







# 綠 遍

**Prospects**



## CORPORATE SOCIAL RESPONSIBILITY

As we adhere to our motto of "Taking Root in Hong Kong and Serving Hong Kong", the Group fully understands that undertaking corporate social responsibility underpins the success of a corporation. We are committed to reciprocating to the community by supporting a wide spectrum of activities, and our dedication has won us the honour of being named a Caring Company by the Hong Kong Council of Social Service for six consecutive years.

Meanwhile, BOCHK Charitable Foundation ("the Foundation") has participated in a diverse range of charitable activities, covering education and culture, sports and health, environmental protection, social welfare and assistance to the needy in Hong Kong, Macau and the Mainland of China.

### Promoting Sports Development

The 2008 Olympics and Paralympics in Beijing and the co-hosting of the Equestrian Events in Hong Kong created a golden opportunity for

fostering sports development in Hong Kong. Bank of China was the official banking partner of the Beijing 2008 Olympic Games. To commemorate the Games, BOCHK launched the Beijing Olympic Games Commemorative Banknote denominated in HK\$20 for public sale as well as Charity Sets of Olympic Banknotes for public bidding. The response was overwhelming. All the net proceeds generated will be donated to charitable causes.

To capitalise on the opportunity of the Olympics, the Group has supported and pioneered a number of sports and cultural activities highlighting the themes of "People's Olympics" and "Green Olympics" to share the joy of the Beijing Olympics with the public. The series of activities leading to the Olympic climax included BOCHK People's Olympics Carnival at Lan Kwai Fong, BOCHK Olympic Carnival at New Town Plaza, Bank of China (Hong Kong), *Olympian City: Flights of Fantasy, Heavenly Horse – The Horse in Chinese Art and Culture Exhibition* jointly presented by the State Administration

of Cultural Heritage and the Leisure and Cultural Services Department, and the *Olympic Piazza* organised by the Hong Kong Tourism Board. A diverse range of activities themed with the "Olympics" organised by the Group was granted the Gold Prize by the 2008 US Mercury Awards.

To extend its support to local elite athletes and contribute to the athletic training and sustainable development of sports in Hong Kong, the Foundation took the lead in donating HK\$1 million to the *Hong Kong Athletes Career and Education Programme* launched by the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC). The Foundation also gave high recognition to the excellent achievements of these sports elites by supporting the *Bank of China Hong Kong Sports Stars Awards* organised by the SF&OC and setting up in 2006 the *Best of the Best Bank of China Hong Kong Sports Stars Award*.

The Foundation advocated a sporting lifestyle and the Sport for All message



We have sponsored an array of Olympic-related programs like the *Bank of China (Hong Kong) Festival of Sport*, with an aim to promote the message of "Sport for all"



to the public by sponsoring the *Bank of China (Hong Kong) Festival of Sport* for the third consecutive year. More than 80 events were organised throughout the 18 districts by national sports associations. The opening ceremony, characterised by the People's Olympics element, was held at a shopping mall with high pedestrian flow attracting more than 10,000 participants and audiences.

Badminton is the key focus of our sports initiatives. The Foundation has allocated over HK\$9.55 million for development of badminton in the past 10 years, benefiting nearly 620,000 participants. To continue our long-standing support for badminton in Hong Kong, the Foundation committed to contributing HK\$3.6 million to the *2008-2011 Hong Kong Badminton Development & Training Scheme*.

For seven consecutive years, the Foundation sponsored the *Hong Kong Island & Kowloon Regional Inter-school Sports Competition* – the largest school sports competition of its kind in Hong

Kong with the longest history, and the competition's top-honour award – the *BOCHK Bauhinia Bowls Award*. A total of 74,000 athletes from 275 schools participated in 8,400 events in this competition during 2008. Tickets of the Beijing Olympics and the Olympic Equestrian Events, as well as the Paralympics Equestrian Events were offered to various school sports organisations and the Hong Kong Council of Social Service by the Group, providing them with valuable opportunities to witness and experience these international sports events.

### Enriching Cultural Life

During the year, we supported a number of international arts and cultural performances manifesting the theme of People's Olympics. *Zingaro*, a world-renowned creative entertainment spectacle blending equestrian with opera and dancing, and staged in Hong Kong for the first time, was sponsored by the Foundation and presented by the Hong Kong Arts Festival. This French equestrian performance echoed the 2008 Olympics Equestrian

Events held in Hong Kong and won 39,500 spectators' applause at 32 exhilarating shows. In November, the Foundation also sponsored *Yo-Yo Ma and HKPO* presented by the Hong Kong Philharmonic Orchestra and donated 120 complimentary tickets to the Community Chest and the Hong Kong Academy for Performing Arts, enabling more people to appreciate the inspiring performances of Maestro Yo-Yo Ma.

Other major cultural events which we lent support to were the Hong Kong Philharmonic's *Yundi Li's Prokofiev* and the *Appointment of Yundi Li as Visiting Fellow of the Hong Kong Academy for Performing Arts* in which Yundi Li coached young pianists in Hong Kong in four master classes.

### Building a Green Hong Kong

To promote environmental protection, the Group and the Hong Kong Productivity Council jointly launched the Green Equipment Financing Scheme.



