

# 2024-2025

## Chief Happiness Officer Recognition Logo Renewal Scheme



- Corporate Wellness
- Employee's Physical and Mental Health
- Corporate & Digital Transformation



**ENDURING HAPPINESS, IGNITING SUSTAINABILITY**

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## About CHOA

The Chief Happiness Officer Association Limited (CHOA) is a non-profit organization founded in 2021, CHOA has invited over 20 distinguished leaders from the business, industry and education sections to serve as advisors.

CHOA believes that corporations can lead the CHO movement by transforming and re-energizing organizational culture. Not only can employees develop happiness driven performance if they are well supported, but their workplace happiness can also benefit their families and the community. In order to elevate the overall happiness level in Hong Kong, CHOA has organized more than 40 initiatives in collaboration with the business, education and social welfare sector in just two years. These initiatives include the CHO Appreciation Award, CHO Review and the Happy School Recognition Program. To date, CHOA has served over 50,000 individuals.

## Our Vision

We envision a platform for all stakeholders to co-create a happy and healthy environment in every organization, thus advancing corporate culture excellence in Hong Kong and the Region.

## Our Mission

- 1.To advocate and co-create happiness corporate culture that grows people, profits and purpose in business sustainability.
- 2.To promote psychological wellness awareness in the workplace and promote corporate happiness.
- 3.To promote businesses to focus on the physical and mental health of employees, with clear objectives and effective communication, to achieve optimal health.
- 4.Enhancing the technology cause an impact on the digital generation.
- 5.To promote an active exchange of knowledge among members and the community.





## ENDURING HAPPINESS, IGNITING SUSTAINABILITY

In this **ever-changing era**, where companies compete in terms of speed and innovation, corporate culture has become a management rule that every enterprise must adhere to and apply. According to a study published by Forbes in 2022, happy employees are up to 20% more productive in the workplace than unhappy ones.

### #Held for the Fourth Consecutive Year

Since 2021, the Chief Happiness Officer Association (the Association) has been committed to promoting the "Chief Happiness Officer" (CHO) movement in Hong Kong. In order to recognize and reward to organizations that have truly promoted the concept of CHO, the Association has held three consecutive Chief Happiness Officer Appreciation Awards, honoring over 50 happy companies. The Association invites senior leaders from the business community to serve as judges and selects the happiest companies and SMEs in Hong Kong through a fair, open, and professional evaluation process, setting them as examples and benchmarks.

A good work environment requires flexible and adaptable qualities, and it is the responsibility of leaders to guide organizations in establishing a friendly, healthy, and balanced ecosystem. This

ecosystem provides safety, care, and people-oriented management, enabling team members to have long-term stable mental states and thereby inspiring them to engage in work and unleash their full potential.

### #Pioneering Theme of the Year

So, how can long-term stability be achieved? This requires companies to continuously focus on and invest in employee development, providing ongoing training and learning opportunities to ensure that their psychological quality, skills, and knowledge remain aligned with the needs of the enterprise. Therefore, the sustainability of corporate culture is crucial, establishing and nurturing a common set of values and behavioral standards and integrating them into the organization's daily operations to ensure the sustainable development of corporate culture. Therefore, the theme of the fourth Chief Happiness Officer Appreciation Awards this year is "Enduring Happiness, Igniting Sustainability".

### #3 Key Areas Judging Corporate Sustainability

The judging criteria and mechanism cover three key areas: Corporate Wellness, Employees' Physical and Mental Health and Corporate & Digital Transformation. We will comprehensively evaluate companies' performance in promoting the sustained happiness of employees and their positive long-term impact in these three aspects to inspire enterprises towards sustainable development.

