中銀香港(控股)有限公司
BOC HONG KONG (HOLDINGS) LIMITED

Corporate Social Responsibility Report 2011

企業社會責任
Corporate Social Responsibility

Strength in Community

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1. About this Report

1.1 Scope and Framework of the Report

This report provides an annual summary of the sustainable development and corporate social responsibility ("CSR") activities of BOC Hong Kong (Holdings) Limited ("the Company") and its subsidiaries (comprising Bank of China (Hong Kong), Nanyang Commercial Bank, Chiyu Banking Corporation and others, collectively referred to as "the Group") during the 2011 calendar year.

The Group has made a significant progress of its CSR measurement and reporting in 2011. This report is its first step towards adoption of global CSR reporting standards and is the Group's first report to follow the Global Reporting Initiative ("GRI") G3.1 Guidelines.

The G3.1 Guidelines allow transparent and ready access to our stakeholders and bring all concepts of sustainable development and CSR – including financial governance, shareholder transparency, community responsibility and social work – together in one cohesive document.

2. Chief Executive's Message

At the Group, sustainability is the core belief of how we manage our business and plan for our development. We also recognise the importance of driving the sustainable development of society and environment which allows us to continue to thrive on. We are, therefore, committed to promoting CSR development and strengthening the relationships with our stakeholders as part of the Group's sustainability strategy.

Banking is a pivotal sector in Hong Kong, especially given its status as an international financial hub. As a major leading banking group in Hong Kong, we are well aware of the important role we play in supporting the stability of the financial system. We are committed to conducting our business in a sustainable and responsible manner with robust governance and risk management in place. We endeavour to safeguard our solid foundation to support the Group's long-term growth and generate greater value for our customers, employees, shareholders and the community as a whole.

While the Group has long been promoting CSR in different aspects of its operation, we enhanced our efforts in recent years to further demonstrate our vision in CSR. We consider the fulfilment of our social responsibility as crucial for creating and maintaining our long-term core competitiveness and increasing the value of our brand. A CSR Committee was set up and the Group's CSR policy was formulated in 2010. This policy guides the Group in fulfilling its CSR commitment and in contributing to the sustainable development of the economy, society and environment. In 2011, we continued to drive our CSR development by strengthening our CSR governance and formulating our CSR policies in specific areas. We played an active role in contributing to the well-being of society. Amid the challenging operating conditions in 2011, we maintained our balanced growth strategy and delivered another year of solid results. We also continued to invest in our business and people to better serve our customers' needs and to support the Group's long-term development.

In addition to focusing on our business, we believe it is as important to enhance the communication with our stakeholders about our sustainability strategy. We understand that CSR is an evolving topic which covers a wide range of areas and CSR reporting involves more systematic data collection. We seek to advance our work in connection with CSR and to enhance the disclosure of CSR-related information on a continuous basis. Through this report, we hope to share our commitments by articulating the work we are doing, including financial governance, shareholder transparency, community responsibility and social activities. We aim to be open and transparent about our progress and continuous improvement. Going forward, we will continue to align our strategy with sustainability and to step up our efforts to integrate the CSR development into different facets of our business.

He Guangbei

Vice Chairman & Chief Executive

3. Corporate Social Responsibility at the Group

For the Group, CSR means conducting business in a responsible way. This approach benefits our internal and external stakeholders as well as the wider economy, society and the environment. The fulfilment of our social responsibility is crucial for creating and maintaining our long-term core competitiveness, forging closer relationships with our stakeholders and enhancing the value of our brand.

We aim to demonstrate that CSR is embedded in our business operations and strategy as we move towards our corporate vision of becoming the premier choice for customers, employees and shareholders. We also contribute to the efforts of government and work with others in the finance industry to enhance sustainable development and international best practices. We seek to develop a mutually beneficial relationship with them and their communities.

3.1 CSR Governance

In 2010, the Group set up the CSR Committee to bring together the many strands of our CSR work under one supervisory structure overseeing and approving all CSR activities. The Committee is chaired by the Chief Executive and is comprised of senior management and the chief executives of the subsidiaries. Its responsibilities include stipulating social responsibility strategies and policies, overseeing their execution, and reviewing and periodically reporting progress to the Board. The Board is committed to undertaking CSR by strengthening relationships with its stakeholders with a view to contributing to the sustainable development of the economy, society and environment.

Appropriate internal and external assessment mechanisms are set up to assess the practice of CSR on a regular basis in order to improve our operating performance. Each key department is allocated specified duties to carry out CSR work.

3.2 Focus Areas in 2011

2011 was an important year in our CSR development with significant progress in various areas. We enhanced our CSR reporting process to share our CSR practice and results with stakeholders, including customers, employees, shareholders, communities and industry peers. Throughout the year, our efforts focused on the following areas:

1 Sustainable finance:

Recognising the importance of environmental protection and ethical business, we have incorporated environmental, social and governance ("ESG") factors into our lending and credit policies, to ensure more sustainable business growth for both the Group and the community.

2 Stakeholder engagement:

The Group has a sound policy of engaging customers, employees and shareholders. We have also identified areas to improve dialogue with a wider range of stakeholder groups in future years by developing a long-term stakeholder engagement plan.

3. Corporate Social Responsibility at the Group

3 Our people:

We recognise people are the Group's most important asset. We invested heavily in staff training and development, as a result receiving both external recognition and positive response to our staff engagement survey in 2011. This lays a solid foundation for the Group's sustainable development in the long term.

4 Community:

We attach great importance to the communities we operate in. This enhances our long-term viability and fulfils our responsibilities as a leading financial institution in Hong Kong. We continue to promote economic and social success of our markets through all our business decisions and pay particular attention to CSR initiatives in society as a whole.

5 Environmental protection:

Our commitment to environmental sustainability was formalised in 2011 as we formulated the Group's Environmental Policy. We strive to minimise our environmental impact by reducing our carbon footprint, using resources more efficiently and effectively and promoting environmentally responsible business practices, services and products.

6 Supply chain:

The Group's CSR policies have more significant impact when applied throughout our supply chain. Our new Sustainable Procurement Policy and Supply Chain Code of Conduct extend our CSR reach. To assess the performance of suppliers based on our new Code of Conduct, we conduct both supplier self-audit and physical on-site audits.

3.3 Recognition in Hang Seng Corporate Sustainability Index Series

The Group's performance with regard to corporate sustainability has earned us wide recognition. For two years in a row, BOC Hong Kong (Holdings) Limited has been included as a constituent of the Hang Seng Corporate Sustainability Index Series, which evaluates the environmental, social and corporate governance performance of listed companies in Hong Kong and the Mainland of China. Our ranking moved up 14 places to 18th in 2011.

4. Our Business

The Company was incorporated in Hong Kong on 12 September 2001 to hold the entire equity interest in Bank of China (Hong Kong) Limited ("BOCHK"), its principal operating subsidiary. As at 31 December 2011, Bank of China Limited ("BOC") held 66.06% equity interest in the Company.

The Company is a leading listed commercial banking group in Hong Kong, as ranked by assets and customer deposits. With 266 branches, 572 ATMs and other distribution channels in Hong Kong (as at 31 December 2011), the Company and its subsidiaries offer a comprehensive range of financial products and services to personal and corporate customers.

In addition, the Company and its subsidiaries have 29 branches and sub-branches in the Mainland of China (as at 31 December 2011) to provide cross-border banking services to customers in Hong Kong and the Mainland.

