

Most top HK-listed companies fail test on social responsibility

Paggie Leung

A majority of the top listed companies in Hong Kong fail to adopt sound social-responsibility policies and practices, a survey has found.

Oxfam Hong Kong commissioned CSR Asia in May to carry out the research, covering the 43 Hang Seng Index constituent companies at the time.

More than 60 per cent of the companies achieved less than half the total score of 147.

The report ranked companies in seven core areas – corporate governance, stakeholder engagement, supply chain, workplace, environment, strategy and community.

HSBC ranked first with 137 marks, or 93 per cent, followed by CLP Holdings with 84 per cent, and China Mobile with 82 per cent.

Oxfam said high scores only meant the companies had set up good policies and measurement in the seven core areas, which would not necessarily result in real impact.

Eight companies achieved 10 per cent or less. They included property giants Sun Hung Kai Properties (9 per cent), Cheung Kong (8 per cent) and Henderson Land Development (5 per cent). Wharf (Holdings) scored lowest, about 1 per cent.

A Henderson Land spokeswoman said the company would look at the report, but the firm had been doing a lot on social responsibility. Wharf declined to comment.

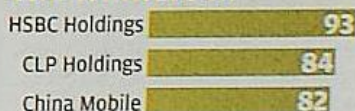
Other developers, including New World Development and Hang Lung Properties, along with Bank of China and trading company Li & Fung all scored 30 per cent or below. Questionnaires were sent to all 43 companies but only 16 replied, so sources such as annual reports were used.

"Most of the companies surveyed can do better in their policies and practices as well as improve disclo-

Doing the right thing

The top-and bottom-placed companies with their total-score percentages:

The winners ...



... And the losers



SCMP GRAPHIC

SOURCE: OXFAM

sure," John Sayer, director general of Oxfam Hong Kong said.

He rejected suggestions that during the financial crisis was not the best time to think about such issues. "More than ever ... they need to demonstrate to the public [and] to investors, that in addition to making good profits they are socially and environmental responsible," Mr Sayer said.

Mainland firms more aware of CSR

By Carmen To

Mainland enterprises are more aware of corporate social responsibility (CSR) than their Hong Kong counterparts, said Richard Welford, chairman of CSR Asia, the leading consultancy provider on sustainable business practices in Asia.

“Some Hong Kong-listed mainland companies had the highest scores in our CSR research findings, namely China Mobile, Foxconn International Holdings and China Resources Enterprises. They also want to keep pace with the global standards,” Welford said.

Oxfam Hong Kong urges the Hong Kong SAR government or the Hong Kong Stock Exchange to follow the steps of the Shenzhen Stock Exchange in encouraging public listed companies to adopt the Global Reporting Initiative (GRI) reporting standards and to tell the public about the impact of their actions.

In May this year, **Oxfam Hong Kong** invited CSR Asia to provide a presentation of how the 43 Hang Seng Index constituent companies weighed up on their CSR policies and practices. This was to assess current CSR initiatives, which could also serve as a basis for future dialogue with companies on the social and environmental issues as well as poverty alleviation programs.

The response rate, however, was woefully low, according to both organizations, with 16 out of 43 companies responding to the survey, representing only 37 percent of the total.

For companies that did not respond, information was collected from the public domain such as 2007 annual or CSR reports to complete the survey questions.

“HSBC ranked the first out of all Hang Seng Index companies with a total score of 93 percent, followed by CLP Holdings (84 percent) and China Mobile (82 percent). However, 26 companies scored less than 50 percent and eight companies scored below 10 percent,” an **Oxfam** statement said.

The poorly rated companies included Sun Hung Kai Properties, Cheung Kong Holdings, China Unicom, China Netcom, COSCO Pacific, Tencent, Henderson Land Development and Wharf. These companies did not disclose their CSR activities, which also reflected a transparency problem.

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Silence says a lot about firms' deficiencies

Paul Mozur

Many of Hong Kong's top companies demonstrate little social responsibility, with more than 60 percent of them not even prepared to answer a survey conducted by Corporate Social Responsibility in conjunction with Oxfam Hong Kong.

"Right now the picture we have is that a minority of companies are doing excellently, and the rest need to start doing much more," CSR Asia chairman Richard Welford said.

The study showed SAR companies fared especially poorly in developing satisfactory environment, supply chain and workplace policies and practices.

