

Doing **Well** by Doing **Good** Together



保誠保險有限公司企業社會責任

Prudential Hong Kong Limited Corporate Social Responsibility

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各位讀者：

保誠五十年來一直貫徹「用心聆聽 更知你心」的企業文化，聆聽社會的需要，實現香港人的夢想與冀盼。伴隨著這座城市蓬勃發展，我們對企業社會責任責無旁貸，希望透過各類社區公益活動，為本港社會締造長遠而正面的改變。

公司一直以來擇善而行，得到企業持份者的全力支持，鼓勵員工及理財顧問付出寶貴的時間、知識和技能回饋社會。本人能成為當中的一份子，亦深感自豪。

保誠以其專業服務融入社區，籌辦不同類型的活動，著重青少年發展、理財教育、健康生活方式及社區服務，盡己所能為社會帶來長期效益。

本書將概述保誠企業社會責任的理念及承諾，並介紹公司多項重點項目的策略和成果。

本人謹代表保誠衷心感謝多年來熱心參與保誠企業社會責任活動的各界人士，希望大家繼續支持我們貢獻社會，攜手共建更美好的香港。

容佳明

保誠保險有限公司

行政總裁

Dear Reader,

At Prudential, our passion for supporting our communities arises from deep within our culture. Living by our credo “Always Listening. Always Understanding.” Prudential has been attuned to the hopes and dreams of our Hong Kong customers for over 50 years, sharing the success of the city while also supporting sustainable and harmonious growth.

I am proud to work for a company where the relationship between “doing good” and “doing well” is fundamentally understood; where volunteering our time, money and expertise is supported by stakeholders from every avenue of our corporation.

Our community activities and investment are aligned with our business expertise, allowing us to deliver maximum value for good in four key areas, including youth, education, health and community.

This book provides an overview of our corporate social responsibility (CSR) philosophy and approach as well as highlights of our activities and progress, explaining what we do and why we do it.

On behalf of Prudential, I offer my heartfelt appreciation to everyone who has participated in our CSR programmes and activities over the years. I hope you will continue your support of our CSR efforts for the betterment of Hong Kong society.

Yours sincerely,

Derek Yung
Chief Executive Officer
Prudential Hong Kong Limited

OVERVIEW

用心聆聽 更知你心

Always Listening.
Always Understanding.



由心出發，保誠用心服務客戶和社區。無論是為客戶擬訂最合適的理財方案，或制定具針對性的社區項目幫助弱勢社群，保誠在每一個細節上堅持「用心聆聽 更知你心」的原則，為他們提供支援。

作為本港專業而多元化的保險公司及理財服務機構，明白香港將要面對不同方面的考驗：

- 年輕人需要更多一展所長的機會；
- 人口急速老化，退休需要與實際退休儲備的差距擴大；以及
- 患上長期及嚴重疾病的人數日益增加。

Just as in financial services, good community work has listening and understanding at its heart. At Prudential, we apply our credo "Always Listening. Always Understanding." to every aspect of our work, whether we are building financial solutions for our customers or developing community projects to support those in need.

As financial and risk management experts, we understand the challenges Hong Kong will face in the near future:

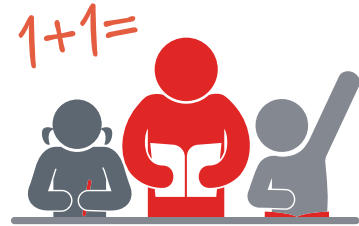
- the need for more opportunities for young people;
- a rapid ageing population and a growing retirement gap; and
- increasing incidence of chronic and serious disease.

有見及此，保誠針對以上的各點，制訂長遠企業社會責任方針，在**青少年發展**、**理財教育**、**健康生活方式**及**社區服務**四大範疇上策劃多個重點項目，運用保誠的專業才能及資源，鞏固香港目前及未來的發展。

We have built four long-term CSR pillars to tackle these challenges, with pillars for **youth**, **education**, **health**, and **community**. In each pillar, we build flagship programmes and projects which draw on our specialist skills and resources while creating maximum positive impact in our society.



