



British Chamber  
of Commerce in Taipei

BY THE BRITISH CHAMBER OF  
COMMERCE IN TAIPEI

PREPARED BY SABRINA HO  
& TINA WANG

2020  
REPORT

BETTER BUSINESS BETTER FUTURE.

# BCCT BETTER BUSINESS AWARDS 2020

INFORMATION TO THE  
OUTSTANDING APPLICANTS OF THE AWARD

## 企業多元文化獎 DIVERSITY AWARD

滙豐(台灣)商業銀行  
HSBC BANK (TAIWAN) LIMITED

王道商業銀行  
O-BANK CO., LTD.

## 企業社會責任獎 CORPORATE SOCIAL RESPONSIBILITY AWARD

滙豐(台灣)商業銀行  
HSBC BANK (TAIWAN) LIMITED

渣打國際商業銀行  
STANDARD CHARTERED BANK (TAIWAN)  
LIMITED

## 社會企業獎 SOCIAL ENTERPRISE AWARD

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社計行動股份有限公司  
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## 再生能源獎 GREEN ENERGY AWARD

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IOVTEC.CO., LTD.

## 最佳企業領袖獎 BUSINESS LEADER OF THE YEAR AWARD

王道商業銀行 O-BANK CO., LTD.  
駱怡君, 董事長

特力集團 TEST RITE GROUP  
黃仁俊, 商品管理部副總經理

# 企業多元文化獎

## DIVERSITY AWARD

Supported by |





# 滙豐(台灣)商業銀行

## HSBC BANK (TAIWAN) LIMITED

總部位於倫敦的滙豐集團，設立於1865年，是目前全球規模最大的銀行及金融機構之一。1984年於台灣開設第一間分行，並於2009年在台成立子公司 - 「滙豐(台灣)商業銀行股份有限公司」。在滙豐集團的大中華區營運平台，滙豐(台灣)佔有舉足輕重的地位，也是集團在亞洲的主要成長市場之一。

我們的宗旨在致力推動企業蓬勃發展、促進經濟繁榮，以及幫助客戶實現抱負，除了金融服務之外，滙豐連續三年獲得HR Asia Award最佳企業雇主的肯定，更十度蟬連「天下企業公民獎」，都完全展現滙豐對打造最佳工作場所，及支持社區永續發展的承諾與決心！

Headquartered in London, the HSBC Group is one of the largest banking and financial services organizations in the world. The first Taiwan branch was established in Taipei in 1984. In 2009, HSBC obtained approval to set up a local subsidiary in Taiwan known as the HSBC Bank (Taiwan) Limited (the "HSBC Taiwan"). Since then Taiwan's business continues to play a key role in HSBC's Greater China platform and is one of HSBC's key growth markets in Asia.



Our purpose is to be where the growth is, connecting customers to opportunities. We enable businesses to thrive and economies to prosper, helping people fulfil their hopes and dreams and realise their ambitions.

In addition to providing financial services, HSBC Taiwan was recognized by HR Asia as The Best Company to Work for in Asia for the three consecutive year, and also proudly received the prestigious Taiwan's Excellence in Corporate Social Responsibility Award by CommonWealth Magazine for the tenth consecutive year. HSBC is not only committed to build the best place to work for our employees, but also to the sustainability of the community.



# 企業多元文化獎

滙豐一直努力將多元和包容性文化融入我們所做的一切，以吸引，發展和留住最優秀的人才，並營造一個包容多元的工作環境。致力於打造滙豐成為最佳工作場所。同時，對外我們也努力為促進社會的多元與包容做出貢獻。

以下說明滙豐打造最佳工作場所的關鍵措施：

## A. 建立一個包容的文化

績效與獎酬：包容是我們的價值觀—可靠、開放與連結最好的描述。為了建立強烈的連結性，我們在績效評量時會評量員工展現的行為並給予一個行為評等。如果員工表現出與價值觀一致的卓越行為，則年度績效獎金將有正向調整。

表揚計畫：透過“At Our Best”（AOB）表揚計畫，滙豐的每位同仁都可以表揚在工作中展現價值觀行為（例如擁抱不同想法和將人們凝聚在一起）的同事。我們的CEO也會定期的表彰展現價值觀行為的同仁。

## B. 提供符合個人需求的彈性

最近10年，滙豐的同仁的平均年齡從35歲增加到40歲。多數的同仁現在都是職業父母或是需要照顧年邁的父母。有鑑於此，滙豐在2019年9月修訂了自2010年推出的彈性工作方案來支持同仁在不同人生階段的需求。彈性工作方案包含了工作時間、地點以及特殊需求休假的彈性。

當同仁有緊急需求，就可以藉由這些靈活的彈性工作方案來照顧家人或家庭，而不必犧牲工作和收入。這個工作方式也獲得了勞動部頒發的工作與生活平衡獎。

## C. 確保公平的職涯發展機會

滙豐是一個充滿各種機會的國際企業。HSBC University提供多元的資源和課程支持同仁的學習與發展。例如，招募學程指導我們的用人主管如何應對選才時的可能發生偏見；My HSBC Career是一個支持同仁職涯發展的專屬網站；網站中提供了各種影片、文章和職涯發展相關的內容，以滿足其當前和未來的發展需求。同時，我們將多元與包容文化(D&I)的精神融入於人力資源管理的流程中，以確保同仁擁有平等的職涯發展機會。

我們的相關政策促進內部同仁的輪調，消除阻礙同仁進步和發展的障礙。2019年內部轉職比率達到18%，並且有85%的帶人主管職位是由內部同仁選任。

## D. 成為多元與包容文化的最佳盟友

滙豐於2015年推動無差異化福利制度提供員工的同居伴侶(包含同性或異性伴侶)等同眷屬等級的福利，讓同仁可以在工作上完全發揮他們的潛能。

在2018年，我們也推動了“你就是最佳盟友”的計畫，同仁們只要認同最佳盟友宣言，就可以獲得一張最佳盟友貼紙，並可以將這貼紙貼於個人的工作區域，表達對於多元與包容文化的支持。

滙豐也參與了台灣LGBT驕傲遊行，彰顯我們對於平權的大力支持。活動當天滙豐同仁穿著彩虹滙豐六角標誌的T恤參與遊行，展現對於多元與包容文化的堅定支持。





## 對社會的貢獻

滙豐在2018年獲得勞動部頒發工作生活平衡獎，並且在2019年受邀到台北市政府與性平平等辦公室、女權團體、員工協助方案的團體以及超過160家企業分享滙豐在多元與包容文化上所做的努力。

考量性別平等並且為了提高在台灣弱勢婦女的就業率，滙豐於2020年初贊助勵馨基金會35萬美元，用於“弱勢婦女就業與經濟獨立計畫”。同時也參加了就業博覽會，並提供了諮詢以提高弱勢婦女的職場競爭力。

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# DIVERSITY AWARD

HSBC Taiwan has been endeavouring to embed diversity and inclusion in everything we do, helping to attract, develop and retain the best people and build an inclusive environment for everyone. Our goal is to build HSBC as the Best Place to Work for employees. Externally, we are committed to contributing to the enhancement of diversity and inclusive of the wider community.

There are four key themes to building HSBC Taiwan as the Best Place to Work.

## A. Building an inclusive culture

Performance & Reward: Being inclusive is an expression of our values to be dependable, open and connected. To enable a strong link, we evaluate employee's behaviour and assign a behaviour rating during performance review. There is a positive adjustment on annual bonus if employee demonstrates exceptional values-aligned behaviours.

Recognition: The At Our Best (AOB) Recognition programme allows 'everyone at HSBC' to recognise colleagues who bring our values to life in demonstrating expected behaviours, such as Embraces Difference, and Brings People Together. Colleagues being recognised will receive reward points which in turn can be redeemed by choosing from a wide range of gift awards. The CEO also takes the lead to recognise colleagues every other month.

## B. Providing flexibility for individual needs

The average age of the Bank employees has been increased from 35 to 40 in the past 10 years. The majority of our colleagues now are working parents or need to take care of their elderly parents. In light of the change, we revamped the Flexible working scheme in Sep 2019 to support employees' needs at different life stage. The scheme includes flexibility in working hours, locations and leaves for special needs.

## C. Ensuring equal opportunity for career development

HSBC is a big organisation and is full of opportunities. The HSBC University provides resources and courses to support our employees in their development. For example, the hiring programmes guide people managers on how to counteract potential biases when recruiting; My HSBC Career is a dedicated website to support career development at HSBC; various videos, papers and other content to support their current and future needs.

At country level, we embedded Diversity and Inclusion (D&I) in HR process to ensure equal opportunity for career development.

The policy facilitates internal mobility, and removes barriers that hinder the progress and development of employees. We are glad to see 18% internal transfer rate in 2019, and 85% people manager positions are fulfilled through internal promotion.

## D. Being an Ally

§ HSBC Taiwan implemented Non-Discriminatory Benefits in 2015 to ensure equal treatment of domestic partners and enable our people to work at their potential.



§ To incorporate HSBC's value, we've launched "Diversity Ally Programme" since 2018. People who attest the Ally statement will get a Diversity Ally Sticker to show at his/her work station.

§ Externally, we participated in Taiwan LGBT Pride parade to demonstrate our strong support to achieve equality. On the day of parade, HSBC colleagues wore a T-shirt symbolizing the diversity of the rainbow hexagonal logo. One of the colleagues who participated in the parade said, "I am also very pleased to attend this event representing HSBC Taiwan known as a giant supporter of the value of diversity and inclusion."



### **Contributing to the community**

In 2018, HSBC Taiwan won the Work-Life Balance Award from the Ministry of Labour, and in 2019, we were honored to be invited by the Taipei City Government to share our practices with the government's gender equality office, women's rights groups, EAP organizations and over 160 enterprises.

Considering gender equality and with an aim to improve the employment rate of disadvantaged women in Taiwan, in early 2020, HSBC Taiwan sponsored The Garden of Hope Foundation with USD350,000 for 'Employment and Economic Independence Programme for Disadvantaged Women'. We also participated in career fairs and provided consultation to increase their employability.

# DIVERSITY & INCLUSION





# 感言 SENTIMENT

滙豐一向視員工為最重要的資產，並力求建立一個同仁可盡展所長的最佳工作場所。多元與包容，是我們一直強調的文化。

我們推動彈性工作方案、無差異化福利制度以及各種提升多元與包容文化意識的活動，例如國際婦女節活動、24 hours of Pride, ...，等；我們尊重差異，擁抱不同，讓同仁可以在工作環境中勇敢地做自己。我們相信，有開心的員工，才能讓員工對公司產生認同，並且提供最好的服務給我們的客戶。

很高興我們可以入圍台北英僑商務協會 (British Chamber of Commerce in Taipei)主辦的企業多元文化獎(Diversity Award)，入圍就是一種肯定，我們也會持續努力，打造滙豐銀行成為最佳工作場所。

HSBC values its employees. We aim to enable our colleagues to reach their potential and build HSBC as the Best Place to Work. Diversity and Inclusion is the culture we have always emphasised.

We launched Flexible Working Programme in Taiwan in 2010, providing flexibility in

working hours and locations for staff in need. We also implemented Non-discriminatory Benefits to ensure equal treatment of domestic partners and enable our people to work at their potential from 2015. Furthermore, we held a lot of events to help raise awareness on Diversity and Inclusion such as events on International Women's Day, 24 hours of Pride, ..., etc.

We respect our colleagues as an individual by valuing the contributions they make, and encouraging our colleagues to be themselves at work. We believe that happier employees have higher employee engagement and then they are able to provide best services to our customers.

We are glad to be chosen as one of the finalists of Diversity Award held by British Chamber of Commerce in Taipei. Thank you for your recognition. We will keep going to build HSBC as the Best Place to Work.





