

Online Conference

BEYOND COMMUNITY DEVELOPMENT, HOW SOCIAL CAPITAL IMPACT YOUR ESG PERFORMANCE

Introduction to Social Capital and 7 Core Subjects

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- 1. WHAT IS SOCIAL CAPITAL**
 - 2. 7 CORE SUBJECTS**





1. WHAT IS SOCIAL CAPITAL

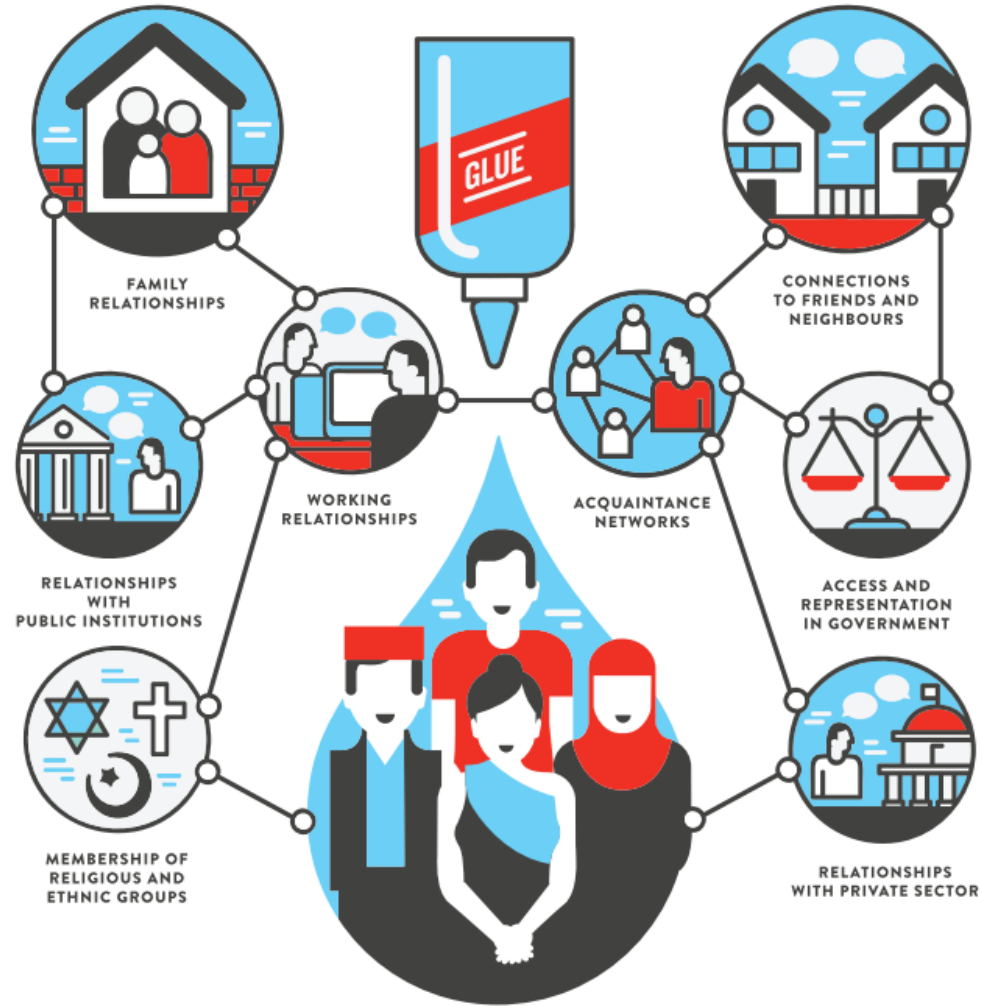
SOCIAL CAPITAL

refers to the institutions (制度), relationships (關係), and norms (規範) that shape the quality and quantity of a society's social interactions

Source: CIIF

WHAT IS SOCIAL CAPITAL?

SOCIAL CAPITAL IS LIKE
THE GLUE THAT HOLDS COMMUNITIES TOGETHER



Source: <https://www.rcrc-resilience-southeastasia.org/wp-content/uploads/2016/02/what-is-social-capital-2.pdf>

The Pillars of Prosperity



The **Safety and Security** pillar measures the degree to which war, conflict, terror, and other factors have destabilised the security of individuals, both immediately and through longer lasting effects.



