

Communication with Stakeholders

Stakeholders are the groups or individuals who are able to influence corporate decisions and activities or are subject to influence from corporate decisions and activities, including government, employees, customers and consumers, partners, relevant agencies and communities, etc. Stakeholders’ participation in CSR work can help deepen mutual communication, understanding, trust and cooperation, and is beneficial to the Company’s development.

We adhere to the principles of honesty, interaction and equality, and actively establish and improve the mechanism of stakeholder participation. We introduce a variety of ways to collect and analyze the expectations and concerns of our stakeholders, enhance our communication with stakeholders, and invite them to participate in decision-making and activities related to our sustainable development. In addition, we learn from international standards and advanced experiences home and abroad to continuously improve stakeholder participation.

Increasing Routine Disclosures

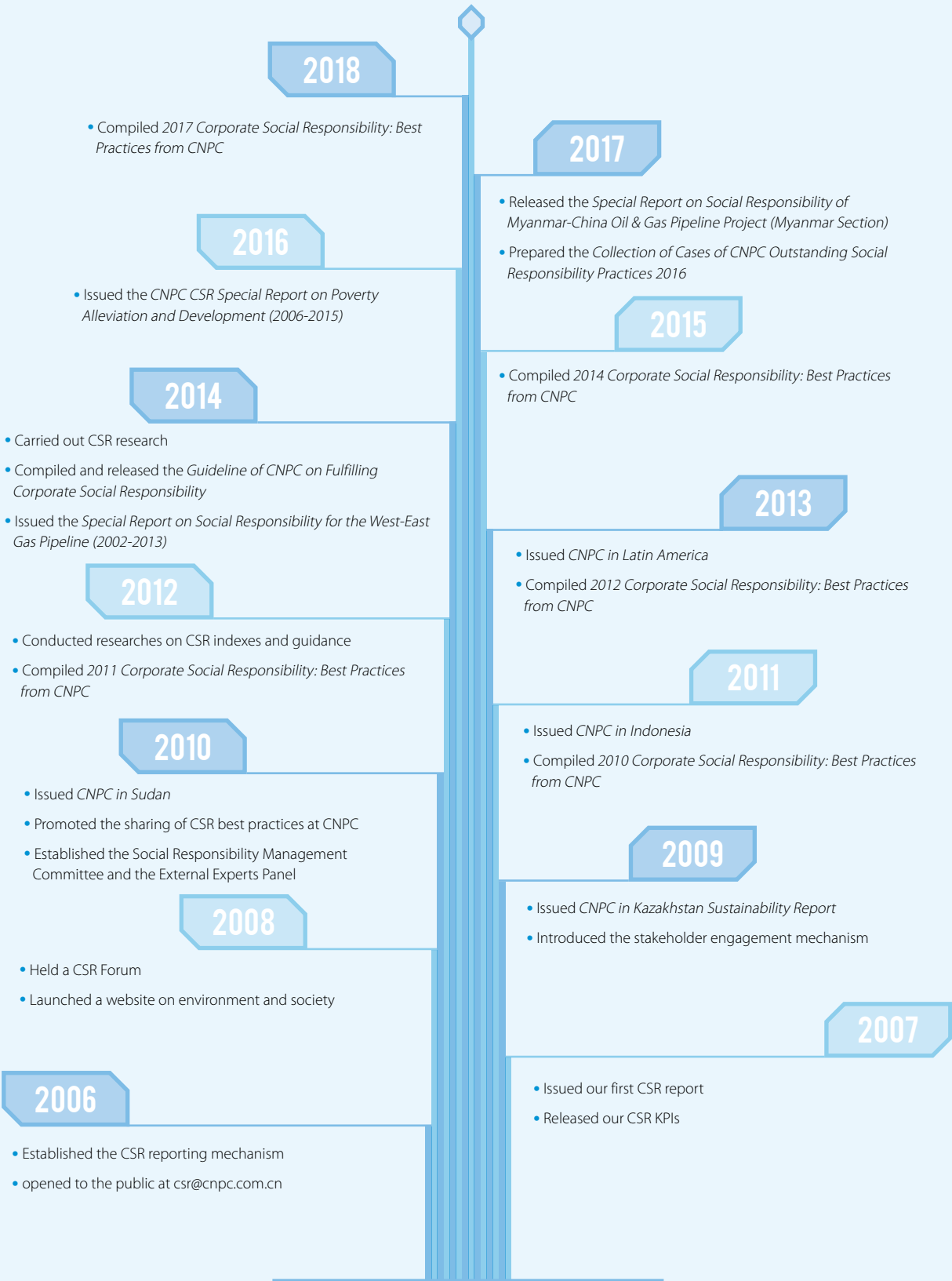
Through the Company’s website and its microblog, WeChat, micro portals, mobile platforms, barrier-free reading and other new media, we enrich information disclosure on social responsibility and enhance the effectiveness of our communications.



Our official WeChat ranks 11th among enterprises in China, 6th among state-owned enterprises directly under the Central Government, and first in the energy industry, as shown by the data released jointly by the State-owned Assets Supervision and Administration Commission of the State Council (SASAC) and Tsinghua University.



At the 6th China Enterprise New Media Annual Meeting held by the SASAC News Center, CNPC won the title of “Most Influential New Media Account of Central Enterprises in 2018”.





