Catalyst for success

Global Community Engagement Campaign

Catalyst for Change Campaign

2025 – 2026 Report

Our Global Initiative

SW International is a global professional services network committed to creating lasting, meaningful impact — for our people, our clients, and the communities we serve. We bring together diverse talent united by a shared belief: that business can and must be a force for good. The Catalyst for Change Campaign is our flagship commitment to that belief.

Five focus Areas

Each member firm is encouraged to contribute in ways that are meaningful to its society while advancing one or more of the Campaign's five focus areas:

- Wellbeing of people
- Community
- Sustainability
- Diversity and Inclusion
- Learning and Development

2025–2026 Campaign Highlights

During the reporting period, SW member firms across the network contributed their time, resources, skills and professional expertise to a diverse range of community initiatives.

Our collective efforts supported the United Nations Sustainable Development Goals (SDGs), with activities addressing health and wellbeing, poverty and hunger, sustainable communities, responsible consumption, climate action, biodiversity, gender equality, reduced inequalities, partnerships and education.

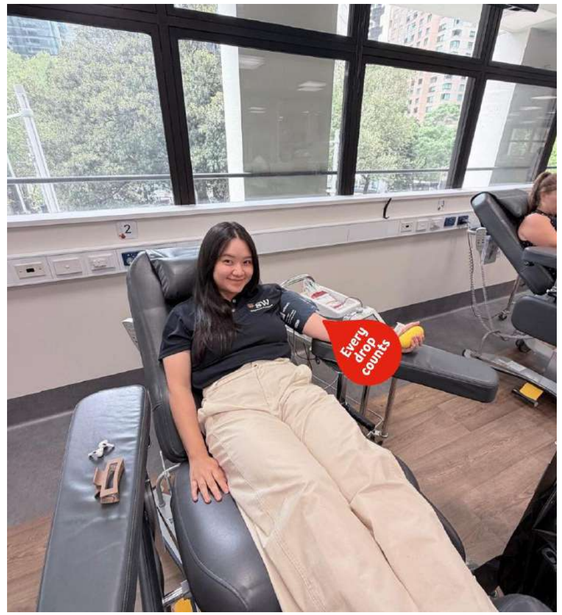
The following stories highlight the breadth of engagement across the five Campaign focus areas and demonstrate the many ways in which SW member firms are helping to create positive change.

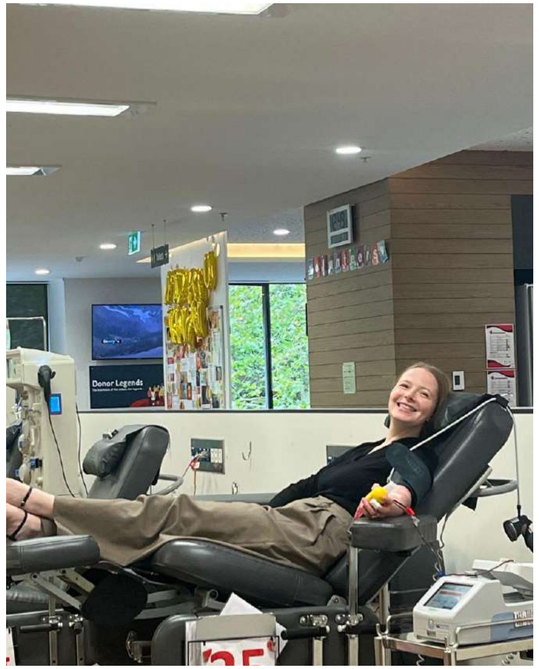
Giving the Gift of Life

A heartfelt appreciation to our SW Australia team for their wonderful participation in their team-led Blood Donation Week, supporting the vital work of the Australian Red Cross Lifeblood.

By taking part in this meaningful initiative, our colleagues have generously shown how a simple act can potentially save up to three lives and contribute to the wellbeing of the wider community.

This initiative not only reflects our commitment to SDG 3: Good Health & Wellbeing, but also highlights the importance of SDG 17: Partnerships for the Goals, as we work together with trusted organisations to create lasting, positive impact in the world we live and work in.