**“FULFILLING  
ONESELF BY  
BENEFITING  
OTHERS”**



# 王道商業銀行 O-BANK CO., LTD.



王道商業銀行前身為台灣工業銀行，成立於1999年，由資深金融家駱錦明先生與謝森中先生聯合發起，是台灣第一家結合民間企業力量成立的工業銀行；成立以來，不但配合國家經濟發展策略，參與重大經建計畫，更提供專業的投資銀行服務，扶植策略性新興事業發展，加速我國產業體質的改造。

然而，隨著國內產業結構的轉型，以及在數位金融科技浪潮的襲捲之下，台灣工業銀行為了肩負更重要的使命，決定投入打造普惠金融新願景，在2017年1月正式改制成王道商業銀行，成為台灣首家原生數位銀行，提供以線上為主、線下為輔的金融服務。

王道銀行的個人金融業務自2017年開始上線後，便陸續推出多樣化的個人金融產品與服務，消費者透過手機App於線上就能快速完成開戶、進行定存、轉帳、投資理財、申請貸款等，大幅降低繁複的手續以及往返銀行與等待的時間。而王道銀行深耕企業金融超過二十年，提供包括企業金融、環貿金融、財務金融、證券化與信託業務等服務，並採取「精品銀行」的策略，以優異的效率戰勝資產規模的限制。

在追求企業獲利之餘，王道銀行亦秉持「利他圓己」的企業精神，積極落實企業社會責任，於2017年通過B型企業認證，成為台灣第一家通過B型企業認證的上市公司與金融業者，自2018年起更連續三年榮獲天下企業公民獎等CSR相關獎項肯定，展現對員工、環境與社會的承諾，打造與員工共好、與客戶共贏、與股東共享、與環境共生、與社會共榮的美好願景。

O-Bank, formerly named the Industrial Bank of Taiwan, was founded in 1999 by - financial industry veterans Kenneth C.M. Lo and Samuel C. Shieh as the first private-sector industrial bank in the nation's history. Following its establishment, O-Bank has coordinated with national economic development strategies, participated in major economic development projects, provided professional investment banking services, nurtured strategic new businesses, and accelerated the restructuring of the nation's industry.



With changes in Taiwan's industrial structure and digital technology breaking like a tidal wave across the world, the Industrial Bank of Taiwan decided to restructure into O-Bank in January 2017 in order to work toward the newly adopted vision of financial inclusion. O-Bank is Taiwan's first native digital bank that offers financial services mainly online and supplemented by offline.

Since the debut of personal banking services in 2017, O-Bank has rolled out a wide range of personal financial products and services. Customer can quickly open an O-Bank account, make deposits, transfer money, apply loans, and make investments simply through mobile APP, which significantly reduces cumbersome procedures and the time.

Besides, O-Bank continues to develop its corporate banking services including corporate finance, global trade finance, financial market, securitization, and trust services, positioning as a "boutique bank," O-Bank relies on superior efficiency to overcome its limited assets.

In addition to pursuing profits, O-Bank has adopted corporate spirit of "Fulfilling Oneself by Benefiting Others" to realize its corporate social responsibility. In 2017, O-Bank became the first listed company and financial company in Taiwan to be certified as B Corp. Since 2018, O-Bank has obtained several CSR related awards, such as Excellence in Corporate Social Responsibility Award by Common Wealth Magazine, recognizing O-Bank's commitment to its employees and society and its goal of prospering with employees, profiting with customers and shareholders, co-existing with the environment, and benefitting with society.



# 企業多元文化獎

王道銀行長期以永續經營為目標，認為企業除了追求成長、創造經濟價值之外，更應創造社會價值，持續帶給社會正面影響力，因此不僅於內部推動包容與尊重多元，鼓勵員工展現自我並落實平權政策，對外更藉由金融本業專長，透過產品與服務的設計，以實際行動倡議支持多元包容與平權。

在內部管理方面，王道銀行遵循聯合國世界人權宣言、國際勞動組織公約、聯合國企業與人權指導原則等國際人權規範，制定「王道商業銀行人權政策」，作為落實人權與性別平等的準則，並揭露於公司官網以宣示保障人權的決心，而王道銀行每年更針對員工舉辦人權及性別平權教育宣導，持續提升員工的人權觀念。

王道銀行亦於多項內規與政策中明訂，從招募、晉升、報酬等各方面，不分性別、年齡、婚姻、性傾向、種族、宗教、政黨、籍貫等，皆提供平等的機會、發展與薪酬核給，且多年來維持男女員工各半的均衡性別比率，管理階層中男女性別比亦趨近1：1。

此外，王道銀行致力打造尊重多元的職場環境。為營造開放的工作氛圍與文化，並且鼓勵多元想法與建議，王道銀行推行部落自治區與酋長制，打破傳統銀行組織部門間的藩籬，鼓勵員工自行發起組成跨部門創新專案團隊，發揮創意提出內部創業計畫與提案，包容多元意見與想法，同時從員工服裝規定著手，領先金融同業開放員工穿著牛仔褲上班，後續更開放讓員工每日皆能穿著便服，以激發員工多元創意與創造力。

不僅如此，王道銀行積極推動性別友善職場計畫，率業界之先讓擁有同性伴侶的員工可享相同的婚假、陪產檢假、陪產假、喪假及福委會提供之各項福利，並進一步推動服裝友善措施，將服裝穿著規定去除性別化之限制，以及於總部大樓內建置性別友善廁所，讓多元性別認同的員工在工作環境能感到安心自在。

除了內部尊重多元的管理模式，王道銀行對外亦推出特色金融產品與服務，倡議展現多元個人風格，推廣性別平權及多元文化，包括首創業界推出多種系列、超過五百款簽帳金融卡卡面，讓用戶依個人喜好或支持的議題選擇自己的卡面，展現各自不同的個人風格以及表達各自的主張；舉辦卡面創意募集大賽，培育設計創作人才並串聯多元社群生活，並將得獎作品製成簽帳金融卡上架於王道銀行官方網站，提供用戶體驗更豐富的個人化金融消費生活。

王道銀行更打造公益認同卡平台，幫助倡議多元社會弱勢議題，協助不同類型公益組織發聲，同時提供穩定的捐款來源，亦針對個別系列認同卡延伸推出不同支持方案，包括響應台灣同婚專法生效，推出彩虹認同卡限時刷卡加碼回饋以及支持同性伴侶成家的房貸優惠「524同婚幸福專案」；推出「申辦均一教育認同卡，王道送Pad到偏鄉」計畫，提供偏鄉孩童透過平板獲得線上學習的機會。

王道銀行由內而外推廣平權、鼓勵多樣性與包容多元性，不僅為員工營造友善的工作環境，為企業帶來豐富的創新，更運用本業專長，於推展營運業務的同時，將影響力擴及社會與大眾，善盡企業社會責任，實踐企業與社會的共贏。



# DIVERSITY AWARD

**O-Bank has long aimed for sustainable operation and believes that in addition to pursuing growth and creating economic value, companies should create social value and continue to bring positive influence to society.**

Therefore, O-Bank promotes inclusion and respect for diversity not only to fulfill equity internally and encourages employees to show themselves, but also makes use of financial expertise to design products and services that takes practical actions to support diversity and equality.

In terms of internal management, O-Bank follows the United Nations Universal Declaration of Human Rights, International Labor Organization Conventions, United Nations Corporate and Human Rights Guiding Principles and other international human rights norms to formulate O-Bank Human Rights Policy and publish it on the company's official website to declare its determination to protect human rights. O-Bank also organizes human rights and gender equality education campaigns every year to continuously strengthening employees' understanding of human rights policies.

O-Bank also expressly stipulated in a number of internal regulations and policies to provide employees with equal opportunities, development and remuneration regardless of gender, age, marriage, sexual orientation, race, religion, political party, nationality, etc. Over the years, O-Bank has maintained a balanced gender ratio of male and female employees, and the gender ratio of men and women in management has also approached 1:1.

Besides, O-Bank is committed to creating a workplace that respects diversity. In order to create an open working atmosphere and culture, and encourage multiple ideas and suggestions,

The average age of the Bank employees O-Bank promotes tribal autonomous regions and chieftain system, breaks the department barriers of traditional bank's organization, and encourages employees to initiate cross-departmental innovation project teams and realize in-house entrepreneurial proposals. At the same time, starting from employee clothing regulations, O-Bank takes lead in the financial industry to allow employees to wear jeans to work, and then be able to wear casual clothes every day, as a way to stimulate creativity and innovation.

Not only that, O-Bank actively promotes gender-friendly workplace, taking the lead in the industry to promote whether employees have same-sex or opposite-sex partners, all enjoy the same marriage leave, maternity leave, paternity leave, funeral leave and welfare. O-Bank further breaks gender prejudice in clothing regulation and establishes gender-friendly toilets to allow employees with diverse gender identities to feel at ease in the working place.

In addition to internal management, O-Bank also launched financial products to promote diversity and inclusion externally. For example, O-Bank actively advocates showing individual styles through offering a variety of over 500 debit card selections, and holds a debit card design competition, offer a platform for talented designers to show their design work, and make winning works into debit cards to offer more diversified financial service experiences for customers.

O-Bank has also built a Charity Affinity Card platform to help advocate multiple social issues, assist different types of non-profit organizations to speak out, and provide stable source of donations. O-Bank has also extended different support plans for individual series of Charity Affinity Card.





For example, in response to the pass of the Taiwanese Same Marriage Law in 2019, O-Bank offered additional cash back for Rainbow Charity Affinity Card and launched discounted mortgage rate to support same-sex couples to start a family.

Also, for every 100 JunyiAcademy Charity Affinity Card applied by customers by 2018, O-Bank donated one tablet to provide rural children with opportunities for online learning through tablets. O-Bank promotes equal rights, encourages diversity, and inclusiveness from internally to externally. It not only creates a friendly working environment for employees and makes employee to bring rich innovations to the company, but also uses its expertise to expand its influence to the society. By doing so, O-Bank not only fulfills its corporate social responsibilities, but also practices a win-win situation for the company and society.



# 感言

# SENTIMENT

很榮幸能獲得此獎項的入圍肯定，也謝謝評審的青睞與支持。

王道銀行深信，平等的制度與多元的包容性已成為企業發展重要的核心基礎，對於各種思想與背景的包容以及平等對待，更是企業創新的泉源。長久以來，王道銀行積極由內部管理做起，落實人權平等與多元包容的政策，確保提供員工公平的發展機會與薪酬核給，多年來維持管理階層及一般員工男女各半的均衡性別比率，且率業界之先推動同性伴侶享有與異性伴侶同等的假別及福利，打造包容多元且跨性別友善的職場環境。

為創造開放且鼓勵多元的文化，以激發員工的創意與創造力，王道銀行更領先金融同業開放穿著便服及牛仔褲，並推行部落自治區與酋長制，由員工自主發想提案，成為企業創新的動能。

王道銀行於近年來轉型商業銀行後，更將多元與包容的理念融入金融產品的設計，包括首創業界推出多種系列、超過五百款簽帳金融卡卡面，倡議展現個人化的不同風格；打造公益認同卡平台，幫助倡議多元社會弱勢議題，協助不同類型公益組織發聲，同時提供捐款支持，而其中的彩虹認同卡，更針對倡議性別平權，鼓勵對於多元性別與性傾向的尊重與包容。

未來，王道銀行將繼續努力，為員工打造平權且包容多元的友善工作環境，以開放與廣納多元的管理，為企業帶來豐富的創新，同時透過企業公民的角色，運用本業專長，幫助整體社會提升對於平等、多元與包容的認知與尊重，創造企業與社會的共贏。

O-Bank is honored to be one of the Finalists of the Diversity Award.

O-Bank believes equality, diversity, and inclusion have become the core foundation for the development of a company and are also the origin of innovation.

Thus, O-Bank has been actively starting from internal management, to implement the policy of equality of human rights and ensure that employees are provided with fair development opportunities and remuneration.

Over the years, O-Bank has maintained a balanced gender ratio either in the management team and overall employees.

O-Bank is honored to be one of the Finalists of the Diversity Award.

O-Bank believes equality, diversity, and inclusion have become the core foundation for the development of a company and are also the origin of innovation.



# 企業社會責任獎

## CORPORATE SOCIAL RESPONSIBILITY AWARD

Supported by |







# 滙豐(台灣)商業銀行

## HSBC BANK (TAIWAN) LIMITED

滙豐(台灣)商業銀行股份有限公司是「香港上海滙豐銀行有限公司」的子公司，於2010年5月1日正式營運，總部設在台北。香港上海滙豐銀行有限公司於1865年在香港和上海成立，其為滙豐集團的創始成員，也是主要成員，目前滙豐集團是全球最大的銀行及金融服務組織之一。除了提供客戶全方位的金融服務之外，滙豐也在台灣持續推行永續策略，長期關懷環境、未來技能、永續金融等議題，將回饋社會的承諾落實為具體的服務，善盡企業社會責任，並連續10年獲得「天下CSR企業公民獎」肯定。

Established in Hong Kong and Shanghai in 1865, The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group, which is one of the world's largest banking and financial services organisations. Its locally incorporated subsidiary in Taiwan, HSBC Bank (Taiwan) Limited, began its operation in May 2010 with its headquarters in Taipei.

