



滙豐150週年慈善計劃

HSBC 150th Anniversary Charity Programme

HSBC  滙豐

HSBC 150th Anniversary Banknote

滙豐150週年紀念鈔

For 150 years, HSBC and Hong Kong have stood together, at the same time making and witnessing great changes to the world of commerce and international trade and overcoming myriad challenges. Founded by Sir Thomas Sutherland in 1865, the bank has grown to become one of the world's leading financial institutions.

To commemorate the 150 years since HSBC's founding in Hong Kong, we issued the HSBC 150th Anniversary Banknote in 2015. Two million banknotes were sold to the public and the net proceeds totalled HKD477 million. This will be donated to Hong Kong's community through the HSBC 150th Anniversary Charity Programme.

From its very first days as a local bank to becoming the global financial institution it is today, HSBC has been dedicated to Hong Kong's growth and development. The bank is committed to supporting the community that has helped it flourish throughout the years.

HSBC has a long tradition of investing in the Hong Kong community that began in 1878 when the bank gave HKD1,000 to the China Famine Fund, our first recorded donation. We were also among the first benefactors of the Alice Ho Miu Ling Nethersole Hospital, which opened in Hong Kong on Hollywood Road in 1887.

In 1905, we were among the first to support the construction of Hong Kong's first university; and in 1965, the HSBC Social Work Scholarship Scheme was started through endowment funds donated to the University of Hong Kong and the Chinese University of Hong Kong.

For this unique 150th Anniversary Charity Programme, we identified two longstanding grant-making charities to act as our partners in administering these donations. The Hongkong Bank Foundation, which is HSBC's charitable trust and has served the Hong Kong community since 1981; and The Community Chest of Hong Kong, which has served our community since 1965.

150年來，滙豐和香港攜手並肩，克服重重挑戰，見證商業及國際貿易的重大變遷。滙豐於1865年由湯馬士·修打蘭（Thomas Sutherland）爵士創立，現已成為全球領先金融機構之一。

為紀念扎根香港150週年，滙豐特於2015年發行150週年紀念鈔，向公眾售出共200萬張紀念鈔，所得收益淨額合共4.77億港元。這筆款項將全數透過滙豐150週年慈善計劃回饋社會。

由早期的本地銀行、到今日的全球領先金融機構，滙豐一直與香港共同發展，致力回饋多年來幫助我們茁壯成長的社區。這個使命由來已久。滙豐於1878年首次捐出善款，向中華救災集金會捐贈1,000港元。滙豐亦是雅麗氏何妙齡那打素醫院的首批捐助者，該院於1887年在香港荷里活道啟用。

1905年，滙豐為香港首間大學籌建捐款；1965年，「滙豐社工獎學金計劃」啟動，透過基金支持香港大學和香港中文大學培育社工。

滙豐150週年慈善計劃由兩家歷史悠久的慈善機構合力管理是次捐款。其中滙豐銀行慈善基金是滙豐旗下的慈善基金，自1981年以來服務香港社會；而另一合作夥伴香港公益金，則於1965年開始服務本地社群。

HSBC 150th Anniversary Charity Programme

滙豐150週年慈善計劃

The HSBC 150th Anniversary Charity Programme was announced in November 2015. Through this programme, HKD477 million will be donated to a number of local charities from the net proceeds of the sale of the HSBC 150th Anniversary Banknote. HKD100 million has been committed to The Community Chest of Hong Kong for smaller sized donations to local charities. In its first round, The Community Chest has identified 24 projects to support. The next round of allocations will be in 2017. The programme has set aside the remaining HKD377 million for signature projects under three themes: Youth and Education, Medical Health and Wellness, and Environment. These are to be managed by the Hongkong Bank Foundation.

A process of consultation and engagement led us to believe that these themes address real and significant needs in Hong Kong; each is divided into sub-themes:

Youth and Education

- i. Children with special needs; ii. Parenting education; iii. School-to-work transition

Medical Health and Wellness

- i. Positive/active ageing; ii. Mental well-being/wellness; iii. Health education

Environment

- i. Big data and the environment; ii. Sustainable lifestyle and consumption; iii. Environmental education

Through a robust assessment process with two panels – the HSBC Staff Panel and the Independent Advisory Panel composed of subject matter experts and senior government officials – 11 projects have been selected that will deliver compelling improvements over the next three to five years, bring long-lasting benefits to Hong Kong and develop strategic partnerships across Hong Kong to help the community.

滙豐於2015年11月宣佈滙豐150週年慈善計劃。透過此項計劃，我們從紀念鈔的出售款項淨額中撥出4.77億港元，捐贈予多家本地慈善團體。其中港幣1億元交由香港公益金管理，撥捐本港慈善機構。共有24個項目獲選入公益金首輪撥款中。下一輪撥款將於2017年開始。餘下的港幣3.77億元將用於支持三大主題的重點項目，主題分別為：青年與教育、醫療衛生與健康生活以及環境。這些項目將由滙豐銀行慈善基金管理。

經過連串諮詢及參與，我們相信這些主題能解決香港社區的實際需求，當中再細分為不同副題：

青年與教育

- i. 特殊需要兒童; ii. 家長教育; iii. 從學校過渡至就業

醫療衛生與健康生活

- i. 積極頤年; ii. 精神健康; iii. 健康教育

環境

- i. 大數據與環境; ii. 可持續生活方式與消費; iii. 環境教育

透過滙豐員工評審小組、以及由相關專家和高級政府官員組成的獨立諮詢評審小組進行評審，11個項目最終獲選，以期在未來三至五年取得成果，發展全港戰略性夥伴合作關係以服務社會，為香港帶來長遠福祉。

Preface

前言

Peter Wong 王冬勝

Deputy Chairman and Chief Executive of The Hongkong and Shanghai Banking Corporation Limited

香港上海滙豐銀行有限公司副主席兼行政總裁



From the first day when HSBC opened its doors for business, its purpose was very clear: to enable businesses to thrive, customers to prosper and people to fulfil their ambitions.

The histories of Hong Kong and HSBC are closely intertwined and we have grown together. Now, as we proudly celebrate 150 years of our shared heritage with Hong Kong, it is an opportunity to renew our commitment to bringing growth and development to the people of Hong Kong by addressing important social needs for the community in Hong Kong.