YOUTH



EDUCATION



HEALTH



COMMUNITY

訓練有素、熱心助人的保誠義工隊一直服務香港，秉承保誠「用心聆聽 更知你心」的精神，為有需要的人士送上愛心與關懷。

Prudential's highly motivated and well-trained PRUvolunteer corps is a force for good in Hong Kong, mobilising our culture of listening and understanding into the community and supporting those in need throughout the city.

保誠一直致力保護環境，同時著重員工福利，推廣工作及生活平衡。

And within our company, we pay particularly attention to employee welfare, work-life balance and our environmental impact.

2008 年至今保誠參與義工人次：
Number of PRUvolunteers since 2008*:

3,000

2008 年至今服務時數：
Number of service hours since 2008:

25,000+

2008 年至今受惠人數：
Number of people supported since 2008:

15,000+

*number of volunteers registered



香港正面對人口結構轉變的問題，年輕新一代在社會未來發展上擔當著舉足輕重的角色。為推動本港可持續發展，保誠致力推廣青少年發展，在他們成長過程中提供機會及指導，帶領他們踏上成功之路。

Our ageing population will place great demands on the younger generations. To ensure a sustainable society, we invest heavily in Hong Kong's youth, to inspire them and give them more opportunities for growth, education and success.



推出年份
Launched in
2014

參加者
Age group supported
中三至中六學生
Students from
Secondary 3 to 6



*number of volunteers registered



重點項目： 「成功在望」獎勵計劃

保誠與香港青年協會（青協）於2014年合辦「成功在望」獎勵計劃，並由保誠亞洲公益基金贊助，旨在培養中三至中六學生「保持規劃，成功在望」的精神，開拓更光明的未來。

「成功在望」獎勵計劃透過多個階段的比賽，為學生提供寶貴的平台，讓他們積極探索事業前景及確立職業志向。保誠員工、理財顧問及客戶首次共同參與義工行動，分享個人經歷及相關行業資訊，部分義工更擔任同學的導師及活用自身的人脈網絡，讓學生認識和體驗不同的工作，從而對社會的各行各業有更透徹、更廣闊的了解。最後晉身決賽的參加者獲頒發獎勵金，以繼續邁向理想。

Flagship Programme: Hope For Success

“Hope for Success” was launched in 2014 as Prudential’s new flagship CSR programme. Co-organised by Prudential and the Hong Kong Federation of Youth Groups, and with the financial support from Prudence Foundation, it encourages students in Secondary 3-6 to plan their future careers.

“Hope for Success” provides a platform for senior-school youth to explore their potential, identify their passion, and find inspiration for their future. Volunteers drawn from Prudential customers, financial consultants and staff dedicate their skills and expertise in mentoring students and use their personal networks to provide students with a broader range of career experiences to explore. At the end of the project, awards are presented to finalists to encourage them to continue their journey.

職業講座及
徵文比賽

Career seminars and
essay competition



師友計劃
Mentorship



事業探索
Career exploration



成果匯報及面試
Student
presentations





“「成功在望」獎勵計劃反應熱烈，感謝保誠及其義工團隊的全力支持和參與，使一眾學生有機會與各行各業的專才親身交流，獲益良多。

香港青年協會總幹事王葛鳴博士

The students are very excited about the “Hope for Success” programme where they can interact with and learn from experienced professionals from all walks of life. We would like to thank Prudential and its benevolent team of volunteers for making this happen.