BOCHK is one of the three note-issuing banks in Hong Kong. BOCHK is appointed by the People's Bank of China as the sole Clearing Bank for RMB business in Hong Kong. On 13 July 2010, BOCHK was authorised as the Clearing Bank of RMB banknotes business for the Taiwan region.

Fast Facts: Our Group in Hong Kong

(as at 31 December 2011)

266 branches

572 ATMs

More than **3** million customers

26 branches in public housing estates

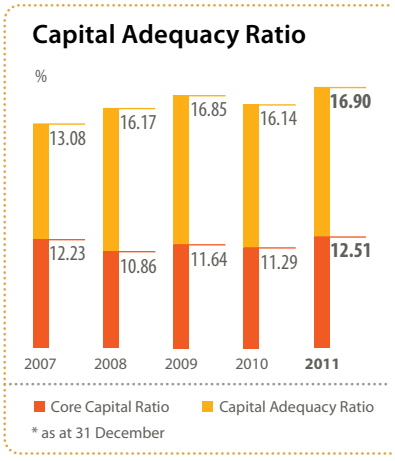
16 public housing estates solely served by our branches

4.1 Business Highlights in 2011

- Achieved a balanced growth in loans and deposits and maintained a healthy loan-to-deposit ratio
- Implemented a proactive investment strategy to secure risk-adjusted return and liquidity
- Maintained leading market positions in the RMB business, Hong Kong residential mortgage business, insurance business and Hong Kong-Macau syndicated loan market
- Significant advancement in RMB business with conspicuous growth and development in RMB deposit-taking, lending, trade settlement, credit card business, life insurance, treasury products and funds distribution
- Enhanced our servicing capability for cross-border customers and expanded our clientele, including corporate clients and wealth management customers, through close collaboration with our parent bank, BOC

4.2 Solid Return with Sustainable Growth

The Company's philosophy is to promote sustainable growth. Our balance sheet is characterised by our predominantly personal and corporate banking business model and prudent business strategy. We maintained a strong capital position with a Capital Adequacy Ratio ("CAR") of 16.90% as at the end of 2011, demonstrating our commitment to be a stable financial institution.



Our loan book grew 14.10% and deposits increased by 11.60% for the year. The Group's total assets grew 4.70% to HK$1.74 trillion. Asset quality further improved with a classified or impaired loan ratio of 0.10%, among the lowest in the market. Our consistently strong financial ratios have led to our Standard & Poor's long-term credit rating upgrade by two notches from A- to A+ in 2011.

Sustainable growth allows us to maintain strength in our communities. Although the market condition is tough, the Group, our balance sheet and our well-entrenched branch network remain strong and stable, helping us to maintain high quality banking services.

4.3 Economic Impact

As a leading banking group in Hong Kong, we are committed to contributing to the economy. Through the revenue we delivered, we can support payrolls to our employees, dividends to shareholders and taxes to government, as well as continuing our service to the community. In 2011, we achieved revenues of HK$30.85 billion, up 12% in 2010, and earned HK$24.68 billion profit before tax. The total tax paid accounted for HK$3.9 billion.

We also see providing banking services to the community as our important role in facilitating economic development. The Group's leading position is demonstrated by the size of our asset and deposit base. In 2011, we held HK$1.1 trillion in deposits for our customers. Our total advances to customers grew to almost HK$700 billion. We provide loans to individuals and enterprises to meet their financial needs and to support the sustainable economic growth of Hong Kong.

Being the sole RMB clearing bank in Hong Kong, BOCHK gives full support to the further development of the RMB market in Hong Kong as well as in other offshore locations. It has played an essential role in setting up a sophisticated financial infrastructure for RMB business, providing smooth and efficient clearing services to the RMB participating banks, and ensuring sufficient RMB liquidity for daily settlements.

4.4 Enhancing Sustainable Growth: ESG Analysis

The adoption of ESG metrics in analysing investment decisions is becoming widespread – similarly, the analysis of such criteria promises to deliver more robust and long-term sustainable credit management.

We further enhanced our Green Lending Principles and CSR Credit Approach, which outline how we promote sustainable development of the economy, society and environment through various credit risk strategies. Different credit risk strategies are adopted for different counterparties or credit transactions depending on the level of social or environmental impacts:

1. Support is given to those corporate or business activities with positive environmental impacts through engaging in various green lending programmes.
2. Credit transactions or counterparties with significant negative environmental impacts are prudently assessed. We will suspend such relationships if material progress towards compliance or related certification cannot be achieved within a reasonable timeframe.
3. Credit transactions directly engaged in manufacturing, sales and purchase of lethal arms and weapons are prohibited.

Key Figures 2011/2010

HK$ Mn	2011 (at 31 Dec 2011)	2010 (at 31 Dec 2010)
Revenues	30,846	27,508
Operating costs	7,862	9,584
Tax paid	3,867	3,052
Profit before tax	24,680	19,742
Cost to income ratio	25.49%*	34.84%
Total advances to customers	699,379	613,219

** Should the impact of Lehman Brothers-related products be excluded, the core ratio was 34.56%, one of the lowest in the industry.*

5. Corporate Governance

5.1 Corporate Governance Policy

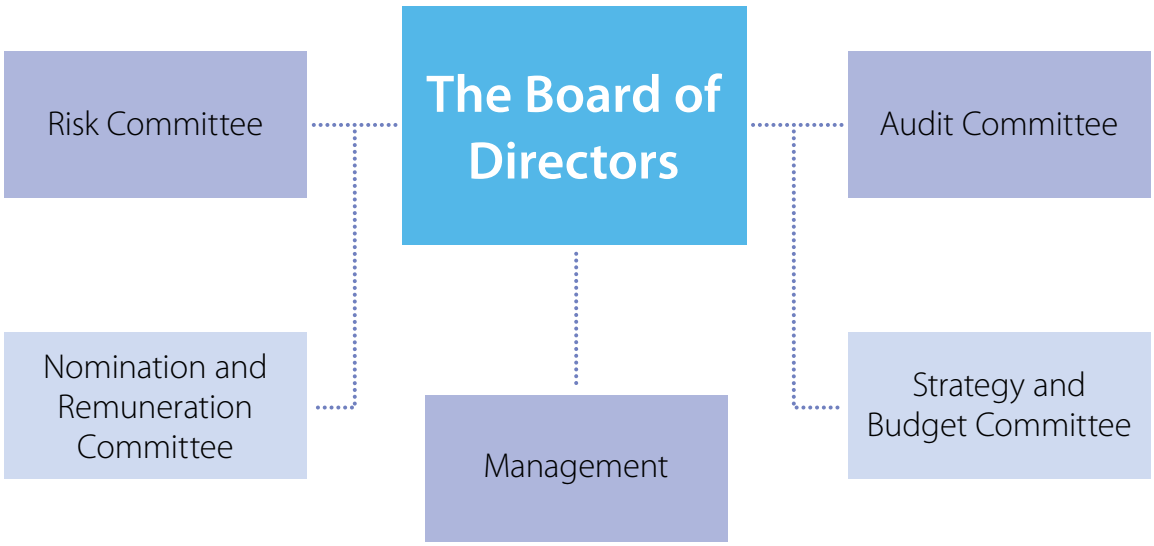
The Company recognises the importance of high standards of corporate governance and maintains an effective corporate governance framework which delivers long-term success of the Group. The Company is also strongly committed to embracing and enhancing sound corporate governance principles and practices. The established and well-structured corporate governance framework directs and regulates the ethical conduct of the Company, thereby protecting and upholding the value of shareholders and stakeholders as a whole in a sustainable manner.

