



富邦銀行為香港市民帶來「無牆藝術館」，為繁忙的都市生活增添色彩

二十多間中、小學共 300 多名學生參與多項教育活動及工作坊

“The Bank has chosen to focus its community relations on the fields of art and culture, support for the underprivileged and environmental awareness and protection. 本行重視企業社會責任，尤其着眼於推動藝術文化、濟弱扶貧及倡導環保。”

FUBON BANK (HONG KONG) IN THE COMMUNITY

Giving back to the community in which we operate is an important part of Fubon Bank's culture and corporate philosophy. In 2006, the Bank has taken steps to establish a programme for corporate social responsibility (CSR) that aligns with its Value Banking advocacy. The Bank has chosen to focus its community relations on the fields of art and culture, support for the underprivileged and environmental awareness and protection. Encouraging employees, customers, business partners and stakeholders to contribute to the well-being of the Hong Kong community by participating in our initiatives is also part of the CSR programme. Looking ahead, the Bank aims to build out the CSR initiatives that it has identified with more opportunities for employees to become personally involved through a volunteer programme.

2006 ART BUFFET “me2” CONTEMPORARY PUBLIC ART EXHIBITION

As a member of Fubon Group, the Bank embraces the corporate philosophy of reaching out to the local community through art sponsorship. Since art transcends language and culture, it overcomes many of the barriers that exist between people in day to day life.

In December 2006, the Bank, for the first time, sponsored an exhibition to bring contemporary art to Hong Kong. The 2006 Art Buffet - “me2” Contemporary Public Art Exhibition sought to present approachable,

融入社群

富邦銀行的文化和企業理念是「取之社會 • 用之社會」。於二零零六年，本行秉承「所享 超出所想」的經營理念，着手推行企業社會責任計劃，尤其重視推動藝術文化、扶助貧弱，以及倡導環境保護。本行履行企業社會責任的另一環節，是鼓勵員工、客戶、業務夥伴及利益相關群體共同參與，造福社會。展望未來，本行將推展企業社會責任活動，讓員工透過義工計劃獲得更多親身參與的機會。

2006 Art Buffet 「同感童感」當代公共藝術展

藝術能打破語言及文化隔閡，消除日常生活中人與人之間的障礙。作為富邦集團成員，本行透過贊助藝術活動，實踐融入社群的企業理念。

二零零六年十二月，本行首次贊助 2006 Art Buffet 「同感童感」當代公共藝術展，在香港的繁華鬧市創造了一個「無牆藝術館」，令香港市民能近距離接觸一件件的藝術作



viewer-friendly art for the enjoyment of Hong Kong people by creating a “wall-less art museum” at the bustling centre of Hong Kong. The programme was organised by the Fubon Art Foundation and curated and technically supported by Department of Cultural and Religious Studies, The Chinese University of Hong Kong. In line with the Fubon Art Foundation’s motto in “making life into art, and art into life”, a series of free public exhibitions were mounted at Hong Kong City Hall, Fubon Bank Building and The Chinese University of Hong Kong. The “*me2*” exhibition showcased the work of contemporary Taiwanese artists and was free and open to the participation and enjoyment of all members of the Hong Kong community.

On 9 December 2006, more than 50 employees joined the Bank’s CEO in a workshop to create a feather Christmas tree which was displayed at the Hong Kong City Hall during the exhibition period. To bring the world of art even closer to Hong Kong people, several workshops and an education programme for hundreds of primary and secondary students from more than 20 local schools were also held. The education programme was created to promote art education and nurture creativity among the younger generation. This community outreach programme included a series of workshops where students from five primary schools collaborated to create five large artworks which were displayed at the Hong Kong City Hall during the exhibition period, and where over 300 students from 16 local secondary schools helped to realise an artwork called “Words of Bamboo by the Harbour”, conceptualised by Yu Wen-fu, one of the artists featured in the “*me2*” exhibition. A School Fun Day and

品。該活動由富邦藝術基金會主辦，香港中文大學文化及宗教研究系策劃及提供技術支援。為實踐「藝術生活化，生活藝術化」的信念，富邦藝術基金會還在香港大會堂、富邦銀行大廈及香港中文大學舉辦了一系列免費公開展覽。該活動展示了多名台灣當代藝術家的作品，讓市民免費入場參觀，享受欣賞藝術所帶來的樂趣。

二零零六年十二月九日，本行行政總裁帶同 50 多位員工親手製作了一棵羽毛聖誕樹，製成品在展覽舉行期間擺放在香港大會堂，供公眾人士觀賞。為了令市民可以更加親近藝術，期間更為本港 20 多間學校的數百名中小學生舉辦了多個工作坊及教育活動。該項教育活動旨在促進藝術教育，培養年輕一代的創造力。活動內容包括一系列工作坊，由來自五間小學的學生協力創作了五件大型藝術品，而製成品其後在展覽期間於香港大會堂展出。另外，來自本地 16 間中學的 300 多名學生，亦合力製作出該藝術展其中一位藝術家游文富先生的作品《港邊竹語》，作展覽之用。當整項教育活動結束時，參與學校的校長、師生及家長共 300 多人出席了在



Ten artists demonstrate their various talents, styles and boundless fantasies in designing the small mogus.

十位風格和技法迥異的藝術家為小蘑菇雕塑添上天馬行空的彩繪。



Presentation Ceremony attended by over 300 guests including principals, teachers, students and parents of the participating schools was held at the Hong Kong City Hall to conclude the education programme.

Following this successful first initiative, the Bank looks forward to bringing more artistic and cultural events to Hong Kong.

SOCIAL WELFARE AND SUPPORT FOR THE UNDERPRIVILEGED

In the short time since its establishment in Hong Kong, Fubon Bank has supported numerous charitable organisations through donations or by helping them to distribute donation forms through our statements to customers. In the year ahead, the Bank will establish a community service team to drive its social outreach activities. This is intended to include opportunities for employee volunteerism in conjunction with charitable organisations in Hong Kong.

ENVIRONMENTAL PROTECTION

Fubon Bank endorsed the Clean Air Charter in 2006 in support of the Hong Kong General Chamber of Commerce's campaign to improve air quality management in Hong Kong. Moving forward, the Bank is working to introduce environmental protection measures and initiatives into many of its operations and processes.

香港大會堂舉行的「學校同樂日及證書頒贈典禮」。

本行成功舉辦首次活動後，未來將會繼續為香港帶來更多同類型的藝術文化項目。

濟弱扶貧

富邦銀行自不久前在香港成立後，積極透過捐贈和協助志願機構寄發捐助表格，支持他們的工作。在未來一年，本行將建立一支社會服務團隊來推動社會外展活動，讓員工有機會以義工身份參與香港慈善機構的活動。

環境保護

於二零零六年，富邦銀行簽署了《清新空氣約章》，支持香港總商會發起改善香港空氣質素的運動。展望未來，本行將致力把環保概念、措施及方案融入多項營運及業務流程之中。



"A Cup Filled with Blessings", which has the same pronunciation as "a life-long blessings" in Mandarin, represents the artist's blessings to visitors.

「一杯子的祝福」的普通話諧音「一輩子的祝福」，為公眾帶來真摯的祝福。