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汇丰与内地慈善事业 HSBC in the Community-Mainland China

HSBC  汇丰

汇丰与内地慈善事业



▶ 汇丰银行（中国）有限公司于 2007 年 4 月在上海正式开业，是香港上海汇丰银行有限公司全资拥有的外商独资银行。香港上海汇丰银行有限公司 1865 年成立于香港和上海，是汇丰集团的创始成员和集团在亚太区的旗舰。汇丰集团乃世界规模最大的银行及金融服务机构之一，在世界 82 个国家和地区设有约 10,000 个分支机构。香港上海汇丰银行有限公司自成立以来从未间断在内地的服务，是在内地投资最多的外资银行之一，目前在内地十多个城市有营业机构。

▶ 汇丰支持慈善事业亦有悠久的历史，最早的有记录捐款为 1878 年，银行捐赠 1,000 银元帮助内地灾民。汇丰相信，企业的成就有赖所在地区的繁荣昌盛，作为社区一分子，企业和市民大众一样，有责任回馈社会。为更有效地支持慈善事业，汇丰于 1981 年特别成立汇丰银行慈善基金，统筹香港的慈善活动。对内地的系统捐赠始于 1997 年。自 1990 年以来，汇丰对内地的捐款已累计超过人民币 1 亿 9 千万元，资助教育，环保，社会福利类慈善项目近 200 个，荣获多个慈善和优秀企业公民奖项。

▶ 除捐款数量外，汇丰更注重捐款运作的专业化，系统化，透明化以及层次化，以期获得更广泛长远的社会效益。具体说来，汇丰设专人管理慈善捐赠，以严谨务实的原则选择项目，并监督其运用及评估效果；对重点领域进行全方位的帮助，以促进全面发展；汇丰银行慈善基金有明确的捐赠原则，并在网站（www.hongkongbankfoundation.org）上公开；此外，在对弱势群体进行物质资助的同时，汇丰更加侧重通过教育和培训等方式帮助弱势群体和内地福利机构提高自身能力。

汇丰内地慈善事业项目领域：教育；社会福利；环境保护

— 教育 汇丰相信教育是社会发展的基石，因而把支持教育，特别是弱势青少年的教育作为捐赠的重点。从幼儿园到大学，到社区失学青年，汇丰资助设立了多个有针对性的项目，以促进内地教育事业的发展，具体包括：

• **农村儿童教育与发展项目：**
与中华慈善总会合作，汇丰自 2004 年起陆续向多所农村贫困小学捐赠教学设备设施，并举办农村小学教师培训班，在教学管理，教学方法，心理辅导技巧，残疾儿童教育和农村儿童营养配餐等各方面给与全面培训。培训后的教师业务水平获得很大提高，有些甚至提升为校长。他们又把所学的知识传授给更多的教师，形成滚动效应。2007 年，汇丰更设立为期三年的新一期计划，除捐赠教学设施外，还将在 2009 年底以前再培训 750 名全国各地贫困地区农村小学教师，从硬软件两方面提高贫困地区小学教学质量。
此外，汇丰还为流浪儿收容管理中心捐助教学设备，并举办全国流浪儿童管理中心工作人员培训班，提高他们的管理及辅导能力，以更好地帮助在城市流浪的农村儿童。



同时，汇丰还向城市打工子弟小学捐赠设备设施，并组织员工定期为部分打工子弟小学学生进行课外辅导。多角度地帮助改善农村儿童的教育环境。（另：农民工培训及农村发展项目见社会福利）

• **社区贫困失学青年教育项目：**
与上海市慈善基金会合作，从 2006 年起，用一年半的时间为上海市失学失业的社区贫困青年提供中专同等学历学习和两门职业技能培训的机会，并推荐就业，令他们在“阳光下展翅”。