The themes of Youth and Education, Medical Health and Wellness and Environment address some of the community's key needs. I am pleased that the projects that have been selected by The Community Chest and the Hongkong Bank Foundation will make use of the latest possible technologies and techniques – ranging

from e-learning to robotics, and from radiology to bioresource management – to help address some of Hong Kong's challenges.

I would like to extend my heartfelt thanks to all the charities who submitted extremely worthy proposals for consideration. Our thanks also go to The Community Chest of Hong Kong, our eminent external advisors, staff panellists, and all those involved in the selection of the innovative projects for this 150th Anniversary Charity Programme.

It is a privilege to serve this community and we look forward to establishing strategic partnerships that will have a positive impact on Hong Kong and its people over many years ahead.

自成立以來，滙豐的宗旨明確，就是要推動工商企業茁壯成長，各地經濟蓬勃發展，以及協助客戶實現理想。

香港與滙豐一直攜手發展，兩者的歷史緊密連繫。我們慶祝與香港共享150年的歷史足跡之際，再次兌現對社會的承諾，一如既往致力支援社區的實際需要，為香港帶來增長與發展的機會。

青年與教育、醫療衛生與健康生活，以及環境三大主題，皆旨在解決社會的訴求。我非常欣喜，由公益金與滙豐銀行慈善基金選出的慈善項目，將採用最新科技如電子教學、機械人技術、輻射學、農業科技等，去應對香港面臨的挑戰，造福社會。

我謹此向提交寶貴建議書的各慈善機構致以由衷謝意，亦感謝香港公益金、各獨立評審顧問、各位同事，及所有參與滙豐150週年慈善計劃的人士。

滙豐有幸可以服務香港，並期待建立更多合作夥伴關係，為香港社會及人民帶來長遠福祉。

Youth and Education 青年與教育

Independent Advisory Panel 獨立諮詢評審小組



Chair: Dr the Hon Moses Cheng, GBM, GBS, OBE, JP (Left 1)

The Hon Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare, HKSARG (Left 2)

Dr Anissa Chan, BBS, MH, JP (Left 3)

Duffy Wong, BBS, JP (Left 4)

Helen Wong, Chief Executive, Greater China, HSBC (Left 5)

Diana Cesar, Chief Executive, Hong Kong, HSBC (Left 6)

Corporate Sustainability Observer: Malini Thadani, Head of Corporate Sustainability, Asia Pacific, HSBC (Right 1)

主席：鄭慕智博士, GBM, GBS, OBE, JP (左一)

勞工及福利局局長張建宗, GBS, JP (左二)

陳黃麗娟博士, BBS, MH, JP (左三)

黃鎮南, BBS, JP (左四)

滙豐大中華區行政總裁黃碧娟 (左五)

滙豐香港區行政總裁施穎茵 (左六)

監察員：滙豐亞太區
可持續發展總監唐丹妮 (右一)

Staff Panel 員工評審小組



Kevin I Herbert
洪嘉宏
Chair 主席



Decca Chan
陳詠儀



Daisuke Kitamura
北村大介



Derek Kong
江展宏



Eleanor Lau
劉漪蓮



Johnny Lau
劉家祐



Rosemary Mak
麥錦雲



Lily Shen
沈理



Annie Tong
唐摯真



Jeff Yip
葉承鑫

Financial Literacy for Youth 青年理財教育計劃

Hong Kong Family Welfare Society

Hong Kong's young adults face a range of problems in financial planning. To address this lack of financial literacy, Hong Kong Family Welfare Society will launch S-QUBE (S³) — an initiative that will demonstrate the interplay of Social Work, Society, and Money (\$).

Local youth will be equipped with skills about personal finance to create long-term change in their financial behaviour. The initiative also aims to provide systematic training for youth social workers to counsel their clients. To do this, S-QUBE plans to bring in a proven intervention model from the United States called "Financial Social Work" and localise it for Hong Kong.

Experiential activities, edutainment programmes, intensive group work and individual coaching sessions will allow S-QUBE to empower local youth, their parents, and social workers. This initiative will involve key collaboration between financial planners, the educational sector, and the corporate sector to help support S-QUBE's financial literacy advocacy.

Social media will be used to help develop healthy financial management habits among the young, secondary and tertiary students, along with working youth (including those from underprivileged groups and students from non-government funded tertiary institutes) will be engaged through this medium.

S-QUBE aims to have a positive impact on the young — cultivating good financial habits, getting them started on long-term financial plans, reducing debt, increasing career resilience, and encouraging them to become more confident in personal finance and money matters. It also aims to provide parents with effective parenting skills related to financial management in handling their family financial issues.



香港家庭福利會

財務壓力幾乎是每個香港年青人踏足社會後所面對的一大挑戰。為使青少年能夠及早建立一套全面的理財知識，從而改善他們的生活狀況，香港家庭福利會將推出青年理財教育計劃S-QUBE (S³)，代表著社工、社會大眾與理財知識的互動關係。

本計劃將向本港青少年教授個人理財技巧，長遠促使他們改變舊有的理財行為習慣。S-QUBE亦為青年服務社會工作者提供有系統的專業訓練，提升他們處理與理財相關個案及小組工作的技巧。S-QUBE將從美國引入「理財社會工作介入系統」模式，並加以本地化推行以配合香港的實際情況及需要。

S-QUBE將會分階段為本港青少年及家長安排各類型的體驗式活動、教學遊戲、強化小組活動及個別輔導服務，同時應用社交媒體提升年青人學習理財知識的興趣。計劃無論是中學、大專生甚或在職青年（包括低收入家庭的青少年和非政府資助學位的學生）均可全面地參與其中。

總括而言，S-QUBE除了旨在協助青少年建立正確的理財價值觀和行為，更希望他們能夠開展長遠的理財規劃，改善財務狀況，並提升克服職業生涯逆境與壓力的能力。S-QUBE最終展望香港的年青人能夠更有自信地處理自己的財務狀況，而家長亦能夠藉此掌握更多與理財知識相關的管教技巧，建立良好的親子關係同時改善家庭的財務狀況。



E-Learning for Special Education

特殊教育電子教學



Sam Shui Natives Association Lau Pun Cheung School

This project will create Hong Kong's first e-Learning platform to help students with special educational needs (SEN). Sam Shui Natives Association Lau Pun Cheung School believes that, given the proper tools and care, SEN students can flourish just as well as other students.