In addition to providing full-serviced financial services, HSBC continues to expand its sustainability strategy in Taiwan. The bank focuses on environment, future skills and sustainable finance through continued community investment and customer support to fulfill its responsibility as a corporate citizen. HSBC has been recognised by Commonwealth Magazine's Excellence in Corporate Social Responsibility Awards for the 10th consecutive year.



# 企業社會責任獎

滙豐台灣跟隨集團的環境、社會與治理(Environmental, Social, Governance)目標，力求為環境及社會的永續發展作出貢獻。無論是對永續金融的聚焦，投入自然生態的環境保育與教育、偏鄉學童金融素養養成、青年學子的人才培育、身心障礙者及受暴弱勢婦女就業，都是落實滙豐長期重視的多元及包容價值，也是對於深耕台灣的承諾與行動。其中，滙豐在2019年底協助客戶完成的Formosa 2 海能風電項目融資更榮獲《財資》基礎設施獎項，被評選為台灣以及亞太地區「年度綠色專案」，並贏得《全球貿易評論》雜誌「2020年最佳交易獎」。

滙豐台灣深植「以客戶為中心」的文化，持續建構完整的數位金融服務，並推廣數位金融科技應用，領先業界提出公平待客原則，於2019年榮獲金管會「金融服務業公平待客原則評核」表揚為銀行業排名前20%。此外，透過多元培力專案，滙豐投入培育年輕世代，深耕金融理財教育與職涯就業能力的培育，包含於2018起啟動「滙豐小小銀行家」分行參訪活動，讓金融理財教育從小萌芽；另亦投入「希望閱讀添翼計畫」推出理財活動教案，並將教材資源公開上網分享給大眾使用，進行教師、社工等金融知識教學培力。

滙豐亦力求建立一個最佳工作場所，並透過注重員工的福祉、強調多元與包容的文化、發展員工的專業技能，持續提升員工認同度；滙豐同仁更樂於積極奉獻時間和專業知識，基於對滙豐價值觀的認同，與公司一同發揮影響力，盡一己之力支援當地社區。2019年滙豐台灣員工參與未來技能或環境相關的志工服務的總服務時數達16,282個小時。

滙豐台灣善用集團資源與國際網絡，致力協助客戶、社區夥伴與員工，發展與提升他們未來所需的就業能力和理財技能，展現回饋台灣社會的永續承諾。







**"MAKING A  
POSITIVE  
IMPACT"**

# CORPORATE SOCIAL RESPONSIBILITY AWARD

HSBC is committed to making a positive impact on the sustainability in Taiwan to fulfil the Environmental, Social, Governance (ESG) goals established by HSBC Group. Through key projects relevant to sustainable finance, future skills and environment, HSBC Taiwan demonstrates its commitment to supporting customers with their transition to a low-carbon economy, while helping in-need groups, such as youngsters, people with disabilities, and disadvantaged women and children, pursue future skills.

For example, HSBC Taiwan participated in the Formosa 2 offshore wind project financing to drive Taiwan's low-carbon economy, with the project winning Green Project of the Year in Taiwan and Asia at the Asset Infrastructure Awards 2020, and Global Trade Review (GTR) magazine's Best Deals of 2020.

HSBC showcases 'customer-centric' digital strategy and aims at developing digital service and innovative products aligning customer needs. In addition, its excellence in conducting 'Treat Customer Fairly' policy ahead of the industry was also recognised by the Financial Supervisory Commission in 2019.

For local communities, HSBC focuses on improving the employability and financial capability skills needed to help people and communities thrive, including hosting annual branch visit event for children in need, and supporting the initiative to establish a set of online financial education resources that all teachers and parents can download freely, aiming to help children build up basic financial knowledge at their early stage.

HSBC also focuses on employee well-being, diversity, inclusion and engagement, as well as building up its peoples' skills and capabilities for now and for the future, aiming to make employees feel they can fulfil their potential in this working environment and recommend HSBC as a good place to work for.

The strong employee engagement reflects in their commitment to serving communities along with the bank – In 2019, staff working for HSBC Taiwan gave 16,282 hours to community activities during work time, with each employee contributing an average of 8 hours to volunteering.

# 感言

# SENTIMENT

2020年，對滙豐台灣來說是重要的一年。

今年9月，我們第十度榮獲「天下企業公民獎」，顯示滙豐銀行在發展金融專業的同時，兼顧環境及社會關懷，也以負責任的企業公民自許。

滙豐持續發揮創新能量，並投注資源培育大學生成為未來領袖人才；我們也舉辦「滙豐小小銀行家」活動，邀請國小學童到銀行參與金融體驗活動。滙豐台灣多年來持續投入未來技能的發展，並與多個台灣公益夥伴結盟，集中資源協助社區發展所需的就業能力和理財技能，從學童課輔、青年培力到社區地方創生，各階段皆展現卓越成果。

在環境面向，滙豐台灣除了持續在公司內部執行綠色營運以期降低環境衝擊，在濕地生態保護與環境教育持續投入資源，與關渡自然公園長期合作，奠定其成為台灣濕地自然教育中心的基石。滙豐員工亦積極參與未來技能或環境相關的志工服務，2019年總服務時數達16,282個小時。

而在永續金融部分，滙豐亦在2019年底協助客戶完成可再生能源項目的融資，擔任Formosa 2 海能風電項目的聯貸主辦行之一並提供避險額度，專案總融資金額達到新台幣 624 億元，離岸風電場完成後預計每年將為台灣38萬戶家庭提供能源，預估將減少18,750 千噸的二氧化碳排放量。

此外，滙豐長期打造多元與包容文化，在關心同仁福祉，鼓勵員工勇於發言之外，更定期以匿名的員工調查了解員工心聲，並以此提出行動方案，改善員工體驗，致力於提升員工認同度，並打造滙豐成為最佳工作場所。



# 感言

## SENTIMENT

2020 is a remarkable year to HSBC Taiwan. In September, HSBC Taiwan won “Excellence in Corporate Social Responsibility (CSR) Award” from CommonWealth Magazine for the tenth year in a row. Our outstanding performance in corporate sustainability is obvious to all.

It demonstrates that along with our strong business performance, we are also dedicated into both financial capability development and environmental protection, aiming to play a wider role to our society as a responsible corporate citizen.

With energy of innovation, HSBC Taiwan invests resources to nurture undergraduates to be future leaders. Also, we held “Little Banker Branches Experience Day” to invite primary school children for branch visit, helping them learn basic financial knowledge by enjoying interactive experience of banking facilities and services.

For the past years, HSBC Taiwan has also been working with many charity partners, providing support to children and youngsters in need from tutoring, skills developing to career direction, and further transforming their communities via placemaking process.

In terms of environmental protection, we have been working to reduce our operational impact on the environment for years.

In the meantime, the company has long been worked with Taipei’s Guandu Nature Park to develop a wetland centre, and continues the work in environmental protection and wetland conservation. HSBC Taiwan staff also proactively contributed 16,282 hours in 2019 for future skills or environment related volunteering activities.

For sustainable finance, HSBC Taiwan is committed to supporting customers in achieving its green economy ambitions. In Taiwan, we are very proud to act as one of the mandated lead arrangers for the project financing of NT\$62.4 billion for the Formosa 2 Wind Power Project, which may provide renewable energy to 380,000 homes in the future.

HSBC has been putting efforts in creating a working environment where employees can speak up and embrace diversity and inclusive values. We also regularly capture our employees’ views on a range of topics, such as our strategy, culture, behaviour, well-being and working environment, through our employee survey, aiming to raise employee advocacy and to build HSBC as the best place to work.





# 渣打國際商業銀行

## STANDARD CHARTERED BANK (TAIWAN) LIMITED

渣打集團是領先的國際性銀行，跨足全球近六十個最蓬勃發展的市場，並設有八十五個全球客戶服務據點。我們的使命在於透過我們獨特的多元性，推動商業發展和促進繁榮，並讓我們的傳統和價值透過品牌承諾—Here for good (一心做好，始終如一)—展現。渣打國際商業銀行在全台擁有將近3,000位優質人才，為個人與企業客戶提供全方位的服務與創新的產品，立志成為台灣的首選銀行。在台灣，渣打集團於1985年成立第一家分行，透過公開市場收購新竹國際商業銀行，不僅樹立在台灣快速成長的里程碑，更提前目標於2007年完成融合，證明渣打集團深耕台灣市場的承諾。

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets, and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

# 企業社會責任獎

我們的品牌承諾：「Here for good  
一心做好，始終如一」

為了將我們的品牌承諾落實到具體的行為，渣打銀行的永續業務推動模式共分三大主軸：永續金融、負責任的公司及包容的社會。

**永續金融**是指透過銀行的核心業務，促進市場的永續發展，同時管理因金融活動而產生的環境與社會風險。

## 支持綠能產業 不遺餘力

在綠色金融方面，渣打銀行的商業銀行事業處及企業暨金融機構事業處參與了離岸風電開發融資案，並積極爭取支持後續供應鏈本地化發展。

## 因應氣候變遷 持續支持聯合國永續發展目標

渣打集團宣布將投入750億美元支持聯合國永續發展目標（Sustainable Development Goals, SDGs），協助客戶攜手邁向更綠色、更公平的低碳經濟轉型。渣打集團同時計畫在2030年達到全球業務據點零碳排放的目標，在渣打集團營運的近60個市場中，將採用可再生能源，並落實節能措施。

**負責任的公司**是依循我們的品牌承諾、價值觀和行為準則，努力以可持續與負責任的方式管理業務，並且做最正確的決定。

## 友善生活 從你我做起

渣打集團已停止融資給新的燃煤電廠，亦不提供金融服務予違反規定的石化業、燃煤、礦業、核電、農漁產業業者；在台灣，渣打希望每位員工都能透過「友善生活EcoLife」的活動來自我檢視平時對環境不友善的行為，並逐步矯正。在2019年開始針對常見的外帶杯、塑膠袋、瓶裝水及外帶餐盒提倡減量，並獲得同仁的迴響熱烈。

**包容的社會**的目的是藉著我們的技能和專業發展能夠改變社會的計畫，在社會上創造更多的經濟包容性。

## 多元與包容(Diversity & Inclusion)

多元與包容一直是渣打銀行堅持的信念與使命，並持續聚焦在「性別平等 Gender Equality」、「弱勢平等 Futuremakers」、「多元供應商 Supplier Diversity」及「多元文化 Culture Diversity」等四個主軸，致力倡議及落實多元與包容的企業精神，號召客戶及企業夥伴加入行列，一起發揮正向影響力。

## 志工文化

渣打銀行員工一年享有3天有薪志工假，可以自由選擇希望參與的志工活動，公司更鼓勵以部門為單位集結團隊力量共同參加，進一步傳遞並推廣關懷社會的企業文化。2019年台灣渣打員工投入志工服務的天數達到2,186天。

## Futuremakers 一個幫助就是一個翻轉未來的機會

自2013年5月，渣打銀行與多家企業和在地社福團體攜手成立「渣打視障就業平台」，結合資源雄厚的企業成為視障者的後盾，努力推廣視障人才的多元就業，至2020年8月底已服務超過800位視障朋友，並幫助超570位視障人才成功且多元就業。

台灣於2019年6月推出Futuremakers公益計畫，旨在協助以視覺障礙和中低收入家庭16-35歲為主的弱勢青年，他們因為教育體系、職場甚至社會的偏見及歧視，沒有能力、沒有勇氣追求自己的職業夢想。透過企業和社會對「弱勢青年就業」議題的支持，幫助他們能與同儕一樣，在沒有不平等及偏見的前提下，無後顧之憂地追求自己夢想的未來。

# CORPORATE SOCIAL RESPONSIBILITY AWARD

Here for good incorporates the Bank's past, present, and future. It is a deep commitment to the markets where we are: We are here for the long run, applying our knowledge and experience to create profits for our customers and clients.

To materialise our brand promise through our behaviours, Standard Chartered revised our sustainability model to encompass 3 pillars: Sustainable Finance, Responsible Company, and Inclusive Communities.

**Sustainable Finance** is about we use our core business to promote sustainable development in our community, while managing the environmental and social risks associated with our financing activities.

