



中国综合交通运输体系发展系列丛书

中国交通运输行业 企业社会责任发展报告

2019

THE REPORT ON CORPORATE SOCIAL RESPONSIBILITY
DEVELOPMENT OF CHINA'S TRANSPORTATION INDUSTRY
(2019)

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内 容 提 要

本报告以国际标准 ISO 26000《社会责任指南》和 GRI《可持续发展报告指南》(G4)为基础，结合我国交通运输行业企业社会责任的实践发展现状进行研究。2017 年交通运输行业在上交所、港交所和深交所共有 146 家上市公司，其中 68 家企业发布了社会责任报告，通过对这 68 家企业的社会责任数据进行分析，运用主成分 - 相关分析、R 聚类 - 变异系数、偏相关 - 灰色关联度和相关 - 灰色关联度四种指标筛选方法，建立了中国交通运输行业企业社会责任绩效评价指标体系；通过 CRITIC、熵权法等指标赋权方法，测度了中国交通运输行业企业社会责任绩效得分。本报告由质量综合评价、绩效综合评价和行业发展评价三大篇组成，详细分析了中国交通运输行业企业社会责任整体发展情况。

本报告的阅读对象主要是：企业管理者、企业社会责任实践者、企业社会责任研究者、政府相关部门以及相关专业的研究人员。

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序一

进入新世纪，随着社会主义市场经济体制的初步建立和逐步完善，我国经济发展迅速，充满活力，日益开放。在这“看不见的手”的覆盖下，企业社会责任意识逐渐加深，企业在创造利润、对股东和员工承担法律责任的同时，还要承担对消费者、社区和环境的责任，企业必须摒弃把利润作为唯一目标的传统理念，更强调在生产过程中对员工价值、环境、消费者和社会的贡献。王夫之《读通鉴论》中写道“居其位，安其职，尽其诚而不逾其度”，普通职工尚应在其身处岗位上尽其职，负起相应的责任，更何况是作为市场经济活动主要参与者的企业。中国政府推行“小政府，大社会”管理理念，把更多管理职能释放到社会中去，各种社会组织，包括企业，有了履行社会责任的空间，但是企业如何发挥好这个基础作用，现在仍处于起步和探索阶段。尽管中国企业社会责任的整体水平还比较低，但社会责任意识已有所提高，群众对中国企业履行社会责任的真实状况也越来越关心，在这个大环境之下，履行企业社会责任的意识和成效会进一步提升。

交通运输业是国民经济结构中的先行和基础产业，是国民经济的重点战略产业，也是制约经济与社会发展的一个重要因素，只有交通运输业先行，才能保持国民经济的持续、稳定、协调发展。二十世纪九十年代以来，尤其是进入二十一世纪后，我国交通建设发生了重大转变，从适应性的建设模式转变为前瞻性的建设模式。这种转变，将对我国社会经济活动的空间组织带来深远的影响。如今经济发展和资源环境的矛盾日益尖锐，群众对环境污染问题的反映尤为强烈，作为能源消耗和资源占用比重十分巨大的交通运输业所应承担的社会责任越来越受重视。我国主要交通基础设施设备的技术水平已经达到世界先进水平，资源短缺、气候变化和科学发展观对交通可持续（生态）和交通现代化提出更高要求。绿色发展、和谐发展是交通可持续发展的战略选择，建立科学有序的交通文化是交通现代化的重要方向。作为国民经济中的组成部分，经济社会发展的基础产业，其未来发展必须承担相应的社会责任。现阶段交通运输发展要由被动适应转向主动适应，由被动满足需求转向自觉满足需求，由追随发展转向引领发展，由主要注重经济发展向与经济、生态、社会和谐发展转变，主动承担起支持经济发展、协调资源环境、促进社会和谐的社会责任，在发展中落实公益理念、服务理念和绿色理念。在中国特色社会主义新时代，交通运输业要着力发挥“两个一百年”奋斗目标和中华民族伟大复兴中国梦的先导作用，推动我国由交通大国向交通强国迈进。对于“一带一路”建设而言，交通运输业的发展尤为重要。加速从一元主导向多元复合的功能转型，坚持“五位一体”交通运输为导向，推动交通运输行业向多元功能拓展，使其成为兼具社会功能和文化功能的载体。交通运输业想要实现大发展，



必须积极推进企业社会责任的履行，才能为决胜全面建成小康社会、夺取新时代中国特色社会主义伟大胜利、实现中华民族伟大复兴的中国梦做出更大贡献。

大连海事大学综合交通运输协同创新中心匡海波教授团队自 2012 年起便一直致力于交通运输行业企业社会责任与可持续发展的研究，已连续 7 年发布《中国交通运输行业企业社会责任发展报告》，以交通运输行业当年发布企业社会责任报告的企业为研究对象，研究社会期望的责任部分，以各上市公司发布的企业社会责任报告以及年报为依据，使用客观的评价体系对各交通运输行业上市企业进行包括质量综合评价、绩效综合评价以及行业发展评价的评价分析，剖析报告存在的问题，为各企业履行企业社会责任领航，使企业逐步将企业社会责任作为企业发展战略的方向。

