

Corporate Social Responsibility

企業社會責任

In 2010, the Bank strengthened its commitment to Corporate Social Responsibility by engaging in an extensive programme of welfare activities. These activities, which embody our corporate philosophy of "Giving back to the Community", ranged from serving the needy to charity donations to events promoting environmental protection.

本行積極履行企業社會責任，於2010年繼續秉持「取之社會・用之社會」的企業理念，在扶貧、慈善捐獻及推動環保方面不遺餘力，致力回饋社會。



- ◆ The Bank was awarded the Caring Company Logo by the Hong Kong Council of Social Service for the fourth consecutive year.

本行連續第四年獲香港社會服務聯會頒發「商界展關懷」標誌。

- ◆ With the active participation of its staff, the Bank launched the “Fubon Caring 1+1” Child Sponsorship Programme in partnership with Po Leung Kuk. The Programme, which benefited over 100 children or “Houses”, was a testimony of the firm support by its staff for social commitment.

本行與保良局合辦富邦銀行「愛心共顯1+1」兒童助養計劃，贊助員工助養了超過100名兒童或家舍，體現了上下一心的企業精神。



SUPPORTING CHARITIES FOR THE GOOD OF THE COMMUNITY

The Bank believes in the importance of being a socially responsible corporation. Embracing its corporate philosophy of “Giving back to the Community”, the Bank fulfills its social responsibility through active involvement in a broad range of community activities. Since the establishment of the Fubon Caring Ambassador Programme in August 2007, we have worked with NGOs to organize a diversified range of volunteering programmes in which our staff are encouraged to be involved for the benefit of the community. The Bank also supports charitable organizations and non-profit organizations by distributing donation forms through its network and bank statements to customers.

The Bank was conferred with the Bronze Award of the “Corporate and Employee Contribution Programme” by the Community Chest again in 2010 for making donations to help the needy and the underprivileged, and encouraging its staff to do the same.

The Bank was also awarded with the Caring Company Logo for the fourth consecutive year by the Hong Kong Council of Social Service in recognition of its commitment to community care and corporate citizenship.

DONATING TO THE NEEDY

The Bank supports the needy by making donations to charitable and public welfare organizations. During the year, while continuing

支持公益活動 盡顯社會責任

本行一向致力履行企業社會責任的使命，並秉持「取之社會•用之社會」的企業理念，熱心參與不同類型的公益活動。自本行於2007年8月成立了「富邦關懷大使」後，便一直與社會服務機構攜手舉辦多元化的義工活動，並鼓勵員工積極參與，一同回饋社會。此外，本行亦會協助志願團體及非牟利機構擺放或郵寄募捐表格。

本行每年均會透過捐款及鼓勵員工捐款去幫助有需要的弱勢社群。於2010年，本行再度榮獲香港公益金頒發「商業及僱員募捐計劃」銅獎。

同時，本行已是連續第四年獲得香港社會服務聯會頒發「商界展關懷」標誌，代表著本行一直以來對社會的關心，以及作為企業公民的承擔被獲肯定。

樂於捐助社群

本行每年均會向慈善或公益團體捐款，幫助社會上有需要的社群。2010年，本行除繼續捐款

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our support for the Community Chest, we also made a donation to the Foodlink Foundation to help finance the purchase of a small truck for extending the organization's reach to the New Territories where more individuals and families in need will benefit from the surplus food delivered to them. Moreover, the Bank, together with its staff, participated in the "Care for the Elderly Raffle Tickets" fund-raising campaign in 2010. The proceeds from ticket sales were donated to St. James' Settlement in support of its elderly services.

We are always concerned about the growth and well-being of children. Committed to improving the welfare of vulnerable children and helping them secure a happy childhood and a brighter future, the Bank co-organized with Po Leung Kuk the "Fubon Caring 1+1" Child Sponsorship Programme in the fourth quarter of 2010, matching each child or "House" sponsorship by our staff members on a one-to-one basis for a one-year period. During this period, participating staff members can visit their sponsored child(ren) or "House(s)" and join the activities organized by Po Leung Kuk, which are designed to enhance the harmonious relationship of family members as well as parenting skills. Over 100 children or "Houses" benefited from the Programme, which was a testimony of the firm support by our staff for social commitment.

PROMOTING VOLUNTEERING SERVICES

The Bank also organized a variety of volunteering activities with social welfare organizations, including St. James' Settlement, The Neighbourhood Advice-Action Council, Tung Wah Group of Hospitals Yu Mak Yuen Integrated Services Centre, and the Yang Memorial Methodist Social Service, to serve the elderly and children from low-income families and to show our care for them.