## **Impact of Sustainable Finance**

We consider climate change as one of the greatest challenges facing the world today, given its widespread and proven impacts on the physical environment, human health and its potential to adversely impact economic growth. We are committed to reducing the climate change impacts of our own operations. In addition to minimising the use of natural resources in our business operations, where we have set targets to improve energy and water efficiency, reduce paper consumption and manage emissions from air travel.

**Responsible Company** is about we strive to manage our business sustainably and responsibly,

drawing on our purpose, brand promise, valued behaviours and Code of Conduct to enable us to make the right decisions.

## **Fighting Financial Crime Matters**

As we understand that the financial system is sometimes used by those involved in today's most damaging crimes – from human trafficking to terrorism, corruption and the drug trade. In Taiwan, every staff is requested to complete all e-learning which elaborate our Code of Conduct, policies and procedures of the prevention from money-laundering, bribery, terrorist finance, wildlife trade...etc.

## **Committed to Reduce Impact to the Environment**

With the climate change issue getting more concerned by the international community following the COP21 conference, SC Taiwan is committed to the implementation of various environmental energy saving and carbon reduction measures in order to achieve the goal of business sustainability while encouraging staff to embed the habits into their work as well as daily life.

- The energy consumption controls in main offices and branches are established, monitored and analyzed to understand various energy data statistics and their impacts to the environment.
- Green behaviour promotions such as utility consumption monitoring, reduction of operation hours of signage light and Eco-Life events



# "HERE FOR GOOD"

**Inclusive Communities** is about we aim to create more inclusive economies by sharing our skills and expertise and developing community programmes that transform lives.

## Employee Volunteering

Volunteerism is deeply embedded in the Standard Chartered culture. Each employee is entitled to 3 days volunteering leave every year and we encourage staff to participate all kinds of community service activities and department-based volunteering events. The Bank also organise employee volunteering award to recognise volunteering activities which demonstrate our commitment to the community. In 2019, we have contributed 2,186 days of employee volunteering days.

## Futuremakers

### – offer disadvantaged youth a brighter future

Standard Chartered Bank has been dedicated on supporting visually impaired (VI) talents to have fair and diversified employment opportunity, together with our long-term partnering NGOs and government agencies, we created an impressive milestone on VI diversified employment in Taiwan. As of end of August 2020, we've served more than 800 VIs and successfully placed more than 570 visually impaired talents into jobs.

To carry the legacy of 'Visually Impaired employment platform' and align with Group's initiative, "Futuremakers" was launched which is a programme aimed to tackle the issue of inequality and seeks to promote greater economic inclusion for 16-35-year-old disadvantaged young people in our community.



It significantly affects disadvantaged young people who can't access the skills and opportunities needed to close the income gap. Therefore, Futuremakers in Taiwan dedicated to investing in education and necessary occupational training, to help disadvantaged youth raising their productivity and improve their life quality.

Standard Chartered Taipei Charity Marathon, the biggest marathon in Taiwan with largest number of VI runner's participation. We've sponsored race events for 7 years in a row and has donated over NT\$ 60 million through the race to support those disadvantaged youth in our community.



# 感言

# SENTIMENT

首先，我要代表渣打銀行感謝英僑商會以及評審們給予我們的肯定，當然也要向一直以來支持Futuremakers公益計畫的友善企業，在這裡也特別感謝保誠人壽，多年支持渣打臺北公益馬拉松並參與企業接力，一起與我們攜手賦予弱勢青年一個翻轉未來的機會。

2019年Futuremakers公益計畫開始了與台中啟明學校的合作，將資源深入台中，為升高三學生們提供考前衝刺班，全力支持有心繼續升學、努力朝夢想前進的視障孩子。我們很開心的得知孩子們在今年大學學測都取得不錯的成績，大部分的孩子都考上了理想的科系和大學，我想這是我們感到最有成就感也最有意義的事；雖然這只是他們人生中邁向成功的第一步，但我們希望這樣的支持能幫助弱勢青年加強他們的能力，讓他們相信只要願意努力，他們也能和同儕一樣擁有屬自己燦爛的未來。

我們不能靠著自己或是單靠一個企業的力量來改變社會，所以在這也要呼籲更多企業能加入Futuremakers公益計畫的行列，與我們一起在學習、成長和就業的道路上作弱勢青年最有力的後盾。

On behalf of Standard Chartered Bank, we really appreciate BCCT and judges for this honour which recognise our long-term commitment to the community we operate.

And more, we'd like to express our deep appreciation to our strategic partners, specially to PCA Life who support our Corporate Relay for consecutive 2 years.

Of course, there are still many companies joined us and support those disadvantaged youth in a diversified way, together we can empower them, to grow, to learn and to be financial independent.

I'd like to share one little milestone that Futuremakers supported Taichung VI special School since 2019 and sponsored after-class tuition for these seniors in high school, who were eager to pursue for further academic development. We are glad to know that they were doing great in their General Scholastic Ability Test (GSAT) and most of them received offers from their ideal majors and universities. We know this is just one small step to help them being successful, but it is important to show these disadvantaged young people a way to realise their potential and make them believe that future can really be changed if they make up their minds.

We can't change the world by our own, but together we can achieve something greater. So please join us, offering your helping hands, empower those disadvantaged youth in our community to have a brighter future!



# 社會企業獎

## SOCIAL ENTERPRISE AWARD

Supported by |







# 仁舟淨塑 | 仁舟社會企業

## ZENZHOU SOCIAL ENTERPRISE

仁舟淨塑心繫海洋，以創意及創新的精神，研究如何運用對健康與環境友善的材質，發展出各式兼具「實用性」與「設計感」的減塑產品，以解決塑膠所引發對地球與人類健康所造成的危害。仁舟從事產品開發、設計、生產到銷售推廣，提供源頭減廢的減塑提案給消費大眾；並進而鏈結有志一同的供應鏈與銷售通路，一同創建永續減塑的生活平台。

ZENZHOU researches how to make use of health and environmentally friendly materials to develop new products that are practical and stylish, to solve health problems and environmental issues brought by the single-use plastics. From raw materials to design and sales, ZENZHOU cooperated with the supply chains and sales channels to uphold common principles, creating a platform for promoting sustainable, low-plastic lifestyles with the goal to improve circular economy.

# 社會企業獎

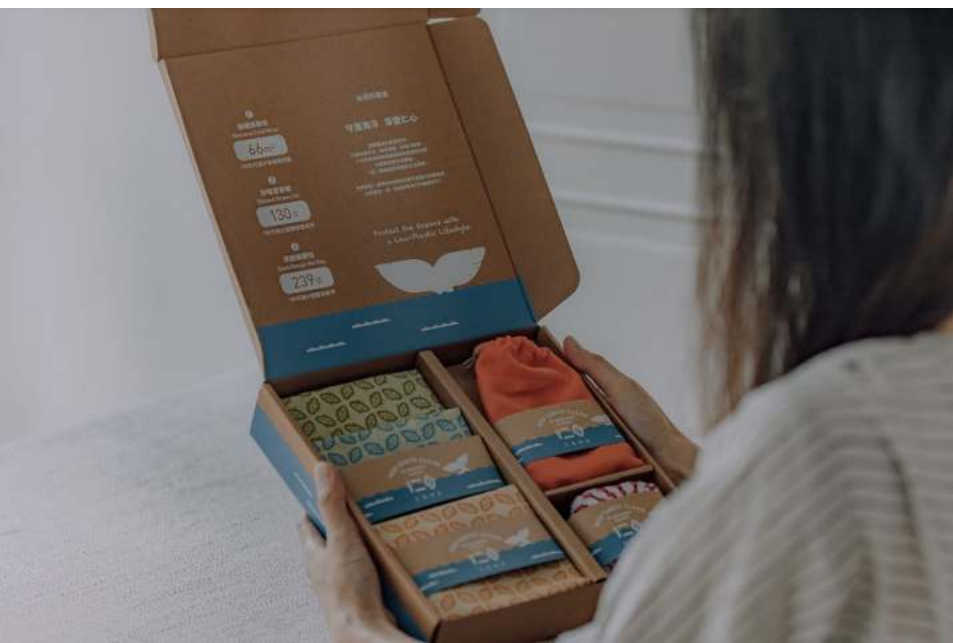
所謂「減塑」，不是「杜絕」塑膠製品的使用，而是「減少」塑膠製品的使用。仁舟相信，改變是需要循序漸進的。從拒絕使用一次性塑膠產品為起步，選購對環境友善材質或能夠回收再製的商品，到落實重複使用，都是減塑所要推廣的行動。唯有從「小習慣」開始改變生活，再放大到改善環境，才能讓更多人能參與實踐減塑生活，漸漸脫離對塑膠的依賴，也為我們的環境減壓。

因此，仁舟每一項產品的設計研發，都對應了生活中某一項「一次性塑膠製品」。從2017年起，短短四年間，已經已累積 4 大品類，超過 16 項減塑商品，包含環保袋、食物袋、環保杯、保鮮盒、環保餐具與環保育樹盆等。期待透過實踐淨塑理念，帶動善的循環，從源頭減少塑膠垃圾的產生，不燥進不極端，提供大眾更便利健康的淨塑生活選擇。

## SOCIAL ENTERPRISE AWARD

A low-plastic lifestyle is not putting an end to ,but rather reducing the use of plastic products. Choosing environmentally-friendly products, are all actions that the low-plastic concept works to promote. Only by changing our daily habits, and multiplying that change to protect the environment, there will be more people to participate in and realize a low-plastic life, gradually reducing our dependence on plastic products, and releasing the harm to the environment.

As a result of that, every ZENZHOU product is designed to replace one existing single-use plastics. Since 2017, there are 4 series with more than 16 different product lines, from reusable shopping bag, food bags, eco food containers, eco cups/bottles and water-storing tree planters. By practicing the ideals of reducing plastic, contributing to beneficial economic cycles, and reducing plastic garbage at its source, ZENZHOU offers a convenient and healthy model for a low hassle low-plastic life.







## 感言 SENTIMENT

面對全球塑膠污染問題的日漸惡化，對人體的健康與地球的永續產生威脅。這個問題是全地球人所製造出來的，理當由全人類共同來解決。仁舟社會企業在四年前即為解決此社會議題而成立，希望能與全球的盟友們分工、協力企劃開發出更多的減塑好物，讓大家能更輕鬆地「力行生活減塑」！因此仁舟非常重視產品的「實用性」與「設計感」，我們認為唯有兼具五感設計的商品，才能增加消費者喜歡用、常常用的意願，讓使用減塑商品也可以是一件「很時尚、很潮」的事。

展望未來，仁舟希望能夠鏈結更多研發團隊、生產夥伴、推廣夥伴、支持企業的盟友們，一同推進減塑產業的發展。尤其在全球減塑運動的分工中，台灣團隊絕不能缺席！透過持續的共同推進，終將實現「讓少塑、變多數」之行動目標！

The excessive use of plastics has brought sorrow to the earth and choked the oceans. This plastic waste is a result of human behavior, therefore, humans are not just the problem; we are the solution to this ocean pollution.

Since 4 years ago, Zen Zhou proposes to begin by changing our own lives and habits: using health, and environmentally-friendly materials to develop products that are practical and stylish. Our products could be everyone's daily accessories to demonstrate your good taste.

Zen Zhou cooperated with partners, the supply chains and sales channels to uphold common principles, creating a platform for promoting sustainable, low-plastic lifestyles with the goal of improving the circular economy. We invite you to join us to work together for our own health and the beautiful planet! Less plastic, more life.!





# 社計行動股份有限公司

## 5% DESIGN ACTION



秉持「社會創新不只需要設計思考、更需要實際設計行動」的理念，5% Design Action 社會設計平台於 2013 年創立，鼓勵設計師與業界專業人士投入少數（5%）時間，透過「開放式創新」與「設計思考」，跨域組隊貢獻專業與技能，與超過150 NGO/NPO、公/私部門一同進行社會設計，成立以來已有超過9,000 位設計師和專業人士投入，議題橫跨教育、健康、環境、經濟、高齡等領域。平台上的好設計於近年開始陸續推動上市，廣獲媒體報導，為 2016 台北世界設計之都「金點設計社會設計特別獎」之全國唯一獲獎單位、於 2019 年獲得 B Corp B 型企業認證、社創之星大賽銀獎等肯定。

“Social innovation needs not just design thinking, but also actual design action.” With such belief, 5% Design Action Social Design Platform was founded in 2013, and encourages designers and industrial professionals to invest a small amount of time (5%) and form interdisciplinary teams to contribute their expertise

and skills through “open innovation” and “design thinking,” joining over 150 NGOs/NPOs and public/private agencies for the realization of social design. Since its inception, over 9,000 designers and professionals have invested their time, covering topics from education, health, environment, economy, to ageing. Good designs on the platform have been launched in the market in recent years, and attracted extensive media coverage.

