

從傳統走向現代
亞洲慈善事業的八大變化趨勢



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緒言

慈善捐贈在亞洲歷史悠久。作為一個文化、政治制度和宗教信仰都非常多元化的地區，亞洲的慈善事業獨具特色。

亞洲文化高度重視家族價值觀，因此慈善捐贈往往從家族起步，注重親屬群體和當地社區。因為許多亞洲慈善家也是活躍的商界領袖，並且他們認為慈善事業與他們的業務關係密切，慈善捐贈也被認為是一種建立個人和商業聯繫的方式。在許多亞洲文化中，人們期望政府在提供社會服務和照顧弱勢群體等方面發揮主導作用，這在一定程度上與歐洲文化相似，但與美國文化截然不同。因為有這樣的觀念，在某種程度上阻礙了社會公益和慈善事業的快速發展。

儘管新冠疫情還未終結，但亞洲大部分地區和全球一樣已進入了疫情發展的新階段。疫情使許多社會和環境問題凸顯，人們也比以往更加關注這些問題。但在新冠疫情爆發之前，亞洲的慈善事業已開始發生變化，而這些變化趨勢越發明顯。

我們認為亞洲的慈善事業正開啟精彩的新篇章。在本文中，我們將探討我們所洞察的亞洲慈善事業的八個主要趨勢。

1. 走向前台

慈善家的捐贈越來越公開

在許多亞洲文化中，謙遜是一種受人尊敬的美德。與此同時，人們對慈善行業仍然缺乏信任，慈善行業的聲譽已因一些個別人士的醜聞而受損。人們普遍對高調的捐贈持懷疑態度，質疑捐贈背後的動機。在中國曾有一段時間，關於大額的慈善捐贈的報導都會遭到懷疑，被認為僅僅是「炒作」。因為許多捐贈者擔心負面報導，所以他們寧願避免吸引過多的媒體關注，這讓匿名捐贈成為一種常態。

但這一切都在逐漸發生變化，亞洲慈善家開始不再回避大家的關注。過去幾年，亞洲出現了所謂的「巨型」捐款和承諾，例如印度商人阿茲姆·普雷姆吉 (Azim Premji) 向其慈善機構捐款76億美元，中國多家科技類公司的創始人(如黃崢、雷軍和王興等)作出了數十億美元的捐贈等等。因為慈善家優先考慮在生前而非透過遺贈來實現影響力，有時限的基金會數量也在穩步增長。近20名亞洲億萬富翁加入了「捐贈誓言」，與來自全球的其他家族一起承諾在生前將大部分財富捐贈給慈善事業。

隨著人們不再忌諱公開談論捐贈，越來越多的捐贈者發現慈善事業不僅僅只是貢獻財富。現在大家普遍認同大多數問題都不可能僅靠金錢就能解決。慈善家可透過提高公眾對重要問題的認知、與決策者進行討論、激勵其他人採取行動等方式，利用他們的影響力來支持其捐贈事業。例如中國企業家曹德旺除了在捐贈外一直發聲支持為捐贈提供更強有力的政策激勵。

隨著當今世界以互聯網為主導，社交媒體的影響力不可小覷，透明度不斷提高，最富有的家族在慈善方面的行動與否都會持續不斷地受到大眾的關注。大家都知悉他們的一舉一動，而對於他們做得是否足夠，做得是否正確，以及動機是否正當，所有人都有自己的觀點。隨著越來越多慈善家公開分享他們的捐贈，他們也會繼續更加關注如何利用自身的影響力來實現自己的慈善目標。

「慈善家優先考慮在生前而非通過遺贈
來實現影響力」

2. 人多力量大 慈善家之間加強合作

亞洲歷史上一直注重基於社區的捐贈，不同的文化採用不同的方式。在印度，捐贈更多基於氏族或種姓，而在東亞則更多基於生活的社區。直至最近，亞洲主要慈善家之間的合作機會仍然有限。尋求在關鍵項目上進行合作的慈善家更多僅限於在建設學校或醫院時開展合作，因為這些項目通常需要大量資金，並且可以迅速看到實際的結果。但隨著越來越多的下一代財富擁有人參與慈善事業，整個亞洲正在發展一種更具現代化、更正式的慈善合作方式。