Dr. Rosanna Wong Yick-Ming, Executive Director of the Hong Kong Federation of Youth Groups

“透過與行內人士的三小時會面，讓我知道資訊科技行業(IT)擁有眾多工種，並讓我從中找到方向。由於我喜歡思考和解難，所以程式編寫員會較適合我。未來我會報讀多些課程，因為IT行業需要許多實際技能。

「成功在望」獎勵計劃參加學生之一何奕聰

After a three-hour mentor meeting with an IT practitioner, I have learned more about different scopes of work in the industry, which has inspired me to set a defined career goal. As I am good at logical thinking and problem solving, I want to be a programmer. In future, I will enrol in more courses to equip myself for the challenges.

Ho Yik Chung, participant of “Hope For Success”



EDUCATION



作為香港領先的理財服務機構，推廣理財教育是保誠重點社區服務之一。透過教育，我們幫助孩子掌握基本的金錢及理財概念，協助他們提升個人及理財技巧，讓他們一展所長。

Education plays a critical role in providing people with the essential skills and knowledge for personal growth and success. Our key focus in this area is enhancing financial literacy. Helping children and younger adults to master basic money and financial concepts is a valuable community service which Prudential is well positioned to offer.

推出年份
Launched in
2008

參加者
Age group supported
小四至中六學生
Students from
Primary 4 to
Secondary 6



*number of volunteers registered



重點項目： 「JA成就我夢想」親子工作坊及 「JA Goal青人生」工作坊

保誠舉辦一系列的工作坊，鼓勵年青人實現人生夢想和目標。

保誠與本地非牟利機構國際成就計劃攜手推出多項重點活動，為學生提供職業輔導，灌輸基本的金錢及理財概念，讓他們發展個人領導才能、人生規劃及理財責任。有賴保誠義工的踴躍參與及耐心指導，學生參加後積極規劃人生及定下清晰的目標，開拓光輝未來。

Flagship Programme: Junior Achievement Goal For Kids and Goal For Youth

Prudential has developed a landmark series of workshops for supporting children's and youth's dreams and ambitions in Hong Kong.

Our partnership with local NGO Junior Achievement (JA) has developed a wide-ranging educational curriculum, helping to equip students with essential financial, personal and leadership skills. The workshops encourage students to plan their own lives and help them set sound goals for a brighter future.



“掌握理財概念的青少年日後往往能更精明理財。”

國際成就計劃香港部行政總裁劉少坤女士

Youngsters who have a better grasp of money concepts tend to manage their personal finances much more effectively in young adulthood and later life.

Vivian Lau, Chief Executive Officer of Junior Achievement Hong Kong

“保誠一直以來對青少年發展不遺餘力。五年前，我開始參加他們舉辦的生涯規劃及財務策劃工作坊後，從中學習到豐富的理財知識和規劃技巧，讓我可以一步步實現人生的目標。在我從學生到踏入社會的旅程中，特別感謝保誠導師何俊逸(Hugo)這位良師益友的悉心指導和分享。”

「JA Goal青人生」參加學生張紅波

As a participant of Prudential's community activities, I appreciate their tremendous effort on youth development and education. Joining their workshops greatly enhanced my career and financial planning skills, which allow me to gradually achieve my goals and dreams. Special thanks to my Prudential mentor Hugo, who has always been giving me valuable advice and guidance over the past 5 years. On my journey from school to work, I have been fortunate to have him as my companion.

Cheung Hung Bor, participant of “JA Goal for Youth”



「瞬間變大人」兒童體驗工作坊 “Mini Boss” Kids Workshop

保誠義工隊為逾100位小四學生舉辦「瞬間變大人」兒童體驗工作坊，透過互動遊戲讓學生瞭解自己的專長和興趣，從而訂立人生目標及學習計劃。

工作坊無論對一眾義工還是學生們都是一次難忘的體驗，以模擬人生場景的方式，學生透過生動有趣的遊戲瞬間體驗了進修、工作和儲蓄等現實生活的財務需要及抉擇。

More than a hundred Primary 4 students joined hands with PRUvolunteers and participated in the “Mini Boss” Kids Workshop, a “life experience” programme that unleashes students' interests and potential in planning for their learning and career goals.