Following the curriculum set forth by the Education Bureau, the school will collaborate with CCC Kei Shun Special School, TWGHs Tsui Tsin Tong School, The Education University of Hong Kong and Open Knowledge Association Ltd, to establish an e-Learning platform and digitise content covering four major subjects taught in schools in Hong Kong. They will create 570 e-books for students with different needs and abilities, giving both teachers and parents access, promoting digital inclusion.

This platform will allow students to learn anywhere and at their own pace, using various interactive media. It will feature tools that reduce repetitive work for teachers, making the platform an efficient learning and teaching implement. Teachers and parents can track students' progress within the platform, understand each one's strengths and weaknesses, and then make necessary improvements.

This pilot programme aims to strengthen SEN teachers' professional development through seminars and brainstorming sessions on new teaching techniques. Teachers will also be trained to adjust the e-Learning materials to suit individual needs of their students.

An Association of e-Learning for Special Education

will be established — a community to champion the development of e-Learning in SEN schools through collaboration and sharing, including teachers, therapists, scholars, and researchers for their studying and reference. The aim is to chart the way forward for the wider use of e-Learning in Hong Kong schools — for all learning capabilities, different curricula, and varying school contexts.

三水同鄉會劉本章學校

此項目將建立香港首個專為特殊學習需要學童而設的電子教育平台。三水同鄉會劉本章學校法團校董會相信，學生人人可教，個個可學，只要給予適當教材和關懷，特殊學習需要學童亦可一如其他學童，學有所成。

根據教育局課程發展處制定課程後，該校將聯同中華基督教會基順學校、東華三院徐展堂學校及香港教育大學和知識共享協會有限公司，共同建立一個電子教學平台，把香港學校教授四個主科的校本內容電子化。因應不同能力及學習需要學童而調適的電子書預計共五百七十多本，將與教師及家長共享，積極推動教學電子化，實行數碼共融。

通過這個平台，學生可隨時隨地使用各種不同互動媒體自主學習。除了可減輕教師的工作量，更可提升學與教的效能，促進學生的學習成效。教師及家長亦可透過平台追蹤學生的學習進度，了解其長短處，因應個別情況在教學上作出調適改進。



此項試驗計劃目標旨在通過舉辦有關發展創新教學法的電子學習工作坊及分享會，提升特殊學習需要學童教師的專業發展，亦為教師提供各項培訓，以便他們日後亦可修改和調適電子教材，配合學童的個別需要。

與此同時，「特殊教育電子教學促進會」亦將成立，讓教師、治療師、學者及研究人員一同分享和參考彼此成果，透過不同合作推動特殊教育需要學童電子教學的發展和研究。促進會的目標在於推廣電子教學以涵蓋所有學習能力、課程架構及學校背景，引領本港學校電子教學普及化。

Parents Academy 家長學院



Tung Wah Group of Hospitals

Studies show there is a high incidence of parental stress in Hong Kong with nearly 60 per cent of the young being in conflict with their parents, a high student suicide rate, and a low happiness index. The Tung Wah Group of Hospitals (TWGHs) has initiated a Parents Academy to address this issue. It is a territory-wide all-encompassing project meant to support parents and help them establish strong relationships with their children.

This innovative solution aims to equip parents with the knowledge and skills to address their children's developmental needs, whether physical, cognitive, or psychosocial. To make the largest possible impact, this project will be widely mobilised with community-based support. Its unique emphasis on relationship building and emotional education is also what makes Parents Academy unique.

The Parents Academy will be relying on partnerships to get this initiative off the ground. It will work with local and overseas experts, as well as with tertiary institutions to help research, develop, and evaluate the curriculum.

The Parents Academy hopes to produce positive changes in parenting and strong connections between parents and their children. Parents will be better equipped to deal with their parenting stress

and provide a nurturing environment to raise Hong Kong's younger generation. This in turn will give young people a more optimistic outlook towards life's challenges as they grow to become parents themselves. Parents Academy will also give rise to new parent mentors — thus having long-lasting impact for the project and the community.

東華三院

研究顯示本港家庭的親職壓力相當沉重，接近6成年青人表示曾與父母發生爭執，學生自殺率偏高，但快樂指數卻持續下跌。東華三院倡議成立家長學院解決這個問題，是一個全城、全方位之跨社區計劃，致力協助父母與子女建立正面的親子關係。

此嶄新項目致力提升家長處理子女於不同年齡及全人身心發展所需的知識及技巧。為達致最大成效，本計劃將會廣泛於社區動員，特別著重關係建立及情緒教育，這亦正是家長學院與別不同之處。

家長學院的展開將有賴多方的合作與支援，並與本地及海外專家和大專學院攜手，致力實證研究、評估和開發相關課程。

家長學院期望可推動親職關係之正向改變，協助家長及子女建立良好的親子關係。家長將更有能力處理所面對的親職壓力，提供一個正向栽培年青一代的環境，藉此家長將會成為子女更好的父母榜樣，把所學承傳給將會成為父母的下一代，為本計劃及社會帶來長遠的正面影響。

Intelligent Robots for SEN Children Learning

特殊學習需要學童智能機械人教育方案

Methods for teaching SEN students must be well-designed, able to adjust to a child's learning pace, and most of all, be appealing to children.

Today's intelligent and programmable robots could fill this need by acting as assistant teachers for SEN students. Robots are engaging to children. They are patient, tireless, and unemotional — able to guide SEN students to practice their lessons as often as they needed. Robots could also provide multi-sensory stimulation, providing vivid pictures and rich sounds that help students focus. They could also provide instant feedback for more effective learning, improved communication, and motivation.

Beneficiaries of the three-year project include 70 special education organisations and over 8,000 SEN children. This programme will create 60 sets of exemplars for various learning categories, a comprehensive teaching and learning package, an exemplars competition, training workshops, experience-sharing sessions, seminars, and a project portal to build a community and disseminate information.

This robot-aided teaching programme will have a positive impact on both students and teachers. SEN children are expected to show higher levels of engagement and improved communication. The comprehensive resource package to be created for this programme will let SEN teachers acquire skills in tailor-fitting learning materials for each child with the use of intelligent robots. Robot-aided learning is expected to become a sustainable resource for the SEN community.