## 2. OBJECTIVES OF THE LOGO RENEWAL SCHEME

- Use the logo in conjunction with messaging that highlights the organization's commitment to employee happiness, creating a positive association with the brand.
- Promote a positive work culture centered on employee happiness and satisfaction. Feature the logo prominently at internal events, workshops, and training sessions related to employee well-being to reinforce the organization's values.
- Strategically leveraging the logo, the organizations can strengthen their brand, improve staff retention, and effectively implement ESG strategies that prioritize employee well-being and sustainability. In showcasing the organization's dedication to social responsibility.
- Showcase the logo alongside opportunities for career development and growth, demonstrating the organization's commitment to supporting employees' holistic well-being.

## 3. BENEFITS TO ORGANIZATIONS

- Can boost employee morale by signaling the organization's ongoing commitment to happiness and well-being.
- Demonstrating a focus on employee happiness through the CHO logo renewal can help attract top talent and retain existing employees who value a supportive work environment.
- Happy employees are often more productive and perform better. Renewing the logo can contribute to a positive work environment, which can enhance productivity and overall performance.
- Reinforce its commitment to employee well-being, foster a positive work culture, and reap the associated benefits that come with prioritizing happiness in the workplace.

## 4. ELIGIBILITY

The CHO Recognition Logo Renewal 2024-2025 is **open for organizations that were awarded the Chief Happiness Officer Appreciation Award in 2023.**

## 5. KEY DATES

**Deadline for  
Enrollment Form  
Submission**



**Deadline for  
Happiness Index  
Survey**



**Announcement  
for Successful  
Recognition**



**Recognition  
Ceremony**





# Enduring Happiness, Igniting Sustainability

## BENEFITS TO ORGANIZATIONS



### CHO Review

Top 10 Happy Companies to Work For and Top 5 Happy SMEs to Work For award winners will be entitled to participate in CHO Review and share happiness culture' best practices through interviews.



### Winning Companies' Sharing

Representatives of award-winning companies will be invited to share their corporate culture practices and success stories to promote knowledge exchanges among companies.



### Winning Companies' Company Visit

Through visit of the working environment of award-winning companies, in-depth discussions will be conducted on the sustainable development of happiness in the workplace.



## 6. CHO RECOGNITION LOGO

All recognised companies can use the Chief Happiness Officer Recognition Logo in internal or external events to showcase recognition for their outstanding achievements in establishing a culture of happiness within the organization.



### CHO Achiever Recognition Logo

All companies that have won the CHO Appreciation Award are authorized to use the CHO Achiever logo, highlighting their outstanding practices in actively enhancing corporate culture.



### CHO Master Recognition Logo

(Recognised for 5 consecutive years)

Companies that recognised as CHO companies for **5 consecutive years** will be granted the authorization to use the CHO Master logo, showcasing their outstanding achievements in continuously improving corporate culture.



### CHO Visionary Recognition Logo

(Recognised for 10 consecutive years)

Companies that recognised as CHO companies for **10 consecutive years** will be granted the authorization to use the CHO Visionary logo, recognizing their demonstrated commitment to a consistently exceptional corporate culture.

## 7. AWARD ORGANIZING COMMITTEE

### Chairlady



**Ms. Susanna Li**

Chief Operating Officer  
McDonald's Hong Kong

### Vice-Chairlady



**Ms. Adele Chu**

Culture Practitioner

### Committee Members



**Mr. Wong Kapo**

Staff Development Manager  
Asia Allied Infrastructure  
Holdings Limited



**Mr. Tony Wo**

Learning, Culture, Diversity &  
Inclusion Director  
AXA Hong Kong & Macau



**Mr. Joe Lee**

Senior Manager, Learning and  
Organizational Development  
Bupa (Asia) Ltd.