The **Social Capital** pillar measures the strength of personal and social relationships, institutional trust, social norms and civic participation in a country.



The **Education** pillar measures enrolment, outcomes and quality across four stages of education (pre-primary, primary, secondary and tertiary education), as well as the skills in the adult population.



The **Social Capital** pillar measures the strength of personal and social relationships, institutional trust, social norms and civic participation in a country.



The **Economic Quality** pillar measures how well a state's economy is equipped to generate wealth sustainably and with the full engagement of its workforce.



The **Living Conditions** pillar measures the degree to which a reasonable quality of life is experienced by all, including material resources, shelter, basic services and connectivity.

The **Health** pillar measures the extent to which people are healthy and have access to the necessary services to maintain good health, including health outcomes, health systems, illness and risk factors, and mortality rates.

The **Natural Environment** pillar measures the aspects of the physical environment that have a direct effect on people in their daily lives and changes that might impact the prosperity of future generations.

The Legatum Prosperity Index™

全球繁榮指數

**WHAT
MAKES
SOCIAL
CAPITAL
STRONG**



**MUTUAL
SUPPORT**



**SOCIAL
NETWORKS**



**A SENSE
OF COMMUNITY**



TRUST

Source: <https://www.rcrc-resilience-southeastasia.org/wp-content/uploads/2016/02/what-is-social-capital-2.pdf>

Benefits of Social Capital

- Societal wellbeing
- Lower levels of crime
- Educational attainment
- Public health
- Greater career success
- Economic and business performance
- Community governance
- Product innovation
- Organisational performance
- And more

Instill a sense of responsibility in our future generations

Boost employees' confidence, capacity and morale

Burnish corporate image and enhance reputation

Promote harmony in families and communities



Examples of Longer-term Benefits to Companies and Society

SIX CORE SOCIAL CAPITAL DIMENSIONS



Source: CIIF

CORPORATE SOCIAL CAPITAL

“The set of **resources**, tangible or virtual, that accrue to a corporate player through the player’ s social **relationships**, facilitating the attainment of goals” (Gabbay & Leenders, 2001)

“...investments in social capital can help **build trust** between the firm and its stakeholders and, thereby, can **improve the performance** of the firm.” (Servaes and Tamayo, 2017)

“...investments that are generally categorized under the **corporate social responsibility (CSR)** remit could be considered as **building blocks of a firm’ s social capital.**” (Servaes and Tamayo, 2017, p.11)

Gabbay, S.M., & Leenders, R.T.A. (2001). Social Capital of organizations: From social structure to the management of corporate social capital. In *Social capital of organizations* (pp. 1-20). Emerald Group Publishing Limited.

Servaes, H., & Tamayo, A. (2017). The Role of Social Capital in Corporations: A Review. *Oxford Review of Economic Policy*, Forthcoming. Retrieved from <https://ssrn.com/abstract=2933393>