有特殊學習需要的學童需通過多種不同教學方法學習，而且更講求精心設計、可配合個別學童的學習進度的方法，並成功吸引學童學習。

可編程智能機械人的出現，為實現這種學習設計要求展露了曙光。孩子鍾愛的機械人可以有效充當特殊學習需要學童的小老師，因為它們有耐心，永不言倦又非情緒化，從而可指導並陪同特殊學習需要學童從不斷的練習中達到精熟。此外，機械人可提供多重感官的刺激，有生動的畫面以及聲效等輔助，藉此增加學生的專注力，提供即時的回饋，提高學習動機、改善溝通技巧和提升學習成效。

估計是項為期三年的計劃共70所特殊教育機構和超過8,000名特殊學習需要學童受益。本計劃將創建60套以多個不同學科為基礎的學習研究示例及全面的教學教材套件，並會舉辦學習研究示例比賽、培訓工作坊、經驗交流分享會、座談會並建立用以傳遞資訊和連繫社區的項目網站等。

機器人輔助學習計劃對學童以至教師均會帶來不少正面影響，預期將激發特殊學習需要學童之學習興趣和提升其溝通能力。為機器人輔助學習而建立全

面的度身訂製教材套件，將協助特殊學習需要教師有效掌握所需技巧以運用智能機械人，訂製各學童的個別學習教材。機械人輔助學習預期將成為SEN社群的永續資源。



29 Special Schools Consortium 29所特殊學校聯盟

Buddhist To Chi Fat She Yeung Yat Lam Memorial School	道慈佛社楊日霖紀念學校
Caritas Jockey Club Lok Yan School	明愛賽馬會樂仁學校
Caritas Lok Jun School	明愛樂進學校
Caritas Lok Kan School	明愛樂勤學校
Caritas Lok Yi School	明愛樂義學校
Chi Yun School	慈恩學校
Ebenezer New Hope School	心光恩望學校
Evangelize China Fellowship Holy Word School	基督教中國佈道會聖道學校
Haven of Hope Sunnyside School	靈實恩光學校
HKCKLA Buddhist Po Kwong School	香海正覺蓮社佛教普光學校
Hong Chi Lions Morninghill School	匡智獅子會晨崗學校
Hong Chi Morning Hill School, Tuen Mun	匡智屯門晨崗學校
Hong Chi Pinehill No. 2 School	匡智松嶺第二校
Hong Chi Pinehill School	匡智松嶺學校
Hong Chi Winifred Mary Cheung Morninghope School	匡智張玉瓊晨輝學校
Lutheran School for the Deaf	路德會啟聾學校
Mary Rose School	天保民學校
Po Leung Kuk Anita L. L. Chan (Centenary) School	保良局陳麗玲(百周年)學校
Po Leung Kuk Mr & Mrs Chan Pak Keung Tsing Yi School	保良局陳百強伉儷青衣學校
Rhenish Church Grace School	禮賢會恩慈學校
Rotary Club of Hong Kong Island West	香港西區扶輪社
Hong Chi Morninghope School	匡智晨輝學校
Salvation Army Shek Wu School	救世軍石湖學校
Sam Shui Natives Association Lau Pun Cheung School	三水同鄉會劉本章學校
Society of Boys' Centres Shing Tak Centre School	香港扶幼會盛德中心學校
The Church of Christ in China Kei Shun Special School	中華基督教會基順學校
The Jockey Club Hong Chi School	賽馬會匡智學校
Tseung Kwan O Pui Chi School	將軍澳培智學校
Tung Wah Group of Hospitals Kwan Fong Kai Chi School	東華三院群芳啟智學校
Tung Wan Mok Law Shui Wah School	東灣莫羅瑞華學校

Medical Health and Wellness 醫療與健康

Independent Advisory Panel 獨立諮詢評審小組



Chair: Professor the Hon Tsui Lap-chee, GBM, GBS, JP (Left 4)

Dr the Hon Ko Wing-man, BBS, JP, Secretary for Food and Health, HKSARG (Left 6)

Professor Se-fong Hung, BBS (Left 3)

Professor Paul Yip (Left 2)

Helen Wong, Chief Executive, Greater China, HSBC (Left 5)

Diana Cesar, Chief Executive, Hong Kong, HSBC (Right 1)

Corporate Sustainability Observer: Malini Thadani, Head of Corporate Sustainability, Asia Pacific, HSBC (Left 1)

主席：徐立之教授, GBM, GBS, JP (左四)

食物及衛生局局長高永文醫生, BBS, JP (左六)

熊思方教授, BBS (左三)

葉兆輝教授 (左二)

滙豐大中華區行政總裁黃碧娟 (左五)

滙豐香港區行政總裁施穎茵 (右一)

監察員：滙豐亞太區
可持續發展總監唐丹妮 (左一)

Staff Panel 員工評審小組



Lilian Kao
高瑞玲
Chair 主席



Tina Chan
陳婷婷



Joyce Chong
莊嘉明



Pius Chong
張耀炯



Carrie Kwok
郭嘉麗



Stella Lee
李靜心



Celia Leung
梁穎中



Eyrie Lo
盧林妙嫦



Cynthia Lok
駱雅倩



Peter Shaw
邵維德

The Mental Health Experience Museum

精神健康體驗館

Castle Peak Hospital

In Hong Kong, it is estimated that one in six adults suffers from a diagnosable mental illness. Stereotypes about mental illness lead to discriminatory behaviour and isolation. This creates stigma and dissuades those suffering from a mental illness to seek help and prevents re-integration into the community. Apart from the public stigma, self-stigma is another major obstacle to recovery. People with mental illness internalise these stereotypes, creating a vicious cycle of low self-worth and shame that they cannot easily escape.

Castle Peak Hospital, the oldest psychiatric hospital in Hong Kong, wants to put an end to all that. It wants to promote mental well-being and de-stigmatise mental illness. To do this, the hospital plans to educate the public about mental health through experiential learning by establishing Hong Kong's first Mental Health Experience Museum.

This museum will be open to the general public. Visitors will be able to learn about mental health through demonstrations, animated and interactive displays, and a vivid simulation of typical psychiatric symptoms. A debriefing session at the end of the visit will further drive awareness and understanding of mental illness.

This project aims to engage the young and will also conduct psycho-educational intervention for family members and carers of the mentally ill. Through regular talks and seminars, the Mental Health Experience Museum expects to receive 16,000 visitors every year.