• **残疾儿童教育与康复项目：**
从 1997 年起，通过中华慈善总会，陆续向 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生活和教育设备设施。
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绘画和艺术作品，为弱势儿童提供展示艺术天赋的平台，提高公众对残疾儿童的关注。
资助香港复康会与中国残疾儿童康复培训中心成立中国残疾儿童康复资源发展基地，迄今为止共培训了 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超过 15,000 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。
多次资助香港匡智会与内地培智学校开展特殊教育老师交流班，提高内地特殊教育水平。

• **“比比与朋友”幼儿情商教育项目：**
通过与香港教育学院和华东师范大学的合作，预计在 2006-2009 三年内在上海 100 多所幼儿园推行已在 10 个国家试点成功的“比比与朋友”课程，引导儿童学习面对自己的情绪问题及开展健康的社会交往。受惠儿童预计超过 10,000 名。

• **高中生经济学课程项目：**
资助国际青年成就组织在北京和上海的部分高中开设以市场经济为基础的经济学课程，由汇丰员工及社会志愿者亲自传授，开拓学生视野。

• **大学生发展项目：**
在内地多家大学设立奖学金，表彰品学兼优并热心公益的学生；其中一部分获奖者更可参加地球守望者环保调研工作；为大学图书馆捐赠藏书。
在北京大学及上海复旦大学设立汇丰经济论坛，定期邀请国内外著名经济学家作专题演讲，促进国际交流。

• **内地香港教育团体交流项目：**
为香港演艺学院成立内地与香港学生交流奖学金，资助内地艺术类学生赴港培训。
资助香港教育学院与内地师范院校交流项目。

— 社会福利

汇丰把自己看作是**企业公民**，关注社会热点问题，尽己所能帮助社区弱势群体。1997 年汇丰与中华慈善总会开展合作，出资 2,500 万港元成立汇丰中华慈善基金，帮助推进内地福利事业。10 年来共开展 120 余个慈善项目，惠及十数万人。同时，汇丰还与其他机构展开合作，在社会福利方面的主要项目有：

• **全方位支持养老业：**

为提高从业人员的管理及服务技能，已连续多年成功举办全国老人院院长培训班及失业人员养老护理员培训班。资助民政部和劳动保障部编写出版全国第一套养老护理员国家职业资格培训教程，促使养老护理培训更科学化和规范化。为全国近 40 家养老院购买生活必需品和设备设施，总额超过人民币 350 万元。资助举办养老论坛，推动政府出台鼓励发展民办养老院的政策。

• **失业人员及外来农民工培训就业项目：**

从 1999 年起，通过中华慈善总会，捐赠约 800 万元，在上海，广州，天津，大连，青岛，北京 6 城市为失业人员和农民工提供职业技能培训并推荐再就业，迄今已培训超过 18,000 人，其中超过 50% 的人员找到了工作岗位，成为自食其力的劳动者。

• **支持农村与农民的发展：**

与国内外扶贫组织合作，提供小额信贷及技术支持，帮助农民致富；同时，还为他们提供设备设施，开展农村社区健康文化生活。资助清华大学进行为期三年的农村金融研究，促进农村金融市场开发；同时为清华大学学生提供实习机会，开拓他们的视野，增强社会责任感。培训广东和湖南相关政府机构人员，联合开展农民工工伤社区康复项目。

• **艾滋病教育项目：**

分别与中华慈善总会及清华大学合作举办一系列艾滋病相关知识培训班，提高警察，政府官员，新闻媒体，儿童福利系统工作人员，社会工作者等相关团体对艾滋病问题的认识及防治技能，带动政府部门在更大范围上开展艾滋病相关人员的培训工作。资助为受艾滋病影响儿童举办夏令营活动。

• **赈灾：**

通过香港红十字会及中国红十字会，帮助遭受自然灾害的地区。迄今捐款已超过 1,500 万人民币。此外，还为重庆市红十字会购买救灾专用车，资助 7 名由中国红十字会推荐的救灾医护人员赴港参加“紧急医疗援助国际培训班。”在非典期间，更捐赠 21 万套防护服，送予 7 个省市 82 家医院。



