

Doing well whilst doing good

With an aim to raise awareness towards sustainability in the business community, the Hong Kong Sustainability Award is more than just a recognition or vote of confidence for corporations, it also motivates them to see wider, know what can be done, and do their best for sustainability.

Final Call for Entry!



In view of the rising significance of sustainability, which delivers long-term benefits for people, business, and the planet as a whole, The Hong Kong Management Association (HKMA) has inaugurated the Hong Kong Sustainability Award, to recognize organizations that demonstrate a commitment to sustainability in their operation.

“Many people misunderstand sustainability as only referring to environmental protection or corporate social responsibility,” observes Ms Diana Tsui, Member of the Board of Examiners of Hong Kong Sustainability Award. “But actually sustainability spans all dimensions and sectors, from economics to management, corporations to NGOs. It is about doing well, and at the same time, doing good.”

To do well, a business has to be financially healthy, taking into account talent sustainability, risk management and operational cost, aside from good revenues. To do good, a business has to be socially responsible and environmentally friendly, not only for the reputation of the company, but also the betterment of society in the future.

According to Tsui, management commitment is one of the most important elements for the sustainable development of a

business. “Nowadays, we are always talking about bottom-up management style, but then a top-down approach is equally important to achieve sustainability. Leaders need to have the vision, make the right decision, and set good examples for their subordinates to follow.”

That being said, other factors of sustainability are not to be omitted, and the priority of these factors comes down to the nature of the business. “For example, environmental protection will be the major concern for a car manufacturer, while for a charitable organization, integrity and social dimension are of more significance,” Tsui explains. “We will judge them accordingly, it will be a long process of debate, but one that is fair.”

Adopting a holistic approach that covers all aspects of sustainability, the Award is open to all organizations registered in Hong Kong, from private to public sectors, regardless of their size and nature of business.

“We know that large firms have more resources than SMEs, therefore we have categorized the award for small-sized, medium-sized and large enterprises respectively,” notes Tsui. “We want to let SMEs know that they are not being left

behind, and sustainability is not just for conglomerates or global enterprises, small organizations can also ‘be sustainable’.”

Instead of operating in a vacuum, the Award provides a platform for organizations to share and benchmark best practices of sustainability. “We don’t want sustainability to be just a buzzword, actions need to be taken in a qualitative and quantitative way,” concludes Tsui.

Award schedule

Deadline for Application	17 February 2017
1st Round Judging	March 2017
Final Judging	28 April 2017
Award Presentation Ceremony and Sharing Seminar	June / July 2017

For enquiries please contact

Ms Ada Leung, Executive Officer

Tel: 2826 0534 Email: adaleung@hkma.org.hk

Ms Pearl So, Senior Executive Officer

Tel: 2826 0538 Email: pearlieso@hkma.org.hk

Ms Sunnie Ma, Senior Manager

Tel: 2774 8579 Email: sunniema@hkma.org.hk

www.hkma.org.hk/hksa