



# Our Community



Our connections to the community are a vital element of our business strategy and brand strength.

**Kathy Tesvich**  
Head of Corporate Responsibility

## ESG Interviews

### Investing for the Community and the Bank

Our connections to the community are a vital element of our business strategy and brand strength. But these relationships do not create themselves and we do not take them for granted: they require careful and consistent work.

This is where the Corporate Sustainability department comes in. We coordinate with our colleagues across the Bank and with our partners in the community. Hang Seng and its people represent a broad range of resources and expertise. Our different business units work together in a variety of ways to help the community solve real-life challenges.

We don't make assumptions about our community. We talk to our stakeholders in order to understand more about both their short-term needs and long-term aspirations. Then we meet with the Bank's management team to discuss how we can leverage Hang Seng's strengths and resources to provide supportive and effective assistance. We invite proposals from community partners and decide where we can have the greatest positive impact.

Participating in volunteer programmes helps to build team spirit and enhance a sense of belonging to the Bank and the community among our staff. We engage our colleagues through a variety of initiatives and encourage them to share their ideas and views on how Hang Seng is doing in making a contribution to the development and wellbeing of Hong Kong.

Through word-of-mouth and proactive external communications about our actions, we aim to raise awareness of community issues to inspire others to join the Bank in working for positive changes.

In 2021, we are concentrating on financial education for groups such as young parents and students. We are also planning to work with NGOs in Hong Kong to step up our actions on climate change. We are looking forward to sharing good news and results this time next year.

# Our Community

Hang Seng strives to contribute to a prosperous and sustainable future for the communities in which we operate.

In 2020, we continued to put emphasis on providing future skills learning opportunities for Hong Kong's young people to help strengthen their ability to adapt and thrive in a fast-changing environment. This approach aligns with our business strategy of placing focus on supporting younger generations, who are integral to driving greater sustainability.

To ensure the financial sustainability of our community, we provided dedicated financial education programmes, and included relevant elements in other community investment initiatives, leveraging on the Bank's resources and expertise to do so.

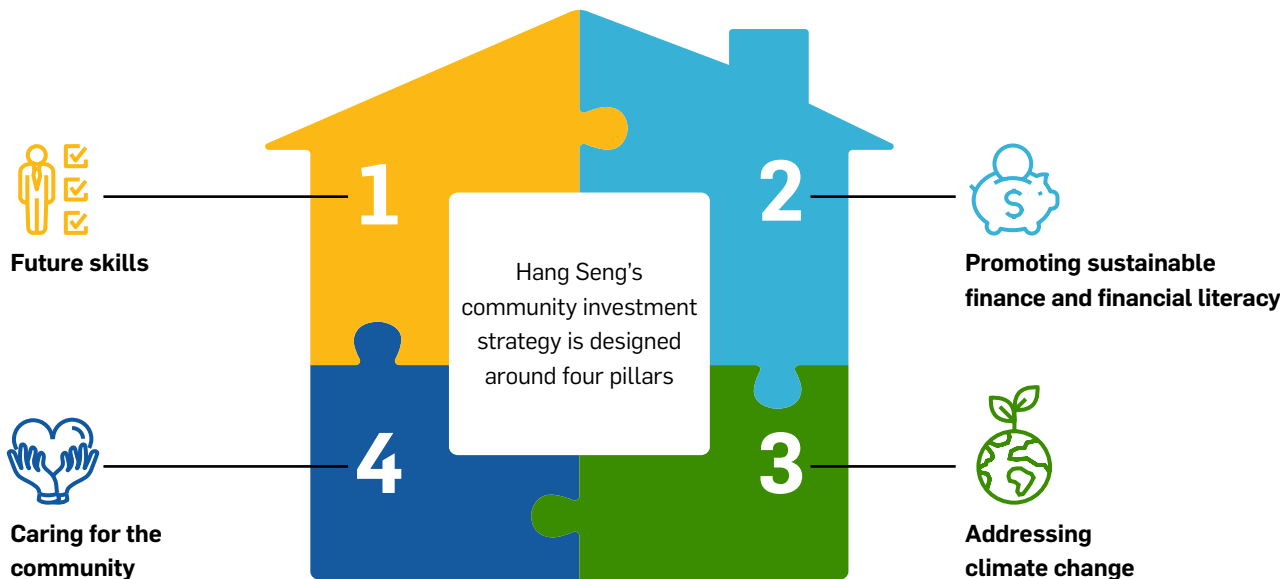
An "Addressing climate change" pillar has been added as a key focus to better respond to this pressing global issue, a reflection

of the major element in the environmental management approach of our operations.

