

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 company's commitment to behave ethically and contribute to economic development while improving quality of life for the local community and society at large in terms of using environment, social and governance (ESG) factors as proxies for best practices.

AIA MPF

AIA Pension and Trustee Co. Ltd.



AIA MPF engaged corporate partners to hold a workshop that better equips highly educated PWDs for interviews.



AIA MPF title-sponsored CareER's fundraising walkathon. Employees and their families participated to show they fully support employing people with disabilities.

In Hong Kong, the lack of employment opportunities for people with disabilities (PWDs) has long been a problem. Society often perceives PWDs as having fewer educational achievements, which underestimates the talents of a number of highly-educated PWDs.

AIA MPF believes that everyone, regardless of ability or physical condition, deserves the stability on which to build towards their desired retirement. By putting the talents of PWDs to good use, we can create a brighter and fairer society for all.

With this in mind, in 2016 AIA MPF launched the LET'S WORKTOGETHER Campaign. It is a social movement aimed at rallying support for the employment of PWDs and covers various aspects including equal opportunities, career support and employment incentives. The Campaign engages like-minded business partners to offer PWDs job opportunities, supporting the non-profit organisation CareER to conduct career fairs and workshops, as well as sponsoring events to raise funds for PWD employment projects.

AIA MPF also goes beyond its CSR remit by embedding the belief of LET'S WORK TOGETHER into business, creating Shared Values. Services are enhanced to make it the first MPF provider to offer online sign-language service to members. Management fee rebates are also offered to encourage corporate clients to employ PWDs.

AIA MPF will continue to drive the LET'S WORK TOGETHER Campaign to make a positive difference in Hong Kong.



AXA Hong Kong



Through the establishment of AXA Action Team, we encourage our staff to support the community by participating in various volunteering works.



As an insurer, AXA Hong Kong is in a unique position to educate the youngsters the right concept of wealth management.

At AXA, 'Empower People to Live a Better Life' is our commitment to the community. We place corporate responsibility at the heart of everything we do, and take pride in our corporate responsibility efforts to protect our environment and build a more sustainable society. As a responsible insurer, we are also committed to protecting people against potential yet uncertain risks over the long term. In addition to providing comprehensive protection solutions to our customers, we leverage our skills, resources, and risk expertise to support the community to better face risks.

Deeply rooted in Hong Kong, we care about this community where we operate in, and strive constantly to help make it better. Through research, risk education and other corporate responsibility actions, we put our commitment into actions and expand our influence from the products and services we offer, through to the all-rounded and global initiatives we adopt to support our communities, the environment and people's general health. We also have a strong corporate governance framework to monitor and measure the progress.

Corporate responsibility allows us to move forward with confidence in this changing world, and help build and shape a more sustainable future. The relentless support and recognition from our stakeholders continue to serve as an encouragement for us to strive to achieve our ambition.



Prudential Hong Kong Limited



For four years, Prudential has partnered with the Hong Kong Federation of Youth Groups on our flagship 'Hope for Success' programme, helping young people to explore their career aspirations.



Prudential has a long history of supporting the Hong Kong Red Cross blood donation programme, with record-breaking turnout among staff and consultants helping to save thousands of lives every year.

Corporate Social Responsibility

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 innovative and sustainable campaigns aligned with our expertise. We believe greater 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.