



香港可持續發展研究中心

HONG KONG SUSTAINABLE DEVELOPMENT RESEARCH INSTITUTE



Excellent Enterprises of Sustainable Development Award 2015

"Marketing + Academic = Marketdemic"
by HKSDRI



1. Introduction

1.1 Background

Excellent Enterprises of Sustainable Development Award 2015 is introduced by Hong Kong Sustainable Development Research Institute (HKSDRI). The objectives of the Award are:

- to highly commend enterprises for their contribution on sustainable development through their business practices;
- to give praise to enterprises for their leading roles in Corporate Social Responsibility;
- to encourage relevant industries to adopt sustainable development for the purpose of competitive advantage;
- to promote the importance of sustainability to general public;
- to achieve a sustainable future for Hong Kong.

The theme of the Excellent Enterprises of Sustainable Development Award 2015 is “Sustainability”, which indicated ten principles to measure the involvement of the outstanding enterprises.

1.2 Ten Principles of Sustainable Development

The ten principles of sustainable development (International Council on Mining & Metals, 2003) are adopted as essential measurements for analyzing the enterprises’ involvement. They are:

- 1) to implement and maintain ethical practices in their business together with sound systems of corporate governance.
- 2) to integrate sustainable development plans in the corporate decision-making process.
- 3) to uphold fundamental human rights and other people-oriented values in the relationship with employees and other partners.



- 4) to adopt risk management strategies which based on valid data and sound science.
- 5) to seek for continual and sustainable improvement in occupational safety and health.
- 6) to explore continual and sustainable improvement in environmental performance.
- 7) to strike a balance between conservation, biodiversity and land use planning during the business projects.
- 8) to encourage responsible product design, use, re-use, recycling and disposal of products.
- 9) to contribute to the social, economic and institutional development in the communities in which the enterprises operate.
- 10) to facilitate effective and transparent communication and independently verified reporting arrangements with the enterprises stakeholders.

1.3 Why Participate?

- Enterprises may be granted the Excellent Enterprises of Sustainable Development Award.
- A golden opportunity to enhance your brand image as all Awardees name will be posted in mass promotional channels.
- The Award Certificates are well-recognized insignia and documents of sustainable development practices.
- Businesses can proudly display and advertise (for one year) the Award as a business achievement and success.
- Award winners may be invited to share their successful stories of sustainable development and experiences.

In addition, all award winners will be invited to the Award ceremony. It will be one of the most major events in Hong Kong with extensive press coverage.

1.4 Eligibility to Participants

For all registered Hong Kong enterprises, organizations or brands actively operating in



Hong Kong for the period of assessment (since 1st January 2014) are eligible to enroll for the Excellent Enterprises of Sustainable Development Award 2015.

1.5 Past Experience: Excellent Enterprises of Sustainable Development Award 2013

In 2013, three outstanding enterprises were presented as Excellent Enterprises of Sustainable Development Award and ten experienced enterprises were presented as Fellows of SDRI to be commended their contribution in developing sustainability.

Details of the Award Ceremony

Date: 6 December 2013

Venue: Atrium Room& Library, Level 39, Island Shangri-La, Hong Kong

Guests of Honor of the Ceremony (The names are in alphabetical order)

- ★ The Hon. Bernard Charnwut CHAN (陳智思), GBS, JP, Member of Executive Council, Chairman of Council for Sustainable Development, The HKSAR Government
- ★ The Hon. CHAN Han-pan (陳恒鏞), Member of Legislative Council, The HKSAR Government
- ★ The Hon. CHUNG Kwok-pan (鍾國斌), Member of Legislative Council, The HKSAR Government
- ★ The Hon. Steven HO Chun-yin (何俊賢), Member of Legislative Council, The HKSAR Government



香港可持續發展研究中心
HONG KONG SUSTAINABLE DEVELOPMENT RESEARCH INSTITUTE



CAPITAL Entrepreneur
資本企業家



香港可持續發展研究中心執行總監朱兆麟先生與一眾頒獎嘉賓及貴賓合照



【傑出可持續發展企業大獎】：香港賽馬會

由行政會議成員及可持續發展委員會主席陳智思先生，GBS，JP(左)頒發獎座予香港賽馬會可持續發展委員會成員及零售部主管鄭遠成先生(右)



【傑出可持續發展企業大獎】：AXA 安盛

由行政會議成員及可持續發展委員會主席陳智思先生，GBS，JP(左)頒發獎座予 AXA 安盛首席營運總監簡學琛先生(右)



【傑出可持續發展企業大獎】：Dr. Reborn

由行政會議成員及可持續發展委員會主席陳智思先生，GBS，JP(左)頒發獎座予 Dr. Reborn 市務部主管鍾輝佳小姐



【Fellows of SDRI】：中國幸福投資

由立法會議員鍾國斌先生(左)頒發獎座予中國幸福投資首席財務總監洪榮鋒先生(右)



【Fellows of SDRI】：智易財富管理有限公司

由立法會議員鍾國斌先生(左)頒發獎座予智易財富管理有限公司主席及執行董事梁衛漢先生(右)



【Fellows of SDRI】：羅馬集團

由立法會議員鍾國斌先生(左)頒發獎座予羅馬集團董事陸紀仁先生(右)