5.2 Corporate Governance Framework

The Board is at the core of the Company's corporate governance framework and there is a clear division of responsibilities between the Board and the senior management. The Board is responsible for providing high level guidance and effective oversight of the senior management. The Board has established four standing Board Committees to assist in performing its responsibilities. Each of the Board Committees has a well-defined Mandate and makes recommendations to the Board on relevant matters within its scope of responsibilities or makes decisions under appropriate circumstances in accordance with the power delegated by the Board.

The Board also establishes ad hoc Independent Board Committees, whenever needed, to review and approve relevant issues in view of good corporate governance. The Independent Board Committees comprise all the Independent Non-executive Directors of the Company.

The Company's corporate governance framework



5.3 Board of Directors

The Board consists of 12 members, of which five are non-executive directors and five are independent non-executive directors. The chairman of the Board is a non-executive director. The Board acts honestly and in good faith so that decisions are made objectively with a view to delivering long-term and maximum shareholder value and fulfilling its corporate responsibility to other stakeholders of the Group. During 2011, nine Board meetings were held with an average attendance of 88%.

Meetings of Standing Board Committees During 2011

Standing Board Committee	Number of members	Number of meetings	Average attendance
Audit Committee	6	5	97%
Nomination and Remuneration Committee	5	5	84%
Risk Committee	4	8	94%
Strategy and Budget Committee	5	6	97%

5.4 Risk Management

The Group believes that sound risk management is crucial to the success of any organisation. In its daily operations, the Group attaches a high degree of importance to risk management and emphasises that a balance must be struck between risk control and business growth and development. We have built a robust risk management organisational structure with a comprehensive set of risk management policies and procedures. We have appropriate risk limits to identify, measure, monitor and control risks that may arise. The principal types of risks inherent in the Group's businesses are credit risk, interest rate risk, market risk, liquidity risk, operational risk, reputation risk, legal and compliance risk, and strategic risk. We have begun formal measurement of our own ESG risks. We also measure and incorporate ESG factors when assessing our suppliers and credit risks of our customers.

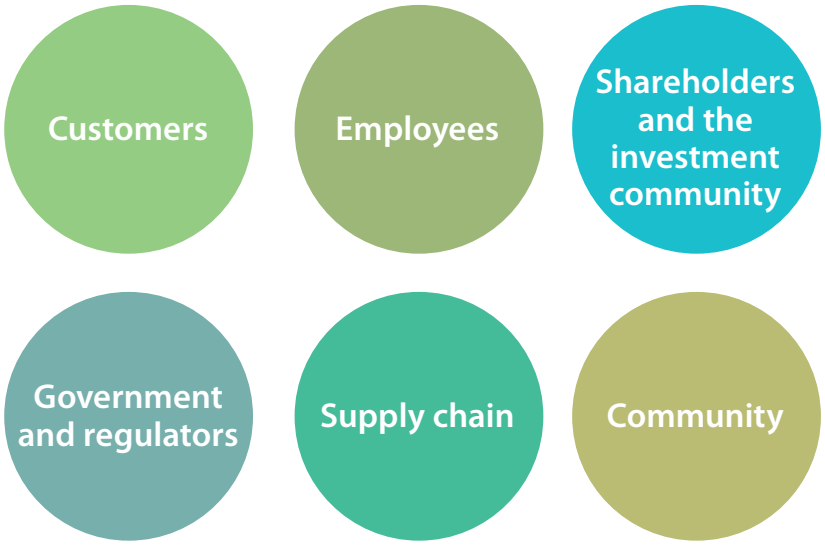
The Group's risk management objective is to enhance shareholder value by maintaining risk exposures within acceptable limits. The Group has a defined risk appetite statement approved by the Board, which is an expression of the types and level of risk that the Group is willing to take in order to achieve its business goals and to meet the expectations of its stakeholders under a controllable risk level.

For more information on BOCHK's corporate governance, please refer to our 2011 annual report or the Company's website.

6. Stakeholder Engagement

The Group recognises the fundamental importance of transparency and accountability and is committed to engaging with stakeholders. We aim to maintain constant communication with a range of stakeholders.

In second quarter 2011, we developed a long-term stakeholder engagement plan. The Group identifies its stakeholders as:



Our on-going stakeholder engagement efforts could be outlined as follows:

6.1 Customers

The Group regularly conducts customer satisfaction surveys and focus group discussions with customer segments including mass-market, wealth management and corporates. We employ different methods to gather information on customer satisfaction and strive to improve our service levels. We conduct customer satisfaction surveys, organise seminars and visit our corporate customers to gain a better understanding of our customer needs.

The Group has set up a fair complaint handling process for customers to voice their opinions and protect their interests. Complaints about frontline staff are investigated independently. Complaints related to investment products are handled by an investigation team which reports to the Chief Risk Officer.

In recognition of our excellence in customer service and provision of a reliable service platform, the Group's Call Centre received 9 awards by the Hong Kong Call Centre Association ("HKCCA"), including the HKCCA Awards – Grand Award of the Year in 2011. BOC Credit Card (International) Limited has received the ISO 10002 Certification from Hong Kong Quality Assurance Agency since 2008, signifying our compliance with the international standard of customer complaint management.

We have commissioned third party research into customer satisfaction to further improve our customers' experience. The survey report by Nielsen in April 2012 revealed that the majority of our personal and corporate customers were satisfied with our service quality.

6.2 Employees

We place great emphasis on having two-way communications between the Group and our employees. To ensure fair and reasonable treatment for employees, the Group's Human Resources Policy states clearly the mechanism for addressing our employees' needs and concerns. A dedicated employee hotline is in place to gather employee feedback and opinions. In 2011, BOCHK conducted an "online staff engagement survey" to better understand staff opinions and enhance our policies and measures. Having the most extensive branch network in Hong Kong, the Group values the voice of our frontline staff. Our senior management makes constant visits to different branches and has face-to-face interaction with our staff.

6.3 Shareholders

The Board attaches a high degree of importance to continuous communication with shareholders, particularly through direct dialogue with them at the Company's annual general meetings. Shareholders are encouraged to actively participate in such meetings.

At the Company's 2011 annual general meeting ("AGM") and extraordinary general meeting held on 25 May 2011, the Chairman of the Board, the Chairman of the Nomination and Remuneration Committee, the Chairman of the Risk Committee, the Chairman of the Strategy and Budget Committee, members of the Audit Committee, senior management of the Company and representatives of the external auditor, PricewaterhouseCoopers, were present to respond to enquiries raised by shareholders. A total of 825 registered shareholders and their authorised proxies and 117 authorised corporate representatives holding an aggregate of 10,359,163,269 shares, representing 97.98% of the total issued share capital of the Company were present at the 2011 AGM.

6.4 Investors

The Company aims to promote effective communication with the investment community to enhance their knowledge and understanding of our development and strategies. In 2011, the Company had over 270 meetings with investors and analysts across the world with total attendances of over 780. These meetings were held through global road-shows, international investor conferences, company visits and conference calls. The Company is widely covered by more than 20 securities research institutions.

