助与帮扶零售商的制度与措施，提升福彩队伍的归属感和幸福感。

CWL actively fosters a warm and harmonious workplace full with equality and care. We facilitate our employees to achieve work and life balance through establishing support mechanism for employees in difficulties, strengthening the care for employees, and organizing various off-work and employee care activities. We improve the system and measures for retailer assistance and relief to boost the welfare lottery practitioners' sense of belonging and satisfaction.

员工关爱  
Caring for Employees

中国福利彩票关心关爱员工，注重困难员工、女性员工、离退休员工等员工群体帮扶与关怀，提高员工满意度，减少员工流失率，增进员工的认同感和归属感。

CWL cares for employee and provides targeted assistance to employees with difficulties, female employees and retirees, in an effort to reduce employee turnover and to improve employee satisfaction as well as their sense of recognition and belonging.



▲天津市福彩中心看望困难女职工，并送上慰问品  
Tianjin Welfare Lottery Center visits female employees with difficulties and presents them with gifts



▲湖南省福彩中心组织暑期托管班，解决员工后顾之忧  
Hunan Welfare Lottery Center organizes summer daycare classes to ease employees' family worries

零售商帮扶  
Supporting Retailers

受彩票游戏调整和新冠肺炎疫情的持续影响，基层销售网点生存面临前所未有的冲击和挑战。为此，中福彩中心和各省级福彩中心制定系列帮扶补助措施，通过阶梯式代销费和“以奖代补”“以赛促管”“以训代会”等方式，帮助代销者缓解经营压力，推动福彩事业高质量发展。2021年，全系统共为网点减负4.8亿元、增收9,339万元，切实提振了业主信心，各销售网点组织工作的满意度为95%。

Due to the gaming policy adjustment and the COVID-19 impact, the primary-level sales outlets have encountered unprecedented impact and challenges threatening their survival. As such, CWLIMC and provincial branches have formulated a series of assistance and subsidy measures to ease the operation stress of agents through step-wise marketing cost, rewards instead of subsidy, competition-based management improvement and conferences instead of training, pushing forward high-quality development of welfare lottery cause. In 2021, the whole system reduced the costs for sales outlets by RMB480 million and helped them increase revenues by RMB93.39 million, effectively enhancing the confidence of the owners. The overall satisfaction rate for the organizational work among sales outlets reached 95%.

◎湖南省福彩中心举办2021年福彩“千站帮扶”经验交流会，按照“一对一”的方式共形成500对“帮扶站点+被帮扶站点”，带动市场整体提升。

Hunan Welfare Lottery Center held the 2021 welfare lottery experience sharing meeting on the campaign of “Thousand Stations Pairing Assistance.” 500 pairs of “assistance-provider + assistance-taker” were formed for sales outlets during this campaign to drive the overall improvement of their market performances.



▲站点经验交流会  
Site experience exchange meeting

◎2021年，广东省福彩中心总计投入1,900万元以“以奖代补”方式对全省销售场所销售进行帮扶激励，鼓励代销者加强新游戏推广，有力调动代销者的工作主动性、积极性。

In 2021, Guangdong Welfare Lottery Center input a total of RMB 19 million in providing “rewards instead of subsidy” incentives to salesman at the sales venues across the province, especially encouraging agents to step up efforts to promote new game. The incentive method improved their willingness and enthusiasm.

◎为防止疫情蔓延扩散，海南省福彩中心下发《中国福利彩票销售场所疫情防控指南》，使用专项资金，为全省1,843个销售网点采购、发放口罩、消毒液等防疫物资。

Hainan Welfare Lottery Center issued the Guidelines for the COVID-19 Response in China Welfare Lottery Sales Venues to curb the spread of the COVID-19 in 2021, and spent COVID-19 fund purchasing preventive supplies such as masks and disinfectant for 1,843 sales outlets across the province.



▲发放防疫物资  
Distribute anti-epidemic materials



工作生活平衡  
Balancing work and life

中福彩中心倡导“健康工作，快乐生活”，鼓励各省级福彩中心通过举办篮球友谊赛、羽毛球赛、“永远跟党走”朗诵活动等文体活动，丰富员工业余生活，让员工以良好的精神状态和健康的体魄积极投身到工作中。

CWL advocates “healthy work and happy life” and encourages provincial branches to enrich employees’ spare time with various cultural and sports activities such as basketball friendship competition, badminton match, recital of “following the Party forever,” etc., so as to ensure the employees work hard with energy and drive.



▲浙江省福彩中心举办杭州“福彩杯”职工运动会  
Zhejiang Welfare Lottery Center holds Hangzhou “Welfare Lottery Championship” Workers Sports Meeting



▲四川省福彩中心举办健步走活动  
Sichuan Welfare Lottery Center holds brisk walk activity

强化公众沟通 同绘美好未来

Strengthening Public Communication,  
Together Building a Better Future

中国福利彩票坚持树立阳光形象、维护公平竞争、净化彩票生态环境等观念，关注行业发展动向。开展国内外行业交流，塑造行业引领力；探索业务运营模式转型升级；加强监督监管，净化福彩市场；健全责任采购机制，构建责任供应链，有序助推行业健康发展。

When keeping abreast of the trend of the lottery industry, CWL insists on the CSR philosophy of forming a positive image, safeguarding fair competitions and purifying the lottery environment. We actively promote industry exchanges at home and abroad and build our leadership in the industry. We keep exploring to transform and upgrade our business operation models and continue to tighten supervision and regulation for a purified lottery market. In addition, we work to improve the responsible procurement mechanism and build a responsible supply chain to boost the healthy development of the lottery industry.

创新业务运营

Developing  
New Business  
Operations

中福彩中心牢记国家公益彩票定位，紧抓高质量发展机遇期，着力加强科技智能技术创新赋能业务发展力度，积极探索业务转型升级，变革销售方法、运营方式，为购彩者带去更加丰富有趣的购彩体验，推动彩票行业高质量发展。

As a national public welfare lottery, CWLIMC has grasped crucial opportunities during the high-quality development period and intensified efforts to empower business development with intelligent technologies innovatively. Dedicated to exploring business upgrades and transformation, we reform sales methods and business models to enable more diverse and interesting lottery purchasing experience and promote the high-quality development of the lottery industry.

◎2021年，湖南省福彩中心深入推进“百业联盟”，与商超、便利店、银行、文娱场所等服务类连锁渠道开展战略合作，通过引进“天使投资”等方式，拓展行业融合发展。

In 2021, Hunan Welfare Lottery Center further promoted the “Business Alliance” by developing strategic cooperation with service chains including supermarkets, convenience stores, banks and entertainment sites and introduced measures as angel investment to expand the integrated industry development.



▲湖南省福彩拓展行业融合发展  
Hunan Welfare Lottery Expands Industry Integration Development



◎深圳市福彩中心探索“智慧福彩”业务运营模式，通过开发“销售网点+便捷型智慧终端”模式、上线“人工+智能”的全天候线上客服系统、优化深圳福彩APP平台功能等方式，用科技创新带动福彩事业健康发展。

To explore the “Smart Lottery” business model, Shenzhen Welfare Lottery Center developed “Sales outlets Plus Convenient Smart Terminal” model, launched “Manual Plus Intelligent” around-the-clock online customer service system and improved the functions of the application platform under Shenzhen Welfare Lottery Center, thus promoting the healthy development of the welfare lottery industry.

◎海南省福彩中心开创“轮船+彩票”新业态，在新海港客运站及客运轮渡开展彩票销售项目，2021年在4艘轮船上试运营。

Hainan Welfare Lottery Center initiated “Ship Plus Lottery” business pattern to carry out the lottery sales at the passenger station and passenger ferry of Xinhai Port. The new pattern was trialed on 4 ships in 2021.



▲海南省福彩的客轮售彩项目  
Hainan Welfare Lottery Center “Ship Plus Lottery” business pattern

助力打击非法彩票

Helping Crack Down on Illegal Lotteries

中国福利彩票坚决遵守诚信运营的原则，构建协助打击非法彩票的长效机制，积极配合公安、工信、网信、市场监管等部门严厉打击非法彩票；倡导省级福彩中心积极参与打击非法彩票，实现常态化监管、智能化预警、精准化打击，营造良好的市场环境。

Conforming to the principle of honest operation, CWL has engaged in establishing a long-term mechanism to help crack down on illegal lotteries and fiercely fighting against illegal lotteries with security organ, industry and information technology organ, internet information organ, market supervision organ and other organs. Provincial branches are advocated to take active part in the fight against illegal lotteries in an effort to realize regular supervision, smart fore-warning and targeted crackdown and foster a good market environment.

◎湖北省福彩中心在咸宁召开打击非法彩票调研座谈会。

Hubei Welfare Lottery Center held an investigation seminar on fighting against illegal lotteries in Xian’ning city.



▲湖北省福彩中心召开打击非法彩票调研座谈会  
Hubei Welfare Lottery Center held a research symposium on combating illegal lottery tickets

◎海南省福彩中心制定《关于打击整治非法彩票的工作方案》，采取“省福彩中心-各市（县）福彩机构-各销售网点”三级管理模式，督促各市县福彩机构自查自纠，深入一线开展销售场所巡查，共同开展打击整治私彩活动。2021年，海南省共处理2个非法IP销售站点，2个违反销售管理规定的销售站点。

Hainan Welfare Lottery Center formulated the Work Plan on Cracking Down on Illegal Lotteries and adopted a three-tiered management model covering provincial branches, city- and county-level welfare lottery institutions and sales outlets to urge city- and county-level welfare lottery institutions to self-inspect, and promote inspection of sales outlets in the front line. Together, they rolled out activities to fight against private lotteries. In 2021, 2 Illegal IP sales outlets and 2 outlets violating sales management regulations were punished in Hainan Province.

◎新疆维吾尔自治区福彩中心严厉打击非法彩票，协同自治区体育彩票管理中心修订《新疆维吾尔自治区违规违法销售彩票线索举报奖励办法（试行）》。

To crack down on illegal lotteries, Xinjiang Uygur Autonomous Region Welfare Lottery Center revised the Measures on Rewarding for Reporting Clues of Illegal Lottery Sales in Xinjiang Uygur Autonomous Region (Trial) with Xinjiang Uygur Autonomous Region Sports Lottery Management Center.



▲宣传海报  
Propaganda poster



参与国内外交流

Participating in Domestic and International Exchange

中福彩中心组织并参与行业活动，加强互动与交流；与行业内外公司深入合作，与各方共享发展成果和发展机遇。探索疫情防控常态化情形下国际交流合作新机制，建立线上国际交流新模式，坚持与国际彩票组织以及国（境）外彩票运营商保持沟通和分享成果，为中国福彩发展凝聚新动力。

CWL organizes and participates in industry events to strengthen interaction, and deepens cooperation with companies inside and outside the lottery industry to share development achievements and opportunities with all parties. We have established a new online model of international exchanges against the background of the regular COVID-19 control. We continue the communication and achievement sharing with international lottery organizations and lottery operators overseas to foster new impetus for CWL's development.

中福彩中心与国际彩票组织以及境外彩票运营机构商交流的具体情况举措  
CWL conducted exchanges with international lottery organizations and overseas lottery institutions on specific business operations and relevant measures



◎参与世界彩票协会企业社会责任调查和世界彩票协会全球彩票机构2020年数据收集，加强数据和信息分享；  
We participated in the research of WLA Corporate Social Responsibility and the association's data collection of global lottery institutions in 2020 to strengthen data and information sharing.

◎参与世界彩票协会和亚太彩票协会组织的彩票相关主题网络研讨会，包括9月的责任主题研讨会和11月的“疫情后的工作环境”主题研讨会；  
We participated in lottery-related webinars held by WLA and APLA including the CSR/RG worldwide webinar week in September, and the Workplace of the Future seminar in November.

◎保持与国际彩票组织的日常联系，积极参与世界彩票协会和亚太彩票协会会员事务，行使权利；  
We maintain daily contact with international lottery institutions, actively take part in member affairs and fulfill member rights as a member of WLA and APLA.

◎下属单位科技公司申请成为世界彩票协会准会员，并通过了最新版的安全控制标准认证，与国际标准对接；  
Our subordinate technology company was approved by WLA as an associate member after application and certified to the latest version of Safety Control Standards, thus aligning with international standards.

◎与法国国家游戏集团、挪威国家彩票公司等境外彩票运营商的沟通联络。  
We maintain communication with Française des Jeux, Norsk Tipping and other international lottery institutions.

实施责任采购

Implementing Responsible Procurement

中国福利彩票持续健全责任采购机制，多措并举加快政府采购进度，强化对物资采购活动的监督管理。中福彩中心修订《政府采购操作规程》，进一步规范政府采购操作程序、明确职责、防范风险、提高效率；督促供应商签订廉洁承诺书，构建责任供应链；印发《网络安全管理暂行办法》，要求在选择系统建设供应商时充分考虑供应商的安全能力，并要求在采购文件、合同等文档中明确安全要求，作为验收的必要条件。

CWL continues to optimize the responsible procurement mechanism, boost government procurement process with multiple measures and enhance supervision and management of material procurement activities. We have revised the *Operating Procedures for Government Procurement* to standardize procedures for government procurement, clarify duties, prevent risks and improve efficiency. We urge suppliers to sign a letter of integrity commitment and work to build a responsible supply chain. We have issued the *Interim Measures for Internet Security Management* to fully consider suppliers' capability of safety during the selection of suppliers and clarify safety requirements in procurement documents, contracts and other documents as a prerequisite for acceptance check.

◎北京市福彩中心印发《产品采购管理规定》，进一步规范采购行为，提高资金使用效率，有效管控采购工作中的廉政风险。

Beijing Welfare Lottery Center printed the *Management Regulations on Product Procurement* to standardize buying behaviors, improve capital utility efficiency and effectively control integrity risks.

◎上海市福彩中心严格执行《政府采购管理实施细则》等多项规定，修订《采购管理制度》，落实责任采购，规范采购行为。

Shanghai Welfare Lottery Center strictly implemented the *Implementing Rules on the Management of Government Procurement* and other regulations and revised the *Procurement Management System* to standardize procedures and promote responsible procurement.

# 参与社区服务 构建和谐社会

## Participating in Community Services, Building A Harmonious Society

中国福利彩票心系社会的繁荣与和谐发展。一张张彩票，满载着爱心，不断助力基层社区为民服务和社会治理水平的提升，持续增强人民群众的获得感、安全感和幸福感。

CWL bears in mind the prosperity and harmonious development of society. The lottery tickets, each one of them carrying love and care, have constantly contributed to improving the services to the people and the social governance of primary-level communities. As a result, the public can enjoy a growing sense of fulfillment, happiness and security.

### 助力乡村振兴

### Promoting Rural Vitalization

2021年，中央一号文件提出全面推进乡村振兴，中福彩中心响应国家号召，深入贯彻落实中央精神，全面巩固拓展脱贫攻坚成果，支持脱贫地区发展特色产业，助力全面推进乡村振兴。省级福彩中心秉承公益初心，通过实施脱贫地区特色种养业提升、广泛开展农产品产销对接等行动切实支持乡村振兴。

The No. 1 central document of 2021 calls for promoting rural vitalization on all fronts. In response to government calls, CWL thoroughly implements instructions from CPC Central Committee to fully consolidate the achievements we have made in poverty alleviation by supporting areas out of poverty in developing distinctive local businesses, so as to promote rural vitalization on all fronts. All provincial branches also uphold the original aspiration of public welfare and support rural vitalization through practical actions such as improving the planting and breeding industry in areas out of poverty and coordinating production and sales of agricultural products.

### 完善制度管理 Improving Institutional Management

中福彩中心按照民政部要求，开展乡村振兴专项帮扶工作，建立结对帮扶机制，加强乡村振兴理论学习，扎实推进各项结对帮扶工作有效落实，为乡村振兴实践的有效落地提供制度保障。

Following the requirements of the Ministry of Civil Affairs, CWLIMC provides targeted support for rural vitalization, such as establishing pairing support mechanism, enhancing the theoretical study of rural vitalization, We have advanced the pairing support work and provided institutional guarantee for effective rural vitalization practices.

