







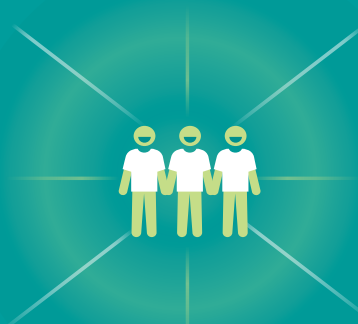
# Corporate Social Responsibility



During the year, by adhering to the strategy of “Serving Society, Delivering Excellence”, the Group has launched a wide range of Corporate Social Responsibility (“CSR”) initiatives to create sustainable values for our customers, staff, shareholders, investors and the general public. Our commitment to CSR is underpinned by our policies for CSR, Environment and Sustainable Procurement.

We communicate with our stakeholders regularly through diverse channels, such as meetings, visits, e-newsletter and surveys. We value their feedback which enables us to identify and address issues that have material impacts on our development from economic, environmental and social perspectives. In 2015, we again commissioned an external consultant to engage our stakeholders and to seek their views on our CSR performance.

Our CSR efforts have been widely recognised. BOC Hong Kong (Holdings) Limited has been included as a constituent stock of the “Hang Seng Corporate Sustainability Index” series since 2010. In 2015, we were selected as the top 20 performer in the “Hong Kong Business Sustainability Index” in appreciation of our performance in CSR values, practice and impacts. The Group has also been named a Caring Company by The Hong Kong Council of Social Service since 2003.







## Access to Banking and Finance



As a major financial banking group in Hong Kong, we endeavour to incorporate CSR principles in every aspect of our services and operations so that people from different strata of society are able to access our quality, convenient and secure banking and financial services. With about 260 local branches and efficient e-channels including over 1,000 self-service machines, namely ATMs, cash deposit machines and cheque deposit machines, as well as Internet and Mobile Banking services, the Group offers a comprehensive range of financial products and services to meet the different needs of customers. During the year, we set up new automated banking sites across Hong Kong including public housing estates to better serve the community.

### Caring Banking Services

We support the Senior Citizen Card Scheme of the Social Welfare Department by offering preferential interest rates on time deposits and a fee waiver on issuance of gift certificates. Account holders at the age of 65 or above and aged below 18, as well as recipients of Government Disability Allowance / Comprehensive Social Security Assistance, can enjoy service fee waivers on counter transactions as well as a HKD savings account with no minimum balance requirement. Such account holders are also entitled to annual fee waiver of ATM card. In addition, no service fee is charged on dormant accounts in support of the Hong Kong Monetary Authority's Treat Customers Fairly Charter.

To facilitate the visually impaired customers to have banking services through self-service machines, all of our ATMs are equipped with protruding symbols of which about 95% have soft keypads on both sides of the screen for account and service selection. We also have Voice Navigation ATMs. Furthermore, ramps have been installed at the renovated branches for the convenience of wheelchair users and those with other mobility problems.

*We organised different activities, such as seminars and film screenings, to promote reverse mortgage*



As the major bank in the Reverse Mortgage Programme, we further enhanced this programme to provide more flexible retirement financial solutions for the elderly. We joined the Premium Loan Insurance Scheme launched by the Hong Kong Mortgage Corporation. We also promoted the scheme through a series of seminars so that retirees and the soon-to-be retired could better plan for their financial security.

We offer non-governmental organisations a holistic banking solution with preferential fees to help reduce their banking expenses. Our comprehensive cash management solutions allow them to increase their administrative efficiency while our convenient Electronic Bill Presentment and Payment Services facilitate their donation collection. Furthermore, we have waived the transaction processing fees for donations made through BOC credit cards.



# Corporate Social Responsibility

## Supporting Economic Development

We are committed to contributing to the long-term economic development of Hong Kong and strengthening its position as an international financial centre, especially for its role as a major offshore RMB hub. During the year, we extended the clearing service hours of RMB Real Time Gross Settlement, making us the world's first clearing system with the longest operating hours covering time zones in Asia, Europe and America. In addition, the Group continued to act as an active Primary Liquidity Provider with additional RMB liquidity for the market, which helps to support the steady development of the Hong Kong offshore RMB hub.

