汇丰中国
企业社会责任报告
2008

HSBC China
Corporate Social Responsibility Report

HSBC 汇丰

The world's local bank

环球金融 地方智慧

感言

"作为汇丰首位气候先锋，我感到责任重大。从肯尼亚回来后，我和同事们分享了我的经历，鼓励大家改变日常行为和习惯，从自身做起保护环境。"

"As HSBC China's first Climate Champion, I am aware of my own responsibility. When I returned from Kenya I made presentations to share my experience with colleagues, encouraging them to make their daily habits and behavior more environmentally friendly."

—— **姜伟 Michael Jiang**

"我认为每个个体都可以通过避免无意识的资源浪费对环境做出积极的贡献。我很高兴，我八岁的儿子每次离开房间时都记得关灯……"

"I believe that every person can also contribute to environmental conservation by preventing the careless waste of resources. I am very happy to see my eight-year-old son turn off the light every time he leaves the room."

—— **朱锦屏 Nancy Zhu**

姜伟（上海分行） Michael Jiang, Shanghai Branch

汇丰中国首位"气候先锋"，于2007年8月赴肯尼亚协助当地科学家进行实地考察，研究气候变化给当地生态系统带来的影响。

Michael was HSBC China's first Climate Champion. He helped scientists conduct field research on the local impact of climate change in Kenya during August 2007.

朱锦屏 （上海分行） Nancy Zhu, Shanghai Branch

作为"气候先锋"的一员，于2008年5月参加"守望地球"组织在马来西亚热带雨林的植树活动，以帮助恢复当地过渡伐木的森林区域。

As one of HSBC's Climate Champions, Nancy participated in a tree-planting project in the Malaysian rainforest to help restore area deforested by excess logging and learning about the role forests play in capturing and storing carbon dioxide emissions from human activities.

"I am proud of our colleagues' commitment to CSR and their compassionate donations to help the victims of the Sichuan earthquake."

承担社会责任是汇丰中国企业文化的一个核心价值，也是银行取得长远成功的关键。汇丰中国员工对四川地震所表现出的责任感有力地印证了这一点。我们的员工对企业社会责任的承诺以及对地震灾区的爱心捐助，令我深感骄傲。

2008 年，我们推出了多项新的企业社会责任项目。我想特别强调的一项举措是，汇丰中国消费者教育项目。该项目为公众提供不含商业信息的理财知识，以帮助消费者进行财务规划。我相信，向公众普及理财教育不仅可以令个人消费者受益，同时也能支持金融行业的可持续发展。

另外，在员工参与度（即员工对公司的认同程度）方面，我们也取得了很大进展。我们根据员工的反馈，在 2008 年实施了一系列举措，以实现将汇丰构建成"最佳工作场所"的承诺。

我们在 2008 年还进行了企业社会责任员工调查，结果显示，我们对企业社会责任的承诺和履行的项目得到员工的广泛支持。我们坚信，在确保业务可持续发展的同时，必须对我们经营所在的社区做出贡献，使我们的客户以及我们在中国内地的各利益相关方受益。

汇丰银行（中国）有限公司
集团总经理
行长兼行政总裁
翁富泽

Corporate social responsibility (CSR) is an integral part of HSBC China's culture and critical to the Bank's long-term success. The response of HSBC China staff to the earthquake in Sichuan was a powerful example underlining this fact. I am proud of their commitment to CSR and their compassionate donations to help those who suffered from this tragedy.

In 2008, we launched many new CSR initiatives with the extensive support of our employees. One initiative I wish to highlight is our consumer education programme, under which we provide commercial-free information to consumers on how to manage their personal finances. I believe that public financial literacy not only helps individual consumers, but can also help support the sustainable growth of our financial sector.

We also made great progress in the Bank's staff engagement programme. Based on employee feedback, HSBC China implemented a number of changes as part of the Bank's commitment to making HSBC "the best place to work".

The results from our 2008 staff survey on CSR show that the Bank's commitment to CSR is widely supported by employees. It is our firm belief that while we strive for the sustainable growth of our business, we must also contribute to the communities in which we operate, benefiting the customers we serve and all our stakeholders in mainland China.

Richard Yorke
Group General Manager
President and Chief Executive Officer
HSBC Bank (China) Company Limited

感言

“通过走访农户，与农民交谈，我发现中国农村地区金融前景广阔，目前农村信贷模式和产品单一化，远远无法满足农民的金融需求。我们可以有更多作为……”

“By visiting and speaking with villagers in China's rural areas I found that there are vast prospects to be realised. The limited products and current model of rural finance are far from fulfilling the financial needs of rural residents. There is so much more we can and must do. ”

“企业社会责任不单是公司行为，员工也可以发挥自己的力量……作为80后的一分子，我不认为我们的心里只有自己，我们还有回报社会的爱心……”

“CSR isn't only a corporate undertaking; staff can also put their own efforts into play. As part of the post-80s generation, I don't believe we only think about ourselves; we also want to give back to society. ”

刘佳（北京分行） Vivian Liu, Beijing Branch

2008 年暑期赴山东潍坊协助清华师生开展农村金融调研，并多次参加分行组织的员工志愿者活动，包括慈善长跑、义务植树、探访老人院等。

During the summer of 2008, Vivian went to Weifang, Shandong to participate in Tsinghua University's rural finance research programme. She also participated in a number of staff volunteering activities such as tree planting, visiting the elderly and the Terry Fox run.

全球员工调查

汇丰致力于为员工构建"最佳工作场所"。2008年汇丰集团面向所有员工进行了第二次全球员工调查。汇丰中国99%的员工参加了这次调查，高于2007年的86%。汇丰中国员工的总体参与度（指员工对公司的认可程度）增至63%，高于去年的53%，超过2007年56%的目标和本地市场的通常水平。

调查还问及员工是否满意汇丰作为负责企业公民所做的工作，以及是否得到积极鼓励参与社区和环境活动。有超过80%的汇丰中国员工对此做了正面回答。

该调查显示，员工认为：汇丰为所有员工提供了公平机会，对在汇丰工作感到自豪，对在汇丰工作感到满意。

汇丰中国行长兼行政总裁翁富泽对调查结果表示满意："我们的员工有如此高的参与率，我感到非常高兴。这显示了同事们对构建汇丰成为最佳工作场所很有热情，都愿意提供反馈。"

员工福利

我们的员工是汇丰在中国可持续发展的最重要的资源。汇丰中国员工享受全面的保障，例如，免费的体检和商业医疗保险；学习和发展机会，包括专业学习和认证项目；以及安全和舒适的工作环境。

Global People Survey

HSBC is committed to making the Bank "the best place to work" for its employees. In 2008, HSBC conducted its second Global People Survey amongst all employees across the HSBC Group. In China, 99% of staff completed the survey, up from 86% in 2007. The overall engagement score of staff in China also increased to 63% from 53%, exceeding the Bank's target of 56% and the local market norm.