如今慈善合作範圍從大規模的資助計劃（如印度的氣候合作和中國關注環境的阿拉善SEE基金會），到為慈善家分享、學習和合作提供平台的網絡，如亞洲慈善圈（Asia Philanthropy Circle）、亞洲公益創投網絡（Asia Venture Philanthropy Network）和新加坡社區基金會（Community Foundation of Singapore）等。從大自然保護協會中獨立出來的桃花源生態保護基金會獲得了商業領域有競爭關係的馬雲和馬化騰的重要支持。

各個行業都逐步形成共識，要解決亞洲面臨的主要挑戰（包括人口增長、新冠疫情和氣候變化等），公私營部門的合作將變得更加重要。近90%的亞洲頂級商界領袖認為此種合作關係在未來五年內將變得更加普遍。¹在慈善事業中，由於與需要解決的問題相比，可用的資源有限。合作可以帶來倍數效應，加強了個人捐贈的影響力，提供機會集中資源以形成規模效應，提高效率和能力並以此解決最根本的挑戰。

配比捐贈的概念（即捐贈者僅在其他一些同行作出捐贈的情況下才增加資金）也越來越受到關注。此舉使提供配比資金的慈善家讓其關注的問題得到更多關注，並鼓勵其他捐贈者參與其中。全球疫苗免疫聯盟（Gavi）在新冠疫情危機期間推出了一個配比捐贈基金，成功吸引了多位亞洲慈善家參與捐贈，保障了低收入國家的疫苗供應。

疫情催化了對更多、更好合作的需求，並體現了公私營合作的力量。我們預計今後沒有合作的慈善活動反而會成為例外。

「要解決亞洲面臨的主要挑戰（包括人口增長、新冠疫情和氣候變化等），
公私營部門的合作將變得更加重要」

¹ CAPS，2021年，社會公益的公私營合作

3. 實現最大的影響力 更加關注慈善資本的管理

投資和捐贈在過去被認為是兩種完全分開的活動。在亞洲尤其如此，亞洲的投資者傾向於在快速增長的市場中尋求最大回報。然而如今越來越多慈善家意識到，相較於單獨進行投資和捐贈，將此兩項活動相結合能夠更快地達成目標。

隨著越來越多的慈善家不再進行一次性的捐贈，而是開啟了長期的慈善之旅，他們必須仔細規劃，以確保捐贈的資金能夠提供所需的回報、流動性和風險狀況，以實現其目標。將投資和捐贈分離存在風險。例如，沃倫·巴菲特和比爾·蓋茨都因未能從有爭議的行業撤資而受到批評。投資排除已經成為一個最低標準，並且許多慈善捐贈正積極透過影響力投資的方式完成其在多個方面的慈善使命。

影響力投資，即除了尋求財務回報外也尋求創造正面的社會或環境影響，越來越受慈善資金投資者歡迎。在此領域內，混合融資（即戰略性地利用開發性金融及/或慈善資金，以撬動私人資本應對發展挑戰）可更好地利用慈善資本的優勢，讓其推動更高風險的機會。在這些項目中，慈善資本會首先承擔潛在的虧損並補貼收益，因此可將商業投資吸引至風險更大、整體回報較低的項目中。慈善資本還可作為技術支援資金，協助項目選擇和盡職調查。

其中一個模式就是發展影響力債券，其利用慈善資本支持基於項目成果的金融工具，該工具可撬動來自私營部門和公共部門的資金。發展債券雖仍處於早期階段，但已在印度和東南亞的試點項目中顯示出巨大的潛力，引起了援助機構的極大興趣。短短幾年內，發展債券已經從一個單一的試點項目發展到分佈亞洲地區的數十個項目。

「隨著越來越多的慈善家不再進行一次性的捐贈，
而是開啟了長期的慈善之旅」

4. 直面問題

採取更具戰略性的方式

傳統上亞洲的捐贈者較少採取戰略性的捐贈方式，他們更願意尋求有形的輸出，如興建學校或診所。但現在越來越多的亞洲家族正在就其慈善工作採取具有商業思維的方式。牛根生是第一個在捐贈誓言中簽字的中國人，他以其關注戰略性捐贈而著稱。在印度，皮拉馬爾基金會(Piramal Foundation)透過制定戰略，在技術創新、數據分析和交付系統方面進行了多年投資，以解決營養、水和初級衛生保健問題。菲律賓的阿亞拉基金會(Ayala Foundation)設計了戰略框架，重點解決國家面臨的重大挑戰，為關鍵相關方建立一個平台，並更好利用來自多方的資金。此方式被應用於教育、環境和社會創業等重點領域。

