



CSR: Buzzword or Business Imperative? Workplace

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What kind of workplace do you want to be in?







>80% Hong Kong workers are not fully engaged



35%

..... said they would have to **leave their organisation in order to advance** to a job at a higher level.



39%

feel they are often **bothered by excessive pressure** on the job.



50%

feel they are able to **sustain the level of energy** they need throughout the work day.

2012 Towers Watson
Global Workforce Study

68% of Hong Kong's bosses expect employees to be available or contactable while on annual leave or outside office hours.



21.4%

of employees see that most people do not leave work before their bosses/supervisors do

30.7%

of employees say work-life balance is not talked about in their company



18%

of employees feel that they cannot raise concerns about work-life balance if they want to get ahead in their company

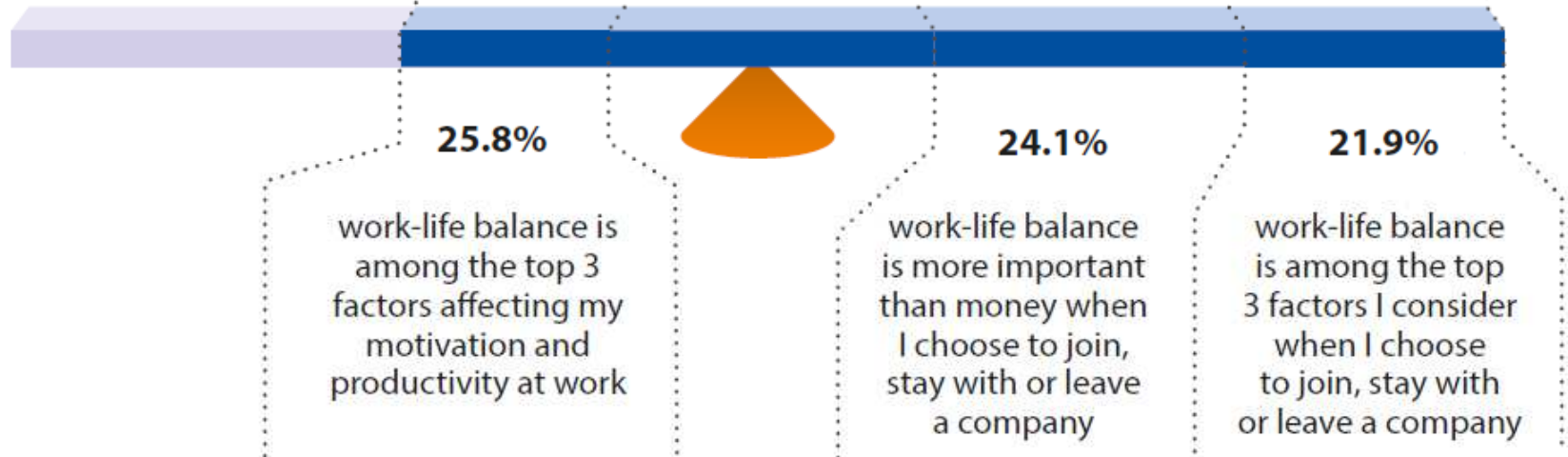


- 6% higher net profit margins
- 5 times higher shareholder returns
- Happy employees 50% more productive
- Healthy workplace means 11% higher revenue per employee

Strong Business Case for work-life balance

71.8%

of employees say work-life balance is a critical factor affecting productivity, engagement and attraction and retention of talent:

