

HSBC Brunei Small Medium Enterprise Corporate Social Responsibility Survey



A. Your view on Corporate Social Responsibility (CSR) or Corporate Sustainability (CS)

1. Have you heard of the term “Corporate Social Responsibility” or “Corporate Sustainability” before:

- Yes No Not Sure

Corporate Social Responsibility (CSR) mean that while company pursue its business objective, it will also has the responsibility to reduce its environmental impact, support community development and cater to the welfare of its employees.

2. In your opinion, what are the benefits for company that adopts concept of CSR / CS into their company practice / policy? (Please tick where appropriate)

- | | |
|--|--|
| <input type="checkbox"/> Improve branding or company image | <input type="checkbox"/> Improve company competitiveness |
| <input type="checkbox"/> Staff development | <input type="checkbox"/> Improve cost efficiency |
| <input type="checkbox"/> Improve employee morale and loyalty | <input type="checkbox"/> Benefit community development |
| <input type="checkbox"/> Increase sales / business opportunity | <input type="checkbox"/> No benefit |
| <input type="checkbox"/> Others , please specify _____ | |

3. Does your company maintain an active CSR policy or executive?

- Yes No (Go to Q6) Not sure (Go to Q6)

B. Current CSR / CS policy or program in your company

4. Please advise in which area of CSR / CS policy or activities are your company involve in; (Please tick where appropriate)

a. Environment Protection / Conservation

- | | |
|--|--|
| <input type="checkbox"/> Reduce waste and paper usage | <input type="checkbox"/> Reduce water pollution and usage |
| <input type="checkbox"/> Reduce air pollution | <input type="checkbox"/> Reduce energy usage |
| <input type="checkbox"/> Control and manage noise pollution | <input type="checkbox"/> Opt for environment friendly supplier / product |
| <input type="checkbox"/> Improve staff knowledge and awareness on environment conservation | |
| <input type="checkbox"/> Others , please specify _____ | |

b. Employee Management and Benefit

- | | |
|--|---|
| <input type="checkbox"/> Promote work life balance | <input type="checkbox"/> Equal opportunity for all |
| <input type="checkbox"/> Provide learning and development opportunity | <input type="checkbox"/> Promote health and safety at workplace |
| <input type="checkbox"/> Encourage two ways communication between management and staff | |
| <input type="checkbox"/> Provide benefits that are better than markets or regulation e.g. maternity and saabatical leave | |
| <input type="checkbox"/> Others , please specify _____ | |

<p><i>c. Community and Social</i></p> <p><input type="checkbox"/> Encourage staff participation in community work <input type="checkbox"/> Donation - financial or material</p> <p><input type="checkbox"/> Employ disadvantaged or disabled individual <input type="checkbox"/> Knowledge sharing with community</p> <p><input type="checkbox"/> Others , please specify _____</p>
<p><i>d. Overall Management Policy</i></p> <p><input type="checkbox"/> Ensure transparency and responsibility towards all stakeholders</p> <p><input type="checkbox"/> Comply with local and international regulation / guidance</p> <p><input type="checkbox"/> Adopt initiative to improve supply chain management</p> <p><input type="checkbox"/> Implement sound corporate governance</p> <p><input type="checkbox"/> Others, please specify _____</p>
<p><i>e. Others CSR / CS category (apart from those listed above)</i></p> <p>_____</p>

5. What are the reasons behind your company **implementing** CSR policy and initiatives? (Please tick where appropriate)

- Company has a responsibility towards welfare of community and society
- Company has a responsibility towards environment protection and conservation
- To improve employees morale and loyalty
- Reduce cost
- Enhance company branding / image
- Peer pressure from business peers, customer or supplier
- Others , please specify _____

6. What are the reasons why your company does not have CSR / CS policy and initiatives? (Please tick where appropriate)

- Not aware of CSR or CS
- High investment cost / No financial resources
- Not required / irrelevant
- No time
- Don't know where or how to start
- Do not agree with the concept of CSR / CS
- Others , please specify _____

C. Your interest in CSR /CS

In a 2008 survey conducted by Economics Intelligence Unit where 566 corporate and 16 high profile managers were asked on the benefit of CSR. 75% of the respondents says that a properly planned CSR policy improve their competitiveness and bottom line.

7. If time permit and without any expenses on your part, would your company be interested in participating in CSR / CS related activities / initiatives (e.g. Seminar, conference or classroom training, active participation in community work)?

- Yes No May be

8. If HSBC organize a CSR / CS related seminar, which of the following topic will you be interest in? (Please tick where appropriate)

- Global trend on Green and environment conservation
- Success stories of CSR/ CS within Brunei
- Local laws and regulation on environment protection and conservation
- Leveraging on CS / CSR to improve competitiveness
- Green or environmentally friendly supplier
- Community activities and voluntary work
- How to implement CSR / CS policy or environmentally friendly image
- Others , please specify _____

9. If HSBC organize CSR related seminar, which companies or personnel would you like to hear from most?

Although the businesses around the world has yet to recover from the recent financial crisis, 50% of these corporate still intend to invest more in CSR. According to Harvard Business Review, 75% of graduate in USA will only seek employment in company which exhibit sound CSR policy / practice.

10. If your company wish to implement or enhance CS/CSR activities, which of the following do you think would be of assistance? (Please tick where appropriate)

- Guidance on cost, benefit analysis of CS / CSR investment
- Training on CS/ CSR implementation
- Professional advice on planning, execution and participation
- Strategy to encourage staff participation
- Strategy to achieve buy in on CS /CSR within the company
- How to implement CSR / CS policy or environmentally friendly image
- Strategy to increase media exposure / company publicity
- Not required, already has a good CSR / CS policy in place
- Others , please specify _____

Section 2 Company and Personal Detail

Please fill in your personal details below (for internal use only)

1. Gender

Male Female

2. Your age

20 yrs and below 21-30 yrs old 31-40 yrs old
 41-50 yrs old 51 yrs and above

3. Your company location

Brunei Muara Dist. Tutong District Belait District
 Temburong District

4. Number of employees in your company

20 and below 21-50 51-100
 101-200 Above 200

5. Please advise your company business sector;

Manufacturing Trading Wholesale / Retail
 Hospitality Services Financial Services Transportation
 Others, please specify _____

6. Your position in company;

Owner / Partner Chairman Managing Director
 General Manager Executive Director Senior Manager
 Manager Senior administrative Personnel
 Others, please specify _____

7. Your Email address _____

In appreciation for your participation in this survey, HSBC will donate \$5 to your choice of charity below. Kindly indicate which charity your company would like HSBC to donate to:

- Dana Pengiran Muda Mahkota Al-Mutadee Billah
- Pusat Ehsan Al-Almeerah Ah-Hajjah Maryam
- Handicapped Children Association (KACA)
- International School Brunei Million Trees Project
- Society for Management of Autism Issues in Training, Education and Resources (SMARTER)

Thank you for your participation in this survey. Your feedback will assist us to formulate our strategy on HSBC Corporate Social Responsibility partnership.

If you have any queries please do not hesitate to contact your Corporate Relationship Manager or Commercial Banking Call Centre on +6732252321 or commercialbanking@hsbc.com.bn

Please submit completed form to any of our HSBC branches or email to commercialbanking@hsbc.com.bn
Alternatively, you may mail to the following address:

**Commercial Banking
HSBC Chambers
Cnr Jln Sultan/Jln Pemancha
Bandar Seri Begawan BS8811
Brunei Darussalam**