The workshop – a combination of interactive coaching and role-playing games – brought about an amazing experience to the participants, with the children experiencing the ins and outs of career planning.





保誠一直致力提升香港下一代的理財觀念，以深入淺出的方法向學生灌輸收入、儲蓄、消費及捐獻的基本金錢概念，並通過體驗不同職業，使學生從中了解該行業的特點及要求，有助日後確立個人學習和職業目標。

Prudential is committed to promoting the financial literacy of Hong Kong's next generation and fostering the key money management concepts – Earn, Save, Spend & Donate. The career role-play activity also helps children experience the business world and understand the operation of different industries. It aims to empower children to realise their future dreams and life-long goals.



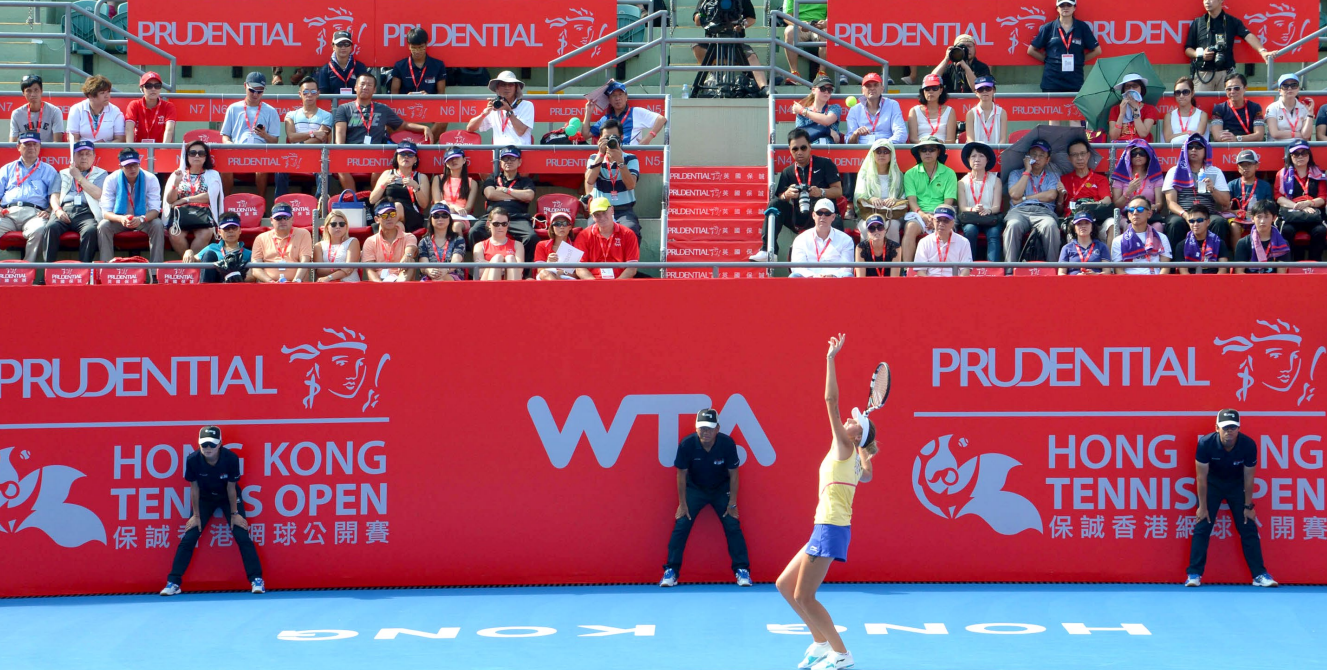
良好的生活模式對健康有莫大裨益。保誠以鼓勵市民參與有益身心的運動，鼓勵港人改變現有的生活習慣，實踐健康積極的生活方式。

保誠積極贊助體育賽事，例如保誠香港網球公開賽及香港足球會特殊足球計劃，推廣全民體育。

The health benefits of regular exercise and physical activity are hard to ignore. Encouraging healthy and active lifestyles is a core pillar of Prudential's CSR work. Our goal is to offer platforms to inspire and transform mind-sets with better health as a choice.