【Fellows of SDRI】：通利琴行
由立法會議員陳恒鏞先生（左）頒發獎座予通利琴行總裁李敬天先生（右）



【Fellows of SDRI】：浩海實業（集團）有限公司
由立法會議員陳恒鏞先生（左）頒發獎座予浩海實業（集團）有限公司執行總裁鄭健鵬先生（右）



【Fellows of SDRI】：燕之家燕窩專門店有限公司
由立法會議員何俊賢先生（左）頒發獎座予燕之家燕窩專門店有限公司董事總經理白富鴻先生，JP（右）



【Fellows of SDRI】：香港製衣同業協進會 - Smart E
由立法會議員何俊賢先生（左）頒發獎座予香港製衣同業協進會副會長簡曼麗小姐（右）



【Fellows of SDRI】：浩廣資產管理
由香港特別行政區民政事務局長政治助理徐英偉先生（左）頒發獎座予浩廣資產管理執行董事龔忠賢先生（中）及浩廣資產管理董事總經理陸東全先生（右）



【Fellows of SDRI】：恒健會計師行有限公司
由香港特別行政區民政事務局長政治助理徐英偉先生（左）頒發獎座予恒健會計師行有限公司董事 陳立志先生（右）



香港賽馬會(「馬會」)成立於1884年，現已發展成為全球最頂尖的賽馬機構之一，亦是香港最大的慈善公益資助機構，2012/13年度的慈善捐款達十九億五千萬港元



AXA 安盛為 AXA 集團之成員，一直致力為個人及商業客戶提供全面的財富保障及管理、健康保障，與及退休方案，幫助客戶實踐安定及豐盛的生活。AXA 安盛現時於香港及澳門的客戶人數已超過 100 萬



以「專業、安全、有效」常見稱，於香港、澳門、廣州、深圳、上海擁有超過 30 間分定店的多元化醫療及美容集團 Dr. Reborn



中國幸福投資 (8116) 為香港上市公司，集團之主要業務為在中國提供零售鑽石、玉石以及其他寶石及相關首飾業務



智易財富管理有限公司一直以「先求知，後投資」的理念為顧客提供專業，中肯及全面的財富策劃服務，務求達到客戶的長遠目標



香港羅馬集團 (8072)，一直致力為顧客提供可靠、專業及最優質的獨立專業評估及技術顧問服務，經驗覆蓋金融、礦產、能源、資訊科技及電子等多個行業



01

01. 白富鴻先生，JP 於 2000 年創立燕之家燕窩專門店，憑藉無限創意研製出多元化的燕窩產品，實踐「產品多元化、市場大眾化、形象專業化」之經營理念，成功建立燕窩專門店品牌形象

02. 通利琴行成立於 1953 年，為全港首間樂器專門店，網羅世界頂尖樂器及其他音樂產品

03. 大同市浩海集團有限公司通過實施「多元化發展，低成本擴張」的企業發展戰略，秉持「惠農、利民和促進社會發展」的企業精神，勵精圖治

04. 香港製衣同業協進會為長者而設的 Smart E 品牌時裝，分為優雅和實用兩個系列，以建立時代風格、自信、得體為設計理念



02



03

05. 浩慶資產管理服務亞太區高檔客戶二十年。是香港第一代以獨立理財顧問身份從事資產管理及離岸投資的公司

06. 恒健會計師行有限公司成立於 2001 年，為一所香港執業會計師行。現有中港員工約 80 餘人，其中不少具有多個專業資格及豐富經驗，為我們多元化的客戶提供全方位的優質專業服務

07. 中央人民政府駐香港特別行政區聯絡辦公室社團聯絡部副處長王少華博士



04



05



06



07



08. 立法會議員何俊賢先生、香港可持續發展研究中心執行總監朱兆麟先生、立法會議員陳恒禧先生及資本企業家業務總監陳沛堅先生合照 (左起)
09. 香港可持續發展研究中心執行總監朱兆麟先生 (中) 與香港演藝學院院長華道賢教授, AM (右) 及通利琴總裁李敬天先生 (左) 合照
10. 資本企業家業務總監陳沛堅先生、香港可持續發展研究中心首席研究員馮英倫先生、翰宇國際律師事務所合夥人陳曉峰律師、寶聯控股有限公司主席范石昌先生及香港青少年領袖發展協會創會會長范凱傑先生合照 (左起)
11. 澳門專才發展學會會長簡浩賢先生、長遠房屋策略督導委員會委員張國鈞先生及中國幸福投資首席財務總監洪榮鋒先生合照 (左起)
12. 香港可持續發展研究中心執行總監朱兆麟先生 (左) 與行政會議成員及可持續發展委員會主席陳智思先生, GBS, JP (右) 合照
13. 香港可持續發展研究中心執行總監朱兆麟先生 (右) 與立法會議員鍾國斌先生 (中) 及資本企業家業務總監陳沛堅先生 (左) 合照
14. 香港可持續發展研究中心執行總監朱兆麟先生 (中)、香港特別行政區民政事務局長政治助理徐英偉先生 (左) 及復旦大學港台行政研究中心主任周帆副教授 (右) 合照



