

# 2024

## 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

(as at 31 December 2024)



**8** Markets served<sup>1</sup>

**105**

Years in  
business

Network  
coverage

**~120**

outlets  
worldwide

Total  
employees

**7,800+**

Total  
consolidated  
assets

HK\$  
**877.8**  
billion



東亞銀行  
THE BANK OF EAST ASIA

## ESG-related Indices and Ratings



FTSE4Good  
Constituent

**S&P Global**

One of only four banks  
included in the  
**S&P Global  
Sustainability  
Yearbook 2024  
(China Edition)**

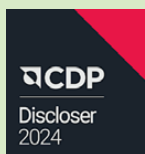
**MSCI**

BBB rating



**SUSTAINALYTICS**

Low-risk rating



**Climate: B rating**

<sup>1</sup> Including Hong Kong, the Chinese Mainland, Macau, Taiwan, Malaysia, Singapore, the United Kingdom (UK), and the United States (US)

# Message from the Executive Chairman



The banking industry plays a key support role in driving economic prosperity across the globe. With climate change accelerating and communities increasingly at risk of extreme events, the industry must also be part of the global effort to mitigate the impact of climate change through support for the transition to a low-carbon future.

We at BEA take this responsibility very seriously. At the end of 2022, we committed ourselves to achieving net zero financed emissions by 2050. That journey began with a near-term goal to measure emissions and set targets for our portfolios in carbon-intensive sectors by 2025. We have since focused on understanding the complexities of financed emissions, setting baselines and targets, and helping teams appreciate the challenges ahead. Many initial tasks were completed in 2024, including setting targets for two major industries—Automotive Manufacturing and Steel. BEA is now focused on achieving a set of interim targets by the end of 2030.

I am proud that BEA initiated and accomplished much of this work on our own, from in-house research on

financed emissions to fine-tuning our climate strategy. With guidance from international experts, our in-house talent is integrating net zero ambitions into our business, strengthening emissions-related data capabilities and training relationship managers to understand their roles in this journey.

These efforts are enabling us to more effectively support global net zero efforts. We are the first and only Hong Kong-headquartered bank to join the Partnership for Carbon Accounting Financials and the first Chinese member of the Net-Zero Banking Alliance. Our Group member, BEA Union Investment Management Limited, has adopted the guidance issued by Climate Action 100+ and United Nations Principles for Responsible Investment.

Locally, the Hong Kong Monetary Authority issued its Sustainable Finance Action Agenda in October 2024, outlining expectations for all banks in Hong Kong to strive for net zero in financed activities by 2050 and in operations by 2030. With our financed emissions targets and Net Zero Operations Execution Plan in place to guide our internal operations to net zero by the end of 2030, BEA is well-positioned to meet these expectations.

At the same time, we appreciate the risk of carbon tunnel vision—focusing solely on emissions at the expense of other sustainability priorities. This year, BEA conducted a double materiality assessment covering numerous economic, social and environmental issues to inform a holistic approach to sustainability. The results are being reflected in BEA's reporting, strategic planning and goals.

BEA's success is made possible by the contributions of the Board ESG Committee, BEA management and our colleagues across the Group. I am inspired by their collaborative spirit and extend my sincerest thanks for their dedication to BEA and our shared future. Looking ahead, I am confident that they will continue to move BEA closer to our vision of becoming the sustainability leader among financial institutions in Greater China and beyond.

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

# Leadership Conversation with the Co-Chief Executives



Mr. Adrian Li (right) and Mr. Brian Li (left), Co-Chief Executives of BEA

**BEA has been committed to sustainability for many years, establishing a dedicated team to enhance performance about five years ago. How does the Bank address the shifting expectations of regulators, customers, and other stakeholders?**

► **Brian:**

Sustainability has always been important for BEA, and the magnitude of our efforts has evolved over time. Historically, the environmental impact of banks was primarily linked to electricity and paper usage in offices. After the Paris Agreement, however, banks, including BEA, have ramped up the financing of climate change mitigation and adaptation.

Over the past few years, we at BEA have been growing our sustainability function and deploying specialists in various areas, such as green and sustainable finance, to stay on top of the latest developments. This year, we conducted a double materiality assessment to understand stakeholders' current perspectives, explore how sustainability impacts BEA's business performance and guide our next steps.

► **Adrian:**

Our materiality assessment process identified a number of strategic priorities where BEA can emerge as the leader. Encouragingly, sustainable finance has become a pivotal strategic priority for BEA and our stakeholders, presenting an opportunity to drive positive impacts while growing our business. I am pleased to observe stakeholders both identified potential risks and also recognised the opportunities presented by more sustainable products and services.

