



香港企業可持續發展指數啟動及發佈會

Announcement and Launching Ceremony of the Hong Kong Business Sustainability Index

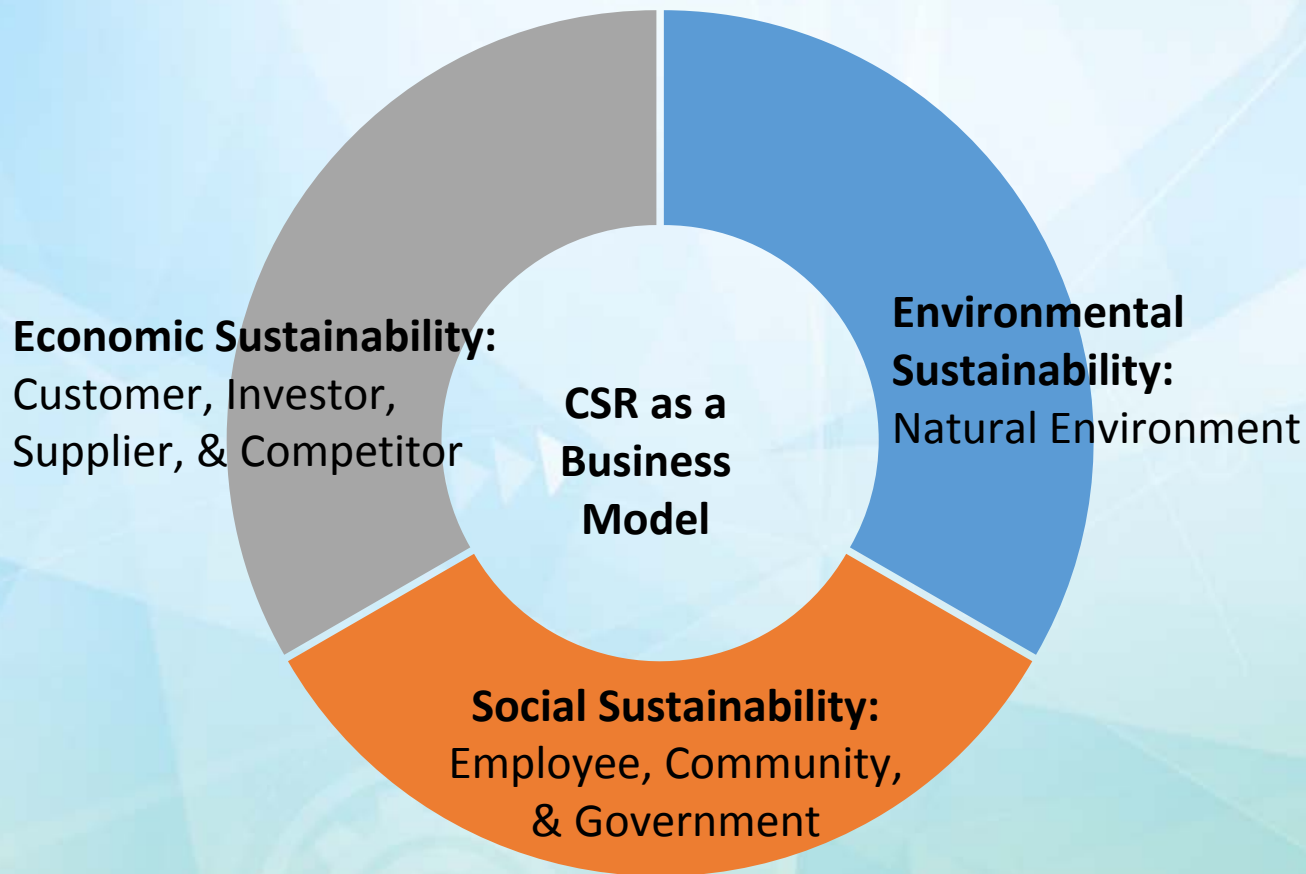
Positioning

- To inspire companies listed in Hong Kong to adopt CSR as a business model for achieving business sustainability
- To encourage a high degree of transparency in CSR and sustainability communication with stakeholders
- To support and engage companies listed in Hong Kong in enhancing their CSR endeavors
- To provide a CSR benchmark for both international and domestic reference