Sports sponsorships, such as the Prudential Hong Kong Tennis Open and Hong Kong Football Club Special Soccer Programme, are great ways for us to achieve our aims.





重點項目： 保誠香港網球公開賽

運動與社區發展息息相關，保誠於2014年冠名贊助保誠香港網球公開賽，相隔多年把國際級的網球賽事呈現眼前，透過頂尖球手的精彩賽事，提倡積極運動的生活模式。

保誠透過冠名贊助體育盛事，為社區增添活力，宣揚健康的生活方式及培育體壇新星。

為配合為期一周的精彩賽事，保誠特別與香港網球總會攜手舉辦「兒童網球同樂日」，讓本港小學生與世界頂尖選手交流練習，體驗網球的樂趣！

Flagship Programme: Prudential Hong Kong Tennis Open

Sport and community are vitally important to Prudential. Our 2014 title sponsorship of the "Prudential Hong Kong Tennis Open" brought an international world-class tennis tournament to Hong Kong, inspiring the city with outstanding sporting achievement.

Leveraging our role as title sponsor, Prudential built a tournament for the community, with the goal of making a positive contribution towards healthy lifestyles and youth development in the city.

Developed in conjunction with the Hong Kong Tennis Association, a highlight of the week-long tournament was the "HKTO Kids Fun Day", where children enjoyed a fabulous day meeting some of the world's top tennis stars and picking up the game with some practice and tips from the greats.



健康生活方式 HEALTH

“作為國際體壇盛事之一的保誠香港網球公開賽不單能鼓勵市民積極實踐健康生活，更有助提升本港舉辦大型體育活動的能力。我們很高興保誠對網球運動的支持，冠名贊助首屆公開賽。

香港網球總會行政總裁黎百年先生

Hosting a world-class sporting event such as the Prudential Hong Kong Tennis Open has a huge social impact, not only in inspiring people to become more active but in boosting the sport and leisure capacity of the city. We are grateful to Prudential for being the title sponsor of this inaugural event.

Chris Lai, Chief Executive Officer, Hong Kong Tennis Association

「希望種子」校園健康種植計劃 Seeds Of Hope School Planting Workshop

為推廣健康人生和綠色生活，保誠與世界癌症研究基金會在本地多間小學舉辦「希望種子」校園工作坊。通過教導小學生種植香草的簡單技巧，藉此提高他們的環保意識，亦令年輕一代更重視健康飲食。

“感謝保誠支持「希望種子」校園健康種植計劃，超過三百名本港學生透過參加今次活動，學習培植香草的知識，養成均衡飲食的良好習慣。衷心多謝保誠及其義工團隊的配合與支持，讓計劃得以順利完成，為下一代宣揚健康訊息。

世界癌症研究基金會總經理梁慕霞女士

To promote healthy lifestyles and green living, Prudential organises “Seeds Of Hope School Planting” workshops at local schools in conjunction with the World Cancer Research Fund. Through teaching primary school students the basic technique of planting herbs, the programme not only enhances students’ environmental awareness in an interesting and practical way but also raises the younger generations’ awareness on the importance of a healthy diet.

World Cancer Research Fund thanks Prudential for supporting our Seeds Of Hope School Planting Programme 2014, which benefited over 300 local students in cultivating healthy dietary habits through growing their own herbs. We truly appreciate the continued support of you and your staff volunteers who dedicated their time and energy making the programme a real success.