予香港公益金外，亦向食物寧基金作出捐款，支持他們添置小貨車的計劃，將運送「廚餘」的服務範圍擴大至新界區，為更多有需要的人士及家庭提供食物。本行亦與員工一同參與「敬老護老愛心券」慈善籌款運動，將售賣愛心券的收益，全數撥捐予其中之一家受惠機構——聖雅各福群會的長者服務作為發展經費，造福耆老。

此外，本行對兒童的成長及身心發展亦十分關注，並致力改善弱勢兒童的福利，讓他們能擁有快樂的童年及美好的將來。因此，本行於2010年第四季與保良局合辦富邦銀行「愛心共顯1+1」兒童助養計劃。透過這個助養計劃，本行以1:1的配對形式，贊助員工助養保良局的兒童或家舍一年。期間，參與計劃的員工將可獲保良局安排探訪所助養之兒童或家舍及參加局方活動，以學習促進家庭和諧及親子技巧。此項計劃獲得員工的踴躍支持，一共贊助了超過100名兒童或家舍，體現了本行上下一心的企業精神。

推動義務工作

本行與多個社會服務機構，包括聖雅各福群會、鄰舍輔導會、東華三院余墨綠綜合服務中心及循道衛理楊震社會服務處等攜手舉辦不同類型的義工活動，為長者及低收入家庭的兒童送上關心和慰問。

In 2010, Fubon Caring Ambassadors visited the elderly and children from NGOs during Chinese New Year and Tuen Ng Festival, bringing them gift packs and organizing interesting classes and outreach activities for them, such as a relaxing one-day trip for the lone elderly to the New Territories and a Christmas dessert-making class to celebrate the festive season with underprivileged children. The Bank will continue caring for the underprivileged and serving the community to help build a more harmonious society.

CARING FOR THE ENVIRONMENT

The Bank actively supports and participates in environmental campaigns to promote the sustainable development of our community. During the year, we teamed up with environmentalist groups, including Produce Green Foundation and Noah's Ark, to organize volunteering services targeting underprivileged youths to raise their environmental awareness. Through a variety of workshops and farmhouse activities, such as organic farming, paper recycling and bread baking, children learned about how to protect the natural environment and the importance of resources conservation.

At the same time, we incorporated the 3R concept (Reduce, Reuse and Recycle) into our day-to-day operations while promoting the idea of a green office to all staff. Programmes are already in place to encourage recycling and reduced consumption of paper and carbon cartridges for the benefit of a greener world.

What's more, we support many kinds of green initiatives. In March 2010, we responded to the World Wildlife Fund's Earth Hour 2010 to combat climate change by turning off the signage lights outside of our Main Branch in Central. Also, through our internal staff newsletter, we issued an appeal to staff to practise a low-carbon lifestyle.

In June 2010, the Bank supported the Community Chest's Green Day by encouraging its staff to participate in the event to promote green causes and help raise money for the Community Chest-funded Medical & Health Services.

Looking ahead, the Bank will continue to support different charitable activities organized by NGOs and, together with its staff, contribute to the community through donations and volunteering programmes to benefit more people in need.

本行的「富邦關懷大使」除了在農曆新年及端午節期間探訪社會服務機構的弱勢兒童和長者及送上禮物包外，亦會為他們安排興趣班及有益身心的外展活動，包括為獨居長者安排了一天遊，陪伴他們到新界郊遊舒展身心，以及在聖誕節前與弱勢兒童一起製作聖誕甜品，一同分享節日之溫馨。本行將繼續用心服務香港，關心弱勢社群，為締造和諧社會盡一分力。

致力提倡環保

本行在推動保護環境方面一向不遺餘力，更與環保團體，包括綠田園基金及挪亞方舟等合作，為弱勢兒童舉辦宣揚環保意識的義工活動。透過舉辦不同類型的工作坊及農場活動，包括有機耕作、再造紙、焗麵包等，讓兒童認識保護地球生態及愛惜資源的重要性。

同時，本行將「減少使用、重複使用及循環再用」的環保原則融入日常運作當中，並向員工推廣綠色辦公室的意念。本行已備有不同的計劃鼓勵回收及減少使用紙張及碳粉盒，期望為保護環境盡一分力。

此外，本行亦鼎力支持各項環保活動。2010年3月，本行響應了世界自然基金會舉辦的「地球一小時2010」熄燈行動，對抗氣候變化。除了在活動當日把中環總行外的標誌牌光管關掉1小時外，亦透過內部員工通訊呼籲員工實踐低碳生活。

2010年6月，本行響應香港公益金舉辦的公益「綠」識日活動，鼓勵員工一同共襄善舉。是次活動除了支持環保外，所籌得的善款亦可幫助公益金資助的「醫療及保健服務」。

展望未來，本行將繼續支持社會服務機構舉辦不同類型的公益活動，並會透過捐款及舉辦義工活動，與員工一同回饋社會，讓更多有需要的人受惠。