5% Design Action Social Design Platform became the only local winner of the “Golden Pin Design Award – Social Design Award” at WDC Taipei 2016, and earned the recognitions of Certified B Corporation and Silver Prize of Star of Social Innovation Competition in 2019.



推動青銀共創高年級設計師

# 社會企業獎

5% Design Action 社會設計平台深入探討社會核心問題，第一，非營利組織/公部門長期關注社會問題的解決，惟時常因缺乏創新思維、創新研發人才與資源，造成資源運用成效不彰。第二，企業推動企業社會責任(CSR)期待發揮更大社會影響力，然而在深度、廣度效益難兼顧，資源投入單一組織往往缺乏創新綜效。第三，社會上專業人士有許多願意貢獻自我回饋社會，然而回饋方式以勞力、捐款為主，缺乏直接投入專業於社會創新的媒合管道。為解決缺人比缺錢嚴重之社會設計困境，故 5% Design Action 以平台的角色，促成「找好伴，做好事」。並以「設計行動(Design Action)」專案形式募集跨領域設計師、專業人士，鼓勵共同投入 5% 業餘時間，將原本運用在企業創新上的專業知識與設計能力，採取實際作為，建構最佳跨域價值創新與共創環境，促進整體社會進步與永續之開放式創新。

匯集多年社會設計經驗，5% Design Action 累積一套系統性創新設計方法論4步驟以發起設計行動。研究並「聚焦」重要的社會挑戰，建構一個能夠「募集」跨域、跨界專業人士的平台，提供有效的「共創」工具與引導出解決方案，最後「移轉」成果到第一線組織，與合作單位共同推動概念測試上市，讓好設計被看見也被複製，幫助到更多的人。

5% Design Action 採取設計研究法，透過二手及一手資料收集，在專案不同過程透過開放式創新，集結深耕議題多年之專家與顧客代表，進行議題拆解與分析，訂出核心缺口與機會點。同時，在跨域共創過程之中，導入團隊自有具備核心專業能力的引導

師資源，並於短期於線上募集超過 業界專業人士、設計師、非營利組織、企業、學校與公部門單位參與合作，以確保跨領域討論與設計的效率及品質，幫助掌握關鍵洞見與創新機會點。

此外，5% Design Action 提供企業跨域人才培育、NGO/NPO 創新思維導入、設計導入市政，以及大學跨域師資培育等課程，整合工作坊模式打造於組織內創新 DNA。以此訓練超過 50 家非營利組織、企業、學校與公部門單位，更為教育部推動「智慧生活整合人才培育計畫」之核心共同推動夥伴。

高齡少子化是全球不得不面對的挑戰，近年 5% Design Action 致力於高齡創新議題，發起如高年級設計師、健康促進、高齡長照創新、友善家庭職場、復能旅遊、大人資料庫等創新行動與企劃，期待一起重新設計老後人生。而從社會各面向回推到自身，當地方創生已是全國政策，對於出生、成長、生活的所在，我們認識了多少？又能貢獻什麼？透過倡議、設計行動、社區資源盤點與凝聚，5%

Design Action 亦發起與投入地方農業新創生設計行動、各地返鄉設計行動、農村青年增能與交流輔導等專案，期待不只帶動地方發展，帶動大家積極地貼近土地，賦予新價值。



# SOCIAL ENTERPRISE AWARD

5% Design Action Social Design Platform probes deep into the society's core issues. First, NGOs/public agencies have long been concerned with solving social issues, but often times, they lack innovative thinking, as well as innovative R&D talents and resources, and are inefficient utilizing the resources. Second, enterprises promote corporate social responsibility (CSR), hoping to exert greater social influences; however, it is difficult for them to achieve a balance between the depth and breadth of their endeavors, and investing resources into a single organization often times cannot achieve innovative synergy.

Third, there are many professionals in the society who are more than willing to do their parts and give back to the society; however, they give back to the society mainly by ways of labor and donation, and they do not have access to a channel that allows them to directly contribute their expertise to social innovation.

To solve social design's problem of having greater insufficiency of manpower than money, 5% Design Action assumes the role of platform and facilitates "good partnership for good deeds." Through the format of "design action" projects, 5% Design Action recruits designers and professionals across different disciplines, and encourages them to jointly invest 5% of their free time to leverage their professional knowledge and design capability, which originally are utilized for enterprise innovation, to take concrete actions, constructing the most optimal environment of interdisciplinary value innovation and co-creation, and facilitating overall social progress and sustainable open innovation.

Having accumulated many years of experience in social design, 5% Design Action has developed a 4-step systematic methodology of innovative design to launch design actions: research and "focus" on important social challenges, construct a platform that can "recruit" professionals of different sectors and disciplines, provide effective tools of "co-creation" and guidance for solutions, and finally, "transfer" the results to first-line organizations; the 4-step method enables 5% Design Action and partner agencies to jointly test and launch design concepts so that great designs can be seen and duplicated for the benefits of more people.

5% Design Action practices the design research method. 5% Design Action collects first-hand or second-hand information; through open innovation in different processes of projects, gathers experts that have focused on the issues for years and client representatives to dissect and analyze the issues, and identify core gaps and opportunity points. At the same time, through the process of interdisciplinary co-creation, 5% Design Action introduces its own resources of over 50 mentors with core professional competencies, and recruits online within an average of four months (per each social design project) industry professionals, designers, NPOs, enterprises, schools, and public agencies, to participate, which ensures interdisciplinary discussion and design efficiency and quality, and helps to learn key insights and opportunity points of innovation.



Moreover, 5% Design Action Social Design Platform offers enterprises interdisciplinary talent incubation, introduction of innovative thinking to NGO/NPO, and introduction of design to city governance, as well as offering universities courses such as interdisciplinary teachers training, nurturing the innovative DNA within organizations through model of integrated workshop. Through the model, 5% Design Action has trained over 50 NPOs, enterprises, schools, and public agencies, and is the core partner of Ministry of Education in the promotion of “Smart Living Integrated Talent Incubation Plan.”

Ageing society and low-birthrate are two issues the world must confront. In recent years, 5% Design Action has dedicated its effort to issues of ageing and innovation, and launched innovative actions and plans, including New Age Designers, health promotion, long-term care innovation, family-friendly workplace, and Wisdom 100, hoping to redesign aged life together with all people. Refocusing onto ourselves from all aspects of the society, as placemaking becomes national policy, how much do we know about the place we were born and raised, and now live in? What can we contribute to it?

Through initiatives, design actions, and community resources inventory and integration, 5% has also initiated and been engaged in projects such as local agriculture innovation design action, return home design action, rural village youth empowerment, and exchange consulting, hoping to not just drive local development, but also bring people closer to the land to create new value.



# 感言

# SENTIMENT

5% Design Action 社會設計平台很榮幸入圍 2020 Better Business Awards 優良企業貢獻獎 – 社會企業獎決賽。自2012年展開投身社會設計的構想，到新創事業的展開；從癌症篩檢、農業創生、友善職場、高齡創新、兒少教育、循環經濟等議題切入展開設計行動，近年更積極透過策展、出版等轉譯社會創新案例，期待透過各種媒介讓大眾接觸社會設計，重新思考自身與社會之間的關係與可帶來的改變。這些年的累積至今入圍本獎賽對於平台以將所有曾參與設計行動的引導師、設計行動家以及平台合作的NPO、NGO與企業單位都將是一大肯定，也期待透過入圍、獲獎的機會能將5% Design Action持續推動、所挖掘的社會議題，以及平台設計行動家們持續貢獻能被國內外組織、民眾有所了解與認同，進而推動更多落實、商業化，確實運用設計改變世界！

5% Design Action Platform is greatly honored to be a finalist in the Social Enterprise category of the 2020 Better Business Awards. From delving into social design in 2012 to launching a startup, 5% Design Action has taken design actions for issues from cancer screening, agricultural production, friendly workplace, ageing and innovation, children's education, to circular economy; in recent years, 5% Design Action has proactively translated cases of social innovation through curating exhibitions and publishing books, hoping to introduce social design to the public through various media, so people can reconsider the relationship between themselves and the society, as well as the possible changes they can bring.

Being shortlisted for this year's Better Business Awards is a great recognition to the platform, as well as all the mentors and design activists, who have participated in design actions, and NPOs, NGOs, and enterprises that have cooperated with the platform over the years. Being a finalist and having an opportunity to win the award will allow 5% Design Action's dedication to continued promotion and investigation of social issues, as well as the platform's design activists' continued contributions, to be seen and recognized by domestic and overseas organizations and people, so that the platform can launch more implementations and commercialized designs to truly change the world through design!

**5%**  
**Design**  
**Action**  
Social Design Platform

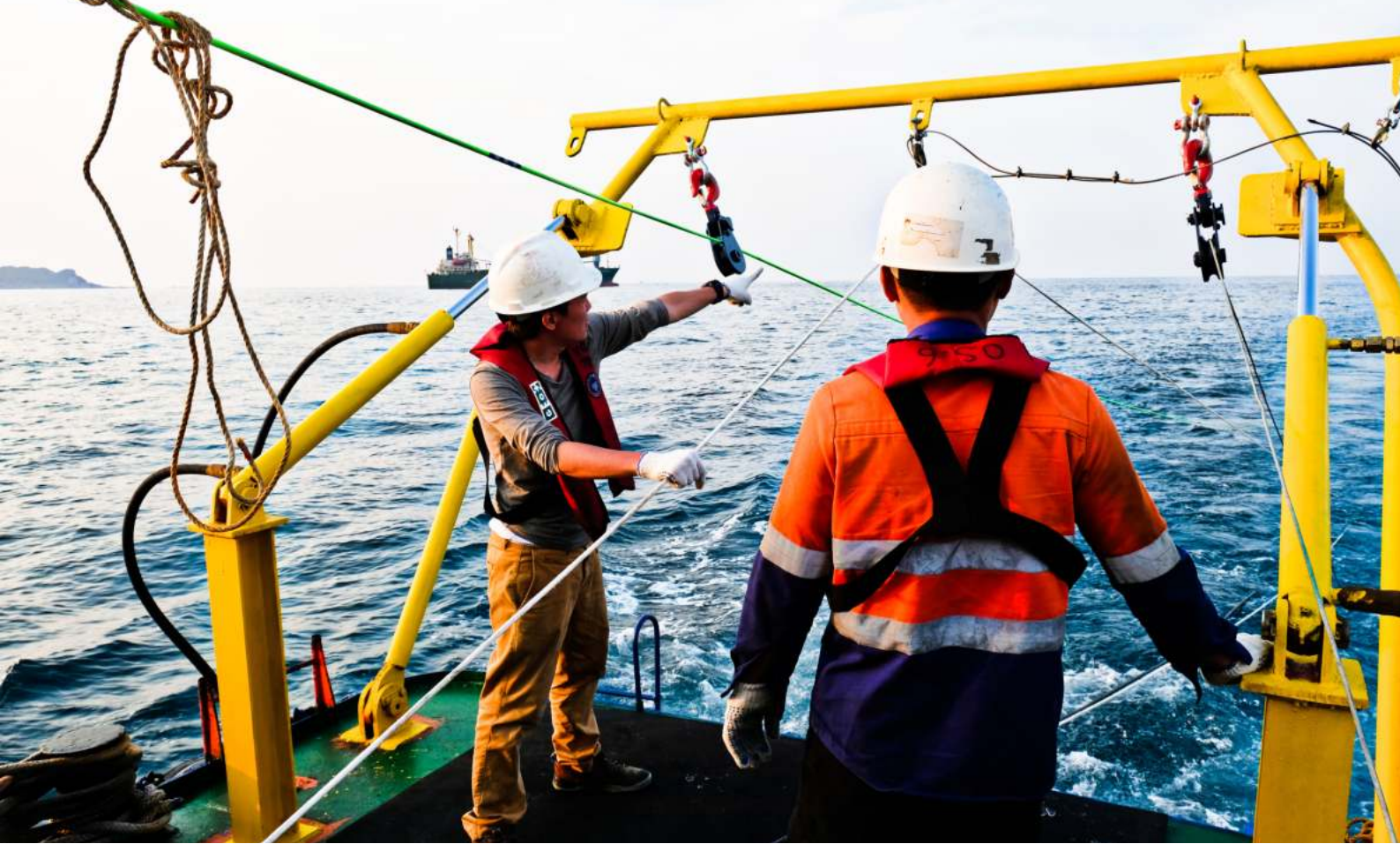
# 再生能源獎

## GREEN ENERGY AWARD

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WINNER

# 國際海洋股份有限公司 IOVTEC.CO., LTD.



國際海洋股份有限公司(IOVTEC)成立於民國102年，專注於為客戶提供最佳服務，認真用心達成客戶之需求。我們的業務範圍包括海事工程、船舶租賃、測量調查、電纜鋪設及風電人才培訓等，積極投注於綠能產業。

我們作為離岸風場建置、維運的主要承包商，致力於將技術根留台灣，此外更積極地不斷爭取各種跨領域合作，透過不斷的學習和演進，積極走向國際化，與世界工程接軌。

International Ocean Vessel Technical Consultant (IOVTEC) was established in 2013. We focus on providing the best service to customers and conscientiously fulfilling customer needs. Our business scope includes maritime engineering, CTV charter, survey investigation, cable laying and wind power talent training, etc., We devote ourselves actively into the windfarm industry in Taiwan.