We highly value investor feedback and comments which are important for the formulation of the Group's growth strategies to enhance its shareholder value and to ensure its sustainable development.

The Investor Relations Committee, chaired by the Chief Executive and consisting of other senior executives, is responsible for the formulation and oversight of the Company's investor relations strategies and programmes. The effectiveness of the investor relations programmes is reviewed by the Board and the Investor Relations Committee on a regular basis.

6.5 Stakeholder Engagement and CSR Reporting

A number of interviews were conducted in assessing the content for this CSR report, which has adopted the format of GRI reporting. The interviewees included a range of stakeholders including senior management, branch level management, junior staff, customers and shareholders. Stakeholders for interview were identified by their relevance to the organisation and their legitimacy; their availability for in-depth interviews and their knowledge of the Group and its operations.

6.6 Looking Ahead

We will continue to raise awareness amongst our stakeholders about the importance of ethical and responsible practice within our business. At the same time, we aim to improve the two-way flow of information between our business and stakeholder groups. The Group will keep stakeholders involved in the formulation of our long-term direction and strategy by listening to their opinions and suggestions on our current and future development, and helping them understand our overall progress.

Our stakeholder engagement plan developed in 2011 will improve our stakeholder engagement through a more structured dialogue with both internal and external stakeholders.

7. Our People

We understand the importance of a stable employment environment for our people and remain committed to this even during the global financial crisis. Compared to the end of 2010, our headcount measured as full-time equivalents rose by 4.8% in 2011 to 14,475.

CSR helps increase the sense of belonging among our staff, has a positive impact on staff morale and creates long-term value for the Group. It is a priority for the Group in the year ahead.

The Group conducted an "online staff engagement survey" to collect staff opinion in 2011, as outlined in the stakeholder engagement section. The purpose was to ensure the voices of staff members are fully heard, enhance management policies and measures, and upgrade the working environment. The survey was met with an overwhelming response.

Operating Practice

Our approach to human resource management is governed by our Staff Code of Conduct which is reviewed and approved by the Management Committee annually. Our staff handbook provides guidelines for non-discrimination and fair practice in the workplace with "Codes of Practice on Employment Relating to the Sex Discrimination Ordinance, Disability Discrimination Ordinance and Family Status Discrimination Ordinance", which promotes equal opportunities.

In 2010, we implemented "Guidelines for Sex/Disability/Family Status Discrimination" to reflect the value of the Group as an equal opportunity employer. All staff are required to adhere to the Guidelines. We have also reviewed the Guidelines in response to the recent enactment of Hong Kong's Race Discrimination Ordinance.

7.1 Training

We understand that people are critical assets for the Group. We are committed to providing them with learning opportunities and a congenial environment to grow and develop. In 2010-11, we were granted the honourable award status of "ERB Manpower Developer 1st" by the Employees Retraining Board.

The Group invests heavily in staff training and development every year through diverse and multi-faceted training programmes. In order to enhance the leadership and strategic thinking capabilities of our management staff, we have employed various programmes offered by renowned universities such as Peking University, Tsinghua University, Columbia University, Oxford University and the Richard Ivey School of Business. In addition, we nominate outstanding talent to enroll the EMBA programmes offered by renowned universities in Hong Kong.

We continue to nurture our future talent through our Management Trainee Programme, Officer Trainee Programme and Summer Internship Programme. We also offer summer internships which include work experience in the Mainland branches of BOC.

To support the Group's sustainable growth, we adopt an integrated approach to encourage our staff to learn and develop through various options such as in-house training programmes, job rotation programmes and on the job training under the guidance and coaching of line managers. We offer well structured curriculum to new staff in critical roles of frontline businesses to ensure that they are competent and their values are aligned with the Group's ethical standards in executing business activities.

Responding to the Group's risk and compliance management approach, we launched two bank-wide training programmes through the newly deployed "My Learning" electronic portal covering the topics of Operational Risk Management, Code of Conduct, Anti-Money Laundering, Information Security, Customer Data Protection, Frauds and Forgery Prevention.

7.2 Employee Benefits

The Group is committed to providing its staff with competitive remuneration packages. We continue to review and refine our remuneration and benefits policy taking market practices into account and in compliance with relevant regulatory requirements including a sound remuneration system. Our staff are rewarded based on performance. For sales staff, the incentive scheme, which is score-driven, is designed in a way that takes into account both sales performance and compliance/control.

Appreciation and recognition are important to motivate staff. We, therefore, identify and reward outstanding performers and distinguished staff.

Our provision of competitive medical schemes to staff exemplifies our caring attitude. Meanwhile, our headquarters staff benefit from a subsidised canteen that offers breakfast, lunch and dinner in both Chinese and Western styles at Bank of China Tower ("BOC Tower"). For those non-headquarters staff who cannot enjoy this benefit, a meal allowance is provided.

7.3 Employee Health and Safety

In order to enhance occupational health and safety in BOCHK, our Corporate Safety Division organised a total of eight courses including a basic fire prevention programme, occupational health and safety seminars and the first aid certification programme in 2011. 267 participants attended 3,184 training hours in total. In addition to formal training programmes, robbery prevention exercises were conducted in 65 branches covering 1,111 staff. Our staff are provided with free body check-ups on a regular basis.

7.4 Work-life Balance

We believe that maintaining a good work-life balance is important to our employees. Different recreational activities are provided for our staff and their family members. In promoting environmental protection, we have arranged nine eco-tours of the "Hong Kong Geopark Charity Green Walk" for our staff and their family members. Our staff fun day at Hong Kong Disneyland in November 2011 enjoyed a phenomenal turnout, with 99% of staff enrolling and nearly 30,000 staff members and their families participating. Educational workshops by financial professionals were organised to teach our employees' children important financial concepts. We also promote a reading culture by organising various book fairs at BOC Tower and Bank of China Centre ("BOC Centre"). Moreover, to adopt family-friendly employment practices, we provide male employees with paid paternity leave.

7.5 Case Study

BOCHK through the Eyes of a Management Trainee **Sharon Lau**

Sharon Lau joined BOCHK as a Management Trainee after graduation in 2011. She was attracted to BOCHK because she considered the bank to be both profitable and socially responsible. She believed that as BOCHK continues to grow, this would bring her more career opportunities.

Since joining BOCHK, she has been most impressed by the bank's people-oriented corporate culture. From her own experience, she saw that the bank had demonstrated strong commitment to nurture young business talent and future leaders. The Management Trainee Programme, particularly the 12-month rotation experience, has broadened her exposure within BOCHK and to the banking industry in Hong Kong. Moreover, the mentorship programme has enabled her to take advice from senior colleagues and to strengthen her soft skills in the workplace. She is delighted to work at BOCHK because it is a caring organisation which values people and relationships.

8. Our Community

The sustainability of the Group is fundamentally related to the social and economic sustainability of the community and Hong Kong's position as an international financial centre.

Our CSR Policy guides us to promote the development of the Hong Kong economy and society. Guided by the operating concept of conforming with social ethics and public well-being, the Group safeguards the interests of consumers, employees and the community. It actively participates in social welfare related initiatives and also encourages employees to participate. It promotes sports development, supports arts and culture-related activities, donates to and sponsors education-related projects, and takes part in charitable events.