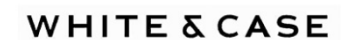




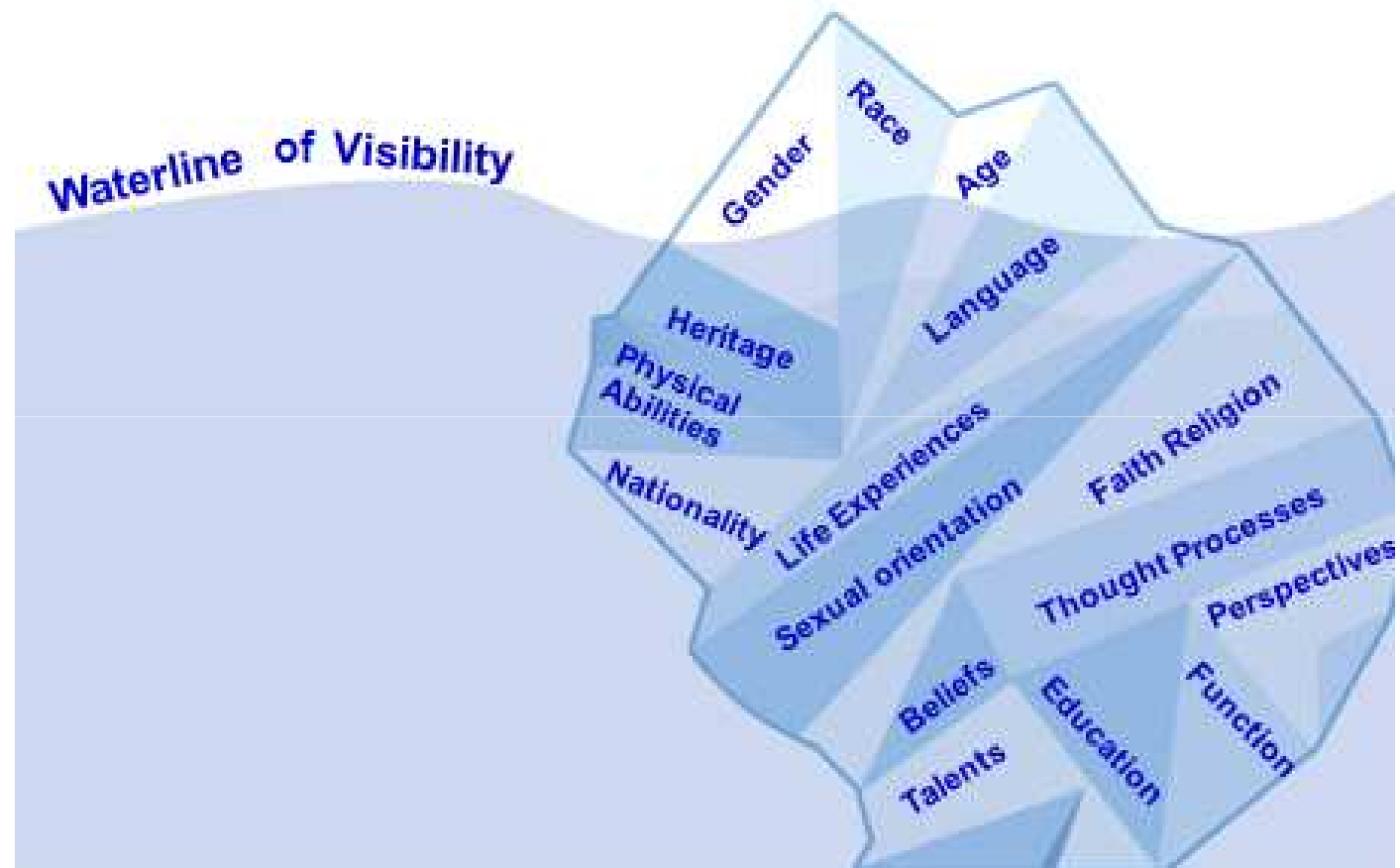
“Work-life balance is about people having a measure of control over when, where and how they work. It is achieved when an individual’s right to a fulfilled life inside and outside paid work is accepted and respected as the norm, to the mutual benefit of the individual, business and society.”

- The Work Foundation

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How many women are there among senior management?



How does the company develop Gen Y/ Gen Z talent?



Does the company invest in developing local talent?



Is the company hiring people with disabilities?



Does the company tolerate discriminatory behaviour towards sexual minorities?



What does the company do to leverage more experienced employees?

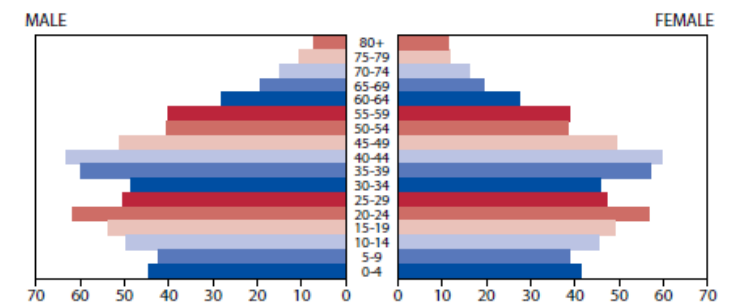
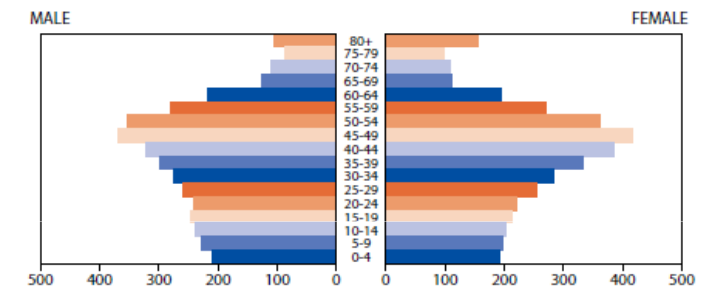
**21ST CENTURY
WORKPLACE**