In terms of CSR, over 80% of employees responded positively when asked if they were satisfied with the actions HSBC takes to be a responsible corporate citizen, and if they were actively encouraged to participate in community and environmental initiatives.

The survey showed a significant improvement in positive views of employees in the following areas: HSBC's commitment to providing equal opportunities to all employees; being proud to work for HSBC; and satisfaction with HSBC as a place to work.

Expressing his satisfaction with the results, Richard Yorke, CEO of HSBC China, said: "I am greatly pleased by this

我们的员工
OUR STAFF

自2008年起，我们将工作生活辅导项目增加到员工的福利中。汇丰中国免费提供辅导，作为构建"最佳工作场所"活动的一个环节。如果在日常工作和生活中遇到困难，汇丰员工及其直系亲属可以从专业顾问那里获得辅导服务。该项目旨在帮助员工缓解压力，实现工作与生活的平衡。

此外，为了感谢汇丰中国员工辛勤工作和对银行的贡献，每位员工都可以享受一天的生日假。

培养本地人才

随着我们在中国内地的扩展，汇丰中国继续承诺本地化，聘请优秀的本地人才，并为他们提供职业发展所需的培训。

截止2008年12月，汇丰中国拥有逾5,000名员工，其中98%为本地人才。

汇丰的"银行家管理培训生计划"旨在将本地毕业生培养为精通银行业务的专才。该项目于1991年首次推出，每年招聘本地大学毕业生。2008年度录取了82位毕业生。该计划提供海外培训的机会，培养本地人才成为银行领域的专才，将来担任银行的管理职位。

outstanding level of participation from my colleagues. Their participation demonstrates their enthusiasm to provide feedback on our efforts to make HSBC the best place to work."

Employee Benefits

Our people are the most important resource for the continued growth of HSBC in China. Employees enjoy comprehensive protection such as free medical check-ups and commercial medical insurance; learning and development opportunities such as professional study and qualification programmes; and a safe and comfortable work environment.

In 2008, we added work-life coaching as a new benefit for employees. This initiative is provided free-of-charge by the Bank as part of its efforts to make HSBC "the best place to work." Employees and their immediate family members can seek coaching services from professional consultants if they encounter difficulties in daily work and life. The programme aims to help employees ease stress and achieve a work-life balance.

Additionally, in appreciation of the hard work and contributions of staff, HSBC China provides an extra day off to all employees on their birthdays.

Nurturing Local Talent

As we expand our presence in mainland China, we remain committed to hiring the best local talent and providing colleagues with the training they need to advance their careers.

As of December 2008, HSBC China employs more than 5,000 people, of which 98% are hired locally.

我们的客户
OUR CUSTOMERS

自本地注册以来，汇丰中国向本地居民及企业、外商投资企业、外籍人士及港澳台同胞提供各类人民币及外币服务。我们在内地19个城市的79个网点向客户提供个人金融服务、私人银行服务和工商企业银行服务。

消费者教育

随着内地金融市场的开放，公众对于金融知识有更迫切的需求。汇丰中国将消费者教育纳入企业社会责任之中，率先开始为公众提供非商业性的、专业的金融知识。汇丰中国是第一家启动消费者教育计划的外资银行。

汇丰的消费者教育计划包括系列丛书和公共网站。2008年汇丰中国出版了《理财规划》和《投资与风险》。《理财规划》从人生不同阶段的理财需求出发，介绍了个人和家庭如何制定理财规划，从而实现财富增长的目标。《投资与风险》详细介绍了不同金融工具的特点和风险，以及如何根据个人的风险偏好，利用合理的资产组合来尽可能地规避风险。

Our "PRC Banker Trainee Programme" is tailored to develop local graduates into experienced bankers. In 2008, 82 local graduates joined the programme which was first launched in 1991, offering the opportunity of overseas training to develop the skills they will need to become banking professionals and fill management roles within the Bank in the future.

Since its local incorporation, HSBC China provides a wide range of foreign currency and RMB services to Chinese citizens and local enterprises, foreign invested enterprises, foreign passport holders and residents of Hong Kong, Macau and Taiwan. We provide personal financial services, private banking and commercial banking services to our customers through 79 outlets in 19 cities in mainland China.

Consumer Education

HSBC China became the first foreign bank to launch a consumer education programme to meet the growing need of the public for financial knowledge in response to the opening of China's financial market. The Bank sees consumer education as part of its CSR commitment and provides commercial-free and professional financial knowledge to meet this need.

Our consumer education programme consists of a series of booklets and a public website to promote financial literacy. In 2008, HSBC China published two booklets. The first booklet, ***Financial Planning***, outlines different financial plans to meet an individual's needs at different stages in life. The second booklet, ***Investment and Risks***, introduces the characteristics and risks of different financial tools to help people understand and diversify risks.

我们的客户
OUR CUSTOMERS

消费者教育网站

汇丰中国于2008年还推出了面向公众的消费者教育网站，提供不含商业信息、公益性的金融知识和信息。公众可以下载汇丰消费者教育系列丛书，并了解到多方面的理财知识和实用建议。

www.hsbc.com.cn/customereducation

• 常用问题

什么是投资、投资主要有哪些风险、理财规划指的是什么、什么是利率风险、什么是风险、汇率风险指的是什么、什么是财务风险、什么是经营风险、什么是风险分散。

• 理财锦囊

提供实用的理财建议，帮助公众了解储蓄、债券、基金、股票、外汇产品、黄金等多种投资工具的不同风险和收益情况，以及如何制定理财规划。

• 参考资料

提供实用工具和金融词汇，包括支出计算器、房屋贷款按揭计算器，以及逾百条常用的金融词汇，例如蓝筹股、期权、通货膨胀、商业票据、按揭、本金、现金流量、信托等。

Consumer Education Website

These booklets are supplemented by a specially designed consumer education website that provides commercial-free financial knowledge and information to the public. The consumer education booklets are also available for download on this website.

Consumers visiting the website can access "Financial Kits," which guide them through the risks and benefits of different investment vehicles including savings, bonds, funds, stocks, foreign exchange, gold, as well as the information of how to develop financial planning.

The website also provides answers to frequently asked questions about finance such as how to diversify their portfolios in order to limit risks and provide safety for their financial goals as well as definitions for some 100 commonly used financial terms, such as blue chips, options, inflation, commercial paper, mortgage, principle, cash flows and trust. Practical tools including an expenditure calculator and a home mortgage loan calculator are also available to help consumers calculate their finances.

Customer Feedback

HSBC China is committed to providing customers with excellent service. We regard customer feedback as an important way to enhance the quality of the Bank's services. We make it easy for customers to contact us by providing a 24-hour service hotline and prominently placed feedback boxes in all our outlets.

