



CORPORATE SOCIAL RESPONSIBILITY 企業社會責任

Corporate social responsibility is a core value of Fubon Bank's business mission. We are committed to integrating environmental, social and governance concerns into our business and operations in a sustainable manner while striving to provide excellent financial services to our customers. Within this framework, we strive to optimize returns for our stakeholders, and empower employees to achieve self-fulfillment.

In 2015, we continued to advance our corporate commitments with two main themes: caring for the underprivileged and promoting environmental protection. By consistently upholding our devotion to social responsibility, the Bank has continued to gain social recognition and win meaningful awards successively. We have been awarded the Caring Company Logo by The Hong Kong Council of Social Service for nine consecutive years and the Bronze Award of the Corporate and Employee Contribution Programme from The Community Chest for six consecutive years.

The Bank has always regarded our employees as our most important asset and the key to our long-term success. As part of our Corporate Social Responsibility programme, we constantly review staff policies and benefits, and identify areas in which we can improve. This proactive approach creates an engaging work environment that helps to achieve a balance between the improvement of employee satisfaction and achievements and the enhancement of business performance.

To further optimize our employees' work environment, the Bank has consistently supported the Staff Recreation Committee, which provides a wide range of recreational activities throughout 2015 to encourage a healthy work-life balance. Furthermore, the Bank regularly provides training in different areas of specialization to promote career advancement and leadership development. We also organize regular health talks to advance the well-being of our employees.

富邦銀行以企業社會責任為企業使命的核心價值之一。我們在業務營運中貫徹可持續發展理念，關注環境、社會及管治問題，並同時致力為客戶提供卓越的金融服務。在這架構內，我們致力為持份者帶來理想回報，激勵員工實現自我價值。

2015年，我們繼續以關懷弱勢社群及提倡環保兩大主題，履行我們的企業承諾。本行一直竭盡社會責任，並獲得社會認同，屢獲殊榮，包括連續九年獲香港社會服務聯會頒發「商界展關懷」標誌，及連續六年獲香港公益金頒發「商業及僱員募捐計劃」銅獎。

本行一向視員工為最寶貴的資產，也是我們長遠成功的關鍵。作為企業社會責任計劃的一部分，本行不斷檢討員工政策及福利並識別有待改進之處。這積極做法有助締造理想的工作環境，令提高員工滿足感和成績與提升業務表現方面達致平衡。

為進一步優化僱員的工作環境，本行一如以往，支持員工康樂委員會於2015年舉辦各種康樂活動，提倡作息均衡的健康生活方式。此外，本行經常針對不同的專門範疇舉辦培訓，協助員工發展事業及培養領導才能。我們也為員工舉辦健康講座，促進身心健康。

The Bank closely connects its sustainable people development to the fulfillment of social responsibility and devotion to philanthropic causes. We are committed to caring for society through such things as disaster relief, environmental protection, volunteer services and other public welfare efforts. We encourage a corporate culture that attaches great importance to giving back to the community.

In 2015, the Bank made donations to the Hong Kong Red Cross for earthquake relief efforts in Nepal, The Community Chest's Corporate and Employee Contribution Programme, Foodlink Foundation Limited's charitable meal programme, and the Stewards Youth Outlook's charity obstacle race. In addition to monetary donations, the Bank donated computers to Caritas Computer Workshop to help the less fortunate overcome the digital divide, and we participated in raffle ticket sales for both Po Leung Kuk and St. James' Settlement.

Underpinning our keystone principle of service excellence, the Bank encourages a culture of volunteerism and a passion to move beyond the workplace.

The Bank is committed to being an active community participant and will continue to give back to the society. In 2015, the Bank fostered a giving culture by organizing the following volunteer activities, focusing on underprivileged children, intellectual disabilities and green initiatives:

本行在推動可持續人才發展之餘，亦致力履行社會責任，熱心公益。我們恪守關懷社群的承諾，參與賑災、環保、義工服務及其他公益活動，提倡高度重視回饋社會的企業文化。

2015年，本行捐助香港紅十字會的尼泊爾地震救災工作、香港公益金的商業及僱員募捐計劃、膳心連基金有限公司的慈善膳食計劃、香港神託會青年新領域的慈善障礙賽等。除慈善捐款外，我們亦向香港明愛電腦工場捐贈電腦，幫助社會上較不幸的人士跨越數碼鴻溝，並為保良局及聖雅各福群會銷售愛心券。

本行秉持卓越服務的基本原則，鼓勵員工於公餘時間踴躍參與義工服務，發揚熱心公益的精神。

本行致力成為活躍的社區參與者，並將繼續回饋社會。2015年，本行舉辦了下列以服務弱勢兒童、智障人士和保護環境為目標的義工活動，提倡回饋社會的文化：

Month 月份	Activity 活動	Co-organizer 合辦機構
February 2月	Flower Arrangement for Chinese New Year 花開富貴慶新春	Hong Chi Association 匡智會
April 4月	Coffee Making Workshop 助人自助 • 咖啡沖調工作坊	Hong Chi Association 匡智會
May 5月	Turn Edible Food Surplus into Meals with Love 惜食 • 愛心飯餐製作	Food Angel 惜食堂
July 7月	Art and Creativity Workshop 保良局兒童同樂日	Po Leung Kuk 保良局
September & November 9月及11月	Music Adventure Camp 童創音樂邦	St. James' Settlement 聖雅各福群會
December 12月	Discovery in Equestrian Sport and Cathay Pacific City Visit 探索馬術運動及參觀國泰城	Tung Wah Group of Hospitals 東華三院