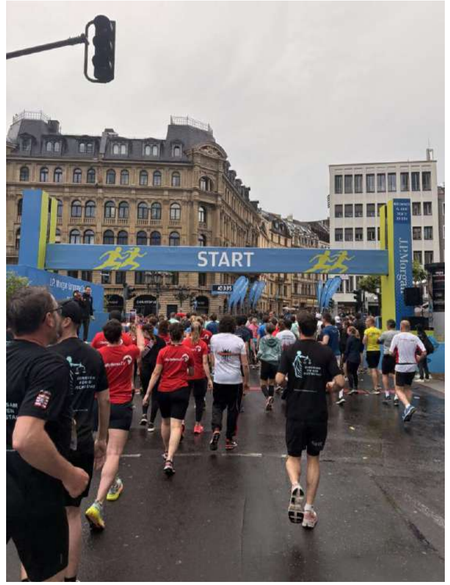
Corporate Run

Rain or shine, SW Germany showed up with energy and purpose at the J.P. Morgan Corporate Challenge Frankfurt 2025 – one of the world's largest corporate running events, bringing together over 64,000 participants from more than 2,200 companies worldwide.

Our team joined the 5.6-kilometer race with enthusiasm, cheering each other and celebrating every milestone together. For us, this was more than a run – it was a chance to connect beyond the office, build stronger bonds, and experience firsthand how collective energy can turn into an unforgettable team moment.

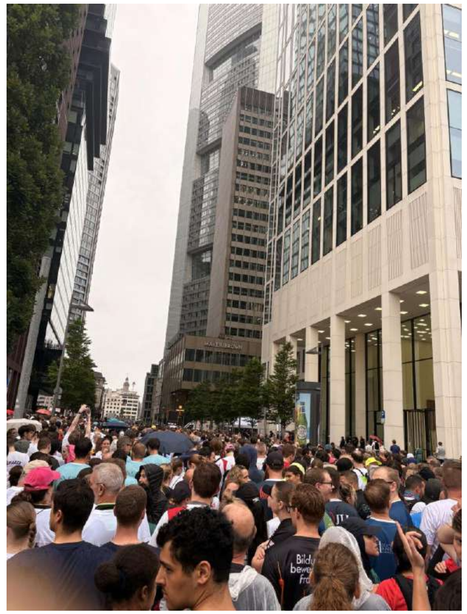
By participating in this global event, we reaffirm our commitment to building healthier communities, contributing to SDG 3: Good Health and Well-being, SDG 11: Sustainable Cities and Communities and SDG 17: Partnerships for the Goals.

5.6 - kilometer race



64,000 participants

2,200 companies



Blood donation

SW Indonesia team members came together in a powerful demonstration of care and solidarity to host a blood donation event, making a direct impact on those in need while fostering a culture of compassion within the workplace.

This initiative contributes directly to SDG 3: Good Health and Well-being, transforming individual generosity into measurable impact, as every donation has the potential to save multiple lives.

Community cook-off

Our SW Australia team traded their desks for the kitchen to tackle food insecurity head-on. Partnering with C Care and Our Big Kitchen, our vacationer team prepared over 200 meals for those in need during a MasterChef-inspired cook-off.

By turning this team-building exercise into tangible support for SDG 2: Zero Hunger, we are empowering our next generation of leaders to create meaningful change that reaches the community.

200 meals cooked

Vinnies CEO Sleepout

SW Australia raised more than $126,000 for the 2026 Vinnies CEO Sleepout, bringing SW's total contribution to more than $630,000 over the past decade.

The Vinnies CEO Sleepout is an annual initiative that brings together business and community leaders across Australia to raise awareness and funds for people experiencing, or at risk of, homelessness. Contributions help support essential services including emergency accommodation, meals, crisis assistance, mental health and wellbeing support, and pathways towards greater stability and independence.

In 2026, 10 SW Partners took part in the event. Over the past 10 years, 41 SW people have participated, with 5 taking part more than 5 times.

The 2026 fundraising result was made possible through the generous support of SW's clients, colleagues, families, friends and wider community.

The initiative also reflects SW's broader commitment to SDG 1: No Poverty, SDG 3: Good Health and Well-being, and SDG 10: Reduced Inequalities, by supporting access to essential services and creating pathways towards greater social and economic inclusion.

10 SW partners joined in 2026

41 SW people joined in the past decade

"This result reflects the strength of our community and the willingness of so many to make a meaningful contribution. We also acknowledge the sustained generosity of the Wood Foundation, whose support over the past decade has made a significant contribution to SW's fundraising efforts and to Vinnies' work supporting people experiencing homelessness. Every dollar raised will go towards providing practical assistance and hope to those who need it most."

— From Duane Rogers, CEO of SW Australia

$126,000

raised in 2026

$630,000

raised in 2017 - 2026

Fire Safety for Communities

SW China joined a community fire safety initiative organised by the Dongzhimen Subdistrict in Beijing's Dongcheng District, donating fire safety kits to residents in high-risk communities.