客户意见反馈

汇丰中国致力于为客户带来最佳的服务体验。我们相信，客户反馈是帮助我们提高服务质量的重要途径。汇丰中国在所有营业网点的显著位置设置了客户意见书和客户意见箱，并开通24小时客服热线。2008年，汇丰中国还专门成立了一个客服质量团队，协同各业务部门，及时有效地处理客户反馈。

此外，汇丰中国对处理客户反馈的时间作出明确规定，严格要求自收到反馈的2个工作日内予以回复，自收到反馈的7个工作日内将处理结果回复客户，对较复杂的情况最迟回复应在30个工作日内完成。

汇丰中国还设立了记录、跟踪、监控、分析客户反馈的电子系统，以最有效的方式处理反馈并总结经验，不断改进服务质量。

安全网上理财

作为负责任的银行，汇丰一贯重视网上交易的安全和保密问题。汇丰中国所提供的网上理财服务除采用符合业内标准的保安技术和处理方法外，更专注三个方面——保障私隐、先进技术和身分保密，以确保客户帐户不会被人擅自挪用及个人资料不会外泄。

2008年，汇丰中国进一步加强了网上理财的安全性措施，在登陆主页开辟“网上保安”专区，为个人和公司客户提供密码注意事项等“五大重要守则”，减少计算机受到侵袭的机会。此外，“网上保安”专区还列举了常见网上诈骗活动及手法，提醒客户警惕虚假网站欺诈。

In 2008, HSBC China formed a dedicated customer service enhancement team to handle customer feedback even more effectively. HSBC China has established policy that aims to acknowledge customer feedback within two working days of receipt and provide a final response within seven working days. For more complicated cases the maximum response time to customers should not exceed 30 working days.

A system for recording customer feedback has been established to help the Bank track and monitor the process of handling customer feedback and to provide analysis for improving our services.

Online Banking Security

HSBC attaches great importance to the online banking security of its customers. HSBC China's online banking systems apply industry standard security technology and practices, focusing on three key areas – privacy, technology and identification to safeguard customers' account from any unauthorised access.

HSBC China further enhanced the Bank's online security in 2008, and provides a dedicated "Online Security" section on the first webpage an online banking customer sees when accessing their account, which reminds them to take precautions such as advice on passwords to protect their online banking information. This "Online Security" section also provides customers updated alerts about the most common Internet fraud activities and phishing scams.

环境保护
ENVIRONMENTAL PROTECTION

环境保护是汇丰企业社会责任的重点，汇丰相信可持续发展离不开对环境和资源的保护，企业必须确保其行动和决策符合人类的长远利益。汇丰在全球广泛支持环保项目，协助应对气候变化带来的挑战。在中国，汇丰与当地政府及高校合作，提高公众对环保和可持续发展的意识，帮助保护环境。

汇丰与气候伙伴同行

汇丰集团斥资1亿美元，携手国际四大环保组织——气候组织、守望地球组织、史密森尼热带研究中心和世界自然基金会，于2007年5月启动为期五年全球性的"汇丰与气候伙伴同行"项目，以应对气候变化所带来的挑战。同年12月，"汇丰与气候伙伴同行"项目的中国部分在北京启动。

"汇丰与气候伙伴同行"中国项目投资超过2,000万美元，在2007－2011间，汇丰与四个合作伙伴将配合中国在节能减排方面的努力，联合研究机构、企业、政府和市民大众，在森林、淡水、城市、人员参与等方面开展工作。

"汇丰与气候伙伴同行"项目的中国部分于2007年12月在北京正式启动。
The China portion of "HSBC Climate Partnership" was officially launched in Beijing in December 2007.

HSBC Climate Partnership

Environmental protection is a key component of HSBC's CSR commitment. We believe that the conservation of the environment and natural resources is essential to our sustainability. Enterprises must ensure their actions and decisions are in line with mankind's long-term benefit. HSBC supports a number of environmental projects worldwide to help respond to the challenges of climate change. In China, the Bank is working with local government and universities to raise people's awareness of environmental issues and sustainability and to help protect the environment.

HSBC Climate Partnership

To combat the impact of climate change worldwide, the HSBC Group launched a five-year, US$100 million partnership together with four international environmental organizations – The Climate Group, Earthwatch Institute, Smithsonian Tropical Research Institute (STRI) and Worldwide Fund for Nature (WWF) in May 2007. In December of the same year, the HSBC Climate Partnership China Programme was officially launched in Beijing with an investment of over US$20 million.

Through its partners HSBC is supporting the Chinese government's efforts in energy conservation and carbon dioxide emission reductions, and working together with research institutions, businesses and individuals to combat the impact of climate change on forests, freshwater, cities and people.

感言

“身为气候先锋，我希望树立一个好的榜样，鼓励身边人关注环保。今年9月，我举办了一场‘碳中和’婚礼：发电子邀请函，选择环保交通工具，向来宾发放绿色节能提示卡，计算碳排放并种植树木……我力求把我的婚礼办成一个‘碳中和’婚礼。”

“As a Climate Champion I hope to set a good example and inspire those around me to care for the environment. In September, my wife and I held a carbon neutral wedding by sending out electronic invitations, choosing low-carbon transportation and offsetting carbon-emissions by planting trees.”

高嵩（北京分行） Devin Gao, Beijing Branch

2008 年 5 月，作为汇丰“气候先锋”，赴马来西亚热带雨林，和当地科学家一起研究气候变化给当地生态系统带来的影响。

In May 2008, Devin went to Malaysia's tropical rainforest as one of HSBC's Climate Champions to work with local scientists studying the effects of climate change on the local ecological system.

环境保护
ENVIRONMENTAL PROTECTION

环境与可持续发展未来领导人研修班

同济大学可持续发展与管理研究所所长诸大建教授为研修班授课。
Prof Zhu Dajian, Director of Institute of Governance for Sustainable Development, Tongji University, gives a lecture at the Leadership Programme.

2008年4月和12月，第五期和第六期《环境与可持续发展未来领导人研修班》先后在同济大学举行，主题为"低碳经济与城市可持续发展"，来自全国18个省市的54名政府官员、企业、媒体、行业代表参加了为期三天的研修班。

由汇丰中国和同济大学联合国环境与可持续发展学院共同举办的《环境与可持续发展未来领导人研修班》创办于2006年，旨在支持中国的环保事业，提高未来领导人对环境保护和可持续发展的认识。研修班每年举办两期，每期三天，邀请国内外知名环境问题专家介绍国内外有关可持续发展的最新理念和实践，提高未来领导人的决策能力。至今研修班已成功举办了六期，围绕城市与可持续发展、能源与环境、低碳经济等一系列问题进行探索和研讨，共有近150名来自全国24个省市的环保官员、企业、非政府组织和媒体代表参加了研修班。

Leadership Programme on Environment and Sustainable Development

In April and December 2008, the fifth and sixth session of the Leadership Programme was held at Tongji University with the theme of "Low Carbon Economy and Urban Sustainable Development". A total of 54 participants from 18 cities and provinces attended the three-day training programme.