若有所执，必有所成，愿大连海事大学综合交通运输协同创新中心在这条路上继续奋勇前行，成为交通运输行业履行企业社会责任的引路者、鞭策者，为交通运输行业企业社会责任的发展谏言献策，为我国在新的历史起点上建设交通强国贡献力量。

汪寿阳
发展中国家科学院院士
中国系统工程学会前任理事长
2019 年春



序二

十九大后，习近平多次向外界传达了对于中国经济未来的坚定信心。经过过去5年的发展，中国经济已经进入由“高速增长”转向“高质量发展”的新阶段。中国经济具有长期向好的光明前景，有基础、有条件、有动力实现稳中有进、持续向好的发展，但在经济转型的同时，如何处理好经济、人文和环境的关系也是当今世界关注的重要问题之一，也是确保中国经济可持续发展的关键基石。

“天人合一”作为中国古典哲学中的重要思想命题，体现了古人与大自然和谐共处的科学生态观，反映了古人认识世界的能力和智慧，具有深广的思想境界和思维容量。即使到现在，古代“天人合一”的理念仍然具有先进性，值得我们思考、理解、学习。在如今的实践活动中，人们一定要践行这种理念，自觉处理好人与自然的关系，为推动人类的可持续发展创造良好的外部环境。习近平新时代中国特色社会主义思想作为我国当前改革和建设的指导理论，要求我国走可持续发展的道路。在生产生活中，人们需要正确处理经济发展和保护环境的关系，深刻体会和把握“天人合一”的精神内涵，为建设更加幸福美满的和谐社会而不懈奋斗。

现如今，“天人合一”演变成了“可持续发展”，可持续发展从环境和自然资源角度提出了关于人类长期发展的战略，其战略目标是协调人口、资源、环境之间、区域之间、代际之间的矛盾。随着可持续发展呼声的日益增高和人们意识的不断增强，企业的环境行为正面临着日趋严峻而现实的压力，可持续发展使企业的环境责任凸显出来。“自然资源取之不尽，用之不竭”的观念已经被摈弃，人们开始认识到社会和经济发展必须考虑到环境和自然资源。企业想要赢得市场，追求经济效益，就必须认识到“绿水青山就是金山银山”，在给消费者和市场带来生态正效应的同时，保持乃至增加市场份额，增强企业在现代社会环境下的可持续竞争力。

这就难免让我们将可持续发展与企业社会责任联系到了一起，企业是社会经济活动的主体，是创造社会财富的主要形式。获取利润是企业的经济责任，能否持续的获取利润和稳定的发展，在于企业能否很好地履行社会责任。企业是社会的细胞，社会是企业的依托，企业发展是社会发展的一个环节，也是社会整体的一部分。因此，企业作为构成社会有机整体的基本单元从事经济活动时，必须评估自身活动对社会所产生的影响，考虑社会的整体利益和长远发展，自觉承担相应的社会责任。

众多知名企业长盛不衰的秘诀也在于将可持续发展作为企业的长远发展战略和核心价值观，坚持以人为本，使发展的成果惠及大众，这应使企业意识到，企业应负的责任，包括社会、道德和环境责任，而不仅是追求企业自身的短期利润最大化。事实证明，企业如果能将可持续发展思想提高到战略管理



的高度上来认识，并全方位地渗透到企业的各个领域，能给企业带来很大的可持续竞争优势。

交通运输行业是所有企业的衔接行业，是国民经济结构中的先行和基础产业，对于促进工农业生产，活跃城乡物资交流，巩固工农联盟，保证社会主义经济建设的顺利进行具有重要的意义，所以交通运输业在履行社会责任方面就显得尤为重要，我们也希望通过一些研究和报告来提高交通运输企业的社会责任意识，以确保企业在稳定的经济发展中树立良好的社会形象，承担应有的企业社会责任。

大连海事大学综合交通运输协同创新中心一直致力于交通运输行业企业社会责任与可持续发展的研究，连续7年发布《中国交通运输行业企业社会责任发展报告》，坚信企业社会责任正逐渐成为国际市场准入的“社会责任壁垒”，而企业社会责任报告是企业披露社会责任信息的重要渠道以及与利益相关者沟通的重要工具，企业社会责任报告的发布数量、质量以及信息披露的深度和广度，是衡量企业社会责任实践现状的重要依据，愿匡海波教授及其团队不忘初心，把这项有意义的事业继续推进下去，对中国交通运输行业起到更大的推动作用。