青山醫院

據估計，香港每六名成年人便就有一位患上精神病。由於社會大眾普遍對精神病存有偏見，以及對精神病人的歧視，令精神病患者感到孤立無援，他們往往因為自卑，怕被標籤，而不敢尋求協助，甚至無法重新融入社會。除了社會大眾對精神病人的歧視，精神病患者本身的自我形象低落亦是影響他們康復的另一主因。社會歧視令精神病患者心理飽受壓抑，造成自我價值偏低、產生自卑感的惡性循環，最終無法擺脫患「精神病患」的心理枷鎖。



青山醫院是香港最歷史悠久的精神科醫院，致力向公眾社區推廣精神健康的知識，消除對精神病的誤解，促進市民的精神健康。有見及此，青山醫院計劃建立香港首個兼備展覽體驗及教育宣傳的「精神健康體驗館」。

體驗館將會開放予公眾人士參觀。參觀者將能透過展區的示範介紹、動畫、各式互動平台以及精神病患者病徵的虛擬實境了解精神健康。最後專家亦會即場進行講解，藉此增加參觀者對精神病的關注和認識。

本計劃的目標是為青少年提供一個認識精神病的平台，並將安排心理教育及輔導予精神病患者的家屬和照顧者。體驗館將會定期舉辦教育講座和座談會，預計每年參觀人次約一萬六千人。

Breast Health for Life

乳健一生

Hong Kong Breast Cancer Foundation

Breast cancer is the most common type of cancer affecting women in Hong Kong. If caught in its early stages, breast cancer can be treated more effectively - resulting in less suffering for patients and their families alike. The Hong Kong Breast Cancer Foundation (HKBCF) is the first community-based, non-profit organisation dedicated to mitigating the threat of breast cancer.

Its mission is to create awareness about early detection and prevention, to support breast cancer patients and to advocate better care, supplementing medical treatment already offered by doctors in both public and private healthcare facilities.

The foundation operates the Breast Health Centre which provides breast health education and offers a professional, affordable and timely screening service to women in need. Mammographies play a critical part in diagnosing breast cancer at an early stage. While the demand for this service is great, there are many women in Hong Kong who are unable to afford this kind of screening. Since its inception in 2011, the clinic has served nearly 30,000 clients and has provided free breast exams for over 11,000 women who could not afford it.

Through this funding, HKBCF aims to become a one-stop breast health service provider, offering affordable and comprehensive services to the women of Hong Kong. It also hopes to continue providing free mammography services to low-income women through the Breast Health for Life Programme.



香港乳癌基金會

乳癌是本港最多婦女罹患的頭號癌症。只要定期作乳癌檢查，就算確診，亦能及早發現及醫治，減低患者和家人承受的創傷。香港乳癌基金會（乳癌基金會）是本港首間非牟利的社區慈善組織，致力減低乳癌在本地的威脅。

乳癌基金會的宗旨，是加強婦女及早發現及預防乳癌的意識、支援乳癌患者及倡議改善方案，以填補現時本地公立醫院及私家診所提供之醫療服務所未及之處。

本基金會營運乳健中心，為有需要的婦女提供乳健教育以及專業、適時和收費相宜的乳癌篩檢服務。乳房X光造影檢查是在早期診療上，一個行之有效的篩檢方法。雖然這項篩檢服務需求殷切，但香港不少婦女無法負擔。自2011年正式投入服務後，乳健中心迄今已為本港接近3萬名婦女提供乳健檢查及評估服務，當中，逾1萬1千名是低收入婦女。

香港乳癌基金會成功獲得更多資金的大力支持，致力成為一站式乳健服務中心，為本港婦女提供更多收費相宜的完善服務，並希望可藉著「乳健一生」計劃繼續為本港婦女提供優質免費乳房X光造影檢查，令更多低收入婦女受惠。

Smart Home for Seniors

長者智能家居

Senior Citizen Home Safety Association

Hong Kong's elderly community is growing rapidly and facing the challenges of ageing can be a daunting task. Senior Citizen Home Safety Association (SCHSA) has made it their mission to enhance the elderly community's quality of life through innovation and technology. They intend to explore how the Internet of Things (IoT) and smart home technology, when combined with 24-hour support and caring service for seniors, can empower seniors to live more independently, safely, and smartly in the community.

SCHSA proposes the development of an affordable smart home solution. It will integrate easy-to-use products, technology and caring services for seniors such as home safety alert, home automation system, remote health monitoring, telecare, and a concierge service.

To come up with a design solution that will fit a typical home environment in Hong Kong, a test lab for Smart Home for Seniors will be established at SCHSA Oi Man Centre — a simple model flat for testing and development, acting as a showcase of the service concept. Visitors will be given demonstrations and experiential tours. The second phase will involve a pilot study of 1,000 households with seniors, collecting user feedback and usage data so that they can then fine-tune the design.

SCHSA expects that 30,000 visitors, including seniors and the public, will visit the test lab and

participate in related workshops within this 3-year pilot project. Through the Smart Home for Seniors, SCHSA hopes to create active lifestyle strategies for the silver citizen to enhance their living quality through the use of these smart technologies.

長者安居協會

本港人口迅速老齡化，要克服當中的挑戰，是十分艱鉅的工作。長者安居協會（協會）致力透過善用創新手法及科技應用提升長者社區的生活質素。協會計劃示範如何結合物聯網(IoT)科技、智能家居技術以及協會的24小時呼援及關懷服務，讓銀齡人士繼續樂活於社區，過著自主、安穩的晚年生活。

協會倡議研發一個收費相宜的長者智能家居方案，將簡單易用的產品、科技與關懷服務融合，提供家居安全感測、家居自動化系統、遙控健康監測、電子健康管理及護士關懷等新服務。

為使新服務方案可以適用於典型香港家居環境，協會將於愛民中心建構一個以住宅單位為模型的長者智能家居實驗室，供研發及測試技術方案，以及展示服務概念。協會將會安排體驗團及示範參觀，讓參觀人士體驗智能家居服務。協會將於第二階段邀請一千個有長者居住的家庭參與服務試驗計劃以及進行評估，服務使用者的意見及相關數據將會用作評估服務成效及改善服務的參考。

整項計劃為期三年，協會預算將會有三萬位銀齡人士及公眾到訪體驗智能家居服務及參與有關工作坊以及講座。協會希望可藉著此項長者智能家居服務，為銀齡人士策劃積極、自主的晚年生活，提升長者的生活質素。



Project STEP – Emotional Wellness for Young People

Project STEP — 青少年情緒健康計劃



The Hong Kong Federation of Youth Groups

The recent spate of youth suicides has left the city in a state of shock. Many of Hong Kong's youth are under different kinds of stress, but lack the proper knowledge to master their emotional turmoil. Although reluctant to seek professional counselling, even if they did, existing services are far from adequate to help them.