### 强化行动举措 Strengthening Actions

悠悠民生事，枝叶总关情。中福彩中心及各省级福彩中心积极开展乡村振兴帮扶实践，针对性地制定帮扶计划，并持续选派优秀人才驻村或挂职帮扶，用行动诠释以人民为中心的发展思想，让人民群众尤其是困难群体共享改革发展成果。

The people’s livelihood always matters regardless how trivial they are. CWLIMC and provincial branches proactively implement assistance and support for rural vitalization with targeted plans. Outstanding talents have been selected to provide village-stationed support or take up temporary positions there on an ongoing basis. The people-centered development philosophy is translated into our practical actions, enabling the public, especially those in difficulties, to share the achievements made in reform and development.

◎湖南省福彩中心在邵阳市城步县儒林镇罗家水村专项开展“助力乡村振兴 关爱‘一老一小’”爱心帮扶活动，专项安排10万元支持该村村民服务中心提质改造，更好服务村民生产生活。

Hunan Welfare Lottery Center has carried out the activity themed “Support rural vitalization and care the elderly and children” in Luojiashui village of Chengbu county in Shaoyang. A total of RMB 100,000 was spent on the improvement of the villager service center for better serving the villagers’ life and work.



▲湖南省福彩中心定向帮扶邵阳市罗家水村  
Hunan Welfare Lottery Center provides targeted support to Luojiashui village of Chengbu county in Shaoyang

◎重庆市福彩中心开展“公益福彩•点亮乡村”捐建太阳能路灯公益项目，用180万元专项公益金为乡村振兴示范村捐建1,350盏爱心路灯，帮助更多乡村百姓丰富夜间文体生活。

Chongqing Welfare Lottery Center has initiated the “Public Welfare Lottery, Lighting Up Villages” public welfare project to donate solar energy road lamps. RMB 1.8 million of fund was donated to install 1,350 road lamps for the rural vitalization demonstration villages, providing convenience to more villagers for enriched cultural and sports activities at night.



▲重庆市福彩中心用太阳能路灯点亮乡村  
Chongqing Welfare Lottery Center donates solar energy road lamps to light up villages



奉献服务社区

Supporting  
Community  
Development

中国福利彩票的健康良性发展离不开社会大众的参与和支持，而社区的进步、人民生活的幸福也需要福利彩票的积极参与和带动。中国福利彩票将构建和谐社区关系作为重要发展课题，积极履行社区责任，通过帮扶社区、开展志愿者活动等方式参与社区服务，与社区共赴美好未来。

The participation and support of the public is indispensable to the sound development of CWL, while CWL also vigorously contributes to the progress of communities and the wellbeing of people's life. To build harmonious communities is one of the important topics for development at CWL. We thus actively fulfill our responsibilities to the communities and devotes to community services through community support, volunteer services, jointly forging ahead for a better future.

支持社区发展  
Community Development

中福彩中心坚持融入社区、共建社区，倡导、号召各省级福彩中心大力走进社区，开展公益宣传、慰问活动等社区帮扶活动，从而密切与社区的沟通交流，加深对民众需求的了解，营造和谐的社区氛围。2021年，湖北省福彩中心职工有33人参与社区居民活动，共计参与167次，服务时长487小时。

Committed to the community philosophy of integration and contribution, CWLIMC advocates and calls for all provincial branches to engage in the communities and launch community-based activities, such as public communication activities, and sympathy visits. We strive to foster harmonious community atmosphere with close communication with the communities and full understanding of the needs of the residents. In 2021, 33 employees of Hubei Welfare Lottery participated in community-based activities for 167 times, with a total of 487 service hours.

◎海南省福彩中心组织开展“福彩文化进乡村与社区”活动，在海口、文昌等市县举办琼剧演出8场，惠及群众近3,000人。2013年以来，海南省福彩中心连续数年在全省开展福彩文化送戏下乡公益活动，截至2021年，共举办了46场，惠及群众15万余人次。

Hainan Welfare Lottery Center organized the activity of “Welfare Lottery Cultural Shows in Villages and Communities” and held 8 performances of Qiong opera in Haikou, Wenchang, etc., with about 3,000 people benefited. Since 2013, Hainan Welfare Lottery has organized such public welfare activities to rural areas across the province for several consecutive years. As of 2021, a total of 46 performances have been held, with more than 150,000 people benefited.



▲“福彩文化进乡村与社区”活动现场  
The “Welfare Lottery Cultural Shows in Villages and Communities” activity

开展志愿服务  
Organizing Volunteer Services

中福彩中心及各省级福彩中心积极践行“奉献、友爱、互助、进步”的志愿服务精神，组织开展各类公益活动，鼓励和支持各级福彩员工踊跃参与，积极奉献爱心。

CWLIMC and provincial branches actively practice the volunteer spirit of dedication, friendship, mutual assistance and progress through organizing a variety of public welfare activities, and encourage employees at all levels to participate in the activities and spread their love.

◎山西省福彩中心联合各市民政局敬老院、养老院开展“福彩公益季，爱洒幸福院”公益活动，为老年人进行眼健康科普知识讲座及眼健康检查。2021年，在7市35县84乡镇为3万人开展了420场义诊。

Shanxi Welfare Lottery Center launched a welfare activity in public welfare lottery season with elderly homes and nursing homes under the bureaus of civil affairs of each city to provide lectures on eye health knowledge and eye examinations for the elderly. In 2021, 420 sessions of free clinics were held for 30,000 attendants at 84 townships, 35 counties and 7 cities.



▲“福彩公益季，爱洒幸福院”公益活动现场  
The public welfare activity in public welfare lottery season



◎7月，福建省福彩中心组织交通志愿者在人行主干道上引导过往行人遵守交通规则，劝导纠正行人乱穿马路、闯红灯、乱停乱放等不良行为。在志愿者们

In July, Fujian Welfare Lottery Center organized traffic volunteers to guide pedestrians to follow traffic rules and correct their misbehaviors such as jaywalking, running a red light and random parking. The jammed traffic was much improved thanks to volunteers' efforts.



▲福建省福彩中心志愿者引导行人有序穿越马路  
Fujian Welfare Lottery Center's volunteer guides pedestrians to cross roads orderly

◎10月18日，面临严峻复杂的防控形势，宁夏福彩中心成立志愿者队伍，先后组织46名党员、职工赴居民区支援疫情防控工作，用点滴力量的汇聚，筑牢疫情防控的“铜墙铁壁”。

On October 18, facing the grave and complex COVID-19 control situation, Ningxia Welfare Lottery Center formed volunteer teams and dispatched 46 Party members and employees to the residential area to assist COVID-19 control, uniting every drop of power to build an iron wall of COVID-19 fight.



▲宁夏福彩中心志愿者队伍参加疫情防控  
Ningxia Welfare Lottery Center's volunteer team participates in local COVID-19 fight



◎11月20日，青海省福彩中心志愿服务团队为宁市湟中区上新庄镇七家庄村留守儿童举办了以“植根公益土壤，让留守儿童展开心灵繁花”为主题的公益活动，安排专业心理辅导老师通过做游戏、一对一交流等方式帮助孩子们解决情感和心理问题。

On November 20, the volunteer service team of Qinghai Welfare Lottery Center held a public welfare activity of "Dedicating to Public Welfare, Providing Mental Care for Left-behind Children" for the left-behind children in Qijiazhuang village, Shangxinzhuan County, Huangzhong District, Xining City. The team arranged professional psychological counselors to help children solve emotional and psychological problems through gaming and one-to-one communication.



▲“植根公益土壤，让留守儿童展开心灵繁花”活动现场  
“Dedicating to Public Welfare, Providing Mental Care for Left-behind Children” activity

# 促进低碳发展 共建绿水青山

## Boosting Low-carbon Development, Jointly Safeguarding Lucid Waters and Lush Mountains

生态兴则文明兴，生态衰则文明衰。中国福利彩票坚持“绿色生态、健康生态、可持续生态”，落实国家关于生态文明建设的要求，完善环境管理，践行绿色发展，倡导环保，努力建设人与自然和谐共生的美丽中国。

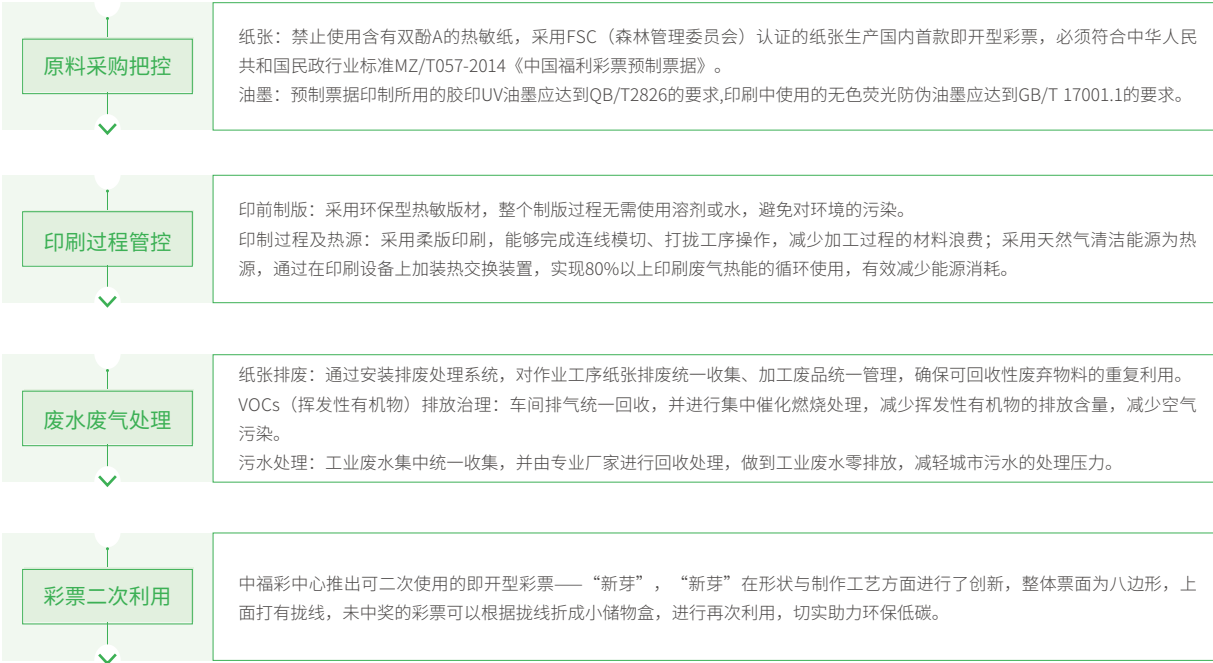
The rise or fall of a civilization is closely tied to its relationship with nature. Committed to building a green, healthy and sustainable ecological system, CWL implements the national requirements on ecological conservation, upgrades environmental management and practices green development when advocating green philosophy, in an effort to build a beautiful China in which human and nature coexist harmoniously.

### 完善环境管理

中国福利彩票将绿色发展理念融入日常经营中，持续完善环境管理机制，实施从彩票印刷到二次使用、回收销毁全流程的环保措施，致力于污染防治、资源循环，为环境保护不断努力、贡献力量。

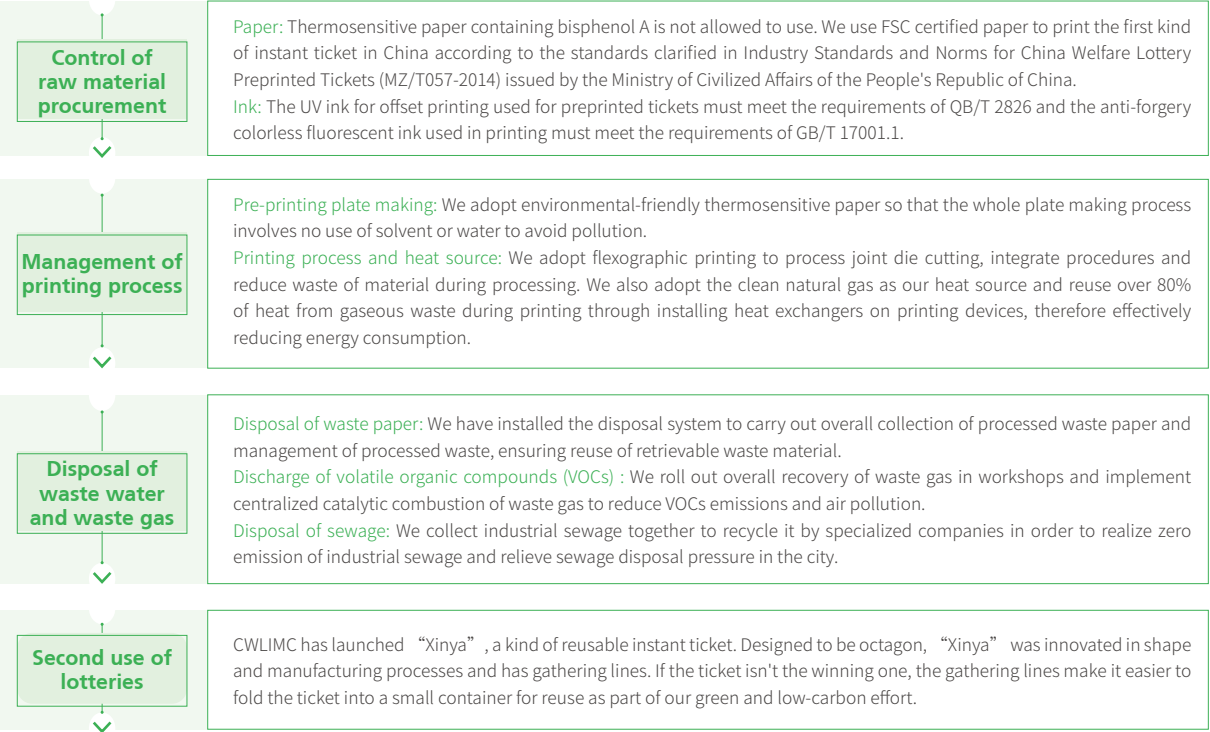
### Improving Environmental Management

CWL integrates the green development into daily operations and continuously improves environmental management mechanism. We implement whole-process green measures from lottery printing, second use, recycling to destruction and dedicate to pollution control and resource recycling, thus contributing to environmental protection.



▲绿色彩票全生命周期





▲ Whole-life cycle of green lotteries

彩票绿色印刷

Green Printing of Lotteries

中福彩中心执行《中国福利彩票预制票据行业标准》规定，要求预制票据原纸禁止使用含有双酚A的热敏纸，从源头防治污染；采用FSC（森林管理委员会）认证的纸张生产国内首款即开型彩票，致力支持环保事业。

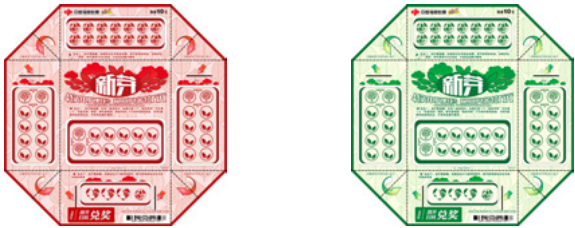
In compliance with the regulations in the *Industry Standards and Norms for China Welfare Lottery Preprinted Tickets*, CWLIMC forbids the use of the thermosensitive paper containing bisphenol A as the body paper for preprinted tickets, as a way to control pollution from the source. It uses FSC certified paper to print the first kind of instant ticket in China to support the envirnomental cause.

彩票二次使用

Second Use of Lotteries

中福彩中心推出可二次使用的即开型彩票——“新芽”。该彩票以“环保”为主题，其中的绿叶、树苗等绿色设计元素象征生机，提醒大家爱护环境、保护绿色。“新芽”在形状与制作工艺方面进行了创新，整体票面为八边形，上面打有拢线，可根据拢线折成小储物盒，方便彩票二次使用，切实助力环保低碳。

CWLIMC has launched “Xinya”, a kind of reusable instant ticket themed with environmental protection. Its design elements, such as green leaves and saplings, remind lottery buyers to protect the environment. Designed to be octagon, “Xinya” was innovated in shape and manufacturing processes and has gathering lines, which makes it easier to fold the ticket into a small container for reuse, which was part of our green and low-carbon effort.



废票尾票回收

Recycling of Invalidated and Stock Tickets

中福彩中心制定彩票停销、销毁的系列文件，推动各省级福彩中心进行废票尾票回收清理，并选择合格造纸企业销毁、对纸浆回收重新利用，做好资源再循环。

CWLIMC has formulated a series of documents for lottery destruction and sale suspension and promoted provincial branches to recycle invalidated and stock tickets. Qualified paper enterprises are commissioned to destroy waste tickets and recycle paper pulp.