As the main contractor of the construction and maintenance in offshore wind farms, we are committed to cultivate local wind farm talents in Taiwan. Through various cross disciplinary cooperation, we learn and grow continuously. Keep step forward to be internationalization and be a top marine engineering company.

# 再生能源獎

## "I國際海洋(IOVTEC)，可靠的海事工程夥伴

國際海洋於2013年成立，是一家本土台灣海事公司，提供的勘測服務涵蓋地球物理、水文勘測及未爆彈調查等。由於合作夥伴眾多，為建立整體集團感，我們於今年進行品牌重塑，並為相關業務注入新的能量，成立了IOG（國際海洋集團）。

## IOG支持台灣可再生能源產業的發展

發展業務合作夥伴關係一直是我們集團重要核心，了解客戶的目標後，以自身的離岸風電知識能即時提供客戶解決方案。IOVTEC與歐洲海上風電維運的領導者CWind於2018年成立了臺英風電(CWind Taiwan)，Cwind隸屬於Global Marine Group，後者為海上工程的市場領導者，被公認為海上跨領域具高質量及注重工作安全的合作夥伴。

為風機提供臨時電力，是臺英風電支持可再生能源發展的策略之一，因持續、高效率 and 安全的電源供應對於風電場的營運、不間斷的建設和維護至關重要，憑藉多年的經驗和提供定方案的能力，臺英風電可提供專業的臨時電力的相關技術和後勤服務。



另外，臺英風電也提供電纜整合服務，可以幫助客戶降低電纜管理費用、降低風險，並和專案的配合執行，除了現場服務，也提供專門打造的監控環境存放、管理和維護系統零件備品，確保能隨時派上用場。

最後，IOVTEC於今年，與Fugro合資成立了Fugro IOVTEC Co.，該公司擁有土壤和岩石的實驗室測試，實驗室測試服務之優勢包括：所有實驗均由經驗豐富的技術人員執行，以提供定期、專業化測試，對大量樣品進行快速篩選及反應測試



## IOG專注改變國內風電供應鏈，並帶來持續性影響

IOG的願景之一，便是培養當地風電人才並風電技術在地化；因此，臺英風電與五家公營企業引入了全球風能組織（GWO）所制定的安全培訓課程及應及相關國際通用標準，提供相關的海上風電培訓課程，並成立台灣風能訓練股份有限公司（TIWTC），除提供離岸風電技術人員課程外，TIWTC還與台灣許多大學簽署了合作備忘錄（MOU），以培育台灣下一代離岸風電技術人員，學生們如對離岸風電業感興趣，可以在踏入職場前做好準備，了解目前離岸風電市場和相關行業的工作內容，並培養所需的技能和工作理念。

為支持工業局離岸風電在地化的相關政策，如船隻的及海底電纜在地化製造，國際海洋於台南市將軍漁港附近租用了20年的土地，以建立自己的造船廠來建造及維護船隊。

## IOG積極發展風電，並為當地社區帶來正面影響

B根據我們在台灣的探測經驗以及對相關法規的了解，我們堅持僱用台灣當地技術人員，並以台灣籍海員為優先建立自己的本地船隊。為了持續培養當地風電人才，國際海洋亦還邀請了英國CWind或Fugro等相關專業技術人員，到台灣授課以進行技能傳承，以實現技術與人才在地化的目標。

此外，我們邀請當地漁民投入風電事業，租用合適的漁船作為戒護船，以確保施工現場的安全。我們認為，一些經驗豐富的漁民通常對海上危險有很高的警覺性，可以及早做出反應，並做好充分的準備，使船隻能夠避免海上意外。國際海洋極力推行相關計畫，使離岸海事工程商和社區緊緊在一起，除了為社區提供工作機會，亦以相關方式推動產業轉型。





# GREEN ENERGY AWARD

## "IOVTEC" YOUR RELIABLE MARINE ENGINEERING PARTNER

IOVTEC has established IOVTEC in 2013, a Taiwanese company provides survey services covering geotechnical, geophysical and hydrogeological survey, as well as met ocean and unexploded ordnance survey. In 2020, we start to bind our business partners together to build a group sense. Then we proceed rebranding and put new energy into our business, thus we establish IOG, International Ocean Group.

## TO SUPPORT THE GROWTH OF THE RENEWABLE ENERGY INDUSTRY IN TAIWAN

Working in partnership has always been core to how our business has evolved, we pride ourselves on getting things right first time, using our knowledge to deliver bold and resourceful solutions and to dig deep to clearly understand our customers goals. With CWind, the leader of offshore wind market, we set up CWind Taiwan in 2018 to serve as a strong player in Taiwan's offshore wind. Cwind belongs to Global Marine Group, a market leader in offshore engineering and is recognized as a high quality, independent strategic partner across multiple sectors.



Temporary power is just one of the solutions we provided. We believe a constant, efficient and safe power supply is critical to the smooth and uninterrupted construction and maintenance of a wind farm. With years of experience and the ability to deliver a bespoke solution, we can handle the considerable technical and logistical challenges of providing temporary power for turbines far out to sea.

The next innovative solutions should be Complete Cable Care, which is a single contracting entity, saving internal management fees, reduced risk, interface management and seamless execution of projects. Complete Cable Care has access to some of the best cable jointers in the marine sector, able to respond quickly and efficiently to cable repair needs.

Last, we established Fugro IOVTEC Co., a joint venture between IOVTEC and Fugro, owns the laboratory testing of soil and rocks. The key benefits of our laboratory testing services include: all the experiments are led by highly-experienced engineers, prompt response for periodic, specialised testing and quick turnaround on testing large volumes of samples.

## TO TRANSFORM THE DOMESTIC SUPPLY CHAIN AND BRING SUSTAINABLE IMPACT

One of our vision is to cultivate local wind power talents and localize wind power technology. Therefore, we introduce common international standards for safety training and emergency procedures, which are set by Global Wind Organization (GWO) to provide related offshore wind power training courses, and then set up Taiwan International Windpower Training Corporation (TIWTC), a joint venture of CWind Taiwan and other five public enterprises.

Besides the Training Center in Taichung, TIWTC signed a Memorandum of Understanding (MoU) with many universities in Taiwan, to begin a collaborative investigation into the development of areas of cultivating young technicians in Taiwan for the offshore wind farm industry. Shall they get interested in wind farm industry, they could prepare in advance during school time, get to know the current offshore market and related working content of offshore wind industry, and cultivate required skills and working concept.

In addition, one of the localization requirements contains the manufacturing of vessels, like survey, supply, arrangement, transportation and cable laying. To support this localization policy, we rent a land near Jiangjun Fishing Port in Tainan City for 20 years to establish our own shipyard to build and maintain our own vessels.



## THE POSITIVE IMPACT WE MADE AMONG NON-SECTOR STAKEHOLDERS AND THE LOCAL COMMUNITIES

Based on our local survey experience and on our familiarity with related local regulations, we insist to hire local technicians, local marine crew and build our own local fleet. To cultivate local talents, we also invited some professional technicians from CWind UK or Fugro to Taiwan to give lessons to carry out skill transfer, with a view to carrying out one of our goal.

Besides, we invited some fishers to rent us suitable fishing vessels to act as guard boats for the purpose of securing the construction site. We believe that some highly experienced fishing fishers are usually with high awareness to the dangers, thereby they could react early and get adequate preparation to enable such vessels to take avoiding action. Such arrangements provide job positions to the communities and also push industrial transformation in some way, by connecting our business and communities together.

# 感言

## SENTIMENT

國際海洋(IOVTEC)是國際海洋集團 (IOG)的其中一員，是台灣離岸風電市場的開拓者之一，自2013年公司設立起，以探測起家，逐漸擴大公司業務範圍後，亦踏足離岸風電產業，積極投注於綠能產業，透過不斷爭取各種跨領域合作，提供地質鑽探調查、地球物理調查、船舶租賃、電纜鋪設及風電人才培訓等地整合海事服務，致力於將技術根留台灣，以實際行動落實產業在地化的願景。在2018年，國際海洋與CWind 於合資成立臺英風電 (CWind Taiwan)，協助風場件社及維運期服務，最大化資產壽命。同年亦和多方企業共同合資臺灣風能訓練公司，為將風電技術在地化，為國內從事離岸風電工作人員提供最完整的課程訓練，為台灣打開離岸風力發電市場的大門。

結合完整的離岸風電知識，國際海洋積極建置自身船隊，提供風電船舶租賃等相關服務；從出港前之人員報驗安排、運輸途中的高技術船舶操作、詳細的專案文件紀錄及遵守作業安全等，皆是國際海洋船隊非常注重的環節。目前國際海洋擁有9艘臺灣籍船舶，包括風電工作船及人員運輸船 (Crew Transfer Vessel, CTV)，並符合船級社標準，配合完善的母港設施、專業的海況管制、高標準的勞工安全衛生管理等服務，提升離岸風電整體工安品質。

以綠能打造潔淨生活環境是我們的願景，很榮幸能獲得優良再生能源企業獎項的殊榮，我們會繼續推動永續企業經營，鼓勵更多企業付出實際行動造福社會！善盡企業社會責任及實踐企業承諾。

IOVTEC is one of the members of International Oceanic Group (IOG) and one of the pioneers of offshore wind farm market in Taiwan. We deliver a wide range of survey services. Through various cross-disciplinary cooperation, our services cover geophysical and geotechnical survey, vessel charter and talents cultivation. We are committed to taking real action to realize the vision of industrial localization.

In 2018, we established CWind Taiwan, a joint venture between CWind and IOVTEC, which provides construction and O&M services for the offshore wind industry in Taiwan.

With a range of integrated services and packages across the lifecycle of an offshore wind farm, CWind Taiwan delivers a full turnkey solution to provide regular maintenance and maximize the life of offshore asset for our customers. Also in the same year, we established Taiwan International Windpower Training Center. With a vision to cultivate local wind power talents and localize wind power technology. Open the door to the offshore wind power market in Taiwan.

With our offshore wind power and vessel knowledge, we build our own fleet and provide offshore vessel charter and related services. From personnel inspection arrangements before vessel departure, high-tech vessel operations, detailed project document records and knowledge of operational safety are all our areas. Noe, IOG owns 9 Taiwanese vessels, including offshore working vessels and Crew Transfer Vessels (CTV). We provide completed home port facilities, professional sea condition control and high-standard labor safety and health management services. We always put the quality of working safety as the priority.

Build a sustainable environment with green energy is always our vision. We are deeply pleased and honored to receive this Renewable Committee's Green Energy Award. We'll keep making our business operations more sustainable and encouraging other companies to take real action to contribute to the whole society.