**Adrian, with those strategic priorities set for the future, what actions is BEA taking to address them?**

► **Adrian:**

With robust ESG risk management processes in place, we are increasingly focused on capturing strategic opportunities. In 2024, we continued to promote our green and sustainable finance business, and at the end of December, 16.7% of the Group's total corporate loans and bond investments were classified as green and sustainable finance. We further explored opportunities in green and sustainable finance by organising an ESG Innovation Workshop in the Chinese Mainland for the first time. Our staff presented promising ways for us to decarbonise our financing and enhance our product offering for our customers. These proposals will continue to be developed in the coming year with the aim of implementing some, if not all, of these ideas.

Sustainability is also a powerful platform to engage with our communities. We recently hosted the inaugural Financial Literacy Carnival in Hong Kong, helping to drive positive social impact through financial education. This is both building stronger bonds with community members and progressing on our strategic priority of financial literacy and inclusion.

**Brian, you mentioned that BEA has adapted its approach to sustainability over time. As the pace of change only accelerates, how are you equipping colleagues to keep abreast of these developments, while anticipating where BEA needs to go and how to get there?**

► **Brian:**

We are upskilling our people to embrace change and foster a culture of sustainability across the Group. This helps make BEA not only "future-fit", but "future-proof".

These efforts touch every aspect of our business. A Group-wide, mandatory ESG training programme is equipping staff with foundational knowledge to achieve our goals. We've taken a deep dive into climate change with interactive Climate Fresk workshops, giving senior managers and other colleagues a nuanced understanding of this complex topic.

BEA is also focused on embedding sustainability into our governance structure. We have organised ESG training for ESG Committee members. Meanwhile, Group Sustainability Champions have been appointed to deliver our strategy across our markets. We are seeing the results of our actions both in terms of awareness and engagement.



**Looking back on the strides made this year and thinking about BEA's vision to be the sustainability leader among financial institutions in Greater China and beyond, how confident are you that the Bank is on the right path to achieving this ambition?**

► **Brian:**

Our vision to be the leader is not intended to frame sustainability as a competition, but to set a clear sense of direction for our staff. This approach has resonated with employees, with 91% reporting a favourable view of the Bank's progress on its ESG performance in our 2024 Employee Survey.

We are immensely proud of our team's successes in 2024. Colleagues delivered our message at major industry events, including The Hong Kong GreenTech Summit 2024 and ReThink HK 2024. We have taken steps to demonstrate leadership in this report, which has been prepared in alignment with the new International Financial Reporting Standards S2 Climate-related Disclosures.

► **Adrian:**

We believe sustainability leadership is not about being the biggest or having the most resources. It is about fostering a strong commitment throughout our organisation, directed by dedicated management with a clear mission.

We are delighted that our efforts have been acknowledged by the international sustainability community. We are one of only four banks included in the S&P Global Sustainability Yearbook (China Edition) 2024 and were selected as a constituent of the FTSE4Good Index Series for the first time.

Looking ahead, we will continue to strive for measurable progress towards our goals and seek more opportunities for sustainability at BEA to benefit economies, societies and the environment across our markets, as well as our business.



# ESG Performance Summary

(as at 31 December 2024)

## Responsible Business

### Climate-related Risk and Resilience



Developed transition plans for the Power and Energy (Oil & Gas) sectors



Began developing detailed customer engagement approaches to encourage customers to reduce their emissions



Developed a climate risk report, "Climate Risk Radar"



Enhanced climate-related risk assessment process for corporate customers

### Sustainable Finance

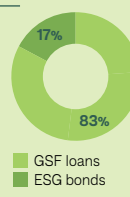
**HK\$ 81.5 billion**

Green and sustainable finance (GSF) loans and ESG bond investments (+15.4% year-on-year (yoy))



**16.7%**

of total corporate loans and bond investments



### Responsible Products and Services



**16%**

increase in compliments yoy

**+46**

Net Promoter Score<sup>2</sup> (NPS)

## Responsible Operations

### Talent Attraction and Retention



**99%**

response rate to Employee Survey 2024



**91%**

of staff are positively engaged

### Training and Development

**HK\$ 11.5+ million**

invested in training and development

**~59 hours**

of training per employee (on average)