During 2020, we invested more than **HK\$30 million** in our community investment programmes, bringing the total amount in the past 10 years to **HK\$282 million**.

We collaborated with local NGOs to design and deliver a total of 12 community investment programmes to support about 40,000 direct beneficiaries. We also made contributions to The Community Chest of Hong Kong which helped reach another 2.5 million people.

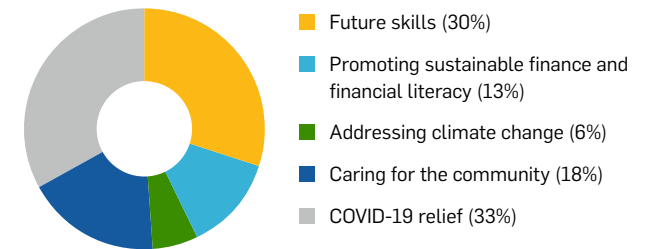
We invested non-financial resources such as volunteer time, professional expertise and practical support to ensure these programmes foster lasting social and environmental impact. Between volunteer time and professional expertise, we contributed close to 11,000 hours in 2020.



## Breakdown of Hang Seng's community investment:



## Breakdown of community investment areas in 2020:



In response to COVID-19, we mobilised appropriate financial and non-financial resources in a timely manner and offered assistance to strengthen community resilience.

Our Corporate Social Responsibility Working Group (CSRWG), chaired by the Head of Communications and Corporate Sustainability, is responsible for developing strategies and overseeing the implementation of our community investment programmes. Senior leaders from selected business units and functions serve as members of the CSRWG.

# Our Community

## Rising to the Challenge of COVID-19 ■■■

Although the COVID-19 pandemic and related school closures inevitably interrupted some of our planned community investment programmes and activities, we responded swiftly to the new realities created by the new operating environment. We worked closely with NGOs to understand the needs of our beneficiaries, refined our programmes and implemented new assistance initiatives to deliver help via both online and offline channels.



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## Hang Seng Academic Assistance Programme

To respond to the pressing needs of students who have had to adapt to learning from home, we donated HK\$10 million to launch the Hang Seng Academic Assistance Programme (HSAAP) in June 2020 to support underprivileged primary and lower secondary school students.

The Programme partners with St. James' Settlement, seven other charities and 13 primary schools. In 2020, we provided after-school tutoring and counselling, as well as family day-care support, for over 4,600 students. We also set up an online homework portal through which tutors as well as Hang Seng volunteers offered academic assistance. The Programme employed close to 700 youth tutors who provided more than 66,000 hours of tutoring. We also donated laptops, school bags and food subsidies to Programme beneficiaries.

The Programme was delivered through a mixture of online and offline channels to ensure students had easy and safe access to adequate support.



- As a young person pursuing a bachelor's degree in social work, I have always wanted a career in education or social service. Working as a tutor under HSAAP has been a great experience in preparing me for the various types of situations I might encounter in the future. I have worked with students facing a variety of challenges and learned valuable new skills as regards providing the most effective help and support to children with different personalities and abilities. This employment opportunity also provided an important source of income for me and my family during the pandemic and economic downturn. ■■

**Mr Ho**  
Programme tutor



# Our Community

## Rising to the Challenge of COVID-19

### A Parent's Story

Single father Mr Wong lost his job due to the economic impact of COVID-19. It was hard for him to look for new employment because he had to take care of his eight-year-old daughter who was studying from home due to school closures. His daughter was finding online learning difficult and was not as motivated as before due to the lack of opportunities to interact with her peers. Mr Wong found it challenging to help his daughter with her school work and his circumstances meant he could not afford a private tutor.

Relief came in the form of HSAAP, which allowed Mr Wong to send his daughter to tutoring classes and to benefit from the Programme's day-care service. As the Programme capped the number of students at four per tutor, Mr Wong's daughter was able to receive the individual attention and academic support she needed to keep up with her studies. She became more engaged and began taking part in games and other group activities with the opportunity to interact more directly with tutors and other students.

The child-care support from the Programme gave Mr Wong more time to look for work and subsequently, he was successfully employed as a building contractor, which helped to reduce his financial concerns.



