



At the Hongkong and Shanghai Banking Corporation Limited (HSBC), employee volunteering is a core component of its commitment to supporting the communities in which they operate. It is at the heart of HSBC's corporate sustainability strategy, an integral part of our community investment decisions as well as employee engagement initiative. Through promoting employee volunteering, HSBC employees participate in fostering partnership with community stakeholders and responding to some of the problems facing Hong Kong and the world.

The HSBC Volunteer Scheme was established in 1993 to provide a platform through which the Bank's employees and their family members can volunteer for the betterment of Hong Kong. HSBC Volunteers work with social service agencies to provide a variety of community, education and environmental services. Since 1993, HSBC Volunteers have mobilised 6,000 employee volunteers to deliver 550,000 hours of service.

HSBC's approach to promoting employee volunteering begins with informing its employees about activities and facilitating them to sign up. A monthly employee activities newsletter is emailed directly to all employees to tell them about upcoming opportunities. To sign up, employees simply click on the links that come with the newsletter. This online system also enables them to sign up with family members, enrol in training opportunities, and utilise the two days volunteer leave made available to them.

The systematic collection of participation and impact data makes it easy for HSBC to recognise outstanding volunteers and supportive departments. HSBC's annual 'STAR' recognition scheme recognizes individuals and departments who have been most active in participating in and supporting the volunteer programme. Volunteers can also nominate each other and vote online to recognize those who are most proactive, creative, inspiring and devoted to service excellence.

HSBC offers its employees unique volunteer opportunities through its extensive community network and partnerships with charities. HSBC looks for volunteering opportunities when making donations to charities, enabling its employees to participate in the Bank's community investment projects and the charities to benefit from the skills and knowledge of its employees. HSBC, being an international organisation, also encourages employees to join global volunteer programmes. For example, some 120 Hong Kong 'Climate Champions' have spent up to two weeks in a national nature reserve in China to help scientists understand the interaction between climate change and forests. In another global programme, HSBC employees make use of their expertise to help primary school students learn basic financial knowledge through the 'Junior Achievement More Than Money' programme.

HSBC believes that volunteering is about empowering its employees to make a difference. At the core of HSBC's Volunteer Scheme is a group of volunteer leaders who are entrusted with the role of coordinating and delivering some of HSBC's regular volunteer services. These leaders play a huge role in innovating new ways to serve the community, inspiring more employees to join, and ensuring the quality of our community services. Their knowledge and experience about serving the community is an invaluable asset to the Bank's corporate sustainability programme.