8.1 Fabric of the Community

As a leading banking group in Hong Kong, we attach great importance to our community and consider the fulfilment of social responsibility as crucial for creating and maintaining our long-term core competences. We treasure the relationships we have developed with the community where we grow our business. As a community bank, we continue to rationalise our branch network to better meet the needs of the general public. We now operate 26 branches in public housing estates and in 16 public housing estates we are the only bank present.

Branch Locations

Elderly and Disadvantaged

The Census and Statistics Department of the HKSAR Government projects that by 2036, the number of people aged over 60 will increase to 2.9 million, growing from 18.9% of the population in 2011 to 33.2%. Statistics also demonstrate a trend that a higher percentage of the elderly is receiving social security payments than younger people.

BOCHK has a number of initiatives to help the elderly and the community:

- For the elderly aged over 65, BOCHK offers a free BOC Fast Cash Card and special advice on how to use ATMs safely and securely. BOCHK also makes visits to elderly centres to teach the elderly how to use ATMs.
- BOCHK has become a leading provider of the new "Reverse Mortgage Programme" launched by the Hong Kong Mortgage Corporation. Under the Programme, the elderly can pledge their self-occupied residential property in Hong Kong as security for a mortgage loan to enjoy greater financial flexibility after retirement.
- We offer a service charge waiver to vulnerable groups such as senior citizens aged 65 or above as well as those receiving the Comprehensive Social Security Assistance.
- We have implemented a number of measures to assist eligible Hong Kong citizens, particularly the elderly, in registering for "Scheme $6,000" of the HKSAR Government with easy access via our branches, Call Centre and Internet Banking, and to help them to receive payments through bank transfer. The initiative was extended to help retired Hong Kong elderly in the Mainland to register and collect their HK$6,000 handout from the Government.
- Special procedural handling for account opening, selling processes, design and planning of the branches and ATMs has been set up and continuously reviewed for group of customers with special needs. We have introduced risk profiling for all customers, to ensure that the elderly or other vulnerable groups are aware of the product features and risk profile of their investments and whether this is in line with their risk appetite.

8.2 Community Access

Branches

At the end of 2011, the Group's service network in Hong Kong comprised 266 branches, including 133 wealth management centres and 21 dedicated Mainland customer service centres. As stipulated by our branch design guidelines, "barrier-free access" is a key element in our branches. All newly renovated branches have already incorporated barrier-free facilities, such as sloping platforms, in order to facilitate disabled customers to enter the branches. Where this is impossible to install, help bells are provided as alternatives. In addition, there are Customer Service Ambassadors in our branches providing assistance to any customers in need.

ATM Services

For ATM services, all newly installed or replaced ATMs are designed with the height of both keypads and screens suitable for wheelchair access, in compliance with Hong Kong Association of Banks ("HKAB") guidelines.

In addition, all of the Group's ATMs feature protruding symbols which improve the accessibility of ATM services for the visually impaired. Around 92% of ATMs have soft key pads, which fulfils the requirement of HKAB. When setting out the network strategy of ATMs, we ensure that there is at least one ATM with soft key pads at every site.

Internet Banking Services

For Internet Banking Services, BOCHK has designed functions for visually impaired customers, including the support of screen readers and provision for font resizing as well as fulfilment of best practice guidelines on navigation and content presentation.

Call Centre Services

Multi-linguistic capabilities – Cantonese, Putonghua, English, Japanese and Indonesian – have been established in the call centres of the Group to handle customer enquiries and requests.

8.3 Caring for our Community: the Dynamic Volunteer Team

The Group established the "Dynamic Volunteer Team" in 2006 to facilitate employee participation in various community and volunteer activities, including cleaning elderly homes, organising food events for underprivileged families, running basic and enjoyable art classes for children and organising career seminars for secondary school students.

In 2011, the "Guidelines for BOCHK Volunteer Team", and the volunteer team member directory initiatives were established to further formalise the volunteer force. The number of registered volunteer staff has doubled since 2006, with over 1,000 registered volunteers now contributing their time. All staff receive one day annual leave for volunteer activities.

In 2011, the Dynamic Volunteer Team collaborated with Tung Wah Group of Hospitals, Po Leung Kuk, Methodist, The Boys' and Girls' Clubs Association of Hong Kong, Yan Chai Hospital and Helping Hand to conduct nine volunteer events offering 24 service activities.

8.4 BOCHK Charitable Foundation

Rooted in Hong Kong, BOCHK has been serving Hong Kong with a dedication to developing harmonious relationships with different sectors of the city. Over the years, by donating to and working closely with the BOCHK Charitable Foundation ("The Foundation"), a charity organisation registered as an independent legal entity in Hong Kong, we have been actively participating in a diverse range of charitable activities, covering education and sports, arts and culture, environmental protection, social welfare and assistance to the needy in Hong Kong and the Mainland of China, to share our success with the communities we serve.

8.5 Community Support

The Group is active in supporting the welfare of Hong Kong's society, through our own campaigns and through support of the Hong Kong Community Chest ("the Chest") and other charitable institutions.

In 2009 we designated HK$90 million of the net proceeds from the sale of the Beijing 2008 Olympic Games HKD Commemorative Banknote to set up the "BOCHK's Caring Hong Kong – A Heart Warming Campaign", with the objectives to assist the disadvantaged groups and to build a harmonious community. Under the Campaign, we approved HK$85 million by the end of 2011 to 78 large-scale projects of social welfare agencies and charities of the Chest and the Hong Kong Council of Social Services. Over 900,000 people have benefited from these donations, covering the new immigrants, the aged, the underprivileged and single-parent families.

8.6 Corporate Citizenship

Recognising the need to enhance corporate citizenship and CSR in the city, BOCHK has committed as a lead sponsor of the "Corporate Citizenship Programme" organised by the Hong Kong Productivity Council ("HKPC") for two consecutive years. The aim of the programme is to encourage enterprises to adopt social responsibility principles in their business strategies and management philosophies. The programme also developed a number of initiatives to enhance young people's awareness of the responsibility of modern corporations.

8.7 Educational Programmes

Nurturing Future Talent

Since 1990, the Foundation has provided HK$14.43 million for scholarships and bursaries to nine universities in Hong Kong, benefiting a total of 1,540 students. We also organised the "Summer Internship Programme for Tertiary Institution Students". In 2011, the seventh "Internship Programme for Financial Professionals in the Mainland of China" was held, together with the "Summer Internship Programme for Tertiary Institution Students", offering university and tertiary institution students the internship opportunities at the branches of BOC in the Mainland.

In addition, the Group sponsored the "CSR CUMBA Conference 2011" organised by the Faculty of Business Administration of the Chinese University of Hong Kong ("CUMBA") under the theme of "Global Partnership for a Sustainable Future". More than 250 delegates from over 50 organisations of various business domains participated in the conference to share their experience and aspirations of CSR fulfilment.

Financial Workshops for Children

BOCHK actively promotes financial literacy in the community. For example, BOCHK and BOC Group Life Assurance Company Limited continued to sponsor the "Kiddie Sky" Green Kids Banking Programme and Kids Garden set up by the Department of Child Education and Community Services of the Hong Kong Institute of Vocational Education, teaching children about the operation of banks.

BOCHK sponsored "Children's Financial Management Seminar and Survey Findings Release". During the seminar, we invited professionals to share views and valuable experience on how to cultivate children a correct attitude towards financial management.