— 环境保护

汇丰长期支持环境保护，并将可持续发展视为汇丰企业社会责任理念的基石。2002 年起，汇丰集团投入 5, 000 万美元开设为期五年的“投资大自然”项目，支持全球多个环保计划；2007 年起，又资助 1 亿美元，与多个环保组织合作，在全球开展为期五年的“汇丰与气候伙伴同行”计划。具体在中国的项目有：

• **世界自然基金会汇丰银行长江项目：**

汇丰资助世界自然基金会，通过建立洪湖，涨渡湖和天鹅洲三个示范点和政策推动等方式，改善长江自然生态系统。2002 年起：共恢复湖北和安徽 11 个湖泊与长江的季节性联系，有效保护湿地 45 万公顷，水质得到改善，34 种鸟类与 14 种鱼类又重新返回到示范湖泊。麋鹿和江豚等珍稀物种得到了更好的保护。蓄滞洪能力提高 2.9 亿立方米。特别是，破坏洪湖生态系统的 1, 500 万根鱼竿和围网被拔出，洪湖重又恢复浪打浪的自然美景。洪湖的保护在 2006 年第十一届世界湖泊大会上荣获“最佳湖泊保护实践奖”。帮助示范点 296 户渔民开展可持续发展的生产方式，平均收入增加 20% 以上；渔民的环保意识普遍提高，洪湖市 258 所小学的 10 万多名学生都系统的学习了“我爱母亲湖”教材。支持“湿地使者行动”，共有 1, 500 多名大学生和他们的老师参与其中，将湿地保护信息推广到全国 20 个省。项目共吸引各级政府承诺投资 73 亿元用于长江中下游湿地的保护；项目还帮助建立长江论坛，推动国家制定更为有效的长江中下游湿地保护与恢复政策。



• **植物保护计划：**

资助植物园保护国际组织，以培训专业人员、引进国际教材及举办公众教育展览等方式保育濒于灭种的珍稀植物。

• **守望地球项目：**

资助守望地球组织，2002 年至 2006 年共安排汇丰全球 2, 000 名员工（含 33 名中国员工）及部分获得汇丰银行奖学金的大学生协助科学家进行为期两周的野外动植物及生态环境调研。

• **汇丰与气候伙伴同行项目：**

汇丰在中国资助超过 1 亿元人民币，与世界自然基金会，守望地球组织和气候组织合作，预计在 2007-2011 五年间通过示范点和政策推动等手段，帮助中国的城市，政府，商业和市民积极投入到减缓气候变化的工作中来。

在地方层面，汇丰资助了如下环保项目

• **湿地管理培训及华南湿地保护与合理利用项目：**

自 1998 年起，资助世界自然（香港）基金会组织内地自然保护区和林业管理人员来港参加湿地管理培训课程。目前已有近 2,000 名内地官员在香港米埔自然保护区基地接受了国际先进湿地管理理念和技术的培训。同时，自 2006 年起，计划在 5 年的时间内，通过教育，培训，调研等方式加强漳江口国家级红树林自然保护区和广东海丰湿地自然保护区的管理与环保水平，促进当地社区与自然的和谐共处。

• **环境与可持续发展未来领导人研修班：**

汇丰于 2006 年与联合国环境规划署 - 同济大学环境与可持续发展学院合作，设立同济 - 汇丰环境与可持续发展未来领导人研修班，每年两期，约请国内外知名环境问题专家，向政府官员，企业代表和民间组织介绍国内外的最新理念和实践，提高未来领导人的决策能力。

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除资助内地福利事业外，汇丰还定期组织员工参与志愿者活动，服务所在社区。未来，汇丰在致力拓展中国业务的同时，计划更广泛地参与支持慈善事业，为社会福祉尽职尽责。如欲了解汇丰银行慈善基金资助项目的更多情况及项目申请指南，请登陆 www.hongkongbankfoundation.org。（至 2007 年 6 月）

汇丰内地分支机构：

截至 2007 年 6 月，汇丰在内地共有 36 个网点，包括 14 个分行和 22 个支行，设于北京，上海，天津，重庆，广州，深圳，大连，青岛，苏州，厦门，武汉，成都，西安和杭州。汇丰还获批筹建沈阳分行，并计划于年内开业。

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► The Hongkong and Shanghai Banking Corporation Limited is the founding company of the HSBC Group, one of the world's largest banking and financial services organisations with around 10,000 offices in 82 countries and territories. It has had a continuous presence in mainland China since its establishment in Shanghai in 1865 and is one of the largest investors in China among foreign banks. HSBC Bank (China) Company Limited was established in April 2007 and is wholly owned by The Hongkong and Shanghai Banking Corporation. Today, it has branches in more than 10 cities in the Mainland.

