

Corporate Social Responsibility



Some circuit board parts are recyclable and can be reused to continue their role in the world of electronics. We try to give back to the community by encouraging environmental protection, promoting civic-mindedness, and showing care for our own employees.

Corporate social responsibility (CSR) is as much about *giving* as *taking*. For CSR to be meaningful, we try to make every initiative a win-win situation whereby benefits are obtained for both our organisation and the community in which we operate. In the process, we also aim to set a good example for our stakeholders in the business community.

We adopt a CSR policy and practices that:

- encourage a positive contribution to society;
- improve our appeal as an employer in the eyes of current and prospective employees; and
- enhance our reputation among external stakeholders and the general public.

Chaired by the Chief Financial Officer & Senior Director of Corporate Affairs, the CSR Committee reports directly to the Executive Committee (ExCo) and oversees our CSR strategy and practices. Staffed by representatives from various units, the committee is mandated to:

- review the CSR vision, strategy, principles, framework and policies periodically to stay in step with changing times;
- execute the agreed initiatives;
- set targets and key performance indicators as well as criteria for performance measurement;
- review the initiatives for effectiveness against the measurements; and
- recommend improvements to the ExCo where appropriate.

The committee features three working groups to cater broadly to the needs of the community, the environment and our own people. These are: the Commission Volunteers Group, the Green Working Group and the Wellness Group.

Collaborating externally

During the year, we worked extensively with external CSR bodies to promote community engagement, environmental protection and staff wellness. Firstly, we integrated relevant initiatives promulgated by external CSR bodies into our policies and practice. Secondly, we partnered with community services organisations to extend the reach and to widen the scope of our volunteer work. More specifically, we:

- signed the Hong Kong Corporate Social Responsibility Charter of Community Business¹ to show our commitment to integrate CSR into our strategy and operations and to raise staff awareness of community work;
- joined the World Wide Fund’s (WWF) No Shark Fins Policy and pledged not to serve shark’s fin in activities that we organise and/or finance, thus demonstrating our commitment to help preserve the marine ecosystem;
- donated to a beneficiary surplus food from in-house events to help fight hunger and poverty under a partnership agreement with Foodlink Foundation; and
- conducted a survey to gather staff’s feedback on previously-held CSR activities and to seek suggestions for improvements.



Table tennis tournament



“Dreams come TRUE” sharing session



Visit to a community group

¹ Community Business is a membership-based non-profit organisation whose mission is to lead, inspire and support businesses in Hong Kong to improve continually their positive impact on people and the community.

Helping protect the environment

We continued to deploy information technology to help reduce paper consumption both within the organisation and externally with stakeholders. Programmes that are environment-friendly include the Data Management System, the electronic Financial Return System (e-FRR) and the SFC Online Portal. With the e-FRR system, it is estimated that over 1,160,000 pieces of paper have been saved since its implementation in November 2008. The Online Portal launched in September 2009 also has saved over 250,000 pieces of paper in terms of annual returns and notifications.

During the year, we launched the Case Management System to enhance process efficiency as well as reduce the use of paper. By allowing online review of investigation cases, it is estimated that we can save around 40,000 pieces of paper per year.

Some of our regulatory policies also have contributed to protecting the environment. For example, starting February 2011, companies seeking to list shares or debentures are allowed to distribute paper application forms without being accompanied by printed prospectuses, as long as the prospectus information is available on line.

Other ongoing efforts became our standard green practices; they include default duplex printing, zoning of office lighting, and reminders to staff to turn off their computers before leaving.

Activities organised include:

- Recycling of home appliances – With the support of our staff, 49 pieces of home appliances were donated to St. James' Settlement for the benefit of low-income families and the elderly.
- Tree planting – Our volunteers planted more than 40 trees along the Tan Shan River in Fanling under the guidance of the Hong Kong Green Nature Union.

- Natural product making – A workshop was organised for staff to learn to make lip balms using natural ingredients.
- Earth Hour 2012 – For the second year, we participated in the global Earth Hour organised by the WWF in March, in which staff pledged to turn off lights for a prescribed time period to support sustainable living. In the run-up to the Earth Hour, we sent to staff a series of environment-friendly tips.
- Geo-tour – To raise staff awareness of conservation and sustainable development of the environment, we organised a geological tour of Tung Ping Chau, an area renowned for its unusual rock formations, unspoilt landscape, bio-diversified coastline and historical artifacts.

Consumption statistics

| | 2011/12 | 2010/11 | Year-on-year change |
|---------------------------|------------------|-----------|---------------------|
| Paper (pcs/head) | 11,470 | 12,693 | -9.6% |
| Paper recycled (pcs) | 4,865,000 | 5,062,200 | -3.9% |
| Electricity (kwh) | 3,527,280 | 4,016,742 | -12.2% |
| Mileage ¹ (km) | 1,556,039 | 1,585,738 | -1.9% |

¹ Estimated distance travelled by air for business engagements

Engaging the community

Through organising community service events, we aim to promote volunteerism and encourage staff to experience the joy of helping those in need. Last year, we adopted for the first time a cross-service approach that allowed us to reach out to more than one community group in a single activity.

