Corporate Social Responsibilities

In 2012, the Bank continued to uphold its commitment of “promoting social welfare and contributing to a prosperous nation”. The Bank fully supported the people’s livelihood and worked closely with all stakeholders to support the sustainable development of a harmonious society.

Supporting the development of the real economy

The Bank earnestly implemented state economic and financial policies. It strictly capped the scale and pace of its lending, applied its credit policies sensibly to support industrial structural adjustment, and extended more loans to key industrial fields and vulnerable sectors, thus promoting the sustainable development of the real economy.

Providing global financial services

The Bank continuously expanded its global service network, enhanced its integrated service capability through IT systems integration, helped domestic enterprises and individuals “Going Global”, and provided customers with integrated financial services on a global basis.

Fulfilling corporate citizenship responsibilities

The Bank is dedicated to serving, contributing and repaying society by actively supporting the development of education and making important contributions to poverty alleviation and the development of culture, arts and sports.

The Bank stepped up its efforts to support educational undertakings. It launched the “Centennial BOC Rainbow Bridge” programme, supporting 50 outstanding Chinese and American students to take cross-border cultural exchange. The Bank also assisted with the “Training Programme for Primary School Presidents in Ethnic Minority Areas”, improving educational development in those areas. Meanwhile, it continued to extend government-sponsored student loans to millions of students from 474 universities and colleges across China. In 2012, the Bank granted new student loans of RMB1.369 billion, bringing its total student loans to RMB18.96 billion.

The Bank continued to increase supports for cultural and sports development. It embarked on a second round of strategic cooperation with the National Centre for the Performing Arts to support the development of classic culture and arts, sponsored the Lincoln Centre for the Performing Arts for the third consecutive year so as to facilitate art exchanges between China and foreign countries, and supported the first Asian Beach Games held in China.

Promoting ecological sustainability

In order to help build a “resource-conserving and environment-friendly” society, the Bank remained committed to low-carbon development and proactively fought against global climate change. It actively stuck to “green finance”, thus protecting ecological environment and further promoting sustainable development. It strictly controlled lending to industries characterised by high pollution, high energy consumption and overcapacity. The Bank also set up a “green credit” approval mechanism, strictly reviewing lending applications and exercising “one-vote veto” principle in terms of environment protection for construction projects.

The Bank’s fulfilment of its social responsibilities was widely recognised by the society. In the industry-wide appraisal of social responsibility reports in the Chinese banking industry sponsored by the China Banking Association, the Bank received the “Most Socially Responsible Financial Institution Award” and the “Social Responsibility — Best Charitable Contribution Award”. It also awarded the “2012 Best Socially Responsible Bank in Asia” by 21st Century Business Herald, the “Best Charity Marketing Award” by China Business News, the “Top 100 Listed State-owned Enterprises by Corporate Social Responsibility” by Nanfang Media Group and the “Top Ten Caring Enterprises” by China Next Generation Education Foundation, etc.

The full text of the Bank’s 2012 Corporate Social Responsibility Report has been published on the websites of SSE (www.sse.com.cn), HKEx (www.hkexnews.hk) and the Bank (www.boc.cn).
BOCHK joined the “Hong Kong Geopark Charitable Green Walk”

Liaoning Branch organised Dalian Citizen Marathon

Ningbo Branch participated in public welfare activities of community development

Bank of China (Zambia) Limited hosted Sino-Zambia friendship football match