

## 富安集團 Richform

# 從員工角度思考需要 為中小企樹立無煙榜樣

中小型企業佔全港企業總數超過九成，對城市發展舉足輕重，作為其中之一的富安集團，認為中小企應肩負社會責任，當中包括推廣無煙文化。集團早在2013年已將無煙文化融合公司政策，多年來有賴管理層與前線員工的通力合作，員工吸煙率降至新低。集團企業持續發展總監劉駿楷認為：「員工是公司重要的資產，其健康直接影響公司的營運效率，建立無煙工作間讓同事在清新健康的環境工作，保障他們的身心免受煙害影響，減少缺勤率，長遠提升生產力及團隊士氣，在客戶心目中亦能建立正面形象。」

集團憑藉多年行之有效的無煙政策，獲得本屆無煙領先企業卓越金獎。當中「友導Buddy計劃」建立了互相支持的同行者團隊，從員工角度思考及關心他們的困難與需要，以愛心感染吸煙者戒煙。此外，集團上下一心執行政策，由行政總裁劉富成博士為員工提供免費中醫諮詢服務，從養生角度提倡戒煙的重要性。為確保無煙信息能夠準確傳遞予每位員工，集團定期透過電郵及內聯網發放戒煙資訊，同時安排無煙講座、戒煙工作坊、戒煙輔導等，並以有薪假期、現金獎賞作誘因鼓勵員工積極參與無煙活動。集團期望樹立無煙榜樣，將公司無煙運動的成功經驗推廣給其他中小企業，鼓勵更多同業一同實踐無煙文化。



## Thinking from the Staff's Perspective Setting a Smoke-free Example for SMEs

Richform Holdings Limited ("Richform") is dedicated to being a smoke-free pioneer among Small and Medium Enterprises since 2013 and was awarded the Smoke-free Leading Excellence Gold Award this year.

Terence LAU, Business Sustainability Director, shared that a "Buddy Scheme" was established to care about the difficulties and needs of the staff from their perspective, and to encourage smokers with love to quit smoking. Besides, Dr Jimmy LAU, Chief Executive Officer provides complimentary Chinese medical consultation for staff to enhance smoking cessation. At the same time, Richform also arranges smoke-free seminars, workshops, counseling, and various incentives to motivate employees to actively participate in smoke-free activities. Looking forwards, they aim at being a role model to share their experience with other SMEs so as to encourage them to join hands in practicing smoke-free workplace.



▲富安集團行政總裁劉富成博士為員工提供免費中醫諮詢服務，從養生角度提倡戒煙的重要性。

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