- Making wishes come true – We continued to partner with the Hong Kong Family Welfare Society to conduct the “Dreams come TRUE” campaign. A sum of more than \$25,000 was raised from staff to help fulfil the 15 dreams of a group of teenagers. At a sharing session in September 2011, the teenagers shared with their sponsors their life goals and staged a number of performances as a token of their appreciation.
- Teaming up to volunteer – We joined a group of elderly volunteers from a Hong Kong Christian Service (HKCS) community centre to organise a number of activities, including a Christmas party, for the mentally-handicapped members of another HKCS organisation. While some of our staff offered their time, others donated money to support the activities.

We continued with our programme of “donation in lieu of corporate gift,” making nominal donations to charitable causes in the name of guest speakers. Last year, the donations went to the Tung Wah Group of Hospitals where past beneficiaries include Operation Smile, Singapore International School Foundation Ltd and St John’s Cathedral.

During the year, our staff participated in a blood donation drive, Skip Lunch Day 2012, and the Community Chest Dress Casual Day 2011. At last year’s Dress Casual Day, our donation was up 50% from the year before.

For the sixth consecutive year, we were named by the Hong Kong Council of Social Services as a “Caring Organisation” for our contribution to various welfare programmes and for our participation in community service.

Caring for staff

People are our greatest asset. Hence, we are committed to maintaining the wellbeing of our staff. During the year, we launched a number of wellness initiatives to cater for both their physical and mental wellness and to foster a healthy lifestyle. These activities were well received, recording full enrolment usually within a few days of notification to staff by e-mail.

| Activity | Purpose | Outcome |
|--|--|--|
| Fruity days (Jul and Oct 2011, Jan and Mar 2012) | To encourage consumption of healthy food by offering free fruits to staff every quarter. | 3,075 pieces of fruits were distributed. |
| <i>Qigong</i> presentation (Jul 2011) | To understand how <i>qigong</i> can help heal and strengthen the body. | 50 colleagues learned the basic idea of the Five Elements Palms. |
| In-office vaccination (Nov 2011) | To protect staff from influenza ahead of the arrival of its peak season. | 89 colleagues received the shots free of charge. |
| Sleep hygiene workshop (Nov 2011) | To help staff overcome stress and improve sleep quality. | 50 colleagues attended to learn about the factors that affect sleep quality. |
| Massage days (Mar 2012) | To provide practical relief of staff’s physical stress on the neck and shoulders. | 100 colleagues received a total of 50 hours of massage by professional therapists. |
| Health talk (Mar 2012) | To help staff reduce the chance of having neck and back pains. | 40 colleagues attended the talk delivered by a registered physiotherapist on neck and back care. |

CSR activity calendar

| April-June 2011 | July-September 2011 | October-December 2011 | January-March 2012 |
|---|--|--|--|
| <ol style="list-style-type: none"> 1. "Dreams come TRUE" programme 2. CSR Committee meeting | <ol style="list-style-type: none"> 1. Tree Planting Day 2. <i>Qigong</i> demonstration 3. In-house blood transfusion service 4. Fruity Day 5. "Dreams come TRUE" sharing session 6. Donation of used home and electrical appliances to St. James' Settlement | <ol style="list-style-type: none"> 1. In-house green workshop: Natural Lip Balm Workshop 2. Fruity Day 3. CVG cross-over service project 4. Wellness workshop on sleep hygiene 5. On-site vaccination 6. CSR Committee meeting | <ol style="list-style-type: none"> 1. "WWF Earth Hour" 2. Massage Day 3. Health talk 4. Fruity Day 5. Tung Ping Chau geo-tour 6. CSR reporting at ExCo meeting |

Volunteer participation

| | 2011/12 | 2010/11 | Year-on-year change |
|--|------------------------|---------|---------------------|
| Staff participating in volunteer activities ¹ | 291 | 116 | 150% |
| Total volunteer hours ² | 396³ | 583 | -32% |

¹ The figure reflects participation in all CSR activities.

² The figure reflects participation in community services only.

Staff participation in green and wellness initiatives is not applicable.

³ One major, planned community event has been rescheduled for the next year.

For the coming year, our CSR working groups will be planning activities based on specific themes, namely, that of being a giver, living green and exercising for a healthier living. Since we formalised our CSR efforts, we have noticed an uptrend in volunteers and participation. Last year, the number of staff who participated in volunteer activities was up 150% from the previous year. To sustain the momentum, we will continue to review our initiatives and take into account our colleagues' feedback and ideas to further raise awareness and participation level.