The survey polled the 43 companies listed on the Hang Seng Index in May but only 16 responded. For those companies that did not

respond, surveyors made do with publicly available data.

Welford said the companies that did not respond did worse than companies that did, adding the lack of participation and transparency from so many of the city's banner companies is "quite worrying."

Oxfam Hong Kong director general John Sayer said: "If a company is not saying much then often it's not doing much."

Among the companies ranking the highest were HSBC, CLP and China Mobile while the bottom dwellers included Henderson Land Development and Wharf Holdings.

Welford said most companies polled had no specific environmental plan or emission targets and that many could not provide even basic information about often complicated supply chains in China.

"This opens up the possibility of labor violations in factories linked to Hong Kong companies," Sayer warned.

Sayer said companies should look to international standards to become more responsible, adding that Hong Kong was already behind in adopting these practices.

Welford said the government had not given any signal to companies about improving CSR policies.

"Even if the chief executive just said, 'I want to see more talk about CSR,' conditions would likely improve," he said.

Sayer also stressed that the current downturn was no reason not to implement stronger CSR policies. "This is a time when, more than ever, companies do need a social license to operate," he said.

paul.mozur@singtaonewscorp.com

企業社會責任調查 匯豐第一 九倉包尾

【明報專訊】為了解本地公司對企業社會責任的認知，樂施會在5月就7個不同範疇，包括企業管治、供應鏈質素監管、工作間質素、環境保護意識及社區投資等訪問43家恒生指數成分股公司，結果顯示匯豐在總評分中排第一（見表）。樂施會補充，企業回覆率只有37%，即只有16家公司回覆問卷，回覆率低得「令人失望」，希望在經濟衰退期間，企業不單要有賺錢能力，還應反思社會責任的重要。

回覆率37% 低得「令人失望」

該報告名為「恒生指數成分股公司企業社會責任調查」，由樂施會委託企業社會責任亞洲（CSR Asia）進行，7個調查範疇總分為147分，若公司表示在該範疇有積極發展，所得分數將愈高，對於未有回覆的公司，CSR Asia會蒐集企業年報或企業社會責任報告來填寫問卷。CSR Asia主席威理夫教授承認調查有一定限制，沒有回應調查的公司未有向公眾披露更多資料，令他們未能就公司實際情況評分。

在報告中，得分最低的8間公司倒數為新鴻基地產、長江實業、中國聯通、中國網通、中遠太平洋、騰訊控股、恒基地產和九龍倉集團，新鴻基地產表示收不到問卷，恒基地產指未確定是否已遞交報告，而排最尾的九龍倉集團則未有回應報告。

報告顯示，企業於供應鏈質素監管、環境保

恒指成分股公司 「企業社會責任」首10名

排名	企業	所得分數百分比
1	匯豐	93%
2	中電控股	84%
3	中國移動	82%
4	太古集團	76%
5	港鐵公司	75%
6	信和集團	74%
7	富士康國際 控股有限公司	71%
8	國泰航空公司	69%
9	華潤創業	65%
10	恒生銀行	62%

註：調查於5月進行

資料來源：樂施會

護及工作間質素得分少於一半的企業數目，超過整體六成。樂施會總裁施日莊表示，結果或多或少反映受訪企業在3個範疇都欠缺長遠規劃及監察，例如個別企業即使有推動環保活動，都只着重活動次數，並未針對成效有多大。樂施會已將調查報告寄給所有恒指成分股公司，希望藉金融海嘯的衝擊令企業能改善以往作風，承擔社會責任時不要單為建立企業形象而做。

調查指藍籌企業社會責任弱

樂施會調查顯示，本港大多數恒生指數成分股均缺乏有效的企業社會責任政策和措施，尤其在供應鏈、環境和工作間這幾方面顯得特別薄弱。在眾藍籌股中，以滙豐控股（005）的企業社會責任得分最高，但地產股普遍在這方面做得不足夠。

樂施會委託企業社會責任亞洲（CSR Asia）於五月訪問本港所有藍籌股，就企業管治、策略、持股份者的參與、供應鏈、工作間、環境和社區投資方面進行調查，但回應率為三成七，而沒有回應的上市公司則通過其年報或企業社會責任報告作為計分的依據。