Expanding Public Communication Channels

In 2018, we encouraged stakeholders to participate in the Company's major decision-making and activities, and provided the media and the general public with a better understanding of CNPC. We introduced a variety of ways to enhance communication with our stakeholders including the staff congress, announcements, seminars, and dialogues. We also launched a series of activities including the Service Station Open Day, CNPC Open House Day, mystery customer visits, and other activities allowing visits to CNPC.

Case Study Field Visits to CNPC

In partnership with China Youth Daily and China University Media Union, we launched the campaign to invite outstanding student reporters to visit CNPC for the fifth consecutive year. One hundred student reporters from Chinese colleges and universities were invited to the Company to get a real picture of CNPC, especially of its strength, spirit and responsibilities.



Case Study A Better Understanding of CNPC

We invited 200 media reporters to production lines in Daqing Oilfield, Qinghai Oilfield, Mahu Oilfield, Gas Storage of Southwest Oil and Gas Field, Eastern Route of Russia-China Gas Pipeline and other projects, providing them with an opportunity to conduct on-site interviews with petroleum workers to have a better understanding of the Oil Spirit.

Campaigns to Present a Different CNPC



People from all walks of life visited refinery of Lanzhou Petrochemical



Environmental volunteers visited the control room for refining crude oil from Russia in Liaoyang Petrochemical



Resident representatives got access to environmental monitoring real-time data of Dagang Petrochemical



An associate professor of Xiamen University of Technology explained to the public why a 45L fuel tank can refuel 47 liters of oil



People from all walks of life visited the Tarim Oilfield Exhibition Hall









The media friends visited Shandong Marketing Company



Service station open day

Stakeholders

			
	Government	Employees	Customers and consumers
Goals and Concerns	<ul style="list-style-type: none"> Guarantee energy security Stabilize market supply Fulfill social responsibility Energy conservation and emission reduction Strengthen operation in compliance with all legal requirements Deepen enterprise reform Guarantee investors' interests 	<ul style="list-style-type: none"> Guarantee employees' rights and interests Employee career development Employee value realization Employee health and safety 	<ul style="list-style-type: none"> Provide safe, environmentally friendly, and high-quality products Provide quality services Improve customer satisfaction Establish communication mechanisms Advocate sustainable consumption patterns Protect consumer privacy Improve consumer complaints mechanism
Means of Communication and Participation	<ul style="list-style-type: none"> Legal operation, integrity and trustworthiness Respond to the government's call, and accept supervision Contribute to the formulation of energy policies, laws and regulations and industry standards Enhance the quality of products, engineering and services Improve environmental performance 	<ul style="list-style-type: none"> Support trade unions at different levels Hold staff congresses Reinforce staff training Improve salary distribution system Hold contests and evaluations 	<ul style="list-style-type: none"> Safeguard consumers' interests Supervise product quality Solicit the opinions of customers and consumers
Our Actions	<ul style="list-style-type: none"> Change the mode of development, increase resource potential, promote technological innovation, maintain sound operations and increase the value of state-owned assets Safeguard energy supply and optimize energy mix, in coordination with national energy strategy Promote the building of national key laboratories and major scientific and technological innovation projects 	<ul style="list-style-type: none"> Improve the staff development mechanism Enhance employee training by hosting professional skills competitions Protect the legitimate rights and interests of employees, including remuneration, education and training, rest and vacations, and labor protection Continue to organize occupational health examination and poverty alleviation activities 	<ul style="list-style-type: none"> Increase clean oil supply and realize supply of National V standard gasoline and diesel nationwide Further promote the CNPC Quality Month Campaign Provide natural gas and other clean energy products Establish a unified service station management system and launch overall inspections on service stations Implement customer satisfaction investigation and conduct mystery customer visits

			
	Business partners	NGOs and relevant organizations	Communities and the public
Goals and Concerns	<ul style="list-style-type: none"> Comply with national laws, regulations and business ethics Standardize HSE management Fair competition, mutual benefits Promote social responsibility in the value chain 	<ul style="list-style-type: none"> Participate in discussion on public policy and industry standards Pay attention to industry trends and policy moves Advance the sustainable development of enterprises and industries Carry out cooperation in social development and environmental protection 	<ul style="list-style-type: none"> Promote community development Protect community environment Increase local employment Support education, public health and other public welfare activities Perform social investment Enhance sustainable development capacity
Means of Communication and Participation	<ul style="list-style-type: none"> Promote e-procurement through e-commerce platform Share management experience and technical standards Strengthen communication with suppliers and contractors 	<ul style="list-style-type: none"> Share corporate experience Attend related meetings and forums Facilitate international exchanges and cooperation 	<ul style="list-style-type: none"> Provide education, training and employment opportunities Promote cultural exchange Pay community visits
Our Actions	<ul style="list-style-type: none"> Advocate fair competition, Standardized operations, and promote the use of e-procurement and management platform Strengthen control over key processes including design, procurement, construction and supervision, and strengthen HSE management for suppliers and contractors 	<ul style="list-style-type: none"> Exchanges with the public on their concerns Participate in high-level strategic cooperation forums to discuss how to build an efficient, safe and competitive supply chain 	<ul style="list-style-type: none"> Carry out disaster relief, poverty alleviation and donations to education, and support the reconstruction of disaster-stricken areas Carry out fixed-point poverty alleviation and aid programs Support and drive the development of local economies through major project construction, and make steady progress in joint venture cooperation in refining, pipelines, shale gas, and marketing network Implement oil and gas recovery projects to minimize evaporation Support the development of SMEs and promote local procurement