### Operational Emissions Reduction

**↓ 6%**

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

## Responsible Citizen



**HK\$**

**8 million**

cash donations for the community



**14,200+ hours**

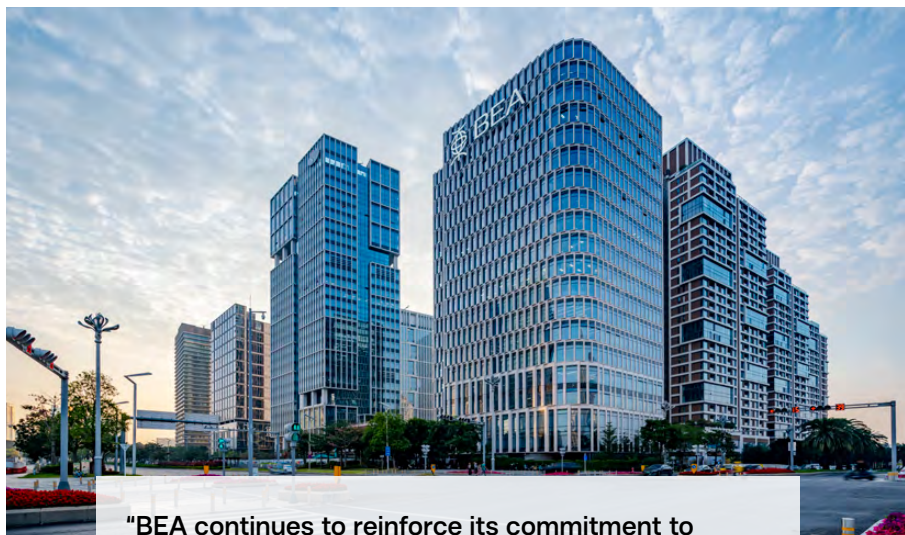
of service contributed by our volunteers (+59% yoy)

<sup>2</sup> A metric that measures customer loyalty by assessing their likelihood of recommending BEA to others.

# Our Progress









The Group made steady progress across numerous aspects of our sustainability strategy in 2024. Our achievements span the three Environmental, Social, and Governance (ESG) pillars of our materiality framework: Responsible Business, Responsible Operations, and Responsible Citizen.

BEA's ESG goals, including those outlined below, are developed by our ESG Work Group members, approved by our Board ESG Committee, and monitored throughout the year by the ESG Steering Committee. This ensures the Bank remains on track to achieve its sustainability vision.



"BEA continues to reinforce its commitment to sustainability, capturing opportunities to address climate change while remaining vigilant against ESG-related risks. I am pleased to report solid performance against our goals in 2024, driven by a dedicated workforce that is prioritising sustainability across our markets."

**Brian Li**  
Co-Chief Executive

| Pillar                 | Key Goals in 2024  | Status  |
|------------------------|--|---|
| Responsible Business   | Accelerate our progress towards achieving net zero financed emissions by measuring financed emissions, setting targets, and developing transition plans for the Group's carbon-intensive sector portfolios | Achieved     |
|                        | Complete portfolio study on customers in carbon-intensive sectors and develop customer engagement strategies   | In Progress  |
|                        | Devise a strategic plan to manage bond investments in the Power and Energy (Oil & Gas) sectors   | Achieved     |
|                        | Develop a climate risk report to facilitate informed climate-related decision making   | Achieved     |
|                        | Enhance the existing counterparty-level assessment on ESG risk by introducing a climate risk assessment template for corporate borrowers   | Achieved     |
|                        | Continue to encourage adoption of digital banking among customers aged 60+   | Achieved     |
| Responsible Operations | Conduct energy audits of the Group's high-energy consuming buildings to inform the development of a Net Zero Operations Execution Plan   | Achieved     |
| Responsible Citizen    | Align the Bank's community investment programmes with its ESG strategic priorities   | In Progress  |

Our Progress

# Responsible Business

BEA's commitment to responsible business practices touches every aspect of our products and services, enabling the Bank to drive positive impacts in diverse ways. In 2024, we focused on addressing some of the most significant challenges and opportunities in Asia and beyond, with an emphasis on:

- driving climate change mitigation and risk management efforts within our portfolios;
- growing our GSF business to better support sustainable financing;
- digitalising our products and services to enhance efficiency and accessibility; and
- adhering to the highest standards of ethical conduct that our stakeholders expect from BEA.

## Building a Lower-carbon, Climate-resilient Portfolio

Recognising the important role we play in financing the global transition to sustainable business practices and achieving the aims of the Paris Agreement, BEA has committed to achieving net zero financed emissions within our portfolios by 2050. We are advancing this goal in line with the three pillars of our Scope 3 Net Zero Roadmap, and made significant progress in 2024.




**"Integrating sustainability principles into business activities provides BEA with the greatest opportunity to have a positive environmental and social impact in the communities we serve. As we continue along our sustainability journey, our goals become more challenging to achieve, yet we made solid progress in 2024 through ingenuity and collaboration."**

**Adrian Li**  
Co-Chief Executive

We have also continued to improve our assessment and management of climate-related risks within our portfolios. In June, we enhanced the climate risk assessment process for customers in our corporate loan portfolio by introducing a new physical risk assessment tool that considers policy, legal, technology, market, and reputational transition risks alongside location-specific data.