From CSR to Business Sustainability

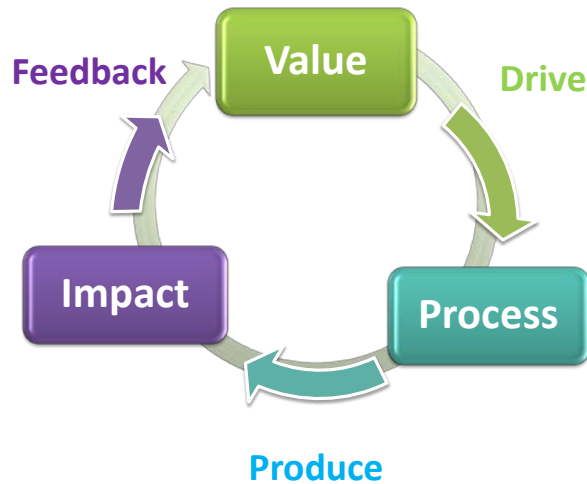
- CSR – Cost, responsibility, and public relations
- CSR as a business model: strategic for achieving corporate sustainability – the triple bottom-line
 - Social sustainability: caring and responsible for community, government., and employee
 - Environmental sustainability: caring for the environment
 - Economic sustainability: caring and responsible for customers, suppliers, and investors

Conceptualization of Sustainability: A Stakeholder Perspective



Index Rating Model – VPI Framework

Value



Values (Principles)

Process (Practice): Management
+ Projects

Impact (Effect)

CSR Practice: The Stakeholder Perspective



Summary of Compilation

- The 50 constituents of Hang Seng Index dated 17 March 2015
- Sustainability performance of the 50 constituents of Hang Seng Index in 2013
- CSR information Published sustainability report, or annual report, or company website
- Compiling between May-August 2015.

Index Results – Overall

2015	Total	Values	Management	Practice	Impact
Total Average	41.75 (S.D. 15.56)	54.08 (S.D. 22.63)	51.63 (S.D. 28.88)	37.11 (S.D. 14.42)	31.28 (S.D. 12.38)
Top 20	57.25 (S.D. 4.60)	70.70 (S.D. 16.96)	79.65 (S.D. 11.42)	50.45 (S.D. 9.37)	40.16 (S.D. 7.76)
Local Companies	49.42 (S.D. 15.33)	60.17 (S.D. 24.73)	65.41 (S.D. 27.47)	45.13 (S.D. 14.37)	35.66 (S.D. 12.05)
Non-local Companies	35.17 (S.D. 12.63)	48.89 (S.D. 19.68)	39.90 (S.D. 24.95)	30.27 (S.D. 10.57)	26.99 (S.D. 11.18)

Index Results – Key Stakeholders Practice Analysis

2015	Overall	Community	Employees	Environment	Investors	Customers	Suppliers	Government
Overall Practice	37.11 (S.D. 14.42)	32.84 (S.D. 13.60)	31.92 (S.D. 16.39)	52.50 (S.D. 27.33)	66.22 (S.D. 25.28)	25.32 (S.D. 23.35)	37.42 (S.D. 34.66)	13.00 (S.D. 19.18)
Top 20 Practice	50.45 (S.D. 9.37)	53.75 (S.D. 26.51)	53.13 (S.D. 31.64)	38.75 (S.D. 16.17)	42.00 (S.D. 10.05)	22.45 (S.D. 22.72)	22.45 (S.D. 22.72)	18.70 (S.D. 22.47)
Local Company Practice	45.13 (S.D. 14.37)	37.98 (S.D. 14.15)	38.47 (S.D. 16.55)	66.65 (S.D. 24.88)	65.00 (S.D. 31.02)	31.78 (S.D. 27.39)	58.35 (S.D. 29.29)	18.70 (S.D. 22.47)
Non Local Company Practice	30.27 (S.D. 10.57)	28.45 (S.D. 11.66)	26.35 (S.D. 14.30)	41.30 (S.D. 24.52)	67.26 (S.D. 19.69)	20.19 (S.D. 18.13)	19.59 (S.D. 28.64)	8.15 (S.D. 14.58)

