

## Launch of the HKQAA CSR Platform – BFA 「香港品質保證局社會責任平台 — 無障礙」正式推出

HKQAA has always paid attention to the concerns of the disadvantaged members of our community. With this in mind, the HKQAA CSR Platform – BFA (Barrier Free Accessibility) Scheme was launched on 29 August 2013.

### Creation of job opportunities for people with disabilities and elderly people

This is the first project organised by the HKQAA CSR Platform and all types of enterprises and organisations are welcome to participate. Physically challenged, visually-impaired and hearing-impaired persons, as well as the elderly, will be trained and employed by HKQAA as mystery shoppers. They will use an objective standard to assess the BFA performance of different industries. HKQAA will analyse their assessments and share the results with public.

By implementing these meaningful and effective CSR projects, the participating organisations can raise BFA awareness among their employees. They can also enhance their performance and competitiveness, and improve their corporate image by showcasing their concern for society.

We believe this scheme is of great significance. It encourages various sectors of the community to build a barrier-free society by creating more job opportunities for disabled and elderly people. These disadvantaged groups may therefore become more involved in society and, because they receive equal treatment as employees, this helps them gain the dignity they deserve as they bring their talent into full play. This will then generate more business opportunities. The result could be a situation in which society, businesses and the disadvantaged benefit.



香港品質保證局在專題講座上宣布推出「香港品質保證局社會責任平台 — 無障礙」計劃，多間商業機構、政府部門和社福組織出席講座。

HKQAA announced the launch of the HKQAA CSR Platform – BFA Scheme at a seminar, which was attended by representatives from commercial and public service organisations and government departments.



香港品質保證局一直關注弱勢社群需要，秉承服務社會的理念，今年8月29日在專題講座上宣布推出「香港品質保證局社會責任平台—無障礙」計劃。

### 為殘障人士及長者創造就業

此計劃乃「香港品質保證局社會責任平台」的首個項目，歡迎不同類型的企業和機構參加，並由本局聘請和培訓肢障、視障、聽障等殘障人士及長者，以神秘訪客的身份，運用客觀的標準就不同行業的無障礙表現作出評核。本局再對他們的評核結果進行分析，將無障礙表現與趨勢與各界分享。

參加計劃的機構，在推行有意義及有效益的社會責任項目的同時，亦可以提高員工的社會責任意識，提升表現和競爭力，以及展現對社會的關懷，建立良好形象。

本局深信這計劃意義重大，不但有助推動社會各界攜手建設無障礙社區，讓殘障及年長人士得到平等對待，促進他們的社區生活；另一方面，計劃可開創就業機會，鼓勵他們發揮所長及贏得尊重。這樣，社會可以釋放更大的生產力和消費力。計劃的目標是在社會責任的前提下造就更多商機，令社會、商界、弱勢社群各方得益，最終達至三贏的局面。

### About the HKQAA CSR Platform 「香港品質保證局社會責任平台」簡介

The HKQAA CSR Platform aims to provide an interactive platform for the commercial sector and disadvantaged members of the community, or the relevant public service organisations, to enhance their mutual understanding. It also integrates the capacity of the challenged people and the demands from industry and encourages them to be more involved in society through employment. In turn, this will enhance the brand image and competitiveness of organisations.

#### Enhanced cooperation between commercial and public service organisations

At present, there are few similar types of CSR platform in Hong Kong, and those that are operational may not have a set of mechanisms for enhancing the quality of CSR projects and service providers. HKQAA will manage the platform and will also play a role in knowledge transfer and quality assurance. We will help the commercial sector to organise CSR projects and public service organisations to strengthen their management capacity, assuring the standard of these projects and services.

Through this platform, the commercial sector can be matched with suitable partners to carry out various CSR projects in addition to the BFA project. All participating organisations will be awarded a HKQAA CSR Companion Mark so as to showcase their commitment and contribution.

「香港品質保證局社會責任平台」旨在提供一個良性互動的平台，讓商界與弱勢社群或相關的社福組織互相了解對方的處境，更可配對弱勢社群的才能及商界的需要，鼓勵他們融入社會，創造就業機會，亦加強機構的品牌形象和競爭力。

#### 促進商界與社福組織合作

現時市場上較少同類型以社會責任為前提的配對平台，而且未必有一套保證機制以促進社會責任項目及服務提供一方的質素。而香港品質保證局除了建立和管理平台之外，還會擔當知識轉移和質量保證的角色，協助商界組織社會責任項目以及弱勢社群或相關的社福組織加強管理營運能力，並確保項目和相關服務的水平。

除了無障礙項目外，商界亦可以透過這個平台，配對適合的合作對象，以推行不同類型項目實踐社會責任。參與計劃的機構均會獲發「香港品質保證局社會責任同行者標誌」，彰顯其承諾和貢獻。