To provide Senior Management with up-to-date information about climate-related risks, we developed our "Climate Risk Radar", a quarterly climate risk report which visually presents key elements of climate-related risks, including physical risks, transition risks, regulatory highlights, audit findings, and other thematic updates.

## BEA's Scope 3 (Financed Emissions) Net Zero Roadmap

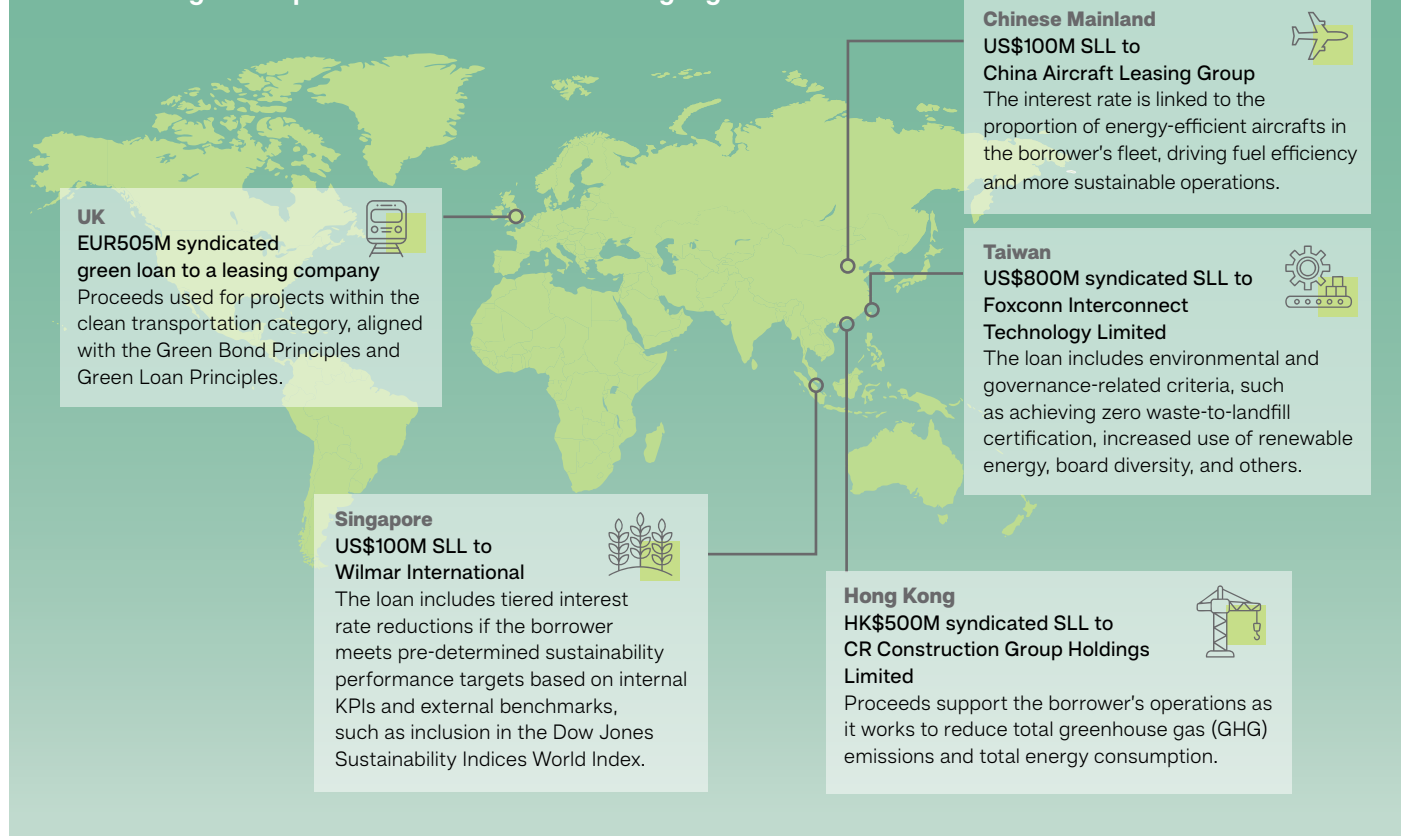
| Pillars   | Goals  | Progress in 2024   |
|---|--|--|
| <div>1. Climate Financing Strategy</div> <div></div> | Aligning our business activities and climate goals through sectoral baselining, target setting, sector policy enhancement, and more          | Completed the measurement of financed emissions associated with the Group's carbon-intensive sector portfolios, covering the Aluminium, Automotive Manufacturing, Aviation, Cement, Commercial Real Estate, Energy (Oil & Gas), Power, and Steel sectors   |
|   |  | Set new emissions reduction targets for the Automotive Manufacturing and Steel sectors   |
| <div>2. Customer Transition Plan</div> <div></div>   | Identifying transition drivers and engaging with portfolio companies to implement emissions reductions within the real economy               | Collected customers' transition plan data, facilitating the development of customer engagement strategies with business units  |
|   |  | Developed transition plans for the Power and Energy (Oil & Gas) sectors based on emissions data collected from customers   |
| <div>3. Climate and ESG Data</div> <div></div>       | Implementing robust data governance, requirements, and sourcing initiatives, while enhancing related systems to support our net zero efforts | The ESG data platform has been enhanced to better support the implementation of the Bank's net zero goal for financed emissions, with expanded analytic functions and coverage for both the dashboard and calculation of financed emissions for various sectors including Power, Energy (Oil & Gas), Steel, and more |