香港可持續發展研究中心執行總監朱兆麟先生與一眾嘉賓及得獎者舉杯合照。

攜手發展



持續繁榮

傑出可持續發展企業大獎 2013

由香港可持續發展研究中心主辦、南華傳媒旗下的資本企業家雜誌協辦及 SQUIRE SANDERS 和 A&CW CPA 全力支持的傑出可持續發展企業大獎 2013 頒獎典禮，日前假港島香格里拉酒店 39 樓天窗廳舉行。

大會舉辦是次活動的目的旨在表彰在可持續發展方面有傑出貢獻的香港企業，喚起大眾對可持續發展的關注和參與，以致可持續發展的概念能普及化。香港可持續發展研究中心對入選企業就可持續發展的六大範疇進行評審，包括環境及資源、低碳業務、企業營運、社區參與、產品與服務責任，以及知識與技術創新。

是次頒獎典禮非常榮幸得到多位政商領袖及代表出席支持，

精英雲集，場面熱鬧。頒獎典禮由香港可持續發展研究中心執行總監朱兆麟先生與一眾頒獎嘉賓祝酒揭開序幕，朱先生更表示希望藉著這個獎項令社會大眾更關注企業可持續發展，並做到「以人為本」的精神，為企業社會責任和企業管治帶來積極貢獻。今年共有 3 間機構獲得傑出可持續發展企業大獎及 10 間機構獲得 Fellows of SDRI 之獎項，其對於香港可持續發展的貢獻，實在值得各界仿效，促進社會持續繁榮。

主辦機構：



協辦機構：



支持機構：





頒獎嘉賓如下：（排名不分先後）

行政會議成員及可持續發展委員會主席	陳智思先生，GBS，JP
立法會議員	鍾國斌先生
立法會議員	陳恒鏞先生
立法會議員	何俊賢先生
民政事務局 局長政治助理	徐英偉先生

獲獎機構如下：（排名不分先後）

傑出可持續發展企業大獎

香港賽馬會

AXA 安盛

Dr. Reborn

Fellows of SDRI

中國幸福投資

燕之家

智易金融集團

香港製衣同業協進會 — Smart E

羅馬集團

浩鷹資產管理

通利琴行

恒健會計師行

浩海實業集團

鎰源集團

得獎機構：



香港賽馬會
The Hong Kong Jockey Club



引領／新標準





陳曉峰 × 朱兆麟

從以人為本 打造「傑出可持續發展企業大獎」

從事社會公益事務，需要群策群力，如此才可眾志成城。一向熱心參與社會事務的朱兆麟 (Ivan)，於兩年前與一班志同道合的各界專才成立香港可持續發展研究中心，期望將可持續發展概念普及化。為了提高商界對可持續發展的關注，中心籌劃首屆「傑出可持續發展企業大獎」，希望令更多人受惠。萬丈高樓從地起，一個如此意義重大的頒獎活動，需要建立獎項的公信力及影響力，因此一直在中心擔任名譽顧問的翰宇國際律師事務所 (Squire Sanders) 合夥人陳曉峰 (Nick) 便扮演了相當重要的評審角色。

Nick 一直為香港可持續發展中心擔任榮譽法律顧問，由於本身具有專業知識及經驗，因此 Ivan 亦坦言 Nick 在中心的重要性。問為何會出任中心的顧問一職，Nick 說：「Ivan 是我多年好友，他一直參與很多社會公益工作，因為他的一份熱心，因此亦感動我去參與其中。」事實上，社會上的成功人士多不勝數，做善事的人亦不少，但真正熱心參與各種社區工作，又出心出力的，究竟有幾多？Nick 卻真正是少數有心人，他不諱言，目前分別為

香港 16 個機構出任榮譽法律顧問，這些機構來自各行各業，如科技、教育、保健、航空、醫療等。「我認為那是很值得去做的，就算幾辛苦都值得，如在內地建醫院，或將大學的科研應用到社會上，都是很有意義的。」

不求回報 貢獻社會

至於為何會由 Nick 擔任「傑出可持續發展企業大獎 2013」的評審，Ivan 指出，現時社會對可持續



發展的概念仍有很多不同的解釋，綜合不同的國際標準，可將這個概念分為六大範疇，包括環境及資源、低碳業務、企業營運、社區參與、產品與服務責任，以及知識與技術創新，而這六個範疇，亦是「傑出可持續發展企業大獎」的評審標準，但為了展示獎項的獨特性，因此他特別強調以人為本的企業管理精神，Nick 表示律師行本身就是一門以人為本的生意，因此無論從經驗及對業界的認識來說，Nick 都當之無愧地擔任是次要角色。

作為全球九大律師行之一的翰宇國際律師事務所，於 1890 年創立於美國，在亞洲發展亦有 50 多年歷史，目前在全球 19 個國家均有發展業務，旗下擁有 1,300 名律師，每年生意額數以億美元計。讀電腦出身的 Nick，對律師這個行業有深切的體會。「做律師樓，我們的工作其實不是賣貨，而是賣 solutions (解決方案)，因此最重要是建立自己團隊，對我們來說，人才是最大的財富。我一直相信，to live and to serve，就算在社會服務方面，亦從不看任何回報的。」香港律師會公益法律服務及社區工作嘉許委員會每年都會頒發「香港律師會公益法律及社區服務獎」，以表揚向普羅市民提供義務法律及社區服務的香港法律界人士，而 Nick 正正就憑著一份無私的奉獻精神，成為惟一一個榮獲「2012 年傑出公益法律服務獎」之得主。

