

2024/25 The Caring Company Scheme — FAQs

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A. FAQs about Caring Company Scheme Application

Q1 When will applications be accepted?

Applications for the 2024/25 cycle will be accepted from March to October 2025.

Q2 How to apply?

Please submit your application via the the online system for the "Caring Company Scheme". The brand-new online system will officially launch in mid-March 2025.

Q3 Will application by paper form be accepted?

Starting this year, all applications must be submitted via the online system. Paper applications will not be accepted.

Q4 What kind of information is required for the application?

Each application consists of 6 parts, which include "Company / Organisation Information", "Contact Person Details", "Form A: Community Partnership", "Form B: Sustainability", "Caring Ambassador" and "Application Fee." Applicants must complete these 6 parts by the application deadline for their submission to be considered successful. Please note that "Form B: Sustainability" and the payment function will be available in July 2025. For more details, please refer to the application timeline (Q5).

Q5 Could you provide the application timeline?

The tentative timeline for the 2024/25 cycle is as follows:

Date	Procedure
Mid-March 2025	Application for the 2024/25 cycle starts. Launch of new online system – Applicants* and nominators can access the system to learn about the new features and filling out the following sections in advance: <ul style="list-style-type: none">● Company / Organisation Information● Contact Person Details● Form A: Community Partnership (can be filled out by the nominator or the applicant*)● Caring Ambassador (only for the applicants*)
Early April 2025	Online information session – Introduce operations of new system and overall application procedures
20 and 21 May 2025	Details of "Form B: Sustainability" will be announced at the S+ event in May 2025.
May / June 2025	Online information session – Introduce the content of Form B in detail
June 2025	● "Form B: Sustainability" opens for completion

	● Payment function opens
October 2025	Application deadline for the 2024/25 cycle
December 2025	Result announcement

**"Applicant" refers to companies applying for the "Caring Company" logo and organisations applying for the "Caring Organisation" logo.*

Q6 What is the content and adjudication criteria for "Form A: Community Partnership"?
Applicants must meet 2 or more criteria from the 5 criteria in Form A to fulfill the requirements for that section. Please [click here](#) for the preview of Form A.

Q7 What is the content and adjudication criteria for "Form B: Sustainability"?
Details of Form B will be announced at the S+ event in May 2025. Please stay tuned for the latest updates.

Q8 What is the activity calculation period?
The activity calculation period is the entire year of 2024 (i.e., from 1 January to 31 December 2024).

Q9 Does successful application submission guarantee receiving the Caring Company / Caring Organisation logo?
No, necessary review process will be conducted after the application deadline. The official results will be announced in December 2025.

B. FAQs about Eligibility

Q10 What kinds of companies / organisation are eligible to apply?
The "Caring Company Scheme" presents two types of logos to recognise companies and organisations that demonstrate a caring spirit. The eligibility criteria are as follows:

- "Caring Company" logo: Companies applying for the "Caring Company" logo must be registered with Business Registration and the business must be in operation in Hong Kong for at least 1 year. If a company operates as a group, the holding company and its subsidiaries must be separately nominated by nominator.
- "Caring Organisation" logo: Organisations applying for the "Caring Organisation" logo must be established in Hong Kong for at least 1 year. Government departments, statutory bodies, chambers of commerce, professional bodies, international service clubs, alumni associations, and philanthropic foundations, hospitals, universities and tertiary educational institutions under Section 88 of the Inland Revenue Department, are eligible for nominations. Organisations, societies and groups of any other nature will not be considered at this moment.

Q11 What are the requirements to be a nominator?
Eligible nominators should be charitable organisations exempt from tax under Section 88 of the Inland Revenue Ordinance (according to the effective date of Inland Revenue Department, registered in Hong Kong for at least 1 year).

