



UBS Community Affairs

## Asia Pacific

### **"Hong Kong's Rugby Spirit" community initiative**

UBS and the Hong Kong Rugby Union Community Foundation (HKRUCF) have joined forces to launch "Hong Kong's Rugby Spirit", a community initiative aimed at primary schools in Hong Kong. Supported by the Education Bureau, The Chinese University of Hong Kong's Quality School Improvement Project, and the HKRUCF's educational consultant Fr. Cucchiara Memorial School, the program features coaching and practical classroom and field lessons. With the potential to benefit more than 10,000 Primary Six school children, the program seeks to promote rugby's core values of determination, respect, responsibility, national identity, commitment, teamwork and honesty, among students, the majority of whom have had no previous exposure to the sport.

### **Japan – Completion of the five-year of the 2011 Earthquake & Tsunami Community Regeneration Strategy**

In 2016, UBS Japan completed the final phase of its five-year project aimed at regenerating coastal communities hit hard by the 2011 magnitude 9.0 Tohoku earthquake and tsunami, which claimed 20,000 lives and displaced almost half a million people. UBS's effort began with rescue and cleanup in the disaster aftermath, and evolved into business revitalization, community rebuilding, entrepreneurship, and local planning aimed at long-term fiscal sustainability. Over 1,000 UBS employees volunteered more than 30,000 hours of work primarily on-site in the far northeastern towns. The firm was awarded by the Japanese government for the quality and results of its initiative and today is helping one of the communities, Kamaishi City, develop an educational curriculum that will be used over the next five years by its 650 high school students.

### **Cross-divisional community collaboration through the Regional Volunteering Experience in Thailand.**

November 2016 saw nearly 40 UBS staff from over 7 APAC locations and 16 nationalities visit Thailand for the Regional Volunteering Experience (RVE) 2016. By coordinating with two charities supported by UBS – Human Development Foundation (HDF) and Education for Development Foundation (EDF), UBS volunteers spent two days visiting three schools in Bangkok and Khon Kaen (a city 450 km northeast of Bangkok). UBS volunteers did arts and crafts with kindergarten children and refurbished the exteriors of a school situated in the slums of Bangkok. In Khon Kaen, volunteers helped to build a sheltered planting house to grow plants, planting trees and lawns, reorganized the school library, and taught English. The trip offered an excellent opportunity to get people working together regardless of business division or locations. Overall, the RVE 2016 reaffirmed UBS's social commitment in APAC and the strong tradition of volunteerism within the region.