攜手合作 推廣可持續發展理念

對亞洲企業來說，可持續發展這個概念確實是很嶄新的發展理念，而一直以專業知識為企業提供解決方案的 Nick 更有很深刻的認識。「其實要做到可持續發展，不須用太多資金的，最重要是用心去做。」Ivan 亦說：「中心自成立以來，我們接觸了很多不同機構，從中我們觀察到，以前企業對可持續發展的概念是很模糊的，現時已清晰了很多，不再



單單投資在一次性的活動上，而是利用像香港可持續發展中心一類的平台，進行可持續發展的研究，對社會帶來長遠的好處。」

兩位有心人碰在一起，自然希望激出更大的火花，因此亦對舉行在即的「傑出可持續發展企業大獎」充滿期望。Ivan 說：「我們長遠的目標，是希望覆蓋整個大中華區的企業。目前令我們感到欣慰的，是今年的參賽公司，有部分更是即將上市的內地公司，他們均認為以往在可持續發展方面上做得不足，因此希望透過是次參與，能對業界起帶頭作用。」Nick 亦稱：「今屆有很多公司都想爭這個獎，結果落選了，而我卻認為，至少他們肯去作嘗試及了解，就算最終得不到任何獎項，那便明年再努力過，最重要的是企業本身可以受惠之餘，員工亦能受惠，由此輻射出社會，令更多人受惠。」

01. (左) 香港可持續發展研究中心執行總監朱兆麟及翰宇國際律師事務所合夥人陳曉峰。

02. 自成立以來，香港可持續發展研究中心透過不同類型的活動，以推廣可持續發展理念。





122 | Page | Issue 111

作為全球第一保險品牌，AXA 安盛時刻將可持續發展放在首位。保險行業屬長期投資，必須將目光放遠，加上視客戶為終身夥伴，可持續發展對企業和客戶都非常重要。AXA 安盛行政總裁黃偉信指出，公司已制訂全面而長遠的企業發展方向及細節，務求在達成成本與效益平衡的同時，更照顧企業持份者及社會整體的利益。

AXA 安盛行政總裁黃偉信對於獲頒「傑出可持續發展企業大獎2013」，感到非常高興。這證明了 AXA 安盛的信念及努力獲廣泛認同，與及公司在企業可持續發展的多個範疇中表現出色。包括對環境保護的貢獻、發展成熟而系統化的業務營運方式、社區參與的投入，以及創新的產品與服務。

事實上，剛過去的一年，AXA 安盛參與了更多推動可持續發展的工作。例如在環境及資源方面，AXA 集團旗下的 AXA 安盛研究基金支出 100 萬歐元（約 1,000 萬港元）投資予香港中文大學，資助成立為期六年的 AXA 安盛地理與資源管理學教授，由國際知名氣候學專家黃偉信教授擔任 AXA 安盛地理與資源管理學教授，專注研究氣候變化對東亞地區的影響。

此外，AXA 安盛亦致力在業務營運上減少碳排放，在節省能源方面訂立目標，同時加強對同事的環境教育，包括於辦公室張貼環保小貼士以提醒同事時刻減少用電及其他資源以保護環境。在社區參與方面，AXA 安盛與多個非牟利慈善團體合作，例如於 2013 年 5 月至 8 月，每簽署一張「癌症治療保障」保單，便捐助港幣 100 元予香港防癌會，又連續兩年支持奧比斯聾聵午餐，與及捐贈月餅及賀年食品予聖雅各福群會等。

時刻關注 堅定可靠 細心體貼

黃偉信解釋，這些行動背後都基於秉承時刻關注、堅定可靠及細心體貼 (Attentive, reliable, available) 三大企業核心價值。AXA 安盛致力透過為個人及商業客戶提供全面的財富保障及理財、健康保障及退休方案，幫助客戶實踐安穩及豐富的生活。我們精益求精，了解客戶需要，不斷推出創新的保障產品，並致力提升客戶服務質素，務求引領業界新標準。

明確的企業核心價值，有助優良團隊將它實踐。AXA 安盛一直視員工為重要的資產，因此非常重視人才培訓及發展。「我們致力為員工及銷售團隊訂立全面的培訓計劃，更投入大量資源成立 AXA 專業培訓學院。學院為銷售團隊特別設計及編制實用的職

前及在職培訓課程，加上師資優良的專業導師團隊作支援，務求令不同資歷及級別的理財顧問均具備相關的知識及能力，提升其專業水平，為客戶提供卓越可靠的服務。AXA 專業培訓學院是全港最大規模的保險業培訓學院之一，提供佔地 28,000 平方米的培訓及會議設施，培訓的員工及營銷人員每年超過 50,000 人次，公司亦為員工安排全面的個人發展活動及培訓課程，讓其充分發揮潛能。」