Co-organised by HSBC China and UNEP-Tongji Institute of Environment for Sustainable Development (IESD), the Leadership Programme aims to support China's environmental protection and promote the understanding of sustainable development among future leaders. The biannual programme invites international and domestic experts to share their best practices in environmental protection and sustainable development on topics such as urban environment and low carbon economies. Around 150 Chinese government officials in charge of environmental protection, along with representatives from enterprises, NGOs and the environmental press from 24 provinces across the country have taken part in the programme since its inception in 2006.

长江中下游碳减排研究

由汇丰中国资助的长三角地区典型城市碳减排研究在2008年进入第二个年头。同济大学联合国环境与可持续发展学院的这项研究为期三年，旨在调查和研究中国发达地区在《京都议定书》背景下碳减排的国际环境、产业结构以及减排战略。该研究率先从上海入手，分析了上海近年来能源消费总量及构成，并于2007年12月发布了首期研究成果。研究认为，目前上海的碳减排策略应从控制经济发展速度入手，积极调整产业结构布局，在此基础上进一步改善能源结构和利用效率，加强碳汇建设，从而实现碳减排目标，为上海市应对气候变化做好准备。

2008－2009 年期间，研究重点分析其他长江中下游城市－苏州、无锡、南通－的碳减排状况，预测其未来变化，并通过国内外城市类比分析，提出中国经济发达区域应对气候变化碳减排的路径与战略。

Yangtze River Delta Carbon Dioxide Emission Reduction Research

The HSBC China sponsored research on carbon dioxide emission in the Yangtze River Delta (YRD) region entered its second year in 2008. Conducted by UNEP-Tongji IESD, the three-year research aims to study how the industrial structure and energy consumption patterns of the cities in the YRD region impact the environment. The research will identify effective solutions to balance economic growth with the need to reduce carbon dioxide emissions.

Results from the first phase of the research indicated that, as the most developed city in China, Shanghai should first control the speed of economic growth and proactively adjust its industrial structure, followed by further improvements to its energy structure and efficiency as well as strengthening the construction of carbon sinks. Based on these measures, Shanghai can be expected to achieve its target of carbon dioxide emission reductions and be well prepared to respond to climate change.

Based on the results from Shanghai, research will expand in 2008 and 2009, to Suzhou, Wuxi and Nantong. The potential of carbon dioxide emission reductions for these cities will be studied, providing information to devise strategic solutions in these economic developed areas.

感言

“道德银行是汇丰企业社会责任的重要组成部分。我们今天的发展不能以牺牲下一代的利益为代价－这是汇丰履行企业社会责任的原动力。”
“Ethical banking is an integral part of HSBC’s corporate social responsibility. Today’s development must not come at the expense of future generations. This is our motivation behind CSR.”

“在实施环境风险借贷评估的过程中，我们会全盘考虑，力求在集团的信贷标准、监管当局的法律法规、以及企业的实际情况之间，取得平衡。”
“When handling the environmental risks of lending proposals, we take the Group’s environmental policies, local regulations and the company’s situation into consideration and try to establish a balance.”

—— **白裕康 Pak Yue Hong**

“作为全职的环保专员，通过培训和内部沟通，我会告诉我们的信贷经理，我们不是在‘找麻烦’，而是希望和企业一起达到环保标准，帮助他们实现可持续发展。”
“As a full-time Environment & Sustainable Development Officer, I let our credit managers know that I am not making things difficult but rather helping companies meet environmental standards and achieve sustainable growth.”

—— **林颖 Lynn Lin**

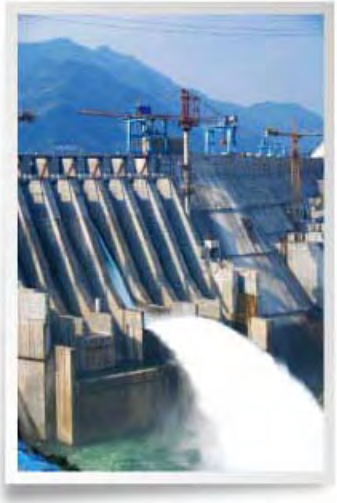
白裕康 Pak Yue Hong
汇丰中国信贷风险管理高级经理
Senior Credit Risk Manager, HSBC China

林颖 Lynn Lin
汇丰中国环境与可持续发展主任
Environment & Sustainable Development Officer, HSBC China

环境保护
ENVIRONMENTAL PROTECTION

道德银行

道德银行是指我们在进行贷款和投资时，必须遵守国际最高标准，全盘考虑社会的期望和下几代人的利益。汇丰中国严格贯彻集团制定的环境贷款指引，争取最大限度地做出积极贡献。



汇丰发布了五项环境贷款指引，涵盖了对环境敏感的行业。这些指引分别是“森林土地和森林产品”，“淡水基建”，“化工”，“能源”和“矿产与金属”。这些指引符合国际金融公司（IFC）的相关标准，强化了我们对赤道原则的承诺。

2008年，为了进一步加强可持续发展和风险管理工作，汇丰中国发布了针对制造业企业的可持续发展评分表，以帮助这些公司更好地评估行业风险和运营风险。

在2008年期间，汇丰中国制作了DVD光盘形式的培训材料，提供给所有贷款人员，帮助他们更好地了解汇丰的环境贷款指引和中国内地的环境保护政策。

此外，汇丰中国还制定了环境贷款一览表，以协助我们的贷款人员更全面地评估贷提案的环境风险，特别是“双高”（高耗能和高污染的）行业。

Ethical Banking

For HSBC, ethical banking is our approach to lending and investment which follows high international standards and guidelines such as the Equator Principles and the UN Principles for Responsible Investment, and takes into consideration society's expectations and the interests of future generations. Additionally, the Bank has developed a set of guidelines that address environmental and social issues which govern lending in certain sectors and identify areas where involvement is prohibited. As a member of the HSBC Group, HSBC China strictly implements these policies in mainland China.

HSBC's five environmental lending policies cover sensitive sectors including: "Forest Land and Forest Products"; "Freshwater Infrastructure"; "Chemical Industry"; "Energy" ; and "Mining and Metals". They have been developed in line with International Financial Corporation standards, and reinforce our commitment to the Equator Principles.

HSBC China employs a full-time Environment and Sustainable Development Officer with consultancy experience to strengthen the assessment and monitoring of the Bank's lending activities and customers' operations to ensure full compliance with international standards, HSBC's environmental policies and China's domestic environmental protection policies.