Index Results – Key Stakeholders Impact Analysis

2015	Overall	Community	Employees	Environment	Investors	Customers	Suppliers	Government
Overall Impact	31.28 (S.D. 12.38)	42.75 (S.D. 31.35)	34.00 (S.D. 31.24)	23.75 (S.D. 20.08)	40.80 (S.D. 10.07)	30.18 (S.D. 24.97)	12.95 (S.D. 18.62)	28.30 (S.D. 41.69)
Top 20 Impact	40.16 (S.D. 7.77)	53.75 (S.D. 26.62)	53.13 (S.D. 31.64)	38.75 (S.D. 16.17)	42.00 (S.D. 10.05)	22.45 (S.D. 22.72)	20.50 (S.D. 20.75)	45.75 (S.D. 47.77)
Local Company Impact	36.32 (S.D. 12.02)	47.28 (S.D. 33.49)	44.57 (S.D. 34.51)	35.87 (S.D. 18.96)	42.17 (S.D. 10.43)	21.59 (S.D. 23.95)	19.57 (S.D. 20.65)	37.61 (S.D. 45.32)
Non Local Company Impact	26.99 (S.D. 11.18)	38.89 (S.D. 29.49)	25.00 (S.D. 25.48)	13.43 (S.D. 14.68)	39.63 (S.D. 9.80)	37.50 (S.D. 23.85)	7.31 (S.D. 14.85)	20.37 (S.D. 37.36)

