

corporate social responsibility

企業社會責任



Fubon Bank is dedicated to fulfilling its duties as a good corporate citizen, in particular, taking a proactive approach that furthers its deep commitment in bringing art to the community.

本行致力履行企業社會責任，積極建立商業機構關懷社群藝術文化生活的典範。

CONTRIBUTING TO THE COMMUNITY

Giving back to the community in which we operate is an important part of Fubon Bank's corporate philosophy. Our community relations focuses on art and culture, support for the underprivileged, and environmental awareness and protection. In particular, we take a proactive approach that furthers our deep commitment in bringing art to the community.

In 2007, the Hong Kong Council of Social Service awarded the Caring Company Logo to the Bank for the first time to recognise its efforts in establishing initiatives for Corporate Social Responsibility ("CSR"). In August 2007, the Bank set up "Fubon Caring Ambassadors", a team of volunteer staff, and successfully organised a variety of social outreach programmes. Looking ahead, the Bank will extend its volunteer programmes to benefit a larger group of people in need by organising more diversified activities and encouraging its employees and their families to participate.

回饋社會

富邦銀行以「取之社會·用之社會」的企業理念，積極建立商業機構關懷社群藝術文化生活的典範，尤其在推廣藝術文化發展、扶助貧弱，以及倡導環境保護三個範疇上不遺餘力。

年內，本行首次獲得香港社會服務聯會頒發「商界展關懷」標誌，以確定本行在實踐企業公民責任的努力。本行於二零零七年八月成立「富邦關懷大使」義工隊伍，並成功舉辦了多項推展企業社會責任的活動。展望未來，本行將繼續積極履行社會責任，並舉辦更多元化的義務活動予員工及其家人參與，讓社會上更多有需要之人士受惠。





PROMOTING ART APPRECIATION

Fubon Bank embraces the corporate culture of its parent company, Fubon Financial, to promote art and culture through the sponsorship of art programmes inspired by the motto of "making life into art, and art into life".

The Bank first sponsored the 2006 Hong Kong Art Buffet "me2" Contemporary Art Exhibition which was well received by the public. Following this successful initiative, the Bank brought the 2007 Hong Kong Art Buffet "one more, please" Contemporary Art Exhibition to Hong Kong in December 2007. The two-and-a-half-month exhibition was organised by Fubon Art Foundation, and curated and technically supported by the Department of Cultural and Religious Studies at The Chinese University of Hong Kong. The exhibition was on a larger scale and showed greater diversity compared to the previous year. Artists from Taiwan, Hong Kong, Korea, Japan, Britain, Italy and the Netherlands created art pieces which expressed child-like innocence and fun. These art pieces were displayed at Hong Kong City Hall, Fubon Bank Building and Central Tower in Hong Kong's Central business district. Admission was free, allowing the public to experience the warmth, fun and creativity of art appreciation.



推廣藝術欣賞活動

本行秉承母公司富邦金控推動藝術發展的企業文化，透過贊助多項藝術項目，實踐「生活藝術化，藝術生活化」的理念。

繼 2006 香港藝術小餐車《同感童感》當代藝術展大受市民歡迎後，本行於年內再次贊助該項目。為期兩個半月的 2007 香港藝術小餐車《同心童心》當代藝術展於二零零七年十二月推出。該展覽由富邦藝術基金會主辦，香港中文大學文化及宗教研究系策劃及提供技術支援，展覽規模比去年更大、內容更豐富。藝術展在香港大會堂、富邦銀行大廈及中滙大廈舉行，以童真稚趣為主題，展示來自台灣、香港、韓國、日本、英國、義大利及荷蘭藝術工作者的作品，並且讓市民免費參觀，感受藝術帶來的溫馨與歡樂。



The Bank was awarded the 2007/08 Caring Company Logo by the Hong Kong Council of Social Service.

本行獲香港社會服務聯會頒發 2007/08「商界展關懷」標誌。



The Bank established "Fubon Caring Ambassadors" in August 2007.

本行於二零零七年八月成立「富邦關懷大使」。

To promote the development of art in Hong Kong, the Bank sponsored the 2007 Hong Kong Art Buffet "one more, please" Contemporary Art Exhibition.

