



The first CSR (Corporate Social Responsibility) Day was successfully held in the SME center, HKCEC on 9th August 2014. As one of the major events by Junior Chamber International Hong Kong (JCIHK) in 2014, it was of great success. Events on that day included social enterprises promotion booths, debate competitions and a forum, where business leaders and social enterprises owners sat together and shared their thoughts on the latest development of CSR.

As a member of Junior Chamber International, JCIHK has always kept in promoting social responsibility among local corporations. The main theme for the CSR day is "The New Sales Force", which is in line with the main idea of linking CSR with business activities. The organizer has designed a jigsaw puzzle, which implied that CSR should be closely linked with business power. The organizer has invited Ms Florence Hui SBS, JP as the guest of honour for the event. She mentioned in her speech that corporates should work along with social enterprises in promoting civil caring and the culture of social responsibility, promoting the trust and development of the society.

and guests from corporates which are named as "Better World Companies", an award to recognize companies that consistently put social responsibility on top of their business agenda. There was also a mini exhibition at the venue for social enterprises to promote their products and services. The CSR debate competition 2014 and "Green Office" and Better World" award ceremony were also held on the same day.



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200 hundred guests, including business owners, managements and representatives from different social enterprises joined the event. Honourable guests included Hing Shing Hong (Holdings) Company , John Swire and Son (HK) Limited, The Hong Kong and Shanghai Hotel Limited and HKCESS-HSBC Social Enterprise Business Center and The Hong Kong Association of Hair Design,

In the main event of the day – CSR forum, Dr. Yu from World Green Organization, shared his thoughts and recent developments on CSR. Meanwhile, 3 representatives from 3 mega corporations, including Mr. David Fong BBS, JP., Mr. Samuel Kwong and Ms. Natalie Chan shared what their companies were doing in this aspect. Natalie suggested that as a pioneer in the hotel market, her company has been promoting different environmental friendly programs for years, including upgrading of washing machines for water reduction; Samuel has suggested that companies like his can take the lead to use recyclable products; David has revealed that his company is currently working with youth NGOs to assist in their training programs for young adults.

- Hing Shing Hong (Holdings) Company
Mr. David Fong BBS, JP
Managing Director
- John Swire and Son (HK) Limited
Mr. Samuel Kwong
Group Sustainable
Development Manager
- The Hong Kong and Shanghai Hotel Limited
Ms. Natalie Chan
Corporate Responsibility and
Sustainability Director
- Representative of HKCESS-HSBC
Social Enterprise Business Center
- The Hong Kong Association
of Hair Design
Mr. William Tang
President
- Facilitator
World Green Organization
Dr. William Yu
Chief Executive Officer



What is CSR?

Corporate Social Responsibility (CSR) has become a popular term in Hong Kong in recent years. What is CSR? Indeed, there is no universally accepted definition. Usually CSR is about companies, regardless of their sizes, achieving commercial success in ways that honour ethical values and respect people, communities and the natural environment to create a sustainable future.

CSR in Hong Kong?

A research conducted by The Hong Kong Council of Social Service (HKCSS) in 2008 found that many people think that CSR is usually something that only big corporations do. However, small and medium enterprises (SMEs) account for 98% of all local companies and employ 1.2 million people (48% of all employees, excluding civil servants).

Hong Kong CSR Charter

Since 2005, Community Business has been promoting the Hong Kong Corporate Social Responsibility (CSR) Charter aiming to encourage organizations to recognize the importance of CSR to their business and agree to the values and aspirations incorporated therein. By signing and agreeing the Charter, companies publically demonstrate their commitment to CSR and to encourage other organizations to do so as well. The values of the charter outlined in four aspects: providing leadership resting for CSR, integrating CSR into the organizational strategy and operations, engaging with our stakeholders matters relating CSR and transparency and accountability in respect to CSR.

Benefits of CSR to Hong Kong Companies?

According to the research by Oxfam Hong Kong in 2010, in the past decade, we saw a rapid development of voluntary CSR standards at the global level. As many Hong Kong companies are operating internationally, it is beneficial for them to pay attention to global trends in CSR.

Consumers have growing expectations and demands over ethical business conduct. Both customers and buyers increasingly want products that result from responsible social and environmental practices. Reports show that the market share for eco-friendly, fair trade and environmentally certified products is on the rise. Hong Kong companies can become more competitive and enter new markets if they are able to meet the same demands for CSR.

Furthermore, study also revealed that the top factor for potential employees concerning CSR was that a company treats its employees well, and allows maintenance of work-life balance. Companies that invest in their employees through good benefits, staff development and training and flexible working arrangements will ultimately reduce turnover, maintain a healthy, happy and in return productive workforce to ensure development of quality in business.

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