Ady Leung, General Manager of World Cancer Research Fund Hong Kong



香港足球會特殊足球計劃

Hong Kong Football Club's Soccer Special Programme

保誠亦獨家贊助香港足球會的特殊足球計劃及其球隊 Hong Kong Crusaders。

此贊助計劃的對象為年齡介乎六歲至四十歲、有特殊需求的足球運動員，旨在透過每週免費的訓練課程，在互動的社交環境中幫助他們提升體格健康、發展運動技能及改善足球技巧。

Prudential is sole sponsor of the Hong Kong Football Club's Soccer Special Programme and its competitive squad, the Hong Kong Crusaders.

We offer free weekly soccer coaching for people with special needs from age 6 to 40 in a socially stimulating environment. The soccer coaching helps those with special needs boost their fitness, develop their motor skills and sharpen their soccer skills, as well as make new friends.



工作及生活平衡

Work-life Balance Programme

保誠明白工作及生活平衡對健康的重要性，因此公司定期舉辦多項特別活動和培訓，鼓勵員工在健康和工作間維持良好平衡，例如多與家人相處和培養個人興趣，提升身心健康。

Prudential Hong Kong's Work-Life Balance programme offers a full schedule of special events and training stressing the importance of family, health and personal activities for the Prudential team.





保誠與非政府組織及地區團體緊密合作，時刻聆聽和了解社區的需要，並運用我們的資源扶助有需要的人士，改善其生活質素，為他們帶來愛與希望。

At Prudential, we use our resources to help the communities. We work with NGO partners to identify communities in need and to invest in bringing hope to these areas.

社區探訪

Community Outreach

保誠義工隊與香港青年協會「鄰舍第一」合作，全年舉辦不同的社區外展活動，在農曆新年、端午節及中秋節等節日期間，探訪本港多個地區的基層家庭，分享歡樂與關懷。

此外，我們亦夥拍東華三院賽馬會復康中心及伸手助人協會，定期舉辦長者關懷行動，並安排多姿多采的表演節目及送贈節日禮物，一同歡度佳節。

Prudential partnered with the Hong Kong Federation of Youth Groups "Neighbourhood First" Community Project for year-round community outreach opportunities. Specifically, our team of PRUvolunteers share their care and consideration with underprivileged families during festivals such as Chinese New Year, Dragon Boat Festival, and Mid-Autumn Festival in various districts.

Prudential also partners with Tung Wah Group of Hospital's Jockey Club Rehabilitation Centre and Helping Hand to organise regular elderly programmes, ensuring our senior citizens can celebrate the holidays in loving company.





保誠植樹日

Greening The City With Tree Planting

保誠與香港公益金合辦植樹日，於北區公園種植超過1,000棵樹苗，致力締造美好環境和宣揚綠色生活的信息，共同為保護地球出一分力。

Prudential organised a Tree Planting Day in conjunction with Community Chest, reflecting our corporate commitment to healthy lifestyles and a living, breathing city. We planted 1,000 saplings in the Northern District Park, leaving something beautiful for later generations.

PROJECT 50

為慶祝保誠扎根香港五十周年，特別推出企業社會責任計劃「Project 50」，旨在鼓勵員工及理財顧問參與50個有關青少年教育、理財教育、健康生活方式及社區服務的社區合作計劃，而當中更有不少活動被納入為往後的常規項目，為本港發揮正能量。

Project 50 was the CSR campaign held throughout 2014 to celebrate Prudential's 50th anniversary in Hong Kong. In 2014, the campaign aimed at engaging and mobilising staff and financial consultants to initiate a total of 50 CSR projects focusing on youth, education, healthy lifestyles and community care. The work of Project 50 will continue to have an impact in the community in the years ahead, with many of the new projects becoming part of the regular CSR calendar.



50
已完成活動
Activities
Completed



1,300+
參與義工人次
PRUvolunteers*



7,000+
社會服務時數
Service Hours



9,000+
受惠者
Beneficiaries

*number of volunteers registered





PROJECT 50
LA Knit You a Warm Xmas

PROJECT 50
CENTRAL

PROJECT 50
義船行政部
織出千個暖

PROJECT 50 活動花絮 Highlights



畫出我未來 No Paint No Gain!