為推動藝術發展，本行贊助 2007 香港藝術小餐車《同心童心》當代藝術展。

To enhance the cultural exchange between Hong Kong and Taiwan, the Bank sponsored *Sword of Wisdom* – a key programme of the Taiwan Art Festival, and donated tickets to charitable organisations.

為促進港台兩地文化交流，本行贊助「台灣藝術月」的重點劇目《勇者之劍》，並捐贈門票予慈善團體。



To encourage participation from staff, the Bank's CEO led a group of 40 employees to join the artist Yu Wen-fu in creating the first art piece of the "Bamboo Transformation Series". The art piece was exhibited at Hong Kong City Hall during the exhibition period. To promote art education, a series of education programmes were organised which included: inviting students from 18 secondary and primary schools to join the "Create Your Own Pop Ball" Workshop, in which the resulting art pieces were displayed at Hong Kong City Hall during the exhibition; and holding a School Fun Day and Certificate Presentation Ceremony attended by over 300 teachers, students and parents of the participating schools. Education kits and docent guided tours were also provided to the public at Hong Kong City Hall during the exhibition period.



為鼓勵員工參與其中，本行的行政總裁帶領四十名員工，與藝術家游文富一起創作「竹變系列」的第一件作品，製成品更於展覽期間在香港大會堂擺放。為了促進藝術教育，於展覽期間更舉辦了一連串的教育活動，包括邀請十八間中、小學的學生參與「普普彩球」工作坊，並舉行學校同樂日證書頒贈禮，當天出席的參與學校教師、學生及家長共三百多人。此外，於展期內更在香港大會堂派發教育小錦囊及安排導覽團為公眾作專業導覽。



為促進港台兩地文化交流，本行大力支持由光華新聞文化中心籌辦的「台灣藝術月」，並贊助了其中的一個重點劇目，由享譽國際的表演團體「優人神鼓」作全球首演的《勇者之劍》。為了讓大眾可一起感受「優人神鼓」的精彩演出，除市民可免費索取入場券外，部份門票亦捐贈予慈善團體。

In our effort to help foster a cultural exchange between Hong Kong and Taiwan, the Bank supported the *Taiwan Art Festival* organised by the Kwang Hwa Information and Culture Center. The Bank sponsored one of the key programmes – the internationally acclaimed U-Theatre's premiere of *Sword of Wisdom*, and donated the tickets of the performance to charitable organisations. To make this event accessible to the public, admission to the performances was free.



The Bank will continue to bring more diversified activities of art and culture to Hong Kong in response to the general public's support of these initiatives.

本行將繼續為香港帶來更多元化的藝術文化活動，回饋市民對本行推廣藝術文化工作的支持。



扶助貧弱

於本年度，本行除了繼續透過捐贈及協助志願機構寄發募捐表格外，更與歷史悠久的社會服務機構聖雅各福群會合作，籌辦了多個義工外展活動，服務對象為家庭收入較低的學童，透過當中的活動積極推廣藝術及倡導環境保護，進一步呈現本行在推展企業社會責任活動之核心方向。

HELPING THE UNDERPRIVILEGED

During 2007, the Bank continued to support charitable organisations through donations or by helping them to distribute donation forms through bank statements to customers. We also partnered with an established NGO – St. James' Settlement – to organise volunteer outreach programmes for promoting art appreciation and environmental protection which benefit students from lower-income families.

ADVOCATING ENVIRONMENTAL PROTECTION

To inculcate in young people a respect for the environment, the Bank organised a Mai Po outing and DIY workshop during the year. "Fubon Caring Ambassadors" brought students from lower-income families to visit Mai Po and arranged a session where they learned to make paper out of weeds. Through the activity, both the volunteers and the students were being familiarised with the concept of environmental protection. Looking ahead, the Bank will organise more programmes related to environmental protection to encourage our employees and the young generation to be aware of this very important cause.



環境保護

為增強年青一代的環保意識，本行於年內舉辦了米埔自然保育區工作坊，由「富邦關懷大使」帶領家庭收入偏低的學童參觀米埔自然保育區，並安排學習製造蘆葦紙的工作坊，灌輸環保訊息予義工及學童。

展望未來，本行將舉辦更多與保護環境有關的活動，提升員工及年青一代對愛護環境這一個重要概念的認識。