但凡新加入的員工，都會參加「AXA Discovery」，好讓他們了解企業文化。公司亦會定期為不同崗位的同事提供合適而實用的培訓項目，提升其專業技能及各方面的技巧，讓他們得以在工作上全面的發展。AXA 專業培訓學院亦定期為高級管理人員安排培訓，讓他們不斷提升管理技巧之餘，更為他們提供互相交流及學習的機會。此外，AXA 安盛的不同部門都會定期舉辦團隊活動，以加強員工的團隊精神及凝聚力，提升士氣及歸屬感。

完善的人才培訓，是公司長遠發展的基石，因為即使有出色的產品，若缺乏人才，產品沒有出路，客戶最終也不能受惠。對於保險公司來說，保險、健康等計劃都是長遠的投資，高得客戶的信賴及認同並非一朝一夕的事，往往需要銷售團隊及員工經年累月、不辭勞苦的工作，為客戶提供優質的服務，才能提升滿意度。AXA 安盛多年來就是憑藉大力推動理財顧問及員工培訓，不斷提升他們的專業素養，並培養他們對客戶的歸屬感，建立穩定的團隊服務客戶，才能長遠保持競爭優勢。

勇於開拓 引領同業 屢創先河

雖然香港保險及財富管理行業競爭激烈，但 AXA 安盛憑藉其多元化銷售渠道，令公司能夠於市場上脫穎而出。AXA 安盛透過逾 4,000 名理財顧問向客戶銷售產品外，亦透過本地及國際中介人、銀行行網夥伴及旗下的獨立專員理財，為客戶籌劃財富管理方案，照顧客戶的不同需要。

企業支持發展，另一關鍵在於不斷引領市場新標準。AXA 安盛憑藉本地市場需要，一直致力推出市場首創的產品，務求全面保障客戶。例如於



2013 年 5 月推出的「癌症治療保障」，是香港首間保險公司推出專為癌症治療提供實報實銷賠償的保險產品，以彌補一般保險計劃對癌症保障之不足。除提供與全非手術癌症治療及護理保障外，同時提供多項醫療診症及額外護理保障，例如：中醫診症費用、心理輔導、營養師諮詢、私家看護費用等。早在 2010 年，AXA 安盛已首推多項五次的嚴重疾病賠償；2011 年，AXA 安盛又首推早期嚴重疾病保障。可見 AXA 安盛具創新精神及動力，並擁有前瞻視野，凡事以客為先，關懷客戶的真正需要。」

隨著香港人習慣利用流動科技處理生活上各種需要，AXA 安盛完善的電子平台也成為另一競爭優勢。「現今社會已進入電子化時代，客戶越來越

習慣使用網上平台管理保單、投資組合、強積金組合等等。保險公司亦需要投放大量資源於電子平台的開發及提升，讓客戶可以便捷地進行網上理財，提升客戶滿意度。我們已推出多個智能手機應用程式，例如 AXA@Work 協助強積金成員管理帳戶及團體醫療保險成員查詢醫療網絡及理賠記錄。早於兩年前我們率先推出 AXA SmartClaims，讓已購買汽車保險的客戶可預先儲存汽車保單資料，一旦意外發生時，能夠在現場記錄詳情，即時以電郵通知 AXA 安盛，以加快理賠程序。我們的新產品層次改變行業趨勢，憑藉雄厚實力及敏捷的客戶口碑，在市場中穩佔領導地位。服務香港及澳門超過 100 萬名個人及企業客戶。」

健康人生 環境保護 社會服務

企業追求業務增長與盈利的同時，亦須與客戶和市場一同成長、進步，才能持續發展。AXA 安盛扎根香港多年，一直履行企業責任，回饋社會。「我們認為成功的企業需要雙線發展，一方面為客戶提供至臻完善的保險、投資及退休規劃服務，另一方面亦以回饋社會為己任，服務有需要的社區。AXA 安盛早於 1991 年創辦「AXA 愛心行動」，旨在推動同事參與各項社區服務及慈善活動。」

AXA 安盛主要從三大範疇推動社會企業責任，包括健康人生、環境保護及社會服務。健康無價，因此 AXA 安盛為社會上有需要的人士提供改善醫療設施，例如贊助博愛醫院設立流動中醫醫療車，於新區區設置 2 個服務點，讓市民可以更方便地享用中醫服務。集團自 2012 年起亦與奧比斯緊密合作，支持奧比斯的小學聾聵午餐活動，向他們宣揚聽力訊息。過去兩年共吸引逾萬名學生參與。

AXA 安盛更成立義工隊「AXA Action Team」，現時共有逾 300 位熱心的成員，旨在凝聚公司及同事的力量，於社區發揮互助互愛的精神，彰顯 AXA 安盛服務社區的承諾。多年來，AXA 安盛與多個非牟利慈善團體合作，積極舉辦不同類型的慈善義工活動，為有需要的人士送上關懷、祝福及支持。

「義工隊成立至今，同事反應均非常踴躍，為此我們感到十分雀躍。為鼓勵同事回饋社會，同事每年可申請一天的義工假期，投入社區活動。另外，我們每年均會頒發獎項予參與最多義工服務的同事，並以獲獎者的名義捐出款項至指定非政府組織，惠及弱勢社群。」

