

Business &amp; Management 工商管理

# Local SMEs show sustainability and CSR progress

## 本地中小企致力推動可持續發展與企業社會責任

PolyU has placed itself at the forefront of the drive towards business sustainability through corporate social responsibility (CSR) with the release of the second annual Hong Kong SME Business Sustainability Index compiled by the Department of Management and Marketing.

The aim of the index is to encourage Hong Kong's SMEs to introduce sound business principles and corporate sustainability practices. At a ceremony to launch the index, PolyU President Prof. Timothy W. Tong reiterated that "sustainability is one of the major directions of development for PolyU".

The new version of the index was compiled with information on 48 Hong Kong SMEs with outstanding performance in CSR initiatives during 2012/13. It assessed them in three major areas: the value of CSR and sustainable development, management and CSR projects, and positive contribution to economic, social and environmental sustainability.

It is encouraging to see the increasing efforts of local SMEs in both business sustainability and CSR that reflected in the change of the index. The 2013 index's mean score was 62 on a 100-point scale, compared to 58 last year. The scores for CSR values and the assessment of CSR impact also rose from 61.8 to 68.6 and 45.2 to 51.0, respectively.

Prof. Tong noted that the improved scores and increasing recognition the index enjoys in the business community and society at large are proof that the city's SMEs take CSR seriously, which can only be beneficial to Hong Kong's long-term development.

隨著管理及市場學系發佈「第二屆香港中小企企業可持續發展指數」，理大在推動企業社會責任、以提高企業可持續性發展方面，已處於前沿位置。

發佈「指數」的目的是鼓勵中小企積極引入企業可持續發展的營商理念，付諸實踐。發佈儀式上，理大校長唐偉章教授重申：「可持續發展是理大其中一個重要發展方向。」

最新一期「指數」結合的資料由四十八家香港中小企提供，他們獲公認於二零一二年至一三年期間在實踐企業社會責任方面有優秀表現。透過評估中小企的表現，編製成相應的指數，評估主要分為三個範疇，包括：社會責任和可持續發展的價值觀、企業社會責任的管理和項目，以及對經濟、社會、環境可持續發展的正面貢獻。

指數顯示香港中小企在企業可持續發展與企業社會責任方面取得進展，結果令人鼓舞。本港中小企在二零一三年的總體平均得分為六十二分（以一百為滿分），勝過去年的五十八分。而企業的社會責任價值觀和效益評估，得分由去年的六十一點八分升至六十八點六分，後者則由四十五點二分升至五十一分。

唐校長表示，評分上升，以及指數在業界和社會上的認受性日高，均顯示本港中小企企業愈來愈重視社會企業責任，這對香港的長遠發展大有裨益。

PolyU's Department of Management and Marketing is helping to promote corporate social responsibility as a model for business sustainability amongst Hong Kong's SMEs.

理大管理及市場學系鼓勵香港中小企履行社會責任，藉此促進企業的可持續發展。



Prof. Carlos Lo and Prof. Eric Ngai of the Department of Management and Marketing reveal the results of the Hong Kong SME Business Sustainability Index. 理大管理及市場學系盧永鴻教授(右)及倪偉定教授發表「香港中小企企業可持續發展指數」。