环境保护
ENVIRONMENTAL PROTECTION

汇丰中国设立了全职岗位的环境和可持续发展专员，以加强对我们的贷款和客户业务的环境评估和监督，确保符合国际标准、汇丰集团的环境贷款指引、以及中国的环境保护条例。

世界环境日— 倡导节能环保

在2008年6月5日世界环境日之际，汇丰中国向五千多名员工派发一万多只节能灯泡，并赠送印有环保小贴士的精美书签。汇丰中国向员工发放两套节能灯泡与书签，意在鼓励员工将其中一套转送给亲朋好友，帮助推广节能理念，从身边小事做起，减少碳排放。

汇丰中国向员工发放的节能灯泡，与普通白炽灯相比，节能高达80%。随同节能灯派发的环保书签由再生纸制成，并印有工作和生活中的节能小贴士，包括"外出开会或午餐时，关掉电脑显示屏"、"将单面废纸再利用作传真纸或记事本"、"在看完电视后，关掉电视机和音像设备的电源"、"定期清洁空调隔尘网以提高能效"等。

In 2008, HSBC China produced and distributed a DVD as a training tool to each of its credit executives across the country to educate them about the Bank's environmental lending policies and China's domestic environmental protection policies.

Additionally, the Bank issued an Environmental First-level Checklist to help credit executives thoroughly assess the environmental risks of lending proposals, particularly those relating to industries exposed to the "Two Highs" (high energy consumption and high pollution) as established by China's government.

In 2008, in an effort to further enhance the sustainability and risk management of commercial and corporate customers, HSBC China issued a Sustainability Risk Rating for manufacturing companies to help them assess industry risks and operational risks more efficiently.

World Environment Day – Energy-saving Campaign

In 2008, HSBC China marked World Environment Day by dispensing over 10,000 energy-saving light bulbs and environmentally educational bookmarks to over 5,000 staff in order to promote energy conservation and the reduction of carbon dioxide emissions in an effort to raise awareness about climate change.

环境保护
ENVIRONMENTAL PROTECTION

在自身营运方面，汇丰致力于减少对资源的消耗，降低对环境的影响。在汇丰中国行长翁富泽的倡议下，为节约纸张，自2008年起，汇丰中国将不再延续往年的做法为员工和客户向集团订购日记本和挂历，并减少订购台历。该倡议得到了各地分行的积极响应。由于该项措施的实施，汇丰中国每年将至少节约20吨纸张，相当于340棵树。

支持城市绿化

此外，汇丰中国长期支持上海市绿化认建认养活动。2008年，汇丰中国公益支持在上海植物园举办的上海花展，认养上海市中心20,000平方米的延福绿地，以及上海最大的原生态湿地公园－宝山区炮台湾湿地森林公园内沿江10,000平方米的湿地。汇丰中国各地分行的员工亦积极参与当地义务植树活动。

Staff received two energy-saving bulbs, which consume 80% less power than incandescent light bulbs, and bookmarks printed on recycled paper with energy-saving tips, including: "turn off your TV and audio visual equipment after use"; "clean your air-conditioner filter regularly to improve efficiency"; "switch off your PC screen when you are out for a meeting or lunch"; and "re-use paper for faxes or note taking."

HSBC China is committed to reducing its environmental footprint and the consumption of resources in its daily operations. The Bank has discontinued the practice of ordering pocket diaries and wall calendars for customers and employees and has also minimised the quantity of desktop calendars it orders. These measures are estimated to save at least 20 tonnes of paper (equivalent to 340 trees) each year.

Supporting Green Cities

HSBC China has been supporting Shanghai's greening efforts for three consecutive years. In 2008, the Bank supported the Shanghai Flower Show in the city's botanical garden and continued to sponsor the care of Yanfu Community Park which covers an area of 20,000 square metres in central Shanghai. The Bank also sponsors the care of Paotaiwan Wetland Forest Park, the largest natural wetland park in Shanghai. HSBC China staff volunteers also proactively participated in the tree-planting campaigns nationwide.

感言

"……当我走进学校宿舍，眼前的景象令我震动了，70多个孩子拥挤在只能靠煤炉取暖的60平米的宿舍里；孩子们看到我，呼啦啦全部围了上来，腼腆地问我从哪里来；学校没有食堂，孩子们啃着从家里带来的干粮就着几口凉水就是一餐……."

"…… When I entered the dormitory rooms, I was shocked by what I saw. More than 70 students share one room which is only 60 m²; dry cereals and cold water are their daily meals…"

"不以善小而不为，如果每个人都能贡献哪怕点滴爱心，这个世界就会大不同。"

"Every cent counts. If everyone contributes a little effort, we will make a big difference."

王珏（大连分行） Winnie Wang, Dalian Branch

资助青海化隆民族中学两名贫困学生完成学业，并于2008年远赴青海看望该校学生，回到分行后发起为少数民族学生捐赠衣物和书籍的倡议，得到同事们的积极响应。

Winnie has been personally providing financial support to two students of the Hualong Nationalities Middle School in Qinghai Province. In 2008, she initiated a book and clothing donation campaign for poor students of ethnic minorities which received overwhelming response from her colleagues.

支持教育
SUPPORT OF EDUCATION

教育是汇丰企业社会责任的另一重点。汇丰相信，教育是社会发展的基石，对每个国家的经济发展和社会繁荣起着至关重要的作用。在内地，从幼儿园、小学、中学到大学，汇丰全面支持内地的教育事业。

汇丰农村儿童教育与发展项目

与中华慈善总会合作，汇丰于2007年启动为期三年的"汇丰农村儿童教育与发展项目"，旨在帮助农村儿童获得更好的教育和发展机会。本项目共包含三个子项目：全国贫困地区农村小学教师培训，城市流浪儿童中心管理人员培训，以及农村小学和流浪儿童中心的设备设施捐赠。

农村贫困地区小学老师教师培训项目邀请全国知名的学科教育专家，为来自农村的小学老师们提供教学技巧，课程设计，心理辅导技巧，儿童营养学以及多媒体教学等多方面的深度培训。培训后的教师业务水平获得很大提高，成为教学骨干。很多教育界专家积极参与授课，多个地方的教育部门已经将全国贫困地区农村小学教师培训课时纳入本地教师职称评定的课时及学分统计中。

截至到2008年7月，汇丰农村儿童教育与发展项目已经培训农村小学教师575名，覆盖省份达28个；培训流浪儿童中心管理人员51名；向30多所农村小学捐赠了设备；帮助农村儿童约19万人次。

Education is one of the main focuses of HSBC's CSR activities. We firmly believe that education is the foundation of society and is crucial to its development and prosperity. In the Mainland, HSBC extensively supports education programmes for all age groups in kindergartens, primary and secondary schools and universities.

Rural Children Education and Development Programme

HSBC launched a three-year sponsorship programme with the China Charity Federation (CCF), which aims to provide more education and development opportunities to children in impoverished rural areas. The HSBC-CCF National Rural Teachers Training Course provides national training courses for teachers from rural elementary schools, training of street children centre staff, and facility enhancement for rural schools and street children centres.