再添殊榮 上下一心 勇闢高峰

AXA 集團致力於環保教育，鼓勵員工參與各項環保相關的義工活動，藉此加強員工以至大眾的環保意識，攜手創建美好將來。集團於過去三年均舉行全球企業責任週，動員全球超過 16 萬名員工積極以步行或其他方法減少碳排放。香港的 AXA 安盛員工亦紛紛以步行或其他活動響應，而管理層亦大力響應。例如於 2013 年便與逾千名員工一起參加於渣打銀行舉行的步行活動，為環保組織籌款，共襄盛舉。

展望未来，AXA 安盛將繼續在環境保護、健康人生及社會服務三方面履行企業責任，積極推動本



01. AXA 安盛管理層與逾千名員工一起參加步行活動，為環保組織籌款。

02. AXA 安盛自 2012 年起全力支持奧比斯舉行「聾聵午餐活動」。

地社會、環境及經濟的持續發展。更期望兩道員工及理財顧問能與客戶及持份者攜手共進和諧、美好、可持續發展的未來。

「憑藉出色產品、卓越服務以及對本地社區的貢獻，AXA 安盛多年來屢獲殊榮，而獲得「傑出可持續發展企業大獎」更是錦上添花。我們特此感謝主辦機構香港可持續發展研究中心及協辦機構 (Capital Entrepreneur 資本企業家)，以及評審委員會頒發這個獎項予 AXA 安盛，足證我們的努力獲得認同，成果有目共睹，令我們感到非常鼓舞。我衷心感謝 AXA 安盛團隊中每位同事及銷售團隊再創佳績，勇闢高峰。」



1.6 Excellent Enterprises of Sustainable Development Award

✓ **Environmental Friendly Performance**

- ♦ Planned or established mechanisms or activities in the daily operation that have successfully promoted environmental protection
- ♦ Minimized the environmental impact through environmental friendly manufacturing processes such as to measure and reduce carbon emission levels and waste

✓ **Volunteering and Community Involvement**

- ♦ Within the specified period, provided volunteer activities and services to the communities and society
- ♦ Donated to the various communities and activities for building a harmonious society

✓ **Human Resource Optimization**

- ♦ Offered reasonable benefits above those specified in the Employment Ordinance in employment contracts
- ♦ Cooperated with social service organizations in providing information, activities and services regarding stress management and mental wellness
- ♦ Developed a scientific and rational system of employees training, motivation and promotion

✓ **Sustainable Development Strategy**

- ♦ Sustainable development concept and philosophy are embedded in the company's decision making process and promoting strategy
- ♦ Implemented detailed sustainable strategies like cost reduction, energy saving, waste recycling and full use of human resource

✓ **Responsible Business Activities**

- ♦ Set clear goals, boundaries and specifications for the conduct of the business, which should be responsible to the society, environment and employees



1.7 Excellent Enterprises of Sustainable Development Award 2015 Ceremony

Details of the Award Ceremony

Date: 8th December 2015

Time: 12:00PM – 12:30PM Cocktail Reception

12:30PM – 2:10PM Luncheon & Award Presentation Ceremony

2:10PM – 2:30PM Keynote Speech by The Hon. Jasper TSANG Yok-sing, GBM,
GBS, JP

Venue: The Grand Ballroom, G/F, Grand Hyatt Hong Kong

Attire: Business Formal

1.8 Award Certificate and Label

All bearing Award enterprises will receive a certificate and label of Excellent Award.

Certificate & Label Validity

Each certificate or label granted to Excellent Enterprises of Sustainable Development or is valid after one year.

➤ Use of Certificate & Label

The certificate and label are synonymous with demonstrating exceptional leadership within the sustainable development arena and can be used for publicizing its achievements. Awardees, Fellows and Friends could use their certificate and label in all legal mass media for one year.

- 1) The enterprises / organization entitled to use the Label should use it according to the format and color code of symbol, without any shape change or letter alteration whatsoever
- 2) The Label size may be enlarged or reduced in proportion
- 3) The enterprises / organization may use the Label on the following items:
 - (a) letterhead & envelope;
 - (b) compliment slip;



(c) business name card; (d) office / reception area / store display;

(g) general advertisements; (h) internet webpage

4) The enterprises / organization shall not use the Label in any way that may detract from the prestige of the HKSDRI, or in any other misleading manner

5) Any enquiry about the Label shall be addressed to Hong Kong Sustainable Development Research Institute at :

Tel: 2156 3756

Fax: 3005 4326

Email: info@hksdri.org

2. Panel of Celebrity Judges (The names are in alphabetical order)

- ♦ The Hon. Bernard Charnwut CHAN (陳智思), GBS, JP, Member of Executive Council, The HKSAR Government
- ♦ The Hon. Eric MA Siu-cheung (馬紹祥), JP, Under Secretary for Development, The HKSAR Government
- ♦ Mr. Erwin HUANG (黃岳永), Non-Executive Deputy Chairman of the Board of Tse Sui Luen Jewellery (International) Limited ; President of The Hong Kong Information Technology Federation
- ♦ The Hon. Felix CHUNG Kwok-pan (鍾國斌), Functional Constituency - Textiles and Garment, The HKSAR Government



3. Enrolment Procedures

3.1 Judging Philosophy

The aim of the Excellent Enterprises of Sustainable Development Award is to encourage enterprises in Hong Kong to be aware of the importance and value of sustainable development.

