



IFPHK FINANCIAL EDUCATION
LEADERSHIP
— Awards 2019 —



IFPHK
FINANCIAL
EDUCATION
LEADERSHIP
AWARDS
2019





**DRIVING FINANCIAL
EDUCATION FOR
BETTER LIVES**

Organizer:



Supporting Organizations:



CFP^{CM}, CERTIFIED FINANCIAL PLANNER^{CM}, ,  CERTIFIED FINANCIAL PLANNERTM, AFPTM, ASSOCIATE FINANCIAL PLANNERTM,  and  ASSOCIATE FINANCIAL PLANNER[®] are certification marks and / or trademarks owned outside the U.S. by Financial Planning Standards Board Ltd. The Institute of Financial Planners of Hong Kong is the marks licensing authority for the CFP marks and AFP marks in Hong Kong and Macau, through agreement with FPSB.



FOREWORD: TACKLING FINANCIAL LITERACY THROUGH FINANCIAL EDUCATION



Dennis Lau
Chief Executive Officer
Institute of Financial Planners of Hong Kong

The financial services industry has long been one of Hong Kong's most significant pillars. In 2017, it accounted for 17.7% of the city's total GDP, second only to the trading and logistics industry's 21.7%.

Nevertheless, recent research continues to highlight the problem of financial illiteracy among the general public. Carried out in the 2nd quarter of 2017, a survey conducted by the Investor Education Centre (IEC) has revealed that more than half of the survey interviewees, especially teenagers, have made investments without conducting appropriate due diligence. This is an issue that needs to be addressed.

Boosting financial education is one of the most sought-after ideals in Hong Kong, as it can have positive knock-on effects from one generation to the next. Therefore, we need an orchestrated effort to create a sea change. Regulators, industry players and professionals should come together to provide effective financial education to help the public make sound financial decisions responsibly.

As one of the leading professional bodies in the financial services industry, the IFPHK launched the first-ever "Financial Education Leadership Awards" awards last year to help widen Hong Kong's financial education vision – while encouraging and rewarding those who are doing their part to address society's needs.

Last year, the Awards aroused an overwhelming response in the community, from corporate entities to individuals. This reflects a firm commitment to deliver financial education unconditionally. I strongly believe that with our concerted efforts, together with the added recognition of the IFPHK Financial Education Leadership Awards 2019, we will continue to lead the public on better financial life journeys. Thus, I call upon your support for this meaningful initiative.



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 is organizing the first IFPHK Financial Education Leadership Awards 2018 in collaboration with Metro Finance to pay tribute to commercial firms, non-profit organizations and individuals that have made significant efforts in improving financial literacy levels in Hong Kong.

OBJECTIVES

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

ELIGIBILITY

Open to all Hong Kong commercial firms, NGOs, NPOs and individuals who have invested, undertaken or completed their financial education tasks between 1 July 2017 and 30 June 2018.

* *Definition of Pro Bono*

The term Pro Bono is short for the Latin "pro bono publico," which means "for the public good." The term generally refers to free services that a professional provides to poverty-stricken clients, non-profit groups or charitable organizations. In the financial world, the term applies to free services or advice provided by a financial professional. (Investopedia, 2017)

CORPORATE FINANCIAL EDUCATION LEADERSHIP



This Award aims to recognize collective efforts that commercial firms and non-profit entities have made to improve financial literacy in Hong Kong.

Award	Commercial Firms	Non-Profit Entities
Gold	Achieving 4 criteria or more	Achieving 3 criteria or more
Silver	Achieving 3 criteria	Achieving 2 criteria
Bronze	Achieving 2 criteria	Achieving 1 criterion

Best Corporate Financial Education Leadership of the Year
For the commercial firm that has achieved the most criteria.



ASSESSMENT CRITERIA

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

The Criteria:

Digital/Virtual: 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

Games: Customized games for financial education

Open Events: Providing financial education through engaging and exciting competitions, road shows, etc

Focus Groups: Organizations focusing on what they know the best to offer a wide range of programs covering all aspects of financial education, e.g. seminars, talks, workshops and campus events

Support of Employees' Engagement: Organizations providing their employees with flexibility, support and encouragement to engage in policy-making and the creation of advocacy groups (outside of their own companies) related to financial education

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

IT and Modular Examples: Disruptive technologies and 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, e.g. competitions and championship programs

Volunteering Programs: Building a sustainable volunteer program in which promoting financial education is one of the goals or activities

Employee Programs: Providing in-house financial well-being programs and workplace programs for employees

Research Examples: Commissioning research, or holding forums or summits to highlight the need for financial education so that the best practices can be shared and publicized

ASSESSMENT AND JUDGES

The judging panel is comprised of the IFPHK's board members and experienced CFP^{CM} professionals.

CITIZEN VOLUNTEER IN FINANCIAL EDUCATION

This Award is given to any individual* who has shown his or her commitment of time, energy and knowledge to deliver pro bono financial education services.

To be qualified, each individual has to meet the following requirements:

1. Individuals must complete at least one pro bono financial education event / program between 1 July 2017 and 30 June 2018.
2. The application must be duly endorsed by the event / program organizer or a service recipient. The event / program organizer must be an NPO registered in Hong Kong.
3. Service records, event pictures, etc., can also be provided as proof of evidence.

