In 2010, the Bank continued to comprehensively implement the scientific outlook on development, and earnestly performed its corporate social responsibilities. It spared no efforts to provide disaster relief to those areas affected by major natural disasters, such as the earthquake in Yushu of Qinghai Province, landslides in Zhouqu of Gansu Province and drought in Southwest China. It strengthened its support to education and continued to bolster the development of culture and environmental protection, making an active contribution to the building of a harmonious society.

The Bank actively engaged in disaster prevention and relief efforts, triggered emergency business continuity plans to guarantee normal operation of outlets in affected areas, opened “green channels” for donations in domestic and overseas outlets, waived fees and fast-tracked the remittance of such donations, and helped affected people to restore production and rebuild their homes. The Bank’s staff and domestic and overseas institutions donated a total of RMB71 million to affected areas.

In 2010, the Bank continued to vigorously support education. It donated RMB3 million in research funds and grants to Chinese universities, including Nanjing University and Zhejiang University, in order to support the construction of world-class faculties and make important research projects possible. By the end of 2010, the Bank has granted RMB15.094 billion of government-sponsored student loans since this lending started, which helped 1.48 million students complete their studies. In June 2010, the Bank successfully bid to continue as sole lender of government-sponsored student loans for universities under central ministries for the period of 2010-2014.

In 2010, the Bank continued to enhance its support of cultural, environmental and poverty-assisting initiatives. It became the first Chinese enterprise to hold a seat on the Board of Directors of the Lincoln Centre for the Performing Arts, and played an active role in Sino-American cultural exchange and cooperation. The Bank gave ongoing support to “Show the World: the Culture-Based Development Goodwill Action for Ethnic Minorities in China”, a programme launched by the United Nations Development Programme (UNDP) China and Ms. Zhu Zheqin (a.k.a. Dadawa). It sponsored the Cross-straits Forum Activity entitled “Co-growth of Spirit and Wealth”. It also donated RMB5 million to the “Greening Yangtze River – Chongqing Action” programme of the China Green Foundation, and RMB3 million to China Yellow River Foundation to support the conservation of the ecological environment along the Yangtze and Yellow rivers. Meanwhile, it introduced the “Monthly Donation for Poverty Alleviation” in cooperation with the China Foundation for Poverty Alleviation.

In 2010, the Bank’s impressive performance in the field of corporate social responsibility achieved recognition from domestic and overseas specialist institutions and media. The Bank won such awards as “Best Corporate Citizen”, “Best Bank for Performing Social Responsibilities” and the “United Nations Global Compact Modelling Social Responsibility Report”. The Bank was also included in all three indices of the Hang Seng Corporate Sustainability Index Series when it was launched in July 2010, becoming a sustainable leader among Hong Kong-listed domestic enterprises.

The Bank joined hands with UNDP to support ‘Show the World’ Goodwill Action.
The Bank earnestly conducted the '2010 Banking Industry Public Education Day' activity.

Employees of London Branch donated to the earthquake-stricken Yushu county of Qinghai Province.

Employees of Bank of China Macau Branch took part in the dragon-boat race held by the Macau Association of Banks.

Young volunteers of the Bank celebrated the International Children's Day with the children of migrant workers.