### Virtual volunteering

Amid social distancing, many Hang Seng staff members – who are all entitled to two days of volunteer leave – participated in “virtual volunteering” in our community. They assisted students via an online homework portal and phoned elderly residents to offer emotional support and provide advice on staying safe and well. In partnership with the Hong Kong Association of Banks, our volunteers also delivered digital banking knowledge to local youths and elderly people via an online workshop and sharing session.



### In-kind donation

We donated second-hand laptops to support students who had to adapt to the challenges and opportunities of online learning during the pandemic. We wanted to help ensure this new form of education is inclusive and accessible by more young people.

Total in-kind donation in 2020 amounted to HK\$760,000.

- Students faced unprecedented challenges when their regular schooling was interrupted by the COVID-19 pandemic. Many found it difficult to keep up with their school work and missed interacting with their peers. I am delighted to have had the opportunity to lend a helping hand by providing direct homework assistance via the mobile app that was developed for the Programme. I appreciate how technology can connect people from different backgrounds and generations at any time and from any location. ■■

**Patricia Chan**  
Hang Seng Volunteer  
Risk

# Our Community

## Rising to the Challenge of COVID-19

### A Student's Story

Primary five student Cheuk Yan lives with his parents and younger brother in a cubicle apartment. With limited space at home, he studies in the corridor. He is also dealing with the challenges of ADHD, which makes it difficult for him to concentrate in class and he struggled at school, particularly with listening-based activities such as dictation.

HSAAP's tutor Miss Wai noticed Cheuk Yan's difficulties and patiently worked with him to identify words that appeared frequently in his school work. Reading out loud with him, she taught him the meaning of the words and how to pronounce them. She also taught him how to deduce the spelling of a word, instead of just trying to memorise the letters.

Under Miss Wai's more personal tutoring through the Programme, Cheuk Yan's English has gradually improved and he managed to score 70 per cent in dictation, as compared with 0 per cent previously. In addition to earning the admiration of his parents and teachers for his hard work, Cheuk Yan's progress has given him more confidence and improved his resilience when facing challenges.

During my volunteer work, I spoke to a mother who has very little emotional support. She was really feeling the pressure of the school closures, as she was having to take care of her children in very challenging economic circumstances. I am glad that I could offer her some time and a listening ear to help relieve some of her stress.



**Helena Chung**  
Hang Seng Volunteer  
Commercial Banking

I spoke to elderly members of the community on the phone and provided them with useful information on how to safeguard their health amid the COVID-19 outbreak. Many elderly people can feel isolated and don't know where to find reliable information about the pandemic. In these uncertain times, it is more important than ever for us to reach out, show support and offer help.



**Helen Ching**  
Hang Seng Volunteer  
Digital Business Services

# Our Community

## Future Skills

Young people will play a central role in the future development of society, and investing in their potential is a key component of SDG 4: Quality Education. With this in mind, Hang Seng has long been supporting community investment programmes that help equip and support young people.

### “I am...” Youth Portal

To make the most of their studies, young people need to make informed personal development and career planning choices. Accessible and reliable information, recruitment updates and useful guidance are essential.

Developed in partnership with St. James' Settlement, our one-stop, multifunctional “I am...” Youth Portal helps young people to explore their interests and passions to identify suitable future academic and/or career paths. The Portal utilises chatbot and aggregated data analysis technology to provide personalised information to young people aged 15 to 29 via digital channels. The young people may also be paired with registered mentors possessing the relevant background and work experience in their areas of interest to receive real-time, interactive advice online.

Users of the portal can also take personality tests, access up-to-date career and academic news, and enjoy an online TV channel featuring career and academic related content. Our partner St. James' Settlement also provides offline counselling services to support young people in their career journey.



## Support In Turbulent Times

The COVID-19 pandemic forced many people to adjust to new routines, and to learn how to cope with loneliness, job loss and grief. Needless to say, this poses tough mental and physical challenges.



As a mentor on the “I am...” Youth Portal, Daniel Ng, 25, fielded plenty of questions related to the effects of the pandemic. Students struggled with online lectures and wondered what they would do when their degree courses ended. In the uncertain “new normal”, many felt there were even fewer opportunities to find a stable job or have a fulfilling career.

Daniel understood that the mentees faced unprecedented circumstances. He shared his own experiences and advised students to be flexible and responsive to the changing environment, to try to view the changes as opportunities rather than obstacles and to embrace an attitude of continuous learning.