The programme invites established education experts to give comprehensive and in-depth training for rural school teachers in the areas of teaching skills, curriculum design, psychology counseling, multimedia teaching and nutrition. The programme has been widely accredited by local education authorities as an eligible credit that plays an important role in determining a teacher's self improvement. As a result of attending the programme, some teachers have received promotions and been recognised as model teachers.

As of July 2008, 575 teachers from 28 provinces have been enrolled in these training courses and 51 administrators from homeless children's centres have attended. HSBC has also donated equipment to over 30 primary schools. To date, the programme has benefited nearly 190,000 rural children.

支持教育
SUPPORT OF EDUCATION

残疾儿童教育与康复项目

通过与中华慈善总会合作，汇丰自2007年起陆续向内地10多个省市的30多所残疾儿童特殊教育学校和儿童福利院捐赠了教育和生活设备设施。此外，还连续多年举办残疾儿童音乐会和汇丰中华慈善残疾儿童艺术展，展出来自全国各地残疾儿童的艺术作品，提高公众对残疾儿童的关注。

汇丰还资助成立中国残疾儿童康复资源发展基地，截至2008年，共培训了28个省的600多名福利院康复人员，惠及6,000多名残疾儿童，一些脑瘫儿童在老师的帮助下甚至能够回到学校，向100多家儿童福利机构发放了15,000多份儿童康复教育资料，大幅度提高中国残疾儿童的康复水平。

汇丰向全国多所特殊学校及儿童福利院捐赠设备，帮助改善残疾儿童的生活质量。
HSBC donates equipment to many special education schools and children's welfare homes to help improve living standards.

Helping Children with Disabilities

HSBC has been cooperating with the China Charity Federation since 1997 to donate equipment and teaching materials to some 30 special education schools and children's welfare homes in more than ten provinces and municipalities. The Bank has also sponsored art exhibitions and concerts showcasing the artistic ability of disabled children to draw the community's attention to their talent.

HSBC helped to establish the National Rehabilitation Resource Centre for Children with Disabilities based in Beijing. As of 2008, 600 social welfare workers from 28 provinces have been trained in rehabilitation skills benefiting 6,000 disabled children nationwide. Some children suffering from cerebral palsy are now able to attend school thanks to the assistance from trained teachers. The centre has distributed over 15,000 pieces of educational material across the country to improve the level of China's rehabilitation of children with disabilities.

汇丰资助成立残疾儿童康复资源发展基地，培训全国各地福利院的工作人员。
HSBC sponsors the National Rehabilitation Resource Centre where social welfare workers from across the country receive training in rehabilitation skills.

汇丰经济论坛

2008《复旦－汇丰经济讲堂》公开论坛于9月16日在复旦校园举行。中国社会科学院人口与劳动经济研究所所长、人力资源研究中心主任蔡昉教授以“当前宏观经济形势如何影响就业”为题发表演讲，并和现场近300名学生互动交流。

《复旦－汇丰经济讲堂》是由汇丰中国资助、复旦大学经济学院主办、面向复旦师生的经济学讲堂，宗旨是促进经济学研究的国际交流。《讲堂》每年邀请6－8位国际经济学大师为经院研究生开设经济学短期课程，同时举行一次公开论坛，邀请中国财经界的权威人士、经济学家担任主讲嘉宾，围绕中国经济的热点话题，面向全校师生进行公开演讲和互动交流。汇丰中国自1999年开始与复旦大学经济学院合作，支持复旦的教育事业。

2008年12月15日，《北大－汇丰经济论坛》在北京大学举行，1993年诺贝尔经济学奖获得者道格拉斯·诺斯教授在论坛上发表了学术演讲。

为了支持中国的经济学教育，把国外前沿的学术研究成果带到国内，汇丰与北京大学中国经济研究中心于2004年共同设立了《北大－汇丰经济论坛》。通过汇丰的资助，北京大学中国经济研究中心每年邀请一位诺贝尔经济学奖得主来北大，面向北大师生及社会有关人士作专题演讲，至今已成功举办了五期。

HSBC Economics Forums

In 2008, Professor Cai Fang, Director of the Institute of Population and Labor Economics, Chinese Academy of Social Sciences, gave the key-note speech at the open forum and shared his insights on the topic of “The Effects of Current Macroeconomic Conditions on Employment” with around 300 students.

Since 2005, the Fudan-HSBC Economics Lectures have promoted international exchange in the study of economics. Co-organised by HSBC China and Fudan University School of Economics, the programme invites six to eight world-renowned economists each year to teach short postgraduate courses at the School of Economics. In addition, an open forum is held annually for all faculty members and students of Fudan on the topic of the Chinese economy, featuring a key-note speech by an expert in China’s financial industry or an overseas Chinese economist. HSBC has been sponsoring educational programmes at Fudan since 1999.

The fifth session of HSBC – PKU Economics Forum was held at Peking University on 15 December. Dr Douglass North, 1993 Nobel laureate in economics, was invited to give a lecture at the forum.

HSBC China also partners with the China Centre for Economics Research (CCER) at Peking University, where the Bank has been sponsoring the annual HSBC-PKU Economics Forum at Peking University since 2004. This forum invites Nobel laureates in economics to speak on topics related to the Chinese economy. It aims to broaden the vision of Peking University’s students through face-to-face discussions with world-class economists.

感言

“地震发生后，许多鲜活的生命瞬间被夺走了，每一个有责任感的人，都无法袖手旁观……我们必须行动起来，去帮助那些失去家园和亲人的灾区人民。”

“So many lives were lost and affected by the earthquake that anyone with some feeling of responsibility couldn't stand idly by. We had to do something and go help those who lost their homes and families in the disaster.”

“回顾这次地震，受助者努力改变命运的精神，一直鼓舞着我，他们让我的精神世界更加富有，变得勇敢和坚强。”

“When I think back to the earthquake, I am really inspired by the survivors who came through this hard time with the belief that they can change their fate. They enriched my universal spirit, making me stronger and more courageous.”

周洁（成都分行） Jessie Zhou, Chengdu Branch

四川地震发生后，发起募捐并与同事一起组织购买紧缺药品送往灾区，赶赴彭州看望当地受灾学生，送上学习用品。

After the earthquake in Sichuan, Jessie began raising funds, working with colleagues to secure much-needed medicine and personally delivered it to the people affected by the disaster. She also sent supplies to the students in Pengzhou after visiting their school.

促进社会发展
SUPPORTING SOCIAL DEVELOPMENT

汇丰广泛参与支持内地社会发展项目，截止2008年，汇丰对内地的捐款已累计超过人民币3亿元，资助公益项目超过200个。汇丰连续四年荣获由民政部评选和颁发的“中华慈善奖”。

HSBC supports a wide range of social development programmes in mainland China. As of 2008, the Bank has committed more than RMB 300 million to about 200 philanthropic projects in the Mainland. The Bank has been presented the “China Charity Award” by the Ministry of Civil Affairs for the last four consecutive years.