## Growing Our GSF Business across the Group

We have continued to develop and roll out new sustainability-focused products and services across the Group. In October, we successfully launched green deposits for corporate customers in Singapore. The framework for this product aligns with the four core elements of the Green Bond Principles, with proceeds used to finance or refinance projects that align with the Bank's broader GSF framework.

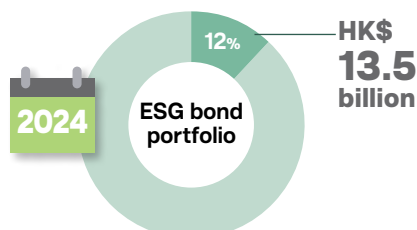
Through GSF lending and leveraging products such as sustainability-linked loans (SLLs), the Group is driving more sustainable practices in sectors that face some of the greatest sustainability challenges. These include hard-to-abate industries such as aviation and those with complex, global supply chains such as agribusiness.

### GSF Lending to Corporate Customers: Global Highlights in 2024



## ESG Bond Investments

We have continued to enhance the integration of sustainability into our debt investment strategy while tracking our progress. In 2024, we formulated a strategic plan emphasising active portfolio management for the Power and Energy (Oil & Gas) sectors. Our actions will be based on actual emissions data and portfolio maturity profiles, considering the transition plans of investee companies.



**"The potential to drive positive impact through our portfolios is significant. Many investee companies align with our climate ambition, and we are increasingly directing more capital towards projects and businesses that support a lower-carbon, more sustainable future."**

**Samson Li**

Deputy Chief Executive & Chief Investment Officer

## Developing Cutting-edge, Inclusive Products and Services

Innovation has long been a core part of our DNA, keeping the Bank relevant and successful for over a century. As we continue to position ourselves for success in an increasingly digitalised world, we have prioritised responsible business practices from the ground up, addressing critical areas such as cybersecurity, data privacy, and financial literacy and inclusion within this evolving paradigm.

During the reporting period, we strengthened our digital capabilities by implementing a new cloud governance and risk management framework, adopting a cyber resilience assessment framework, and enhancing cybersecurity awareness training, among other initiatives.

These efforts to safeguard our systems and manage data responsibly underpin our ability to deliver

competitive services through online channels, such as the revamped BEA Mobile banking app. Featuring a suite of wealth management services, including up to 14 investment functions covering stock trading, unit trusts, linked deposits, and foreign currencies, it has been positively received.

Importantly, digitalisation not only enhances the efficiency and quality of our services but also drives financial inclusion. Following the launch of the revamped BEA Mobile app, we intensified our efforts to promote digital banking among mature customers who may benefit from the flexibility that online banking provides. These efforts resulted in an uplift in the digital active ratio for this group, rising to 25.5% in 2024, thereby bringing more customers into the seamless world of digital banking.



**40.2%**  
yoy increase  
in mobile financial  
transactions

**3 percentage  
points (pp)**  
yoy increase  
in the digital  
active ratio  
among mature  
customers

## Investing in Sustainability

As a responsible business, BEA Union Investment Management Limited (BEA Union Investment) allocates capital in ways that not only generate returns but also promote sustainable development and a brighter future. We have integrated ESG factors into our investment and risk management processes, viewing sustainable investing as an integral element in fulfilling our fiduciary duties towards our clients.

In 2023, BEA Union Investment launched the BU Asia Impact Bond Fund, the first Hong Kong-domiciled impact bond fund authorised by the Securities and Futures Commission (SFC). It primarily invests in impact bonds including green, social, and sustainability bonds within Asia or denominated in Asian currencies.



In 2024, the fund and its inaugural impact disclosures received the GIP Best Green Transaction award from the Green Investment Principles (GIP) for the Belt and Road.

## Our Progress

# Responsible Operations

"While we remain focused on minimising the environmental impact of our operations, we at BEA have not lost sight of our people—we provide our staff with an environment that they enjoy working in, and can develop their career and achieve their potential."

