

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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行政總裁的話

CEO Message



各位讀者：

歡迎閱讀保誠企業社會責任概覽。

保誠於2015年推出多項全新重點項目和活動，成績令人鼓舞。義工隊無私付出寶貴的時間、資源及專業知識，竭力引領年輕一代探索事業路向和改善基層社群的生活，更鼓勵公眾培養健康的生活方式，於各個範疇上貢獻社會。

我們制訂長遠企業社會責任的方針，致力緊貼社會環境的需要和發展，例如為年輕人提供更多發展機會，改善弱勢社群的生活水平，以及提倡市民關注健康，預防潛伏的癌症及心臟病風險。

公司對推動社區發展不遺餘力，一直與多間非牟利機構合辦多個重點項目，攜手共建可持續發展的和諧社會。

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項目的各界人士，為香港的未來發展共同努力。在大家的積極支持下，相信我們的工作能更進一步，為社會帶來更多正面的改變。

保誠保險有限公司
行政總裁
容佳明

Dear Reader,

Welcome to Prudential's Corporate Social Responsibility (CSR) overview.

2015 has been a most exciting year, with new flagship campaigns and a diverse range of programmes. Whether it's motivating the younger generations to find their career paths, improving the lives of the disadvantaged communities or inspiring the public to adopt active lifestyles, our dedicated volunteers have selflessly contributed their time, resources and expertise for the good of our communities.

The most rewarding elements of our CSR programmes are how well these activities align with Hong Kong's changing needs. Our campaigns are not remote philanthropy but are tackling the key issues in our society today: the need for more opportunities for young people; living standards of the underprivileged; and the spectre of unchecked cancer and heart disease spreading through our community.

Through continuous innovation by our teams and partners, Prudential addresses Hong Kong's issues in a way which supports a more sustainable and harmonious society.

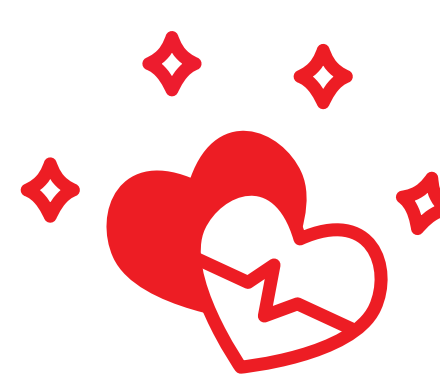
On behalf of Prudential, I would like to thank everyone who has participated in our CSR programmes. With all of your support, I believe our activities will grow from strength to strength and create better communities for the people of Hong Kong.

Warm regards,

Derek Yung
Chief Executive Officer
Prudential Hong Kong Limited

企業社會責任概覽

CSR Overview



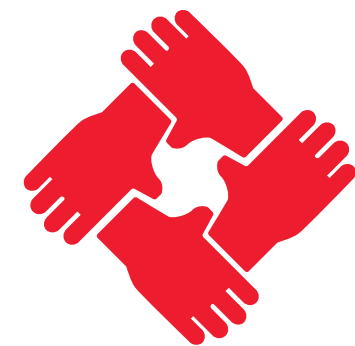
健康生活方式
Health



青少年發展
Youth



理財教育
Education



社區服務
Community

保誠的企業社會責任項目專注於下列四大範疇：

- 青少年發展
- 理財教育
- 健康生活方式
- 社區服務

作為本港領先的理財服務機構之一，保誠可發揮其專業知識和技能，更有效支援以上範疇，並推出相關的社區項目，關注以下社會所面對的考驗：

- 貧富差距日益擴大
- 人口急速老化
- 因生活方式而患上嚴重疾病的人數日益增加



保誠義工隊

由各個部門和團隊組成的保誠義工隊踴躍參加社區活動，學習新技能的同時，熱心服務社群。

為了提高社會參與度，保誠理財顧問邀請從事不同行業的客戶擔任青少年重點項目「成功在望」獎勵計劃的義工，讓參加學生認識和了解不同專業領域的運作和前景，並為企業義工活動注入新力量。

Every year, our CSR work builds and innovates on our four long-term pillars:

- Youth
- Education
- Health
- Community

These pillars align with Prudential's specific expertise as one of the leading insurance companies, and give us a solid foundation from which to tackle the Hong Kong's challenges:

- a large and widening wealth gap;
- a rapid ageing population; and
- growing cases of serious disease, many of which could be avoided through healthier, active lifestyles.

