



The role of PR professionals in driving Corporate Social Responsibility (CSR) in Hong Kong

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Objectives

- **About Community Business**
- **Definitions of CSR and PR**
- **Where is Hong Kong with CSR?**
 - The Big Picture
 - Leadership Commitment
 - Stakeholders
 - The movement
- **CSR Agenda for the future**

1. About Community Business

- **Mission:**
“To lead, inspire and support businesses in Hong Kong to continually improve their positive impact on people and communities”
- **Founded in January 2003, a registered charity**
- **Structure:**
 - Companies become “Corporate Citizens”
 - Key player in regional and global networks
- **Main Focus Areas:**
 - Corporate Community Investment (CCI), Diversity in the workplace
- **Services**
 - Advice/ Brokerage/Training/ Assessments
- **Wider outreach:**
 - Research/ Pioneering projects/ Education

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“Corporate Citizens”

- | | |
|-----------------------------|------------------------------------|
| • Allen & Overy | • MTR Corporation |
| • APCO | • PepsiCo International |
| • BP | • Prudential |
| • British Council | • Serco |
| • CSFB | • Schroders |
| • Freshfields | • UBS |
| • Bruckhaus Deringer | • Zurich Financial Services |
| • Hewitt Associates | |
| • Manpower Services | |

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2. Definitions of CSR and PR

CSR

“Achieving commercial success in ways that honour ethical values and respect people, communities, and the natural environment ”

Business
for Social Responsibility

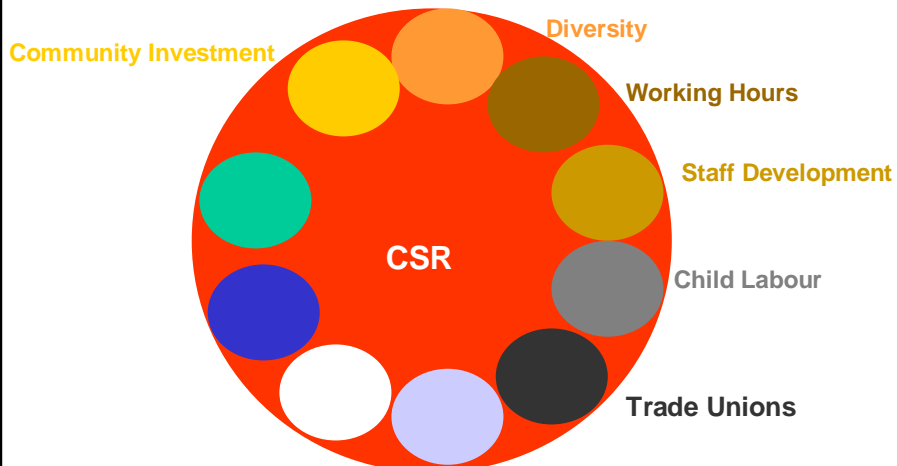
PR Person

“A person employed to establish and promote a favourable relationship with the public”

www.freedictionary.com

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CSR



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Companies need to be socially responsible

To

- Build a license to operate, with governments and local communities
- Develop entry into niche markets (geographical or product/service)
- Attract, develop and retain the best employees
- Earn trust of customers and clients
- Gain access to capital through SRI funds
- Enhance their credibility by partnering with institutions that have greater amounts of public trust
- To reduce risk

Companies that are socially responsible do financially better than companies that don't (FTSE4Good vs. FTSE, DJSI vs. DJI) **7**

3. Where is Hong Kong? - The Big Picture

- “CSR” used synonymously with philanthropy
- MNC’s are more concerned with CSR than local companies
- Key Drivers:
 - Local Companies: Altruism and reputation
 - MNC’s: Directive from headquarters and Building People
- MNC’s:
 - “Global vs. Local veil” / “Cut and paste” syndrome
 - Exceptions: BP (Diversity), UBS (Time Bank)
 - Sub-optimal use of global skills and experiences
- General avoidance of some areas
 - Diversity, Working Hours, Human Rights
- CSR Reporting is almost non-existent

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3. Where is Hong Kong? - Leadership Commitment

- Responsibility of CSR with PR not senior management team
- Limited resources available
 - \$
 - Personnel Time
- CSR is fragmented and ad hoc, not aligned to business strategy
 - Exception: MTR Corporation
- Leadership not always aware of exposure to risk and potential liability

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3. Where is Hong Kong? - Stakeholders

- **Consumers:** 38% of local consumers rate Social and Environmental Considerations in top 3 in making purchases
- **Investors:** There are 6 SRI funds on sale in Hong Kong today and that number is likely to grow
- **General public:** Rate “Caring and ethical employers” as 5 out of 10 priority areas for Sustainable Development
- **NGO’s:** Growing in number and diversity
- **Employees:**
 - Easier to attract, motivate and retain employees best people (e.g. Allen & Overy)
 - Personal and professional development (e.g. CSFB)

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3. Where is Hong Kong? - The Movement

- Community Business
- ASrIA: Association for Sustainable and Responsible Investing in Asia
- Corporate Environmental Governance Unit, University of Hong Kong
- General Education Unit, University of Hong Kong
- Corporate Governance Asia
- Webb-site.com
- Business Environmental Council
- Business for Social Responsibility
- "Caring Company Awards" by Hong Council of Social Service
- Canadian Chamber of Commerce
- ACCA Sustainability Reporting Awards
- Asian CSR Awards (REGIONAL)

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4. CSR Agenda For The Future

- **Widen emphasis of CSR:**
 - Beyond Philanthropy - Both internal and external aspects
- **Demonstrated Business Benefits of CSR**
- **Greater dialogue and cooperation between companies**
- **Education and training for leaders**
- **New models of stakeholder engagement, mutual gain**
- **Across the border: Supply Chain**
- **Community Investment: sustainable solutions to social issues**
 - Race for Mentors, CSFB
- **Operationalise CSR**

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THANK YOU

- **Contact Us**
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