Eligible nominators include social welfare, educational, medical, environmental, cultural, recreational and sports, and international and cross-border organisations that meet any of the following requirements:

- HKCSS Agency Members (for the list of members, please visit: <https://ngo.hkcss.org.hk/search?lang=en>)
- Other charitable organisations which are eligible for tax exemption under Section 88 of the Inland Revenue Ordinance; and according to the effective date of Inland Revenue Department, registered in Hong Kong for at least 1 year (for the list of tax-exempt charitable organisations, please visit: https://www.ird.gov.hk/eng/tax/ach_index.htm)

Q12 Which form do the nominators need to complete?

Nominators are required to fill out "Form A: Community Partnership". This form can be completed and submitted by either the applicant or the nominator. Form A includes 5 criteria. **When 2 or more criteria are mutually confirmed by the applicant and the nominator**, the application qualifies for this section.

If only 1 criterion can be met, please remind the applicant to look for an additional nominator for the other criteria in "Form A: Community Partnership " in order to fulfill the requirements.

Q13 Which form(s) do the applicants need to complete?

Applicants must submit "Form A: Community Partnership" and "Form B: Sustainability". Form A can be filled out by either the applicant or nominator; Form B must be filled out by the applicant with relevant supporting documents uploaded.

- Form A: Community Partnership: This part includes 5 criteria. **When 2 or more criteria are mutually confirmed by the applicant and the nominator**, the application qualifies for this section. If there are multiple nominators, the criteria from each Form A will be combined for calculation and must fulfil 2 or more criteria to qualify the applications.
- Form B: Sustainability: This part records the applicant's overall sustainability efforts (including employees, environment, etc.), with details to be announced at the S+ event in May 2025.

Q14 Must be nominated by a charitable organisation?

An applicant must invite at least one community partner to be its nominator. Self-nominations will NOT be accepted (EXCEPT in the case of government departments).

Q15 Can nominators simultaneously apply for Caring Company / Caring Organisation logo?

Nominators are not eligible to apply for Caring Company / Organisation logo at the same time in the nomination year under any circumstances.

Q16 Can more than one "Form A: Community Partnership" be submitted?

Yes, there is no limit on the number of submissions for Form A. Applicants can accept nominations from multiple nominators, but each Form A can only record the collaboration between one applicant and one nominator. All criteria filled in Form A will be aggregated.

Q17 Why / Under what circumstances does an applicant need to submit more than one "Form A: Community Partnership"?

"Form A: Community Partnership" must meet 2 or more criteria to be eligible for application. If the applicant's partnership with a specific nominator only meets one of

the criteria in Form A, the applicant must submit additional Form A with other nominator(s) to ensure that all Form A submissions, when combined, meet two or more criteria.

Examples of Qualified Applications

Example I: The applicant and nominator Y confirmed 2 criteria from Form A #1. (eg. Criteria 1 and 5)

Example II: The applicant confirmed 2 criteria with nominator X (Criteria 1 from Form A #1) and Y (Criteria 5 from Form A #2) respectively.

Q18 What is Caring Ambassador?

The nomination for Caring Ambassador is to recognise employees who actively support and participate in community activities organised by their company or organisation. A maximum of 3 staff members can be nominated by each applicant. If the applicant successful gets the Caring Company / Caring Organisation logo in the 2024/25 cycle, the recommended staff member(s) will automatically become "Caring Ambassador" and receive a digital certificate.

There are no specific responsibilities for Caring Ambassadors, but Caring Ambassadors shall continue to promote community service.

Q19 How do government departments apply?

Government departments can either invite charitable organisations to be nominators or apply via self-nomination for the "Caring Organisation" logo.

- Nominated by a nominator: Follows the same submission requirements as other applicants (refer to Q13 for more details).
- Self-nomination: Please select "Self-nomination" in the "Form A: Community Partnership" section, then follow the guidelines to fill out Form A, and complete "Form B: Sustainability."

C. FAQs about Application Fee

Q20 Is there an application fee?

Yes. The application fee for each company / organisation is tentatively set at HK\$600. No matter how many Form A submissions are made, an applicant is only required to pay the application fee once. The fee is non-refundable, regardless of the application result.

Q21 Who pays the application fee?

Starting this year, the Scheme will only accept payment of application fees made by applicants; nominators are not required to pay any fees for the application.