保誠義工隊與協青社合作，讓一眾年青人透過壁畫繪畫分享自己的夢想，啟發創意思維。

PRUvolunteers visited the Youth Outreach Centre to inspire youth and future planning through painting sessions and interactive activities.



星期日·樂活日－讓希望閃耀 Sunday Funday – Hope Shines Through

保誠義工隊於赤柱廣場參與「星期日·樂活日－讓希望閃耀」活動，透過大型娛樂節目，為港安醫院慈善基金籌款。當日活動中，保誠義工通過各種活動，為社區帶來歡樂，包括快閃舞蹈、面部彩繪、集體瑜伽及講述故事等。

A summer surprise charity carnival “Sunday Funday - Hope Shines Through” landed at Stanley Plaza. PRUvolunteers partnered with Hong Kong Adventist Hospital Foundation to raise funds for the foundation to provide medical treatment for disadvantaged families. Participants shared the joy together in flash mob dancing, face painting, community yoga and storytelling.



壽險行政部「織出千個暖」 LA Knit you a Warm Christmas

逾150位保誠同事參與「織出千個暖」活動，為長者編織頸巾，在聖誕佳節送上溫暖。義工們齊心協力，日以繼夜為社區準備溫暖牌頸巾，展現熱心助人的精神。

Over 150 staff gathered to knit neckerchiefs for solitary elderly to share warmth and love over Christmas, PRUvolunteers spent hours completing this knitting project, showing great passion and team spirit in contributing back to the local community.



Share Your Joy 聖誕送暖活動 "Share Your Joy" at Christmas

「Project 50」壓軸活動Share Your Joy，與救世軍及聖雅各福群會合作，於聖誕佳節與有需要人士分享喜悅。保誠前線及後勤員工慷慨解囊，為社區基層人士共收集到逾千份禮物，在寒冬送上至暖關懷。

Project 50 ended on a jubilant note, when all staff donated gifts and shared their joy with communities in need during the festive season. Partnering with St James' Settlement and The Salvation Army, over a thousand of gifts were collected at the "Share Your Joy" activity.

AWARDS & RECOGNITION

保誠的企業社會責任計劃屢獲社會各界的獎項及嘉許，成績令人鼓舞。

Prudential's CSR work has been acknowledged by a wide range of global and local awards.



「商界展關懷」
The Caring Company



企業公民嘉許
Corporate Citizen Award



環保大獎
Environmental Award



傑出財務策劃教育大獎
IFPHK Award



英國保誠「主席公益獎勵計劃」
Prudential plc Chairman's Challenge Award



最佳企業義工團隊
Best Corporate Volunteer

LOOKING FORWARD



保誠透過青少年發展、理財教育、健康生活方式及社區服務四大範疇的企業社會責任項目，推動本港可持續和諧發展。

除資助本地慈善機構外，保誠義工隊各人發揮所長，秉承「用心聆聽，更知你心」的企業文化，回饋社會。保誠於2014年推出社區項目「Project 50」，成立相關的委員會和工作小組，為我們的企業社會責任工作奠定新的基礎。

保誠義工隊同心協力，必定能凝聚更多機構和參加者的支持，惠澤社群。

With our pillars of CSR in youth, education, health and community, we aim to address the challenges of Hong Kong's growth and development.

Our activities go beyond financial support for local charity. We use our skills, our resources and our listening and understanding culture to volunteer and contribute to the society. In 2014, our Project 50 helped us create new foundations for our CSR, expanding our social capacity and skills with new committees and working groups.

Through our unity and dedicated support, our CSR campaigns will grow from strength to strength.

CONTACT

感謝您對保誠企業社會責任活動的關注及支持。如對本公司企業社會責任活動有任何查詢或建議，歡迎與我們聯絡。

We appreciate your support of our CSR programmes. If you have any input or proposals in line with our four pillars of youth, education, health and community, we would love to hear from you.

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