



FINANCIAL EDUCATION AND ESG
LEADERSHIP
— Awards 2022 —

A BRIGHTER FUTURE THROUGH FINANCIAL EDUCATION AND ESG



Organizer:



IFPHK FINANCIAL EDUCATION AND ESG LEADERSHIP AWARDS 2022

Supporting Organizations*:



* In alphabetical order after the first line of regulators and government agencies.

A BRIGHTER FUTURE THROUGH FINANCIAL EDUCATION AND ESG



A handwritten signature in black ink, appearing to read 'Dennis Lau', written in a cursive style.

Dennis Lau

Chief Executive Officer
Institute of Financial Planners
of Hong Kong

Sustainability is on the new frontier of business development. The United Nations (UN) launched a set of 17 Sustainable Development Goals in 2015 and aimed to achieve a sustainable future for all by 2030.

The term “ESG” (Environmental, Social and Corporate Governance) was first coined in a landmark study by the UN as an evaluation for corporate sustainability back in 2005. They are standards used by socially conscious investors to screen potential investments. According to a report from the Global Sustainable Investment Alliance in 2021, this ESG global phenomenon has translated into a sustainable investment with an asset value of \$35.3 trillion USD.

On the other hand, to officially recognize the importance of financial literacy, the OECD created the International Network on Financial Education in 2008, comprising members from 130 countries. It affirms that a financial planning routine may lead to financial stability and achieving life goals. On a higher level, financial education helps build a financially-fit population to combat adversity and ultimately bring about sustainability.

In this connection, corporates that pursue ESG and financial education share the same goal of being responsible stewards of the community, promoting social goods and working for a brighter future. Both indicate the responsible act of a company towards the community.

To encourage financial educators to pursue this meaningful initiative, we have come up with the theme “A Brighter Future Through Financial Education and ESG” and have added “ESG” as a mandatory Awarding requirement. Hence the Awards name for this year is renamed as “Financial Education and ESG Leadership Awards 2022”.

We hope that by refreshing the Awards from time to time, we may reflect justly on the social needs and rightly recognize the corporate leaders that constantly pick up and move on.

The “IFPHK Financial Education and ESG Leadership Awards” is accepting application. May we continue on this mission together and advance the community for the greater good.

ABOUT THE AWARDS

The Institute of Financial Planners of Hong Kong (IFPHK) was established in 2000 to develop and maintain high professional standards and self-discipline for providers of financial planning services in Hong Kong to ensure that consumers are well-served and their interests protected.

To align with the IFPHK's mission to increase awareness of the importance of financial planning, the IFPHK has launched the "IFPHK Financial Education Leadership Awards" (The "FELA") since 2018 to pay tribute to commercial firms, non-profit organizations, and individuals that have made significant efforts in improving financial literacy levels in Hong Kong.

Since its inauguration in 2018, 36 organizations and nearly 100 individuals have been lauded with the FELA as a hallmark of their devotion to financial education for the community. To encourage and honour achievements that address specific financial education needs, the award criteria will be finetuned as and when appropriate to move with the times.

OBJECTIVES

1. To recognize commercial firms, non-governmental organizations (NGOs), non-profit organizations (NPOs) such as schools, professional bodies, charities, social enterprises, etc, in providing public financial education to the community on a pro bono basis
2. To promote the importance of financial planning in Hong Kong
3. To raise the overall level of financial literacy in Hong Kong

ELIGIBILITY

Open to all Hong Kong commercial firms, NGOs, and NPOs, who have invested, undertaken, or completed their financial education tasks between 1 July 2021 and 30 June 2022.

KEY DATES

12 July 2022	Open for Entries
31 August 2022	Application Deadline
3 October 2022	Results Announcement
November – December	Awards Presentation Ceremony

ENQUIRIES

Institute of Financial Planners of Hong Kong
13/F, Causeway Bay Plaza 2,
463 - 483 Lockhart Road, Hong Kong
Tel: 2982 7888 Fax: 2982 7777

Email: marketing@ifphk.org Website: www.ifphk.org

CORPORATE FINANCIAL EDUCATION AND ESG LEADERSHIP



This Award aims to recognize collective efforts that commercial firms and non-profit entities have made to improve financial literacy in Hong Kong. All awardees have also contributed to a sustainable city through efforts in ESG.

Award	Commercial Firms / Non-profit Entities	
Gold	Achieving 4 criteria or more	+ 1 ESG Initiative or Achievement / Award
Silver	Achieving 3 criteria	
Bronze	Achieving 2 criteria	
Best Corporate Financial Education and ESG Leadership of the Year For the commercial firm that has achieved the most criteria		

ASSESSMENT CRITERIA

The Criteria are set out to demonstrate how financial education could be met. Submissions of the firms should specify and elaborate on the criteria engaged.

- Digital Campaign:** Websites, apps, videos, social media platforms, online tutorials or hotlines that are available to consumers with free and impartial sources of information, tools and resources. Consumers are able to navigate the financial landscape and access the information they need
- Print:** Publication of books, toolkits and training materials for free financial education to the public
- Apps:** Customized apps for financial education
- Events:** Providing public financial education through engaging and exciting events, road shows, focus groups, games, etc
- COVID-19 Pandemic-specific Initiatives:** Financial education initiatives that directly addresses the COVID-19 Pandemic
- Next Generation / Retirement-specific Initiatives:** Financial education initiatives that directly addresses on the topic of retirement or targeting the next generation
- Support of Vulnerable Groups:** Special programs or resources for specific cohort groups, e.g. people experiencing high financial stress, people with low income or few assets, vulnerable seniors, and religious differences as they pertain to loans and borrowings
- Innovative Examples:** Actively adopting technologies in business models for a better financial education future, including the internet of things, artificial intelligence and the sharing economy
- Co-effort Examples:** Partnership or sponsorship to support a financial education program run by a charity, school, non-profit organization or policymaker
- Volunteering Programs:** Building a sustainable volunteer program in which promoting financial education is one of the goals or activities
- Employee Programs:** Providing workplace financial wellness programs for employees
- Research Examples:** Commissioning research to highlight the need for financial education so that the best practices can be shared and publicized

NEW CRITERIA: ESG INITIATIVE OR ACHIEVEMENT / AWARD

To be qualified for the “Corporate Financial Education and ESG Leadership”, the firms/entities must showcase the commitment in the sustainable development of their organizations, as well as the business community in every aspect. Therefore, applicants are adhered to submit one initiative or achievement/award in their ESG effort with the following requirements:

1

They must have implemented at least one ESG initiative or achievement / award that contribute to the sustainable development of the organization or the community together.