抗震救灾

2008年“5·12”地震发生后，汇丰心系灾区，全体动员抗震救灾。汇丰中国员工积极捐款超过157万元，汇丰中国配捐100万元，均捐赠给中国红十字总会，支援灾区赈灾及重建。汇丰中国行长兼行政总裁翁富泽表示：“地震灾区的情况牵动着汇丰员工的心。汇丰愿为赈灾及灾区重建尽一份力，与灾区的民众共渡难关。”5月16日，翁富泽亲自带头响应中国红十字会号召义务献血，支援灾区救护工作。汇丰中国100多名员工在上海参加了献血活动。

此外，母公司香港上海汇丰银行还在香港开设“中国地震赈灾户口”，接受在香港及亚太地区汇丰员工、客户和公众捐款，连同香港上海汇丰银行的捐款，共筹集资金2亿多港币，全部捐给香港红十字会，用于重建灾区学校、医院、卫生院及康复中心，重建房屋及供水设施。

Earthquake Relief

In response to the devastating earthquake that struck Sichuan on 12 May 2008, HSBC China employees across the country joined together to raise RMB1.57 million within two weeks of the disaster. The Bank presented this donation, along with a matching fund of RMB1 million to the China Red Cross for use on re-construction work in affected areas across Sichuan. HSBC China President and CEO, Richard Yorke said: “Our hearts are with those who have been affected by the earthquake. Through this donation we hope to help in a small way the people who are suffering during this time of great need.” On 16 May, Mr Yorke and more than 100 HSBC staff members in Shanghai donated blood in response to the appeal by the China Red Cross.

汇丰上海分行员工参加义务献血，支援红十字会医疗救护工作。
Staff in Shanghai donate blood to the Red Cross for Sichuan earthquake relief efforts.

Additionally, The Hongkong and Shanghai Banking Corporation Limited, the parent company of HSBC China in Hong Kong set up an HSBC China Earthquake Relief Account which received more than HK$200 million in donations from staff members, customers and the public for the rebuilding of schools, hospitals, rehabilitation centres, houses and relevant water supplies facilities through the Hong Kong Red Cross.

汇丰北京分行员工为四川地震灾区募捐。
Staff in Beijing donate to Sichuan earthquake relief efforts.

感言

“我认为回馈社会以及让员工参与其中并感受到帮助他人的快乐，对企业而言非常重要。我无法认同我们工作的唯一目的就是为了赚钱。”

“I believe it's critical that a corporation gives back to society and gets staff involved in order to learn how good it feels to do something for someone else. I think it's a shame if we come to work only to earn money.”

“献血对我来说是最为简单、直接而有效的人道救助。”

“I don't think there's a more direct way to assist people than giving blood. You give a part of yourself to someone. It's so simple and effective.”

Natascha Seume, HSBC China

2008 年 5 月 16 日，Natascha 参加红十字会组织的献血活动，支援四川灾区医疗救护工作。

When the earthquake struck Sichuan in May 2008, she was one of HSBC's staff to answer the appeal made by the Chinese Red Cross for blood to support medical work in the disaster area.

救助雪灾

2008年春节前后，中国多个省市遭遇了罕见雪灾，当地人民生活生产受到极大影响，并遭遇重大财产损失，湖南省情况尤为严重。汇丰迅速向红十字会捐赠了100万元人民币，汇丰长沙分行行长金娜在2月3日星期日晚上10点亲自将捐款送至湖南省红十字会，以便紧急救助雪灾灾民。

防风治沙

汇丰中国于2008年5月向中国绿化基金会捐款100万元，在位于北京八达岭长城脚下的奥运纪念林公园种植5,800株生态纪念树，开辟"汇丰纪念林"，帮助改善北京周边生态环境，防治风沙。

汇丰纪念林是"全球十亿绿树－中国在行动"的组成部分，是响应联合国环境规划署发起的"全球十亿绿树运动"、由中国绿化基金会发起的中国行动计划。汇丰中国是率先加入这一计划的跨国企业之一。

为表彰汇丰的努力，国家林业局副局长印红代表中国绿化基金会向汇丰中国颁发了"中国绿化公益事业特别贡献奖"。

Snow Storm Relief

Around the 2008 Chinese Spring Festival, many of China's southern provinces, especially Hunan, were struck by the worst snowstorms in decades. HSBC China responded quickly, and at 10pm on Sunday, 3 February, HSBC Changsha Branch Manager Gina Jin presented a donation of RMB 1 million to the Hunan Red Cross to help people affected by the storms and support local relief work.

Warding Off Sandstorms

In May 2008, HSBC China donated RMB 1 million to the China Green Foundation for the planting of 5,800 trees at the Olympic Memorial Forest Park near Badaling at the Great Wall. These trees will form part of the "green belt" around Beijing to help improve the capital's environment and ward off sandstorms.

The donation contributes to the United Nations Environment Program (UNEP) initiative "Plant for the Planet: Billion Tree Campaign". HSBC China strongly supports the China Green Foundation in carrying out China's part of the "Billion Tree Campaign" and was one of the first international companies to commit to these efforts in China.

促进社会发展
SUPPORTING SOCIAL DEVELOPMENT

农村金融研究

2008年7月，来自汇丰北京分行的10名志愿者，冒着大雨从北京赴山东潍坊坊子区加入清华大学经管学院师生开展“中国农村金融发展研究项目”在当地的考察和调研活动。在此次调研中，志愿者们利用周末时间冒着酷暑与清华师生一起深入基层，通过走访农户，填写问卷和与农村金融组织进行座谈等方式，了解当地农村的金融需求，获取了最真实的第一手资料。

这是由汇丰出资1,000万元人民币资助清华大学经管学院开展为期三年（2006－2008）的农村金融研究项目的一部分。该项目旨在通过资助清华学子深入农村，调研当地金融市场现状，从而支持新农村的建设。调研的主要内容包括：农村金融服务需求现状、农村的金融服务现状、农村金融市场发展的影响因素、商业银行进入农村金融市场的模式研究等方面。

In recognition of HSBC's environmental efforts, Yin Hong, Deputy Director of the State Forestry Administration presented the "China Green Outstanding Award" to HSBC on behalf of the China Green Foundation.

Rural Financial Research

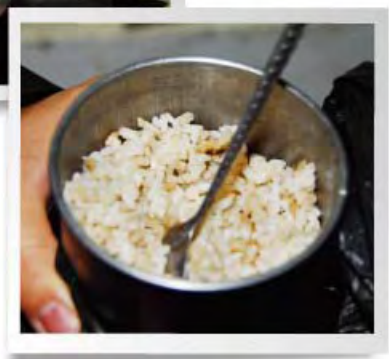
In July 2008, ten volunteers from HSBC Beijing Branch participated in Tsinghua University's rural financial field research at Weifang in Shandong. HSBC volunteers joined a team of teachers and students from Tsinghua's School of Economics and Management (TSEM). During the one day on-site investigation, HSBC volunteers assisted the TSEM team with administering a survey in rural areas to obtain first-hand material on rural finance.