- ◎浙江省福彩中心根据中福彩中心要求，对多年积压彩票、库存彩票、水淹彩票、破损彩票进行回收清理。2021年共回收即开票3,332箱、1,022万张、面值合计12,252万元。
- Zhejiang Welfare Lottery Center has been recycling overstocked, stock, flooded and broken tickets for years according to CWLIMC requirements. It recycled 10.22 million pieces of instant tickets in 3,332 boxes, with a total par value of RMB 122.52 million.
- ◎湖北省福彩中心根据中福彩中心工作要求，积极落实废票尾票回收工作，2021年共回收整箱彩票3,236箱，散票30箱，面值合计9,973.323万元。
- Hubei Welfare Lottery Center has been vigorously recycling invalidated and stock tickets according to CWLIMC requirements. It recycled 3,236 boxes of tickets (Full Container Load) and 30 boxes of scattered tickets, with a total par value of RMB 99.73323 million.
- ◎湖南省福彩中心为落实中福彩中心彩票停销、去库存要求，2021年回收即开票583.755万张，面值合计2,929.755万元。
- Hunan Welfare Lottery Center recycled 5.83755 million pieces of instant tickets, with a total par value of RMB 29.29755 million to suspend ticket selling and reduce inventory according to CWLIMC requirements.

厉行资源节约

Saving Resources

中国福利彩票重视资源节约、低碳减排，在绿色办公、垃圾分类等方面制定方案、实施具体措施，推动员工提升节能减排意识、形成绿色生活方式，助力构建资源节约型社会。

With a focus on resource conservation, low-carbon development and emission reduction, CWL has made plans and implemented measures to promote green office and waste sorting to raise employees' awareness of energy saving and emission reduction, help them build a green life style and contribute to a resource-saving society.

推行绿色办公  
Promoting Green Office

中国福利彩票积极践行绿色低碳办公，制定绿色办公系列政策或措施，通过推广无纸化办公、设备节能管理等措施，营造绿色办公环境，提高员工环保意识，助力节能低碳发展。

CWL vigorously practices the green and low-carbon office though initiating several green office policies and measures and advocating paperless office and energy-saving management of devices. By doing so, we aim to build a green working environment, raise green awareness and promote energy saving and low-carbon development.

为支持资源节约、低碳减排，内蒙古自治区福彩中心制定节约用纸、用水、用电等具体措施。节约用纸方面，提倡双面打印、复印，单面使用后的复印纸回收再利用为草稿纸等；节约用水方面，在卫生间盥洗室采用节水感应水龙头；节约用电方面，以节能灯代替白炽灯，下班后关闭办公室内所有的灯、空调终端、电脑、打印机等设施设备；出行方面，提倡绿色出行，较低楼层走楼梯，减少电梯使用。

In order to save energy, reduce emission and promote low-carbon growth, Inner Mongolia Welfare Lottery Center has introduced measures to save paper, water and electricity. In terms of paper saving, it advocates double-sided printing and duplication and recycling of single-sided duplicating paper as reusable scratch paper. In terms of water saving, it has adopted automatic taps in bathrooms and toilets. In terms of electricity saving, the branch has replaced incandescent lights with energy-efficient lights and rules that all electric devices and facilities including lights, air-conditioners, computers and printers must be turned off after work. In terms of travel, the branch advocates green travels and encourages staff working on low floors to take the stairs instead of elevators.

湖北省福彩中心设计了一组“绿色办公，从我做起”海报，内容涵盖节约用纸用电、美化环境等主题，风格典雅，主题突出，并在办公区宣传大屏滚动播出，营造绿色办公氛围，增强员工环保意识。

Hubei Welfare Lottery Center designed a set of “Green Office Starts with Me” posters whose contents covered energy and paper saving, landscaping and so on. The posters had an elegant style and eye-catching theme and were broadcast on the publicity LCD in office area to help foster a green office atmosphere and raise employees’ green awareness.

四川省福彩中心通过网络视频手段开展线上会议，全年召开视频会议109次，切实助力低碳减排；积极推广无纸化办公，充分利用OA互联网工作平台处理文件等，节约大量办公纸张。

Sichuan Welfare Lottery Center held 109 video conferences through online video platforms to help promote low-carbon development and emission reduction. It also advocates paperless office by handling files on Office Automation (OA) online working platform, thus saving office paper.



湖北省福彩中心“绿色办公，从我做起”系列海报  
Hubei Welfare Lottery Center’s “Green Office Starts with Me” posters

实施垃圾分类  
Implementing Waste Sorting

为实现生活垃圾减量化、资源化、无害化，减少环境污染，实现资源循环利用，中国福利彩票有序推进垃圾分类工作，制定生活垃圾分类制度，实施垃圾分类工作方案，组织员工垃圾分类环保讲座和培训，为环保事业贡献力量。

Aiming to reduce, recycle and detoxify household waste and reduce pollution, CWL upholds orderly waste sorting. We have introduced a sorting system for domestic waste, implemented targeted plans and provide themed training and lectures for employees, contributing our share to the environmental cause.

江苏省高邮市福彩中心开展垃圾分类宣传活动，向全市销售网点下发了垃圾分类知识普及指引和生活垃圾分类宣传视频，并现场开展垃圾分类数问卷调查，使居民了解什么是生活垃圾分类以及如何做到准确分类生活垃圾。

Gaoyou Welfare Lottery Center in Jiangsu Province carried out activities to communicate waste sorting and arranged publicity videos on waste sorting guidance and types of household waste sorting at sales outlets citywide. An on-site questionnaire survey about waste sorting was also launched to inform residents of what household waste sorting is and how to sort household waste precisely.

4月，海南省福彩中心组织开展“文明健康 绿色环保”活动，邀请环境保护服务中心老师进行垃圾分类相关内容培训。通过垃圾分类的意义、垃圾处理的现状、垃圾分类的方法等方面的知识与模拟互动的体验，员工增加了垃圾分类知识，提高了珍惜环境意识。

In April, Hainan Welfare Lottery Center organized an environmental protection activity in which teachers from Environmental Protection Service Center were invited to provide training on waste sorting. Employees of the provincial branch learned more knowledge about waste sorting and raised their awareness of environmental protection through learning meanings and methods of waste sorting and current situation of waste treatment, and experiencing simulated interactions.



海南省福彩中心组织开展垃圾分类环保培训  
The training on of waste sorting organized by Hainan Welfare Lottery Center



倡导环保观念  
Advocating  
Green Idea

中国福利彩票倡导环保，面向公众，多方式进行宣贯；面向自身，以身作则，用丰富志愿行动助力生态文明建设，推动社会可持续发展。

CWL resolutely advocates the green idea. On one hand, we continue to communicate the green idea with the public through multiple channels. On the other hand, we help build ecological civilization and promote sustainable social development.

宣传环保意识  
Communicating the Green Idea

中福彩中心采取多种方式向公众宣传环保意识，引导公众共建绿色家园，助力社会绿色发展，通过公众号平台、彩票站点等在地球日、环境日、低碳日等节日网络发文、张贴海报，营造环保氛围。

CWLIMC has made full use of multiple channels to communicate the green idea with the public, guide people to build a green homeland together and help boost green social development. The Center has issued online posts and put up posters on the World Earth Day, the World Environment Day and the Low Carbon Day via Wechat official account and lottery outlets to foster a green atmosphere.

◎江西省福彩中心积极倡导节能降碳和绿色发展理念，通过江西福彩官网、官微宣传环保相关知识，定期开展宣传周、宣传月等活动，使“环保”深入人心。

Jiangxi Welfare Lottery Center advocates energy conservation, carbon reduction and green development. The Center publicizes relevant knowledge of environmental protection on its official website official WeChat account and regularly launches activities such as publicity week and publicity month, so that of environmental protection can be deeply injected in people's hearts.

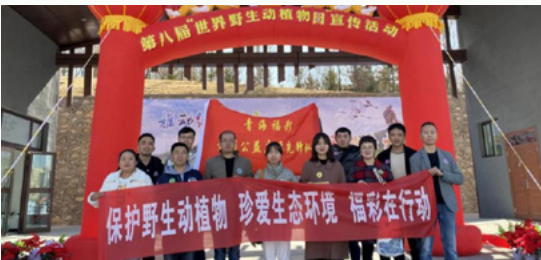
践行环保公益  
Carrying out Environmental Activities

中国福利彩票坚持“保护环境，从自身做起”，积极参与环境保护公益事业，通过开展丰富的环保志愿活动，比如植树造林、环境整治等，提升公众环保意识，建设绿色美好家园。

Upholding the principle that everyone can start environment protection, CWL engages in environmental activities and raise public green awareness by virtue of diverse green volunteer activities, such as afforestation and environment improvement, striving for a green and better home.

◎3月3日，为倡导野生动物保护，珍爱生态环境，青海省福彩中心组织员工参加“推动绿色发展，促进人与自然和谐共生”宣传志愿服务活动，展现了福彩人积极参与公益、环保事业的良好形象。

On March 3, Qinghai Welfare Lottery Center organized its employees to participate in the volunteer service campaign of “Promoting Green Development and Harmonious Co-existence between Human and Nature” to advocate protection of wild animals and care for ecological environment, which displayed a positive image of CWL staff as active participants in public welfare events and environmental protection.



▲青海省福彩中心开展“推动绿色发展，促进人与自然和谐共生”宣传志愿服务活动  
Qinghai Welfare Lottery Center's employees participate in the volunteer service campaign of “Promoting Green Development and Harmonious Co-existence between Human and Nature”

◎9月8日，浙江省福彩中心联合西溪风情社区开展“党建共建助力环境整治”志愿服务活动，清理绿化垃圾，美化社区环境，用自身行动倡导绿色家园、人人有责。

On September 8, Zhejiang Welfare Lottery Center carried out a volunteer service of “Inter-corporate Parting Building for Environmental Improvement” to dispose of waste, improve community environment and convey an idea that it's everyone's duty to advocate a green home with concrete actions.



▲浙江省福彩中心开展“党建共建助力环境整治”志愿服务活动  
Zhejiang Welfare Lottery Center carries out “Inter-corporate Parting Building for Environmental Improvement” volunteer service



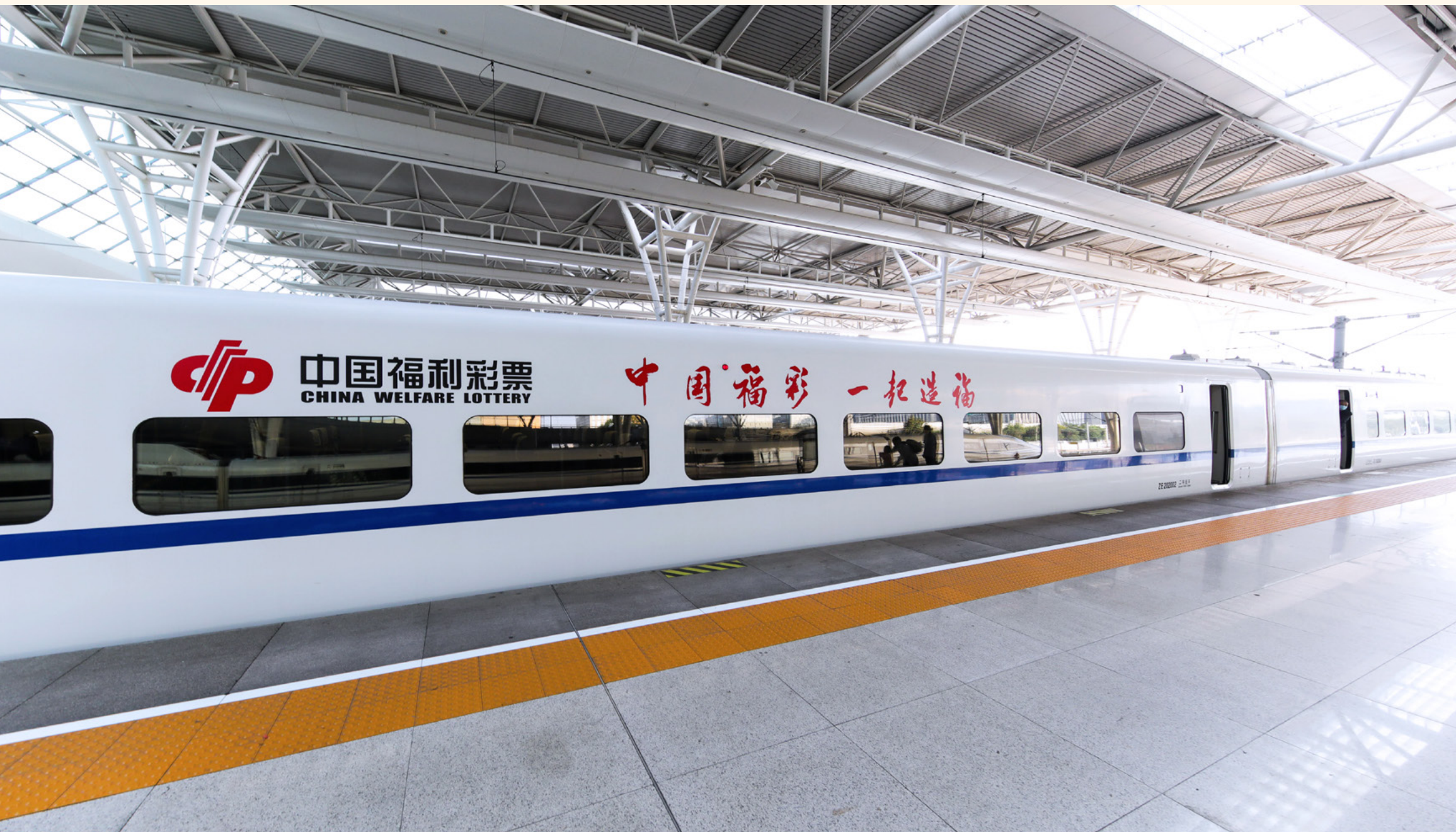
# 下篇 PART III

## 兴于阳光 业务全面发展

THRIVING IN SUNSHINE, ACHIEVING  
INTEGRATED BUSINESS DEVELOPMENT

自成立以来，中国福利彩票永葆初心不变，坚持在阳光下运行、发展，不断丰富和创新产品体系；开展责任营销与宣传，用真诚、专业的态度提供优质服务；建立健全销售渠道，优化渠道布局；在技术、资金、生产、开奖等方面强化管理，保障各项工作安全运行。

Since its establishment, CWL has stayed true to the original aspiration and mission, insisted on transparent operations and development, and constantly enriched and conducted innovation in product system; carried out responsible marketing and publicity, and provided high-quality services with an integrity and professional attitude; established and perfected sales channels, and optimized channel layout; enhanced management in the aspects of technology, fund, production, lottery drawing, and so on, guaranteeing the safe operations of various work.



发行新游戏**43**款

Launched 43 gaming products

各销售站点满意度为**95%**

Average satisfaction rate of sales outlets reached 95 percent

客户投诉解决率**99.83%**

Customer complaint resolution rate reached 99.83 percent

福彩电脑票销售网点总数为**172,047**个

Total number of CWL sales outlets for computerized lottery tickets reached 172,047



响应联合国可持续发展目标





# 提供绿色游戏 优化产品体系

## Providing Green Games, Optimizing Product System

中福彩中心实施游戏责任设计研发，按照“快乐、健康、安全”的要求设计游戏机理和玩法，加强游戏风险防控，构建起绿色多元的游戏产品，打造定位清晰、特色鲜明、协调互补、良性发展的游戏产品体系，丰富购彩者娱乐生活。

CWLIMC has conducted responsible design, research, and development of games, according to the requirements of "Happiness, Health, and Safety", and enhanced gaming risk prevention and control. Green and diversified gaming products have been launched, and a gaming product system featuring clear positioning, distinct characteristics, coordination and complementarity, and benign development has been established, aiming at enriching the entertainment life of players.

### 多元游戏产品体系

### Diversified Gaming Product System

中福彩中心依托深耕彩票行业的丰富经验和专业的研发团队，积极投入新游戏开发，构建了涵盖乐透型、数字型、即开型、基诺型等的游戏产品矩阵，满足各类购彩群体需求。

Relying on the rich experience in lottery industry and a professional R&D team, CWLIMC has intensified its efforts to develop new games, building a gaming product matrix covering Lotto games, numbers games, instant games, Keno games, etc. to meet the demands of players.

