

Put “People” At The Centre And Build Good Corporate Governance

以人為本，建立良好企業管治 Zhang Mengying 張夢瑩



▲ Executive Director of Meiriki Japan Ophelia Lin
日本命力執行董事連舜香Ophelia

Ms Ophelia Lin Shun Heung, Founder & Managing Director of Meiriki Japan Company Limited, has made outstanding contributions to leading the development of the company and building an inclusive corporate culture. In ESG, she has been forward-looking in achieving sustainable development goals.

In recognition of her outstanding performance in corporate governance, Ms Lin was awarded the Director of The Year Award 2022 in the non-listed companies category from the Hong Kong Institute of Directors (HKIoD).

“Her contributions to good corporate governance have been recognised through multiple awards in ESG and green policies. She has contributed to codes of conduct for staff and management and the board’s focus on internal control policies.

In addition, she added value to an increased focus on and controls over product safety risks, reputation risks, legal compliance risks, and more. Ms Lin absolutely deserves the Award,” said the Panel of Judges.

Focus on ESG

Ms Lin has been aware of the importance of environmentally friendly policies and health long before ESG became a common trend.

“As one of the founders of the company, I wanted to make the company a people-oriented one, to have a greater impact on society, to give back to the community, to create social value, and to help different communities,” says Ms Lin.

Ms Lin introduced the Business Sustainability Index (BSI) of the Chinese University of Hong Kong to evaluate the company’s

development as early as a decade ago. The index is based on the ESG framework, and the company conducts an assessment every two years to sort out its past experiences and plan its future strategy.

The company has also signed up for various other low-carbon-related international standards.

“We introduced these standards, hoping that these professional standards would guide the company’s development. The board of directors can use these recommendations to improve future strategies,” says Ms Lin.

She also stressed that the business team is always the most familiar with the business, so it is crucial for colleagues to participate in strategy development discussions.

The company also has a good mechanism to ensure that sustainable goals are met and that there is adequate communication within the team. As early as 2019, the company established a Sustainability Committee with the participation of seven departments and the management.

“Different departments work from their own professional perspectives to develop long-term solutions to sustainability issues,” says Ms Lin. Members will read through the materials before the discussion. One of the benefits of this sharing is that the department feels respected.

In addition to internal efforts, the company also actively seeks advice from a variety of professionals. Ms Lin established good relationships with various external organisations early.



▲ Ms Lin, members of the Corporate Operations Committee, and all staff toasted at the Annual Dinner.
連舜香女士與企業營運委員會成員與全體員工於週年晚宴舉杯祝酒。

Meiriki Japan has partnered with Friends of the Earth (HK) to learn about their environmental initiatives, and the company is also a member of the Business Environment Council.

Building an open culture

Ms Lin’s emphasis on ESG strategy discussions shows the importance she places on communication among team members to ensure smooth communication for strategy implementation.

“Communication is an important part of the relationship between the board and the staff. It is not feasible to implement policies abruptly. There must be a reasonable explanation and we must fully respect our colleagues,” says Ms Lin.

She now participates in different events to gain a lot of information about business development and then invites the staff and management to communicate later.

“We all look at it from different perspectives, determine the future direction, and see what challenges there are, and what effective measures we can

take to deal with them,” says Ms Lin.

The company will provide resources to colleagues, such as the opportunity to attend courses, to facilitate their learning about the latest business developments. “It’s also fun for colleagues to have more opportunities to learn new knowledge,” says Ms Lin.

The culture at the company is also very open-minded and people-oriented. For example, during the pandemic, the company promised its employees that it would not ask for unpaid leave and assured them that the company’s finances were sound and that there would be no pay cuts.

With such a people-oriented and open corporate culture, the company has gathered a group of colleagues who share the same vision. They all care about the company’s business and have worked hard to develop channels such as e-commerce to help the company generate more revenue during the pandemic.