We organised and sponsored a variety of educational seminars and activities to support small and medium-sized enterprises (SMEs), large corporations, trade associations and institutions, as well as personal customers to capture the business opportunities arising from the Belt and Road national strategy, the internationalisation of RMB, Mainland enterprises going global and the development of Free Trade Zones.

In support of the business development of SMEs, we provided a wide range of financing solutions and services including the BOC Small Business Loan with the newly added one-hour approval service, the Hong Kong Mortgage Corporation Limited's SME Financing Guarantee Schemes, and the Trade and Industry



*Seminars on Belt and Road Initiative was organised for members of SMEs, trade associations and our staff. The experts shared their views on opportunities arising from the Belt and Road Initiative*

Department's SME Loan Guarantee Scheme. We continued to sponsor SME One, a consultancy centre set up by the Hong Kong Productivity Council to help SMEs stay abreast of the latest market trends, IT solutions and financing developments. We also organised trade seminars and talks for SMEs and the Mainland enterprises to facilitate their cross-border business investment, technological exchange and trade cooperation. In recognition of our long-term support for SMEs, we have received the Best SME's Partner Award presented by the Hong Kong General Chamber of Small and Medium Business eight years in a row.

In addition, we sponsored the Young Industrialist Awards of Hong Kong, and the Hong Kong Awards for Industries to recognise the outstanding performance of the industrialists and manufacturers that have made contributions to the growth of the local economy.



*We sponsored the "Young Industrialist Awards of Hong Kong" and the "Hong Kong Awards for Industries" to recognise outstanding industrialists*





We actively contribute to the development of the society by supporting a diverse range of community activities, including charities, education, arts and culture, sports and environmental protection.

Since the establishment of the BOCHK Charitable Foundation in 1994, we have contributed over HK\$200 million to the community. In 2015, we supported 29 programmes organised by charities and NGOs. In addition to our charity projects, we also sponsored a variety of community programmes.

### Nurturing the Next Generation

To nurture the next generation, the Group has awarded HK\$18.65 million in scholarships and bursaries to nine universities in Hong Kong, benefiting almost 2,500 students since 1990. We also provided internship opportunities to enable university students to gain experience in workplace environment. In collaboration with the Hong Kong Institute of Vocational Education, we launched the professional training course of "Part-time Customer Service Officer Programme" for the students to work in branches to gain practical banking knowledge and customer service skills, thereby nurturing talents for the financial sector and the community.

In support of children from less advantaged background, we joined the government's Child Development Fund "Dream High" Mentorship Project, organised by Tung Wah Group of Hospitals. The project aimed to help 120 children participants to set their personal development plan and foster positive thinking. We also offered banking account opening service for about 300 children participants of the Child Development Fund projects organised by Tung Wah Group of Hospitals and Caritas Hong Kong, to help them develop the habit of saving and to achieve personal goals.

In 2015, our insurance arm BOCG Life sponsored the "Health Engineer Programme" organised by Hong Kong Sheng Kung Hui Welfare Council and "Kids The Future Programme" organised by



*A variety of green activities and workshops were organised to promote environmental protection among teenagers*

Hong Kong Family Welfare Society, enabling 8,000 students from local primary schools cultivate a positive life attitude and develop a healthy lifestyle. Another initiative, the "BOCG Life Young Anchor Programme", organised by the South China Morning Post, helped secondary students to realise their potentials and build their self-confidence.

# Corporate Social Responsibility



We visit local communities and schools to promote badminton at the grassroots level



## Caring for the Community

To provide the underprivileged with the digital access, we launched the BOCHK-NHA Computer Donation Programme and donated 500 units of the recycled computers to the members of New Home Association, including ethnic minorities, new immigrants, grassroot families and the elderly. Our staff members

from Information Technology Department also volunteered their time to offer free computer courses to over 2,000 beneficiaries of the programme.

We value our long-term partnerships with charities and NGOs to build mutual trust. As a longstanding supporter of the Community Chest of Hong Kong, aside from making donation, we also encouraged our staff members to take part in different fund-raising programmes. In 2015, we were presented with the President's Award by the Community Chest.

