

第九屆香港傑出義工獎企業獎(組別B)得獎者

THE 9TH HONG KONG VOLUNTEER AWARD CORPORATE
AWARD (GROUP B) WINNER

中銀香港

Bank of China (Hong Kong) Ltd



中銀香港憑着「人人做義工」的理念，積極鼓勵員工參與義工服務。企業於 2006 年成立公司義工隊，由部門管理層擔任義工隊領袖，以身作則參與各項義工服務，了解同事對企業義務工作的想法和建議。

企業制定義務工作政策和年度義工服務，規劃完善，特別為義工隊設立由管理層及可持續發展委員會成員組成的顧問團，從政策及制度層面支持同事參與義務工作。中銀香港更設立專責義務工作的秘書處，協調義工服務的宣傳推廣、統籌和管理全年義工活動。

中銀香港發揮自身企業專長，舉辦理財講座及教育工作坊，向青少年灌輸正確理財知識。此外，企業一向以來關愛社會上有需要的人士，亦對教育、環保和青少年發展等議題深表關注，舉辦環保手工工作坊和植樹日，宣揚環保意識；又舉辦體驗日及考察活動，鼓勵青少年深入了解自身社區的需要，回饋社會。

為表揚積極參與義工服務的同事，中銀香港不單為員工提供義工假期和津貼，更設有時數獎勵，按部門的義工時數增加下年度的康樂及義工活動費用，鼓勵整個部門一起行義。企業每年亦舉辦優秀義工團隊及優秀義工個人獎，在公司榮譽頒獎禮上由管理層親自頒發證書，以示嘉許。

中銀香港對培育未來的義工領袖同樣重視，透過積極的宣傳及便捷的網上登記系統向新入職員工宣傳公司義工隊，培育具熱誠及領導才能的同事成為義工骨幹，讓企業的義務工作持之以恆，感染更多人加入義工行列。

The Bank of China (Hong Kong) Ltd upholds the belief of “Everyone Volunteers” and encourages staff members to do the same. In 2006, the enterprise set up a corporate volunteer team, with various units’ senior executives leading by example in a wide range of volunteer services. Through these hands-on involvement, management actively share thoughts and ideas on corporate volunteering with fellow colleagues and staff members.

By way of good planning, the company sets the policy on volunteer service and the annual plans on service programmes. An advisory group is formed specially for the volunteer team. Members of the group came from the top management and the company’s Sustainability Committee. As a result, the volunteer service of staff is fully supported at the corporate policy level. A designated secretariat is also set up to co-ordinate the publicity, promotion and management of volunteering activities throughout the year.

The company makes full use of its professional expertise to organize talks and workshops on financial management to equip young people with proper knowledge. The company is also dedicated to helping the poor and caring for the underprivileged, and takes special interest in education, environmental protection and youth development. Eco-handicraft workshops and tree planting days are held to promote environmental awareness. Experiential and inspection activities are also arranged to encourage young people to understand in depth the needs of the community and to contribute to the society.

The company gives due recognition to staff for their active participation in volunteer service. It provides volunteer leaves and allowances as well as recognition for service hours. Budget for recreation and volunteering activities for the following year ties in with the number of service hours contributed by staff in order to encourage group volunteering. Every year, the company gives awards to outstanding volunteers and volunteer groups. Recognition certificates are presented by top management at the company’s Honour Presentation Ceremony.

The company puts equal emphasis on developing future leadership for its social volunteering effort. Targeting newly joined staff through proactive promotion schemes and user-friendly online registration systems, the company aims to continuously introduce new blood and to nurture future volunteer leaders, ensuring the sustainability of its corporate volunteer team.