案例  
CASE

游戏产品结构更加优化  
Gaming product structure further improved

2021年，稳步扩大快乐8试点，全年销售226.83亿元，占总销量比重为15.94%，逐步显现出逐利游戏的潜力。深入挖掘即开票、双色球、3D传统游戏潜力，即开票销售281.97亿元，同比增长92.5%，创历史新高，占总销量比重为19.81%；双色球销售580.08亿元，同比增长19.84%，占总销量比重为40.77%；3D游戏销售247.06亿元，同比增长51.79%，创历史新高，占总销量比重为17.36%。总体呈现出主力游戏并驾齐驱、共同发力的产品格局，结构问题显著改善，市场平稳发展的基础更为坚实。

In 2021, the pilot program for Happy 8 was steadily expanded, and its sales reached RMB22.683 billion, taking a proportion of 15.94 percent in terms of total sales volume. The Happy 8 also gradually showed the potential of a profit-seeking game. The potential of traditional games such as instant games, Union Lotto and 3-Digit Game was further unleashed. Of that, the sales of instant games reached RMB28.179 billion, up 92.5 percent year-on-year, and the sales set a new record high, taking a proportion of 19.81 percent in terms of total sales volume; the sales of Union Lotto reached RMB58.008 billion, up 19.84 percent year-on-year, taking a proportion of 40.77 percent in terms of total sales volume; and, the sales of 3-Digit Game reached RMB24.706 billion, up 51.79 percent year-on-year, and the sales set a new record high, taking a proportion of 17.36 percent in terms of total sales volume. An overall product pattern featuring common development and joint contributions of main games was established. With significant structural improvement, the foundation was laid for steady development of the market.

中国福利彩票游戏介绍 Game Products of CWL		
类型 Type	说明 Description	特点 Features
即开型 Instant	<p>在某一固定奖组的彩票中，将中奖符号印制在彩票介质上并加以遮盖，事先公告中奖符号，购彩者选购后刮开遮盖物即可获知中奖情况的票种。</p> <p>In a lottery of fixed prize group, the winning symbol is printed on the lottery tickets, covered and announced in advance; and, the player finds out the matched symbol by scratching the cover after purchasing the lottery tickets.</p>	<p>预先印制，即买、即开、即兑；票面主题丰富，设计新颖，易上手。</p> <p>Featuring rich ticket themes, novel design, and easy to play, the instant lottery is a game that offers preprinted tickets such that when a protective coating is scratched or scraped away, it indicates immediately whether the player has won. It awards prizes on the spot.</p>
乐透型 Lotto	<p>由购彩者从M个号码中选取N个号码（M&gt;N&gt;0）组合为一注彩票进行投注，并与期结后摇出的开奖号码比对，以确定中奖情况的票种。</p> <p>A player selects N numbers from a field of M numbers (M&gt;N&gt;0) 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>游戏规则简单，投注号码、开奖号码与顺序无关；大奖中奖概率低；头奖通常采取浮动设奖方式。</p> <p>The game rules are simple; a player selects numbers, and the winning numbers are irrelevant to their order; the jackpot winning probability is low; the jackpot is usually set in a floating way.</p>
数字型 Numbers	<p>以一组自然数为投注号码，并将其与期结后摇出的开奖号码比对，以确定中奖情况的票种。</p> <p>A player selects a set of natural numbers as betting numbers to match numbers randomly drawn at a certain time after sales close to see if it is won and determine prize category.</p>	<p>游戏规则简单、玩法多样，大多采取固定设奖。</p> <p>The game rules are simple and varied, and most of them take fixed prizes.</p>
基诺型 Keno	<p>购彩者从M个数字组成的区域中任选1到N个号码（1&lt;N&lt;M）作为投注号码，从M个数字组成的区域中摇出L（M&gt;L&gt;N）个号码作为中奖号码，根据投注号码与中奖号码相同号码的个数确定中奖情况的票种。</p> <p>Keno is a game in which a player can choose how many numbers they want to pick to match. They can select 1 up to N numbers from a field of 1 to M (1 N M) as a bet. Usually, the drawn numbers are bigger than the number players select.</p>	<p>中奖号码不唯一、玩法多样、容错率高。</p> <p>The winning numbers are not unique, the gameplay is diverse, and the error tolerance is high.</p>

责任游戏创新设计

Innovative Design  
for Responsible  
Games

中福彩中心严格遵循彩票管理相关法规，开展游戏产品设计，保证合法合规；坚持以购彩者需求为导向、兼顾博弈性和安全性、通俗易懂易操作等原则，不发行销售博弈性强、成瘾性强的彩票游戏，并运用各种工具防范、控制风险，从游戏机理和技术上防范非理性购彩行为的发生。

CWLIMC strictly follows the laws and regulations relating to lottery administration, and ensures legal compliance in gaming product design; insists on the orientation of meeting the demands of players, pays equal attention to gaming and safety, and sticks to the principles of easy to understand and easy to play. Lottery games featuring high risks and strong addictive nature are prohibited to issue and sell. Various tools have been used to prevent and control risks. Efforts have been intensified to prevent irrational lottery purchase behaviors from the aspects of gaming mechanism and gaming technology.

游戏风险评估

Risk Assessment  
of Games

针对每款新游戏，中福彩中心都会制定科学的风险控制方案，通过机制、技术、管理和设计有效防控风险；引入专业的评估工具——Gamgard，对已上市的游戏及新开发游戏进行风险评估。2019-2021年，中福彩中心对超过30款彩票游戏进行了测评，有效控制了市场风险及社会风险。

For each new game, CWLIMC will develop a scientific risk control plan, and effectively prevent risks through mechanisms, technologies, management and design. Gamgard, a professional rating tool, has been introduced to conduct risk assessment for the launched games and the newly developed games. In 2019-2021, CWLIMC assessed more than 30 lottery games, which effectively controlled the market and social risks.

案例  
CASE

2021年即开型福利彩票游戏征集活动  
CWLIMC conducts call for instant lottery games campaign

为更好地丰富即开票游戏品种，更有针对性地促进即开票区域市场发展，中福彩中心开展了2021年即开票游戏征集活动，各省级福彩中心将活动同本地特色文化有机结合，精心设计推出具有地方特色的即开票游戏。

To further enrich the instant gaming products, and promote the regional development of those lotteries, CWLIMC conducted the 2021 call for instant lottery games campaign. The provincial welfare lottery centers integrated the activity with local distinct culture organically, launching carefully designed instant gaming products with local characteristics.

☉为进一步丰富即开票游戏，传播优秀文化，增强销售站点创新经营、持续发展的信心，湖南省福彩中心2021年先后上市“美好生活”和“沁园春·长沙”两款即开票游戏。

▲即开票游戏画面  
Instant ticket game screen

☉“大美新疆”地方特色即开票游戏是由新疆维吾尔自治区福彩中心自主申报，经财政部批准的一款体现新疆文旅特色、弘扬公益的即开票游戏。

▲即开票游戏画面  
Instant ticket game screen

保护游戏知识产权

Protection of  
Game IPRs

为了更好地保护中国福利彩票的形象，中福彩中心积极响应国家知识产权战略，在对各类品牌进行商标注册保护的同时，也注重对自身其他智力成果的保护，制定《中福彩中心商标管理办法》；规范商标管理工作；持续监控商标运行情况，确保安全；完成了116件刮刮乐版权和3项软件著作权登记工作。

To better protect the image of CWL, CWLIMC has taken initiative to respond to the national intellectual property rights (IPRs) strategy. While protecting its all types of brands with trademark registration, CWLIMC has also paid attention to the protection of its other intellectual achievements. The Measures for the Administration of Trademarks of CWLIMC has been developed to regulate the trademark management. The trademark operations have been constantly monitored to ensure safety and completed 116 scratch-off ticket copyrights and 3 software copyright registrations.

The figure displays a Gamgard risk assessment report for the 'Double Color Ball' lottery. It features a sunburst chart on the left where each segment's size corresponds to a risk factor's score. To the right, a table lists 14 risk factors with their respective scores and modal scores. Below the table, another section lists 'Responsible Gaming Features' with their scores. A green button at the bottom left allows users to 'Export as PDF', and another at the bottom right says 'Edit Results'. A small disclaimer at the bottom right explains the modal score calculation.

Game Risk Factors	
Your Scores	Modal Scores
1. Event Frequency: 16	20 (45%)
2. Multi Game: 2	4 (38%)
3. Fixed/Variable Stake: 8	2 (90%)
4. Prizeback: 4	4 (81%)
5. Jackpot: 4	4 (42%)
6. Near Win: 0	4 (66%)
7. Continuity: 0	0 (70%)
8. Accessibility: 2	6 (79%)
9. Payment Options: 1	6 (61%)
10. Illusion of Control: 0	0 (96%)

Responsible Gaming Features	
11. Pop-up Reminders: 0	0 (90%)
12. Spend Limits: 0	0 (82%)
13. Time Limits: 0	0 (96%)
14. Feedback Tools: 0	0 (82%)

▲Gamgard “双色球”测评报告  
Rating report on Union Lotto by Gamgard

76

77



理性营销宣传 提供优质服务

Conducting Rational Marketing and Publicity,  
Offering High-Quality Services

福利彩票是国家特许发行销售的彩票，合理的消费对于造福国家与人民具有重要意义。中国福利彩票始终重视加强理性购彩宣传，正面引导民众，致力于打造优质购彩环境，不断优化购彩者服务，提升形象和品牌。

In China, welfare lottery is issued and sold under the special permission of the State Council. And rational consumption is of great importance to the benefits of the country and its people. CWL has always attached importance to enhancing the publicity of rational lottery purchase, guided the public positively, intensified its efforts to create a good and high-quality lottery purchase environment, constantly improved the services for players, and fostered its image and brand.

实施责任营销

Carrying out  
Responsible  
Marketing

中国福利彩票坚持将公益属性作为负责任的营销宣传的第一要素，借助微博、微信、抖音等新媒体技术多种渠道宣传责任彩票，引导公众理性购彩，树立责任形象。

CWL insists on taking the public welfare as the most important element of responsible marketing and publicity. Through the new media platforms such as Weibo, WeChat and Douyin, CWL has intensified its efforts to publicize responsible lottery, and guided the public to purchase lottery tickets rationally, aiming at establishing an image of responsibility.

开展责任宣传  
Conducting Responsible Publicity

中国福利彩票是负责任的彩票，中国福利彩票机构是负责任的彩票机构。在宣传过程中，中国福利彩票严格遵守《广告法》等规定，确保合法合规开展营销宣传；注重利用多种渠道、方式展现福利彩票的公益性、公平性和公正性，杜绝虚假和失实宣传，不进行诱导性、刺激性宣传，引导公众理性、适度购彩。

CWL is a responsible lottery. CWL institutions are responsible institutions. In the publicity campaigns, CWL has strictly followed the Advertising Law of the People’s Republic of China, ensuring legal compliance in conducting promotion and marketing; focused on using multiple channels and methods to demonstrate the public welfare, fairness and impartiality of the welfare lottery; prohibited false, misleading, inducing and stimulating publicity; and guided the public to purchase lottery tickets rationally and appropriately.

中国福利彩票营销宣传准则  
Marketing and Promotion Principles of CWL

●不以中奖为主旨  
Do not take prize winning as the main purpose

●不向未成年人售卖和宣传彩票  
Do not sell and advertise lottery tickets to minors

●在宣传中明确彩票的风险性，说明彩票不是投资产品  
Do make clear the risky nature of lotteries in publicity and explain that lotteries are not investment products

●在宣传中，融入理性购彩的劝导语和警示语  
Do integrate persuasive words and warnings of rational lottery purchase in publicity

●在推介新游戏时，不作中奖宣传和诱导性宣传  
Do not promote prize winning and inducing publicity when launching new games

●以弘扬传统文化精神、国家核心价值为正面导向  
Do take the promotion of the spirit of traditional culture and national core values as a positive orientation

●规范宣传物料制作，出台《关于进一步规范中国福利彩票营销宣传物料制作工作的指导意见》，分视频、音频、平面三类提出规范化要求，并就标识使用等提出了要求，加强了统一指导  
Measures were formulated to regulate the production of publicity materials; and the released Guiding Opinion on Further Regulating the Production of Marketing and Publicity Materials for China Welfare Lottery put forward standardization requirements for the production of video, audio and print materials, as well as the logo use, enhancing the unified guidance.

●不使用刺激性广告刺激公众  
Do not use stimulating advertising to attract the public

▲福彩刮刮乐《山海情》“创意中插”营销荣获IAI传鉴国际广告奖内容营销优秀奖  
The creative mid-roll advertising of welfare lottery “Guaguale” in the TV series Minning Town won the content marketing excellence award of the IAI Awards

▲请扫描二维码观看《山海情》视频  
Please scan the QR code to watch Minning Town

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倡导理性购彩  
Advocating Rational Lottery Purchase

中国福利彩票倡导理性购彩理念，引导公众在不影响正常生活的情况下购买彩票、奉献爱心；通过张贴警示标志、组织理性购彩教育讲座、发放理性购彩宣传教育手册、制作风险控制方案宣讲视频以及口头提醒等方式，加大对理性购彩的宣传力度；开通救助热线，营造“参与公益、理性购彩”的健康购彩环境。



CWL advocates rational lottery playing idea and has guided the public to buy lottery tickets and contribute to the society without affecting their normal life; intensified its efforts to publicize rational lottery purchase through various means such as posting warning signs, organizing rational lottery purchase education lectures, distributing rational lottery purchase publicity and education manuals, production of risk control plan presentation video and using verbal reminders; and, set up help hotlines, and strived to create a healthy lottery purchase environment featuring public welfare engagement and rational play.

案例  
CASE

山东省福彩中心强化理性购彩宣传引导  
Shandong Welfare Lottery Center enhances rational lottery purchase publicity

山东省福彩中心充分利用媒体平台进行理性购彩宣传，积极倡导理性购彩：

Shandong Welfare Lottery Center, making full use of media platforms, takes the following measures to promote rational purchase of lottery tickets:

◎规范自有媒体和合作媒体的宣传行为，杜绝出现诱导性用语，避免出现对投注者产生刺激的宣传。在传统媒体版面、“两微一端”和网站页面等醒目位置设置警示图片或警示语。

To regulate publicity and publish warning pictures and messages on its own media platforms and its media partners, including traditional media, WeChat, Weibo, news Apps, web pages, etc., with a view to prohibit inducing words and images which stimulate people to buy lottery tickets irrationally.

◎利用自有媒体和合作媒体开展“公益宣传月”等专题宣传活动。

To carry out “public welfare publicity month” and other themed activities through its own media platforms and its media partners.

◎针对追号现象，及时组织理性购彩专题宣传，发布限购限赔风险警示提示，制作并发布理性购彩视频、海报及宣传稿件。

To conduct publicity on rational purchase of lottery tickets, and publish warning messages on risks of purchase and compensation restrictions as well as video, posters and articles promoting rational purchase on a timely manner, to prevent repeated purchase of tickets with the same numbers.

◎组织开展游戏、玩法、投注方式的宣传，引导、帮助和保护购彩者。

To organize and conduct publicity on rules of lottery games and methods of playing and betting to guide, help and protect lottery players.

▲扫码观看山东省福彩中心理性购彩小视频  
Please scan the QR code to watch the short video themed rational lottery purchase produced by Shandong Welfare Lottery Center

小知识：非理性购彩的危害有哪些？  
Tips: Consequences caused by irrational purchase of lottery tickets

带来经济压力  
Causing financial stress

频繁的大额购彩行为会给购彩者造成极大的经济压力，严重者甚至会导致借款、贷款购彩等可能影响自身和家庭生活的行为。

Frequent purchase of lottery tickets in large amounts can result in financial stress and even loans, which will affect the life of the player himself/herself and his/her family.

易影响工作事业  
Affecting the player's work and career

购彩者对购彩投入过多的时间和精力，导致无心工作，易对其事业发展造成负面影响。

Putting too much time and energy on lottery games can result in sloppy work and damage to the player's career.

危害身体健康  
Harming health

因过度购彩产生的焦虑情绪、自责情绪，未中奖后产生的失落情绪等，都容易危害购彩者的心理健康，甚至引发生理问题。

Anxieties and remorse for buying too many lottery tickets too often and disappointment due to not winning the lottery prizes can harm the mental health of the player and even cause physiological disorders.

破坏家庭和谐  
Destroying family harmony

因沉溺于彩票而造成家庭内部冲突，影响家庭和谐。

Indulging in lottery games can cause family conflicts and affect family harmony.

