

2023

Environmental, Social & Governance Highlights

環境、社會及管治摘要



BEA



BEA
Sustainability
東亞銀行可持續發展

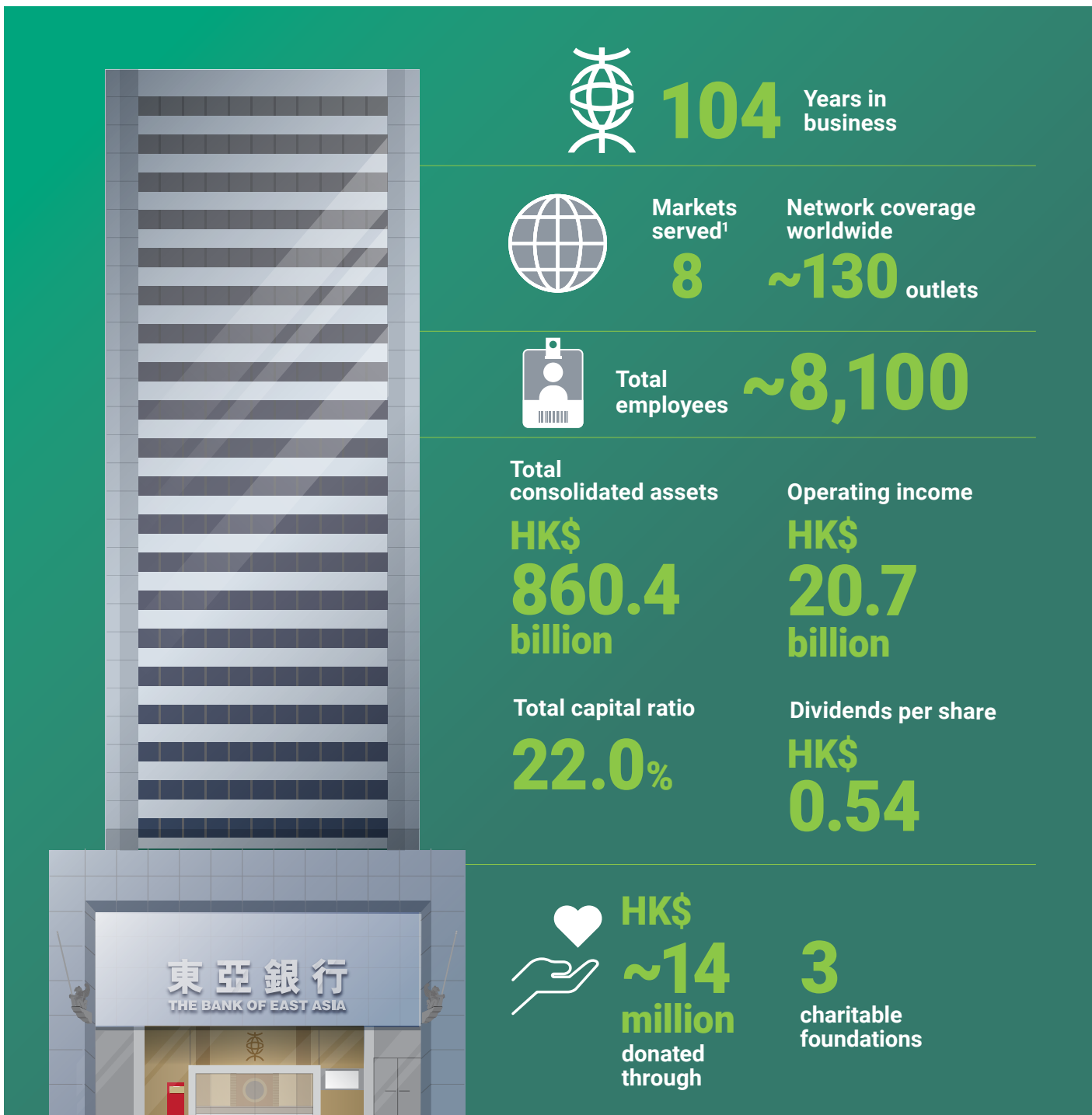
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BEA AT A GLANCE

2023

(as at 31st December, 2023)



1. Including Hong Kong, Chinese Mainland, Macau, Taiwan, Malaysia, Singapore, the United Kingdom ("UK"), and the United States ("US")

MESSAGE FROM THE EXECUTIVE CHAIRMAN



The year 2023 set the global climate challenge in stark relief: Temperatures soared to unprecedented levels worldwide, while the COP28 UN Climate Change Conference highlighted that efforts to curb greenhouse gas emissions have fallen significantly behind target.

