

# Corporate Social Responsibility

## 企業社會責任



Corporate Social Responsibility (“CSR”) is deeply embedded in the business culture of the Bank. We are dedicated to operating a responsible business that respects our stakeholders, our community and our environment in Hong Kong. That means committing ourselves to the principle of sustainability – operating in a careful and disciplined way that allows our business and our communities to thrive today and well into the future. To stand the test of time, a business must do more than serve customers – it must serve communities.

Living up to our corporate values requires a spirit of responsibility and sustainability in all of our core banking and business practices. Across each of our divisions, we continually strive to provide products and services that benefit our communities. The Bank also has a 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. Apart from that, our unwavering commitment to serve our communities goes well beyond just providing sound financial services – it is important for us to be a proactive participant in upholding our corporate philosophy of “Giving back to the Community”.

In 2014, we strived to spur creative partnerships that benefit society, particularly within low- and moderate-income communities. Our philanthropic and employee volunteer programmes support a wide variety of charitable and community causes. We work closely with various organizations with focuses on child development, support for vulnerable groups and environmental protection through our Fubon Caring Ambassador Programme. The table on the next page shows the work of our Caring Ambassadors in 2014.

In the same vein, the Bank is continuing its commitment to improve the welfare of vulnerable children and partnered with Po Leung Kuk to organize the “Fubon Caring 1+1” Child Sponsorship Programme for the fifth consecutive year. Our employees were encouraged to sponsor children through cash contributions and the Bank matched their contributions dollar-for-dollar.

「企業社會責任」深深植根於本行的企業文化。我們致力成為盡責的企業，尊重我們在香港的持份者、社區及環境。因此，我們恪守可持續發展原則，以審慎、嚴謹的態度經營業務，確保本行業務及我們的社區在今天以及將來能蓬勃發展。企業除了要服務客戶之外，還要照顧社會大眾的利益，才能持續發展，歷久彌堅。

為實踐本行的企業價值觀，我們必須在各核心銀行及商業實務上貫徹負責任和可持續發展的精神。本行的各部門不斷努力提供符合公眾利益的產品和服務。此外，本行還制訂惠及員工的政策，包括提供高於法定要求的福利，並不斷進行檢討和評估，精益求精。我們對服務社群的堅定承諾，已不僅是提供完善的金融服務，發揚「取之社會 用之社會」的企業理念亦同樣重要。

2014年，我們努力促進與創意夥伴之間的合作，造福尤其是中低收入家庭的社群。本行推行慈善及僱員義工計劃，以支持各種慈善和社區項目。我們透過「富邦關懷大使」計劃與不同機構合作，專注促進兒童發展、支援弱勢社群和推動環境保育。「富邦關懷大使」於2014年參與的活動已載列於下一頁的附表。

本行繼續致力改善弱勢兒童的福利，並與保良局連續第五年合辦富邦銀行「愛心共顯1+1」兒童助養計劃。本行鼓勵員工慷慨解囊助養兒童，更會按1:1比例提供配對捐款。



Month 月份	Activity 活動	Co-organizer 合辦機構
February 2月	Sharing Love & Joy with the Needy during CNY 關懷弱勢慶新春	Hong Chi Association 匡智會
March 3月	Baking with Love • Panda Bread 愛 • 烘焙 • 熊貓麵包	Hong Chi Association 匡智會
May 5月	Love through Food Packs by Food Angel 惜食 • 愛心食物包送暖	Food Angel 惜食堂
July 7月	Day Trip to Food Waste Cycling Centre with Underprivileged Children 保良局兒童同樂日	Po Leung Kuk 保良局
October & December 10月及12月	Fubon "Living the Green Life" Nurturing Project 「富邦成長路」環保培育計劃	St James' Settlement 聖雅各福群會
November 11月	Golf Fun Day 高爾夫球體驗日	Tung Wah Group of Hospitals 東華三院

Furthermore, the Bank has contributed donations to, and raised funds for, The Community Chest, Po Leung Kuk, St. James' Settlement, Foodlink Foundation Limited and other non-profit making organizations for the betterment of our communities.

The Bank's continuous efforts on community services have won many accolades. We were awarded the Caring Company Logo for the eighth consecutive year by The Hong Kong Council of Social Service. The Bank was also conferred with the Bronze Award of the "Corporate and Employee Contribution Programme" for the fifth consecutive year by The Community Chest in recognition of donations benefiting needy people.

Looking ahead, the Bank will continue to discharge our duty as a responsible corporate citizen in Hong Kong, placing the well-being of our stakeholders and that of the community as the two most important aspects of our Bank's core values. We believe the continued commitment and hard work are the cornerstones of our success.

此外，本行亦有捐助香港公益金、保良局、聖雅各福群會、膳心連基金有限公司及不同的非牟利機構，並為其籌募善款，以改善弱勢社群的生活。

本行致力推動社區服務，贏得多項榮譽。我們連續第八年榮獲香港社會服務聯會頒發「商界展關懷」標誌。此外，我們更連續五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。

展望未來，本行將繼續在香港履行作為負責任之企業公民的職責，並以滿足持份者和公眾的福利作為本行核心價值中最重要的一方面。我們相信，專注投入和努力不懈是本行成功的基石。