PRUvolunteers

Prudential has a large and active volunteer force drawn from all departments and agencies. PRUvolunteers enjoy learning new skills while supporting their communities.

Prudential is also unique in allowing our financial consultants to invite their customers to act as volunteers for our flagship youth programme "Hope For Success", broadening the skill diversity available to the project and supporting a fresher approach to corporate volunteering.

青少年發展

Youth



為推動社會可持續發展，保誠致力推廣青少年發展，助他們積極面對未來，一展所長。

Working with youth supports a more sustainable society. Our youth programmes help young people cultivate a more positive outlook and give them the confidence to thrive.





重點項目
Flagship
Programme

「成功在望」獎勵計劃 Hope For Success

主要活動：

職業講座、徵文比賽、行業分享會、師友指導及暑期匯報

成效：

啟發青少年培養「保持規劃 成功在望」的精神，確立職業志向

「成功在望」獎勵計劃今年經已踏入第二屆，讓更多中三至中六學生探索人生目標和發掘潛能。

入圍決賽的學生從徵文比賽及行業分享會中脫穎而出，獲得暑期實習及師友指導的機會，親身體驗真實的商業環境，並與各行各業的專家交流互動。最後由大會評審選出的得獎學生獲頒予「成功在望獎勵金」，鼓勵他們繼續向目標邁進。

透過獨特的師友計劃，保誠理財顧問和員工擔任學生的師友，分享自己的工作經驗和人生閱歷，更邀請客戶分享不同的行業資訊，為年輕人提供更多元化的職業指導。



合作夥伴：香港青年協會

Partner: Hong Kong Federation of Youth Groups

贊助：保誠亞洲公益基金

Supported by: Prudence Foundation

Key activities:

Career Seminars, Essay Competition, Career Exploration Workshop, Mentorship and Presentations

Impact:

Helping youths develop a fresh mind-set about their future choices

Now in its second year, Hope for Success gives secondary students in Form 3 - 6 the chance to explore their career goals and identify their potential.

Shortlisted through structured activities including an essay competition and exploration workshop, students enjoy work shadowing and mentorship during the summer vacation. They benefit from the experience of real-life business environments and interaction with industry experts. At the end of the project, awards are presented to winning students to encourage them to further achieve their goals.

Thanks to Prudential's unique mentoring scheme, students are assigned to a Prudential mentor who shares their life experience and skills and invites their customers to act as guest volunteers to give the students a rich variety of career guides.



*自2014年項目推出至今
Since programme launched in 2014

理財教育

Education



理財教育對兒童和青少年的未來發展影響深遠。作為香港專業而多元化的理財服務機構，保誠在社區推廣理財教育，幫助他們掌握基本的理財概念。

Financial literacy is proven to have a big impact on youngsters' future success. As financial experts, we use our skills to improve financial literacy in our communities and help young people master basic money concepts.





重點項目
Flagship
Programme

「理財小學堂」校園工作坊 Financial Literacy School Tour

主要活動：

透過理財工作坊灌輸「收入、儲蓄、消費及捐獻」的基本金錢概念

成效：

協助兒童掌握理財技巧

保誠與新城電台及教育局商校合作計劃攜手舉辦兒童理財工作坊，從小教導小朋友正確的理財知識。

保誠義工隊到訪本港各區小學舉行互動工作坊，以生動有趣的方法灌輸重要的理財概念。有別於一般只著重「儲蓄」觀念的傳統工作坊，保誠強調「收入、儲蓄、消費及捐獻」等現代概念，讓兒童掌握更實用的理財技巧。

在教育局商校合作計劃下，保誠更深入了解年輕一代的需要和想法，有助學生掌握理財技巧，實現人生目標。



合作夥伴：新城電台及教育局商校合作計劃

Partner: Metro Broadcast; Education Bureau's Business School Partnership Programme

Key activities:

Financial literacy workshops with Prudential's "Earn, Save, Spend and Donate" concept

Impact:

Equipping children with a valuable life skill

We partnered with Metro Broadcast and the Education Bureau's Business School Partnership Programme (BSPP) to bring valuable lessons in money skills to Hong Kong's youngest citizens.

The Financial Literacy School Tour engages primary school students with interactive workshops, teaching key money management concepts in a lively and entertaining way. Unlike traditional programmes focusing on "saving", our programme takes a fresh approach, sharing the concepts of "Earn, Save, Spend and Donate" to give children a practical and achievable sense of money.

Under the BSPP, Prudential better understands the needs and thoughts of the younger generation, while students acquire money management skills to equip them for achieving their goals.