► HSBC has a long history of sharing its success with the community. The Bank set up its own charitable trust, the Hongkong Bank Foundation (HBF), in 1981 to manage its donations and formalise its community investment programmes in Hong Kong. In 1997, the scope of the Foundation was extended to cover mainland China. Since HSBC began to track its donations for mainland China in the 1990s, it has committed more than RMB190 million to about 200 philanthropic projects. These range from educational and environmental protection projects to community welfare.

► HSBC's community investment programme ensures that each project is professionally managed and holistic in its approach. Transparency and capacity building are key parts of our programmes to ensure long-term growth and sustainable development. Specialised staff are assigned to identify programmes, monitor implementation and evaluate projects' results. HSBC also endeavours to create synergy among its programmes and partners, especially those in Hong Kong and mainland China. Funding parameters are provided on the HBF website at www.hongkongbankfoundation.org.

HSBC's major areas of interest are education, the environment and community:

— Education

HSBC firmly believes that education is the foundation of social development. It focuses on creating better education opportunities for children and youth, especially the underprivileged and those living in underdeveloped areas. The beneficiaries of its educational projects range from kindergarten pupils to university students.

Rural Children Education and Development Project

- In collaboration with a Beijing-based national charity, China Charity Federation (CCF), HBF has been helping rural schools to expand their facilities since 2004. Its funds have helped train rural school teachers across the country to improve the quality of their teaching. Participants have benefited from comprehensive training on school management, teaching methods, child psychology, education for disabled pupils, and nutrition for rural children. Some of those who attended the courses have been promoted to headteachers. More importantly, most of them have shared their learning experience with other teachers in their neighbourhood. In 2007, HSBC announced a three-year project to promote rural education with the aim of training another 750 teachers in impoverished areas and provide more equipment to schools by the end of 2009.
- To create a better environment and more learning opportunities for homeless children, HBF has donated study and teaching materials to street children centres in big cities. It has also trained the frontline workers of these centres to equip them with better management and counselling skills.
- HSBC has organised regular volunteer activities in schools for rural children who have migrated to cities with their parents. (please also refer to the section about Training Migrant Workers, Rural Areas and Farmers' Welfare.)

Training Programme for Disadvantaged Youths

- Named 'Wings under the Sun', this programme provides educational and vocational training for disadvantaged youths in Shanghai. It started in 2006 and is run with the help of the Shanghai Charity Foundation. 'Wings under the Sun' will train 800 young people over one and a half years and help them find jobs

Helping Children with Disabilities

- Since 1997, HBF has donated equipment and teaching materials to some 30 special education schools and children's welfare homes in more than 10 provinces and municipalities.
- HBF funds have been used to organise four art exhibitions and two concerts showcasing the artistic ability of disabled children and drawing the community's attention to their talent.
- HBF helped set up the Beijing-based National Rehabilitation Resource Centre for Children with Disabilities in

2005, and has supported its operation ever since. So far, 600 social welfare workers from 28 provinces have been trained in rehabilitation skills, benefiting 6,000 disabled children. Some children suffering from cerebral palsy have even been able to go to school thanks to assistance from trained teachers. And over 15,000 items of educational material have been distributed among 100 children's welfare homes across the country, boosting China's child rehabilitation.

- The Hong Chi Association, based in Hong Kong, has used HBF funds to organise seven Mainland-Hong Kong exchange workshops for special education teachers to improve the quality of education on the Mainland.