# 最佳企業領袖獎

## BUSINESS LEADER OF THE YEAR AWARD

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# 王道商業銀行 O-BANK CO., LTD. 駱怡君 董事長



王道商業銀行前身為台灣工業銀行，成立於1999年，由資深金融家駱錦明先生與謝森中先生聯合發起，是台灣第一家結合民間企業力量成立的工業銀行；成立以來，不但配合國家經濟發展策略，參與重大經建計畫，更提供專業的投資銀行服務，扶植策略性新興事業發展，加速我國產業體質的改造。

然而，隨著國內產業結構的轉型，以及在數位金融科技浪潮的襲捲之下，台灣工業銀行為了肩負更重要的使命，決定投入打造普惠金融新願景，在2017年1月正式改制成王道商業銀行，成為台灣首家原生數位銀行，提供以線上為主、線下為輔的金融服務。

王道銀行的個人金融業務自2017年開始上線後，便陸續推出多樣化的個人金融產品與服務，消費者透過手機App於線上就能快速完成開戶、進行定存、轉帳、投資理財、申請貸款等，大幅降低繁複的手續以及往返銀行與等待的時間。而王道銀行深耕企業金融超過二十年，提供包括企業金融、環貿金融、財務金融、證券化與信託業務等服務，並採取「精品銀行」的策略，以優異的效率戰勝資產規模的限制。

在追求企業獲利之餘，王道銀行亦秉持「利他圓己」的企業精神，積極落實企業社會責任，於2017年通過B型企業認證，成為台灣第一家通過B型企業認證的上市公司與金融業者，自2018年起更連續三年榮獲天下企業公民獎等CSR相關獎項肯定，展現對員工、環境與社會的承諾，打造與員工共好、與客戶共贏、與股東共享、與環境共生、與社會共榮的美好願景。

O-Bank, formerly named the Industrial Bank of Taiwan, was founded in 1999 by financial industry veterans Kenneth C.M. Lo and Samuel C. Shieh as the first private-sector industrial bank in the nation's history.

Following its establishment, O-Bank has coordinated with national economic development strategies, participated in major economic development projects, provided professional investment banking services, nurtured strategic new businesses, and accelerated the restructuring of the nation's industry. With changes in Taiwan's industrial structure and digital technology breaking like a tidal wave across the world, the Industrial Bank of Taiwan decided to restructure into O-Bank in January 2017 in order to work toward the newly adopted vision of financial inclusion. O-Bank is Taiwan's first native digital bank that offers financial services mainly online and supplemented by offline.

Since the debut of personal banking services in 2017, O-Bank has rolled out a wide range of personal financial products and services. Customer can quickly open an O-Bank account, make deposits, transfer money, apply loans, and make investments simply through mobile APP online, which significantly reduces cumbersome procedures and time.

Besides, O-Bank continues to develop its corporate banking services including corporate finance, global trade finance, financial market, securitization, and trust services, and positioning as a "boutique bank," O-Bank relies on superior efficiency to overcome its limited assets.

In addition to pursuing profits, O-Bank has adopted corporate spirit of "Fulfilling Oneself by Benefiting Others" to realize its corporate social responsibility. In 2017,

O-Bank became the first listed company and financial company in Taiwan to be certified as B Corp. Since 2018, O-Bank has obtained several CSR related awards, such as Excellence in Corporate Social Responsibility Award by Common Wealth Magazine, recognizing O-Bank's commitment to its employees and society and its goal of prospering with employees, profiting with customers and shareholders, co-existing with the environment, and benefitting with society.





# 最佳企業領袖獎

王道銀行駱怡君董事長十多年來深耕「金融」、「創業」及「投資」等專業領域，過去曾自行創業，於加入王道銀行集團後，初期領導王道銀行從無到有開拓海外市場，於香港創立王道銀行第一家海外分行，且創行兩年內即達成香港分行單月損益平衡的績效。

2017年，駱董事長更領導王道銀行進行數位創新，成功轉型商業銀行，成為台灣第一家原生數位銀行，運用數位金融科技優勢，提供用戶低門檻、無疆界、零時差且快速便利的線上金融服務，以期創造普惠金融的願景和目標，同時從金融本業專長出發，推出能創造社會效益之金融產品與服務，攜手消費者對社會與環境產生影響力。

其中，王道銀行率業界之先推出的機器人理財服務，利用大數據系統演算建議投資標的及波段，能依據客戶風險屬性及投資偏好精算出最適當的投資組合，更重要的是突破傳統銀行財富管理業務大多僅針對高資產客戶的模式，只需新台幣一千元以上即可投資，讓人人都可享受有大數據系統演算的專業投資顧問服務。

駱董事長並支持王道銀行推廣能創造社會效益的金融產品，包括領先業界推出B型企業金融支持方案及隨後推出社會企業專屬方案，以金融資源支持對世人好且大力解決社會環境問題的企業，一同推動社會的正向發展。

此外，王道銀行打造公益認同卡平台，推廣「你消費，我捐款」即時行善做公益，消費者只要持認同卡刷卡消費，王道銀行即提撥消費金額0.2%的回饋金捐贈給該卡合作的公益組織，讓非營利組織獲得長期且穩定的經費援助，同時消費者本身也能獲得刷卡現金回饋，鼓勵用戶透過日常刷卡消費即時行善，未來也將持續擴大此平台，結合不同的非營利組織發行更多主題的認同卡，以能幫助更多公益團體，擴大對於社會的影響力。



另除了在企業定位及產品策略的創新，駱董事長更積極追求永續經營以及與社會的共好共榮，領導王道銀行於2015年成立企業社會責任委員會，秉持「利他圓己」企業精神，制定企業社會責任包括公司治理、客戶關係、員工照顧、社會參與、環境保護等五大面向相關制度，由內而外落實超過兩百項相關計畫，2017年申請通過B型企業認證，2018年起更陸續獲得台灣企業永續獎及天下企業公民獎等相關獎項的肯定。

在企業經營之餘，駱董事長亦積極參與國際性事務及公共事務，其傑出的表現曾獲多重殊榮肯定，包括獲表揚為世界級達沃斯世界經濟論壇全球青年領袖，並曾獲得美國艾森豪獎，為台灣唯一同時獲此兩項殊榮的得主；於2016年更受總統府任命擔任亞太經濟合作會議企業諮詢委員會台灣代表，致力為幫助更多台灣企業踏上國際舞台，協助台灣新創產業與國際接軌，並讓國際社會對台灣產業有更多認識。

駱董事長目前同時身兼美國麻省理工學院亞洲執行委員會委員、工商協進會理事暨青年事務委員會召集人、中華民國銀行商業同業公會理事、台灣女董事協會理事等職務，熱心參與推動學界及工商業界多面向的議題。

# BUSINESS LEADER OF THE YEAR AWARD

Chair Tina Lo of O-Bank has been deeply involved in professional fields such as "finance", "entrepreneurship" and "investment" for more than ten years. She ever started her own business, and then after joining O-Bank Group, she initially led O-Bank to develop overseas markets from scratch. She established O-Bank's first overseas branch in Hong Kong, and led the branch to achieve monthly breakeven within two years of its establishment.

In 2017, Chair Lo led O-Bank's digital innovation and successfully transformed from an industrial bank into a commercial bank, becoming the first native digital bank in Taiwan. Taking advantages of FinTech, O-Bank is able to provide online financial services that break down barriers, extend horizons, and reduce time lags. Such business model enables O-Bank to achieve its vision and objective of inclusive finance. At the same time, O-Bank starts to launch financial products and services that can create social benefits, and work with consumers to improve society and the environment.

One of O-Bank's initiatives for promoting financial inclusion is to lead the industry to launch the first robo-advisor wealth management service. O-Bank's robo-advisor can propose investment targets and bands based on big data calculation and then suggest a most appropriate investment portfolio based on customers' risk attributes and investment preferences. More importantly, O-Bank's robo-advisor breaks through the traditional bank wealth management business model that mostly only targets high-asset customers, everyone can enjoy the professional investment advisory services of big data system calculations just by the lowest investment amount starting from NT\$1,000.

Chair Lo also supports O-Bank in promoting financial products that can create social benefits, including leading the industry to launch exclusive financial support program for B Corps and subsequently for social enterprises to support enterprises that are good to the world and vigorously solve social and environmental problems with financial resources.

Besides, O-Bank has built a Charity Affinity Card platform to promote the idea of "You spend, I donate" and encourage customers to do good deeds just through daily consumption. Every time when customers pay by O-Bank Affinity Card, O-Bank will make a donation based on 0.2% of customer's consumption amount to the non-profit organization bundled with the card. Such win-win mechanism helps offer non-profit organizations long-term stable financial assistance and consumers will receive cash rewards for using the cards at the same time. In the future, O-Bank will continue to issue new cards with different non-profit organizations to advocate more social issues, support more non-profit organizations, and expand the impact to the society.

In addition to innovation in corporate positioning and product strategy, Chairman Lo is also actively pursuing sustainable operation and prosperity with society. She led O-Bank to establish a corporate social responsibility committee in 2015, upholding the corporate spirit of "Fulfilling Oneself by Benefiting Others" to build CSR systems in the five categories of corporate governance, customer relationships, employee care, social participation, and environmental protection. More than two hundred related plans have been implemented. Due to the success of CSR initiatives, O-Bank obtained B Corp Certification in 2017 and successively won the recognition of several CSR awards such as Corporate Sustainability Award by TAISE and Excellence in Corporate Social Responsibility by Common Wealth Magazine.

Other than business operations, Chair Lo has actively participated in international affairs and public affairs. Her outstanding performance has been recognized by multiple awards, including being commended as a Davos World Economic Forum Young Global Leader and awarded a U.S. Eisenhower Fellowship, and she is the only Taiwanese to receive both of these awards. In 2016, she was appointed by the President as Taiwan's representative to the APEC Business Advisory Council (ABAC) and is committed to helping more Taiwan Companies set foot on the international stage, assisting Taiwan's new industries to integrate with international standards, and allowing the international community to know better about Taiwan industries.

As Chair Lo is enthusiastic about promoting academic and business related issues in the industry, she is currently a member of the Asian Executive Committee of the Massachusetts Institute of Technology, Director of Chinese National Association of Industry and Commerce, Taiwan (CNAIC), the convener of CNAIC Youth Affairs Committee, Director of the Bankers Association of R.O.C., and Director of Women on Boards Taiwan, etc.





# 感言

## SENTIMENT

2013年，我在美國第一次聽到B型企業的概念即深受感動，因為B型企業所追求的並非「Best in the World」，而是「Best for the World」，倡議企業在追求獲利之餘，更應該創造和環境、社會之間的平衡。此理念與王道銀行「利他圓己」的精神不謀而合，令我更深刻省思如何透過我的領導落實這樣的概念，因此於2015年首先於王道銀行成立企業社會責任委員會，開始系統化的實踐CSR五大面向舉措。

在公司治理方面，以有效且完善的內部控制制度強健企業體質，奠定永續經營的基石；在客戶服務方面，運用金融專業與數位科技提供客戶全方位的解決方案，同時深耕客戶關係與提升滿意度；在員工照顧方面，透過完善且健全的人力資源政策，於徵才、育才、留才三方面均衡發展，並促進人權平等與性別平權，打造幸福且友善的工作環境；在社會參與方面，以金融專長為核心，發展出多元方案，發揮企業對於社會和環境的影響力；在環境保護方面，除了以數位金融服務打造友善環境的經濟模式，更導入ISO 14001:2015環境管理系統及ISO 14064-1溫室氣體盤查，並攜手員工實踐節能減碳。

王道銀行一步一腳印實踐企業社會責任，建構起企業永續經營的架構，2017年成為台灣第一家通過B型企業認證的上市公司與金融業者；2018年起連續三年榮獲天下企業公民獎，且今年榮獲中間企業組第二名；並曾榮獲台灣企業永續獎之績優獎、創意溝通獎、人才發展獎、性別平等獎等。

我很榮幸能獲得入圍肯定。未來，我將領導王道銀行精益求精，持續為創造企業永續以及與社會環境共榮的願景而努力。

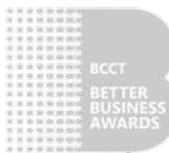
The first time when I heard B Corp in the US, I was deeply moved because what B Corp pursues is not "Best in the World" but "Best for the World."

This concept coincides with O-Bank's spirit of "Fulfilling Oneself by Benefiting Others" and making me to think deeper about how to implement this through my leadership. Therefore, O-Bank established a CSR committee in 2015 and began to systematically implement five major facets of CSR.

For corporate governance, we apply an effective internal control system to strengthen corporate operation and lay the foundation for sustainability; for customer relationships, we use financial expertise and digital technology to provide a full range of solutions and enhance satisfaction; for employee care, we build a sound human resource policy to recruit, cultivate, and retain talents, and promote human rights and gender equality to create a friendly workplace; for social participation, we use finance expertise to develop programs to make positive influence on society; for environmental protection, besides creating an environmentally friendly economic model, we also apply ISO 14001:2015 and ISO 14064-1, and works with employees to realize energy saving and carbon reduction.

