



Photo commissioned by HSBC, for Community Chest Dress Casual Day

HSBC in Hong Kong Community Investment

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Overview

For HSBC, sustainability means building our business for the long term by balancing social, environmental and economic interests. We believe education and the environment natural resources – such as fresh water – are essential to resilient and sustainable communities.

we provide financial contributions to community projects, and employees across the world get involved by volunteering their time and sharing their skills with local communities. Globally, our priorities are to help young people achieve their potential through educational support; as well as working with charity partners to address environmental, global fresh water challenges and involving our employees in the HSBC Water Programme.

In Hong Kong, a place HSBC calls home, we have a long history of supporting a wide array of community projects. In 1905, we gave HKD50,000 to help build the first university in Hong Kong and, in 1965, the HSBC Social Work Scholarship programme was set up to celebrate our centenary. We also became a founding donor of The Community Chest of Hong Kong. In 1981, we established the Hongkong Bank Foundation to coordinate its community support programmes in Hong Kong and, since 1997, also in mainland China.



Education

Helping young people reach their potential

We focus on helping young people achieve their potential by helping them gain access to education; develop life-skills and entrepreneurship, and international and cultural understanding. Globally, we invest about USD50 million a year in education projects, and thousands of HSBC colleagues volunteer to make a difference. In Hong Kong, HSBC has provided scholarships since 1965, and has been a staunch supporter of educational programmes. Each year, we commit HKD12 million to provide scholarships for 200 top Hong Kong students. HSBC also helps vocational school students to develop soft skills.

HSBC Scholarships

Each year, HSBC commits HKD12 million in providing scholarships to 200 top Hong Kong students under the following schemes:

- The HSBC Overseas Scholarships Scheme provides full scholarships for local students to spend an academic year at some of the world's top universities
- The HSBC Hong Kong Scholarships Programme benefits students from 12 universities/tertiary institutions
- The Innovation and Technology Scholarship Award Scheme is a partnership with the Government's Innovation and Technology Commission and is organised by the Hong Kong Federation of Youth Groups
- The HSBC Social Work Scholarships Scheme, offered to six local universities, aims to recognise students dedicated to the social work profession
- The HSBC Hong Kong Academy for Performing Arts Mainland China Study Programme enables 60 students to undertake short-term study in mainland China
- HSBC also supports the UK Government's Chevening Scholarship enabling talented postgraduate students to study in the UK for one year.



Local and Asia-Pacific Business Case Competition

An annual regional competition is held in partnership with the Asia Case Research Centre of the University of Hong Kong. An initial Hong Kong round is held to select the top teams to compete in the regional round, which is held in Hong Kong and attracts 24 teams across the Asia-Pacific region.

HSBC Financial Dialogue Series

Organised by the Hong Kong Federation of Youth Groups, the Series aims to nurture the next generation of Hong Kong's financial leaders. It encourages 200 top business and economics undergraduate students in Hong Kong to develop a global vision and broaden their critical analysis of relevant issues of the day through interactive sessions with industry leaders and experts.

Junior Achievement (JA)

HSBC is in a global partnership with JA Worldwide, the world's largest organisation dedicated to educating young people about financial literacy. HSBC volunteers lead JA More Than Money classes for primary school students, while acting as business advisors for secondary school students who start their own companies under the JA Company Programme.

Future First

HSBC's flagship global education programme, Future First aims to tackle child poverty through education projects. It was established in 2006 and has given some of the world's most marginalised and impoverished young people access to education and life skills, as well as a brighter and better future. In Hong Kong, Future First benefits children of drug abusers, low-income families, new arrival families and ethnic minorities and youths-at-risk.

Kids Read

Kids Read is an English language-learning programme that aims to encourage primary schools students to read for pleasure, which opens up a world of learning opportunities about culture, diversity, communication, financial literacy and the environment. Kids Read is organised by the British Council and is supported by HSBC.





Environment

Economic development is underpinned by the health of the world's ecosystems and resources, so HSBC invests in environmental partnerships. In Hong Kong, we partner with local charities and institutions to implement the Group's flagship environmental programme, the HSBC Water Programme (2012-2016), and to respond to environmental challenges that Hong Kong faces.





Photo taken by the University of Hong Kong



Photo: Commissioned by HSBC



Photo: Earthwatch



Photo: Commissioned by HSBC

HSBC Water Programme

The HSBC Water Programme is a global partnership with three NGOs – WWF, WaterAid and Earthwatch – launched in 2012 and backed by an investment of USD100m over five years to improve freshwater availability, sanitation, and management solutions. More than 250 Hong Kong employees are being trained as by Earthwatch ‘Citizen Science Leaders’ to support freshwater microalgae research at the Open University of Hong Kong. The Programme also funds local projects, including one that is led by the Hong Kong Productivity Council.