Environmental Education

Environmental education is another key focus of our corporate responsibility initiative. We partnered with the Association for Geoconservation, Hong Kong ("AGHK"), in establishing the first-ever "Hong Kong Global Geopark of China – Prehistoric Story Room", featuring life on earth at the BOC Tower in October 2011. Various valuable fossils and models are displayed in an interactive way. More than 64,850 visitors and over 360 visiting organisations were recorded as at May 2012. We also sponsor the "Global Geopark E-Classroom" jointly organised by the Agriculture, Fisheries and Conservation Department and the AGHK. The first-ever E-Classroom provides local and overseas students with an online platform to learn more about geo-conservation from world-class experts. This project has been well received by the education community, with eight participating schools in the first phase and will be gradually extended to all schools in Hong Kong.

In 2009, we spearheaded the "Hong Kong Geopark Charity Green Walk", which brought together the important elements of environmental protection and charity. As at May 2012, 84 eco-tours were organised for more than 8,100 customers, citizens, staff members and their companions to better understand Hong Kong's geo-conservation. In addition, more than 260 new immigrants, members from single parent or low income families, youths and senior citizens were invited to take part in the "Hong Kong Global Geopark of China In-depth Tour" and explore the geological wonders.

In 2011-2012, we sponsor the "1000 Environment Friendly Youth Ambassadors Action" organised by eight national authorities of the PRC, including the Ministry of Environmental Protection, Ministry of Education, Ministry of Science and Technology. The programme aims to arouse the public awareness of pollution prevention and encourage the public to actively participate in environmental protection through energy conservation and emissions reduction.

To further promote the significance of environmental protection, the Group sponsored the "Power Plant", a large-scale international outdoor sound and light exhibition presented by the 39th Hong Kong Arts Festival. A wide range of environmentally friendly materials were used in art installations, and over 23,000 visitors were recorded during the 21 days of exhibition.

Embracing LOHAS (Lifestyles for Health and Sustainability) can help reduce the carbon footprint in our daily life. The "LOHAS Atelier" set up in Chai Wan under the "LOHAS@ BOCHK" Integrated Environmental Education Programme recorded nearly 9,000 visitors during the period from November 2010 to May 2011. More than 2,300 and 1,000 participants took part respectively in the 150 "LOHAS Workshops" and the "LOHAS Carnival" complemented by a waste recycling competition designed for the local secondary and primary school students. In 2011 BOCHK sponsored the "ECOLITY Global Youth Summit on Sustainability" held by AIESEC, with the aim of encouraging over 120 global youth representatives to formulate creative green initiatives through a Business Plan Competition.

8.8 Sports, Arts and Culture

To help raise public interest in sports, we have supported the "Bank of China Hong Kong Sports Stars Awards" for six years in a row and set up the "Best of the Best Hong Kong Sports Stars Award" in recognition of the excellent performance of Hong Kong athletes. In the online public voting of the Hong Kong Sports Stars Awards 2011 held in 2012, we recorded a total of over 63,000 votes.

The Foundation also advocates the "Sport for All" message in the community through sponsorship of the "Festival of Sport" from 2007 for more than 500,000 participants over the past six consecutive years.

For 10 consecutive years, the Foundation has also sponsored the "Hong Kong Island & Kowloon Regional Inter-school Sports Competition", the largest school sports competition of its kind in Hong Kong. We recorded over 79,000 athlete enrolments from 269 schools, participating in more than 8,400 matches of this competition in 2011.

HK$ 4 million+
donation to Badminton Development & Training Scheme 2011-2014

Badminton is a popular sport in Hong Kong and one of the sports in which Hong Kong enjoys an Olympic presence. Hong Kong fielded one men's singles player and two women's singles players in the Beijing 2008 Summer Olympic Games, a remarkable achievement for a city.

We are a proud patron of badminton in Hong Kong, and have donated more than HK$12 million for the sport in the last 13 years, benefiting over 920,000 participants.

We continue our support with a donation of over HK$4 million to the "Badminton Development & Training Scheme 2011-2014". The Scheme includes competitions, fun days, training courses, reward programmes and demonstration sessions, with over 80,000 people participating in 2011.

80,000+
participants in 2011

Art and culture enrich our life and enhance creativity. In 2011, the Foundation supported the "Dunhuang Culture and Preservation Study Series" organised by the University of Hong Kong. Led by scholars and experts, university students visited Dunhuang on a study tour to gain a deeper understanding of Chinese cultural heritage. Two public seminars, students' reporting sessions and exhibitions were organised with over 2,600 participants.

In 2011, BOCHK sponsored the "Hong Kong International Conducting Competition for Chinese Music" to help identify conducting talents and promote the development of Chinese orchestral music. In addition, nearly 1,500 people participated in the "Conductor Demystified Workshops", the "Art of Management with a Baton Sharing" Sessions and Final Competition. At the end of 2011, BOCHK specially presented "Yundi Red Romance Recital". At the concert, Yundi played unique traditional Chinese music on top of Chopin's classical pieces.

8.9 Case *Study*

Wah Fu Estate - Wah Kwai Estate Branch

Wah Fu and Wah Kwai in numbers	
Population	29,100
Apartments	10,300
Apartment size	28.3-71.8 sq m
Bank branches in Wah Fu Estate	1 (BOCHK)

Source: Hong Kong Housing Authority

The Wah Fu Estate in Hong Kong was built in 1967. It consists of 18 blocks of Public Housing and several schools. Wah Kwai Estate was built in 1990 and consists of six blocks of Public Housing.

Across Wah Fu Estate and Wah Kwai Estate, there are 10,300 apartments ranging in size from 28.3 sq m to 71.8 sq m and a population of 29,100.

It is vital for the community to have access to banking services, including cash withdrawal, money exchange, etc. Currently, BOCHK is the only bank serving the estates. The elderly are the main customer segment, with 70% of the branch customers aged 65 or above; 10% are domestic helpers. Being a community bank and having considered the characteristics of the residents, BOCHK endeavours to provide products and services which meet the banking needs of the residents in the estates.

9. Environmental Performance

The Group's Environmental Policy outlines our approach to preventing, managing and where possible, reducing the environmental impacts generated, directly or indirectly, by the Group's activities.

Besides caring for our own environmental impact, our new ESG lending guidelines and Sustainable Procurement Policy also help us promote better environmental, social and governance practices amongst our customers and suppliers.

Environmental Policy

The Group is committed to environmental sustainability. We minimise our environmental impact by reducing our carbon footprint, using resources more efficiently and effectively and promoting environmentally responsible business practices, services and products.

Our policy was formulated with reference to the UNEP Statement by Financial Institutions on the Environment and Sustainable Development and other financial sector initiatives. These include the United Nations Principles for Responsible Investment ("UNPRI") and the United Nations Global Compact ("UNGC").

Our Environmental Responsibility

We recognise that our business has direct and indirect impacts on the environment. Our objective is to manage these impacts so that we can minimise risks to our business and portfolios and enhance long-term stakeholder value.

We support the precautionary approach to environmental management, which strives to anticipate and prevent potential environmental degradation.

Our pledge

- We will work towards integrating environmental considerations into our business operations, services and products.
- We will implement rigorous environmental programmes based on environmental management systems and a regular programme of reviewing and reporting on relevant key performance indicators.
- We will ensure that the space we occupy is operated with the objective of best practice environmental performance.
- We are committed to complying with local, national and international environmental regulations.