Award	Eligibility	Number of Winners
Certificate of Recognition	1 event / program	Unlimited
Gold	Being awarded for 5 consecutive years	
Silver	Being awarded for 3 consecutive years	
Bronze**	Being awarded for 2 consecutive years	

Application Fee: HK\$300

CORPORATE VOLUNTEER TEAM IN FINANCIAL EDUCATION

 **FINANCIAL
EDUCATION**
LEADERSHIP
— Citizen 2019 —

A corporate award will be given to companies that encourage their employees to enroll as Citizen Volunteers in Financial Education.

Award	Eligibility	Number of Winners
Gold	20 or more Citizen Volunteers	Unlimited
Silver	10 - 19 Citizen Volunteers	
Bronze	5 - 9 Citizen Volunteers	



* Note: "**Citizen Volunteer**" could be any individual and is not limited to financial services practitioners, financial planners, CFP^{CM} professionals, AFPTM professionals, etc.

Note: A **Bronze award would be given to "Citizen Volunteer" being awarded in both 2018 and 2019.

CORPORATE PROGRAM FEE

Commercial Firms: HK\$48,000 - HK\$58,000

Non-profit entities: HK\$5,000

The above fee includes:

Trophy: As a token of appreciation, awardees will be presented with a trophy at the Awards Presentation Ceremony to showcase their commitment in promoting financial well-being and corporate social responsibility.

Awards Presentation Ceremony: Each awarding commercial firm and non-profit entities will be invited to the Ceremony. To mark this memorable occasion, government officials and industry figures will be invited to witness the naming of the winners.

Advertisement in the IFPHK Journal: Awarding commercial firms are entitled to complimentary advertisement in Advisors Today, the official publication of the IFPHK.

Logo Use: Awarded commercial firms are eligible to use the award logo for a year (1 January to 31 December 2019). The "Use of Mark Guidelines" will be provided after the Awards presentation ceremony.

Marketing Exposure: Names and logos of the awarded firms will be seen in the Awards' promotional materials, including the campaign site, print ads in leading local newspapers and digital promotion, etc.

Corporate Program Fee			
List of Benefits	Commercial Firms – HK\$58,000	Commercial Firms – HK\$48,000	Non-profit Entities – HK\$5,000
Complimentary Seats <ul style="list-style-type: none"> Tables/ Seats at Awards Presentation Ceremony 	1 Table (10 seats)	Half Table (5 seats)	1 seat
Advertisement <ul style="list-style-type: none"> Advertisement in Advisors Today 	1 x Full Page 4C	/	/
Acknowledgement <ul style="list-style-type: none"> Main screen acknowledgement with logo during Awards Presentation Name & logo on all marketing materials and event website Trophy presentation at Awards Presentation 	☆	☆	☆
	☆	☆	☆
	☆	☆	☆
Use of Logo Rights <ul style="list-style-type: none"> Eligible to use the awarded logo for one year 	☆	☆	/

Remarks:

- The content of this package and all insertion dates are subjected to the Organizers' final approval.
- Ad material production is not included; materials are to be submitted by participating commercial firms.

2018 EVENT HIGHLIGHTS

The first “IFPHK Financial Education Leadership Awards 2018” concluded successfully on 19 January, 2018 with a prestigious Awards Presentation Ceremony at the Conrad Hotel. Mr. Joseph Chan, JP, Under Secretary for Financial Services and the Treasury of the HKSAR Government, graced the event as the Guest of Honor. He was joined by representatives from regulatory and professional organizations and over 150 guests from the industry to witness the naming of the “Best Corporate Financial Education Leadership of the Year”, “Corporate Financial Education Leadership”, “Corporate Volunteer Team in Financial Education” and “Citizen Volunteer in Financial Education” awardees. The Ceremony ended on a high note as it celebrated firsthand the accomplishments of the 21 corporate and 27 individual awardees in attendance out of the 85 winners in total.



Best Corporate Financial Education Leadership of the Year

- Hang Seng Bank
- Manulife (International) Limited

Corporate Financial Education Leadership

Gold Award

- AIA International Limited
- Bank of China (Hong Kong) Limited
- Bank of Communications Co., Ltd. Hong Kong Branch
- China Construction Bank (Asia)
- Convoy Financial Group
- Fundsupermart (FSM) HK
- FWD Life Insurance Company (Bermuda) Limited
- Hang Seng Bank
- Hong Kong Family Welfare Society Financial Education Centre
- Manulife (International) Limited
- Mercer (Hong Kong) Limited
- Nanyang Commercial Bank
- Noble Apex Advisors Ltd
- PCCW
- Po Leung Kuk
- Prudential Hong Kong Limited
- Sun Life Hong Kong
- The Hong Kong and China Gas Company Limited
- TWGHs Healthy Budgeting Family Debt Counselling Centre
- VISA

Silver Award

- iFAST Platform Services (HK) Limited

Corporate Volunteer Team in Financial Education

Gold Award

- Manulife (International) Limited
- Noble Apex Advisors Ltd

Bronze Award

- China Construction Bank (Asia)

KEY DATES



APPLICATION PROCEDURE

Application for the abovementioned Awards should be submitted to the IFPHK via the following websites together with supporting documents:

**Corporate Financial
Education Leadership**



**Citizen Volunteer in
Financial Education**



The application deadline is 30 September 2018.

INDIVIDUAL PARTICIPANTS

Individuals are also eligible to participate in the Awards. Ceremony with details of application to be provided later. The seats are offered on a first-come, first-served basis.

ENQUIRIES

For any enquiries, please contact:

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

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