



国家能源集团
CHN ENERGY

国家能源
——不断前进的 **动力**

CHN Energy
Driving force for constant progress

国家能源集团企业文化手册
CHN Energy Corporate Culture Manual

在新的起点上继续推动文化繁荣、建设文化强国、建设中华民族现代文明，是我们在新时代新的文化使命。

——习近平

同心而动 聚力生辉

追求卓越 永不言败

序

文化自信是一个国家、一个民族发展中最基本、最深沉、最持久的力量。党的十八大以来，习近平总书记把文化建设摆在治国理政的重要位置，举旗定向，守正创新，形成了习近平文化思想，为中央企业在新的起点上更好担负起文化使命提供了强大思想武器和科学行动指南。

国家能源集团坚持以习近平新时代中国特色社会主义思想为指导，深入学习贯彻习近平文化思想，坚持旗帜领航、干在实处、走在前列，不断增强核心功能、提升核心竞争力，充分发挥科技创新、产业控制、安全支撑作用，自觉肩负起“能源供应压舱石、能源革命排头兵”职责使命。

国家能源集团深入践行习近平总书记“社会主义是干出来的”伟大号召，以建设创新引领、以煤为基、多能互补、产业协同、绿色低碳、数字智能的世界一流能源供应商为发展愿景，弘扬传承实干、奉献、创新、争先的企业精神，同心而动、聚力生辉、追求卓越、永不言败。

国家能源集团积极培育践行社会主义核心价值观，丰富和发展具有国能特色的企业文化，积极构建国能特色叙事体系，赓续艰苦奋斗、锐意进取的创业精神，为企业注入源源不断的精神动力。

奋楫弄潮海天阔，风好正是扬帆时。立足新时代，奋进新征程，国家能源集团将深入贯彻落实习近平总书记重要讲话和重要指示批示精神，坚定拥护“两个确立”，坚决做到“两个维护”，坚持向“强而优”转型、向绿色低碳转型、向市场化转型，争当推进高水平科技自立自强的排头兵、发展新质生产力的排头兵、新型能源体系和新型电力系统建设的排头兵，让“国家能源——不断前进的动力”更加澎湃，为以中国式现代化全面推进强国建设、民族复兴伟业做出新的更大贡献。

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核心理念

全面建设社会主义现代化国家，必须坚持中国特色社会主义文化发展道路，增强文化自信，围绕举旗帜、聚民心、育新人、兴文化、展形象建设社会主义文化强国，发展面向现代化、面向世界、面向未来的，民族的科学的大众的社会主义文化，激发全民族文化创新创造活力，增强实现中华民族伟大复兴的精神力量。

——习近平

文化



文化理念

CULTURAL PHILOSOPHY

同心而动 聚力生辉

追求卓越 永不言败

Unified Action

Collective Brilliance

Sustained Excellence

Unyielding Resilience

释义



坚持以党的创新理论统一思想、统一意志、统一行动；坚持全要素聚集、全链条贯通、全产业协同，聚势赋能，链创未来；坚持精益求精的价值信念，奋力打造一流的党建、一流的文化、一流的企业；始终保持百折不挠的精神品质和坚韧不拔的意志品格，不畏挑战、乘风破浪。

We adhere to the Party's innovative theories to unify thought, will, and action; uphold the principles of pooling all elements, integrating the entire chain, and coordinating across industries, gather momentum for empowerment, and pursue full-chain innovation for the future; embrace a value belief in striving for perfection, and endeavor to achieve first-class Party building, foster first-class culture, and develop a first-class enterprise; consistently maintain an indomitable spirit and unwavering willpower, challenge limits, and forge ahead.

愿景

公司愿景

CORPORATE VISION

建设世界一流能源供应商

Building a World-class Energy Supplier

释义



坚持以科技创新引领企业发展，坚定不移做好煤炭清洁高效利用的文章，统筹好源网荷储各类电源，充分发挥集团公司一体化优势，大力推进绿色低碳转型，以数字化智能化赋能企业高质量发展，建设创新引领、以煤为基、多能互补、产业协同、绿色低碳、数字智能的世界一流能源供应商。

We remain committed to technological innovation as the driver of corporate development, unswervingly advance the clean and efficient use of coal, coordinate various power sources including generation, grid, load, and storage, leverage the Company's integrated advantages, vigorously promote green and low-carbon transition, empower high-quality corporate development through digitalization and intelligentization, and build a world-class energy supplier driven by innovation, based on coal, with multi-energy complementarity, industrial synergy, green and low-carbon, and digital intelligence.