Represented by Chief Partner, Tan Xiaoqing, SW China donated "Four-Piece Fire Safety Kits" containing smoke alarms, fire extinguishers, emergency escape masks and fire blankets. The initiative brought together government, businesses and local communities to raise fire safety awareness and help residents better protect themselves and their families.

The initiative reflects SW China's continued commitment to community safety and social responsibility, while supporting collaboration between businesses and local communities.

It contributes to SDG 3: Good Health and Well-being, SDG 11: Sustainable Cities and Communities, and SDG 17: Partnerships for the Goals.

Supporting Children & Community

Our team from China took part in a public welfare initiative organized by the Women's Federation of the Chinese Institute of Certified Public Accountants, providing pro bono advisory services to local enterprises, public institutions, and major development projects.

The team also visited the Baoding Children's Welfare Institute, contributing to a charitable program that supports children's wellbeing and promotes a culture of care within the profession.

Through community engagement and the leadership of women professionals, our team demonstrates the power of responsible business while advancing SDG 1: No Poverty, SDG 5: Gender Equality, SDG 10: Reduced Inequalities, SDG 11: Sustainable Cities and Communities, and SDG 17: Partnerships for the Goals.

Flood Relief Support

In July 2026, severe flooding affected several areas of Guangxi, causing significant disruption and hardship for local communities.

In response, SW China's Nanning office joined the Guangxi accounting profession's relief efforts and launched an internal fundraising campaign. Employees raised RMB 27,567.39, which was donated in full to the Guangxi Charity Federation to support affected communities. The office also formed a volunteer team to help sort and transport relief supplies.

Following a separate industry-wide appeal, SW China's Chengdu office also mobilised support, raising more than RMB 52,000, which was donated to the Guangxi Charity Federation to support emergency relief and post-disaster recovery.

These recovery efforts highlight the impact of collective action in times of crisis and contribute to SDG 1: No Poverty, SDG 11: Sustainable Cities and Communities, and SDG 17: Partnerships for the Goals.

80,000

RMB approximately raised in total

Fire Emergency Relief

Following the tragic fire at Wang Fuk Court in Tai Po in Nov 2025, SW took action through SW Hong Kong to support affected residents and the wider community.

SW donated HK$300,000 to the HKSAR Government's Support Fund for Wang Fuk Court in Tai Po, helping to provide emergency relief, temporary accommodation, essential supplies and emotional support. SW Hong Kong also launched an employee fundraising campaign for the Hong Kong Red Cross, with the firm matching staff contributions.

The SW Hong Kong volunteer team also joined local relief efforts, providing on-site support, assisting with registration, and distributing meals and warm clothing, particularly to elderly residents.

These efforts reflect SW's commitment to supporting communities in times of need and contributing to both immediate relief and long-term recovery. The initiatives support SDG 3: Good Health and Well-being, SDG 11: Sustainable Cities and Communities, and SDG 17: Partnerships for the Goals.

$300,000

donated

Dog Rescue Flag day

We are proud of our SW Hong Kong team for supporting the Hong Kong Dog Rescue Flag Day, where our people, including interns, came together to raise awareness and contribute to animal welfare efforts in the community.

Hong Kong Dog Rescue (HKDR) is dedicated to rescuing, rehabilitating, and re-homing abandoned and neglected dogs, while promoting responsible pet ownership through education and community engagement.

Beyond fundraising, this meaningful experience provided our young talents with an opportunity to develop a deeper understanding of social responsibility.

This initiative supports SDG 11: Sustainable Cities and Communities and SDG 17: Partnerships for the Goals.

Tree Planting

SW Australia took part in a tree-planting initiative with TreeProject, contributing to the restoration of local habitats and supporting long-term environmental sustainability. The team came together to make a positive impact on biodiversity, soil health and water quality, while strengthening connections with the local community.

The effort supports SDG 13: Climate Action, SDG 15: Life on Land, and SDG 17: Partnerships for the Goals. Every tree planted represents a step towards a more sustainable future.

— Reflecting on the experience:

"Having a day away from the usual work we do as accountants gave me the chance to engage in something practical and still meaningful in a different way. I left with a sense of appreciation for how simple actions can contribute to the community."

"It was a great chance for us all to get outdoors, have a laugh, and work together on something meaningful."

"We were also lucky enough to enjoy a delicious home-cooked lunch prepared by the farm hosts, which topped off an already great day."

"We have even been invited back one day to see how the trees planted have grown, a really nice reminder that the impact of the day will last well beyond just one afternoon."