參與學生人數
No. of
participating students

850+

保誠義工人次
No. of
PRUvolunteers

160+

健康生活方式

Health



透過贊助多項體育項目，保誠鼓勵市民投入健康生活，參與有益身心的活動。

Prudential's health programmes aim to inspire activity and transform mind-sets for a healthier, more active Hong Kong.





重點項目
Flagship
Programme

保誠香港網球公開賽 Prudential Hong Kong Tennis Open

主要活動：

保誠香港網球公開賽、Tennis Rocks普及訓練計劃及多項本地網球賽事

成效：

宣揚積極健康的生活方式、鼓勵及資助基層兒童參與新的運動

保誠香港網球公開賽是全城期待的國際女子網球盛事，今年舉辦至第二屆，為香港掀起網球熱潮。透過與香港網球總會的夥伴關係，保誠推動本地的網球運動發展，為市民帶來更多精彩的體育活動。

除了這項國際賽事，公司今年進一步加強與香港網球總會的合作，贊助多項體育活動，提倡積極運動的生活習慣，包括：

- 香港網球錦標賽分為九個類別的公開賽事，吸引超過900名選手競賽
- Tennis Rocks普及訓練計劃旨在培訓6至10歲基層兒童，推動社區發展網球
- 保誠夏季、冬季、混雙及青少年聯賽，吸引約8,000名業餘球手參加。



合作夥伴：香港網球總會

Partner: Hong Kong Tennis Association

Key activities:

Prudential Hong Kong Tennis Open (PHKTO) tournament; Tennis Rocks youth programme and a series of local tennis leagues

Impact:

Inspiring millions to enjoy a more active lifestyle; supporting disadvantaged kids to participate in a new sport

The Prudential Hong Kong Tennis Open is one of the most exciting international women's tennis tournaments in the world. Now in its second year, the tournament has made a huge impact on healthy lifestyles throughout the city. With the support of the Hong Kong Tennis Association, it promotes local tennis development and boosts the sports capacity of the city.

Prudential's sponsorship supports not only the tournament, but also a year-round programme of sporting events, with the Hong Kong Tennis Association including:

- The Hong Kong National Tennis Championship, an open-to-the-public event that attracts over 900 participants competing to be the Hong Kong Champion across nine categories;
- Tennis Rocks, a community tennis programme for children aged 6-10 from low income backgrounds; and
- The Prudential Summer, Winter, Mixed and Junior Leagues, which attract around 8,000 amateur players.

贊助本地賽事
參與人數
No. of participants in
competitions sponsored

8,900+

Tennis Rocks
惠及人數
No. of beneficiaries
in Tennis Rocks

550+

保誠網球公開賽
參與學生人數
No. of students
engaged in the PHKTO

2,900+



社區服務

Community



保誠與多間非牟利機構合作，運用資源扶助有需要社群，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 community. We work with NGO partners to identify communities in need and to invest in bringing hope to these areas.



重點項目
Flagship
Programme全「誠」罐膳心
Paint Can Feed

主要活動：

透過拍賣精心裝飾的食物罐頭，同時舉辦各類相關活動，例如校際罐頭設計比賽、公開展覽、「膳心罐」贊助計劃、兒童藝術工作坊及社區中心探訪

成效：

向需要食物援助的人士送上超過40,000份熱餐，並鼓勵公眾關注基層生活和減少食物浪費

保誠推出全新的社區重點活動——全「誠」罐膳心，將平凡的罐頭變成獨一無二的藝術品，並透過藝術展覽及拍賣活動，提高公眾對飢餓及貧窮的關注，同時為基層社群籌募款項和食物。

是次活動獲得多位本地名人及數千名學生支持，設計出別具創意的罐頭裝飾為有需要人士籌款。同時，由學生設計的創意罐頭由公眾投票選出優勝者，藉以喚起大眾對香港食物浪費及飢餓問題的認識和關注。

另一方面，兒童藝術工作坊教導兒童珍惜食物的重要性，而「膳心罐」贊助計劃則讓更多基層兒童參與罐頭裝飾活動，發揮創意。

有賴政府、學校、非牟利機構與商界能通力合作，是次計劃取得理想成果。



合作夥伴：惜食堂

Partner: Food Angel

Key activities:

Food cans decoration and auctions, with various supporting activities such as school competitions, a public exhibition, Adopt-A-Can, Kids Arts workshop and community centre visits

Impact:

Over 40,000 hot meals delivered to groups in need of food assistance, as well as significant youth and public awareness of poverty issues

Paint Can Feed transforms the humble tin of canned food into something beautiful. Through art, exhibition and auction activities, the programme builds awareness of the issues of poverty and hunger while raising funds and food for the disadvantaged.