9.1 Environmental Highlights in 2011

Recycled materials collected
76,041 kg

Number of sheets of A4 paper saved
4.2 million

Reduction in electricity
1.7 million kWh

Energy and Carbon Audit

In 2011, the Group completed the energy and carbon audit for our main buildings, providing for a comprehensive review of the current level of carbon emissions and energy consumption. This provides a foundation to establish indicators for further reduction of carbon emissions and conservation of energy.

In order to better measure our carbon footprint, we have set up systems to measure energy consumption, water usage and waste generation across our office buildings which are our main sources of carbon emissions.

Green Equipment Financing

We offer a "Green Equipment Financing Scheme" through collaboration with the HKPC. The scheme encourages corporate customers to purchase environmental friendly equipment to increase their productivity and operating efficiency while reducing environmental pollution. BOCHK donates HK$1 for every HK$2,000 of loans to designated green groups via the HKPC to support environmental protection initiatives.

We also jointly launched the "Energy Efficiency Loan Scheme" with the two electricity companies in Hong Kong to provide loans to commercial and industrial customers for the implementation of energy-saving initiatives and encourage them to switch to energy-efficient electrical appliances and equipment.

ESG Lending Criteria

In 2010, we reviewed and enhanced our credit risk policy and procedures incorporating elements promoting environmental protection, energy and emissions reduction and public health and safety. In line with these principles, we conduct credit assessments to consider the influences of credit customers or credit projects towards social and/or ecological environment, and their positive and negative impacts on society and environment. Environmental and social performance of our customers or credit projects is one of the factors for making the credit decisions. The related credit risk policy and procedures are reviewed annually.

9.2 Energy Saving in Key Buildings

Energy saving initiatives implemented across our office buildings throughout the past year, led to total energy savings of around 1,721,914 kWh, of which BOC Tower, Bank of China Building and BOC Centre accounted for around 668,000 kWh, 59,388 kWh and 230,470 kWh respectively. Energy saving was achieved by the following initiatives:

- Improving the air conditioning system of some floors
- Better control of air conditioning chillers
- Using more efficient lighting tubes and LED lighting
- Managing the passenger lifts with zone controls
- Maintaining room temperature at 22 °C - 24 °C

9.3 Water Saving in Key Buildings

In addition to the carbon and energy audit, BOCHK conducted an assessment of its water usage in key buildings together with proposed recommendations for reduction. Water saving initiatives, such as washroom equipment improvement implemented across our office buildings throughout 2011 led to total water savings of 18,800 m^3, of which BOC Tower and BOC Centre accounted for around 17,685 m^3 and 1,126 m^3 respectively.

9.4 Other Environmental Initiatives and Voluntary Codes

E-statements and Electronic Platforms

The Group launched an e-statement promotion campaign to encourage its customers to register for e-statement services in order to reduce the paper used for printing hard-copy statements. We provide 24-hour e-statement registration service to achieve convenient and paperless operations. To further reduce the environmental impact of our operations, we encourage our customers to manage their finances via Internet Banking and Mobile Banking and switch to e-card services. By the end of 2011, customers using our Internet Banking Service increased by 13% over 2010 and those choosing to receive consolidated statements and investment statements in electronic forms were up 78% and 54% respectively.

The Company's website provides shareholders with access to important and relevant corporate information on an effective and timely basis. To support the environmental protection, the Company encourages its shareholders and investors to access corporate communications of the Company through its website. The Company believes that this is also the most efficient and convenient means of communication with shareholders and investors.

Paper use

We procure paper with proven environmental impact reduction or FSC-certified paper approved by procurement committee. Working towards a paperless office, we have reduced our paper use by 4% in 2011, as compared to 2010. In an effort to reduce paper use, we submitted our annual Employer's Tax Returns in the form of CD-ROMs, resulting in us being awarded Green Employer status by the Inland Revenue Department of the HKSAR Government.

Recycling

Due to the nature of our business, our paper and electronic records may contain sensitive financial and personal information. Therefore, we must take special care with our recycling efforts. Our material recycling is handled through a company certified by the National Association for Information Destruction for Plan-based Operation. This ensures appropriate and proper destruction of sensitive printed documents and computer hard drives.

We undertake a number of recycling programmes:

1. Source Separation of Commercial and Industrial Waste Programme, run by the Environmental Protection Department ("EPD"): mechanisms are set up to facilitate waste separation at source and recycling, including paper, metal, plastic and proper handling of the construction waste from renovation projects
2. Waste Paper Recycling Programme: waste paper is collected by designated bins and recycled
3. Rechargeable Battery Recycling Programme, run by the EPD: proper disposal and recycling of rechargeable batteries are ensured
4. Computer Refurbishment Project: conservation and environmental protection are promoted amongst tenants
5. Toner Cartridge Collection Programme: collected cartridges are sent for proper disposal
6. Fluorescent Lamp Recycling Programme: this scheme organises the collection of mercury-containing lamps, including compact fluorescent lamps ("CFLs"), fluorescent tubes and high intensity discharge lamps. Collected lamps are sent for treatment to reduce the environmental risk from improper disposal and to recover resources

Educational DVD

In 2011, we produced an educational DVD for internal training based on proprietary research on environmental, sustainable development, low-carbon economy and banking issues. These videos, available on our internal web portal, have also been broadcast across the Group. The aim of the DVD is to raise awareness and knowledge of our staff, particularly frontline staff who may face questions regarding our environmental policies.

Lighting

The Group signed the "Dim it" Charter organised by Friends of the Earth in Hong Kong to commit to energy saving and reduction of carbon dioxide emissions, light pollution and light nuisance by dimming the light bulb/fluorescent tubes of the Group's premises periodically. We have also participated in the global initiative "Earth Hour" organised by WWF to raise the public awareness of the global climate change.

Toxin Reduction

Due to the health, climate and air pollution risks posed by volatile organic compounds, we use low VOC paint in our buildings when repairing and renovating. We also ensure lead-free paint is used, given the proven toxic effects of lead. Low formaldehyde emission (1.5 mg per litre) from our office furniture material is another key specification for suppliers to comply with.

Banqueting Guidelines

In compliance with the advice set out by WWF Hong Kong, the Group formulated the Banqueting Guidelines in 2008 to stop serving shark fins, endangered reef species and black moss at corporate banquets.

9.5 Environmental Standards and Schemes Adopted in 2011

- Management System Certificate for ISO 14001 (certified by UKAS)
- Indoor Air Quality Certificate – Excellent Class (EPD of HKSAR Government)
- Quality Water Recognition Scheme for Buildings Certificate (Water Supplies Department of HKSAR Government)
- Hygiene Control Management Systems Certificate (SGS Hong Kong)

10. Supply Chain and Procurement

We are one of the few banks with a procurement policy and Code of Conduct for suppliers. The Group formulated its Sustainable Procurement Policy and a Supply Chain Code of Conduct in 2011 and has already begun implementation.

The following principles will guide the Group's best efforts to meet its objectives:

- We endeavour to source and use more sustainable and resource efficient products and services. For example, we use FSC-certified paper, office equipment/home appliances with better energy efficiency, and cars in compliance with latest European standard.
- We adopt an ethical and responsible behaviour in dealing with suppliers, based on trust and cooperation to ensure long-term partnerships. For example a "Gift and Entertainment Policy" is in place for all our staff to abide by.
- We work with peers and policy makers to share experiences and adopt best practices.