Catastrophic climate events are becoming more intense and more frequent. In Hong Kong, Super Typhoon Saola caused widespread flooding, landslides, and infrastructure damage, and was followed a week later by the heaviest rainfall since records began in 1884. Meanwhile, record-breaking high temperatures were registered at 127 weather stations across the Chinese Mainland this past summer.

Climate change-induced extreme weather events such as these pose profound challenges to economic stability and business sustainability, and highlight the pressing need for collective action.

BEA must do its part. Financed emissions make up 99% of BEA's carbon footprint at present. The events of 2023 have further strengthened BEA's resolve to meet the net zero targets for financed emissions that it originally set in 2022: to achieve net zero by 2050.

Steady progress toward this goal was made in the past year by following a science-based approach. Measurement of financed emissions in five out of seven high carbon-emitting sectors was completed, outpacing the original schedule. The objective for 2024 is to carry out measurement work for the remaining sectors and begin developing sector transition plans to achieve emissions reduction targets.

In tandem, BEA is expanding its green and sustainable finance capabilities and strengthening climate-risk management.

In the fourth quarter of 2023, BEA became the first Chinese member of the Net-Zero Banking Alliance ("NZBA"). As a signatory to the NZBA, BEA is part of a global coalition of leading banks that are committed to aligning with the goals of

the Paris Agreement on climate change by helping to finance the transition to a net zero carbon economy. Meanwhile, BEA Group member BEA Union Investment Management Limited ("BEA Union Investment") has joined Climate Action 100+, an investor-led initiative to ensure that the world's largest corporate greenhouse gas ("GHG") emitters take necessary action on climate change.

Looking at the progress that BEA has made during the past year, I express my sincere gratitude to the members of the Board ESG Committee for their vision and leadership on this key issue, and to BEA management and all colleagues for their unwavering dedication and hard work. With their commitment, I am confident that BEA will contribute to winning the battle against climate change, and continue to create positive and long-term value for all stakeholders.

**Dr the Hon.
Sir David Li Kwok-po**

Executive Chairman

MESSAGE FROM THE CO-CHIEF EXECUTIVES



Adrian Li

Brian Li

Having laid the groundwork for our net zero transformation in 2022 and guided by our strong ESG governance, BEA saw significant advancements in its sustainability performance.

In 2023, we focused on implementing our net zero roadmaps for financed and operational emissions, integrating sustainability practices into our business and operations.

Responsible business

In support of our net zero commitment, we incorporated two related sustainability goals into our Bank-wide scorecard for 2023. These goals were designed to drive progress towards net zero financed emissions and the development of green and sustainable finance ("GSF") across the Group.

In 2023, we measured the emissions in our Construction, Energy (oil & gas), Metals & Mining, Power, and Transportation sector portfolios, and began setting carbon reduction targets, starting with the Energy (oil & gas) and Power sectors. To better monitor our performance and devise sector-specific strategies, we built a dedicated data platform for the calculation and ongoing monitoring of financed emissions.

BEA delivered strong performance in the provision of GSF to wholesale banking customers and in bond investments.

By the end of 2023, our GSF loans and ESG bond investments accounted for 14.9% of total corporate loans and bond investments.

Responsible operations

To address our climate change impacts, we have set targets for our Scope 1 and 2 operational emissions and in 2023, we launched several initiatives to drive progress. A Group-wide Sustainable Building Policy, guidelines, and deployment plans were established, promoting sustainable practices in leasing, design, construction, operation, and renovation of all premises under the Bank's control.

Following the implementation of various carbon reduction initiatives, we achieved a 31% reduction in Scope 1 and 2 absolute emissions this year compared to the baseline year of 2019.

Responsible citizen

As a responsible citizen, BEA supports a wide range of community initiatives through The Bank of East Asia Charitable Foundation Limited ("BEA Foundation"). Our flagship corporate social responsibility ("CSR") programmes, including the Beyond Environmental Arts Festival ("BEA Festival"), "BEA Upcycles", and Phase V of our Palliative Care for the Elderly Programme known as "Golden Adventures", touched the lives of more than 17,000 beneficiaries during the year.