在是次調查中，企業社會責任得分最高的三家藍籌公司為滙控、中電控股（002）及中國移動（941）；但

得分最低的十家企業中，一半為地產股，包括長江實業（001）、新鴻基地產（016）、恒基地產（012）、恒隆地產（101）及九龍倉集團（004），其次是電訊及資訊科技股，包中國聯通（762）及騰訊控股（700）等，而中國人壽（2628）亦「榜上有名」。

樂施會亞洲主席威理夫（Richard Wellford）表示，國際化程度高的上市公司在企業管治和透明度上做得較好；而集團總裁施日莊認為，在經濟急速惡化時，上市公司比任何時候更需要得到社會的認可，並應由最大的上市公司擔當牽頭角色；威理夫表示，內地公司過去對公布有關資料時較為謹慎，但近兩年出現明顯變化，對於如中移動等自我定位就是一個國際參與者，在企業社會責任方面亦向國際標準看齊。

企業社會責任 獅王獲高分

做生意以盈利為目標，同時亦應注重社會責任。有團體發問卷調查香港43間恒指成分股公司的企業社會責任狀況，只有16間有回應，在一眾有回覆的企業中，大笨象滙豐被評最有社會責任。

訪43上市公司 評估7範疇

樂施會總裁施日莊稱，近期經濟下滑，公司更需要重視社會責任，向社會和投資者證明，企業賺錢外亦會對社會負責，長遠而言亦可改善形象和競爭力。

調查由樂施會委託企業社會責任亞洲，在今年5月向43間恒指成分企業發問卷，就企業管治、工作空間和環境等7個範疇，評估企業的社會責任，但27間公司沒有回應。

在16間願意用問卷自評的企業中，滙豐以93%的高分成為最有責任的企業，排第二和第三的分別是中電和中移動。

樂施會政策研究員曾迦慧稱，調查只代表企業有訂立政策和指標達致社會責任，不代表企業有實踐，政策的成效亦不在調查的範圍內，換言之，企業的自評未必能反映現況。

但曾稱，企業願意提供資料，提高透明度始終是好事，樂施會亦會在未來檢討調查方法，希望達更佳效果。☐

樂施會就恒指成分股企業的社會責任調查

被調查評為 領導社會責任的企業	總分	被評為最差 社會責任的企業	總分
滙豐控股 (0005)	93%	新鴻基地產 (0016)	9%
中電控股 (0002)	84%	長江實業 (0001)	8%
中國移動 (0941)	82%	中國聯通 (0762)	7%
太古 A (0019)	76%	中國網通 (0906)	7%
香港鐵路 (0066)	75%	中遠太平洋 (1199)	7%
信和置業 (0083)	74%	騰訊控制 (0700)	5%
富士康國際 (2083)	71%	恒基兆業 (0012)	5%
國泰航空 (0293)	69%	九龍倉集團 (0004)	1%
華潤創業 (0291)	65%		
恒生銀行 (0011)	62%		
港交所 (0388)	61%		

逾半藍籌企業 社會責任不及格

【新報記者何承聲報道】據此間一項調查發現，本港43間恒生指數成份股公司企業責任及措施的表現過半數屬不合格水平。樂施會委託企業社會責任亞洲 (CSR Asia) 進行調查，以一百分為滿分，發現有26間恒生指數成份股公司得分只有50分以下，屬於不及格水平，其中更有八間企業得分低於10分【詳見附表】。

樂施會在今年5月以問卷調查方式訪問43間公司，其中16間公司有回應，而對於未有回應的公司，企業社會責任亞洲透過該公司的公開資料如年報或企業社會責任報告，作為填寫問卷的依據。

調查研究涉及企業管理、策略、持份者參與、供應鏈、工作間、環境和社區投資合共7個範疇，而得分高的公司只能代表它們在這七個方面都訂立了相關政策及指標，並不代表它們已實踐全面的企業社會責任。

滙豐表現佳排名第一

報告顯示，滙豐控股 (0005) 得分93%，排名第一，其次是中電控股 (0002) 及中國移動 (0941)，而九龍倉集團 (0004) 以1%排名最後。

企業社會責任亞洲主席威理夫教授表示，調查揭示大部分社會企業公司在供應鏈及工作環境表現有較大的挑戰，同時亦欠缺能夠量化的機制，以及缺乏有效的監察機制。