Planting for a Greener Future

SW China's Hefei team joined representatives from local accounting and asset appraisal firms in a tree-planting activity at the Hefei Children's Welfare Institute. Participants worked together to plant and care for young trees, adding greenery to the institute. They also visited the facility and spoke with staff to learn more about the children's daily lives and learning environment.

In addition, SW China's Shenyang team organised a volunteer tree-planting activity at Maershan, where participants worked to prepare the site, plant trees and water them.

Through these activities, participants turned environmental responsibility into action, contributing to greener communities while strengthening community engagement and collaboration.

The initiatives support SDG 13: Climate Action, SDG 15: Life on Land, and SDG 17: Partnerships for the Goals.

Seasonal Reuse and Recycling Program

SW Hong Kong continues to turn tradition into a force for good through its support of Greeners Action's Lai See Reuse and Recycling Program. By collecting and redistributing red packets, the team is transforming a cherished festive tradition into an opportunity to reduce waste and promote a circular economy.

These efforts not only help extend the lifecycle of materials and contribute to long-term environmental sustainability, but also encourage more mindful consumption habits within the workplace and the wider community.

The initiative supports the SDGs, particularly SDG 11: Sustainable Cities and Communities, SDG 12: Responsible Consumption and Production, SDG 13: Climate Action, and SDG 17: Partnerships for the Goals.

Dress Green Day

SW Hong Kong marked Earth Day by joining The Nature Conservancy Hong Kong in the “Dress Green Day 2026” campaign, reinforcing its commitment to environmental responsibility and greener lifestyles. Colleagues across the office came together by wearing their favourite shades of green while taking positive environmental actions throughout the day, bringing reusable cups, reducing waste and recycling, with a Dress Green prize recognising standout creativity and participation.

Together, these small collective actions show that sustainability is more than a one-day effort — it is an ongoing commitment to creating lasting impact for generations to come.

This supports the SDGs, particularly SDG 12: Responsible Consumption and Production, SDG 13: Climate Action, SDG 15: Life on Land, and SDG 17: Partnerships for the Goals.

Sustainable Action

SW Indonesia has made a long-term commitment to environmental sustainability in Bali through a series of impactful initiatives. In collaboration with the Bali Youth Movement, the team carried out a dolphin ecosystem conservation program, promoted eco-enzyme awareness, delivered waste management education, and partnered with the Get Plastic Learning Center to advance waste processing and residue utilization.

These efforts contribute to SDG 12: Responsible Consumption and Production, SDG 13: Climate Action, SDG 14: Life Below Water, SDG 15: Life on Land, and SDG 17: Partnerships for the Goals, while raising awareness of sustainable environmental practices.

Nature trail clean-up

As part of our ongoing commitment to environmental sustainability, the SW Taiwan team organized a nature trail clean-up activity at Bitou Cape Trail.

Working together in challenging coastal conditions, our team took direct action to remove waste along the trail, helping to protect local ecosystems and preserve the area's natural landscape.

This activity directly contributes to SDG 12: Responsible Consumption and Production and SDG 15: Life on Land, as we continue to integrate sustainability and social responsibility into our everyday actions.

Dressed to Succeed

A sharp outfit is more than fabric. It brings the confidence to succeed in the workplace.

SW Australia is proud to support Fitted for Work, a not-for-profit organisation that empowers women to gain skills and meaningful employment. The team donated over 120 items of professional attire to help women in the community feel job-ready and achieve financial independence.

Together, we're not just providing clothes—we're helping women step into their potential and shape a brighter, more equal future.

120 **items donated**

This advances SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth and SDG 10: Reduced Inequalities, creating pathways to inclusive and sustainable opportunities.

Bauhinia Charity Run

As the flagship CSR event of its 20th anniversary celebration, SW Hong Kong played a leading role in organising the National Day Bauhinia Charity Run 2025, which brought together over 200 participants in a powerful display of inclusion and community spirit.

The event engaged individuals with special needs or disabilities, as well as Special Educational Needs (SEN) students and their families, fostering mutual understanding and supporting Hong Kong Rehabilitation Power in empowering people of all abilities.

SW Hong Kong team joined both as runners and volunteers, demonstrating the firm's ongoing commitment to community engagement.

This advances SDG 3: Good Health and Wellbeing, SDG 10: Reduced Inequalities, and SDG 17: Partnerships for the Goals.

200 participants

Celebrating Women’s Talent and Growth

SW Spain marked International Women’s Day through Shine Woman 2026, an initiative celebrating the talent, leadership and potential of women across the firm.