Our Group always stands ready to assist people affected by natural disasters,

and in 2023, BEA China donated a total of CNY2 million in support of victims of the extremely heavy rain in the Beijing-Tianjin-Hebei region in August and the earthquake that struck Gansu Province in December.

Building a sustainable organisation

Our success as a sustainable organisation depends on our ability to attract capable employees and inspire our staff to support the Group's social and environmental goals. In the past few years, our sustainability-related workforce has more than tripled including the establishment of a GSF advisory team and a sustainable operations team in 2023.

Fostering a culture of innovation, we organised our first-ever ESG Innovation Workshop in 2023 to further advance our sustainability goals and co-create ideas that will accelerate our ESG journey. Around 50 staff members across divisions and geographic locations participated in the workshop, generating proposals that were presented to the Bank's ESG Steering Committee for refinement and implementation in the coming year.

Looking ahead, we will continue to invest in talent and work closely with our employees, customers, and other stakeholders to become the sustainability leader we aspire to be.

Adrian Li

Co-Chief Executive

Brian Li

Co-Chief Executive

ESG PERFORMANCE SUMMARY

2023

(as at 31st December, 2023)

RESPONSIBLE BUSINESS

Climate Resilience



Measured the financed emissions in five of the Group's high carbon-emitting sector portfolios

Set carbon reduction targets for our Energy (oil & gas) and Power sector portfolios

Became the first Chinese member of the Net-Zero Banking Alliance in December

RESPONSIBLE OPERATIONS

Talent Attraction and Retention



98%

response rate to Employee Pulse Survey 2023



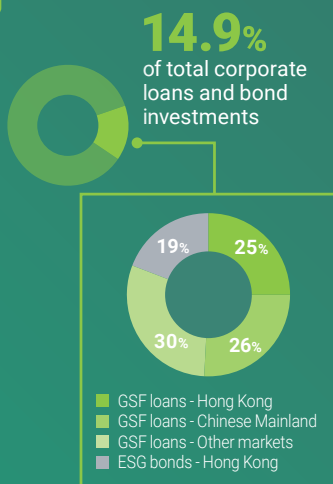
88%

of staff are positively engaged

Sustainable Finance

HK\$ 70.6 billion

GSF loans and ESG bond investments (+26.4% year-on-year ("yoy"))



Training and Development

HK\$ 12+ million

invested in training and development²

~54 hours

training per employee (on average)

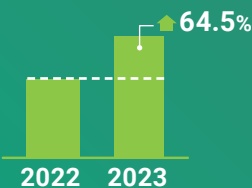
Operational Emissions



2.3%

reduction in carbon emissions yoy (Scope 1 and 2 emissions)

Treating Customers Fairly



64.5% increase in compliments yoy

Received a Net Promoter Score ("NPS") of

+36



RESPONSIBLE CITIZEN

HK\$ ~14 million

cash donations for community programmes

CNY

2 million

cash donations for disaster relief

8,900+ hours contributed by our volunteers




2. Excluding staff and operating costs related to training and development

OUR PROGRESS

Over the course of the year, we made progress in all the areas that are most material to our Group and our stakeholders. These topics are categorised under the three ESG pillars of our materiality framework, namely responsible business, responsible operations, and responsible citizen. The Bank’s goals, developed by our ESG Work Group members and approved by our Board ESG Committee, are monitored throughout the year by our ESG Steering Committee.

“ We at BEA are working to realise our vision to be the sustainability leader among financial institutions in Greater China and beyond. As an agile organisation, we are actively measuring and managing our direct and indirect impacts as we mobilise and upskill our talented and highly adaptable workforce to support our sustainability goals. ”

