

# Corporate Social Responsibility 企業社會責任



## COMMITMENT TO THE COMMUNITY

The Bank is committed to being a responsible corporate citizen in the communities where we operate. In 2011, we actively organized and supported a wide range of charitable initiatives to further our corporate philosophy of "Giving back to the Community" and to benefit people in need.

In addition to organizing different volunteering activities under the Fubon Caring Ambassador Programme, making various donations, and sponsoring activities held by public welfare organizations, the Bank continued to support charitable and non-profit organizations by distributing donation forms through free statement inserts to its customers.

In recognition of the Bank's ongoing commitment to corporate citizenship, it was awarded the Caring Company Logo for the fifth consecutive year by The Hong Kong Council of Social Service. Also, the Bank was presented with the Bronze Award of "2011 / 2012 Corporate & Employee Contribution Programme" by The Community Chest.

## DONATING TO THE NEEDY AND UNDERPRIVILEGED

While the Bank continued to support activities and events organized by The Community Chest, it also made contributions to other

## 熱心社群

本行一向致力履行企業社會責任。為進一步貫徹「取之社會•用之社會」的企業理念，本行於2011年積極策劃並支持多項公益活動，讓社會上有需要的人士受惠。

藉著「富邦關懷大使」計劃，本行積極籌組各類義工活動。此外，本行亦有作出不同的捐獻及贊助由公益團體主辦的活動。同時，本行繼續協助志願團體及非牟利機構郵寄募捐表格。

本行連續第五年獲香港社會服務聯會頒發「商界展關懷」標誌，以表揚本行一直竭盡企業公民的責任。本行亦榮獲香港公益金頒發「2011/2012年度商業及僱員募捐計劃」銅獎。

## 樂於捐助貧弱

2011年，本行除了繼續支持香港公益金舉辦的活動及項目之外，亦向其他公益團體作出捐

charitable organizations in 2011. We made a cash donation to Foodlink Foundation Limited for the second consecutive year to support the organization's initiative to deliver surplus food to individuals and families in need. In addition, together with our staff, we launched a campaign to collect and donate food to the Food Bank of St. James' Settlement and participated in the "Care for the Elderly Raffle Tickets" fund-raising campaign, which raised money through ticket sales to support the elderly services run by St. James' Settlement.

Recognizing the importance of improving the welfare of vulnerable children, the Bank continued to co-organize with Po Leung Kuk the "Fubon Caring 1+1" Child Sponsorship Programme in 2011. The Programme matched each child or "House" sponsorship by our staff on a one-to-one basis for a year. One hundred children or "Houses" benefited last year, demonstrating the Bank's and our staff's strong commitment to the community.

In the wake of the massive earthquake and tsunami in Japan in March 2011, the Bank initiated a fund-raising programme and made donations to the Hong Kong Red Cross to support its relief operations and efforts.

## PROMOTING VOLUNTEERING SERVICES

Under the Fubon Caring Ambassador Programme, the Bank continued to partner with various NGOs to organize an array of volunteering programmes. In 2011, the Fubon Caring Ambassadors took part in social outreach programmes jointly organized with St. James' Settlement, Po Leung Kuk and Tung Wah Group of Hospitals to serve the community and the underprivileged.

## CARING FOR THE ENVIRONMENT

The Bank has been actively supporting and participating in a series of environmental protection activities to promote the importance of environmental sustainability. Targeting underprivileged youths, the Bank partnered with St. James' Settlement to roll out the Fubon "Living the Green Life" Nurturing Project in the summer of 2011 to raise the youths' environmental awareness. The Project received an overwhelming response from participating schools. Over 200 students from low-income families attended the workshops and ecological tours under the Project to learn about the importance of environmental protection and resources conservation.

In 2011, the Bank continued to promote other green initiatives including Earth Hour 2011 organized by the World Wildlife Fund and Green Day organized by The Community Chest by encouraging its staff to adopt a low-carbon lifestyle. Furthermore, the Bank actively promoted the 3R concept (Reduce, Reuse and Recycle) in its day-to-day operations to reduce the Bank's consumption of utilities.

Looking forward, the Bank will continue to organize diversified welfare activities and volunteering programmes to benefit a greater number of people in need so as to strengthen its commitment to corporate social responsibility.

。我們已連續兩年向膳心連基金有限公司作出捐款，以支持該機構運送「廚餘」予有需要的人士及家庭。此外，本行亦與員工攜手收集和捐贈食物予聖雅各福群會屬下的食物銀行「眾膳坊」，並參與「敬老護老愛心券」慈善籌款活動，將售賣愛心券的收益撥捐予聖雅各福群會作為長者服務的發展經費。

本行十分關注並致力改善弱勢兒童的福利，故於2011年繼續與保良局合辦富邦銀行「愛心共顯1+1」兒童助養計劃。透過此助養計劃，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。去年，本行員工一共贊助了共100名兒童或家舍，充份體現本行上下一心服務社群的堅定承諾。

日本於2011年3月發生大地震及海嘯後，本行亦發起了籌款運動，以支持香港紅十字會的救災工作。

## 推動義務工作

透過「富邦關懷大使」計劃，本行繼續與各社會服務機構合辦多項義工活動。2011年，「富邦關懷大使」參加了本行與聖雅各福群會、保良局及東華三院合辦的社區外展活動，服務社會及弱勢社群。

## 致力提倡環保

本行在推動和參與環保方面亦一直不遺餘力，積極支持及參與連串的環境保護活動，以提倡環境可持續發展的重要性。本行與聖雅各福群會於2011年夏季攜手舉辦了「富邦成長路」環保培育計劃，以提升弱勢兒童對環境保育的關注。該計劃獲參與學校的熱烈回響，共200多名來自低收入家庭的學生參加了該計劃所舉辦的工作坊及自然生態遊活動，藉此加深對環境保護的認識及珍惜資源的重要性。

2011年，本行繼續推動其他環保項目，包括世界自然基金會舉辦的「地球一小時2011」活動及香港公益金舉辦的「公益綠識日」，鼓勵員工實踐低碳生活。此外，本行努力將「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，以減少本行的能源消耗量。

展望未來，本行將繼續舉辦多元化的公益及義工活動，以積極履行企業社會責任，讓更多有需要的人受惠。