Zippy's Friends for the Emotional Well-Being of Young Children

- The Hong Kong Institute of Education

and East China Normal University jointly launched Zippy's Friends, a project aimed at helping young children deal with emotional issues. The programme is expected to benefit 10,000 children in 100 kindergartens in Shanghai from 2006 to 2009. The programme has been implemented in 10 other places across the world with proven success.

Economics Courses for Senior High School Students

- HBF helps Junior Achievement China to launch market economy-based economics courses to senior high school students in Beijing and Shanghai. The courses, taught by HSBC employees and volunteers, enable them to understand international practices better.

Development of University Students

- Scholarships have been set up in many universities to reward students with both outstanding academic records and contributions to the community. Selected scholars are also given the opportunity to participate in environmental research projects organised by the international organisation Earthwatch.
- HSBC also organised top scholars from China and abroad to deliver lectures to students at Peking University and Shanghai Fudan University to broaden their exposure.

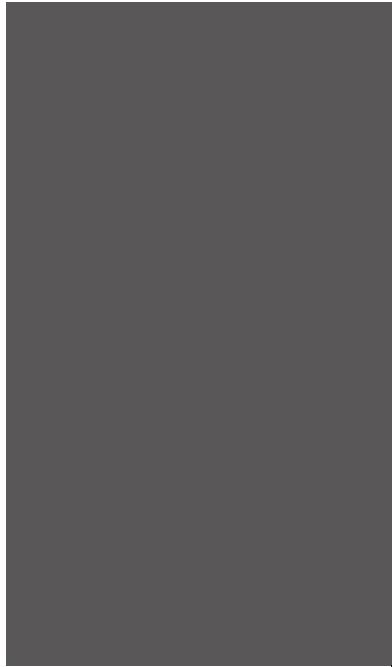
Mainland-Hong Kong Educational Exchange

- Students from the Hong Kong Academy for Performing Arts and Mainland art conservatories get valuable exposure through scholarships and exchange programmes.



— Environment

HSBC has a long history of supporting environmental protection programmes because it believes sustainable development is an integral part of its corporate responsibility. In 2002, the HSBC Group invested US\$50 million in its ‘Investing in Nature’ programme. The five-year programme aimed to support a series of major conservation initiatives throughout the world. In 2007, it committed an additional US\$100 million for another five-year global programme to combat climate change. Its projects on the Mainland include:



WWF-HSBC Yangtze Programme

- HSBC has funded the World Wide Fund for Nature (WWF) to improve the ecological balance of the Yangtze River by setting up demonstration sites in three lakes in Hubei Province since 2002. Some of its major achievements have been:
- Restoration of 450 square kilometres of wetlands, seasonal relinking of 11 lakes with the Yangtze and an increase of 290 million cubic metres in flood retention capacity. The improvement in the quality of water at the demonstration sites has brought back 34 species of birds and 14 species of fish. The restoration of Lake Hong won The Best Lake Conservation Practice award at the 11th International Lakes Conference in 2006.
 - The development of sustainable alternative livelihoods helped increase the average income of 296 participating local residents at the demonstration sites by 20 per cent. More than 100,000 students of 258 primary schools in Lake Hong City have read the textbook, I Love Mother Lake, making local residents more aware of the need for environmental protection.
 - Through the Wetland Ambassador programme, HSBC has supported some 1,500 university students and their teachers to help them spread the wetland conservation concept to people from more than 20 provinces.
 - These achievements have attracted governments at various levels to commit RMB7.3 billion to the protection of wetlands in the central and lower reaches of the Yangtze. Also, the Yangtze Forum has been initiated for high-level government officials to discuss and devise better policies to protect the river.

Plant Conservation

- HSBC assists Botanic Garden Conservation International to protect endangered species, and helps enhance public awareness of plant conservation through workshops, use of overseas publications and exhibitions.

Earthwatch Programme

- HSBC has mobilised 2,000 of its bank employees from across the globe (including 33 in China) to assist scientists with research on wildlife and environmental projects around the world.