Brian Li
Co-Chief Executive

Pillar	Key goals in 2023	Performance in 2023	
RESPONSIBLE BUSINESS 	Drive progress towards net zero financed emissions	Measured financed emissions in our portfolio for five of the seven high carbon-emitting sectors Set interim carbon reduction targets for the Energy (oil & gas) and Power sector portfolios Developed a dedicated internal data platform for the calculation and monitoring of financed emissions	ACHIEVED ✓
	Drive GSF growth by increasing GSF loan and ESG bond exposure to 13% of total corporate loans and bond investments	Exceeded target – actual performance: 14.9%	ACHIEVED ✓
	Strengthen our GSF framework and ESG risk-related infrastructure	Enhanced the GSF framework by incorporating the latest IMPACT+ international standard	ACHIEVED ✓
		Issued guiding policies for the Construction, Manufacturing (chemicals), Metals & Mining, and Transportation sectors – these follow the establishment of policies for the Energy (oil & gas), Power Utilities, and Property Development sectors in 2022	
	Enhance climate risk assessment and monitoring	Developed a climate risk heatmap tool, which enables the Bank to identify climate-related risks for high carbon-emitting sectors	ACHIEVED ✓
	Promote financial literacy by increasing the digital penetration rate among mature customers	Digital penetration rate increased by four percentage points	ACHIEVED ✓
RESPONSIBLE OPERATIONS 	Drive progress towards net zero operational emissions	Established a Group-wide Sustainable Building Policy, as well as guidelines and deployment plans	ACHIEVED ✓
		Deployed a digital environmental data platform to efficiently track the environmental performance of our owned/occupied premises	
	Strengthen supply chain management	Issued a Sustainable Procurement Policy	ACHIEVED ✓
RESPONSIBLE CITIZEN 	Further develop our three flagship CSR programmes	Organised “BEA Festival”; “BEA Upcycles”; “Golden Adventures”	ACHIEVED ✓

BEA at a Glance	Message from the Executive Chairman	Message from the Co-Chief Executives	ESG Performance Summary	Our Progress
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RESPONSIBLE BUSINESS

Given the important role that BEA plays as a financial institution in driving the low carbon transition in the markets we serve, as well as the need to ensure the resilience of the banking industry in the face of climate change, much of our effort in 2023 focused on reducing our direct and indirect carbon emissions, developing our GSF business, and managing climate risk.

By the end of 2023, the Group witnessed a strong growth of over 26% yoy in GSF loans and bond investments. This growth was facilitated by our enhanced GSF framework and spurred by our Group’s focus on assisting customers in transitioning to a low-carbon economy. We are fully committed to expanding our GSF offering to help our clients achieve their climate goals.

COMING TO GRIPS WITH FINANCED EMISSIONS

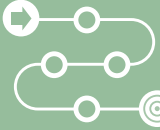
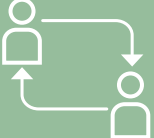

We at BEA recognise the impact that our financing decisions can have on people and our planet. Financed emissions comprise more than 99% of the Group’s total emissions, with more than 90% originating from the Group’s corporate lending and bond investment portfolios. In 2023, we began implementing the Group’s Scope 3 Net Zero Roadmap, which was approved by the ESG Committee in 2022.

As a signatory of the Partnership for Carbon Accounting Financials (“PCAF”), BEA continued to measure financed emissions in prioritised sectors and set carbon reduction targets based on the PCAF methodology. This year, we completed the measurement of financed emissions in our portfolios for five of the seven high carbon-emitting sectors, including Construction, Energy

(oil & gas), Metals & Mining, Power, and Transportation. We also set interim carbon reduction targets for the Group’s Energy (oil & gas) and Power sector portfolios. In conjunction with these efforts, BEA developed a dedicated internal data platform for the calculation and monitoring of financed emissions.

Recognising the potential financial risks associated with climate change, the Securities and Futures Commission of Hong Kong (“SFC”) expects fund managers to integrate climate-related risks into their investment and risk management processes. Our subsidiary, BEA Union Investment, has put in place a set of comprehensive policies that guide its identification and assessment of climate-related risk impacts. In 2023, it determined the carbon footprint of its portfolio funds with relevant and material climate-related risks, taking an important step in its low-carbon journey.

BEA’s Scope 3 Net Zero Roadmap

Pillar 1	Pillar 2	Pillar 3
 <p>Climate Financing Strategy</p> <p>The strategy enables us to align our business activities with our climate goals through sectoral baselining, target setting, sector policy enhancement, and more.</p>	 <p>Customer Transition Plan</p> <p>The plan outlines the transition activities and enablers to form the basis of portfolio company engagement on climate action to drive a reduction in real-economy emissions.</p>	 <p>Climate and ESG Data</p> <p>We focus on data governance, requirements and sourcing as well as identifying system enhancement and integration opportunities.</p>

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DRIVING SUSTAINABILITY THROUGH GSF GROWTH

While demand for financing softened in a higher interest rate environment, BEA exceeded its GSF target for the year. GSF corporate loans and ESG bond investments accounted for 14.9% of total corporate loans and bond investments at the end of December 2023.