创新营销方式  
Carrying out Marketing Innovation

中国福利彩票坚持在创新中求发展，在创新中谋未来。通过一系列品牌化、娱乐化、精准化的“线上+线下”营销活动，让购彩者在体验福彩带来乐趣的同时，增加对福利彩票的了解，提升福彩的社会公众认知度和影响力。

CWL is dedicated to pursuing development and a bright future through innovation. Series of targeted marketing activities which highlight its brands and entertainment are carried online and offline to bring fun and pleasure to players, increase their knowledge of welfare lottery games, and raise public awareness and influence of CWL.



案例  
CASE

“中国福利彩票” 高铁专列温暖启程  
CWL high-speed train launched

为传播福彩文化，讲述福彩故事，中福彩中心携手中国高铁推出的“福彩号”专列于4月正式启程，从北京南站出发，途经天津、济南、徐州等20余个城市，累积曝光1.7亿次，不仅为旅客们营造了公益的氛围，而且倡导公众参与公益、支持公益。这次合作，既是一次汇聚速度与温度的再出发，也是一次“福彩+高铁+公益”跨界融合的新探索。

China Welfare Lottery named high-speed trains were put into service in April 2021 to spread the culture and tell the stories of CWL. The trains start from Beijing South Railway Station and stop in more than 20 cities such as Tianjin, Jinan and Xuzhou, and accumulating 170 million exposures. It not only fosters a public welfare atmosphere for passengers, but also encourages and supports public welfare activities. The cooperation between CWL and China Railway Corporation (CRC) not only enables the integration of speed and warmth, but also explores the possibility to bring CWL, high-speed trains, and public welfare together.





▲ “福彩号” 专列  
"Welfare Lottery" special train

案例  
CASE

2021年快乐8游戏、双色球游戏派奖活动  
2021 Prize awarding activities of Happy 8 and Union Lotto

中福彩中心先后于6月和11月开展快乐8游戏、双色球游戏派奖活动，回馈广大购彩者。活动激励网点通过派奖活动扩大销售、增加收入，进一步落实了稳网点、稳市场的要求，也提升了快乐8、双色球游戏的品牌形象。

The CWLIMC successively launched the Happy 8 and Union Lotto in June and November to give back to lottery customers. In the activity, outlets were encouraged to expand sales and increase revenue through the awarding activities, which further fulfilled the requirements of stabilizing outlets and the market, and also enhanced the brand image of Happy 8 and Union Lotto.




▲快乐8游戏、双色球游戏派奖  
Awarding Prizes of Happy 8 and Union Lotto

案例  
CASE

2021年快乐8游戏抖音挑战赛  
2021 Happy 8 Challenge on Douyin

6月7日，中福彩中心在抖音短视频平台开展以“舞力全开，抖出你的快乐8”为主题的抖音挑战赛活动，将快乐8游戏品牌与新媒体深度融合，得到了广大社会公众特别是年轻群体的广泛关注、积极参与，参赛作品超过33万个，累计播放量达11亿次，在抖音平台同期活动中获得参与量和播放量“双冠军”，塑造了快乐8游戏“健康、快乐、年轻、有趣”的品牌形象。

On June 7, 2021 CWLIMC launched a challenge on the Douyin with the theme of "Dance to Unleash Your Happy" on the Douyin, also recognized as TikTok, a short-video social platform. It has attracted extensive attention and active participation of the general public, especially young groups by embedding the brand of Happy 8 Game into the new media. The Challenge received more than 330,000 entries, with a total of 1.1 billion views. It became become a Double Crown in terms of participation and video playback among the activities held during the same period, shaping a "healthy, happy, young and interesting" brand image of the Happy 8 Game.



▲抖音挑战赛海报  
Poster of the Challenge on Douyin

案例  
CASE

双色球公益主题营销活动  
Union Lotto Charitable Marketing Campaign

7月1日—8月16日，中福彩中心联合各省级福彩中心开展双色球公益主题营销活动，活动内容包括拍摄公益主题宣传片、以儿童福利院孩子们的画作为元素设计制作公益纪念品、开展销售网点点亮活动、绘制全国福彩公益地图等。活动得到各地的积极响应、销售网点的热情参与、社会公众的广泛好评，参与人次达74万，提升了福利彩票的关注度和品牌价值。

From July 1 to August 16, CWLIMC and provincial welfare lottery centers launched a Union Lotto Charitable Marketing Campaign, including shooting charitable promotional videos, designing souvenirs with the children's paintings as elements, carrying out sales outlets activities, and drawing a national welfare lottery map, etc. The event received positive responses from all over the country and wide acclaim from the public with active participation of sales outlets, with a total of 740,000 participants. It enhanced the visibility and brand value of the welfare lottery.





▲画作及公益纪念品  
Paintings and charitable souvenirs



案例  
CASE

内蒙古自治区福彩中心即开票“百店联动，千人齐刮”营销活动  
Inner Mongolia Welfare Lottery Center has carried out the marketing activity of "100 stores linked, 1000 people scraping together"

7月18日起，内蒙古自治区福彩中心开展即开票“百店联动，千人齐刮”营销活动，整合线下实体销售站和线上新媒体资源，以“1+N”的直播形式，营造出“实时互动刮奖、万人在线围观”的氛围。活动期间，多个地市的订购额刷新全国纪录。10月，在整合前期经验的基础上，活动升级为“千店联动、万人齐刮”即开票联销直播刮奖模式。

Since July 18, Inner Mongolia Welfare Lottery Center has carried out the marketing activity of "100 stores linked, 1000 people scraping together", integrating offline physical sales stations and online new media resources, and creating an atmosphere of "real-time interactive scraping and 10,000 online onlookers" in the form of "1+n" live broadcast. During the event, the subscription amount of several cities broke the national record. In October, on the basis of integrating the previous experience, the activity was upgraded to the "linkage of thousands of stores and scraping of 10,000 people", that is, the billing and joint marketing live broadcast scraping mode.



▲ “百店联动，千人齐刮”活动现场  
"100 stores linked, 1000 people scraping together" activity site

提升购彩者服务

Improving  
Services for  
Players

中国福利彩票立足购彩者需求，持续完善购彩者服务体系，从“硬件”和“软件”两方面入手，优化购彩环境和兑奖方式，严格保护购彩者信息，畅通投诉沟通渠道，并开展“神秘顾客”市场监测项目，重点查找零售商在销售、服务、环境、管理等方面存在的问题，提出有针对性的解决方案，切实为购彩者提供优质服务。

To meet the players' needs and provide excellent services, CWL is dedicated to improving its service system. To this end, CWL, starting from both the "hardware" and "software", improves lottery purchase environment, and optimizes prize claiming procedures, strictly protects personal information of players, makes its complaint and communication channels more reasonable; and commissions "secret customers" to inspect retailers and propose targeted solutions for issues identified in the sales, services, environment, management and other aspects of the retailers.

优化购彩环境

Optimizing Lottery Purchase Environment

销售场所是中国福利彩票的形象窗口，各省级福彩中心陆续开展网点星级评定工作，督促网点业务设施改善及购彩环境的优化，进一步提升福利彩票品牌建设和公益形象。

Lottery retail stores are windows showing the brand image of CWL. The provincial welfare lottery centers have launched their star-rating programs successively to drive retailers to improve their facilities and environment, further increasing the brand awareness for CWL and promoting its image as an institution dedicated to public welfare.

◎3月29日，上海市福彩中心启动代销站点星级评定工作，参加评定的2,757个代销站点最终评出五星级代销站点186个、四星级代销站点170个、三星级代销站点755个、二星级代销站点1,131个、一星级代销站点515个。

On March 29, Shanghai Welfare Lottery Center started the star rating of its retailers. Among the 2,757 retailers, 186 earned a 5-star rating, 170 a 4-star rating, 755 a 3-star rating, 1,131 a 2-star rating, and 515 a 1-star rating.

◎6月18日，天津市福彩中心组织开展“抵制非法彩票 营造健康的购彩环境”宣传活动，通过发放宣传手册、设立咨询台等形式宣讲彩票和非法彩票等相关知识，号召抵制非法彩票，规范彩票市场秩序，净化购彩环境。

On June 18, Tianjin Welfare Lottery Center carried out a publicity campaign to spread lottery knowledge and information about illegal lottery games and call for saying no to illegal lottery games and creating a regulated and sound environment for lottery players by means such as distributing brochures and providing counseling services.



▲天津市福彩中心工作人员现场发放宣传单  
Employees of Tianjin Welfare Lottery Center distributed publicity brochures



应对购彩者投诉  
Handling Complaints of Players

中国福利彩票坚持以购彩者为中心，优化购彩者沟通机制，积极回应购彩者诉求，倾听购彩者声音，提升客服服务质量，同时不断探索增值服务方式，提升购彩者满意度。2021年，中福彩中心热线咨询投诉总量为282,664次，投诉回复率100%，投诉回复满意度为95.4%。

Insisting on the idea of player-oriented, CWL has optimized its communication channels with players, actively responded to players' demands, listened to players carefully, improved the quality of its customer services, and explored ways of providing value added services to improve customer satisfaction. In 2021, CWLMC received 282,664 pieces of complaints in total, 100 percent of which were responded with a satisfaction rate reaching 95.4 percent.

案例  
CASE

合肥市福彩中心积极应对购彩者投诉  
Hefei Welfare Lottery Center actively responded to players' complaints

11月，合肥市福彩中心接到彩民投诉合肥市34010006号网点违规摆放赌博机，合肥市福彩中心对站主进行约谈和处罚，该站主认识到错误，积极配合整改。合肥市福彩中心将持续加强站点管理，积极为彩民提供健康的购彩环境。

In November, Hefei Welfare Lottery Center received a complaint from lottery people about illegal placement of gambling machines at Hefei 34010006 outlet. Hefei lucky lottery center interviewed and punished the station owner. The station owner recognized the error and actively cooperated with the rectification. In the future, Hefei Welfare Lottery Centerr will continue to strengthen site managemen and actively provide a healthy lottery environment for lottery people.

案例  
CASE

深圳市福彩中心推出线上客服系统  
Shenzhen Welfare Lottery Center launches online customer service system

7月，深圳市福彩中心在官微上线“线上客服”功能模块，该功能拥有智能机器人接待和人工接待两种模式，通过“人工+智能”的全天候线上客服系统，畅通购彩者沟通渠道，做到“一般问题马上办、当天完结，特殊问题重点办、尽快完结”，不断提升购彩者满意度。

In July 2021, Shenzhen Welfare Lottery Center launched the “online customer service” module in its official WeChat account. The module, supporting 24-hour customer service provided by robots and customer service representatives, makes customer communication channels more reasonable and enables immediate handling of general issues and resolution of them on the same day, as well as handling of special issues in priority and resolution of them as soon as possible, greatly improving customer satisfaction.

方便购彩者兑奖  
Facilitating Prize Claim

兑奖便利性是客户购彩体验的重要组成部分。各省级福彩中心出实招、办实事，通过整合资源改造兑奖大厅、引入专业兑奖设备等方式，缩短兑奖时间，让购彩者享受到更舒适、贴心的兑奖服务。

Convenient prize claim enables wonderful customer experience. The provincial welfare lottery centers make concrete efforts, such as renovating prize claim halls by integrating resources available and using professional prize claim equipment, to shorten the time of prize claim and provide players with much more comfortable and considerate services.

案例  
CASE

重庆即开票扫码兑奖程序优化  
Optimizing the programs of scanning for the prize payment of instant tickets in Chongqing

该项目基于即开票扫码兑奖，开发声光电结合的中奖展示画面，借此丰富站点娱乐化元素，并吸引更多新彩民关注。

项目针对需要在实体投注站进行即开票扫码兑奖的用户。用户需要首先使用微信扫一扫登录中心注册页面，完成注册，该步骤主要用于将兑奖款返还至彩民账户。注册后，彩民再次扫码即可使用注册账户自动登录游戏，游戏界面也会提示彩民插入需要兑奖的即开票。彩民根据引导，将需要兑奖的即开票插入扫描器插口，后端平台将兑付该即开票的中奖奖金。中奖奖金的展示过程，融入了公益宣传画面，当前版本以“助残”为主，并紧接着展示该票的中奖情况。彩民在兑付完所有需要兑付的即开票后，可以点击机具上的推出按钮推出兑奖展示程序，之后系统将根据注册信息将中奖金额兑付至彩民账户中。

Based on scanning for prize payment of instant tickets, the project develops a winning display screen combining sound and light to enrich the entertainment elements of the station and attract more attention of new lottery customers.

The project is targeted at the users who need to scan the QR code for prize payment at the physical betting station. Users need to use WeChat to scan the registration interface of the login center to complete the registration. This step is designed to return the prize amount to the customer's account. After registration, the customers can use the registered account to automatically log into the game by scanning the code again, and the game interface will also prompt the customer to insert the instant ticket required for prize payment. Following the guidance, the customer inserts the instant ticket into the scanner socket, and the back-end platform will pay the winning prize of the instant ticket. The display process of the prize is integrated into the public welfare publicity screen, in which, the current version focuses on "assisting the disabled", followed by displaying whether the ticket is the winning prize. After the customer paid all the instant tickets that need to be paid, he/she can click the “display” button on the machine for the display programs of the prize payment, and then the system will pay the prize amount to the customer's account according to the registration information.

◎2021年，青海省福彩中心设立综合服务大厅，极大简化了兑奖流程：购彩者只需在大厅办理兑奖业务即可，且奖金通过网上银行转账，避免了中奖者来回奔波，受到一致好评。

In 2021, Qinghai Welfare Lottery Center put a comprehensive service hall into use, greatly simplifying its prize claim procedures and enabling winners to go through the procedures just in the hall and get their payout via online bank transfer, which were well received by the players.



▲青海省福彩中心综合服务大厅  
Comprehensive service hall of Qinghai Welfare Lottery Center

购彩者信息保护  
Protecting Information of Players

中国福利彩票坚持做好购彩者信息保护工作，教育和督促广大代销者保护购彩者个人信息。未经中奖者同意，福彩机构、代销者以及其他因职务或者业务便利知悉彩票中奖者个人信息的人员，均不得擅自公开中奖者身份。

CWL insists on doing a good job of protecting the information of lottery players, and educates and urges all retailers to protect the personal privacy of their customers. Without the consent of the prize winner, lottery institutions, retailers and other persons who know the personal information of the prize winner due to their duties or business convenience shall not disclose the identity of the winner.

优化渠道建设 形成科学布局

Optimizing Channel Construction,  
Establishing Scientific Layout

面对游戏政策调整、疫情防控常态化、监管力度持续加强的挑战，中国福利彩票紧紧围绕稳定规模、拓展渠道、加强管理以及实体店规范化建设等重点工作。

In face of the challenges of continuous adjustment of gaming products, normalization of pandemic prevention and control, and continuous strengthening of supervision, CWL has tightly focused on the key work objectives of stabilizing the scale, expanding channels, strengthening management and standardizing the construction of physical stores.

稳定渠道规模

Stabilizing  
Channel Size

2021年，针对高频游戏停售、疫情反复的局面，中福彩中心印发《关于调整中国福利彩票销售终端设备押金的通知》，指导各地通过减免销售终端设备押金或调整设备押金使用方式等手段，减轻销售网点经营负担。在各地的共同努力下，全年为销售网点减免或退还设备押金合计约4.37亿元。部分省级福彩中心通过阶段性提高代销费比例，“以奖代补”“以赛代补”等方式为网点增收，有效缓解代销者经营压力，同时通过降低准入门槛等政策，稳定实体店规模，保障市场平稳。截至2021年底，中国福利彩票共拥有实体销售网点173,411个。

In 2021, in response to the unfavorable situation of the suspension of high-frequency games and recurrent outbreaks of the pandemic, CWLIMC issued the "Notice on Adjusting the Deposit of China Welfare Lottery Sales Terminal Equipment", instructing all localities to reduce the operating burden of sales outlets by reducing or exempting sales terminal equipment deposits or adjusting the use of equipment deposits. With the joint efforts of various places, the total amount of equipment deposits was reduced or refunded for sales outlets of about 437 million yuan throughout the year. Some provincial welfare lottery centers have increased the proportion of agency sales fees in stages, increased revenue effectively and alleviated the pressure of operation on retailers by "replacing compensation with awards" and "substituting compensation with competitions", and stabilized the scale of physical stores to ensure a stable market through policies such as lowering the entry threshold. As of 2021, CWL had a total of 173,411 physical sales stores.