2

They must provide proof of evidence of the initiative or achievement/ award, e.g. annual report, sustainability report, awarding proof, website, press release etc. **For recognized ESG-related awards, please refer to the application form.**

ASSESSMENT AND JUDGES

The judging panel is comprised of the IFPHK's board members and experienced CFP® professionals.

APPLICATION

Applications should be submitted via this QR code together with supporting documents.

The submission deadline is 31 August 2022.



A BRIGHTER FUTURE



**FINANCIAL
EDUCATION**



ENVIROMENT



SOCIAL



GOVERNANCE

CORPORATE PROGRAM FEE

Commercial Firms

HK\$ 48,000 – HK\$ 58,000

Non-profit Entities

HK\$ 5,000

The above fee includes:

<p>Awards Presentation Ceremony</p> <p>Each awarded commercial firm and non-profit entity will be invited to attend the Ceremony. To mark this memorable occasion, government officials and industry leaders will be invited to witness the naming of the awardees.</p>		<p>Trophy</p> <p>As a token of appreciation, awardees will be presented with a trophy at the Awards Presentation Ceremony to showcase their commitment in promoting financial wellbeing and corporate social responsibility.</p>	
<p>Advertisement in the IFPHK Journal</p> <p>Awarding commercial firms are entitled to complimentary advertisement in Advisors Today, the official publication of the IFPHK.</p>	<p>Logo Use</p> <p>Awarded commercial firms are eligible to use the award logo for promotional purposes (1 January 2023 – 31 December 2023). The “Use of Mark Guidelines” will be provided.</p>	<p>Marketing Exposure</p> <p>Names and logos of the awarded firms will be seen in the promotional materials, including the campaign webpage, media and social media promotion, etc.</p>	

CORPORATE PROGRAM FEE

List of Benefits	Commercial Firms HK\$58,000	Commercial Firms HK\$48,000	Non-profit Entities HK\$5,000
<p>Complimentary Seats</p> <p>Tables/ Seats at Awards Presentation Ceremony (including award representative)</p>	1 Table (8 Seats)	Half Table (4 Seats)	1 Seat
<p>Acknowledgement</p> <p>Trophy presentation at Awards Presentation</p>	☆	☆	☆
<p>Promotion Exposure</p> <p>Advertisement in Advisors Today</p> <p>Name mentioning in event release</p> <p>Name and Logo in campaign webpage</p> <p>Post event feed in IFPHK facebook</p> <p>Name mentioning on post event advertorial in HK01.com website and app</p> <p>Name mentioning on post event advertisements in iMoney facebook</p>	1 x Full Page 4C ☆ ☆ ☆ ☆ ☆ ☆	1 x Full Page 4C ☆ ☆ ☆ ☆ ☆ ☆	/ ☆ ☆ ☆ ☆ ☆
<p>Use of Logo Rights</p> <p>Eligible to use the awarded logo for one year</p>	☆	☆	☆

Remarks:

- The content of this package and all insertion dates are subjected to the Organizers' final approval.
- Artwork for Advertisement in Advisors Today is not included; materials are to be submitted by participating firms.
- In any case that the Awards Presentation Ceremony has to be cancelled due to the restriction imposed by the COVID-19 pandemic, the corporate program fee would be HK\$25,000 for commercial firms and HK\$3,000 for non-profit entities.

2021 EVENT HIGHLIGHTS

The IFPHK is delighted that 17 entrants were awarded with the Gold Award in the FELA 2021 and to comply with public health measures in times of the COVID-19 pandemic, the awards were personally presented to the winners. The presentations helped promote understanding of the winners' ideologies in financial education, and fostered in-depth exchanges between the IFPHK and the winners on their respective experiences and aspirations in financial education. The IFPHK is also privileged to have 18 esteemed organizations support the FELA 2021.



Best Corporate Financial Education Leadership of the Year

1. FWD Life Insurance Company (Bermuda) Limited

Corporate Financial Education Leadership (Gold Award)

- | | |
|---|---|
| 2. AIA International Limited | 11. FWD Life Insurance Company (Bermuda) Limited |
| 3. AMG Financial Group | 12. Kingkey Privilege Wealth Management Limited |
| 4. AXA Hong Kong and Macau | 13. Po Leung Kuk |
| 5. Bank of Communications (Hong Kong) Limited | 14. Prudential Hong Kong Limited |
| 6. China Life Insurance (Overseas) Company Limited | 15. Sun Life Hong Kong |
| 7. Convoy Global Holdings Limited | 16. The Hang Seng University of Hong Kong |
| 8. Dah Sing Bank, Limited | 17. The Hong Kong and China Gas Company Limited |
| 9. Hong Kong Family Welfare Society
Financial Education Centre | 18. TWGHs Healthy Budgeting Family
Debt Counselling Centre |
| 10. FTLife Insurance Company Limited | |

Remarks: In case of any dispute, the decision of the organizer will be final and binding on all parties concerned.