

Corporate Social Responsibility 企業社會責任



Many descriptions have been attributed to Corporate Social Responsibility ("CSR") but the following sums it up well:

"CSR is about how businesses align their values and behaviour with the expectations and needs of stakeholders – not just customers and investors but also employees, suppliers, communities, regulators, special interest groups and society as a whole. CSR demands that businesses manage the economic, social and environmental impacts of their operations to maximize the benefits and minimize the downsides."

The Bank is proud that it has always strived to function in a manner upholding the values referred to above long before CSR gained the prominence it presently commands.

The Bank has systems and procedures in place to provide the best possible service to its customers. It also has a tailor-made policy to take good care of its employees and this includes benefits over and above those imposed by statutory requirements. These practices are continuously being reviewed and assessed to identify areas for improvement.

Embracing the corporate philosophy of "Giving back to the Community", the Bank has committed itself to being a responsible corporate citizen and has participated in promoting the importance of environmental protection and in supporting the underprivileged through a variety of community relations activities.

一直以來，「企業社會責任」有許多不同的詮釋，但以下的定義最能概括當中的意思：

「企業社會責任是指商業機構如何貫徹本身的價值觀及行為，以體現相關人士的期望及需要。相關人士不僅指客戶及投資者，還包括僱員、供應商、社區、監管機構、特殊利益團體以至整個社會。企業社會責任要求商業機構在提升其業務的最大效益時，需要把對經濟、社會及環境的負面影響減至最低。」

令本行引以自豪的，是早在企業社會責任尚未深被重視之時，本行已致力在營運過程中確立上述價值觀。

本行建立完善的系統和程序，為客戶提供最優質的服務。我們亦因應具體情況訂立政策，包括提供高於法定要求的福利，以照顧員工的需要。我們不斷檢討和評估這些做法，務求精益求精。

本行秉持「取之社會•用之社會」的企業理念，致力履行企業公民責任，積極推廣環保，並透過各種社區關係活動支持弱勢社群。

To this end, the Bank initiated the Fubon Caring Ambassador Programme in 2007 to appoint "Ambassadors" from the Bank to volunteer in community work. The table below shows the work of the Ambassadors in 2012.

本行於2007年推行「富邦關懷大使」計劃，委任員工為「大使」參與義工服務。下表載列「富邦關懷大使」於2012年的活動詳情：

Month 月份	Activity 活動	Co-organizer 合辦機構
March 3月	Visit to Wetland Park with the elderly 長者濕地公園遊	Tung Wah Group of Hospitals 東華三院
April 4月	Visit to home for the elderly 探訪護老院	Po Leung Kuk 保良局
July 7月	Visit to Cathay Pacific City 參觀國泰城	Tung Wah Group of Hospitals 東華三院
September 9月	Day trip to Ocean Park with the elderly 海洋公園「耆」妙之旅	Tung Wah Group of Hospitals 東華三院
October 10月	Day trip to The Peak with underprivileged children 保良局兒童同樂日	Po Leung Kuk 保良局
October & November 10月及11月	Fubon "Living the Green Life" Nurturing Project (Ecological Tours) 「富邦成長路」環保培育計劃(生態旅遊)	St. James' Settlement 聖雅各福群會

In the same vein, the Bank is continuing its commitment to improving the welfare of vulnerable children and has partnered with Po Leung Kuk to organize the "Fubon Caring 1+1" Child Sponsorship Programme. This programme, which is running for the third consecutive year, sponsors one or more children through cash contributions by staff of the Bank that are matched one-to-one by the Bank. In 2012, many children in Hong Kong benefited from this programme.

本行發揚關愛精神，貫徹改善弱勢兒童福利的承諾，與保良局合辦富邦銀行「愛心共顯1+1」兒童助養計劃。計劃由開始至今已踏入第三年，本行以1:1的配對形式，贊助員工助養一名或多名兒童。於2012年，已有眾多在香港的兒童受惠於此計劃。

In 2012, the Bank also took part in Green Day organized by The Community Chest and in Earth Hour 2012 organized by the World Wildlife Fund.

於2012年，本行亦參與了香港公益金舉辦的「公益綠識日」，以及由世界自然基金會舉辦的「地球一小時2012」活動。

In addition, the Bank has contributed donations to, and raised funds for, The Community Chest and various charitable organizations.

此外，本行亦有捐助予香港公益金及不同的慈善機構，並為其籌募善款。

Going forward, the Bank, will continue to uphold its role as a socially responsible corporate citizen and align its values and behaviour with the expectations of stakeholders.

展望未來，本行將繼續擔當盡責的企業公民，使我們的理念及做法能滿足相關人士的期望。