



Outstanding Corporate Social Responsibility Award

This award is in recognition of entries' overall initiatives, campaigns, and projects in terms of social benefits. The entries must be able to demonstrate how company's commitment to behave ethically and contribute to economic development while improving quality of life for the local community and social at large in term of using environment, social and governance (ESG) factors as proxies for best practices.



AIA International Limited

AIA's brand promise as 'The Real Life Company' is to make a positive difference by helping people live healthier, better and happier lives. This is why our efforts go beyond Corporate Social Responsibility (CSR) to pursuing Creating Shared Value (CSV) - creating economic value for the company in a way that also benefits numerous stakeholders in society.

Hence we choose **Healthy Living** as the cornerstone of our CSV strategy to enable healthier, better and happier lifestyles – through thought leadership, education and empowerment.

AIA Healthy Living Index covers 10,000 respondents across 15 markets, and the scale and depth of its comprehensiveness make it unique within the region. The survey findings not only identify the threats and challenges for health at a given point in time but also allow meaningful insights and analysis of trends over time.

In 2015, we took our efforts to the next level with the launch of AIA Vitality, a game-changing incentivised wellness programme which redefines the traditional concept of insurance. AIA Vitality brings the principle of CSV to life by generating value for multiple stakeholders in the form of instant rewards for the customer, better claims management for the Company and a healthier society as a whole.

Among the many health and humanitarian causes we support is Oxfam Trailwalker, for which we are the Principal Sponsor and the largest participating corporate team. We also support the Médecins Sans Frontières Orienteering Competition, which we have supported for the last 15 years and for which we were the largest corporate fundraiser last year.

Through our efforts in CSV, we intend to play a leadership role in driving economic and social development across the region.



As the Principal Sponsor of Oxfam Trailwalker, AIA's effort goes well beyond offering just financial support. It was also the largest corporate team and had 200 volunteers in the race.



AIA Vitality is a game changing wellness programme which redefines the traditional concept of insurance, aims to reward customers to live a healthy lifestyle. Simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status for more discounts and rewards. It is the most effective platform to bring CSV to life.



Prudential Hong Kong Limited

Corporate Social Responsibility

Just as in financial services, good community work has listening and understanding at its heart. At Prudential, we apply our credo "Always Listening. Always Understanding" to every aspect of our work, whether we are building financial solutions for our customers or developing community projects to support those in need.

Every year, our CSR work builds and innovates on our four long-term pillars of youth, education, health and community. These pillars align with Prudential's specific expertise as a leading insurance company and give us a solid foundation from which to address social challenges. In each pillar, we develop flagship programmes and projects which draw on our specialist skills and resources to create maximum positive impact in our society.

Prudential's CSR programmes are constantly evolving, delivering fresh, innovative campaigns aligned with our expertise. We believe bigger impact can be achieved through a collaborative approach. With the growing force of PRUvolunteers and the expanding partnership with NGOs and other sectors of the community, the reach of our programmes will grow from strength to strength, imposing positive changes throughout the city.



Prudential has partnered with the Hong Kong Tennis Association for our flagship "Let's Serve" Community Tennis Programme promoting tennis development and inspiring nearly 10,000 local students to pick up a racquet.



Co-organised with Food Angel, Prudential's community flagship programme "Construction 2016" raised over 60,000 food cans for the community in need of food assistance, while the giant art structures made from food cans significantly raised public awareness of hunger issues.



Zurich Insurance (Hong Kong)

Corporate responsibility has always been a key element of Zurich's strategy. For Zurich, it is about sustainable value creation for each of our stakeholders as set out in our code of conduct. We believe that our contribution to the society is not separable from our business. It is part of how we do business.

We are mindful of our impact on the environment and we are determined to extend our environmental initiatives internally and externally. We actively engage our people in fostering environmentally friendly behavior, and encourage innovations in our propositions that help improve our environmental performance.

Our people play a key role in helping Zurich to be the best global insurer. In return, we aim to provide a working environment where our people can be at their best. We have a Group-wide diversity and inclusion strategy in place to provide lifelong learning and development opportunities so that employees can reach their full potential, regardless of any aspects of difference.

We try to make a difference to our community through tapping volunteer power. Our employee volunteering rate and the time of volunteering have increased by 75% and 112% respectively in one year. What we have achieved through employee voluntary service are a strong testimony to our unwavering commitment to serving and caring for our community.



Over a hundred Zurich employees and their families spent a meaningful morning under the fierce sun cleaning up the Sok Kwu Wan beach on Lamma Island. A shocking 3,059 pieces of garbage, which weigh a total of 52 kilograms, were collected in just an hour.



Our management team and volunteers prepared a variety of delicious homemade food for our annual charity food sale to support the disadvantaged and the neglected.