Serving as a mentor was a learning experience for Daniel too: he had to ensure he provided clear and practical advice. Consequently, Daniel believes he has become fluent in explaining concepts to people who have no knowledge of his industry. He says he tries to always be there to cheer up mentees and, when they feel lost, to set them on the right path.

# Our Community



## Future Skills



### Hang Seng Youth Career Planning Scheme

In partnership with The Society of Rehabilitation and Crime Prevention (SRACP), the Hang Seng Youth Career Planning Scheme helps youths in need, including young people from ethnic minorities, ex-offenders, at-risk youths and those under statutory supervision, as well as young people without a university education. Via workshops, job-shadowing and workplace visits, the Scheme shares the knowledge and skills necessary for improving employment prospects and encouraging entrepreneurship.

For example, elementary entrepreneurship training courses and personalised 1-on-1 coaching sessions are arranged to support participants. An online learning portal was developed in 2020 so that participants could attend workshops and trainings online.

Members of Hang Seng's senior leaders shared their professional insights and experiences with participants who applied for start-up funding from the Scheme.

From 2014 to 2020, about 80 start-up proposals were approved by the Scheme, among which 68 per cent are still in operation under the regular monitoring and guidance by SRACP. The funding recipients discovered new personal strengths, identified career goals, expanded their networks, and planned and launched businesses.



### Reaching Out To Young People



Outside of community investment, the Bank introduced the Go!GingerOnion initiative in 2018 to reach out to more young people via social media. A dedicated Instagram page (@gogingeronion) and YouTube channel feature engaging content and a wide variety of videos on trending topics among teenagers, and aim to connect with young people and empower them to build confidence to explore opportunities in life. In a year of disrupted classes and cancelled mock exams, Go!GingerOnion created "instamock exam" – the first of its kind on Instagram – to help 2020 DSE candidates to prepare for the important public exams. A media organisation subsequently recognised the initiative with a gold award in mobile communication.



# Our Community

## Promoting Sustainable Finance and Financial Literacy

income

saving

consumption

donation



As Hong Kong's leading domestic bank, promoting sustainable finance and financial literacy aligns with our core banking focus. We look to support programmes that give young people and their families the tools and knowledge to manage their finances and enhance their future financial security.

### e\$mart Financial Education Programme

Our pioneering e\$mart Financial Education Programme, a partnership with the Hong Kong Family Welfare Society, focuses on educating Hong Kong primary school students

about digital transactions and money concepts. With the spread of e-payments, it is important to encourage responsible spending habits among young people and teach them the value of money from an early age.

A cashless society simulation game cultivates students' financial management skills. Seminars for young parents help enhance financial management awareness and knowledge, and provide parents with skills that will make it easier for them to provide their children with proper money management concepts and values.

### Helping Children To Be Financially Savvy

Single parent Mr Chan\* found it difficult to balance work and child care, and lacked confidence in his own financial acumen. He did not know how to communicate effectively with his son on financial matters. After taking part in the e\$mart Financial Education Programme, he learnt how to educate and empower his son by allowing him to manage his own pocket money, such as setting a budget for necessities like stationery. Mr Chan now understands the importance of educating children about financial management from an early age, and feels better able to teach his own son about money management in a clear and age-appropriate way.

\*Alias





# Our Community



## Addressing Climate Change

We introduced "Addressing climate change" to our community investment pillars in 2020. However, for many years, we have been an advocate of environmental sustainability. Our commitment to SDG 13: Climate Action is demonstrated through our long-term commitment to the Hang Seng Yunnan Low-carbon Village programme.

### Hang Seng Yunnan Low-carbon Village

In 2016, Hang Seng began partnering with The Conservancy Association to implement a low-carbon village model in China's Yunnan province. This followed the successful completion of a decade-long biogas initiative.

In 2020, the Programme was carried out at a third site, Hexinchang Village in Dehong, Yunnan, where ecotourism and sustainable farming were introduced. Villagers were educated to plant higher-yielding crops. This helped improve their quality of life and relieve pressure on resources in this eco-sensitive area.

Low-carbon facilities, such as high-efficiency stoves, solar water heaters and solar-powered streetlamps were installed to help reduce firewood consumption, thereby also reducing carbon emissions.

Three villages involved in the Programme over the years continue to enjoy the benefits of the low-carbon model. From 2016 to 2020, it is estimated that a reduction of about 4,500 tonnes of firewood consumption and about 8,000 tonnes of CO<sub>2</sub> emissions were achieved. It is also estimated that, with the regular run rate of the low-carbon facilities operating in the three villages, about 2,000 tonnes of firewood consumption and about 4,000 tonnes of CO<sub>2</sub> emissions will be reduced each year from 2021 onwards.