**Tong Hon-shing**

Deputy Chief Executive & Chief Operating Officer



## Employee Survey 2024

Growing a culture of sustainability

**99%**  
response rate to the employee survey  
(+8pp vs 2020)

**91%**  
of staff are positively engaged  
(+8pp vs 2020)

**91%**  
of staff have a favourable view of the Bank's progress in ESG performance  
(+9pp vs 2020)

**91%**  
of staff believe their division/branch/company can have a clear impact on the BEA Group's ESG performance  
(+5pp vs 2022)

As the Bank strives to create positive impact through our products and services, we are also integrating sustainability into our own operations to build a more environmentally responsible and resilient business, supported by employees who are empowered to contribute to our shared success. In 2024, we prioritised helping our employees thrive through tailored training and development activities, alongside impactful wellbeing initiatives.

## Positive Feedback from Our Employees

We measure progress in enhancing the employee experience through annual employee surveys. These surveys offer valuable insights into various aspects of our employees' experiences, informing our approach to human capital management. The feedback enables us to design tailored programmes and initiatives in close collaboration with business units and subsidiaries.

## Embedding ESG Capacities throughout the Group

Regulations, norms, and expectations are continuing to shift, with perspectives and requirements varying significantly across jurisdictions worldwide. BEA's commitment to assuming sustainability leadership necessitates equipping our people to navigate this dynamic and uncertain environment confidently.

In 2024, we launched an ESG training programme to build critical ESG-related capacities across our business. All staff, including Senior Management and Board-level ESG Committee members, are required to complete this mandatory training. The programme comprises three comprehensive modules on sustainability, climate change, and climate risk management, ensuring relevance to our Group's diverse business activities.

Key topics:

- **Why ESG matters to every one of us:** Building blocks, global trends and sustainability at BEA
- **The business case for ESG:** Financial materiality and BEA's top material topics
- **Climate change and business:** Climate basics and BEA's net zero journey
- **ESG in the financial services industry:** Responsible investment, sustainable banking and GSF at BEA

Looking ahead, we plan to expand ESG training offerings to address emerging needs, and establish a robust foundation for continued progress towards realising our sustainability vision.



**3**  
training modules on sustainability, climate change and climate risk management

"To navigate ESG challenges and seize related opportunities, our people need the skills to embed sustainability into their work. Through focused training, we empower our staff to apply ESG principles where they matter most—in their decisions and actions, driving meaningful progress in advancing sustainability, and establishing a culture of shared responsibility."

**Zoe Lau**

General Manager and Group Head of People & Sustainability Division (GM & Group Head of PSD)

## Supporting a Thriving Workforce

BEA adopts a holistic approach to employee development, making significant investments in structured training and development programmes, alongside wellbeing initiatives that help staff to perform at their best. Throughout 2024, we continued to offer a diverse range of training opportunities, developed internally and with the expertise of external experts. These programmes covered general topics as well as tailored, job-specific content.

## Promoting Wellbeing

BEA aims to promote employee wellbeing within and outside the office. In 2024, we enhanced our paid paternity leave for full-time employees, extending it from 7 days to 10 days, effective from 2025. We also enhanced our office environments by installing air purifiers on every floor of the BEA Building in Singapore. Additionally, we conducted a gap analysis for five of our key office buildings in Hong Kong using the WELL Health-Safety Rating, which revealed that these buildings have fulfilled most of the rating's criteria.



**HK\$ 11.5+ million**  
invested in training and development

**~59 hours**  
of training per employee (on average)

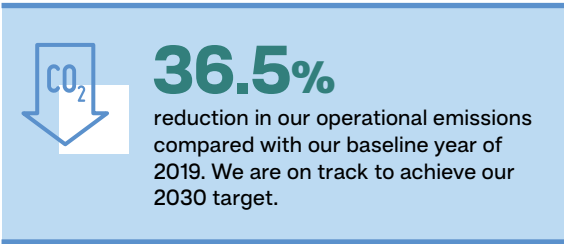
## 2024 Training and Development Highlights



- The Design Thinking Mindset and Application Programme was expanded, with ~65% of the workforce in Hong Kong now having completed a design thinking workshop.
- The Greater Bay Area (GBA) Learning Accelerator raised awareness of the GBA and our cross-boundary business among all employees, while developing specific knowledge and skills for relevant staff.
- The Group Management Trainee (GMT) Programme included a five-month, on-the-job rotation in the Chinese Mainland.
- The ESG Learning Programme in the Chinese Mainland was developed with reference to the Enhanced Competency Framework (ECF) on Green and Sustainable Finance introduced by the Hong Kong Monetary Authority (HKMA). It offers over 100 courses aimed at strengthening the ESG capabilities of our staff.
- Training on influencing and stakeholder management skills was delivered to all people managers in the UK.
- The Mentorship Programme 2024 promoted team bonding and two-way communication among junior and senior colleagues in our New York and Los Angeles branches.