Q22 How is the application fee paid?

Applicants can complete payment via the system using credit card or FPS; no other payment methods will be accepted.

Q23 Will a receipt be issued after paying the fee?

After successful payment of the application fee, an electronic receipt will be sent to relevant contact person via email within 3 months.

Q24 When should the payment be made?

The payment function will be available from June 2025. Applicants must complete the payment process during June to October 2025 (i.e., before the application deadline).

Q25 Can the application fee be tax-deductible?

The application fee cannot be claimed as a tax deduction.

D. FAQs about Online System

Q26 When will the current system be closed?

The existing online nomination system has been officially ceased operations on 30 November 2024 at 6pm. At the present, it is not possible to access the system and perform any other operations .

Q27 When can the new online system be used?

The new online system is expected to be launched in mid-March 2025 to handle applications for the 2024/25 cycle. An information session will be held to provide detailed instructions on the new system's operation and applications. The new system will be available for all participating companies, organisations and government departments to use.

Q28 Do companies / organisations that previously participated in the Scheme need to re-register their accounts?

No. Existing contacts from companies / organisations that have previously participated in the Scheme will receive an email notification to activate their online accounts, where they can click the link in the email to complete their account activation.

Q29 How do first-time participants register for an account?

First-time applicants must register for an account through the online system. The HKCSS will send a notification of the review result to the applicant within 5 working days. If the registration is approved, the applicant will receive an email to activate their account.

Q30 How to apply for the "Caring Company Scheme" via the online system?

Applicants and nominators must log into the system to begin the application process, as follows:

Target	Procedure
Applicants & Nominators	1. Fill out and confirm Company / Organisation Information
Applicants & Nominators	2. Fill out and confirm Contact Person Details (up to 6 contacts) <ul style="list-style-type: none">- Each contact's account must be registered with a unique email address and password- All contacts can log into the system using the registered email and password to fill out, modify,

	and submit the application form
Applicants & Nominators	3. Fill out, confirm and submit "Form A: Community Partnership" <ul style="list-style-type: none"> - Form A can be filled out by either the applicant or nominator - Their partner confirms if the collaboration content is correct and submits this form
Applicants	4. Fill out and submit "Form B: Sustainability" (details to be announced at the S+ event in 20 and 21 May 2025)
Applicants	5. Fill out and submit information for Caring Ambassadors
Applicants	6. Pay the application fee (payment function will be available in June 2025)

Please note that the completion order of the above 6 sections is not fixed. However, the applicant must complete all 6 sections to be considered as having completed the entire application process and submitted a valid application.

Q31 Will there be a tutorial on using the online system?

An online introduction session for the new system will be held in the first quarter of 2025, providing a more detailed overview and demonstration of the new system's operations. A user manual will also be available for applicants and nominators. Please stay tuned for our further updates.

E. FAQs about Result Announcement and Use of Logo

Q32 When will the application results be announced?

The application results are scheduled to be announced in December 2025. Applicants can log into the online application system to view the results at that time, and all contacts provided by the applicants will also receive notification emails regarding the results.

Q33 How can the applicants get the logo and digital certificate?

After result announcement, applicants can log into the online system to download the "Caring Company" / "Caring Organisation" logo for that year, as well as the digital certificates for their companies / organisation and Caring Ambassadors.

Q34 Will physical certificates be provided?

To reduce carbon emissions and paper usage, the Scheme will replace printed certificates with digital certificates. Companies / Organisations can still log into the online system to purchase printed certificates if needed (including those for the applicants and Caring Ambassadors). The printing fee amount will be announced in March 2025.

Q35 What kind of logo will the applicant receive if the application is successful?

If the application is successful, the applicant will receive the corresponding logo based on the number of consecutive years for the Scheme:



Caring Company Logo to commend and give public recognition to business organisations that demonstrate good corporate citizenship.



Caring Organisation Logo to commend and give public recognition to organisations that demonstrate a caring spirit.