To support customers who require financing to fulfil socially beneficial goals, in 2023, the Bank expanded its GSF offering to include social loans. We implemented various measures to strengthen our GSF framework, including the development of new sector policies. These policies enable us to identify green opportunities within carbon-intensive sectors, prevent




greenwashing, and support customers’ efforts in developing green and sustainable business strategies.

Looking ahead, we aim to leverage the Group’s strengths in the Greater Bay Area (“GBA”) and other regions, harnessing our OneBank ecosystem to further advance our GSF business in the coming years. Our initial focus will be on solar photovoltaic (“PV”) projects as we capitalise on the potential within this sector.

In parallel, we have formulated a strategic plan to further enhance our ESG risk-related infrastructure to support the Group’s net zero strategy. The key achievements and enhancements to our ESG and climate risk management in 2023 are highlighted in the table below.

“**BEA’s net zero journey involves much more than simply balancing emissions produced and removed from the atmosphere. It requires us to have a deep understanding of our customers’ climate strategies and environmental impact, as well as their financial performance. We will gain this through close collaboration, working together to ensure that our mutual sustainability objectives are achieved.**”

Adrian Li
Co-Chief Executive

<p>Enabling Green and Sustainable Banking</p> 	<p>Enhancing Climate Risk Assessment and Monitoring</p> 	<p>Nurturing ESG Risk Talent</p> 
<p>Strengthened GSF framework by developing four additional sector policies</p> <p>Incorporated climate risk assessment into the new product approval process for green-labelled products to mitigate greenwashing risk</p>	<p>Conducted a new stress test as part of the climate risk stress test (“CRST”) of the Hong Kong Monetary Authority (“HKMA”), focusing on the short-term impacts and resilience of the Bank in the face of climate change</p> <p>Developed a climate risk heatmap to identify sectors vulnerable to climate change and evaluate respective climate-related risks</p>	<p>Organised a series of capacity building training courses to enhance ESG and climate risk awareness among staff members</p>



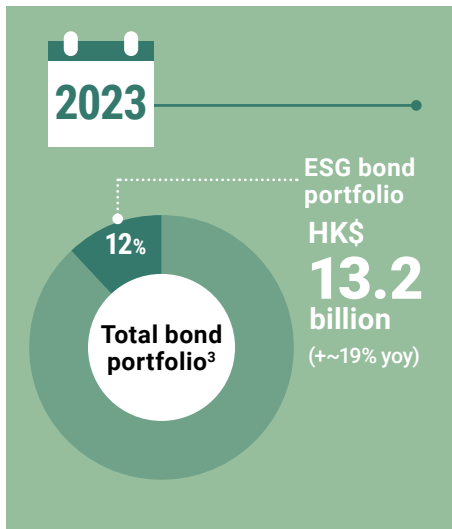
Outstanding Award for Green and Sustainable Loan Facilitator

BEA received multiple awards from the Hong Kong Quality Assurance Agency (“HKQAA”) for its outstanding efforts in promoting GSF.

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ESG BOND INVESTMENTS

BEA remains fully committed to sustainable finance, actively pursuing new opportunities in ESG-labelled bond investments and transitioning existing investments as appropriate.



In July, BEA Union Investment launched the first Asia Impact Bond Fund, a Hong Kong-domiciled fund that focuses on investing in Asia Investment Grade bonds. The fund is specifically designed to invest in bonds that generate measurable, positive environmental and/or social impacts. Formerly known as the BU APAC Bond Fund, this fund has obtained official authorisation from the SFC as an ESG fund.

“Our aspiration is to be at the forefront of sustainable finance, guiding our investees to spearhead positive change through ESG bond investments. We strongly uphold the principles of transparency, monitoring, and accountability as we progress towards a greener and more sustainable future.”

Samson Li
Deputy Chief Executive & Chief Investment Officer

MEMBER OF THE NET-ZERO BANKING ALLIANCE

In December, BEA became the first Chinese member of the Net-Zero Banking Alliance. This alliance brings together the world’s leading banks in their commitment to financing climate action to transition the real economy to net zero greenhouse gas emissions by 2050.