For the sixth consecutive year, we have supported the "Hong Kong Corporate Citizenship Programme" organised by the Hong Kong Productivity Council. More than 700 enterprises and 4,500 participants have participated since the launch of the programme. In addition to raising public awareness of CSR, the programme has succeeded in encouraging a growing number of enterprises to commit to CSR.



We were the title sponsor of the Season Opening Concerts of the Hong Kong Philharmonic Orchestra by Tan Dun





To encourage enterprises to commit to CSR, we have supported the "Hong Kong Corporate Citizenship Programme" organised by the Hong Kong Productivity Council for the sixth consecutive year

We also funded the Hospital Authority Chinese Orchestra under the 2014-2015 "Caring Programme", benefiting more than 3,800 chronically ill patients, medical staff and the elderly through a series of seasonal concerts and Chinese music therapy workshops at public hospitals.

## Promoting Sports Excellence

We advocate sports for youth and the general public in order to promote health, team spirit and positive attitude. Since



Students demonstrated their talents in sports at the "Hong Kong Island and Kowloon Regional Inter-school Sports Competition"

1999, we have contributed more than HK\$15.85 million to support the development of badminton, benefiting over 1.28 million of participants. In 2015, famous international and Hong Kong badminton team players were invited to visit the local communities and schools, and helped promote sports at the grassroots level through demonstrations and exchanges. Since 2002, we have sponsored the Hong Kong Island and Kowloon Regional Inter-school Sports Competition. In 2015, around 80,000 athletes participated in over 8,000 matches in 20 sports events. About 560 student participants of the BOCHK Schools Sports Volunteer Scheme contributed over 9,800 hours of volunteer service during these events.

## Appreciating Arts and Culture

We support diverse arts and cultural activities. One of the major highlights of the year was the Season Opening Concerts of the Hong Kong Philharmonic Orchestra by Tan Dun, who conducted his highly acclaimed *Nu Shu: The Secret Songs of Women*, which attracted over 3,000 audience. Another was the Hong Kong Art Gallery Week, organised by The Hong Kong Art Gallery Association and sponsored by our Private Banking, for the third consecutive year. For one week in November 2015, members of the public enjoyed free access to more than 50 local galleries, including talks and tours. To promote tea culture, we have sponsored the Hong Kong Trade Development Council's Tea Sharing for five years in a row.



We donated recycled computers and offered free computer courses to children in need under the "BOCHK-NHA Computer Donation Programme"





## Protecting the Environment

We recognise that a healthy environment is the foundation for economic progress and the well-being of society. We aim to effectively reduce our carbon footprint and promote environmentally responsible practices. We work with our staff, suppliers, customers and other stakeholders to identify ways to promote green values and the sustainable development of our community.



In collaboration with the Federation of Hong Kong Industries, we launched the "BOCHK Corporate Environmental Leadership Awards Programme" to recognise the environmental achievements of manufacturing and service enterprises in Hong Kong and in the Pan-Pearl River Delta region



**Mobile Banking Service Customers**

▲ 20.4%



**Customers opt for Consolidated e-statements**

▲ 19.1%



**Personal e-banking Customers**

▲ 7.5%

### Building a Green Bank

Our Environmental Policy reflects our green concept and commitment, and guides our approach to operational sustainability. We strive to achieve better use of energy and increase energy efficiency. We have implemented energy-efficient and water saving measures in our buildings. Bank of China Tower, Bank of China Building, Bank of China Centre and Bank of China Wanchai Commercial Centre have all been awarded international and local certifications for environmental performance over the years. In 2015, following the revamp of the Data Centre, we achieved a significant 41% reduction in our electricity use as a result of the installation of energy-efficient cooling systems. The Data Centre was also awarded LEED Silver Level Certification by the US Green Building Council.

We constantly enhance our e-banking service and platforms with innovation and encourage customers to use less paper. At the end of 2015, our personal Internet Banking and Mobile Banking service customers increased by 7.5% and 20.4% respectively, as compared with 2014. The number of customers who opted for consolidated e-statements increased by 19.1% over 2014.