Looking ahead, Ms Lin says the company will continue to focus on the development of ESG and explore ways such as

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日本命力健康食品有限公司
(日本命力) 創辦人兼執行
董事連舜香女士在引領公司
發展方向、建立共融的企業

文化方面具有突出的貢獻。在ESG方面，她更是具前瞻性地快人一步實踐可持續發展目標。基於她在企業管治方面的出眾表現，連女士獲頒香港董事學會2022年「非上市公司-執行董事」組別傑出董事獎。

「她對良好的企業管治的貢獻通過ESG和綠色政策的多個獎項得到認可。連女士為員工和管理層的行為準則以及董事會對內部控制政策的關注作出了貢獻。此外，連女士加強了對產品安全風險、聲譽風險、法律合規風險等的關注和控制。連女士獲獎當之無愧。」評審團評價。

關注ESG

連女士早在ESG受追捧之前已經意識到環境友好以及健康的重要性。

「作為公司的創始人之一，我想要實現一個以人為本的公司，希望對社會有更大的影響力，回饋社會，在創造社會價值的同時亦可以幫助到不同社群。」連女士說。

連女士介紹，早在十年前日本命力就已經引入香港中文大學的企業可持續發展指數 (Business Sustainability Index, BSI) 評估公司發展。這個指數是基於ESG的框架制訂的，公司每兩年會進行一次評估，以此梳理過去，計劃未來策略。

公司還簽訂了其他不同的低碳相關的國際標準。「我們引入這些標準，是希望通過專業的標準引領公司發展。董事會可以根據這些建議來衡量未來的策略。」連女士說。她同時亦強調，團隊永遠是最熟悉業務的人，所以同事參與策略制定之討論相當關鍵。

公司亦有良好的機制保證可持續目標的達成，並實現團隊內部的充分溝通。早在2019年公司即成立了「可持續發展委員會」，由公司七個部門以及管理層參與。

「不同部門從各自的專業角度出發，就可持續發展的議題釐定長遠的方案。」連女士說。每次開會前都會讓成員先閱讀材料，再就題目去討論。如此的分享的好處之一是令部門感覺到意見被尊重。

除了企業自身實踐標準，公司亦積極向不同的專業人士請教。連女士很早就與不同的外部組織建立良好關係，日本命力與地球之友建立合作關係，學習他們的環保措施，公司亦是商界環保協會的會員。

建立開明企業文化

對於ESG策略討論的重視可見連女士對於團隊成員溝通的重視，順暢的溝通才能保證策略實施。

「溝通是董事會和員工之間很重要的環節，突然推行政策是不可行的，要有合理的解釋，我們要充分尊重同事。」連女士說。


現時她參與不同活動獲得關於商業發展的很多訊息，之後會以後邀請員工、管理層進行溝通。「大家用不同的角度去看，判斷未來的發展方向，有什麼挑戰，有什麼有效措施

應對。」

公司會給資源予同事，例如參加一些課程的機會等等，以促進他們學習最新商業發展。「增加學習的機會也可以給同事帶來趣味性。」連女士說。

連女士公司的文化也非常開明，以人為本。例如，在疫情期間公司和員工承諾不會要求請無薪假，亦向員工保證公司的財政穩健不會削減薪水。

如此以人為本、開明的企業文化，令公司聚集了一班分享共同理念的同事。同事亦相當關心公司業務，在疫情期間銷售下滑時也努力開拓例如電子商務等渠道幫助公司獲得更多的收入。

放眼未來，連女士介紹，公司會繼續著重ESG的發展，開拓如電子商務、數碼營銷等方式，努力跟上最新的商業發展，並且為社會帶來更多價值。 



▲ In 2019, Meiriki Japan was the only supplier to win the Corporate Social Responsibility Award presented by Watsons. 2019年，日本命力成為唯一供應商榮獲首屆由屈臣氏頒發的「企業社會責任大獎」。

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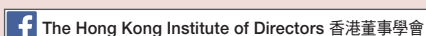
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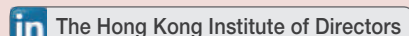
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