SIGNATORY OF CLIMATE ACTION 100+

In November, BEA Union Investment became a signatory to Climate Action 100+, the largest global investor engagement initiative on climate change. By joining this initiative, BEA Union Investment is furthering its commitment to actively engage with investee companies and drive the transition towards a net zero future.



◀ BEA China was listed on the “2023 Bloomberg Green ESG 50” by Bloomberg Green and Bloomberg Businessweek/Chinese Edition.



Greater Bay Area Business Sustainability Index 2022
粵港澳大灣區企業可持續發展指數2022

▲ For the fourth consecutive year, BEA was named as one of the top 20 companies of the Greater Bay Area Business Sustainability Index and attained a “Pace setter” rating.

3. Excluding HK Exchange fund bills/notes and US treasury notes

RESPONSIBLE OPERATIONS

POSITIVE FEEDBACK FROM OUR EMPLOYEES

The success of our business relies heavily on our employees, who play a crucial role in performance, both in business and sustainability. Therefore, it is essential for us to gauge work satisfaction and find ways to enhance the workplace experience of our 8,140-strong team located around the globe. In 2023, we conducted a Bank-wide employee pulse survey and the feedback we received was highly encouraging and insightful.



98%
response rate to the employee engagement survey
(95% in 2022)



88%
of staff are positively engaged



88%
staff believe they can contribute to the Bank's ESG performance

PRIORITISING EMPLOYEE ALL-ROUND DEVELOPMENT

In 2023, we remained committed to prioritising employee development. Our efforts were dedicated to ensuring that our colleagues across the organisation had access to training opportunities that would facilitate their professional growth and enable them to meet the evolving needs and expectations of our customers. To this end, the Bank offered a comprehensive selection of internal and external training programmes, as well as training tailored for specific job roles.

HK\$ 12+
million

invested in training and development⁴

~54+
hours

of training (on average) per employee

Employee wellbeing

We believe in a holistic approach to supporting employees' health and wellbeing. To further promote work-life balance, we increased the wellbeing time-off from two hours to four hours per month this year. Additionally, we enhanced both major medical and hospital benefits for all Group staff.

Training Highlights

A new Design Thinking training programme enables our staff to adopt a human-centric approach, fostering innovation and collaborative solution-building.

The Data Literacy Empowerment Programme empowers our employees to become Data Citizens and Citizen Data Scientists.

BEA-curated micro-learning series focuses on future skills, including Tech & Data, ESG, and GBA cross-boundary business.

Growth Mindset training programmes help staff at all levels increase their capacity to learn, develop, and succeed.

Future Leader Accelerated Programme ("FLAP") identifies employees with strong potential.

BEA China's ESG Learning Empowerment Programme enhances the capabilities of employees in ESG-related roles. Training topics include sustainability, climate risk management, GSF, reporting, compliance, and control.



4. Excluding staff and operating costs related to training and development

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OUR JOURNEY TO NET ZERO

While financed emissions represent the vast majority of our Group's emissions, we nevertheless recognise the importance of minimising emissions from our own operations. We are committed to achieving net zero operational emissions by 2030 according to science-based pathways.

“ In 2023, we laid the groundwork for our net zero operational emissions journey, developing policies to govern our operational activities while building an environmental data platform that will enable us to dynamically monitor our Group's performance going forward.”

Tong Hon-shing
Deputy Chief Executive & Chief Operating Officer

BEA's Scope 1 and 2 Net Zero Roadmap

KEY ACTIONS IN 2023

1

Established a Group-wide Sustainable Building Policy and guidelines as well as deployment plans for all Group members



2

Deployed a digital environmental data management system for Scope 1 and 2 emissions



3

Completed the installation of PV panels on the roof of our building at 33 Des Voeux Road Central in Hong Kong and at our Zhangjiang Data Center in Shanghai

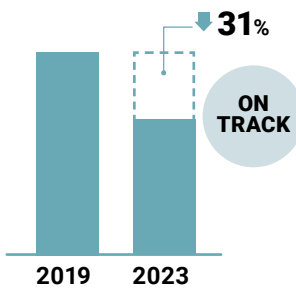


33 Des Voeux Road Central in Hong Kong



Zhangjiang Data Center in Shanghai

PROGRESS



↓ 31%

reduction in our operational emissions compared with our baseline year of 2019. We are on track to achieve our 2030 target.