Tackling Operational Emissions

Driven by the principle of leading by example, BEA's long-term goal of achieving net zero emissions in our portfolio is complemented by our commitment to reach net zero emissions in our own operations by 2030, according to science-based pathways.



Net Zero Operations Execution Plan

Now five years on from our 2019 baseline, BEA has significantly reduced its operational emissions footprint. With an eye towards continuous improvement, in 2024, we conducted energy audits and desktop surveys for our 20 most energy-intensive premises across various markets and drafted a Net Zero Operations Execution Plan. The plan serves as a long-term blueprint for the implementation of energy saving and reduction opportunities until 2035.


The plan focuses on premises that accounted for more than 70% of the Group's total energy consumption in 2023. We target to more than halve our Group's Scope 1 and 2 emissions between the baseline year of 2019 and 2030 through a variety of measures. Residual emissions will be avoided through renewable energy and procuring carbon credits.

Managing Resource Use

Our operations consume significant amounts of electricity, water, and paper, and generate waste, including food waste from our staff canteens. BEA is committed to managing our resource use more sustainably, recognising

that it not only minimises our environmental impact but also offers opportunities to reduce costs and improve efficiencies. In 2024, we implemented several initiatives to better manage our footprint across key areas.


Major Initiatives



Energy

Identified more than 45 energy saving initiatives to be implemented across different markets in 2025


Completed Phase 3 of the Chiller Replacement Project at BEA Tower in Hong Kong, anticipating a ~40% efficiency improvement against a 2019 baseline once all phases of the project are complete



Installed solar photovoltaic (PV) panels at our Head Office, capable of generating ~16,000 kWh of electricity per year

Adopted automatic lighting control systems with high-efficiency lighting systems in newly renovated offices and branches

Installed electric vehicle chargers at our premises in Hong Kong and the Chinese Mainland




Paper

Introduced digital business cards, reducing printed business card orders in Hong Kong by ~70% compared with 2023

Leveraged digitalisation initiatives to reduce paper orders for Hong Kong operations by ~80% against a 2020 baseline

Installed new printers in BEA Union Investment's office, reducing paper use for black and white printing by ~9% compared with 2023




Waste

The Bank has expanded its ban on single-use plastic (SUP) items for catering to the Singapore Branch, where they have stopped procuring SUP wares

Implemented a food waste recycling initiative at our Head Office canteen, diverting food waste from landfill



Partnered with Hong Kong Battery Recycling Centre (HKBRC) to recycle waste lead-acid batteries (WLABs)



Water

Prioritised the use of Grade 1 Water Efficiency Label fixtures, such as water taps, shower heads, and other fixtures under the Water Efficiency Labelling Scheme in renovation projects

Joined the Quality Water Supply Scheme for Buildings and received Gold and Silver certificates in the Fresh Water (Management System) categories for our main office buildings in Hong Kong



## Our Progress

# Responsible Citizen

Our goal is to achieve positive impacts through our community projects and charitable partnerships by fostering strong relationships and maximising synergies that leverage complementary resources, knowledge, and skills. Through our foundations and volunteer teams, we implement meaningful programmes in three key areas: education, social welfare, and the environment.



**14,200+**  
**hours**  
contributed by our  
volunteers  
(+59% yoy)

**HK\$**  
**8 million**  
in cash donations  
made by the Group

## Education Environment

### Beyond Environmental Arts Festival



BEA has partnered with the Hong Kong Youth Arts Foundation since 2022 to raise public awareness of environmental topics through visual and performing arts, with sponsorship from The Bank of East Asia Charitable Foundation Limited (BEA Foundation).

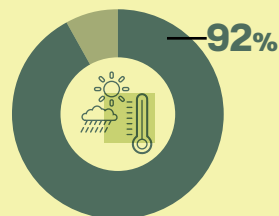
In 2024, the third "Beyond Environmental Arts Festival" (BEA Festival) welcomed over 2,500 participants, including 850 teachers and students from 16 schools, with support from 250 staff volunteers.

Centred on the theme of climate change, this year's BEA Festival promoted sustainability and encouraged participants to adopt low-carbon living through a series of fun activities including "Voices of Change: Open-air Music and Films", a theatrical performance, "The Eco Heroes", creative arts workshops, and screenings of dance video. Participants also enjoyed a collection of artworks created by local artists, students, and BEA volunteers.



Over the past three years, BEA Festival has attracted

**5,800+** participants including **~600** staff volunteers



In a follow-up survey in 2024, 92% of respondents agreed their understanding of climate change improved after participating in the activities.