All-inclusive

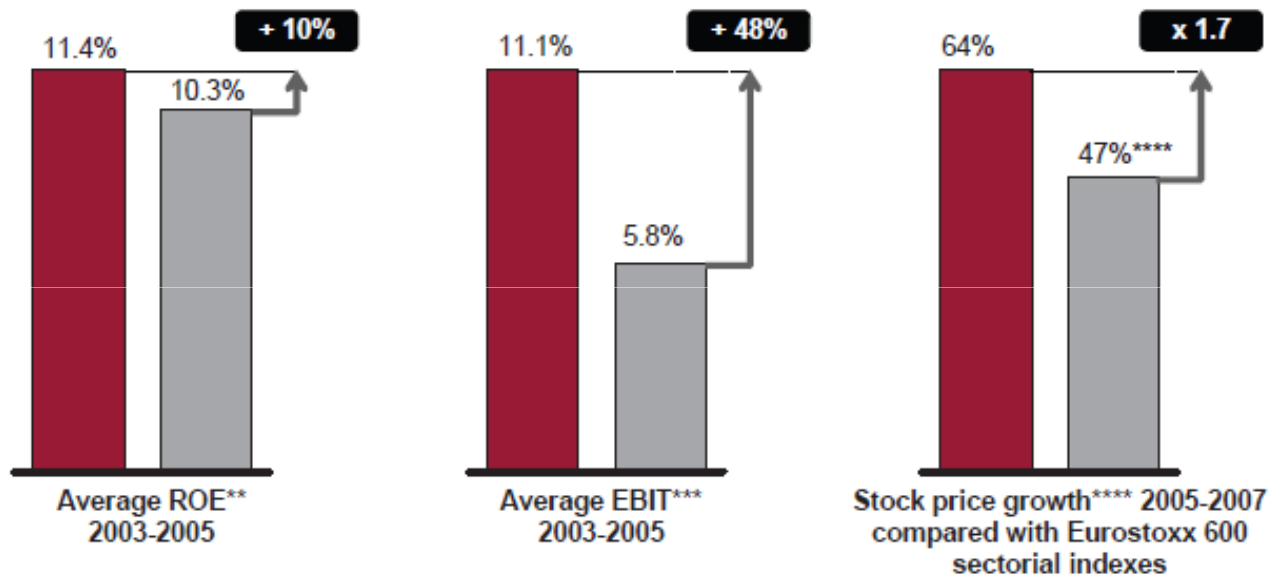


Geography	% population aged 15 to 59 in 2009	% population aged 15 to 59 in 2040	% Change from 2009 to 2040
Korea	68.1	47.8	-29.8%
Hong Kong	70.2	49.3	-29.8%
Singapore	67.4	49.2	-27.0%
Japan	56.9	44.6	-21.6%
China	67.9	53.7	-20.9%
Thailand	67.1	56.4	-15.9%
Vietnam	65.6	56.6	-13.7%
Indonesia	64.2	57.7	-10.1%
Malaysia	63	59.5	-5.6%
India	61.3	62.2	1.5%
Phillippines	59.6	61.1	2.5%



Economic performance of the companies with most gender-diverse management teams compared with their industry average

■ Companies with most gender-diverse management teams*
■ Industry average



* 89 companies, identified with the scoring system developed by Amazone Euro Fund