Index Results – Key Stakeholder Analysis



Practice Analysis



Impact Analysis

Key Stakeholder Analysis Local vs. Non Local Companies

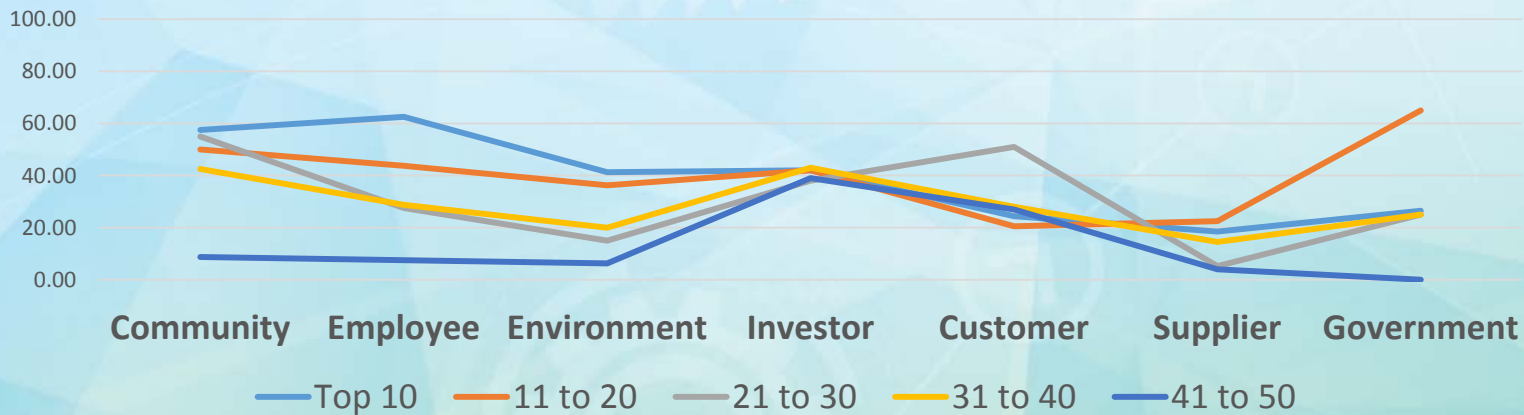
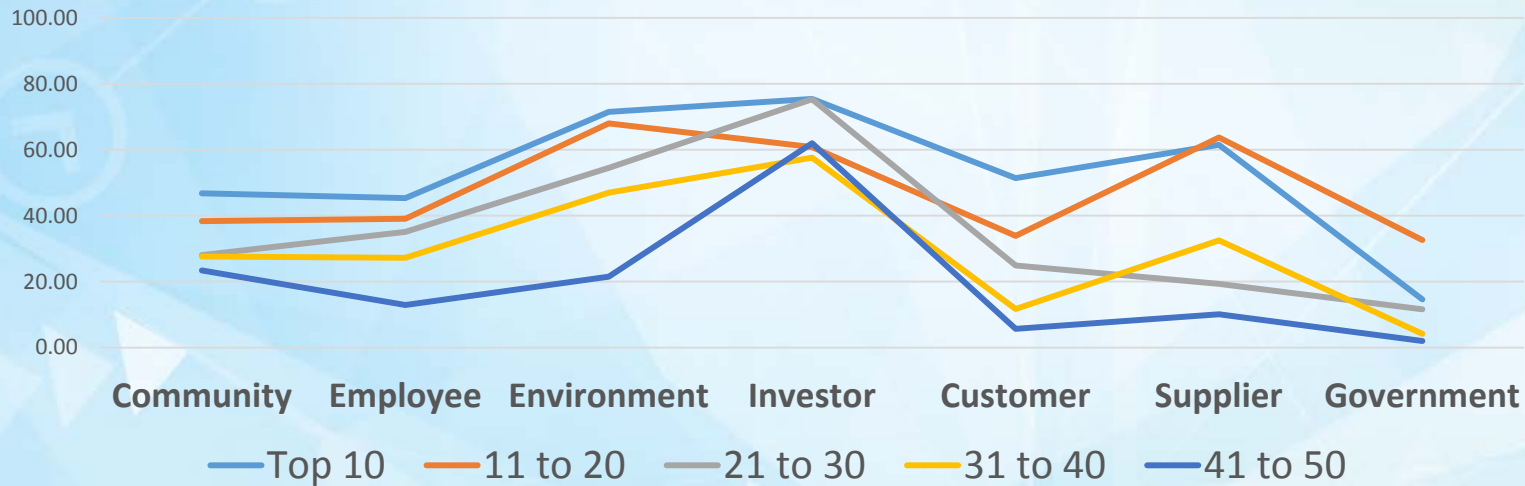