Discovering Biodiversity in Hong Kong Wetlands

The Mai Po Nature Reserve, managed by the World Wide Fund for Nature Hong Kong (WWF Hong Kong), is a local biodiversity hotspot and a globally renowned haven for migratory birds. With funding support from HSBC, WWF will conduct biodiversity surveys in this protected wetland and will raise public awareness of biodiversity conservation.

The Living Water and Community Revitalisation Programme

This programme is revitalising 5.6 hectares of abandoned farmlands and a village community at Lai Chi Wo. Lai Chi Wo is one of the best-kept traditional Hakka walled villages in the New Territories with rich biodiversity. The project takes an unprecedented multi-stakeholder, ecosystem management approach in Hong Kong to create an eco-agriculture, environmental education, and heritage conservation demonstration hub.

HSBC Urban Organic Farming – School Demonstration and Leadership Training Programme

The HSBC Urban Organic Farming Programme by the Hong Kong Organic Research Centre of Hong Kong Baptist University aims to transform 30 existing green roofs at schools into rooftop urban organic farms, providing environmental and agricultural education to students, teachers and the public. The project also demonstrates how urban farming could be feasible in the school network and community.

Project Community EXPLORE

The Hong Kong University of Science and Technology promotes a ‘Science to Action’ learning approach to build environmental stewardship among students over local air quality and equip these students with quantitative knowledge of air pollution, at the same time stimulating inputs to improve air quality in various communities.

Hong Kong Water Race

Co-organised by the Water Supplies Department and Wofoo Social Enterprises since 2013, the Hong Kong Water Race is an annual thematic urban orienteering team challenge. By 2014, the Water Race had engaged more than 5,000 orienteering participants from the categories of family, students, corporate, and general public, more than 20,000 individuals through awareness campaigns on water conservation, and more than 300 volunteers including HSBC employees.



Photo: Sai Kung Community Centre Limited



Community

The HSBC Community Partnership Programme

Launched in 2012, the HSBC Community Partnership Programme, supported by the Home Affairs Department, the Social Welfare Department and the Hong Kong Council of Social Service, aims to inspire district-based community initiatives to foster a more inclusive society. It also aims to enhance cross-sector collaboration to address social needs in local districts and help Hong Kong charities build capacity. The Programme is supported by 18 District Councils, the Equal Opportunities Commission and the Family Council. An annual budget of HKD18 million is allocated to hundreds of district-based community initiatives across Hong Kong.

HSBC supports programmes that address locally relevant social needs in the community through making donations to community groups and enabling staff to volunteer.

庭工作平衡 Family-work balance

家庭工作平衡
Family-work balance

滙豐社區節
HSBC Community Festival

荃灣區
Tsuen Wan

愛·平衡
and family balance



Photo: Commissioned by HSBC



Photo commissioned by HSBC



Photo: Social Enterprise Summit

The Community Chest of Hong Kong

HSBC is a founding donor of The Community Chest of Hong Kong and has donated more than HKD270 million since it was established in 1968. Employee donations to the Chest are matched dollar-for-dollar. HSBC has been its top donor for many years, and is the top fund-raiser of many Chest campaigns.

Social Innovation and Entrepreneurship

HSBC supports social enterprises and believes that finance should be used to support communities and the wider society. In Hong Kong, we have supported the flagship Social Enterprise Summit for years and have partnered with the Hong Kong Council of Social Service for the HKCSS-HSBC Social Enterprise Business Centre since 2008, helping more than 400 social enterprises in Hong Kong to achieve positive social impacts.



Volunteering

At HSBC Hong Kong, we aspire to connect employees and family members with the community through volunteering. We welcome service opportunities related to education, the environment, and other areas where we can make a difference.

HSBC Hong Kong's volunteering team was established in 1993 and about 3,000 HSBC employees take part in it. Each year, more than 100 projects are undertaken to serve the community, contributing more than 78,000 hours of community service.

HSBC volunteers provide direct services to children and youth, single-parent families, ethnic minorities, elderly people, patients and people with mental and physical challenges in Hong Kong. Our volunteering services include regular elderly and disadvantaged home visits, helping children from low-income families to learn English, helping vocational training students to build confidence and many other education and community services.

To enable employees' participation in volunteering activities during work time and help build stronger relationships with our communities, a volunteer leave policy provides all eligible HSBC Hong Kong employees with up to two days leave per year to undertake volunteering activities. Employees' families and friends are welcome to join the volunteering activities.



Photo: Commissioned by HSBC



Photo: Yunki Lee



<http://www.about.hsbc.com.hk/hsbc-in-hong-kong/community>

Issued by The Hongkong and Shanghai Banking Corporation Limited