The programme brought colleagues together for a day of reflection and professional development, exploring personal strengths, sources of inspiration and how individual growth can create a positive impact within the wider organisation. Led by coach Marta Jimenez Valdeita, the session encouraged participants to share experiences, support one another and build confidence in their professional journeys.

The initiative reflects SW’s commitment to creating an inclusive environment where women can develop their talents, pursue their potential and contribute meaningfully to the organisation.

It supports SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, and SDG 10: Reduced Inequalities.

Pro Bono Support for Music Tour

Celebrating the meaningful contribution of our SW Chile team in supporting the Asociación Cultural Niños Cantores de La Araucanía (NiCDA) for their "5th International Tour – Chengdu 2026" project.

SW Chile provided pro-bono legal services, together with marketing and communications support, helping a 55-member delegation, including talented young Chilean artists, navigate regulatory and administrative processes and prepare for their international cultural exchange journey.

Since April 2026, SW Chile has contributed its professional expertise to support the project, helping NiCDA comply with the requirements under Chile's Cultural Donations Law, enabling the choir to qualify for corporate donations with tax benefits, and raising awareness among potential donors and partners.

This initiative reflects our commitment to SDG 4: Quality Education by creating opportunities for young people to learn, grow, and express their creativity, while advancing SDG 17: Partnerships for the Goals through collaboration that connects communities across borders.

"We deeply appreciate the valuable support of SW Chile, whose legal advice has been essential for the successful development of this project. Their commitment to our children and young people reflects a true dedication to culture and community."

— From Rubén Orellana Catalán, Artistic Director of NiCDA

"At SW Chile, we believe that our professional expertise should not only serve our clients but also give back to the community. Supporting NiCDA is about promoting cultural and artistic exchange and opening doors to the world for the younger generation."

—From Mauricio Benítez, International Partner of SW Chile

55 **members supported**

Supporting Special Education

SW China's Nanning team organised a charitable initiativeas part of the 23rd anniversary celebrations of Ark Zhiai Special Education School.

Through financial and in-kind donations, the team supported the school's ongoing work in providing education and rehabilitation services for children and young people with autism.

For more than two decades, the school has remained committed to supporting children and young people with autism and their families through professional education, rehabilitation and care.

Through activities including a charity market and interactive experiences, the programme created opportunities for greater understanding and interaction between people with and without disabilities, helping to promote a more inclusive community and raise awareness of the abilities, potential and contributions of people with special needs.

This supports SDG 4: Quality Education, SDG 10: Reduced Inequalities and SDG 17: Partnerships for the Goals.

Smart Education

SW Indonesia has brought real impact to Panji Anom Village, North Bali, by supporting the local educational shelter and providing students with improved facilities, including proper desks that foster a better learning environment. SW Indonesia also engaged students through art classes, basic English learning and nature explorations.

We are proud of SW Indonesia's commitment to empowering children with the knowledge and skills they need to build a brighter future.

This initiative aligns with the SDG 4: Quality Education and SDG 10: Reduced Inequalities, which calls for inclusive and equitable education and lifelong learning opportunities for all.

15th Philanthropy Festival Awards

We are delighted to share that SW has received the 15th Philanthropy Festival Awards at the 15th Philanthropy Festival and 2025 ESG Summit held in Beijing, China in Jan 2026, which was one of the most influential flagship events in the ESG and public welfare arena.

This recognition reflects our continued commitment to delivering professional excellence while advancing social responsibility, highlighted by our global community engagement campaign, Catalyst for Change. The initiative unites SW member firms worldwide to drive meaningful impact — from community development and rural revitalisation to mental health advocacy and environmental protection.

Catalyst for success

Catalyst for Change.
Together, we empower positive change.

SW International is a leading international network of separate and independent professional services and consulting firms that are members of ShineWing International Limited, a Hong Kong registered company limited by guarantee, and are licensed to use “SW” or “ShineWing” in connection with the provision of professional services to their clients. ShineWing International Limited itself is a central coordinating entity and does not provide professional services to clients. Services are provided by the member firms. ShineWing International Limited and member firms are not agents of, and do not obligate, one another and are not liable for one another’s acts or omissions.

This publication is intended to provide general information and guidance on the subject concerned. No one should act upon such information without consulting a qualified professional adviser. SW International takes no responsibility for any errors or omission in, or for the loss incurred by individuals and companies due to the use of the information in this publication. No claims, action or legal proceedings in connection with this publication brought by any individuals or companies having reference to the information in this publication will be entertained by SW International.

@ 2026 ShineWing International Limited. All rights reserved.

www.sw.international