The Certificates and Labels are co-issued by Hong Kong Sustainable Development Research Institute, Squire Sanders (legal advisory) and ShineWing (audit advisory).



Squire Sanders, which provides legal advisory service for the Award, ranks in Top 10 of Law360's List of Leading International Law Firms. In its third annual "Global 20" ranking, legal newswire Law360 has recognized Squire Sanders as among "the 20 law firms that had the largest global presence and were involved in the biggest, most complex and most diverse array of cross-border matters over the past year." Squire Sanders ranked #9 on the select list.

In order to create a transparent assessment system, The Excellent Enterprises of Sustainable Development Award cooperated with Squire Sanders as Judging Panel. Judging Panel will follow six areas of corporate sustainability, including the environment and resources, low carbon business, corporate operations, community involvement, products and services liability, as well as knowledge and technological innovation, winning companies will be selected in recognition of their outstanding performance in these six areas.

3.2 Eligibility

Any registered Hong Kong enterprise, organization or brand actively operating in Hong Kong for the period of assessment (since 1st January 2014) is eligible to enroll for the Award.



3.3 Enrolment Document Kit

Please read carefully appendix II of the Application Form. Participants should submit:

- ✓ Completed and signed Application Form
- ✓ Valid Business Registration Certificate copy

3.4 Enrolment Procedures

- Each participant will receive Excellent Enterprises of Sustainable Development Award 2015 Guidebook and Application Form
- Participants should submit the Application Form with all required documents before 31st Nov 2015
- All participants will be reviewed by HKSDRI to ensure the enrolment documents are completed according to the criteria set and may be asked to provide further information



3.5 Media Coverage

Media Coverage of the Awardee



財經新聞
HONG KONG ECONOMIC JOURNAL





4. Enrolment Date and Contact

Schedule

Submission of Enrolment Document to HKSDRI



Preliminary Verification and Confirmation of Participant Eligibility



Confirmation and Arrangement

October 2015



Final Assessment by HKSDRI and Award Judging Panel

November 2015



Award Recognition Ceremony

December 2015

Important Dates

- ☒ Confirmation and Arrangement
 - September - October 2015
- ☒ Result Announcement
 - November 2015
- ☒ Award Ceremony
 - December 2015

Contact Information



Unit B, 6/F, 228 Gloucester Road,
Causeway Bay, Hong Kong



✉ Email: info@hksdri.org



☎ Enquiries: (852) 2156 3756



📠 Fax: (852) 3005 4326



5. About HKSDRI

Hong Kong is a developed city with mature economic and social systems. Its per capita income is among the highest in Asia, and has even been selected by international media as the “The Most Livable City” and “Best Business City” in the world. These achievements are results of years of efforts and hard-works. However, the road of development is not smooth. In recent years, behind the prosperity of Hong Kong, different social problems emerged, such as housing supply, rich and poor gap, environmental pollution and so on. Even there were sayings that competitiveness of Hong Kong are declining gradually. We think, the above-described problems are very closely related to the development model in Hong Kong.

As a group of persons who are enthusiastic in social participation, we believe that only an appropriate direction and model of development can be the solution to the current social problems of Hong Kong. We determinately believe that “Sustainable Development” is the way to lead Hong Kong out of today's stagnancy and towards the continuation of prosperity and stability.

In summary, in response to the current social, economic and environmental development in Hong Kong, we, as a group of professionals, found the Hong Kong Sustainable Development Research Institute. By providing professional public policy researches and related services to the public, we aim to promote the concept of Sustainable Development to general public in Hong Kong, to maintain Hong Kong's development without compensation of its inherent advantages and to rationally and constructively participate in society.

HKSDRI is a registered effective unit under CS office.



Appendix I: Selection Criteria



Introduction of the Excellent Enterprises of Sustainable Development Award

Excellent Enterprises of Sustainable Development Award 2015 is introduced by Hong Kong Sustainable Development Research Institute (HKSDRI), along with the generous support from Squire Sanders (legal advisory) and ShineWing (audit advisory). The Award aimed at commending brilliant enterprises for their sustainable development actions in the workplaces, in order to arise public concern and participation.

With the popularization of sustainability, all the public and private institutes should regard sustainable development as an important strategy in long term. The specific action plans and measurement system need detailed definitions, so that the projects' cost and the social responsibility could be balanced.

The Award would consider with the contributions in terms of environmental, social and economic aspects, with the diverse standards including the G3 guidelines of Global Reporting Initiative (GRI), United Nations Global Compact (UNGC), Organization for Economic Co-operation and Development (OECD), Guidelines for Multinational Enterprises (MNE Guidelines), Deutsche Vereinigung fuer Finanzanalyse und Anlageberatung (DVFA) and other international covenants, to examine the qualified enterprises in the following six fields: Environmental Friendly Performance, Volunteering and Community Involvement, Human Resource Maximized, Sustainable Development Strategy, Responsible Business Performing, Enthusiastic about Sustainable Development.