The innovative Charity Green Walk put the elements of the Olympic Games, environmental protection and charity under one roof

The sponsorship of Yo-Yo Ma and Hong Kong Philharmonic Orchestra by the Foundation enabled the audience to appreciate the inspiring performances of Yo-Yo Ma



Photo by Stephan Danelian



This is a preferential lending package for small and medium-sized enterprises to purchase environmentally-friendly equipment to enhance their productivity and operating efficiency while helping reduce environmental pollution.

We encouraged our customers to manage their finances via Internet Banking and switch to e-Statements to reduce paper use. In addition, our annual reports are printed on environmentally-friendly and elemental chlorine-free papers, and shareholders are urged to use online channels for corporate communications, including browsing annual reports and notices of meetings. We are working towards a paperless office by promoting the use of electronic correspondence and documents. For the same purpose, training materials are available on our electronic learning platform. Paper recycling bins are placed at Bank of China Tower, Bank of China Centre and Bank of China Building for recycling books, newspapers and magazines.

During the year, the environmental management systems of Bank of China Tower and Bank of China Centre attained ISO 14001 accreditation. Bank of China Tower was also awarded the Indoor Air Quality Certificate (Excellent Class) from the Environmental Protection Department and complied with the requirements of the Fresh Water Plumbing Quality Maintenance Recognition Scheme of the Water Supplies Department. We continued with our efforts to reduce carbon dioxide emissions by installing energy-saving light bulbs and replacing more efficient chillers with environment protection refrigerants in Bank of China Tower and Bank of China Centre. Water conserving devices have also been installed. In June, we participated in the "Dim it – lights out event" organised by Friends of the Earth which raised the community's awareness of energy conservation and pollution reduction.

To further echo the theme of Green Olympics, the Group launched the *Green Olympics – Charity Green Walk* at Victoria Peak that put the elements

of the Olympic Games, environmental protection and charity under one roof. A total of 2,008 participants, including 800 staff and their family members, over 1,000 citizens, teachers and students of the *Green School Award*, participated in the event. They learned about the ecological attractions of the Peak with an introduction by professional eco-guides. Through this charity walk, the Foundation made a donation to the Polar Museum Foundation. Furthermore, the Foundation has been sponsoring the *Green School Award* to promote environmental awareness among teachers, parents and students.

### Nurturing the Younger Generation

Educating and nurturing the younger generation remains one of the principal areas of support of the Foundation. During the year, the Foundation awarded scholarships and bursaries to all the universities and tertiary education institutions in Hong Kong, bringing the total number of benefited students to 1,194, and the gross contribution to HK\$11.38 million since 1990.



We actively support youth sports development by sponsoring "The Inter-school Sports Competition HK & Kln Secondary School Region"



The Group gave timely assistance to the earthquake victims of the afflicted areas in Sichuan

In view of the increasing economic integration between Hong Kong and the Mainland of China, the Foundation organised for the fourth year the *Internship Programme for Financial Professionals in the Mainland of China*, together with the *Summer Internship Programme for Tertiary Institution Students* for the first time. Students from universities and tertiary institutions were therefore able to have a better understanding of the economic and financial developments in our motherland and equip themselves for future challenges by undertaking an internship at branches of Bank of China in the Mainland.

### Help for the Needy

In order to give timely assistance to the victims of the Mainland's snowstorms in February 2008, the Foundation took the lead in donating HK\$3 million to the afflicted areas. It also leveraged the extensive branch network of the Group and set up designated accounts to collect donations from the community. The donations collected from staff, customers and the general public

reached HK\$1.88 million, which has been transferred to the Mainland.

A massive earthquake jolted Sichuan on 12 May 2008. The Foundation became the first institution to make a donation of HK\$3 million to the afflicted areas through the Hong Kong Red Cross. With this donation inclusive, the Group has donated a total amount of HK\$10 million to the Sichuan earthquake victims. The aggregate sum of donations collected from customers and the public stood at HK\$24.91 million, helping rescue work and reconstruction of the afflicted areas.

The Foundation also fully supported the *Community Chest New Territories Walk – Route 8*. There were over 32,000 participants, including some 1,000 of our staff and their family members, all contributing to this record-breaking number for the Territories Walk.

What is more, the Foundation offered donations in a wide variety of charitable activities, such as being the Diamond Sponsor of Po Leung Kuk for 11

consecutive years, and sponsoring the *Charity Golf Tournament* of Po Leung Kuk as well as the *Tung Wah Charity Gala* of Tung Wah Group of Hospitals. We were also the sponsor of the Christmas parties for special schools under the Hong Kong Red Cross and *Corporate Challenge 2008* of Outward Bound Hong Kong. The Foundation supported the *Better Health for a Better Hong Kong campaign* through our staff participation in the *MTR Hong Kong Race Walking 2008* in both sports and cheering teams.

Riding on the Group's branch network, we have helped seven charitable organisations to send out 2.8 million inserts with bank statements.

Going forward, we will continue to undertake corporate social responsibility and contribute our part in fostering a harmonious society.



The sponsorship of "Exhibition of Securities Certificates in Modern China" helped enrich the knowledge of the public about securities development in China

The world-renowned *Zingaro*, blending equestrian with opera and dancing, was well-received by the audience



Photo by Antoine Poupel