The field research is part of the HSBC sponsored three-year (2006-2008) research project conducted by TSEM. The research supports China's policy goal of boosting economic development in rural areas as part of the "new countryside" campaign. The Tsinghua research team conducts field research in China's rural areas to gain a greater understanding of their present financial status and needs in order to provide constructive suggestions in accelerating development of rural financing in these areas.

农村贫困儿童营养研究

汇丰中国资助国务院直属的中国发展研究基金会开展为期两年（2007—2008）的“贫困地区寄宿制小学学生营养改善”项目。通过试点补助、监测评估、研讨交流等方式，向政府提出符合中国国情的儿童营养改善政策建议和科学可行的操作方案，改善农村地区儿童营养状况。

至2008年，项目取得了阶段性成果。根据2007年在广西、河北两省试点学校开展的营养餐补助试验，提出从农村寄宿制学校入手，改善儿童营养状况，并据此提出一系列具体建议，包括：建立和完善学生营养餐机制；确立补助方式和标准；鼓励学生营养餐的多元化；以及借助营养餐提高寄宿制学校的管理水平等。



项目研究和试点成果使贫困地区儿童营养问题引起政府的高度重视，明确提出“从农村寄宿制学校入手，实施国家儿童营养改善战略”的构想。

Nutrition for Children in Rural Schools

In cooperation with the China Development Research Foundation (CDRF) of the State Council, HSBC China sponsored a two-year (2007-2008) social policy innovation programme to provide nutrition to children in poor families in rural areas. By means of pilot experiments, monitoring and assessment, research and workshops, the programme will provide policy recommendations and implementation proposals for improving children's nutrition to the central government.

The programme has achieved good progress from its first year experiment where subsidies for nutritional meals were provided to boarding schools in Guangxi and Hebei provinces. Based on these results, recommendations have been made to create a mechanism for rural children's nutritional meals at schools, define methods and standards for subsidies, encourage diversified nutritious meals, and enhance the management level of rural boarding schools.

促进社会发展
SUPPORTING SOCIAL DEVELOPMENT

除了为该项目提供资金支持，汇丰中国员工还发起了向项目试点学校之一的广西三只羊小学捐赠图书的倡议。不到一个月的时间汇丰中国各地分行共募集各类适合少年儿童阅读的图书共2,000多本，并将所赠书籍运往三只羊小学，以帮助其建立一间图书阅览室，丰富寄宿在校的农村学生的课余生活。

志愿者活动

2008年，汇丰中国各地分行开展了各种形式的员工志愿者活动，包括义务植树、探访福利院、服务奥运、社区节能宣传等，各地员工利用周末时间亲身服务社区，积极履行企业社会责任。2008年汇丰中国员工企业社会责任调查显示，超过98%的受访员工表示愿意参与志愿者活动，并有超过70%的受访员工认为，作为企业的一分子，员工应为实践企业社会责任尽自己的一份力。

The findings of the first stage of the programme have drawn significant attention to the issue of children's nutrition in poverty-stricken areas from the government which has endorsed the policy direction to implement the national strategy for improving children's nutrition starting from rural boarding schools.

In addition to sponsoring this programme, HSBC China employees donated books to one of the pilot projects at the Sanzhiyang Elementary School in Guangxi Zhuang Ethnic Autonomous Region. More than 2,000 books have been donated and sent to the school for the purpose of setting up a library.

A 北京分行员工担任奥运"城市志愿者"。
Beijing Branch staff act as "urban volunteers" during the Beijing Olympics Games.

B 广州分行员工向农村贫困地区捐赠过冬衣物。
Guangzhou Branch staff donate winter clothing for the poor in rural communities.

C 西安分行员工参加义务植树。
Xi'an Branch staff participate in a tree-planting activity.

D 上海分行员工参与社区节能减排调研。
Shanghai Branch staff join in energy-saving research in the local community.

E 杭州分行员工看望当地福利院儿童。
Hangzhou Branch staff play with children in a local welfare home.

F 重庆分行员工向山区小学捐赠图书。
Chongqing Branch staff donate books to a village school.

Staff Volunteering

The real strength behind HSBC China's CSR programmes comes from the Bank's staff who volunteer their time and energy in helping make HSBC China a leader in CSR. In the Bank's 2008 CSR Staff Survey, participants replied that they are highly interested in CSR with more than 98% of respondents saying that they would like to participate in CSR activities in the coming year. Over 70% of respondents believe employees can play an important role in doing CSR, and many of them are willing to give of their own time during weekends. In 2008, HSBC employees organised various volunteering activities including tree-planting, visiting welfare houses, acting as guides for guests at the Beijing Olympics and campaigns to promote energy-saving.

C

E

D

F

汇丰中国简介
About HSBC China

汇丰银行（中国）有限公司（下称“汇丰中国”）于2007年4月2日正式开业，总行设于上海，是香港上海汇丰银行有限公司全资拥有的外商独资银行，其前身是香港上海汇丰银行有限公司的原中国内地分支机构。

香港上海汇丰银行有限公司于1865年在香港和上海成立，是汇丰集团的创始成员和集团在亚太区的旗舰，亦是香港特别行政区最大的本地注册银行及三家发钞银行之一。143年来，汇丰从未间断在中国内地的服务。

汇丰中国的分行网络在外资银行中首屈一指，提供全面的金融和银行服务，包括个人金融服务、工商业务和企业及金融机构业务等相关的金融服务。汇丰中国注重聘用、发展和培养本地人才。

HSBC Bank (China) Company Limited (HSBC China) started operations on 2 April 2007 as a wholly-foreign-owned bank solely owned by The Hongkong and Shanghai Banking Corporation Limited. With its headquarters based in Shanghai, HSBC China incorporated the previous mainland China offices of The Hongkong and Shanghai Banking Corporation Limited.

Established in Hong Kong and Shanghai in 1865, The Hongkong and Shanghai Banking Corporation Limited (HSBC) is the founding member of the HSBC Group – one of the world's largest banking and financial services organisations – and its flagship in the Asia-Pacific region. HSBC is the largest bank incorporated in the Hong Kong Special Administrative Region and one of the SAR's three note-issuing banks. HSBC has had a continuous presence in mainland China for 143 years.

With the largest service network amongst foreign banks in mainland China, HSBC China provides comprehensive banking services including personal, commercial, corporate and institutional banking services. HSBC China is committed to recruiting, developing and nurturing local talent.

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The logo next to the page number is HSBC China's CSR logo, designed by Cynthia Shi from HSBC Beijing Branch. The three letters C, S and R form the shape of a human, indicating that CSR is in essence about caring for people and the society we live in.

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