Because of this, The Hong Kong Federation of Youth Groups has initiated **Project STEP**, a preventive and early intervention programme that has three levels of service to promote emotional wellness and healing.

Step One focuses on Primary and Community Care, which is all about raising awareness of emotional well-being in the community.

Step Two incorporates Training and Strengthening through large-scale education programmes and training workshops to reinforce coping mechanisms.

Step Three emphasizes Timely Intervention. Individual professional support ranging from low-intensity counselling to high-intensity psychotherapy and medication will be made available.

Training material assures transfer of knowledge, allowing for improved emotional management well after the project period.

Project STEP is not merely a service project. It is a movement that aims to shift Hong Kong's attitude on emotional wellness — to change people's perspective of their own influence on others, and to empower people with the necessary attitude, knowledge and skills to help others. This project expects to benefit 600,000 participants in five years, helping Hong Kong's youth gain

emotional healing and re-stability, with the help of a more sensitive community and skilled healthcare professionals.

香港青年協會

本港近期發生多宗學生自殺事件，引起社會廣泛關注青少年的情緒健康問題。本港大部分青少年面對各種不同壓力，但卻缺乏適當認知能力管理負面情緒。除了對尋求專業輔導存有心理障礙之外，青少年即使尋求協助，但目前坊間的服務亦遠遠不足以應付他們所需。

有見及此，香港青年協會將設立 **Project STEP**，希望透過適時介入的預防工作，以三個系統化的步驟帶動青少年正面認識情緒和學習關愛。

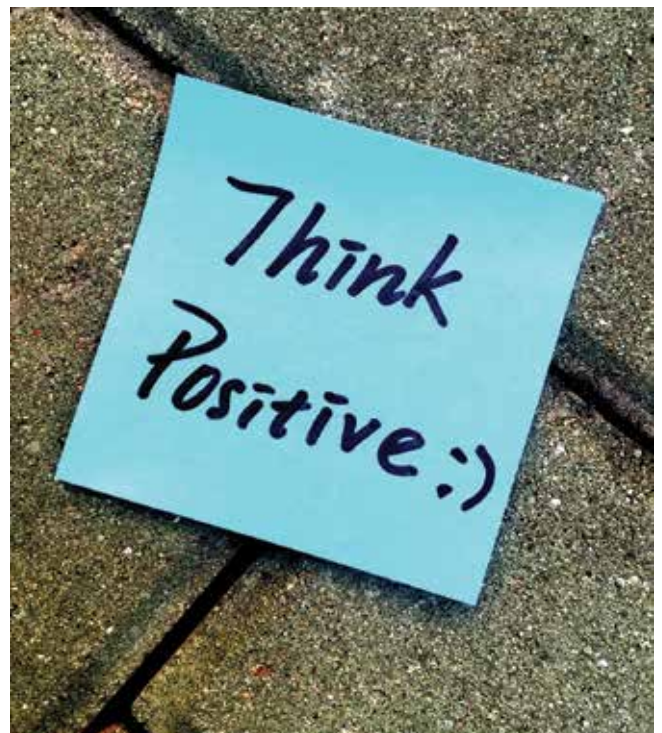
第一步為預防教育及外展關顧，於社區層面推動情緒健康意識教育工作。

第二步是透過情緒管理訓練及大型教育活動進行系統訓練，以加強鞏固和強化青少年處理負面情緒及壓力的能耐。

第三步強調適時介入，按個別青少年需要，以「簡短輔導」及「進階治療」提供專業的介入服務。

培訓教材可確保知識的承傳，於項目完成後讓更多青少年提升對情緒管理有更深的的認知。

Project STEP不單止是一個項服務，亦希望透過此計劃改變本地市民對情緒健康傳統觀念，通過提升青少年處理負面情緒必須擁有的積極態度、認知及技巧，藉此推己及人。預期這個五年計劃將有 600,000 人受惠，於社區層面由經驗豐富的醫療保健專業人員，協助香港青少年加強處理負面情緒及壓力的能力。



Environment 環境

Independent Advisory Panel 獨立諮詢評審小組



Chair: The Hon Bernard Chan, GBS, JP (Left 4)

The Hon Wong Kam-sing GBS, JP, Secretary for the Environment, HKSARG (Left 3)

Ir Professor Daniel M. Cheng, MH, JP (Left 5)

Professor Wong Yuk-Shan, BBS, JP (Left 6)

Helen Wong, Chief Executive, Greater China, HSBC (Right 1)

Diana Cesar, Chief Executive, Hong Kong, HSBC (Left 2)

Corporate Sustainability Observer: Malini Thadani, Head of Corporate Sustainability, Asia Pacific, HSBC (Left 1)

主席：陳智思, GBS, JP (左四)

環境局局長黃錦星, GBS, JP (左三)

鄭文聰教授, MH, JP (左五)

黃玉山教授, BBS, JP (左六)

滙豐大中華區行政總裁黃碧娟 (右一)

滙豐香港區行政總裁施穎茵 (左二)

監察員：滙豐亞太區
可持續發展總監唐丹妮 (左一)

Staff Panel 員工評審小組



Jonathan Drew
朱雋賢
Chair 主席



Kishore
Balachandran



Kathy Chu
朱少冰



Betty Chung
鍾蓮芝



Jiju Daniel



Jocelyn Endean
顏穎賢



Lisa Fung
馮麗娟



Adam Harper
夏安德



Deborah
Leerhsen
李雅珊



Eva Zhang
張曉

The Institute of Bioresource and Agriculture

生物資源與農業研究所

Hong Kong Baptist University

The main objective of Hong Kong's first Institute of Bioresource and Agriculture (IBA) at Hong Kong Baptist University is to use organic farming as the driver to promote sustainable living in the community, strengthen agricultural development in Hong Kong, and preserve the city's indigenous biological resources.

IBA will serve as a knowledge hub to raise awareness of sustainable organic lifestyles, provide research on sustainable organic agriculture and biological resource management, and create a pool of competent agricultural professionals. The research will focus on improving agricultural productivity, specifically quality organic crops.

Education efforts on bioresource and agriculture will begin at tertiary level to create more professionals for the future development of the agricultural industry and the city's sustainable development. Farmers will also receive training through organic certificate courses.

To promote IBA and showcase the value of sustainable living, the University will create the Learning Centre on Bioresource and Sustainable Living. This will be an interactive learning experience featuring Augmented Reality technology, which is expected to attract 60,000 visitors within five years.