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REDUCING RESOURCE USE

The Bank is committed to minimising to the greatest extent feasible its environmental footprint resulting from its operations. We actively monitor and manage waste generation as well as the use of natural resources, and strive to capitalise on our digitalisation initiatives in order to transition to an efficient paperless system. We also consistently implement initiatives aimed at fostering environmentally responsible practices in our day-to-day operations.



▲ BEA was named a "Hong Kong Green Organisation" by the Environmental Campaign Committee and the Environment and Ecology Bureau.

Major Initiatives		
ENERGY 	PAPER 	WASTE 
<p>More branches phased out compact fluorescent lights which were replaced by LED lights.</p>	<p>Through our continuous deployment of digitalisation initiatives and promotion of paperless office operations, we reduced paper orders by 72% for Hong Kong operations compared to a 2020 baseline.</p>	<p>Since 2023, only reusable cutlery and utensils have been provided for events which catering services were offered by the Facility Management Department ("FMD").</p>
<p>We continued work on our chiller replacement project. Once completed, the efficiency of our chiller plants at BEA Tower in Hong Kong is expected to improve by nearly 40% from a 2019 baseline.</p>	<p>BEA China successfully implemented lean business operations, including the rollout of personal banking integrated statements, which led to a 72% reduction in paper consumption compared to a 2020 baseline.</p>	<p>To reduce waste, for selected tenants of our investment properties, we waived the requirement to reinstate the premises to bare-shell condition before surrendering the premises to us.</p>
<p>BEA China purchased three electric vehicles ("EVs") and phased out ten fossil fuel-powered vehicles.</p>	<p>In the UK, our branches installed papercut software on communal printers to reduce the likelihood of misprints.</p>	

RESPONSIBLE SUPPLY CHAIN

BEA engages exclusively with suppliers who share our values and align with the core values of the Group. To ensure this, suppliers are required to acknowledge compliance with our [Supplier Code of Conduct](#) as part of our standard

procurement process. In 2023, we introduced a [Sustainable Procurement Policy](#), integrating sustainability principles into our procurement strategies. To support responsible procurement procedures and supply chain due diligence, we have developed a Sustainable Procurement Toolkit,

providing staff members with resources, guidelines, workflow procedures, and related training materials. Our focus is on encouraging suppliers to adopt sustainable and ethical approaches in their business operations.

RESPONSIBLE CITIZEN

We aim to create long-term positive impacts through our community projects and charitable partnerships by establishing enduring relationships and maximising synergies that make best use of complementary resources, knowledge, and skills. Through our Foundations and volunteer teams, we deliver meaningful programmes to members of the community under our three focus areas of education, social welfare, and the environment.

APPRECIATING THE BEAUTY OF NATURE THROUGH ARTS



The “BEA Festival” entered its second year in partnership with the Hong Kong Youth Arts Foundation (“HKYAF”). Over 1,800 students and members of the general public participated in

a series of fun and free art activities in July. With the theme “Back to Nature”, the “BEA Festival” was held to promote environmental awareness and sustainable living.

Through theatrical and choir performances, creative arts workshops, installation art exhibitions, and dance video screening, participants were encouraged to appreciate the beauty of nature and take action to protect our planet.



8,900+
hours
contributed by our
volunteers



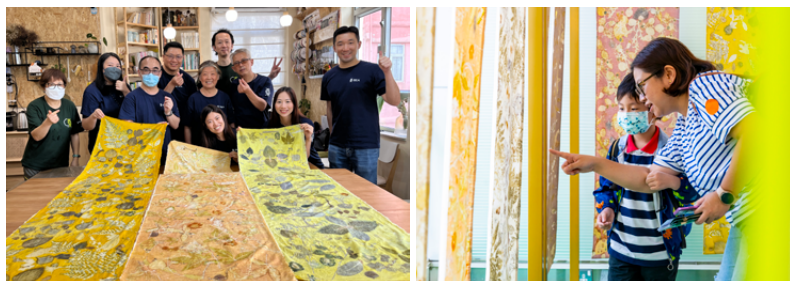
HK\$
~14
million
in cash donations
made by the Group



▲ Participants explored the beauty of nature through creative arts workshops.



▲ An original play entitled “A Guide to Be Wild” spurred self-reflection on the wild within us and the wonders of the natural world.