汪 鸣
国家发展和改革委员会综合运输研究所所长
2019年春



前言

2012年,《中国交通运输行业企业社会责任发展报告》第一次成书。这本由大连海事大学综合交通运输协同创新中心和社会责任与可持续发展研究所,联合中国系统工程学会港航经济系统工程专业委员会、中国发展战略学研究会社会战略专业委员会,以及中国企业文化研究的学者共同完成的报告,是第一本中国交通运输行业企业社会责任的问题研究报告,是对中国交通运输行业企业社会责任发展的盘点,也是对今后进一步完善和改进我国交通运输行业企业社会责任实践的指导;既是参与这项研究的专家学者们智慧和劳动的结晶,也是他们创新研究和社会责任的体现,寄托了他们对交通运输行业未来积极履行企业社会责任的厚望。

2018年,新的时期赋予了团队新的使命。十九大的召开明确了我国经济已由高速增长阶段转向高质量发展阶段。高质量发展,是新时代我国经济转型升级的综合体现,是强国之基、立业之本和转型之要。只有坚定不移贯彻新发展理念,转变发展方式,不以GDP数字论英雄,而以高质量发展论成败,把高质量发展要求贯穿于经济发展各领域和全过程,推动发展质量变革才能真正实现高质量发展。企业是社会活动中的重要组成部分,对社会活动具有举足轻重的作用,高质量发展依赖于企业的参与,而承担企业社会责任是高质量发展对于企业的基本要求,企业的角色慢慢从单一的经济利益追求者,转变为必须同时履行社会责任的企业公民。

国际上,企业社会责任在全球呈现标准化和刚性约束特征。我国企业想要更好地融入世界、发展自身,也需要明确建立科学合理、符合国情的企业社会责任制度,但现阶段我国研究大都立足于西方企业责任意识的角度,并没有结合我国企业的实际情况进行系统性的研究,企业信息披露方面,也存在披露方式不规范、披露位置零散、披露内容主观随意性较大等问题。因此结合我国企业社会责任发展的实际情况和现实特点,寻求立足于我国的企业社会责任的实现途径,成为当代研究企业社会责任无法回避的一个现实问题。大连海事大学综合交通运输协同创新中心为了探索符合我国实际情况的企业社会责任实现方式,规范企业社会责任信息披露,组织编写《中国交通运输行业企业社会责任发展报告》,以推动我国企业社会责任制度的完善。

交通运输业是社会经济发展重要纽带,是国民经济的基础性产业,对推动国家经济发展、提高社会和谐程度、加强政治实力和国防安全发挥着不可取代的重要作用。与此同时,作为一个能源消耗多、污染物排放强度大的行业,外界期望交通运输企业在谋取经济利益的同时,维护社会的整体利益,主动履行保护生态环境、增加社会就业、回报企业利益相关者、扩大社会捐赠、保消费者利益,以及实现企业可持续发展等社会责任。

《中国交通运输行业企业社会责任发展报告(2019)》(以下简称“报告”)是由大连海事大学综合交通运输协同创新中心,参照国际标准ISO 26000《社会责任指南》和GRI《可持续发展报告指南》(G4)



进行编写，从指标海选，到进一步筛选指标，直至开发出交通运输行业企业社会责任的评价指标体系，均由团队成员亲自进行，倾注了团队每位成员的心血。报告由企业社会责任质量综合评价报告、企业社会责任绩效综合评价报告和行业发展评价报告三大篇组成，对 68 家发布企业社会责任报告的交通运输行业企业从企业社会责任报告质量、企业社会责任应用等级和企业社会责任绩效三个方面进行评价。其中，企业社会责任绩效评价是重中之重，根据各企业的社会责任报告对各指标详细评分，采用 R 聚类—变异系数、相关分析—灰色关联度分析、偏相关分析—灰色关联度分析和主成分分析—相关分析等评价方法，对指标进行有效筛选，并分别对行业前十名、后十名、上升幅度较大和下降幅度较大的企业进行重点探析，以期准确全面地评价企业社会责任，推动交通运输行业企业社会责任的履行。

在评价交通运输行业企业社会责任的过程中，报告不断完善评价指标体系，修正评价方法，以更加严谨、科学的态度分析企业社会责任实践中存在的不足与问题，并提出了有针对性、有建设性的意见与建议。报告所开展的交通运输行业企业社会责任的一系列评价工作，能够推动交通运输行业企业社会责任发展，指引企业具体履行企业社会责任，是推进交通运输业绿色发展、高质量发展的重要指向标。

作 者

2019 年夏



Abstract

In 2012, 'The Report on Corporate Social Responsibility Development of China's Transportation Industry' was first published. This report, jointly completed by Collaborative Innovation Center for Transport Studies and the Institute of Social Responsibility and Sustainable Development of Dalian Maritime University, System Engineering Committee of Port Economic - Systems Engineering Society of China, the Social Strategy Committee of the Chinese Association of Development Strategy Studies, and the scholars of China's corporate social responsibility research, is the first Chinese report on the issue of corporate social responsibility in the transportation industry; it is an inventory of the development of corporate social responsibility in China's transportation industry, and also a guide to further improve the practice of corporate social responsibility in the future; it is not only the achievement of wisdom and labor of the experts and scholars participating in this research, but also the manifestation of their innovative research and social responsibility. They have placed their hopes on the active fulfillment of corporate social responsibility in the transportation industry in the future.