Local celebrities and thousands of students joined the programme to create artistic food cans, which were then exhibited or auctioned to raise money. Meanwhile children designed their own cans, with public voting to select the winners.

The Kids Arts workshop taught many children the benefits of being "food wise", while the Adopt-A-Can initiative helped the less fortunate participate in the programme and enjoy some creative arts.

Key to this project's success was the multi-party collaborative approach, where the government, schools and NGOs worked with the business sector to deliver results.

參與兒童人數
No. of
participating children
3,000+

籌集罐頭數目
No. of
cans raised
15,000+

提供餐膳數目
No. of
hot meals
40,000+

受惠人數
No. of
beneficiaries
6,000+

提供飯餐數目
No. of
food packs
2,000+



重點項目
Flagship
Programme

全「誠」捐血大行動 Prudential Blood Drive Campaign

主要活動：

於保誠辦公室設立捐血站，以助維持香港血庫存量穩定

成效：

超過700位員工及理財顧問踴躍支持，其中200位為首次捐血者

保誠與香港紅十字會輸血服務中心合辦全「誠」捐血大行動，協助補充香港的血庫存量。

於一連四日的活動期間，保誠在辦公室設立捐血中心，並獲得逾千名員工及理財顧問齊心支持。是次活動非常成功，共超過700人成功捐血，當中超過200人更是首次捐血。

保誠透過定期舉辦捐血活動，宣揚捐血的重要性，並鼓勵大家定期捐輸。



合作夥伴：香港紅十字會輸血服務中心

Partner: Hong Kong Red Cross Blood Transfusion Service

Key activities:

Blood donation to help maintain Hong Kong's blood inventory

Impact:

Over 700 staff and financial consultants, including 200 first-time donors, gave blood

Prudential, in partnership with the Hong Kong Red Cross Blood Transfusion Service, held the Prudential Blood Drive Campaign to help replenish low blood inventories in Hong Kong.

Throughout the four-day campaign, donor centres were set up at designated Prudential offices. It was a tremendous success, with over a thousand staff and financial consultants taking part and over 700 successful donations, of which 200 were first-time donations.

The campaign also featured education on the importance of blood donation, encouraging participants to become regular blood donors.

成功捐血人數
No. of
blood donors

700+

首次捐血人數
No. of
first-time blood donors

200+

獎項及殊榮

Awards & Recognition



香港保險業大獎 — 「傑出企業社會責任大獎」

Hong Kong Insurance Awards – Outstanding Corporate Social Responsibility



企業公民嘉許標誌

Drive for Corporate Citizenship



義工運動「最佳企業義工團隊」

Best Corporate Volunteer



英國保誠「主席公益獎勵計劃」—
「最創新計劃」大獎

Prudential plc Chairman's Challenge -
Most Innovative Award



「商界展關懷」標誌

Caring Company

展望未來

Looking Forward

保誠一直致力回饋社會，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推陳出新，舉辦多個重點項目深入社區。無論是為客戶提供財務方案，或是籌辦各類型的社區項目，保誠一直秉承「用心聆聽 更知你心」的理念，為社會帶來長期效益。

隨著保誠義工隊的人數與日俱增，加上積極拓展與非牟利機構的合作，我們的社區項目規模將會持續擴展，惠及更多有需要人士。

Our CSR programmes are constantly evolving, delivering fresh, innovative campaigns aligned with our pillars of youth, education, health and the community. Prudential's credo "Always Listening. Always Understanding." applies as much to our social campaigns as our work in financial services, and keeps our work addressing genuine social challenges.

At Prudential, we believe bigger impacts can be achieved through a collaborative approach. With the growing force of PRUvolunteers and the expanding collaborations with NGOs and other sectors of the community, the reach of our programmes will continue to extend, creating positive changes throughout the city.



2016

JANUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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31						

FEBRUARY

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28	29					

MARCH

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27	28	29	30	31		

APRIL

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MAY

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JUNE

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JULY

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31						

AUGUST

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28	29	30	31			

SEPTEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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OCTOBER

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30	31					

NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
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24	25	26	27	28	29	30
31						

聯絡我們

如對保誠企業社會責任有任何查詢或建議，歡迎與我們聯絡。

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Contact Us

We welcome feedback and ideas in line with our four CSR pillars - please feel free to get in touch.

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