1. Environmental field

Use of resources	The effective application of production chain, storage, transportation, construction and electronic equipment (including energy, water and other raw materials)	GRI : EN3 , EN4 , EN6 , EN27 ; DVFA : E28-01
Environment and natural resources	The reduction of the pressure on the environment and natural resources during the operational processes	GRI : EN12
Emissions	The level of exhaust emissions and greenhouse gas emissions, and the prevention of the use of water and other hazardous or non-hazardous waste from generating.	GRI : EN16 , EN18 , EN19 , EN20 , EN22 ; DVFA : E02-01 , E03-01 , E06-01 UNGC : P8 ; UNFCCC : Kyoto Protocol, 1997
Low carbon business	The regulation of the carbon emission level and carbon offset in their business project.	Carbon Disclosure Project (CDP) : Global 500 Carbon Disclosure Leadership Index (CDLI), 2012 (cdproject.org)

2. Social field

Workplace	Security for employees' salary, recruitment and promotion by providing maximum working hours, holidays, equal opportunity, and other compensation and benefits.	GRI : LA1 , LA2 ; DVFA : S01-01 , S03-01 ; UNGC : P4 , P5 , P6 UDHR ; ICCPR ;
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		<p>ILO : Declaration on Fundamental Principles and Rights at Work, 1998 ;</p> <p>ILO(Article 155) : workplace health and safety convention, 1981 and the amendment in 2002</p> <p>ILO (Article 142) : Human Resource Development convention, 1975</p> <p>ILO (Article 182) : The Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, 1999</p> <p>ILO(Article 105) : Abolition of Forced Labor Convention, 1957</p> <p>OECD : Guidelines for Multinational Enterprises</p>
Health and Safety	To ensure the safety in workplace and the protection of occupational risks	<p>GRI : LA7 ;</p> <p>DVFA : S04-03 , S04-04</p>
Labor standard	To prevent from child labor and forced labor	UNGC : P4 , P5 ;



		<p>UN Convention : ICCPR ;</p> <p>UN Convention : CRC, 1989 ;</p> <p>ILO (Article 29 and 105 Convention) ;</p> <p>ILO (Article 138) : Convention of minimum age of international organization worker</p> <p>ILO (Article 182) : The Convention concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labor, 1999</p>
Human Resource Development	To enhance the job performance by improving employees' knowledge and skills	GRI : LA10
Civil Responsibility	To ensure the investment assessments and project implementation in the industry, which correspond with the civil responsibility and human rights	UNGC : P1 , P2
Community Investment	To put resources into the community in order to understand the operation and the needs of the communities	

2. Economical field



Supply Chain Management	The management of supply chain environment and the social risks	UNGC : P2 ; OECD : Guidelines for Multinational Enterprises UN : United Nations Convention against Corruption (UNCAC)
Knowledge and Technology Innovation	The promotion of knowledge and technological innovation in order to protect from the Intellectual property rights violation	World Intellectual Property Organization (WIPO) : Convention of World Intellectual Property Organization
Product Responsibility	The protection of the health and safety, advertisement, labeling and privacy of the products and services	DVFA : S05-02
Anti-Corruption	To prevent from bribery, extortion, fraud and money laundering	GRI : S04 ; UNGC : P10 ; UN : United Nations Convention against Corruption (UNCAC)

Remark :

GRI - Global Reporting Initiative "Sustainability Reporting Guidelines" Version 3.1 (G3)

UNGC - UN "Global Compact"

DVFA - Deutsche Vereinigung fuer Finanzanalyse und Anlageberatung

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Appendix II: Application Form

Excellent Enterprises of Sustainable Development 2015

Application Form

Entry Deadline: 1 November, 2015

Part 1: Company/ Organization Information

Name of the company/ organization: _____

Type and nature of business: _____

Address: _____

Tel: _____

Website: _____

Part 2: Contact Person and Affirmation

Contact person: _____

Title: _____

Tel: _____ Email: _____

Part 3: Qualification

1. The year of launch of sustainable development campaign: _____

2. The aims of practicing sustainable development.

Please specify the details (50 – 100 words)



Other attachment: ☐ No ☐ Yes, please specify: _____

3. Which the following aspects of sustainable development your enterprise concerns / adapts?

(Please put a ✓ in the box where appropriate)

a) Corporate level

	Appropriate strategic positioning to maintain profitability
	Proper risk management of investment to keep the confidence of the investors
	Creation of enterprise value to attract talents

Please specify the details if necessary (50 – 100 words)

Other attachment: ☐ No ☐ Yes, please specify: _____

b) Social level

	Promotion of corporate social responsibility
	Use of environmental resources to enhance cost-effectiveness
	Community involvement

Please specify the details if necessary (50 – 100 words)

Other attachment: ☐ No ☐ Yes, please specify: _____



Part 4: Past Awards of sustainable development (or related)

Year	Organizer of the award	Name of the award

Please specify the details if necessary (50 – 100 words)

Other attachment: ☐ No ☐ Yes, please specify: _____

Part 5: Supplementary Information

Please provide supplementary information of promoting sustainable development of your company/ organization, if any.



Other attachment: ☐ No ☐ Yes, please specify: _____

Declaration

- I hereby declare that the information provided is true and correct to the best of my knowledge.
- I agree that the organizer can use the information provided in this form for the purpose of promotion and publicity of this award.
- I agree to abide by the terms and conditions that are set out in this award.
- I agree that all decisions made by the organizer and the judging panel are final and binding.

Signature: _____ Company Chop: _____

Name of signatory: _____ Title of signatory: _____

Date: _____