During the year, we offered the brand-new e-Cheque service with the longest cut-off time among our peer banks to help customers save costs and promote environmental conservation. To encourage the use of e-Cheque services, for every successful first-time transaction of an e-cheque issued or deposited during promotion period, we committed a HK\$5 donation. The total donation of up to HK\$500,000 would be contributed to World Wide Fund-Hong Kong to support environmental education. We continued to promote e-banking with new initiatives launched, including mortgage e-Assessment mobile apps, the first to introduce WeChat account enquiry service and Appsdollar platform for customers to redeem rewards and virtual goods. In addition, we pioneered the use of Enhanced Identity Manager (eIDM) verification technology for instant online approval of customer loan application. In our extensive branch network, we implement a paperless branch teller model and encourage customers to access e-posters and LED monitors in our renovated branches.

We encourage greener practices among our corporate customers and suppliers by incorporating ESG standard of the Hong Kong Stock Exchange into our lending and procurement assessment. In partnership with the two local electricity companies, we continued to offer Energy Efficiency Loan Scheme to support commercial and industrial customers who plan to carry out energy-saving initiatives. We also requested our suppliers to complete the "Code of Conduct" questionnaires and paid site visits to ensure compliance.

## Raising Awareness of Environmental Issues

During the year, the Group launched a series of programmes to educate and increase the awareness among our customers, employees and the community at large about the importance of environmental protection.

## BOCHK's Environmental Performance

**Water Consumption (m<sup>3</sup>)**  
 ▼ 9.61%



**Electricity (kWh)**  
 ▼ 4.5%



**Carbon Emission (Tonnes CO<sub>2</sub>-e)**  
 ▼ 3.55%



2014  
2015



*The Hong Kong Coastal Geology and Ecology Tours were well-received by students and the public*



## Corporate Social Responsibility



*Workshops on the use of e-cheque were organised for non-profit organisations to promote Internet financial services and support the environment*

Among these programmes was the “BOCHK Corporate Environmental Leadership Awards Programme” organised in collaboration with the Federation of Hong Kong Industries. The programme aimed to recognise the environmental achievements of manufacturing and service enterprises in Hong Kong and in the Pan-Pearl River Delta region. One of the key features of the programme was the “One Belt One Road Environmental Leadership Recognition Award” which acknowledged the outstanding performance of corporates in environmental protection within the related areas. The programme received an overwhelming response of over 450 corporate participants.

To put staff awareness of environmental issues into practice, we introduced recycling programmes to collect papers, plastic bottles, cans, batteries, lighting fixtures, toner cartridges and food waste. We also arranged for special festive initiatives such as collection of moon-cake boxes. For three consecutive years we have supported Greeners Action’s “Lai See Packets Recycling Campaign” with collection points at key office buildings and 60 branches to provide convenience for public involvement.

In 2015, we sponsored and participated in WWF’s Earth Hour initiative by turning off all non-essential lighting in major office buildings for an hour on 28 March. We aim at promoting public awareness in reducing energy consumption.

Since 2011, we have sponsored the “1,000 Environment-Friendly Youth Ambassadors Action Programme”. Under this programme, more than 5,000 youths from the Mainland have been trained as ambassadors to promote energy saving and carbon reduction. We have also sponsored the “Green Monday School Programme” to encourage students adopt a vegetarian diet and reduce their carbon footprint, attracting over 600,000 student enrolments.

For the “Hong Kong Geopark Charity Green Walk”, we supported 22 Hong Kong Coastal Geology and Ecology Tours with 2,100 participants, including 350 students from underprivileged families in 2015. Eco seminars were conducted in schools with around 1,000 student participants to enrich their green knowledge. A dedicated social media page was also set up to inspire public awareness of the importance of geopark conservation. The “Shoreline Clean-up Volunteer Programme” was launched and was recognised by the Environmental Protection Department as one of the activities that encouraged marine conservation. In the past six years, over 130 eco-tours have been arranged for more than 13,600 participants.



# >450

corporates participated in the  
“BOCHK Corporate Environmental  
Leadership Awards Programme”



*We have supported the Greeners Action’s “Lai See Packets Recycling Campaign” for three consecutive years. To promote recycling, our staff participated in Lai See Packing recycle workshop*



## Caring for Our People



We value our human resources. As at the end of 2015, we have more than 15,000 employees of diverse backgrounds and experience in Hong Kong. The Group is dedicated to creating a favourable environment for our employees to support their growth and development, and fostering an innovative, inclusive and performance-driven culture.