The Code outlines the minimum set of requirements for social, ethical, corporate governance, environmental standards and fair labour conditions that the Group expects its suppliers to comply with. It has been developed taking into account international labour standards and the principles of decent work based on the International Labour Organization ("ILO") Core Conventions.

The Code addresses labour and working standards requirements around forced and child labour, freedom of association, discrimination and harassment, health and safety, wages, benefits and terms of employment, working hours and environment. It clearly indicates the requirements to the suppliers of the Group.

Supply Chain in 2011

Our immediate focus is on key suppliers which have the largest environmental or social footprint. We aim to extend the scope of the Procurement Policy for Sustainable Development to our entire supply chain over time.

To assess the performance of suppliers based on our new Code of Conduct, we conduct both supplier self-audit and physical on-site audits. A self-assessment questionnaire has been developed, which covers all relevant ESG issues:

1. Labour management systems
2. Forced, bonded, indentured and prison labour
3. Child labour
4. Freedom of association and the right to collective bargaining
5. Discrimination, harassment and abuse
6. Health and safety
7. Wages, benefits and terms of employment
8. Working hours
9. Ethical standards: bribery and corruption
10. Governance and risk management
11. Environment
12. Compliance mechanism

In 2011, the Self-Assessment Questionnaire was sent to 42 companies supplying a specified level of goods and services to the Group in the financial year of 2011. The assessed suppliers were in compliance with the Code of Conduct.

To facilitate the implementation of the Code for suppliers, in the first quarter of 2011 we formulated a communication strategy, where we trained procurement staff to communicate our standard and requirements to our suppliers. Any non-compliance with the Code may lead to contract termination if a remedial action plan to come into compliance is not put into place by the supplier.

11. Selected Awards and Recognition

11.1 Customer-centric

- One of the World's 10 Strongest Bank and the Top among Banks in Hong Kong (Bloomberg Markets)
- "One of the Top 10 Banks in Hong Kong and Top 20 Banks with the Highest Net Profits" of the Top 300 Banks in Asia in 2011 (Yazhou Zhoukan)
- China Bond House of the Year 2011 (International Financing Review Asia)
- In the capacity of a Joint Global Coordinator of ICBC Asia's Basel III compliant RMB subordinated bond: Best Offshore Renminbi Offering Award 2011 (FinanceAsia), Investment-grade Bond of the Year 2011 (International Financing Review Asia)
- Top bank in the Hong Kong-Macau syndicated loan market for seven consecutive years (Basis Point)
- Excellent Brand of RMB Banking Service of the Hong Kong Leaders' Choice Brand Awards 2012 (Metro Finance)
- Best SME's Partner Award for four consecutive years (The Hong Kong General Chamber of Small and Medium Business)
- The Person-to-Person Telemarketing Code of Practice Certification, HKCCA Grand Award of the Year 2011 and seven other Gold awards (HKCCA)
- Customer Service Excellence Award 2011 – Individual Award (Counter Service) (Hong Kong Association for Customer Service Excellence)
- The HKIB Outstanding Financial Management Planner Awards-Outstanding Financial Planner Gold Award, Outstanding Financial Planner Certificate of Merit (The Hong Kong Institute of Bankers)
- ISO 9001: 2008 Quality Management System Certification presented to the Trade Service Centre (SGS Hong Kong)
- Best Retail Bank of the Prime Awards for Banking & Finance Corporations 2011 (MetroBOX)
- Capital Weekly Service Awards for Mobile Banking, and Internet Banking for three consecutive years (Capital Weekly)

BOC Credit Card (International) Limited:

- Complaints Handling System Certificate of ISO 10002 (Hong Kong Quality Assurance Agency)

BOC Group Life Assurance Company Limited:

- One of the Top 3 of the 15th Asia Insurance Industry Award – 2011 Life Insurance Company of the Year (Asia Insurance Review, Singapore and The Review Worldwide Reinsurance Magazine, UK)

- Best Practice Awards – Best Practices in Customer Engagement (Best Practice Management Group)
- Award for Excellence in Training and Development: Award for Excellence in Training and Development – Gold, Most Innovative Award (Hong Kong Management Association)

11.2 Corporate Governance and Investor Relations

- Hong Kong Corporate Governance Excellence Award 2011 – Main Board Companies: Hang Seng Index Constituent Companies (The Chamber of Hong Kong Listed Companies and the Hong Kong Baptist University)
- 2011 Best Investor Relations – Second Place in the banking sector, nominated by the Buy Side (Institutional Investor Magazine)
- Top 3 Best Reporting by a Hong Kong Company Award 2011 (Investor Relations Magazine)

11.3 Social Responsibility

- A constituent of Hang Seng Corporate Sustainability Index and Hang Seng (Mainland and HK) Corporate Sustainability Index respectively for two consecutive years, and included as a constituent of the Hang Seng Corporate Sustainability Benchmark Index
- Partner in Giving and Sharing Award, President's Award, Silver Award of the Corporate and Employee Contribution Programme and the Second Highest Donation Award of the Green Day in 2011 (The Hong Kong Community Chest)
- Caring Company for nine consecutive years (The Hong Kong Council of Social Service)
- Gold Award of Enterprises with Integrity and Credibility and Award of Justice in the Financial and Insurance Category (Hang Seng Management College)

BOC Credit Card (International) Limited and BOC Group Life Assurance Company Limited:

- Caring Company (The Hong Kong Council of Social Service)

11.4 Environmental Protection

- Green Employer Award (Inland Revenue Department of the HKSAR Government)

BOC Tower, BOC Building, BOC Centre and Bank of China Wanchai Commercial Centre:

- ISO 14001 Certification (UKAS)
- Certificate of Quality Water Recognition Scheme for Building (Water Supplies Department of the HKSAR Government)

BOC Tower and BOC Centre:

- Indoor Air Quality Certificate – Excellent Class (Environmental Protection Department of the HKSAR Government)
- Hygiene Control Management Systems Certificate (SGS Hong Kong)

BOC Building:

- HKQAA Carbon Reduction Label (Hong Kong Quality Assurance Agency)

BOC Centre:

- Carbon Less 4% Certificate (Hong Kong Awards for the Environmental Excellence)
- ISO 50001:2011 Energy Management System Certification (SGS Hong Kong)

BOC Group Life Assurance Tower:

- Indoor Air Quality Certificate – Good Class (Environmental Protection Department of the HKSAR Government)
- Certificate of Quality Water Recognition Scheme for Building (Water Supplies Department of the HKSAR Government)

BOC Credit Card (International) Limited:

- Certificate of Merit of the Hong Kong Awards for Environmental Excellence in the sector of Financial, Insurance and Accounting Institutions (Environmental Campaign Committee)

11.5 Innovation and Creativity

- Outstanding Corporate Image Award 2011 (TVB Weekly)
- Astrid Awards: BOCHK's Caring Hong Kong – A Heart Warming Campaign: Silver Award for "Campaigns: Corporate Social Responsibility"
- Mercury Awards: Power Plant: Bronze Award for "Special Events: Exhibition Promoting Environmental Protection"; Hong Kong Global Geopark of China – Prehistoric Story Room: Silver Award for "Special Events: Exhibition (Geology Formation)" and Honours for "Promotion/ Marketing: Earth Science"

中銀香港(控股)有限公司
BOC HONG KONG (HOLDINGS) LIMITED

企業社會責任
Corporate Social Responsibility