The IBA's efforts will not only benefit the entire region in terms of environmental conservation, biodiversity, food safety and security, it will also leave a lasting impact on the planet for future generations.



香港浸會大學

香港浸會大學成立香港首家「生物資源與農業研究所」(The Institute of Bioresource and Agriculture (IBA), 下稱「研究所」)的主要目的是利用有機農業來推動香港農業發展及保育本地生物資源，並推廣和培養香港市民的可持續生活態度，從而提升廣大市民對可持續生態環境的認知。

研究所將會作為農業與生物資源的知識樞紐，藉此提高市民對可持續有機生活的認識，並為業界提供研究技術支援，幫助實現可持續有機農業發展和保育原生生物資源，並為農業專業化培育人才。研究的焦點將著重於提高有機農業生產力和生產高質量有機作物。

此外，研究所將於大專院校展開生物資源與農業發展的教育工作，為農業的未來發展及本地的可持續生活培育更多專才，並向農民提供有機耕種證書課程。

浸會大學將會建造一所「生物資源和可持續生活學習中心」，以推廣可持續生活的價值。學習中心將引用先進的虛擬模擬技術來展示展品，增強互動教學體驗和興趣。此設施預計將在未來五年內吸引約六萬人的參與。

研究所的成立，不單止對全港的環境保育、生物多樣性、食物安全各方面起到正面作用，亦為未來年輕一代帶來永續的地球生境。

PRAISE HK – Personal Air Quality Solutions

PRAISE HK — 個人化空氣質素方案

The Hong Kong University of Science and Technology

Air pollution is a major environmental concern, particularly in Hong Kong. Citizens often believe that there is not much they can do about it — that pollution is an unavoidable part of daily life. The Hong Kong University of Science and Technology aims to change this passive mindset by creating a system that empowers the public with personalised air quality information.

By combining state-of-the-art technologies, air quality forecasts, big data and more, the Personalised Real-Time Air-Quality Informatics System for Exposure – Hong Kong (*PRAISE-HK*) will give Hong Kong residents real-time air quality reports from their neighbourhood level down to individual streets. This app will translate science into actionable information, helping people make personal choices about reducing their exposure to polluted air.

The concentration of pollution varies with location and time of day. The app can tell residents when and where the most harmful air occurs and will offer less polluted routes to avoid exposure in real-time. It can also help users plan for future activities by giving them personalised alerts that offer less polluted routes for days ahead.

Knowledge is power. While individuals will benefit most directly from *PRAISE-HK*, the government benefits as well. The database will serve as a solid foundation to create effective air quality management strategies for public health.

This project is the first of its kind globally and can be applicable to other urban areas, thus setting precedents and multiplying its effects well beyond the life of the project.

香港科技大學

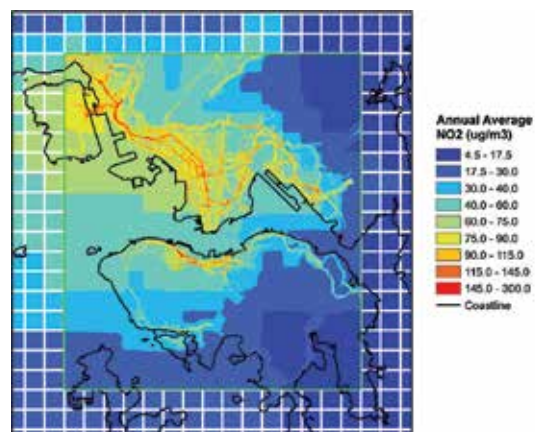
空氣污染是一個重要的環境問題，尤其在香港。市民常覺得可以做到的很少，甚至覺得污染是日常生活中不可避免的一部分。香港科技大學創建一套個人空氣質量污染風險信息系統，致力改變市民大眾對空氣污染問題的被動心態。

這套個人實時空氣污染風險信息系統（簡稱 *PRAISE-HK*）結合最先進的科學研究和技術，集實時空氣質量預報、大數據分析及健康風險評估於一體，為香港市民提供他們所在地區各街道的實時污染數據。此系統可將科學技術轉化成有用信息，協助市民更好地規劃自己的活動，以減少他們受空氣污染物影響的風險水平。

空氣污染物濃度的時間和空間差異很大。利用這套系統，市民可以查出他們何時何地所受到的空氣污染風險水平最高，亦可根據自己需要選擇一些污染風險較低的路線。系統還可以在高污染事件出現前，提醒及幫助用戶更好地規劃自己的活動，以減少未來幾天的污染風險。

知識就是力量。一方面，這套系統可以在個人健康保護方面為市民提供直接的信息服務；另一方面，系統也可以支援政府制定有效的空氣質量管理策略、為改善公眾健康提供依據和數據支持。

這套全球首創的個人空氣污染風險信息系統，亦可用於其他城市地區，成為減低空氣污染風險的典範，對社會與經濟帶來的效益遠超所想。



The Hong Kong Marine Life Stranding and Education Centre

香港海洋生物救護及教育中心



Ocean Park Conservation Foundation, Hong Kong

The Hong Kong Marine Life Stranding and Education Centre is the first full-scale necropsy and stranding facility for marine life in Asia. The Centre will be dedicated to the necropsy and vintopsy of marine stranding cases, generating data that can be used for educational purposes — to build a body of knowledge about necropsy and marine conservation across the region.

The Stranding and Education Centre will place Hong Kong's stranding programme in a class above the rest. It will be the only facility in the region to offer a virtual library for big data. Data collected from the necropsy of these stranding cases will create a virtual database and allow scientific, data-based decision making when it comes to monitoring the state of Hong Kong's waters and taking measures for conservation.

The data will also provide a foundation to establish a regional stranding network and a training facility that will further environmental education. This facility will have a unique opportunity to pass on valuable skills, create training resources, and support research in this field.

It is the facility's vision to inspire and train a new generation of professional and amateur scientists

for their career development. Through hands-on learning opportunities and workshops, the facility also hopes to give the public the opportunity to learn more about stranding cases, as well as provide a platform for experts to share knowledge and skills in order to improve the proficiency of animal care and wildlife conservation of Hong Kong.