O-Bank has implemented CSR step by step and built a sustainable business structure. In 2017, it became the first listed company and financial industry company to obtain B Corp certification in Taiwan; since 2018, it has won Excellence in CSR by Common Wealth Magazine for three consecutive years and received the 2nd Prize in Medium-Size Enterprises Division in 2020; also, it once awarded Corporate Sustainability Award, Creativity in Communication Award,

People Development Award, and Gender Equity Award by TAISE. I am honored to be recognized by BCCT Better Business Award and will continue leading O-Bank to strive for excellence and create a vision of corporate sustainability and co-prosperity with the social.



2020  
BUSINESS  
LEADER OF  
THE YEAR  
AWARD FINALIST

# 特力集團

## TEST RITE GROUP

### 黃仁俊

### 商品管理部副總經理



特力集團於1978年成立，在創辦人李麗秋女士及夫婿何湯雄先生多年的努力下，使得特力從專營手工具出口的小型貿易公司，發展至今成為擁有逾4,600名員工、資本額高達50億的股票上市公司，聚焦「家」的產業永續發展。

特力的貿易客戶遍及全球各地，多為頂尖零售企業，如Walmart、Home Depot等，是台灣地區最大的專業貿易商。面對國際情勢多變的衝擊，特力仍持續落實深化南進供應鏈，實行採購地區之多元布局、興建北美第二倉庫，因應貿易事業發展的需求並提供客戶高附加價值之服務與商品等策略，以應變外在環境所帶來之快速變化，讓貿易事業維持穩定成長。同時特力也是台灣最大的家居家飾通路業者。

1995年起，特力開始跨足發展零售事業，並與英國大型通路Kingfisher翠豐集團合作，成功在台灣掀起DIY手作風潮。相對「特力屋」以居家修繕的「硬裝」產品為主，1998年特力又推出以「軟裝」產品為主的「HOLA特力和樂」，並陸續引進國際知名家居家飾品牌，及發展「以客戶為中心」的策略，整合零售線上線下通路，導入新零售模式。

特力集團致力構築一個全球整合型企業(GIE, Global Integrated Enterprise)，透過追求資源的最佳化，與供應廠商、事業夥伴、客戶形成最佳的生態體系。迄今特力集團已發展成為一個橫跨貿易、零售、電子商務、商品設計、營建等全方位的大型事業體。

Test Rite was founded in 1978 by Ms. Judy Lee and her husband, Mr. Tony Ho. Their years of dedication had led Test Rite to expand from a small firm, solely in the business of hand tools export, to a five-billion-dollar, publicly traded enterprise with over 4,600 employees worldwide, focusing on home living industry for sustainable development.

Test Rite trading business group serves various global leaders in retail, such as Walmart and Home Depot, making it Taiwan's largest professional trader. In light of an evolving international environment, Test-Rite is staying the course and putting into place strategies to keep the trading business growing steadily. These include deepening the southbound supply chain policy, diversifying global sourcing, constructing a second warehouse in the U.S., and providing customers with high value-added services and products.

Test Rite is also the leading brand in home living retail. It entered the retail business in 1995 and partnered with leading British distributor, Kingfisher plc, to popularize DIY in Taiwan.

With the success of TLW, which specialized in the "hardline" division of DIY home improvements, Test Rite launched HOLA, a retail channel that focuses on "softline" home décor products, in 1998, and then introduced internationally renowned home furnishing brands, which has been guided by a "customer-centric" strategy to integrate retail online and offline channels for moving into a new retail model.

Test Rite aims to build a Global Integrated Enterprise (GIE). As a GIE, the focus of operations is the pursuit of the optimization of resources and the creation of a perfect system where suppliers, business partners, and clients work seamlessly together.

Today, Test Rite has become an omnidirectional and large-scale enterprise across trading, retail, e-commerce, product design, and construction.





# 最佳企業領袖獎

黃仁俊副總經理(Jim Huang)曾任特力貿易內銷協理、特力屋資深採購經理，目前擔任特力屋商品管理部副總經理，帶領特力屋商品及行銷團隊積極進行各項創新發展，以滿足居家生活市場的多元需求。其曾獲特力集團2016年度最佳經理人、特力集團2018年度董事長大賞、經理人雜誌2019「100MVP經理人」。

Jim旗下主管逾30條產品線、3萬多項商品，創造年營收逾新台幣100億；為滿足消費者需求及提升通路競爭優勢、以利永續發展，Jim帶領團隊持續深化特力屋自有品牌商品的發展策略，從基礎開始完成差異化商品的設計開發，改變傳統採購文化，使2019年特力屋自有品牌商品銷售佔比達到21.2%。他也鼓勵團隊要突破傳統的商品銷售，完善整體服務，所以成功將銷售、安裝、維修一條龍式的服務帶進居家生活賣場，為產業開創新商機及服務新標竿，也使特力屋自有品牌廚具及衛浴等商品備受市場肯定。

為迎接新零售時代，2019年特力屋推出智慧門店，Jim並整合商品完成虛實互導，實現「線上行銷、線下體驗」，方便門市同仁在現場為顧客搜尋更多門市沒有的品項及完成下單的服務流程，因此產生逾2.7億元的營收。這項服務也為特力屋社區店發展奠下基礎，與大型店形成有機結合，為全台各地消費者提供更完善的服務。而新零售虛實整合策略的成功及新型態社區店的發展，讓特力屋的全通路發展，後勢指日可期。

為打造綠色通路，Jim領導採購團隊推動綠色標章商品，近三年採購銷售之相關品項數年年成長，2019特力屋綠色標章商品銷售品項數再度成長12.3%。



同時特力屋也在近年持續結合以節能、健康、環保進而為客戶省錢為主題的行銷活動，響應「綠行動」，推廣「綠生活」，將節能商品的概念植入消費市場。2019年共約售出182萬顆LED燈泡及約48.5萬支LED燈管，約可減少201,519.4噸的碳排放量，相當於為地球多種1,752.3萬棵樹。

此外，Jim對新世代人才的培育也不遺餘力，給予資源、引導與磨鍊、承擔的舞台，讓年輕人有被看見的機會，亦為特力屋品牌的與時俱進奠定基礎。

今年初全球爆發疫情，Jim在年後立刻擬定六個月的因應戰略，並隨時根據疫情發展及供應鏈的供給能力，進行靈活的全球採購調度，很多防疫商品都因此獲得迅速的補給，為台灣防疫工作貢獻心力。

展望未來，Jim將透過傑出領導力、影響力及產業專業知識的發揮，延續特力屋作為台灣居家生活領導品牌的地位，引領產業多元化及包容性發展，致力提升台灣近千萬家庭的居家生活品質，協助其打造安全適當的居家環境。

# BUSINESS LEADER OF THE YEAR AWARD

Mr. Jim Huang has worked as the Director of Test Rite Trading – Domestic Sales Division and TLW Senior Merchandising Manager, and currently serves as the Vice President of TL Merchandising Management Division. Under his leadership, the TLW product and marketing team actively conducts innovative developments to satisfy various needs and requests of the home living market. Huang is the recipient of numerous awards, including the 2016 Test Rite Group Best Manager Award, 2018 Test Rite Group Chairperson Award and the 2019 MANAGER Today Magazine “100 MVP Manager” award.

Jim Huang supervises over 30 product lines and 30,000+ products, and has generated more than NT\$10 billion in annual revenue. He and his team are dedicated to improving and expanding TLW's private label products to fulfill consumer demands, increase sales channel competitive edge and ensure the company's sustainable development. They managed to increase the sales percentage of TLW's private label products to 21.2% in 2019 by differentiating their products from the initial design and development stage and changing the traditional procurement culture.

In addition to encouraging the team to go beyond traditional selling methods and provide more comprehensive services, Huang successfully introduced a one-stop service procedure, which covers sales, installation to repairs, into Taiwan's home living stores. This new feature not only generated new business opportunities, but also established new service benchmarks. Due to his efforts, TLW's private label kitchenware and bathroom products have gained popularity in the market.

To meet the demands of the new retail era, TLW launched smart stores in 2019. Huang and his team integrated O2O marketing functions to deliver a new, optimized retail model fueled by “online marketing and offline experience”. This makes it easier for storefront employees to search for and order products that are not in stock at the stores on behalf of the customers right on the spot. The new service function brought in over NT\$ 270 million of revenue and also laid down the foundation for TLW community stores' deployments. By connecting these local locations with larger stores, TLW can provide better services to consumers all over Taiwan. The success of the new O2O integration strategy in retail and the introduction of new community stores generate significant potential for TLW's future omnichannel developments.

Furthermore, Huang and his team introduced green certification products to set up a green distribution channel. In the past three years, the number of items procured/sold has grown annually. In 2019, the number of TLW's green certification product items has increased 12.3% once more. At the same time, TLW continues to organize marketing campaigns that aim to save money for consumers. The events combine energy-saving, health, and eco-friendly concepts to promote green action and green lifestyles, and encourage the public to buy and use energy-efficient products. In 2019, TLW sold approximately 1.82 million LED light bulbs and around 485,000 LED light tubes, equivalent to saving roughly 201,519.4 tons of carbon emissions, or planting an additional 17.523 million trees.

Huang is dedicated to cultivating a new generation of talents as well, which ensures that TLW can evolve with the times. He offers young employees resources, guidance, challenges, and opportunities to take responsibility and shine.

When the global pandemic exploded earlier this year, Huang immediately figured out a six-month response strategy after Chinese New Year. He flexibly adjusted global procurement plans according to pandemic situation developments and the fluctuating capabilities of the supply chain; thus many infection control products could be replenished quickly to support Taiwan's epidemic prevention measures.

Looking into the future, Huang will continue to leverage his outstanding leadership skills, influence and industry expertise to assist TLW to maintain its position as the leader of Taiwan's home living brand. With his contributions, TLW will keep on leading industry diversification and inclusive development, and work hard to improve the home living quality of millions of Taiwanese households and help them build a safe and comfortable living environment.



**TEST RITE**  
特力集團





# 感言

# SENTIMENT

誠信、當責、謙和、顧客導向、高績效文化是特力集團不變的企業文化，並隨時以最貼心的服務，致力提升民眾居家生活品質，幫助所有家庭擁有者實現美好家園。能在這樣一個正直、有守有為的企業與團隊一起努力，我感到非常榮幸，相信特力文化所帶來的養分正是我得以獲得獎項肯定的重要因素。

特力多年來聚焦耕耘家的產業，這是一個令人感動的事業，因為家永遠是我們每個人最大的後盾；特力清楚知道每個家庭的安定無疑牽動著整體社會人心的安定，因此我們透過專業能力，用心滿足客戶的需求，希望提供最好的服務，為持續提升國人整體居家生活品質而努力不懈！

2020是特別挑戰的一年，但也因此教會我們，家庭與家人的健康、安全實為一切之本，這促使民眾開始檢視與家的關係，也加重了我與團隊的責任。近年來特力屋採購及行銷團隊積極開發推廣廚具、衛浴等系列，並擴大引進各類安全無毒商品；同時特力屋積極發展社區店，貼近客戶生活圈，就近解決社區住戶居家問題。我相信，只要有「家」的存在，讓「家人更舒適安康」的需求就會一直延續。最後，感謝主辦單位對我及團隊的鼓勵，我們一定會秉持初衷，永遠專注於人與服務，以期不斷驅動美好的改變，為更多家庭創造最大幸福！

Integrity, accountability, modesty, customer focus and high performance have always been the corporate culture of Test Rite Group. By offering the most considerate services, we aim to enhance home living quality and help every home owner realize their dream dwelling. I am extremely honored to work with such an honest and outstanding corporation and team. I believe that Test Rite's culture is the main reason why I have been awarded this honor today.

Test Rite has been dedicated to developing the home living industry for many years, and we understand the stability of the home is closely linked with the stability of society. Thus we are committed to satisfying our customers' needs with our expertise and aim to continuously improve Taiwan's overall home living quality by offering the best-in-class services.

2020 has been a very challenging year, yet it is also a year in which we fully understand the safety and health of our families are the foundation of everything. Everyone is reexamining their relationships with their homes and families, and this also increases the responsibility of my team and me. I believe as long as the home exists, the need to let the family live a safer and more comfortable life will always be there.

Last but not least, on behalf of my team and myself, I thank the organizer for giving us this honor of recognition. We will continue to follow our original intention, focus on people and services and keep on driving good changes to create more happiness for more families!