



Consumer Caring | 🔍

2025年 貼心企業嘉許計劃

**CONSUMER
CARING
SCHEME 2025**

「貼心企業」
**Consumer
Caring 2025**

By GS1 Hong Kong 香港貨品編碼協會



目標及準則

OBJECTIVES & PRINCIPLES

業界近年積極推動好客之道，「貼心企業嘉許計劃」可表揚及認證在業務上致力「以客為先」的本地企業。企業透過不斷改善業務流程、產品及服務質素，以四大核心價值為顧客帶來超凡消費體驗，建立消費者信心，贏得顧客忠誠度。

In recent years, the industry has actively promoting customer-centric approach. The Consumer Caring Scheme recognises local businesses that are dedicated to putting customers first in their operation with 4 core values.

They are committed to the belief "Customer for Life" through making continuous improvements on products, services and processes to exceed consumer expectations and nurture customer loyalty.



以消費者為中心 Consumer Centric

在顧客消費旅程中的各個階段帶來良好的體驗
Foster a positive customer experience at every stage of the customer journey



關愛員工 Caring for Staff

為員工提供友善的工作環境，互相信任和尊重
Provide employees with a friendly and supportive working environment with trust and respect

四大 核心價值 4 CORE VALUES



追求品質 Strive for Quality

透過不斷改進，提升業務流程、產品及服務質素
Enhance process, product and service quality by on-going improvement



信守承諾 Conformity to Commitment

展示兌現服務承諾，贏得消費者的信心和信任
Demonstrate service commitment to gain consumers' confidence and trust



貼心企業嘉許計劃踏入15週年 15th Anniversary of Consumer Caring Scheme



連續15年獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for 15 consecutive years



連續10年以上獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for more than 10 consecutive years



連續10年獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for 10 consecutive years



連續5年以上獲頒「貼心企業」標誌
Logo for Consumer Caring Company awarded for more than 5 consecutive years



「貼心企業2025」標誌
Logo for Consumer Caring Company 2025

計劃時間表 TIMELINE



審核程序

ASSESSMENT SCHEME & PROCEDURE

- 1 自我評估 Self-Assessment**
參與公司須完成一份自我表現評估。
Participating companies must complete a self-assessment form.
- 2 訪談 Interview**
主辦單位會安排訪談，了解更多詳情。
A follow-up interview will be arranged and conducted by the organizer.
- 3 消費者問卷調查 Consumer Survey**
主辦單位將委任第三方機構進行消費者問卷調查。
A consumer survey will be conducted by a third party organization appointed by the organizer.

參與計劃之得益及權益

SCHEME BENEFITS & ENTITLEMENTS

榮獲「貼心企業嘉許計劃」殊榮的機構可獲以下權益：
Companies awarded with "Consumer Caring Companies" will be entitled to the below:

- 1 「貼心企業嘉許計劃」證書乙張**
One "Consumer Caring Scheme" Certificate
- 2 「貼心企業嘉許計劃」獎座乙個**
One "Consumer Caring Scheme" Trophy
- 3 參加「貼心企業嘉許計劃2025」頒獎典禮(乙席)**
One ticket of "Consumer Caring Scheme 2025" Award Presentation Ceremony
- 4 於市場推廣物品上使用「貼心企業嘉許計劃」標誌一年**
Entitled to use the "Consumer Caring" logo in marketing materials relevant to the brand / products under the awarded company for one year

媒體報導機會

EXPOSURE OPPORTUNITIES

- 新聞稿
Press Release
- 報紙/雜誌特刊
Newspaper / Magazine advertorial
- 社交媒體
Social Media
- 影片宣傳
Video Promotion
- 行業平台如HSBC Business Go
Industry Platforms, e.g. HSBC Business Go
- 香港貨品編碼協會網站
GS1 HK Website
- 香港貨品編碼協會“Business Connect”雜誌
GS1 HK "Business Connect" magazine
- 香港貨品編碼協會每月快訊及電郵推廣
GS1 HK e-newsletter & eDM

及更多！
and more!



查詢 ENQUIRY

香港貨品編碼協會 **GS1 Hong Kong**
電郵 Email : consumercaring@gs1hk.org
電話 Telephone : 2863 9701
網站 Website : <http://www.gs1hk.org>



官方網站
Official Website

報名資格 ELIGIBILITY

已營運最少1年的香港貨品編碼協會會員
GS1 Hong Kong members with business
operation for at least 1 year

截止報名日期
Application Deadline
31/12/2025

報名程序 APPLICATION PROCEDURE

報名方法 Application Method

請將下列文件傳送至電子郵箱:
consumercaring@gs1hk.org

1. 填妥的申請表格
2. 商業登記證副本
3. 商標圖像(.ai及.jpg /.png檔案各一)

Please send the following documents via email:
consumercaring@gs1hk.org

1. A completed application form
2. A copy of Business Registration
3. Company logo in high resolution
(1 x ai file and 1 x .jpg/.png file)

聲明:

香港貨品編碼協會保留權利在有需要情況下, 修改任何計劃內容
及有關條款及細則, 恕不另行通知。在任何情況下如有任何爭議,
本協會保留最終決定權。

Disclaimer:
GS1 Hong Kong reserves the right at any time without notice to
amend any Scheme content and the terms and conditions when
necessary. In case of any dispute under any circumstances,
GS1 Hong Kong reserves the right of final decision.

報名費用及付款方法 Application Fee & Payment Method

「貼心企業嘉許計劃」2025 Consumer Caring Scheme 2025	
新申請 New Application	港幣 \$9,000 HK\$9,000
續延申請 Renewal Application	港幣 \$7,500 HK\$7,500
包括香港貨品編碼協會「貼心企業嘉許計劃」頒獎典禮門券一張 One ticket of the GS1 Hong Kong Consumer Caring Scheme Award Presentation Ceremony included	
所有費用均不可退回及不可轉讓 All fees are non-refundable and non-transferable	

請於遞交報名表, 收到發票後14日內以劃線支票繳付申請費用, 支票抬頭:「香港貨品編碼協會有限公司」。支票背面請附上公司名稱、聯絡人姓名及電話, 並以郵寄方式或親身遞交至本會辦公室(香港灣仔告士打道160號海外信託銀行大廈22樓)。

The fee should be settled by a crossed check payable to 'GS1 Hong Kong Limited' in 14 days after submission of the application form, and receiving the invoice. Please write your company name, contact person and contact no. on the back of the check and post or submit in person to GS1 Hong Kong office (22/F., OTB Building, 160 Gloucester Road, Wanchai, Hong Kong).

支持機構

SUPPORTING ORGANIZATIONS



GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
T +852 2861 2819 E info@gs1hk.org www.gs1hk.org

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2025年 貼心企業嘉許計劃

CONSUMER CARING SCHEME 2025



By GS1 Hong Kong 香港貨品編碼協會



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One “Consumer Caring Scheme” Trophy

3

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4

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GS1 HK “Business Connect” magazine
- 香港貨品編碼協會每月快訊及電郵推廣
GS1 HK e-newsletter & eDM

及更多！
and more!

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