香港海洋公園保育基金

香港海洋生物救護及教育中心是亞洲第一間專責處理海洋動物擱淺個案的綜合研究及教育中心。本中心特設傳統及虛擬解剖動物設施，收集所得的數據可用於教育用途，學生及公眾透過參觀中心，學習海洋保育的資訊，提升大眾對海洋保育的關注。

香港海洋生物救護及教育中心的成立標誌著香港於海洋動物擱淺工作方面傲視同儕的地位。中心將會成為亞洲區內唯一一間提供大數據虛擬資料庫的設施，透過研究海洋動物擱淺個案所收集的數據將會成為虛擬數據庫的基石，為監察香港水域狀況及保育工作提供科學數據決策基礎。

數據亦為建立亞洲海洋動物擱淺網絡奠下良基，成為進一步推動環保教育使命的培訓設施；同時，中心將會致力透過知識承傳、加強培訓課程，全力支持海洋動物擱淺領域方面的研究工作。

中心的使命是啟發及培育新一代的專業人才及科學家，同時透過教育活動及工作坊，讓市民大眾加深了解海洋動物擱淺個案，並提供一個平台讓公眾有機會認識專業的動物護理知識及技巧，提倡「公民科學」的概念，更重要是提升公眾對本地海洋保育的認知及關注。



HSBC 150th Anniversary Charity Programme – Allocation via The Community Chest Hong Kong 滙豐150週年慈善計劃 — 經香港公益金撥捐

First allocation 第一期



360 Wellness Project for Elders

Christian and Missionary Alliance Church Union Hong Kong Limited

360全方位長者健康計劃

基督教宣道會香港區聯會有限公司



Energetic Packing Job for Seniors

Everbright Concern Action Limited

長者活力包裝線

樂天關懷行動有限公司



“Home Replenish” Home Enhancement Programme for the Elderly

Po Leung Kuk

「美好家園」長者家居改善計劃

保良局



Life Flyer – Third Age Employment Project

Aberdeen Kai-fong Welfare Association Social Service Centre

飛凡人生 — 中高齡人士就業計劃

香港仔街坊福利社會服務中心



Luminance – Therapeutic Art Workshop for Elderly

Art in Hospital Limited

閃耀 — 長者藝術工作坊

藝術在醫院有限公司



“On My Way Home” Support for the Elderly and Caregivers

Senior Citizen Home Safety Association

「愛·回家」長者關顧計劃

長者安居服務協會



Peer Mentorship Programme for Family Caregivers of People with Dementia

Hong Kong Alzheimer's Disease Association

認知障礙症患者家庭照顧者同路人支援計劃
香港認知障礙症協會



Project Life Encounters – Horticulture Therapy Based Life Story

Evangelical Lutheran Church Social Service – Hong Kong

當生命遇上生命 — 園藝治療為本生命故事
基督教香港信義會社會服務部



A Life Betterment Project – Embrace Little Kids Locked in Cubic Flat with Happiness

The Methodist Church Hong Kong – Kwun Tong Methodist Social Service

生命改造工程 — 樂抱板房小跳豆
循道衛理觀塘社會服務處



“Child-focused” Separation & Divorce Crisis Prevention & Management Project

Hong Kong Family Welfare Society

「孩子為本」離異危機預防及處理計劃
香港家庭福利會



Love-athon @ Home

The Salvation Army

愛家馬拉松
救世軍



Positive Emotion Enrichment Scheme for Early Childhood

The Church of United Brethren in Christ Social Service Division

童心層層疊 — 幼兒正向情緒發展計劃
基督教協基會社會服務部



Project Hyacinth – Enrichment Service for Young Mothers and Families

Caritas – Hong Kong

風信子行動 — 支援年輕媽媽及家庭計劃
香港明愛



Witty Kids Project

Hong Kong Children and Youth Services

智趣星計劃

香港青少年服務處



Away From Depression – Together We Compose A Family Concerto

The Methodist Church Hong Kong – Kwun Tong Methodist Social Service

走出抑鬱 — 同譜家庭協奏曲

循道衛理觀塘社會服務處



“Change” – Subsidised Counselling Scheme

The Mental Health Association of Hong Kong

蛻變 — 資助心理輔導服務

香港心理衛生會



Family Support for Elderly Mental Health

Suicide Prevention Services Limited

長者·家·多一點力量

生命熱線有限公司



Healthy Mind MAP

Hong Kong Children and Youth Services

「悅·心裡圖」社區校本精神健康支援計劃

香港青少年服務處



Intervention and Mental Health Awareness for Psychologically Prone Youths (IM HAPPY)

Baptist Oi Kwan Social Service

樂TEEN喜·動

浸信會愛羣社會服務處



Mobile Wheelchair Depot

Hong Kong Wheelchair Aid Service Limited

流動輪椅服務站

香港輪椅輔助隊有限公司



My Way!

Haven of Hope Christian Service

創我天地

基督教靈實協會



Optimal Chapter on End-of-life Planning for Persons with Intellectual Disability

St. James' Settlement

智障人士完美生命教育篇

聖雅各福群會



Pilot Scheme on Vocational Support for Persons with Disability

The Mental Health Association of Hong Kong

「友」約會 — 就業支援先導計劃

香港心理衛生會



Web TV for People with Disabilities

Hong Kong Federation of the Blind

殘疾人士網絡電視台

香港失明人互聯會



Hongkong Bank Foundation

滙豐銀行慈善基金

Many community projects in Hong Kong are funded by the Hongkong Bank Foundation charitable trust. It was founded in 1981 by The Hongkong and Shanghai Banking Corporation Limited to co-ordinate its community support programmes in Hong Kong. Since 1997, the Foundation has also been donating to programmes that benefit mainland China.

The Foundation supports about 200 community projects each year, helping more than 800,000 people. It has donated more than HKD1.4 billion to projects in Hong Kong and the mainland since its inception.

Its principal interests are education, health/wellness, environmental protection, and enhancing links between the HKSAR and mainland China.

滙豐銀行慈善基金廣泛資助香港社區項目。基金於1981年由香港上海滙豐銀行有限公司成立，旨在統籌其在香港的公益計劃。自1997年起，基金亦向惠及中國內地的計劃提供資助。

基金每年資助約200個社區項目，幫助超過80萬人。自成立以來，基金已為香港和內地項目捐贈超過14億港元。

基金的主要資助範圍包括教育、健康生活、環保，以及加強香港特區與內地的聯繫。

**[www.about.hsbc.com.hk/hsbc-in-hong-kong/
community](http://www.about.hsbc.com.hk/hsbc-in-hong-kong/community)**