▲ Participants were also able to appreciate a collection of nature-themed artworks co-created by local artists, students, and BEA volunteers.

FOSTERING A SUSTAINABLE AND INCLUSIVE SOCIETY



東亞
環保再造之旅
BEA UPCYCLES

In September, “BEA Upcycles” was held once again in partnership with St. James’ Settlement. A variety of upcycling experiences under the theme of “Play” were offered with the aim of promoting environmental protection and fostering social inclusion, including an art exhibition, fun games, charity sales, and creative workshops.

The event also engaged rehabilitated individuals who served as workshop mentors and environmental ambassadors, and promoted local designs. Visitors were able to marvel at a pinwheel art installation co-created by local upcycling designer Alize Lam, persons with disabilities, and BEA volunteers.



▲ Over 320 upcycled products were sold for charity.



▲ More than 100 BEA volunteers and over 15,000 participants and beneficiaries took part.

CARING FOR THE ELDERLY



精彩人生
下半場
GOLDEN
ADVENTURES

To improve the wellbeing of Hong Kong’s ageing population, BEA, together with “la Caixa” Banking Foundation (“la Caixa” Foundation), has supported and funded the “Palliative Care for the Elderly Programme” (the “Programme”) organised by The Salvation Army Hong Kong and Macau Territory (“The Salvation Army”) for more than 10 years.

BEA continued to promote the development of palliative and end-of-life care in Hong Kong, and contributed to related government policies by launching the fifth phase of the Programme, “Golden Adventures”, which will run from 2023 to 2026. In the year under review, over 180 BEA volunteers supported the Programme through different activities organised for 400 senior citizens.



▲ Physical health is a key component of “Golden Adventures”. BEA volunteers visited community centres and elderly living alone to teach them simple stretching exercises.



▲ BEA volunteers prepared soft food meals together with seniors and their carers to better understand the needs of the elderly.



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EYE ON EDUCATION

For over a decade, the Shanghai Soong Ching Ling Foundation – BEA Charity Fund has improved educational resources in rural areas under the “Firefly Project”. In 2023, the “Firefly Project” was renamed “Green Firefly Project” with an aim to promote education while also advocating environmental protection and emissions reduction. Green Firefly Centres are equipped with green and smart features, including smart devices and solar power system.

In 2023

5

new Firefly Centres built
(3 of them are Green Firefly Centres)

2

Firefly Centres upgraded⁵

1,780+

Green Firefly Backpacks donated


About

5,000

students benefited from the Project

~5,900

hours of online training were provided to around 180 teachers and 30 principals of rural schools





PROVIDING EMERGENCY RELIEF

BEA China donated CNY1 million to the China Charity Federation for emergency relief and post-disaster reconstruction in the Beijing-Tianjin-Hebei region which was severely affected by torrential rain in August brought on by Typhoon Doksuri.

Then in December, BEA China donated CNY1 million to the Red Cross Society of

Jishishan Bonan, Dongxiang and Salar Autonomous County, Linxia Prefecture, Gansu Province for emergency relief supplies, resettlement of displaced persons, and reconstruction following a 6.2-magnitude earthquake that struck the region.



5. Upgrades included setting up green science corners, upgrading e-learning facilities, etc.

COMMUNITY PROGRAMMES IN OTHER MARKETS

SOCIAL WELFARE

Staff members generously volunteered their time to show care and support to the elderly, disadvantaged youth, and persons with disabilities.

MACAU



▲ A handicraft workshop at The Creative Art House with members of Fuhong Society of Macau

TAIWAN



▲ Food donations to students during the suspension of school meals in the summer

SINGAPORE



▲ Volunteering work at the Society for the Aged Sick, with performances, games, and a sing-a-long

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COMMUNITY PROGRAMMES IN OTHER MARKETS

ENVIRONMENT

BEA volunteers rolled up their sleeves to do their part for the environment, from donation drives and recycling programmes to clean-ups and supporting local community gardens.

MALAYSIA



▲ Recycling activities such as clothing donations and plastic bottle recycling/reuse programmes

UNITED KINGDOM



▲ Volunteering work at the Phoenix Garden, a local community garden that was short-staffed during the busiest season

EDUCATION

BEA organised webinars and other activities for staff to share their knowledge and improve financial literacy levels.

UNITED STATES



◀ Webinars on financial literacy for primary school students

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