实施站点补助  
Subsidizing Sales Outlets

为切实稳定福彩销售市场，各省市福彩中心以“站点补助”的形式帮助代销者积极应对经营困难，稳定队伍人心，帮扶销售网点共渡难关。

In order to effectively stabilize the lottery sales market, the provincial and municipal welfare lottery centers help the retailers to actively cope with the operational difficulties in the form of “store subsidies,” stabilize the team and help the sales outlets to tide over the difficulties together.



◎甘肃省福彩中心对14个市州和甘肃矿区的共3,135个销售网点发放疫情补贴473万余元，帮其渡过难关。

Gansu Welfare Lottery Center provided pandemic subsidies totaling more than RMB4.73 million to 3,135 sales outlets in 14 cities and prefectures and Gansu Mining Area.

降低准入门槛  
Lowering Entry Threshold

为维持销售网点规模，各省市福彩中心通过降低开设门槛、优化准入条件等方式，拓宽了申请对象的范围，为筹集更多公益金、践行福彩初心提供了有力保障。

In order to maintain the scale of sales outlets, the provincial and municipal welfare lottery centers have broadened the scope of applicants by lowering the threshold for opening and optimizing the entry conditions, providing a strong guarantee for raising more public welfare funds and realizing the initial objectives of welfare lottery.

◎内蒙古自治区福彩中心根据《销售渠道拓展方案》，降低市场准入门槛，将投注机单机保证金从18,000元调减至8,000元，偏远困难地区、特困群体由盟市福彩中心书面申请并担保可予以减免。

According to the *Sales Channel Expansion Plan*, Inner Mongolia Welfare Lottery Center lowered the market entry threshold and reduced the deposit for one lottery vending machine from RMB18,000 to RMB8,000, and those from remote and difficult areas and the needy group can be exempted from the deposit with a written application and guarantee by the municipal-level welfare lottery centers.

◎海南省福彩中心修订《电脑福利彩票投注站管理暂行规定》《电脑福利彩票投注站征召管理暂行规定》等制度，降低销售网点准入门槛，简化审批办理流程，提高扩点效率。

Hainan Welfare Lottery Center revised the *Interim Regulations on the Management of Computerized Welfare Lottery Betting Stations and the Interim Regulations on the Management of Computerized Welfare Lottery Betting Station Recruitment* to lower the entry threshold for sales outlets, simplify the approval procedure, and improve the efficiency of expansion.

加强渠道管理

Strengthening Channel Management

完善的渠道管理体系是彩票业务运营的坚实保障。中福彩中心注重渠道管理，坚决落实《中华人民共和国未成年人保护法》要求，协助相关部门加大对非法彩票的打击力度，将渠道打造为事业发展的中流砥柱；按照《中国福利彩票销售场所规范化建设手册》等要求，加强对销售场所的管理，有效规范代销者行为，进一步提升渠道管理水平。

A perfect channel management system is a solid guarantee for lottery business operation. CWLIMC focuses on channel management, resolutely implements the requirements of the *Law of the People’s Republic of China on the Protection of Minors*, assists relevant departments to enhance the crackdown on illegal lottery, and takes the channel building as the backbone of business development. according to the requirements of the *Handbook for the Standardization of China Welfare Lottery Sales Sites*, as well as others rules and regulations, CWLIMC has strengthened the management of sales sites, effectively regulated the behavior of retailers, and further improved the channel management level.

加强未成年人保护  
Strengthen Protection of Minors

中国福利彩票始终高度重视对未成年人的保护，禁止向未成年人销售彩票和兑奖，并在游戏设计、售彩渠道、营销宣传等方面制定保护措施。

Attaching great importance to the protection of minors, CWL prohibits the sale of lottery tickets and prize claim to minors, and formulates protection measures in game design, lottery sales channels, marketing, and publicity.

福彩未成年人保护措施  
CWL Measures for Protection of Minors



◎不得在学校周围设立销售网点  
No sales outlets shall be set up around schools

◎游戏设计上，防范对未成年人造成强吸引  
Games shall be designed to prevent strong attraction to minors

◎营销宣传活动中禁止出现对未成年人造成强吸引的设计元素和营销文案  
Design elements and marketing texts that cause strong attraction to minors are prohibited in marketing and promotional activities

◎销售网点必须在醒目位置张贴“禁止未成年人购彩”等警示标语  
Sales outlets must prominently display warning signs such as “No minors allowed to buy lottery tickets.”

◎代销者在难以判断彩票购买者或者兑奖者是否为未成年人的情况下，可以要求其出示能够证明年龄的有效证件  
If it is difficult to determine whether a lottery ticket player or prize claimer is a minor, the retailer may require him/her to present a valid document that proves his/her age

◎对向未成年人销售彩票或兑奖的，一经查实即予以处罚  
Anyone who sells lottery tickets or claims prizes to minors will be punished once found

◎对未成年人保护措施进行宣传报道，接受全社会共同监督  
Protection measures for minors should be publicized and reported to be supervised by the whole society for implementation

案例  
CASE

上海市福彩中心宣传不向未成年人销售彩票  
Shanghai Welfare Lottery Center publicizes no lottery sales to minors

上海市福彩中心贯彻落实《中华人民共和国未成年人保护法》，由市、区两级福彩机构向销售网点发放一批“禁止未成年人购买彩票和兑奖”警示标语贴纸，确保所有福彩网点均在显眼位置设置有关标志。

Shanghai Welfare Lottery Center sticks to the Law of the People's Republic of China on the Protection of Minors and issued a number of “No Minors Allowed to Buy Lottery Tickets and Claim Prizes” warning stickers to sales outlets at the municipal and district levels, and ensured that all welfare lottery outlets had relevant signs prominently displayed.



▲上海市福彩中心张贴“禁止未成年人购买彩票和兑奖”标语  
Warning sign of “No Minors Allowed to Buy Lottery Tickets and Claim Prizes” displayed at Shanghai Welfare Lottery Center

◎宿州市福彩中心经核实代销公司在小学附近设置彩票站，于8月20日向该彩票站下达整改通知书并要求其重新择址进行移机。

Suzhou Welfare Lottery Center in Anhui Province verified that a retailer had set up a lottery station near the primary school. On August 20, 2021, the center launched a crackdown on illegal lottery, issuing a rectification notice to the lottery station and requiring it to relocate the betting machines.



规范实体店管理  
Standardizing Physical Stores Management

各省级福彩中心严格按照《中国福利彩票销售场所规范化建设手册》要求，建设形象统一、规范的销售网点，并通过加强监督检查进一步规范代销者、销售人员行为。

The provincial welfare lottery centers strictly follow the requirements of the Handbook for the Standardization of China Welfare Lottery Sales Sites to build sales outlets with unified and standardized images, and further regulate the behavior of retailers and sales persons by strengthening supervision and inspection.

◎河北省福彩中心下发《关于建设福彩示范点的通知》，由省中心统一出资40万元，各地根据销量、服务水平等因素对所有单彩店进行选拔和招标，最终建成了10个集品牌宣传、游戏推广、娱乐体验、社会化服务等多功能于一体的福彩示范形象店，同时出资31.2万为销售网点招标制作号码分布图，以点带面，不断提升全省福彩销售网点规范化建设水平。


Hebei Welfare Lottery Center issued the Notice on the Construction of Welfare Lottery Demonstration Points, according to which, the provincial center provided RMB400,000 of funds, and all welfare-lottery-only retailers in the province were selected and invited for bids according to the sales volume and service level, and finally built 10 welfare lottery demonstration image stores integrating various functions of brand promotion, game promotion, entertainment experience, and socialization services, and at the same time, funded RMB312,000 to produce number distribution maps for the sales outlets, so as to continuously improve the standardized construction level of welfare lottery sales outlets.



▲河北省沧州市福彩站点  
Cangzhou Welfare Lottery Center, Hebei Province

◎上海福彩中心推出“福彩销售专柜”的模式，明确专柜面积和形象要求，有效降低了经营者成本，避免部分压力较大的专营店退机。

Shanghai Welfare Lottery Center launched the model of “welfare lottery sales counter,” specifying the size and image requirements of the counter, effectively reducing the cost of retailers and preventing some of the franchised stores under greater pressure from quitting.



▲上海市福彩中心部分联营店  
A joint retail store of welfare lottery in Shanghai



拓展多元渠道

Expanding  
Diversified  
Channels

建设布局合理、结构优化、流程规范、多业态协同发展的渠道生态体系是福彩事业稳固发展的基石。中国福利彩票从阳光征召、优化网点布局、扩大购彩群体、物流网络建设、拓展传播渠道等方面推动销售网络延伸，积极传播福彩公益文化。

Building a channel ecosystem featuring reasonable layout, optimized structure, standardized process, and synergistic development of multiple business forms is the cornerstone for the solid development of the welfare lottery cause. CWL expands the sales network from the aspects of, among others, transparent recruitment, optimization of sales outlet layout, expansion of lottery-buying groups, building of logistics network, and improvement of broadcasting channels, and takes initiative to broadcast public welfare culture.

开展阳光征召  
Implementing Transparent Recruitment

中福彩中心根据《彩票管理条例》《彩票管理条例实施细则》及相关政策，印发《中国福利彩票销售场所管理办法》，规定向社会征召代销者应当遵循“公开公正、规范透明、从优选择、兼顾公益”的原则，进一步激发市场活力。

According to the Lottery Regulations, the Detailed Rules for Implementation of the Regulation on Administration of Lotteries, and other relevant policies, CWLIMC has printed and issued the Measures for the Administration of China Welfare Lottery Sales Sites, stipulating that the recruitment of retailers from the society should follow the principles of “openness and impartiality, standardization and transparency, preferential selection, and consideration of public welfare,” so as to further stimulate the vitality of the market.

◎上海市福彩中心在官方微信开通“开店申请”快速通道，让销售网点征召政策更加直观、易懂、有吸引力，真正做到“阳光招募”，配合缩短培训流程、提高审批效率等措施，收到了良好的效果。2021年，“开店申请”渠道收到申请669件，全年新增销售网点174个。

Shanghai Welfare Lottery Center opened a fast channel for “store opening application” in the official WeChat account to make the retailer recruitment policy more direct, easy to understand and attractive, and truly achieve “sunshine recruitment,” which together with measures to shorten the training process and improve the approval efficiency, has received good results. In 2021, a total of 669 applications were received through the “store opening application,” and 174 new sales outlets were added in the year.

◎新疆维吾尔自治区福彩中心印发《常态化公开征召实施意见》，将网点布设从阶段性定点投放转为常态化公开征召。截至2021年，销售网点新增561个，保持了销售网络整体运行稳定。

Xinjiang Welfare Lottery Center printed and issued the Implementation Opinions on Normalized Open Recruitment, which shifted the deployment of outlets from phased fixed-point placement to normalized open recruitment. As of 2021, a total of 561 sales outlets were added, maintaining the overall stability of the sales network operation.

优化销售站点布局  
Optimizing Sales Outlet Layout

中国福利彩票积极探索新型销售渠道，努力构建差异化定位、优势互补的销售网点布局，利用品牌跨界联合，充分挖掘市场潜力，逐步实现公益、文化、娱乐品牌联动互赢，提升福彩品牌影响力。

CWL has taken initiative to explore new sales channels, and strived to build a sales network featuring differential positioning and complementary advantages. CWL has also made use of cross-border association of brands to fully exploit the market potential, gradually realizing the linkage of public welfare, culture and entertainment to achieve win-win results and enhance the influence of the welfare lottery brand.

案例  
CASE

中福彩中心开展跨界合作  
CWLIMC conducts cross-sector cooperation

与中国花卉博览会等国家级省会合作，设计、发行了“花开中国梦”即开票纪念册，充分发挥了即开票画面精美、主题突出等特点，扩大了社会影响力；与青岛啤酒联名合作，制作“福啤”宣品，在青岛啤酒节搭建销售展示亭，以更生动鲜活的方式激发年轻群体的关注和热情。

CWLIMC established cooperation relations with China Flower Expo and other national or provincial expos to design and issue instant lottery albums such as “Blossom with a Chinese Dream,” which further expanded the influence of welfare lottery by giving full play to the characteristics of beautiful paintings and highlighted themes of instant lotteries; conducted co-branding cooperation with Tsingtao Brewery Co., Ltd. to develop the publicity materials themed “Welfare Beer.” Sales and exhibition pavilion was also set up to attract attention and inspire enthusiasm of the young people with a fresher and more vivid manner during the Qingdao International Beer Festival.

案例  
CASE

宁夏回族自治区福彩中心打造火车站展厅  
Ningxia Welfare Lottery Center builds railway station showroom

宁夏回族自治区福彩中心以“宣传+销售”的模式，使银川火车站福利彩票公益宣传展厅成为公益宣传、渠道拓展、窗口形象展示的新渠道。这一展厅打破了封闭式销售方式，用潮流元素吸引购彩者，将潮流、娱乐和福彩销售有效结合，形成了新的增长点。

With the model of “publicity + sales,” Ningxia Welfare Lottery Center has made the Welfare Lottery Public Welfare Showroom at Yinchuan Railway Station a new channel for public welfare publicity, channel expansion, and window image display. This showroom breaks the closed sales method and attracts lottery players with trendy elements and effectively integrates trends, entertainment, and lottery sales, forming a new growth point.



▲宁夏回族自治区银川火车站福彩中心展厅  
Welfare Lottery Public Welfare Showroom at Yinchuan Railway Station, Ningxia Hui Autonomous Region

扩大购彩人群  
Expanding Lottery-Buying Groups

拓展年轻群体、培养年轻群体购彩习惯一直是彩票行业致力于解决的课题。针对年轻人更容易接受新鲜事物、更注重品牌形象和公益贡献的特点，中国福利彩票借用新潮营销手段，讲好福彩故事，吸引更多的年轻人了解、购买彩票，向购彩群体的转型迈出坚实的步伐。

The lottery industry has always been committed to solving the problem of expanding young groups and cultivating their lottery-buying habits. In response to the characteristics that young people are more receptive to new things and pay more attention to brand image and contribution to public welfare, CWL has taken a solid step towards the transformation of lottery-buying groups by utilizing new trendy marketing methods and telling a good lottery story to attract more young people to understand and buy lottery tickets.

◎4月17日，浙江省福彩中心组织举办“福彩好声音”青春派对活动，50名来自各行各业的在杭青年男女相约派对，体验公益福彩的乐趣。

On April 17, Zhejiang Welfare Lottery Center organized the “Voice of Welfare Lottery” youth party, with 50 young men and women from all walks of life meeting at the party to have fun.



▲“福彩好声音”青春派对活动  
The youth party themed “Voice of Welfare Lottery”

◎2021年，安徽省福彩中心继续开展刮刮乐婚庆主题票推广活动，通过融入地方文化特色，将福利彩票、消费群体、购买渠道有机整合，吸引了大批年轻群体参与。

In 2021, Anhui Welfare Lottery Center continued the promotion of scratch-off wedding-themed tickets, attracting a large number of young people to participate by integrating local cultural features to organically integrate welfare lottery, consumer groups and purchasing channels.



▲刮刮乐婚庆主题票推广  
Promotion of scratch-off wedding-themed lottery tickets

物流网络建设  
Building Logistics Network

中国福利彩票积极探索和优化物流配送方案，加快物流建设，提供快捷优质的物流运输服务，全面提高彩票物流保障服务能力。

CWL actively explores and optimizes logistics and distribution solutions, accelerates logistics construction, provides fast and high-quality logistics and transportation services, and comprehensively improves the service capacity for lottery logistics guarantee.

◎山东省福彩中心优化彩票物流配送机制，专人专车，精准配送。2021年，物流发车共计368车次，配发超16亿元。

Shandong Welfare Lottery Center has optimized the lottery logistics distribution mechanism, with specialized staff and vehicles for targeted distribution. In 2021, a total of 368 vehicles were dispatched for logistics, delivering over RMB1.6 billion worth of goods.



▲山东省福彩中心的物流配送服务  
Logistics and distribution services of Shandong Welfare Lottery Center



拓展传播渠道  
Improving Broadcasting Channels

为扩大福彩公益品牌影响力和传播力，中国福利彩票积极拓展线上及线下传播渠道，加强新时期形象宣传，积极推进品牌建设，提升福彩形象，助力高质量发展。

In order to expand the influence and broadcasting power of the welfare lottery brand, CWL actively expands online and offline broadcasting channels, strengthens image promotion in the new era, actively promotes brand building, and enhances the image of welfare lottery so as to support the high-quality development.