HSBC Climate Partnership Programme

- HSBC has pledged US\$100 million from 2007 to 2011 to fight global climate change in collaboration with the WWF, Earthwatch, the Climate Group and the Smithsonian Institution of Tropical Rainforest. The initiative will supplement the efforts of governments, businesses and the general public.

Other environmental protection projects funded by HSBC are:

Training on Wetland Management and Conservation and Wise Use of South China’s Wetlands Programme

- Collaborating with WWF Hong Kong, nearly 2,000 Mainland officials have attended the HSBC Wetland Management Training Programme in Hong Kong since 1998. In recent years, community-based education, training and research work have also started in the demonstration sites in Southern China (nature reserves in Haifeng, Guangdong Province and Zhangjiang Estuary, Fujian Province) so that the nature reserves there can be better managed and protected.

Tongji-HSBC Leadership Programme

- HSBC and the UNEP-Tongji Institute of Environment for Sustainable Development at Tongji University jointly launched the Tongji-HSBC Leadership Programme: Environment for Sustainable Development in 2006. Held twice a year, it invites world renowned experts and scholars to give lectures on environmental protection and sustainable development to representatives from government, enterprises and NGOs.

— Community

In 1997, a special HK\$25 million Hongkong Bank Foundation China Charity Federation Fund was established for CCF to support welfare projects across China. Through CCF, HSBC has supported more than 100 charitable projects in the past 10 years. The major projects are:

Development of Elderly Care Sector

- Hundreds of elderly home managers and nurses have attended HSBC funded national training courses to upgrade their management skills and healthcare knowledge.
- A state-accredited training textbook on taking care of senior citizens has been printed for the first time and distributed nationwide, supported by HSBC.
- About 40 elderly homes in various parts of the country have been given basic facilities worth more than RMB3.5 million.

Training Migrant Workers and Jobless People

- Since 1999, HBF has donated about RMB8 million to CCF to provide vocational retraining courses and job referrals for the jobless and rural migrants in Beijing, Tianjin, Shanghai, Dalian, Qingdao and Guangzhou.

More than 18,000 jobless people and rural migrants have attended the training courses, with more than 50 per cent of them finding jobs.

Rural Areas and Farmers’ Welfare

- In co-operation with poverty relief organisations, HSBC has helped farmers in impoverished areas with micro-credit and technical support projects to help them earn a sustainable livelihood.
- HSBC supported a three-year research project through Tsinghua University to help develop China’s rural financial market and create opportunities for university students to go on field visits to understand rural China better and increase their sense of social responsibility.
- HSBC funds have helped Guangdong and Hunan governments to work on a cross-province community-based rehabilitation programme for migrant workers injured in the workplace.



HIV/AIDS Awareness

- Through CCF and Tsinghua University, HIV/AIDS training workshops have been organised for professionals whose work bring them into close contact with HIV/AIDS patients, to increase their awareness of HIV/AIDS and teach them how to help affected people.

Disaster Relief

- HBF has contributed RMB15 million through the Hong Kong Red Cross and the Red Cross Society of China for disaster relief on the Mainland, and given a disaster-relief vehicle to Chongqing Red Cross. It has also sponsored seven Chinese Red Cross relief workers to take part in an international seminar in Hong Kong.
- During the SARS outbreak, HBF donated 210,000 sets of protective garments to 82 hospitals in seven Mainland provinces.

For more information on the Hongkong Bank Foundation, its funding guidelines as well as staff volunteering activities, please visit website:

www.hongkongbankfoundation.org

(1 June 2007)

HSBC branches on the Chinese Mainland:

As of June 2007, HSBC had 36 outlets, including 14 branches and 22 sub-branches (in Beijing, Shanghai, Tianjin, Chongqing, Guangzhou, Shenzhen, Dalian, Qingdao, Suzhou, Xiamen, Wuhan, Chengdu, Xi'an and Hangzhou), in Mainland China. HSBC also obtained regulatory approval to set up a branch in Shenyang, which is scheduled to be opened within 2007.