## Social Welfare



## Palliative Care for the Elderly

BEA is dedicated to supporting the senior community—not only through our products and services, but by actively partnering and volunteering to address their needs. Since 2010, the BEA Foundation, "la Caixa" Banking Foundation, and The Salvation Army Hong Kong and Macau Territory have collaborated on "Palliative Care for the Elderly" (the Programme). This initiative aims to enhance the wellbeing of older adults in end-of-life care and improve the quality of life for Hong Kong's ageing population.

With the theme of "Golden Adventures" running from 2023 to 2026, the Programme goes beyond enhancing the wellbeing of older adults in end-of-life care. It also promotes volunteer participation and holistic elderly care, while encouraging retirees and seniors to proactively manage their finances, health, interests, and goals as they navigate the second half of life. Activities such as fitness sessions, soft meal preparation, terrarium workshops, yum cha gatherings, day

camps and others were organised for seniors, supported by over 550 staff volunteers during the reporting year.

The Programme has also participated in a years-long policy advocacy campaign, including engagement with representatives from numerous HKSAR Government bodies, that has spurred changes to legislation enabling terminally ill patients living in residential care homes to die in place with dignity.

## Key Outcomes from 2010 to 2024

|  |   |
|--|---|
|  | <b>1,600+</b> elderly individuals received integrated care<br><b>1,200+</b> family members received counselling   |
|  | Established a collaborative support network that includes:<br><b>16</b> residential care homes<br><b>20</b> collaborating elderly centres and hospital units          |
|  | <b>7</b> seminars, international conferences and symposiums organised to share knowledge and best practices for the medical-social sector                             |
|  | <b>9,500+</b> healthcare professionals* have received training in palliative care education through the Programme<br>(*including doctors, nurses, and social workers) |
|  | <b>43,000+</b> citizens engaged in outreach programmes, such as roadshows, seminars, and community activities   |

## Education

## Financial Literacy Carnival

As an advocate for financial wellbeing, BEA strives to promote financial education and literacy within our communities.

In December, we co-organised the "Financial Literacy Carnival" with St. James' Settlement to promote financial knowledge among primary students through interactive workshops and game booths, featuring the local cartoon character "McDull".

Activities during the three-day event centred on four money management topics. Interactive workshops were hosted by staff volunteers and interesting game booths were designed to help children differentiate between needs and wants, learn about digital payments, create a budget and protect against fraud. Over 500 primary students, teachers, parents, and social workers participated in the carnival.



## Education Social Welfare Environment

## Green Firefly Project



Established in 2009 by the Shanghai Soong Ching Ling Foundation and BEA China, the Shanghai Soong Ching Ling Foundation – BEA Charity Fund is dedicated to improving educational opportunities for children attending rural schools in the Chinese Mainland. Unlike schools in more affluent urban areas, rural schools often lack basic resources such as educational materials, or school supplies, or even hot water.

The Fund's "Green Firefly Project" aims to simultaneously advance education, environmental protection, and emissions reduction. Working closely with selected schools and

BEA China's network of outlets on the Mainland, the Fund establishes Green Firefly Centres, equipping them with computers, audio-visual equipment, furniture, and more.

In 2024, four new Green Firefly Centres were established, bringing advanced display screens, digital tablets, and new desks and chairs to additional rural schools. Solar power systems at the centres promote awareness of environmental protection and carbon emissions reduction among students, while also reducing the project's impact on the environment.

2024

**4 new**  
Green Firefly Centres  
established

Donated backpacks  
containing school  
supplies to  
**2,000+**  
rural students



**117**  
Firefly Centres, including  
7 Green Firefly Centres  
established since 2009

**6,600+** hours  
of online empowerment  
training organised for  
238 rural principals and  
teachers



## Community Programmes in Other Markets

### Social Welfare

BEA volunteers helped alleviate hunger, support access to healthcare, and address social exclusion associated with poverty and homelessness through fundraising, food drives and donating old phones.



World Vision Macau's Skip-a-Meal Campaign



"Community Calling" project in the UK



Walk for Rice event in Singapore



Los Angeles Food Bank volunteer event



Kechara Soup Kitchen in Kuala Lumpur

### Environment

BEA volunteers rolled up their sleeves to do their part for the environment by participating in clean-ups and supporting habitat restoration.



Habitat Restoration Day in the UK



Earth Day cleanup at Zhongjiao Bay in Taiwan

### Education

BEA volunteers forged stronger ties with other community members and enhanced their knowledge and skills.



An educational visit to Transmac-Transportes Urbanos De Macau, S.A.R.L., a local bus company



Fraud prevention education for the elderly in Los Angeles

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