Caring Company and **Caring Organisation** being awarded for 5 consecutive years or above.



Caring Company and **Caring Organisation** being awarded for 10 consecutive years or above.



Caring Company and **Caring Organisation** being awarded for 15 consecutive years or above.



Caring Company and **Caring Organisation** being awarded for 20 consecutive years or above.

Q36 How is the number of consecutive years calculated?

It is calculated based on the years the company / organisation has successfully applied for the Scheme (i.e., received the "Caring Company" or "Caring Organisation" logo). If the application is unsuccessful or if the applicant does not participate in the Scheme in any given year, the count of consecutive years will restart.

Q37 How long is the validity period for the Logo?

All logos are valid for one year, and the validity period for the 2024/25 logo will be announced later.

Q38 Will the logo be automatically renewed after it expires?

No. There is no auto-renewals or exemption arrangements. Companies / Organisations must submit applications each year.

Q39 As the application period for 2024/25 cycle is postponed, can the existing logo and certificates continue to be used?

The validity period of the existing logo and certificates (2023/24) was originally set from 1 March 2024 to 28 February 2025. Due to the postponement of 2024/25 application, the logo's and certificates' validity period will be automatically extended until the announcement of the next round of application results. The exact date and other related arrangements will be announced later.

Q40 Is the Caring Company Logo status transferable among subsidiaries under the same holding company?

The Caring Company Logo status and its subparts, including the company name, consecutive years and the Logo, are not transferable. If a company operates as a group, the holding company and its subsidiaries must be separately nominated by nominators.

Q41 If the company name is changed, what should I do?

Please submit the copy of the Certificate of Change of Name issued by Company Registry via the new online system when it launches. We will further verify and consider whether the applicant can keep their record of consecutive years.

Q42 How should the logo be used?

Please refer to the logo guidelines: <https://bit.ly/3D9UkzE>

Q43 Do I need approval before using the Logo?

Samples of advertisements of products and services bearing the Logo must be sent to the HKCSS via email caringcompany@hkcss.org.hk for prior approval and record purpose. Please allow a minimum of 5 working days for the approval process. Advertising and promotion materials bearing the Logo may only be publicly displayed after the approval of HKCSS.

F. FAQs about Considerations on Conferring Awards, Lodging Complaints and Delisting

Q44 Any eligible companies / organisations can apply for the Logo?

HKCSS shall not associate with companies / organisations of which the businesses or practices are considered as contradictory to the values and missions of the Council. Admission to the Caring Company Scheme is at the Council's sole discretion.

Companies and organisations that received the Caring Company / Caring Organisation Logo shall agree to the objectives of the Caring Company Scheme and comply with the adjudication criteria.

Q45 How to ensure the ethics and integrity of the applicants?

Self-declaration on business ethics has been made by companies and organisations in nominations. In the event of being suspected to have infringed business ethics, HKCSS reserves the right of suspending the company / organisation in using the Logo awarded by the Caring Company Scheme, until the Caring Company Scheme is satisfied that clarification from the concerned company is in accordance with the declaration.

Q46 Under what circumstances will a company / organisation be delisted?

The Council reserves the right to withhold the nominations or delist the Caring Company / Caring Organisation award status of companies / organisations in the interest of the integrity of the Caring Company Scheme.

Q47 If companies / organisations who received the Logo are involved in legal proceedings, how will the HKCSS handle it?

In the event of any conviction involving a criminal offence within or outside Hong Kong jurisdiction, any verdict of ethical conviction brought by a statutory body, or any judgment of infringement of business ethics and / or lack of credibility by the Strategy Committee on Co-Creation, HKCSS reserves the right of issuing warnings to the concerned company or organisation and rescinding its right to use the Logo awarded by the Caring Company Scheme.

Q48 Is it possible to lodge a complaint against a specific company / organisation with the Scheme?

HKCSS will not handle complaints regarding contracts or commercial disputes. However, if a complaint is related to business ethics, integrity or the violation of any adjudication

criterion of the Caring Company Scheme, the company or organisation concerned will be invited to supply further information.