线下宣传

Offline Publicity

上海市福彩中心持续推进“三进三新”（“三进”为“进核心商圈、进办公楼宇、进工业园区”，“三新”指使用新销售手段、发展新购彩群体、开发新销售渠道）渠道拓展工作，以核心商圈品牌旗舰店建设为重点，结合配套政策制定、营销路演活动，打造彩票销售增长新引擎和品牌文化宣传新窗口。

Shanghai Welfare Lottery Center continued to promote the channel expansion work of "Three Entry and Three New" (the "Three Entry" refers to "entering the core business district, entering the office buildings, and entering the Industrial Park", "Three New" refers to the use of new sales means, developing new lottery groups, and developing new sales channels), focusing on the construction of brand flagship stores in the core business district, combined with supporting policy formulation and marketing roadshows, to create a new engine for lottery sales growth and a new window for brand culture publicity.

湖南省福彩中心开展高速公路福彩形象广告宣传，并通过天桥和立柱投放形象广告。

Hunan Welfare Lottery Center carried out advertising along highways and placed image ads through flyovers and columnsns.



湖南省福彩中心投放高速路广告

Hunan Welfare Lottery Center carried out advertising along highways

贵州省福彩中心通过户外硬广、LED视频、公交车身、高铁站进出口等渠道投放广告，提升福彩公益形象。

Guizhou Welfare Lottery Center placed ads through various channels including outdoor advertising, LED videos, buses, entries and exits of high-speed train stations, etc. to improve the image of welfare lottery.



贵州省福彩中心户外广告

Guizhou Welfare Lottery Center placed ads including outdoor advertising

陕西省福彩中心深化“公益驿站”建设，为社会各界人士提供日常休憩、健康监测、礼品兑换等服务，推广“公益广播站”“公益书吧”建设，发布公益驿站倡议书，打造践行、传播、号召公益的新平台；创新“以销售厅为核心，百站联刮为卖点”的卖场模式，探索公司化运营、即开票主题活动、多票种游戏体验的销售厅转型新路子。

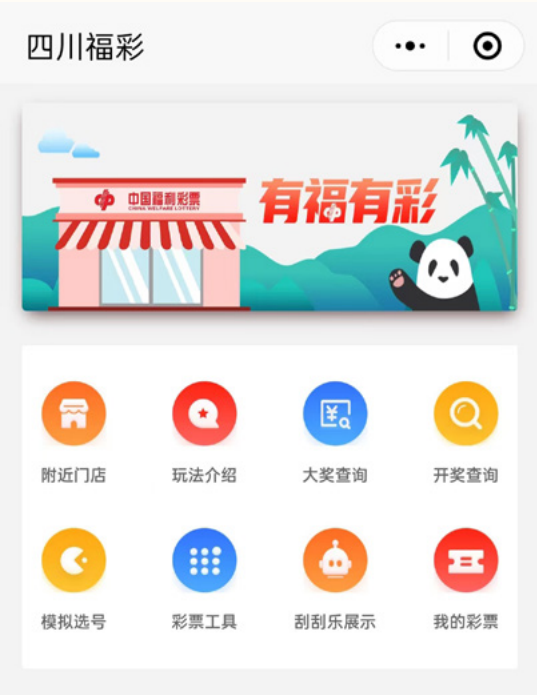
Shaanxi Welfare Lottery Center deepens the construction of "public welfare station", provides daily rest, health monitoring, gift exchange and other services for people from all walks of life, promotes the construction of "public welfare broadcasting station" and "public welfare book bar", publishes the public welfare station proposal letter, and creates practice, A new platform for disseminating and calling for public welfare; innovating the store model of "with the sales hall as the core and the hundred stations as the selling point", and exploring a new way of transforming the sales hall with corporate operation, instant billing theme activities, and multi-ticket game experience.

线上宣传

Online Publicity

四川省福彩中心2021年开发微信小程序，主要功能包括“附件门店、玩法介绍、开奖查询、模拟选号等”8项。

In 2021, Sichuan Welfare Lottery Center developed a mini App on WeChat with 8 functions such as searching for closest lottery stores, game introduction, lottery result checking, and number choice simulation.



四川省福彩中心开发的微信小程序

WeChat Mini Program developed by Sichuan Welfare Lottery Center

云南省福彩中心在微信朋友圈投放广告，精准定位。

Yunnan Welfare Lottery Center placed targeted ads on WeChat Moments.



云南省福彩中心投放微信朋友圈广告

Yunnan Welfare Lottery Center advertises WeChat Moments

# 严把风险防控 保障安全运行

## Enhancing Risk Prevention and Control, Guaranteeing Safe Operations

中国福利彩票坚持“安全运行、健康发展”的工作方针，始终把“安全”放首位，不断强化底线思维。全面加强数据、网络、资金、开奖等的安全管理，强化风险防控，加强服务保障，构筑坚实堡垒。

China welfare lottery adheres to the working policy of "safe operation and healthy development", always puts "safety" first, and constantly strengthens the bottom line thinking. Comprehensively strengthen the security management of data, network, funds, lottery, etc., strengthen risk prevention and control, strengthen service guarantee, and build a solid fortress.

### 持续推进技术安全

### Constantly Enhancing IT Security

中福彩中心依据《中华人民共和国网络安全法》《中华人民共和国数据安全法》《中华人民共和国个人信息保护法》等相关法律法规，强化网络安全体系建设，修订《网络安全管理办法（暂行）》，持续规范网络安全管理工作；加强技术系统管理与运维，做好基础设施、云平台及各应用系统运维保障，完成异地数据灾备中心建设，保障彩票业务安全运行；落实网络安全各项防护措施，完善网络安全资源配置，提升网络安全综合防护能力和水平。

According to the Cybersecurity Law of the People’s Republic of China, the Data Security Law of the People’s Republic of China, the Personal Information Protection Law of the People’s Republic of China, and other relevant laws and regulations, CWLIMC has strengthened the building of cybersecurity systems and revised the Measures for the Administration of Cybersecurity (Trial) to constantly regulate the cybersecurity management work; enhanced the management, operation and maintenance of IT systems, ensured the operation and maintenance of infrastructure, cloud platforms and application systems, completed the remote data disaster recovery center construction, and guaranteed the safe operations of lottery business; implemented various preventive measures for cybersecurity, improved the allocation of cybersecurity resources, and enhanced the capability and level of comprehensive cybersecurity protection.

◎中福彩中心稳步推进技术工作，实现快乐8系统的全国覆盖，做好游戏的风险控制，保障系统安全平稳有序；完成纸质票系统在辽宁、山东的试点上线，为技术系统统一积累了丰富经验；全力推进统一系统工作，积极攻克“卡脖子”问题，把关键技术掌握在自己手里，确保技术安全可控；扎实开展数据治理工作，进一步提升数据质量。

CWLIMC steadily advances the technical work, realizes the nationwide coverage of the Happy 8 system, does a good job in the risk control of the game, and ensures the safety, stability and order of the system; completed the pilot launch of the paper ticket system in Liaoning and Shandong, which has accumulated rich experience for the unification of the technical system. Experience; fully promote the unified system work, actively overcome the problem of "stuck neck", master key technologies in their own hands, and ensure technical security and controllability; solidly carry out data governance work to further improve data quality.

◎北京市福彩中心完善“阳光福彩”动态管控体系建设，提升信息化管控能力。逐步建设覆盖全市销售站点的福利彩票销售管控系统，加强对销售站点的销售终端机运转情况、销售行为、销售状况等进行严密的数据监控。

Beijing Welfare Lottery Center improved the construction of the "Sunshine Welfare Lottery" dynamic management and control system and enhanced its information management and control capabilities. Gradually build a welfare lottery sales management and control system covering the city's sales sites, and strengthen strict data monitoring of the operation of sales terminals, sales behavior, and sales conditions at sales sites.

◎2021年，福建省福彩中心建设销售网点综合安全接入系统，将彩票销售和宽带上网等多种功能融合在一起，大大节约了销售网点成本，延长了维护周期，在投注机与技术系统之间构建起一条多次认证、多重加密的安全隧道，实时保障彩票销售安全。

In 2021, Fujian Welfare Lottery Center built a comprehensive security access system for sales outlets, which integrates various functions such as lottery sales and broadband Internet access, greatly saves the cost of sales outlets and prolongs the maintenance period, and builds a secure tunnel with multiple authentications and multiple encryptions to ensure the security of lottery sales in real time.

◎2021年4月，河南省福彩中心全面建成双活系统，实现了全面业务覆盖，具备数据管理中心和灾备开奖中心同时或协作完成开奖操作的保障能力。采用“双活中心”仲裁授权机制，解决了“双活系统”中存在的“脑裂”问题。

In April 2021, Henan Welfare Lottery Center fully built a dual-active system to achieve comprehensive business coverage, with the guarantee capability of data management center and disaster recovery lottery drawing center to complete lottery drawing operations simultaneously or collaboratively. The adoption of the arbitration authorization mechanism of dual-active centers solved the problem of “split-brain” in the dual-active system.

◎2021年11月，湖北省福彩中心参加湖北民政网络安全攻防演练。演练期间，湖北福彩网业务系统运行正常，未发现网络攻击突破边界安全防护设备进入核心生产系统，提交的防御成果准确率为100%，在所有参演单位中总分排名第二。

In November 2021, Hubei Welfare Lottery Center participated in the cybersecurity attack and defense drill launched by the Department of Civil Affairs of Hubei Province. during the drill, the business system of hbfcw.cn operated normally. No cybersecurity attacks were found to have breached the perimeter security defense equipment to enter the core production system, and the accuracy rate of the submitted defense results reached 100 percent. The center ranked second in overall score among all the participating units.



切实保障资金安全

Effective  
Guaranteeing  
Fund Safety

中福彩中心持续深入推进资金风险防控机制建设，2018-2021年，组织第三方机构完成对全国25个省级销售机构和4家全资公司的内部控制评价工作，全面梳理资金风险点,健全完善内部控制措施；通过以评促建方式，指导督促福彩系统持续加强内部控制体系建设。寓监督于管理，以管理促发展，不断提升资金风险防控能力，支持保障福利彩票事业“安全运行，健康发展”。

CWLIMC has constantly promoted the construction of fund risk prevention and control mechanisms in a deep-going way. In 2018-2021, CWLIMC invited the third-party organization to complete the internal control evaluation of 25 provincial sales institutions and 4 wholly-owned companies. The fund risk points were sorted out comprehensively, and the internal control measures were further improved. CWLIMC has also guided and urged the whole system to continue to enhance the building of internal control systems by means of leading by example and promoting progress with assessment. Integrating supervision with management and promoting development through management, CWLIMC has further improved the fund risk prevention and control capability, ensuring the safe operation and healthy development of the welfare lottery cause.

◎安徽省福彩中心在现金管理费层面，确保现金收入及时缴存，未私设“小金库”，大额资金支出使用转账支付；在银行票据管理方面，安排专人负责银行支付结算凭证管理，加强资金安全。

As for the cash management fee, Anhui Welfare Lottery Center ensured the cash receipts are deposited in a timely manner, no unauthorized departmental coffers are set up, and large fund expenditures are paid by bank transfer; as for the bank bill management, the center assigned specific persons to manage the payment vouchers, strengthening the security of funds.

◎湖南省福彩中心、浙江省福彩中心、重庆市福彩中心根据《彩票兑奖管理办法》等规定，结合各自实际，制定相应管理办法，理顺资金使用流程，提升资金使用绩效，有效防范风险，规范资金管理使用。

According to the Measures for the Administration of Lottery Prize Claim and their respective actual situations, Hunan Welfare Lottery Center, Zhejiang Welfare Lottery Center, and Chongqing Welfare Lottery Center formulated corresponding administrative measures to streamline the fund use process, improve fund use performance, effectively prevent and control risks, and regulate the fund management and use.

◎宁夏回族自治区福彩中心推出“便捷支付系统”，确保购彩金额实时进入销售网点账户，减少销售人员出入缴款的负担和现金流通风险，提高网点安全水平的同时也加强了资金的监管。

Ningxia Welfare Lottery Center launched the “easy payment system” to ensure the money paid by lottery players goes into the bank accounts of sales outlets in a real-time manner, reducing the payment burden and the cash circulation risks, improving the security level of the outlets, and enhancing supervision on the fund itself.

重视落实安全生产

Focusing on  
Implementing  
Work Safety

中福彩中心深入贯彻落实习近平总书记关于疫情防控 and 安全生产工作的重要指示精神，印发《关于做好防汛防疫和安全生产工作的通知》；抓好疫情防控，制定疫情防控应急预案，积极推进疫苗接种，实现“零感染”防控目标；开展消防安全培训和疏散演练，增强员工安全意识和防风险能力，筑牢安全生产保障基础；坚持日常巡查与定期检查相结合，及时发现和消除安全隐患。全年未发生任何安全生产事故，以及员工未出现任何伤亡情况。

CWLIMC has implemented the spirit of the important instructions given by General Secretary Xi Jinping in a deep-going way, and printed and issued the Notice on Doing a Good Job in Flood Control, Pandemic Prevention, and Work Safety; intensified its efforts to prevent and control the pandemic, developed emergency plans for pandemic prevention and control, and actively promoted vaccination, striving to achieve the goal of “zero infection”; carried out firefighting safety trainings and evacuation drills, and enhanced the awareness of work safety and risk prevention and control capabilities of employees, laying a solid foundation for work safety; insisted on integration of day-to-day inspection and regular checking, identifying and eliminating safety hazards in a timely manner. No work safety accidents occurred in CWLIMC throughout the year, and there were no casualties among employees.

◎6月18日，海南省福彩中心组织召开安全生产专题培训会，邀请专家针对如何开展家庭火灾隐患自查、如何自救、如何安全用火用电等进行了详细讲解，并对灭火器、防毒面具等消防器材的操作使用方法进行了介绍及现场演练。

On June 18, Hainan Welfare Lottery Center organized a special training program for work safety. Experts were invited to explain in detail the self-examination of potential household fire hazards, self-rescue, and safe use of fire and electricity, etc., and introduce the methods of using fire extinguishers, gas masks, and other firefighting equipment. On-site drills were also carried out.



▲海南省福彩中心安全生产专题培训会现场  
Work safety training program held by Hainan Welfare Lottery Center

◎7月4日，云南省福彩中心对全体工作人员进行了消防安全知识培训和现场演练。讲师讲解了近年来发生的典型火灾事故案例，以视频、图片等形式普及了消防安全知识，并对实际工作和生活中可能遇到的消防安全问题进行讲解和答疑，组织灭火实操演练。

On July 4, Yunnan Welfare Lottery Center conducted a fire safety knowledge training program and on-site drills for the whole staff. Lecturers explained the typical fire accident cases in recent years, and popularized fire safety knowledge in the form of videos and pictures. They also explained and answered questions on fire safety problems that may be encountered in actual work and life, and organized practical firefighting drills.



▲云南省福彩中心消防安全知识培训现场  
Fire safety knowledge training program held by Yunnan Welfare Lottery Center

◎12月，辽宁省营口市福彩中心对销售网点进行安全检查，督促站内工作人员做好日常防疫、防火、防水、防盗、防爆等安全隐患自检自查工作，及时发现及时整改，切实把风险隐患化解在萌芽状态。

In December, Yingkou Welfare Lottery Center in Liaoning Province conducted safety inspection tours to sales outlets, urging station-based workers to do a good job in day-to-day self-examination and self-inspection of potential safety hazards relating to the prevention and control of the pandemic, fire, flood, theft, explosion, etc., and rectify those hazards in a timely manner, so as to effectively address the risks and hidden dangers.

## 坚持安全透明开奖 Insisting on Safe and Transparent Lottery Drawing

中福彩中心始终秉持“阳光开奖”原则，夯实制度建设，制定开奖操作规程、开奖信息发布管理办法、开奖应急处置办法，提升开奖规范化、制度化水平；严格开奖操作，加强摇奖设备管理，提升演播厅设施保障，强化应急演练，确保开奖安全；开通线上福彩开奖演播厅VR全景展示平台，策划制作“阳光开奖”视频短片，推出系列开奖知识科普软文，进一步宣传福彩公平、公正、公开的开奖理念，提升福彩开奖公信力。

CWLIMC has always insisted on the principle of “transparent lottery drawing,” consolidated system construction, formulated lottery operating procedures, lottery information release management measures, lottery emergency response measures, and improved lottery standardization and institutionalization level. We must strict lottery operation, strengthen lottery equipment management, improve the facility guarantee of the studio, strengthen emergency drills, and ensure the safety of the lottery. An online VR panorama display platform for the lottery studio was opened, and we have planned the production of “Sunshine Lottery” video clips, and launched a series of popular science essays on lottery knowledge to further publicize the fairness, justice and openness of the lottery and enhance the credibility.