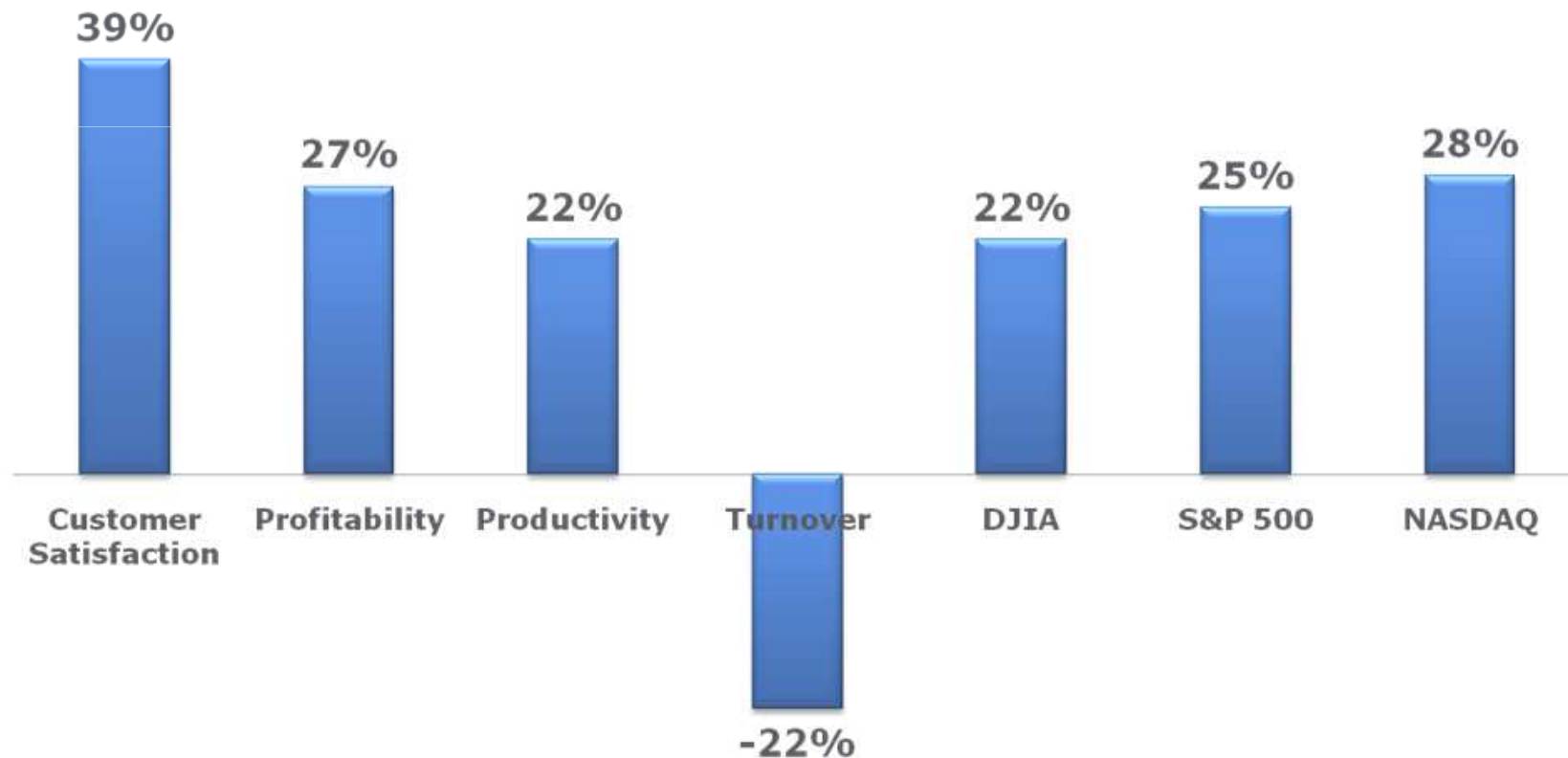
** 87 companies, data not available for two companies

*** 73 companies, financial sector not included

**** Of the 89 most gender-diverse companies, 44 have a market capitalization greater than 2 billion euros

Source: Amazone Eurofund database; Amadeus; Research Insight; Datastream; Bloomberg; McKinsey

Diverse and inclusive companies outperform and have more satisfied customers and team members



Risk and reputation	Employer of choice	Competitive advantage
<ul style="list-style-type: none">• Legal compliance• Mitigating risk• Managing reputation• Litigation in other parts of the world (US, UK)• Global, more exposed workforce	<ul style="list-style-type: none">• Attract and retain the best talent• Offer benefits beyond remuneration• Access new talent pools• Gen Y is demanding it• Shortage of talent• Differentiate their brand in the marketplace (extreme competition)	<ul style="list-style-type: none">• ‘Diversity of thought’• Higher productivity• Greater innovation• Improved decision making• Better Corporate Governance• Winning Customers

COMMUNITY BUSINESS



What kind of workplace do you want to be in?



Community Business

- A unique non-profit organisation dedicated to advancing Corporate Social Responsibility

Lead, inspire and support businesses
to improve their positive impact on people and communities



CSR Strategy



Community Investment



Diversity & Inclusion



Work-Life Balance