宗旨



公司宗旨

CORPORATE PURPOSE

为社会赋能 为经济助力

Powering Social & Economic Development

释义



从行业属性、公司特征、事业追求上体现公司宗旨，从为人民美好生活提供清洁、低碳、安全、高效能源，为经济社会高质量发展提供坚实能源保障两个层次展现其内涵。

Corporate purpose reflects industry attributes, corporation characteristics and pursuit of operation, demonstrating our aspiration from providing clean, low-carbon, safe, and highly efficient energy for a better life of the people, to ensuring solid energy supply for high quality social and economic development.

使命



公司使命

CORPORATE MISSION

能源供应压舱石 能源革命排头兵

Stabilizer of Energy Supply and Pioneer in Energy Revolution

释义



积极践行中央企业的政治责任、经济责任、社会责任，在贯彻落实习近平总书记“四个革命、一个合作”能源安全新战略中发挥示范引领作用，在保障国家能源安全稳定供应中发挥稳定器和压舱石作用，在促进经济社会持续健康发展中发挥国有经济战略支撑作用。

We will actively fulfil our economic and social responsibilities as a central SOE, and play an exemplary role in implementing the new energy security strategy of “Four Revolutions and One Cooperation” set out by President Xi Jinping, striving to be the stabilizer of national energy security and the strategic support to sound and sustainable social and economic development.

精神

企业精神

CORPORATE SPIRIT

实干 奉献 创新 争先

Practical work
Dedication
Innovation
Striving for Excellence

释义



大力践行习近平总书记“社会主义是干出来的”伟大号召，不断增强核心功能、提升核心竞争力，发挥科技创新、产业控制、安全支撑作用，争当推进高水平科技自立自强的排头兵、发展新质生产力的排头兵、新型能源体系和新型电力系统建设的排头兵。

We earnestly practice General Secretary Xi Jinping's great call that "socialism is achieved through hard work"; continuously strengthen core functions and enhance core competitiveness, fulfilling the roles in technological innovation, industrial control, and security support; strive to be pioneers in advancing high-level scientific and technological self-reliance and self-strengthening, developing new quality productive forces, and building a new energy system and a new power system.

价值



价值导向

VALUE ORIENTATION

五强五优

The Five Strengths and Five Excellence

释义



打造竞争力强、创新力强、控制力强、影响力强、抗风险力强，市场布局优、资产质量优、治理效能优、人才队伍优、企业文化优的“五强五优”企业。

We aim to build a world-class demonstration enterprise characterized by strong competitiveness, strong innovation, strong control, strong influence, and strong resilience, together with excellent market presence, excellent asset quality, excellent governance efficiency, excellent talent teams, and excellent corporate culture.

口号



品牌口号

BRAND SLOGAN



国家能源——不断前进的**动力**
 CHN Energy -- Driving force for constant progress

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发展理念

牢牢把握高质量发展这个首要任务，因地制宜加快发展新质生产力。面对新一轮科技革命和产业变革，我们必须抢抓机遇，加大创新力度，培育壮大新兴产业，超前布局建设未来产业，加快建设现代化产业体系。

——习近平

原则

发展原则

DEVELOPMENT PRINCIPLES

坚持可持续增长 推动高质量发展

Adhering to Sustainable Growth and Driving High-quality Development

释义



坚持可持续增长，积极转变利润结构、增长结构，穿越经济周期，努力开启增长的“第二曲线”，加快实现从要素大量投入的“汗水型增长”向科技创新驱动的“智慧型增长”转变。推动高质量发展，注重提升发展效能，通过科技创新驱动、精益管理优化、结构转型升级，实现更有效率、更加安全、更可持续的发展。

We uphold sustainable growth by actively transforming profit and growth structures, navigating economic cycles, striving to unleash a “second growth curve”, and accelerating the shift from “sweat-based growth” built on massive inputs of elements to “wisdom-driven growth” powered by technological innovation. We promote high-quality development by focusing on improving development efficiency, and achieving more secure, more efficient and more sustainable growth through technological innovation, lean management and structural upgrading.