### Developing our Staff

A capable and motivated workforce is integral to our success. We therefore actively promote continuous learning and provide multi-faceted training programmes for our employees, encouraging them to develop and advance their careers with the Group through multiple channels. These include, but are not limited to, e-learning, job rotations, assessment feedback and mentoring. Career advancement opportunities are encouraged through internal transfer. Training seminars on special subjects with professionals from the relevant fields are held. We also ensure a compliance culture across the Group through mandatory compliance-related training programmes. Moreover, we provide structured learning for employees through our Management Trainee and Graduate Programme. The average number of training hours per full-time staff member in 2015 exceeded 53 hours.

> 53 hours



average number of training hours per full-time staff member in 2015

To align our staff development plan with the Group's business strategies, we have developed a Leadership Model and a Fundamental Competency Model specifying respective competencies required for all leadership and non-leadership roles. Both models provide clear objectives for personal development and serve as the foundation for our talent recruitment and staff performance assessments. As a result of our structured career development and training programmes, our people are well-equipped to excel at their work and career development.



A wide variety of sport activities are organised for our staff to promote healthy living



## Corporate Social Responsibility



The BOCHK Ocean Park Staff Fun Day welcomed over 28,000 staff members, their families and friends



Training programs are provided to management trainees and university graduates to develop their talents

## 1<sup>st</sup> local bank



accredited with the most training programmes by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications

We are dedicated to designing competency based training programmes which include different curriculae for Personal Banking, Corporate Bank and Operation Process Management. The highest level of the program accreditation is QF4. We are the first approved training operator which provide the most accredited programmes among the banks in Hong Kong.



*The annual award presentation ceremony honors staff team and individuals who have achieved remarkable performance*

## Supporting Our People

We strive to provide our staff with a supportive, pleasant and healthy workplace as well as a caring working environment. We maintain constant communication with our people through regular conversations, line management meetings, online platform, staff magazines, hotlines and appraisals. In 2015, we set up the Chief Executive's mail box to enhance communication and exchange between senior management and staff, to better understand the ideas of employees, and to receive comments

and suggestions from them. Good suggestions were received to further improve the operations of the Group.

To attract, develop, motivate and retain outstanding employees, we offer competitive compensation and incentives as well as comprehensive benefits. We also organise a variety of recreational activities and sports competitions to promote work-life balance. In 2015, more than 28,000 staff and their family members participated in the Staff Fun Day at Ocean Park Hong Kong. Furthermore, we organise annual award presentation ceremony to recognise outstanding staff and teams.



*Recreational activities were organised for staff members to promote work-life balance*



## Corporate Social Responsibility



The BOCHK choir team won a silver award at the 2015 Asia International Choir Festival. Renowned for its inspiring vocal performances, the team were invited to perform at various public events

### Serving the Community

We encourage volunteer activities that promote community development. About 1,400 employees are members of our Dynamic Volunteer Team. Trainings are arranged every year to strengthen the skills of our volunteers.

In 2015, our volunteers joined hands with family members and friends to participate in 136 activities benefiting children and the youth, the elderly and people with special needs, as well as protecting the environment. The volunteers also participated in the Hong Kong Association of Banks' financial education



Together we build the BOCHK Family



Our singing contest received overwhelming response from over 100 BOCHK singers





workshops for low-income families and ATM education programme for the elderly with our staff acting as volunteer tutors. Our volunteer team contributed more than 44,400 hours of community service which represented a significant increase of 89% as compared with 2014. The dedication of our volunteers has been recognised by the Social Welfare Department through its Gold Award for Volunteer Service for six consecutive years.

To promote the employment of people with disabilities, in 2015 we joined the Talent-Wise Employment Charter and Inclusive Organisations Recognition Scheme launched by the Labour and Welfare Bureau, the Rehabilitation Advisory Committee, the Hong Kong Council of Social Service and The Hong Kong Joint Council for People with Disabilities. We also provided indirect employment opportunities for people with disabilities by using their products and services through their respective charities.



*About 1,400 employees in our Dynamic Volunteer Team supported worthy causes and events that benefitted children and youth, the elderly and people with special needs, as well as activities for protecting the environment*

