



HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所

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香港民意研究有限公司

股東承諾

香港民意研究有限公司（本「公司」）於二零一九年五月四日象徵式成立，然後在二零一九年七月一日正式運作，及後本公司之唯一股東（本「股東」）於二零一九年十月二十二日制定此份股東承諾（本「股東承諾」）之第一版本，並將本股東承諾之生效日期回溯至本公司之成立日。本「股東」其後於二零二三年六月三十日更新承諾內容，成為第二版本，生效日期由二零二三年七月一日開始。

為實現隨附便覽當中列出之公司使命和願景，本股東現作出以下承諾：

1. 本公司的成立目的在於推廣、發展及進行社會調查、選舉研究和公眾民意研究剖析，並且發展及推進這三個範疇內相關的教育工作、知識和技術傳播，推而遠之，以至及於一切對香港社區成長或發展為一個公民社會，以及對全球社區成長或發展有所助益的工作（「成立目的」）。
2. 本公司一切資金僅可用於達致成立目的。
3. 本公司一切收益和財產均不會分發予任何已知或未知的股東。
4. 本公司解散後，所有剩餘資產將會捐贈予在本地或國際上與公司成立目的一致的非牟利組織。
5. 本公司會妥善保存一切收支紀錄，包括但不限於會記賬簿及彙編周年財務報表。

[鍾庭耀]

香港民意研究所有限公司便覽

本便覽旨在為香港民意研究所有限公司（本「研究所」）的營運理念提供更多基礎資料，並不構成股東承諾之任何部份。

1. 本研究所以公民社會良心企業作為定位，期望發展成為一所媲美芝加哥大學全國民意研究中心、康乃爾大學羅普公眾輿論研究中心和劍橋大學 YouGov-Cambridge Centre 等等的民意研究機構。
2. 本研究所會積極聯繫民意研究圈子內的合作機構和夥伴，一同履行公民社會良心企業的使命。本研究所亦樂於跟一眾志同道合的個人或單位分享知識、技術和發展理念。當社會有清楚的準則去釐定何謂「良心企業」之後，本研究所只會跟此等受認可的機構合作。
3. 一般而言，一所「良心企業」¹ 會於下列範疇維持最高的專業和道德標準：
 - (a) 員工管理待遇；
 - (b) 與合作夥伴密切協作，當中包括各志願工作者及同工；
 - (c) 服務社群，包括地方、國家、區域和全球級別的社群；
 - (d) 妥善處理社會及環境議題以延續人類之生存。

換言之，良心企業並不以獲取營利為主要宗旨。相反地，堅守企業社會責任，實行社會責任投資，關注環境可供持續發展，推廣公開資源和知識共享，全屬良心企業追求的價值。

4. 本研究所會採納以下各項的良心企業標準：
 - (a) 一切收入和財產只作推廣公益之用；
 - (b) 按照現行之良心企業標準公平對待所有員工及志願工作者，並保障其待遇高於現行法例的要求；
 - (c) 本研究所的股東不會因其股東身份而享有本研究所於營運期間或解散以後所得的任何收益和財產。
5. 本研究所會積極爭取公眾支持，透過開放市民會籍制度及各式各樣的贊助計劃，鼓勵公民社會成員共同規劃本研究所之發展藍圖，真正做到共享共有。

¹ 「良心企業」概念類近於網頁 https://en.wikipedia.org/wiki/Conscious_business 所詮釋的「良知商業」或「自覺資本主義」，但其含意更為廣泛。

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Hong Kong Public Opinion Research Institute Limited (HKPORI)

Shareholder's Pledge

The Hong Kong Public Opinion Research Institute Limited (the “**Company**”) was founded symbolically on the fourth (4th) day of May 2019, and started to operate on the first (1st) day of July 2019. The first version of this shareholder’s pledge (the “**Shareholder’s Pledge**”) was made on the twenty-second (22nd) day of October 2019 by the sole shareholder (the “**Shareholder**”) of the Company but it was effectively dated back to the foundation day of the Company. This Shareholder’s Pledge was subsequently revised on the (30th) day of June 2023 to become the second version, effective from the first (1st) day of July 2023.

In line with the Company’s mission and vision as shown in the fact sheet attached, the Shareholder hereby pledges as follows:

1. The objects of the establishment of the Company are exclusively to promote, develop and conduct social surveys, electoral studies and public opinion research and analysis, develop and advance education, knowledge and technology on the same, and to promote and advance any other purposes of a related nature beneficial to the growth and development of the Hong Kong community as a civic society, and the growth and development of the global community (the “**Objects**”).
2. The application of the Company’s funds is limited to the attainment of the Objects.
3. The incomes and properties of the Company will not be distributed among any Shareholder now or in future.
4. Upon the dissolution of the Company, the remaining assets of the Company shall be donated to any local or international non-profit organization which fits the objects of the Company.
5. The Company shall keep all records of income and expenditure, including but not limited to proper accounting books and compilation of annual financial statements.



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Fact Sheet about Hong Kong Public Opinion Research Institute Limited

This fact sheet gives more background information about the operating philosophy of the Hong Kong Public Opinion Research Institute Limited (the “**Institute**”) but this is technically not part of the Shareholder’s Pledge.

1. The Institute has branded itself as a civic society conscientious enterprise, it aspires to become Hong Kong’s parallel of the National Opinion Research Center (NORC) at the University of Chicago, the Roper Center for Public Opinion Research at Cornell University, the YouGov-Cambridge Centre for Public Opinion Research at Cambridge University, among others.
2. The Institute actively seeks partners and associates in all areas of opinion research to further its mission as a civic society conscientious enterprise. It is happy to transfer its knowledge, technology and developmental ideas to any person or organization which shares its vision and mission. If and when there are well received public standards of “conscientious enterprise”, it will restrict its partnership with these organizations only.
3. In generic terms, a “conscientious enterprise”¹ should uphold the highest level of professional and ethical standards in:
 - (a) treating its staff;
 - (b) working with its partners including volunteers and co-workers;
 - (c) serving the community, local, national, regional and global;
 - (d) protecting the human race in terms of social and environmental concerns.

In other words, profit-making should not be the primary goal of the enterprise, whereas corporate social responsibility, socially responsible investing, environmental sustainability, promotion of open source and knowledge commons, should all be part of its corporate values.

¹ The concept is similar to, but much broader than, the concept of “conscious business” or “conscious capitalism” as explained in https://en.wikipedia.org/wiki/Conscious_business.

4. Some of the many self-imposed standards of “conscientious enterprise” include:
 - (a) All incomes and properties of the Institute will be used for promoting public good;
 - (b) All staff and volunteer members of the Institute will be treated fairly according to prevailing standards of “conscientious enterprise” above the minimum requirements of prevailing labour laws;
 - (c) Shareholder(s) of the Institute by virtue of their shareholder status will not take any share in the income and property of the Institute during its operation or after its dissolution.

5. The Institute will solicit as much public support as possible through subscriptions and other forms of sponsorship, so that members of the civic society can shape the development of the Institute and collectively own the Institute de facto.