

Corporate Social Responsibility

企業社會責任



Corporate Social Responsibility (“CSR”) has been at the heart of the Bank’s corporate philosophy since its establishment. This philosophy aligns the Bank’s values and behaviour with the expectations and needs of its shareholders, employees, customers, regulators, community, and society as a whole.

As part of its CSR exercise, the Bank has reviewed its staff policies and benefits, making changes where possible to afford its staff good working conditions and career opportunities. Systems and procedures were also reviewed and some changes were made during the year enabling customers to enjoy improved services and facilities.

The Bank remains actively committed to “Giving back to the Community”, a simple yet profound corporate credo which has served as the cornerstone of the Bank’s approach to the community aspect of its corporate social responsibility.

In 2013, the Bank continued its support of a wide array of charities, programmes and initiatives dedicated to helping people in need and to raise awareness of environmental protection.

For the seventh consecutive year, The Hong Kong Council of Social Service awarded the Caring Company Logo to the Bank. The Bank was conferred with the Bronze Award of the “Corporate and Employee Contribution Programme” for the fourth consecutive year by The Community Chest in recognition of its donation benefiting the needy.

The Bank continued to demonstrate social responsibility, not only through donations and community sponsorships, but also through the time, attention and expertise its staff donated as volunteers. Pursuing activities related to the Fubon Caring Ambassador Programme, which was launched in 2007, the Bank organized six volunteering social outreach programmes in 2013.

自開業以來，「企業社會責任」一直是我們企業理念的核心。這個理念貫徹本行的價值觀及行為，以體現股東、僱員、客戶、監管機構、社區以至整個社會的期望及需要。

作為履行企業社會責任的一部分，本行檢討了員工政策及福利，並為員工提供良好的工作環境及事業發展機會而作出改進。本行亦於年內檢討及更新系統和程序，為客戶提供更佳的服務及設施。

本行一直積極貫徹「取之社會•用之社會」的承諾，並以這簡單而意義深遠的企業理念為基石，在社區善盡企業社會責任。

2013年，本行繼續支持各種慈善團體、項目及計劃，致力幫助有需要人士和提升環保意識。

本行連續七年獲香港社會服務聯會頒發「商界展關懷」標誌。此外，我們還連續四年獲香港公益金頒發「商業及僱員募捐計劃」銅獎，以表揚本行熱心捐獻、濟弱扶貧。

本行繼續展現對履行社責的承諾，除了捐款及贊助社區活動外，還鼓勵員工參與義工服務，以其時間、精神及專長服務社群。本行於2007年推出「富邦關懷大使」計劃，並在2013年舉辦了六個義工服務項目。



Month 月份	Activity 活動	Co-organizer 合辦機構
February 2月	Visit to home for the elderly 探訪長者院舍	Po Leung Kuk 保良局
April 4月	Day trip to Hoi Ha Wan Marine Park 海下灣生態之旅	St. James' Settlement 聖雅各福群會
June 6月	Day trip to the New Territories with the elderly 長者新界一日遊	Tung Wah Group of Hospitals 東華三院
August 8月	Day trip to Noah's Ark 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 (Organic farm tours) 「富邦成長路」環保培育計劃 (有機農莊之旅)	St. James' Settlement 聖雅各福群會
December 12月	Christmas lights tour for underprivileged children 聖誕賞燈之旅	Tung Wah Group of Hospitals 東華三院

The Bank's long-standing track record of goodwill generated by its corporate philanthropy programmes continued. Partnering with Po Leung Kuk in 2013, the Bank again organized the "Fubon Caring 1+1" Child Sponsorship Programme. This involved sponsoring children through cash contributions. All contributions made by the staff were matched one-to-one by the Bank.

Support of NGOs and charities by the Bank also continued. This activity included making donations to, and raising funds for, The Community Chest, Po Leung Kuk and St. James' Settlement. Donations were also made to Foodlink Foundation Limited to fight hunger and poverty.

The Bank underscored its commitment to sustainable development by actively supporting and participating in various green awareness initiatives. In this area, the Bank partnered with St. James' Settlement to organize Fubon "Living the Green Life" Nurturing Project and supported the WWF Earth Hour campaign and The Community Chest Green Day to encourage adoption of a low-carbon lifestyle.

Looking forward, the Bank will remain committed to its CSR activities and obligations and to uphold its role as a responsible corporate citizen in alignment with the expectations of its stakeholders.

本行久以企業慈善活動建立良好聲譽，並繼續發揮樂善精神。2013年，本行與保良局合辦富邦銀行「愛心共顯1+1」兒童助養計劃，以1:1的配對形式，幫助員工助養兒童。

本行繼續支持非牟利組織及慈善團體，包括為香港公益金、保良局及聖雅各福群會，向他們提供捐助及為其籌募善款。本行亦捐助膳心連基金有限公司，以改善飢餓及貧窮問題。

為貫徹對可持續發展的承諾，本行積極支持及參與多項環保推廣計劃，包括與聖雅各福群會合辦「富邦成長路」環保培育計劃，並支持世界自然基金會舉辦的「地球一小時」計劃及香港公益金的「公益綠色日」，以鼓勵市民投入低碳生活。

展望未來，本行將繼續推行企業社會責任活動，並擔當盡責的企業公民，以符合持份者的期望。