一流

争创一流

PURSUING FIRST-CLASS EXCELLENCE

建设四个示范

The Four Demonstrations

释义

建设世界一流企业示范

建设国有资本投资公司示范

建设国有企业公司治理示范

建设世界一流法治企业示范

Building a demonstration of world-class enterprises

Building a demonstration of state-owned capital investment companies

Building a demonstration of corporate governance in state-owned enterprises

Building a demonstration of world-class law-based enterprises

路径

发展路径

DEVELOPMENT PATH

三个转型

Three Transformations

释义



从“大而全”向“强而优”转型

从常规能源向绿色低碳转型

从传统经营向市场化转型

From “large and comprehensive” to “strong and refined”

From conventional energy to green and low-carbon energy

From traditional operations to market-oriented operations

方位



发展方位

DEVELOPMENT ORIENTATION

争当三个排头兵

Striving to Be Three Pioneers

释义



争当推进高水平科技自立自强的排头兵

争当发展新质生产力的排头兵

争当新型能源体系和新型电力系统建设的排头兵

Striving to be a pioneer in advancing high-level scientific and technological self-reliance and self-strengthening

Striving to be a pioneer in developing new quality productive forces

Striving to be a pioneer in building a new energy system and a new power system

管理理念

坚定文化自信的首要任务，就是立足中华民族伟大历史实践和当代实践，用中国道理总结好中国经验，把中国经验提升为中国理论，既不盲从各种教条，也不照搬外国理论，实现精神上的独立自主。

——习近平

体系

管理体系

MANAGEMENT SYSTEM

集团化管控 产业化经营

精益化管理 持续化改进

Integrated Control Industrialized Operations
Lean Management Continuous Improvement

释义



系统性优化集团公司运行机制、组织架构和权责界面，推动各产业板块实施专业化、集约化、市场化经营，以效益优先、成本领先提升新增项目收益率和造价水平，积极构建横向协同、上下贯通、动态优化的管理模式。

We systematically optimize the operating mechanisms, organizational structures, and responsibility-authority boundaries within the Company, promoting specialized, intensive and market-oriented operations in each industrial sector. With a focus on prioritizing efficiency and reducing costs, we enhance the profitability and cost performance of new projects, while actively building a horizontally collaborative, vertically integrated, and dynamically optimized management model.

基础

管理基础

MANAGEMENT FOUNDATION

基本职责 基础制度

基本流程 基础数据

Basic Responsibilities Basic Systems

Basic Processes Basic Data

释义



优化基本职责设置，确保工作明确、责任清晰

健全基本制度体系，确保有规可依、治理现代

完善基本运营流程，确保运转高效、协同有力

加强基本数据管理，确保科学规范、安全可靠

We optimize the setup of basic responsibilities to ensure clear tasks and defined accountability

We improve the basic institutional system to ensure rule-based and modern governance

We refine basic operational processes to ensure efficient functioning and effective coordination

We strengthen basic data management to ensure scientific, standardized, secure, and reliable practices

安全

安全理念

SAFETY PHILOSOPHY

风险可控 事故可防

从零开始 向零奋斗

Controllable Risks Preventable Accidents
Starting from Zero Striving toward Zero

释义



安全管理就是控制风险、预防事故。实施全过程安全风险管控，始终保持“归零”心态，以人员零违章、设备零缺陷、环境零风险、管理零漏洞，全力达成零事故、零伤害、零损失目标。

Safety management is fundamentally about controlling risks and preventing accidents. We implement full-process safety risk control, and maintain a “make zero” mindset. By pursuing zero violations by personnel, zero defects in equipment, zero risks in the environment, and zero loopholes in management, we strive to achieve the goals of zero accidents, zero injuries and zero losses.

创新



创新理念

INNOVATION PHILOSOPHY

创新是企业的第一动力

Innovation is the Primary Driving Force of Enterprises

释义



抓住科技创新历史机遇，持续完善科技创新体系，加快突破关键核心技术和前沿技术，加快“数智国能”建设，推进科技创新和产业创新深度融合，着力培育和发展能源领域新质生产力。

We seize the historic opportunities of scientific and technological innovation, continuously improve the innovation system, accelerate breakthroughs in core technologies and frontier technologies, advance the construction of Digital and Intelligent CHN Energy, and promote the deep integration of technological innovation and industrial innovation, with a focus on fostering and developing new quality productive forces in the energy sector.