## Sustainable Living In Practice

Yao Yuwen lives with his wife and two sons in Hexinchang Village in Dehong. Without sufficient agricultural land to make a living, Yao had to leave his family and seek temporary jobs in the city. With no stable income source, Yao found it challenging to support a family of four.



With the help of the Hang Seng Yunnan Low-carbon Village programme, Yao was able to return to his wife and sons. His family was given the opportunity to plant and sell *huang jing* and *cao guo*, two higher-yielding crops that are well-suited to the area. This new opportunity helped him generate an additional income that is sufficient to support his whole family.

Yao has also been taught how to adopt environmentally friendly farming and produce-management techniques. These skills will enhance the productivity of his agricultural activity and support a sustainable agricultural supply chain.

In addition, the family no longer relies on nearby forests for resources and low-carbon facilities have been installed in their home. "In the past, we had to walk in the dark to use open-pit latrines," he said. "Our living standard has improved substantially with the installation of solar-powered street lights, biogas toilets and high-efficiency stoves. I am truly grateful for everything in this programme."

# Our Community



## Caring for the Community

As part of our commitment to care for our community, we rapidly adjusted our focus in 2020 to help those who were significantly affected by the COVID-19 pandemic. At the same time, we remain proud of our long-term contributions to the community, such as those made through our 30-year partnership with the Hong Kong Table Tennis Association.

### Hang Seng Table Tennis Academy

Co-organised with the Hong Kong Table Tennis Association, the Hang Seng Table Tennis Academy (HSTTA) identifies and nurtures home-grown table tennis talent through high-quality and structured trainings.

Our support of HSTTA also reflects our commitment to promoting healthy lifestyles by encouraging people of all ages and backgrounds to participate in sports.

Since 2001, HSTTA has reached close to 400,000 beneficiaries, including students, athletes and coaches. In 2020, 61 per cent of the table tennis athletes in the Hong Kong Team had been nurtured and trained through HSTTA.

In 2020, while only a few in-person table tennis trainings could be held when the situation allowed, HSTTA focused on raising public awareness about the importance of maintaining physical fitness and mental wellbeing through sports activities. It provided easy access to health information and interesting facts about table tennis to keep the community engaged. It also promoted doing physical exercise at home to maintain a healthy lifestyle during the pandemic.

### From Tennis Player To Lecturer

PHD graduate, former member of the Hong Kong table tennis team, and now a university lecturer and table tennis coach, Clara Wong believed that COVID-19 presented opportunities rather than stumbling blocks. When regular practice was cancelled, she explored e-platforms to teach and communicate with her students, and used e-tools to make lessons more fun. In true sporting spirit, challenges and tough times did not limit Clara. Rather, she used them to develop her willpower and determination. Clara's table tennis journey began when she became a member of the first HSTTA cohort in 2001.



### Provided Much-needed Training Motivation

With sports centres closed due to COVID-19, HSTTA student Lo Ka-kit was not able to practice his table tennis skills. Instead of being down about it, he took the opportunity to focus on his overall physical training, which would help him be better prepared for future competitions. He said he was grateful for the support he had received from his coaches and HSTTA. He looked forward to broadening his sporting horizons in the future by participating in local and international contests.



# Our Community

## Looking Ahead

### ESG Interviews

Leveraging Hang Seng's expertise and resources, we strive to support our community in ways that promote sustainable and healthy growth. As a part of the community, we feel incumbent to share the burden to solve pressing social needs because we believe if our society grows in a good way, we do too.

**Sonia Tsang**  
Corporate Sustainability Manager



In 2021, we will continue to step up efforts in addressing climate change and promoting sustainable finance and financial literacy while maintaining focus on empowering young people by equipping them with future skills.

We will plan our resources based on an allocation of around 35 per cent, 20 per cent, 20 per cent and 25 per cent respectively to our four community investment pillars: "Future skills", "Promoting sustainable finance and financial literacy", "Addressing climate change", and "Caring for the community". This allocation may change if resources are needed to respond to any unexpected social needs. We will also place more emphasis on measuring the longer-term impact of our programmes.

We will continue to proactively explore and respond to pressing social needs that may arise and work closely with our community partners to deliver our community investment strategy, with the goal of contributing to the sustainable development of Hang Seng and the society at large.