2. 7 CORE SUBJECTS

INTERNATIONAL NORMS ON CSC AND SR



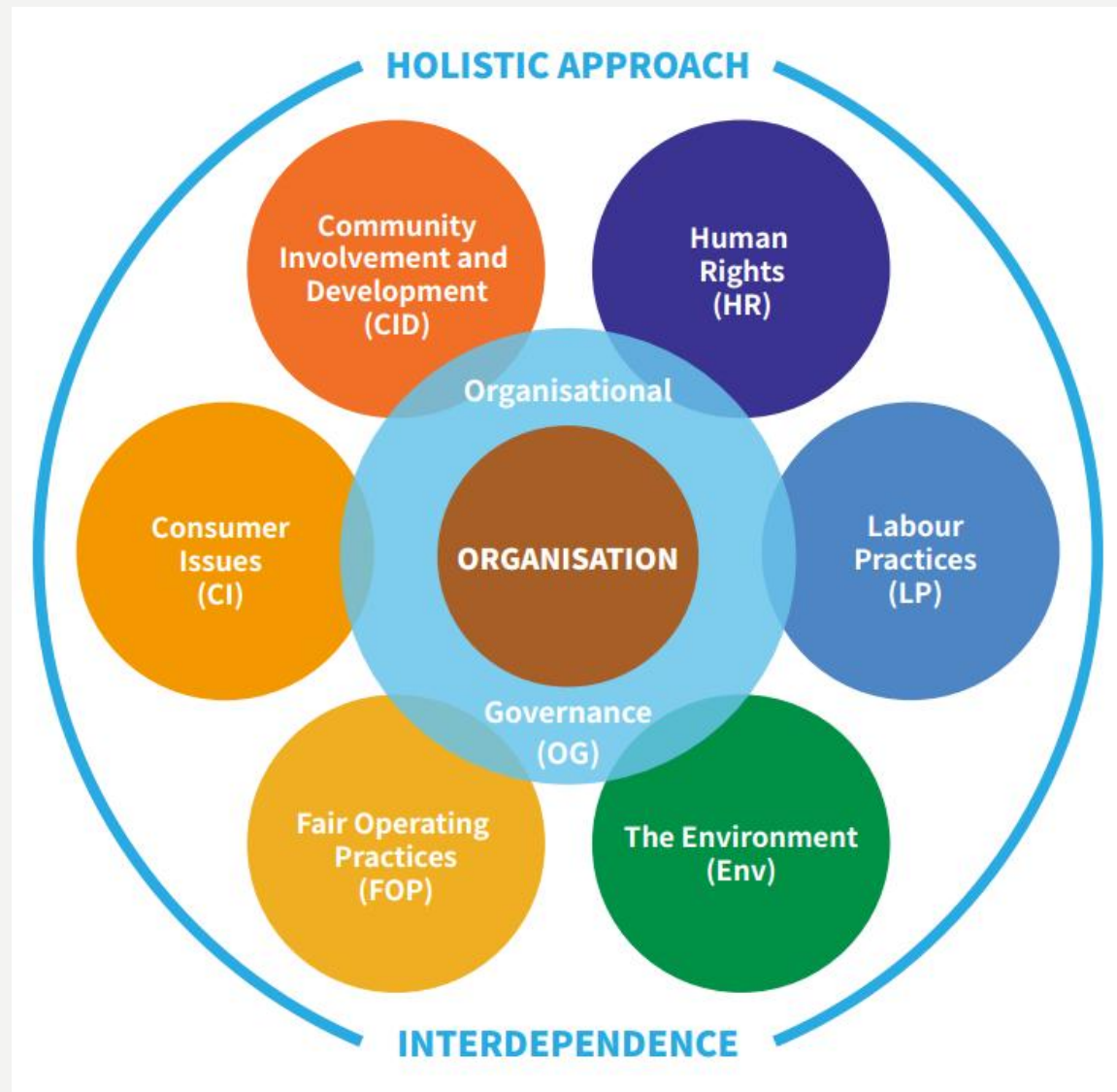


Source: <https://www.learn2improve.nl/iso-26000/about-iso-26000/>

SDGs along Value Chain



Source: <https://www.unpri.org/sdgs/sdg-case-studies/engaging-for-impact>



Social Responsibility: Seven Core Subjects (adapted from ISO 26000)

Relationship between Corporate Social Responsibility and Corporate Social Capital



**CSC can improve the quality of CSR implementation.
By performing CSR, companies can build and enhance CSC.**

AM Section

- **Presentation 1: Building Reciprocal Partnerships in Business**
 - Dr Calvin Lee KWAN, Head of Sustainability, Link Asset Management Limited
- **Presentation 2: Building Social Capital through CSV**
 - Ms Julie WONG, Assistant Director – Sustainability, NWS Holdings Limited
- **Presentation 3: How to Build Good Governance to Drive ESG Performance**
 - Mr Hendrik ROSENTHAL, Director, Group Sustainability, CLP Power Hong Kong Limited

PM Section

- **Presentation 4: Six Dimensions of Social Capital and ESG**
 - Prof Lubanski LAM, Assistant Professor of Department of Business Administration, Hong Kong Shue Yan University
- **Presentation 5: Staff Buy-in and Participation in Forming the Sustainable Development Strategy: SD2030**
 - Dr Amie LAI, Senior Sustainable Development Manager, Swire Properties Limited
- **Presentation 6: Sustainable Partnership with Charities and NGOs**
 - Ms Lilian LAW, MH, JP, Former Executive Director, The Boys' & Girls' Clubs Association of Hong Kong
- **Presentation 7: Business-in-Community: Driving Social Changes and Building Networks**
 - Ms Esther YU, Sustainability Managers, The Wharf (Holdings) Limited

THANK YOU