## 案例 CASE | 山西省福彩中心加强社会监督工作力度 Shanxi Welfare Lottery Center strengthens public supervision



山西省福彩中心制定《山西福彩社会监督员聘任办法》，加强与社会各界深度沟通，吸纳社会各界优秀、正面的力量成为社会监督员进行监督，进一步提升公众监督、社会监督工作力度，更好地宣传福利彩票兑奖工作的公开性、公平性、公正性和透明度。

Shanxi Welfare Lottery Center formulated the *Measures of Shanxi Welfare Lottery for the Employment of Public Supervisors* to strengthen communication with the society and to absorb outstanding and positive forces from all walks of life to become social supervisors. The initiative further enhanced public oversight and social supervision, facilitating the publicity of the openness, fairness, impartiality, and transparency of the lottery drawing work.

## 强化舆情预警管理 Strengthening Early Warning Management on Public Opinions

中福彩中心修订《舆情应对工作流程》，起草《自有网络媒体管理办法》，建立舆论分析预警及应急处理机制，规范信息发布和舆情处置工作。各省级福彩中心不断完善舆情监测预警机制，充分运用7×24小时的舆情信息监测、采集、报告平台；完善舆情应对处置机制，根据舆情的性质、类型、规模，建立高效的舆情处置指挥机制；完善舆情应对处置善后机制，结合舆情、热点事件等，主动宣传福彩人民性、国家性和公益性，维护社会声誉和品牌形象。

CWLIMC has revised the Work Procedures for Handling Public Opinions, and drafted the Measures for the Administration of Self-Owned Internet Media. A mechanism for public opinion analysis, early warning and emergency handling has been established to regulate information disclosure and public opinion handling. The provincial welfare lottery centers have constantly improved public opinion monitoring and early warning mechanism, and given full play to the round-the-clock public opinion platform for information monitoring, collection, and reporting; refined the public opinion handling mechanisms, and established efficient command mechanisms for public opinion handling in accordance with its nature, type, and scale; perfected the follow-up mechanisms for public opinion handling, and taken initiative to publicize the nature of CWL, that is, “for the people, for the country and for public good,” and to maintain the social reputation and brand image of CWL.



# 未来展望

# PROSPECTS

**立足新起点，勇担新使命。**中国福利彩票将继续践行“扶老、助残、救孤、济困”的发行宗旨，牢记公益初心，以善心汇聚公益力量，以行动共建美好生活，以负责任的方式筹集公益金，增进公众福祉，履行党和国家赋予福利彩票的光荣使命；继续深入推进责任彩票建设，并将责任彩票理念、原则深度融入各项工作，发挥管理作用，持续优化购彩体验；坚持树立阳光形象，引领行业健康发展，净化彩票生态环境。

**Assuming new missions at a new start.** CWL will continue to fulfill the issuance purposes of “supporting the elderly, helping the disabled, saving the orphans, and helping the poor”, keep in mind the original intention of public welfare, stay true to our aspiration of promoting public good through uniting public welfare power and building a happy life with concrete actions, raise public welfare funds for our country in a responsible way to boost public wellbeing, and fulfill the glorious missions assigned by our country in the new journey. We will continue to further promote the construction of responsible lottery, and deeply integrate the concept and principles of responsible lottery into various work, play a management role, and continuously optimize the lottery shopping experience; insist on establishing a sunny image, lead the healthy development of the industry, and purify the ecological environment of lottery.

**奋进新征程，建功新时代。**2022 年是实施“十四五”规划的关键之年，是党的二十大召开之年，是我国踏上全面建设社会主义现代化国家新征程、向第二个百年奋斗目标进军的重要一年。全国福彩系统将继续坚持以习近平新时代中国特色社会主义思想为指导，以政治建设为统领，进一步增强“四个意识”、坚定“四个自信”、坚决捍卫“两个确立”、做到“两个维护”，把讲政治要求贯彻到福彩发展各方面、全过程；按照“以责任为引领，聚焦品牌建设、聚焦能力提升，推进福利彩票发展生态变革、用户体验变革、精益运营变革和数字化技术变革”的整体战略，高标准一体化推进产品、渠道、营销、品牌、技术、队伍建设等各项工作，实现发行销售与经济社会发展水平相适应、与人民对美好生活的需要相协调，为支持基本民生保障、扎实推动共同富裕作出新的更大贡献。

**Striving for the journey ahead toward building a modern socialist country in all respects and creating splendid feats in the new era.** The year 2022 remains crucial to implementing the 14th Five-Year Plan and the 20th CPC National Congress is scheduled to open this year. It is also crucial for China to stepping on the new journey toward the second centenary goal of building a modern socialist country in all respects. Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, CWL is led by political construction, and will boost our consciousness of the need to maintain political integrity, think in big-picture terms, follow the leadership core, and keep in alignment with the central Party leadership. We will stay confident in the path, the theory, the system, and the culture of socialism with Chinese characteristics. We will firmly uphold Comrade Xi Jinping's core position on the CPC Central Committee and in the Party as a whole and uphold the Central Committee's authority and its centralized, unified leadership. We will remain committed to the establishment of both Comrade Xi Jinping's core position on the CPC Central Committee and in the Party as a whole and the guiding role of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and implement political requirements into all aspects and the whole process of Welfare Lottery development. In accordance with the overall strategy of "taking responsibility as the guide, focusing on brand building, focusing on ability improvement, and promoting the development of ecological reform, user experience reform, lean operation reform and digital technology reform", we will promote the integration of products, channels, marketing, brand, technology, team building and other work, to achieve distribution and sales in line with the level of economic and social development, and people's needs for a better life, and make new and greater contributions to supporting basic people's livelihood security and solidly promoting common prosperity.

# 附录

# APPENDIXES

## 关键绩效表

## Key Performance Indicators

指标 Indicator	单位 Unit	2019	2020	2021
代征偶然所得税金额 Withholding income tax on lottery prizes	亿元 RMB 100 million	30.39	26.73	36.23
实体店数量 Number of physical stores	个 PCS	167,644	192,534	173,411
守法合规培训投入 Input in compliance training	万元 RMB 10,000	456.36	453.25	413.3
守法合规人均培训时间 Compliance training hours per employee	小时 hour	18.83	17.71	9.3
彩票销售额 Lottery sales	亿元 RMB 100 million	1,912.38	1,444.88	1,422.55
公益金筹集金额 Public welfare fund raised	亿元 RMB 100 million	557.28	444.55	443.63
新产品销售数量 Number of new product sold	个 PCS	38	48	43
新产品销售额 Sales revenue of new products	亿元 RMB 100 million	28.47	35.93	67.74
经济合同履约率 Economic contract fulfillment rate	%	100.00	100.00	100.00
购彩者投诉解决率 Player complaint resolution rate	%	99.87	99.76	99.83
劳动合同签订率 Labor contract signing rate	%	100.00	100.00	99.87
参加工会的员工比例 Proportion of employee membership of the trade union	%	98.34	98.23	100.00
社会保险覆盖率 Social insurance coverage rate	%	99.93	99.67	99.93
女性管理者比例(部门领导及以上) Percentage of female management (department leader and above)	%	27.73	28.62	30.43
少数民族或其他种族员工比例 Percentage of employees from minorities or other races	%	7.88	7.90	8.51
残疾人雇用人数 Number of employees with disabilities	人 headcount	17	20	21
残疾人雇佣率 Hiring rate of the disabled	%	0.54	0.61	0.69

指标 Indicator	单位 Unit	2019	2020	2021
报告期内吸纳就业人数 Job created during the reporting period	人 headcount	193,352	197,754	200,914
员工总数 Total number of employees	人 headcount	3,045	2,724	2,916
体检及健康档案覆盖率 Coverage of physical examination and health files	%	98.99	99.35	96.27
员工培训资金投入 Investment in employee training	万元 RMB 10,000	456.36	453.25	413.3
员工参加培训数量 Number of employees participating in training	人次 person-time	54,101	108,740	63,114
员工人均培训时间 Training hours per employee	小时 hour	21.20	17.62	23.2
员工人均培训费用 Training cost per employee	元 RMB	1,505.72	684.10	1,028.5
接受培训员工人数占员工总数的比例 Training cost per employee	%	90.02	86.91	88.29
专管员数量 Total number of market managers	人 headcount	2,962	3,352	3,714
专管员培训资金投入 Investment in manager training	万元 RMB 10,000	219.06	180.64	198.59
专管员参加培训数量 Number of market managers participating in training	人次 person-time	3,173	3,324	5,155
专管员人均培训时间 Per capita training hours for managers	小时 hour	15.92	13.38	13.96
接受培训专管员人数占专管员总数的比例 Percentage of trained market managers	%	80.15	74.88	91.46
实体店从业者人数 Number of practitioners working in physical stores	人 headcount	249,372	247,933	250,217
代销合同履约率 Performance rate of retailer contract	%	98.71	98.87	98.52
实体店满意度 Satisfaction to physical stores	%	98.24	98.14	98.02
员工志愿活动时间 Employee volunteering activities	小时 hour	7,845	15,119.5	17,118
视频会议次数 Video conferences held	次 number of times	157	275	370



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评级报告  
Rating Report



《中国福利彩票责任彩票报告（2021 年）》评级报告

受中国福利彩票发行管理中心委托，“中国企业社会责任报告评级专家委员会”抽选专家组成评级小组，对《中国福利彩票责任彩票报告（2021 年）》（以下简称《报告》）进行评级。

一、评级依据

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

二、评级过程

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

三、评级结论

过程性 (★★★★★)

中心营销宣传部牵头成立报告编制小组，统筹具体编制工作，关键部门及各省省级福彩中心负责提供素材并审核相关内容，中心副主任担任社会责任工作指导委员会组长，把控报告整体方向及关键节点，中心主任负责报告最终审核；将报告定位为合规披露履责信息、完善社会责任管理、强化利益相关方沟通、树立履责形象的重要工具，功能价值定位明确；结合国家宏观政策、行业对标分析、机构重大事项、利益相关方调查等识别实质性议题；积极推动省级福彩中心独立编制发布社会责任报告，形成多层次的报告体系；计划召开专项发布会发布报告，并将以电子版、印刷品、H5 版的形式呈现报告，过程性表现卓越。

实质性 (★★★★★)

《报告》系统披露了加强风险防控、倡导理性购彩、构建多元产品、提供优质服务、积极应对客户投诉、保障技术安全、保障员工权益、责任采购、绿色运营等所在行业关键性议题，实质性表现卓越。

完整性 (★★★★☆)

《报告》主体内容从“始于公益，使命常记于心”“立于责任，行动彰显担当”“兴于阳光，业务全面发展”等角度系统披露了所在行业核心指标的 83.11%，具有领先的完整性表现。

平衡性 (★★★★★)

《报告》披露了“生产安全事故数”“热线咨询投诉总量”“员工流失率”“员工伤亡人数”等负面数据信息，并简述合肥市、宿州市福彩中心对于福彩代销者违规操作的处理措施，平衡性表现卓越。

可比性 (★★★★★)

《报告》披露了“彩票销售额”“代征偶然所得税金额”“报告期内吸纳就业人数”“员工培训资金投入”“代销合同履约率”“实体店满意度”等 35 个关键指标连续 3 年的对比数据，可比性表现卓越。

可读性 (★★★★☆)

《报告》分为上、中、下三个篇章，从使命、行动、业务三个方面系统呈现了机构年度履责理念、行动与成效，章节体例环环相扣，诠释了机构对履行社会责任的深刻理解；篇章跨页以实景大图展现特色履责场景，内页设计选图丰富多样，凸显责任行动，增强了报告的感染力；嵌入二维码、设置“小知识”延伸解读报告内容，具有领先的可读性表现。

创新性 (★★★★☆)

《报告》开篇设置“‘福彩圆梦·北京欢迎你’民族团结一家亲”“‘献礼百年辉煌 添彩幸福生活’主题系列活动”两大责任专题，聚焦机构在助力民族团结、庆祝建党百年方面的行动与成效，彰显了国家公益彩票的责任担当；编制《中国福利彩票责任彩票手册》，明确报告编制原则、流程及主要内容，进一步提升机构责任彩票建设工作管理水平，创新性表现领先。

综合评级 (★★★★★)

经评级小组评价，《中国福利彩票责任彩票报告（2021 年）》为五星级，是一份卓越的企业社会责任报告。



四、改进建议

增加行业核心指标的披露，提升报告的完整性。

量冲总

评级专家委员会副主席

张洪忠

评级小组专家

张慧

评级小组组长

出具时间：2022年7月24日



扫码查看企业评级档案



关于本报告  
About This Report

本部分主要介绍报告信息说明、报告边界、报告体系、联系方式等基本信息。

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

报告承诺 Reporting Assurance

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 assures that this report is free of any false record, misleading statement or major omissions, and is liable for the truthfulness, accuracy and completeness of these contents.

报告范围 Reporting Scope

本报告的时间跨度为2021年1月1日至2021年12月31日，部分内容超出此范围。

The time frame for the Report is from January 1, 2021 to October 31, 2021. Some contents will go beyond the above time frame.

发布周期 Releasing Cycle

中国福利彩票责任彩票报告为年度报告，报告中未作特殊说明的信息均为2021年度我们的责任彩票业绩。

The Responsible Lottery Report of CWL is an annual report; unless otherwise specified, all information herein relates to its Responsible Lottery performance in 2021.

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）》，全球可持续发展标准委员会《GRI可持续发展报告标准》（GRI Standards），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 *Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR4.0)* issued by Research Center for Corporate Social Responsibility of the Chinese Academy of Social Sciences, *GRI Sustainability Reporting Standards (GRI Standards)* issued by the Global Sustainability Standards Board (GSSB), the *Responsible Gaming Framework (RGF)* issued by the World Lottery Association (WLA), and China's national standard *Guidance on Social Responsibility Reporting (GB/T 36001-2015)*. The disclosure of relevant indicators can be seen in the Indicator Index of the Report.

组织范围 Organization Scope

报告覆盖中福彩中心、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 and welfare lottery management centers at provincial, autonomous-region, municipality, and municipal levels.

为便于表达，材料的表述会包括“中国福利彩票”“福彩”“中福彩中心”“省级福彩中心”“中心”“我们”等称谓。

For better expression, “China Welfare Lottery”“CWL”“CWLIMC”“Provincial level Welfare Lottery Center”“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。中福彩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 official documents. CWLIMC is responsible for guaranteeing the truthfulness and objectivity of data herein.

延伸阅读 Further Reading

欲读中国福利彩票责任彩票报告在线版，请访问中福彩中心官方网站（http://www.cwl.gov.cn）《中国福利彩票责任彩票报告（2021年）》。

For electronic version of the Report, please visit the official website of CWLIMC (http://www.cwl.gov.cn).

意见反馈  
Feedback

亲爱的读者：  
Dear Readers,

您好！Hello!

非常感谢您在百忙之中阅读《中国福利彩票责任彩票报告（2021年）》。本报告是中福彩中心向社会公开发布的第九份责任彩票报告，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责任彩票建设工作。

Great thanks for taking the time to read the 2021 Responsible Lottery Report of China Welfare Lottery. This is the 8th responsible lottery report to the public of CWLIMC. This questionnaire is designed to collect your feedback about this report for the better fulfillment of responsible lottery management by CWL.

报告编写组  
The Report Compilation Team

2022年7月  
July 2022

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 Agree”; 4 refers to “Agree”; 3 refers to “Average”; 2 refers to “Disagree”; and 1 refers to “Strongly Disagree”.

题目 Topic	1	2	3	4	5
1.您对本报告的总体评价 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 Do you think this Report can reflect the significant impact 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 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 What do you think of the accuracy and completeness of this Report?					
5.您对本报告的版式与设计的评价 What do you think of the layout and design of this Report?					
6.您对中国福利彩票编制责任彩票报告的意见与建议 What are your opinions and suggestions about the responsible lottery 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 your feedback.



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 fully consider your suggestions and protect your personal information from any third party.

我们希望通过发布责任彩票报告，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 Responsible Lottery reports, we could enhance communication and cooperation for the sustainable development of China’s welfare undertakings.



