

OUTSTANDING
Corporate Social Responsibility
 AWARD

The award will be presented to the company which shows it has carried out a range of outstanding initiatives, campaigns and projects that provide social benefits. The winning entrant must demonstrate its commitment to ethical practices and contribute to economic development that improves the quality of life for the local community and society in general.

THE TOP 3



◀ Blue's WeCare Term Life Protection Plan 2 is designed to address customers' needs for simple and affordable life insurance that provides sufficient protection to their families against COVID-19.



▲ Blue launched "Revitalising Hope" Project, offering free life insurance protection coverage totaling HK\$100 million to Hong Kong people, including the industries hard hit by COVID-19.

blue[®]
 Live Easy

Blue is Hong Kong's first digital life insurer and a joint venture between Aviva plc., Hillhouse Capital, and Tencent Holdings Ltd. Blue was launched in 2018 with a founding vision to design simple and flexible insurance solutions for customers.

Since the COVID-19 outbreak, Blue has launched many initiatives to target different beneficiaries. As a responsible insurer, we believe the best way to help the community is to provide insurance protection to those in need.

1. During the early phase of the outbreak in February, Blue offered free COVID-19

coverage and extension of policy grace period for existing customers.

2. In May, Blue launched WeCare Term Life Protection Plan 2, a best-priced product against COVID-19.

3. Blue also launched a new project "Revitalising Hope" in June, giving out HK\$100 million free life insurance protection to the industries hard hit by COVID-19.

As the future evolves, Blue will continue to move forward with customers and empower them with a hopeful future.



◀ As part of the campaign, Bupa and BottLess introduced reusable utensil sharing for Bupa employees to buy takeaway food with eco-friendly reusable containers and enjoy special offers from partnering restaurants.



▲ We extended the positive impact by providing Bupa branded reusable solutions to public visitors at HKTDC Food Expo and runners at Hong Kong Streetathon to promote environmental sustainability.

Live Healthy Live Green campaign

Caring for the community and environment where we operate lies at the heart of Bupa's values. As a healthcare specialist in Hong Kong, we believe a healthier environment will contribute to healthier lives.

We launched a partnership with the social enterprise BottLess for the "Live Healthy Live Green" campaign to promote environmental sustainability and healthy living for employees, the community and general public. We jointly introduced a reusable utensil sharing scheme to encourage employees to use reusable food

containers to replace single-use plastics. We extended the positive impact at the HKTDC Food Expo 2019 by providing a public utensil lending service. We also promoted a plastic-reduced hydration experience for runners at Hong Kong Streetathon 2020 with reusable water cups.

With the success of this campaign, we continue to drive positive behavioural changes to benefit people's health and wellbeing in upcoming events. Our purpose at Bupa is to help people live longer, healthier, happier lives.



◀ The Eldercare programme is widely promoted to the community through various publicity channels, including videos of renowned Hong Kong actress Kara Wai – a true story of being a caregiver for her dementia-affected mother.



▲ HSBC Life is the first insurer in Hong Kong to offer ARIA, an innovative dementia screening test, to benefit Hong Kong people.

HSBC Life Eldercare Programme

As a leading Hong Kong life insurer, HSBC Life is committed to leading and working with Hongkongers to relieve the challenges of eldercare, ensuring people live well as they age and helping families thrive together.

HSBC Life took a leadership role in bringing eldercare costs to public attention through a joint study with the University of Hong Kong and The Women's Foundation, followed by partnering with Hong Kong Lutheran Social Service to launch its award-winning **HSBC Life Eldercare Programme**.

Widely promoted to the community, customers and its staff, the programme is a first-in-market health and financial support programme riding on the innovative ARIA¹ dementia risk screening test and a new dementia protection rider aimed to raise prevention/protection awareness and mitigate the impact of dementia on patients and caregivers.

¹ARIA – Automatic Retinal Image Analysis – Assessment on the Risk of Cognitive impairment is an innovative dementia risk screening system developed by Health View Bioanalytic ("Health View"), a Hong Kong healthcare technology company.