成本

成本理念

COST PHILOSOPHY

实施成本领先战略

Implementing a Cost-prioritized Strategy

释义



细化对标提效、强化降本增效、深化协同创效，
压降固定成本和财务费用，严控项目投资超概，
科学管控项目投资造价，全面提升项目投资回报
和市场竞争能力。

We refine benchmarking to improve efficiency,
strengthen cost reduction and efficiency
enhancement, and deepen collaborative value
creation; reduce fixed costs and financial
expenses, strictly control project cost overruns,
and scientifically manage project investment costs,
comprehensively enhancing project investment
returns and market competitiveness.

合规

合规理念

COMPLIANCE CULTURE

知圆行方 法治国能

Rule-based Actions and Law-guided Practices of CHN Energy

释义



依法合规、诚信守约。一切行为始于合规，一切工作终于合规。以合规管理、合规控制创造价值，推进治理体系和治理能力现代化，建设法治国家能源。

Follow laws and regulations and uphold integrity and honesty; consider compliance the lifeline of all action and work; use compliance management and control as the tool to create value, advance the modernization of governance systems and capabilities, and build CHN Energy on the foundation of the rule of law.

合作

合作理念

COOPERATION CULTURE

和合共生 开放国能

CHN Energy Promoting Harmonious and Open Partnerships

释义



携手合作、互利共赢。以合作推动发展，以合作提升效率。横向协同、纵向联动，彰显“一体化”运营优势。全方位、多领域对外战略合作，扩大“一带一路”朋友圈。

Promote mutual beneficial and win-win cooperation; leverage cooperation to fuel development and enhance efficiency; foster cross-functional teamwork and interdepartmental interactions, exemplifying the strength of integrated operations; pursue comprehensive, multi-sectoral strategic cooperation, expanding the circle of friends along the Belt and Road.

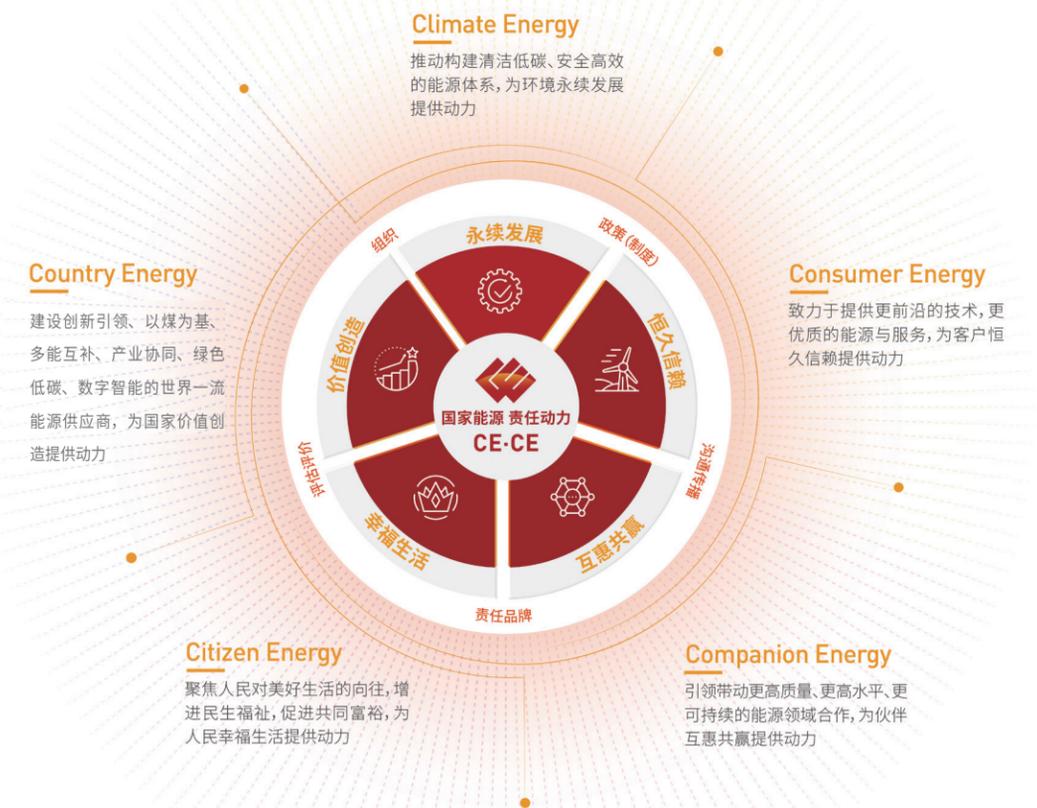
责任

责任理念

RESPONSIBILITY PHILOSOPHY

国家能源·责任动力 (CE·CE)