Practice Analysis



Impact Analysis

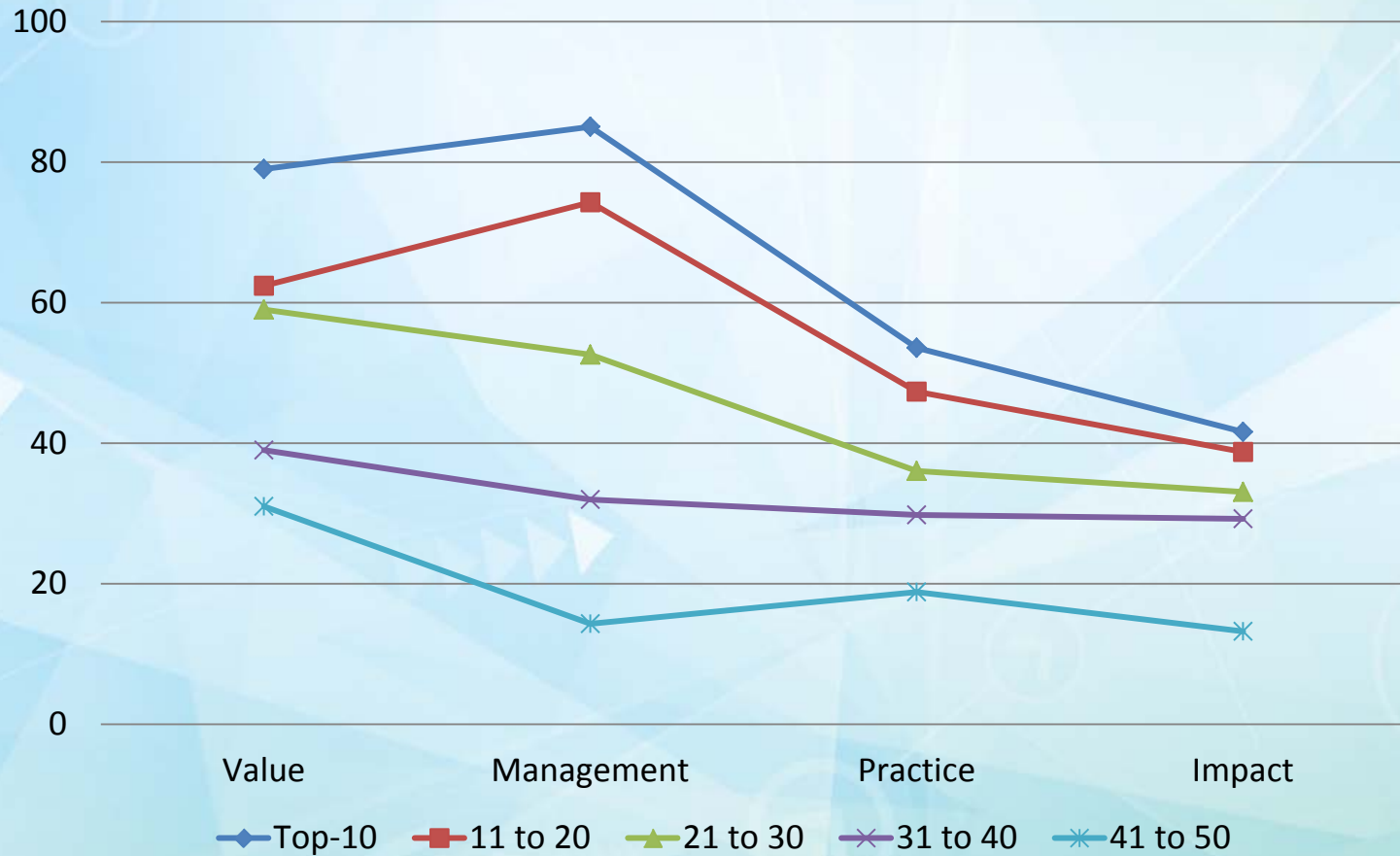
Key Stakeholder Analysis Rankings



Index Results – Local vs. Non-local



Index Results – Ranking



Index Results – Ranking



Observations to Share

- **VPI Assessment Scheme**
 - holistic and stringent: rising stakeholders' expectations and the growing attention to CSR effects
- **Index Scores and Corporate Social Performance**
 - Top-ranked companies in HKBSI comparable to international benchmarks: weak in impact assessment
- **Corporate Social Performance**
 - Values (Clear conceptualization), Management (management infrastructure in place), Practice (expanding coverage), and Impact (weakest part)
- **Individual Stakeholder Responsibility**
 - Emphasis: Investors and environment

Acknowledgement

- **Strategic Partners**
 - Hong Kong Council of Social Service
 - Hong Kong Productivity Council
- **Technical Partner**
 - SGS Hong Kong Limited
- **Funding support**
 - Sustainable Development Council (partial)



Thank You !