**Ms. Candy Mau**

Assistant Director of Corporate  
Communications and General  
Administration Division  
Canon Hong Kong Co., Limited



**Dr. Susanna Chui**

Lecturer in Entrepreneurship  
Leicester Castle Business School  
De Montfort University



**Ms. Hilary Chan**

Head, Engagement & Inclusion  
DFI Retail Group



**Dr. Bessie Chong**

Director, Partnership Development  
Guilin Integral Business  
Esquel Group



**Ms. Sarah Cheuk**

HR Director  
FANO Labs Limited



**Ms. Anita Lai**

Culture Practitioner



**Ms. Annie Cheung**

Executive General Manager  
Peoplebank Hong Kong Limited



## 8. RENEWAL FEE

Company Category	Renewal Fee
Corporations (>50 employees)	HK\$2,400
SME (≤50 employees)	HK\$1,000

- The renewal fee includes 2 tickets to the CHO Final Presentation Seminar on 26th September 2024 (Thursday) and Award Presentation Ceremony on 28th October 2024 (Monday). Details of the tickets and arrangements for the ceremony will be announced after the winning results are announced.
- After the result's announcement, an Individual Happiness Index Survey Report along with anonymized benchmarking data among participating companies will be provided.
- The offer cannot be used in conjunction with other discount.

## 9. JUDGING PROCESS



Judging Process	Details
<b>Part 1 Enrollment Form Submission</b> (by 15 Aug 2024)	<ul style="list-style-type: none"><li>• All interested organizations have to submit the enrollment form to confirm the eligibility through <a href="https://forms.gle/v7Su3DofnigVa6DW9">https://forms.gle/v7Su3DofnigVa6DW9</a></li><li>• CHOA will confirm before 20th August 2024.</li></ul>
<b>Part 2 Happiness Index Survey Submission</b> (by 25 July 2024)	<ul style="list-style-type: none"><li>• Participating SMEs with 1 to 50 employees have to submit 70% of their employees' Happiness Index Survey</li><li>• Participating organizations with 51 to 1000 employees have to submit 30% of their employees' Happiness Index Survey.</li><li>• Participating organizations with more than 1000 employees have to submit 20% of their employees' Happiness Index Survey.</li><li>• Participating employees should come from at least 3 different departments from different levels and different seniorities.</li><li>• Granting the logo to participating companies that achieve a high survey score of 70% or above can serve as a recognition of their commitment to fostering the happiness culture.</li></ul>

## 10. JUDGING CRITERIA – HAPPINESS INDEX SURVEY

The following criteria are taken into account for the survey. The organizations that achieve 70% or above will be continuous granted the CHO Recognition Logo till 31st December 2025. The objective of this study is two-fold:

- To build a Workplace Happiness Index that can sustainably capture the pulse of organisational health amongst employees.
- To provide evidence to show how some organisations are a thriving culture and proving the relationship between employee workplace happiness and business performance is the focus on the study.

### 10.1 ASSESSMENT CATEGORY



**\*All the data collected will remain anonymous and confidential.**



## 11. PAYMENT METHODS

Please settle the renewal fee on or before 30 August 2024 (Fri) through the following methods:

i. Bank Transfer	
Bank	Bank of China (Hong Kong) Limited
Beneficiary	CHIEF HAPPINESS OFFICER ASSOCIATION LIMITED
Account No.	012-802-2-014682-4
Remarks	Please mark your account number / name on the pay slip & email the pay slip to: info@choassociation.org or WhatsApp @ 6263 6263
ii. By FPS	
Bank	Bank of China (Hong Kong) Limited
FPS Identifier	100900554
Remarks	Please email the FPS record to : info@choassociation.org or WhatsApp @ 6263 6263
iii. By Cheque	
Cheque payable to	CHIEF HAPPINESS OFFICER ASSOCIATION LIMITED
Remarks	Please mail a crossed cheque to Unit 2112, 21/F, The Star, 18 Yip Shing Street, Kwai Chung, New Territories.

# ENDURING HAPPINESS, IGNITING SUSTAINABILITY

## ENQUIRY

Ms. Mary Suen

Email: [mary@choassociation.org](mailto:mary@choassociation.org)

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CHOA Secretariat

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Contact: 6263 6263



CHOA Website



CHO Appreciation Award 2024 Website



*#Co-create Happiness For Sustainable Business*