CHN Energy, CSR Energy (CE·CE)



CE·CE 是国家能源集团社会责任理念中四个英文单词的首字母组合, 分别代表 CHN Energy (国家能源)、CSR (Corporate Social Responsibility) Energy (责任动力)。

The acronym CE·CE encapsulates the commitment of CHN Energy to social responsibility, representing CHN Energy and CSR Energy.

廉洁

廉洁理念

INTEGRITY PHILOSOPHY

源清则流净 源清则气正 源清则致远

Integrity at the Outset
Uprightness in Practice
Enduring Influence Ahead

释义



源清则流净 守从业之本
源清则气正 树清廉典范
源清则致远 护事业长青

Uprightness through integrity: integrity at the core fosters the culture of ethical behavior and principled leadership. Integrity paves the way for lasting impact: committing to uncompromising ethical standards is crucial for sustained success and reputation.

品牌



品牌架构

BRAND ARCHITECTURE



R、I、S、E 分别代表 Revolutionary (改革创新)、Integrative (一体化)、Sustainable (可持续)、Equal (平等共享)，分别回答了集团“从何而来”“因何而强”“奔何而去”“靠何而立”四个命题。

The acronym RISE embodies the core brand values: Revolutionary, Integrative, Sustainable, and Equal, answering the fundamental questions concerning roots, strength, direction, and foundation.

规范

文化标识及应用

公司标识：坚持标准统一 分类应用
位置准确 清晰醒目原则

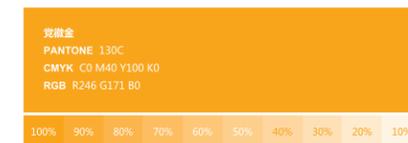


CORPORATE LOGO:

Adhere to unified standards and classified applications
Accurate location, clear and eye-catching principle

公司标准色：

STANDARD CORPORATE COLOURS



公司辅助色：

AUXILIARY CORPORATE COLOURS



文化标识及应用

国家能源集团企业文化核心价值理念体系宣贯展示中文字体为思源黑体-Bold，字色为7种规定色，字间距、行间距执行标准规范。

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国家能源集团企业文化核心价值理念体系宣贯展示英文字体为Arial-Bold，字色为7种规定色，字间距、行间距执行标准规范。

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集团品牌标志 (LOGO) 使用规范, 参照《国家能源集团品牌视觉识别手册》中相关规定。坚持标准统一、分类应用、位置准确、清晰醒目原则。

文化理念

中文字体
Chinese font

字体: 思源黑体 (Bold)
 字间距: 125pt
 行间距: 29.5pt (以 21 号字为例)
 字体颜色: C0 M0 Y0 K100 或 C25 M100 Y100 K0
 注: 宣贯展示时可根据需要单独使用中文

英文字体
English font

字体: Arial Bold
 字间距: 0pt
 行间距: 28pt (以 21 号字为例)
 字体颜色: C0 M0 Y0 K100 或 C25 M100 Y100 K0

X 1/4X
 Y
 2/4Y
 同心而动 聚力生辉 追求卓越 永不言败
 Unified Action, Collective Brilliance, Sustained Excellence, Unyielding Resilience

文化理念

中文字体
Chinese font

字体：思源黑体 (Bold)
字间距：165pt
行间距：29.5pt (以 21 号字为例)
字体颜色：C0 M0 Y0 K100 或 C25 M100 Y100 K0

注意事项
Attention

竖式排版不使用英文

Y
1/4Y
同心而动 聚力生辉 追求卓越 永不言败

文化理念

中文字体
Chinese font

字体：思源黑体 (Bold)
字间距：165pt
行间距：29.5pt (以 21 号字为例)
字体颜色：C0 M0 Y0 K100 或 C25 M100 Y100 K0

注意事项
Attention

竖式排版不使用英文

Y
1/4Y
2/4X X
同心而动 聚力生辉 追求卓越 永不言败

文化理念 (示例)



文化理念 (示例)



文化理念 (示例)