In 2018, the new era gave the team a new mission. The 19th CPC National Congress has clarified that China's economy has shifted from a high-speed growth stage to a high-quality development stage. High-quality development is a comprehensive manifestation of China's economic transformation and upgrading in the new era. It is the foundation of the strong country, the origin of the industry and the key to transformation. Only by unswervingly implementing the new development concept and transforming the development mode, not based on GDP figures, but on high-quality development, and implementing high-quality development requirements in all areas and the whole process of economic development , and promoting the development of quality change can truly achieve high quality development. Enterprises are an important part of social activities and play an important role in social activities. High-quality development depends on the participation of enterprises, and undertaking corporate social responsibility is the basic requirement for high-quality development. The role of the enterprise slowly shifts from a single economic interests seeker to a corporate citizen who must simultaneously perform social responsibility.

Internationally, corporate social responsibility is characterized by standardization and rigid constraints. If Chinese enterprises want to better integrate into the world and develop themselves, it is also necessary to clearly establish a scientific and reasonable corporate social responsibility system in line with national conditions. However, at present, most of China's research is based on the perspective of western corporate responsibility, and it does not combine the actual situation of Chinese enterprises. In terms of corporate information disclosure, there are also problems such as irregular disclosure methods, scattered disclosure positions, and subjective disclosure content. Therefore, combining with the actual situation and realistic



characteristics of China's corporate social responsibility development, it is a realistic problem to seek the realization of corporate social responsibility based on the reality of China. Collaborative Innovation Center for Transport Studies of Dalian Maritime University in order to explore the realization of corporate social responsibility in line with China's actual situation, standardize corporate social responsibility information disclosure, organizes writing 'The Report on Corporate Social Responsibility Development of China's Transportation Industry' to promote China's corporate social responsibility system.

The transportation industry is an important link for social and economic development, and it is the basic industry of the national economy. It plays an irreplaceable role in promoting national economic development, improving social harmony, strengthening political strength and national defense security. At the same time, as an industry with high energy consumption and high intensity of pollutant emission, the outside world expects transportation enterprises to safeguard the overall interests of society, actively protect the ecological environment, increase social employment, return the interests of enterprises, expand social donations, protect consumer interests, and achieve sustainable corporate development while pursuing economic benefits.

'The Report on Corporate Social Responsibility Development of China's Transportation Industry (2019)' (hereinafter referred to as 'this report') with reference to the international standard ISO 26000 'Social Responsibility Guide' and GRI 'The Guide of Sustainability Report' (G 4.0) was written by Collaborative Innovation Center for Transport Studies of Dalian Maritime University. From the index selection, further screening of indexes, to the development of the assessment index system of corporate social responsibility in the transportation industry, all carried out by the team members, pouring the efforts of each member of the team. The report consists of three parts: Integrated Assessment on Corporate Social Responsibility Quality, Integrated Assessment on Corporate Social Responsibility Achievement and Assessment on Corporate Social Responsibility Industry Development. This report assesses performances of 68 transportation industry corporate social responsibility from three aspects, quality of corporate social responsibility report, application level of corporate social responsibility and achievement of corporate social responsibility. Among them, the achievement of corporate social responsibility is the most important. According to the social responsibility report of each enterprise, the indexes are scored in detail, using R-clustering analysis, coefficient of variation, gray relevancy analysis, correlation analysis, partial correlation analysis and principal component analysis. The assessment method will effectively screen the indexes, and focus on top-ten, bottom-ten, notably-rising and notably-declining corporations, in order to accurately and comprehensively evaluate corporate social responsibility and promote the fulfillment of corporate social responsibility in the transportation industry.

In the process of evaluating corporate social responsibility in the transportation industry, the report continuously improved the assessment index system, revised the assessment methods, and analyzed the deficiencies and problems in the practice of corporate social responsibility with a more rigorous and scientific attitude, and proposed targeted and constructive comments and suggestions. A series of assessment work of corporate social responsibility in the transportation industry can promote the development of corporate social responsibility in the transportation industry and guide enterprises to fulfill their corporate social responsibilities. It is an important indicator for promoting the green development and high-quality development of the transportation industry.



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