更具戰略性的慈善事業越來越受歡迎的主要原因是人們意識到儘管慈善事業發展迅速，但其與全球面臨的問題的規模相比仍然規模較小。採取戰略性方式包括需要理解問題的根源，將資源用於需處理的最關鍵的方面，並評估針對目標執行的改進情況。由於年輕的下一代慈善家受影響力高、戰略性的方式所吸引，特別是利用創新的社會投資工具的模式，因此他們特別青睞戰略性慈善。

在亞洲湧現出越來越多的諮詢公司和顧問致力於支持慈善家，協助他們評估越發具有戰略性的慈善方式。對許多慈善家而言，有一個好的捐贈戰略其重要性不亞於他們捐贈的金額。

5. 從醫院到醫療體系 更深入地參與衛生健康慈善事業

新冠疫情對亞洲區的衛生服務體系造成了重大損失，並反映出社會之間普遍存在的醫療資源配置不均，進一步加劇了現有的社會不平等。值得注意的是，醫療資源配置不均尤其對生活在離城市較遠地區的人們造成了很大的影響。

在許多亞洲國家，私人慈善家正在尋求改善公共醫療體系。越來越多人一致認為，需要建立更強大的初級醫療保健體系。一些捐贈機構（例如菲律賓的SM基金會和印尼的陳江和基金會）現在增加了對前線醫療工作者的支持力度。

在疫情期間，疫苗的獲取也明顯存在不平等。不少慈善家認為因為市場或政府體系能力不足，這為更好利用他們自己的資源提供了機會。例如多位台灣慈善家在確保新冠疫苗供應方面發揮了關鍵作用，而越南房地產開發商潘日旺則在自己國家捐贈了3300萬套試劑盒和400萬劑疫苗。許多亞洲慈善家還向COVAX平台捐款，以幫助低收入國家獲得疫苗。慈善家所提供的支援不止在疫苗的供應上。陳樂宗在疫情爆發後不久為新冠疫苗開發項目提供了資金支援。

除新冠肺炎之外，其他傳染病也獲得了亞洲慈善家的關注。為了解決這些非常複雜的問題，這些慈善家正在為多個領域的工作作出貢獻，包括醫療產品技術的研發、政策倡導、社會觀念的變化、醫療服務系統等。

隨著許多亞洲國家的人口迅速老齡化，養老服務也已成爲很多慈善家關注的重要領域。在中國，房地產開發商創立的基金會普遍關注老年人護理，這是因為他們的業務將直接受到人口結構變化的影響。疫情也凸顯了心理健康的重要性，因此許多基金會重點關注心理健康。

6.不止於興建學校 更加多元化的教育慈善事業

教育一直是最受亞洲慈善家歡迎的事業，因為在許多亞洲文化中人們都非常重視教育。對許多人來說，常見的首要捐贈是向他們家鄉的學校捐款或者在他們曾就讀的大學設立獎學金。不少慈善家，尤其是建立家族財富根基的慈善家，將自己的成功歸功於教育。

如今慈善家仍然關注教育，但由於近年來教育不平等問題日益凸現，所以慈善家對教育的關注也隨之調整。學校的品質本身無法解釋為何學齡前就出現了較大的發展差異。不理想的學校出勤率和不合適的教學模式也造成了不同兒童的教育結果有很大差別。印度企業家阿尼爾·阿加瓦爾(Anil Agarwal)成立了Nand Ghar，與印度政府合作建立了兒童早期發展中心。中國發展研究基金會的試點項目(向0-6歲兒童提供兒童早期發展服務)也獲得了眾多慈善家的支持。一些亞洲慈善家，如印度的阿茲姆·普雷姆吉(Azim Premji)和菲律賓的寶蒂斯塔(Rina Lopez Bautista)，正在探索可行的方案以解決阻礙改善教育成果的多重挑戰。

「如今慈善家仍然關注教育，但由於近年來教育不平等問題日益凸現，所以慈善家對教育的關注也隨之調整」

7. 為了更綠色的未來 對環境慈善事業的興趣與日俱增

環保事業在過去並非亞洲慈善事業的主要關注點。對許多慈善家而言，主要的挑戰是幫助人們生存與發展，因此健康和教育最為重要。即使關注環境的慈善家也更多傾向於支持生態保護。

然而在過去十年，人們就應對氣候變化採取行動的緊迫性達成了共識。正如一位慈善家所言，「如果我們沒有一個適合生存的世界，所有其他慈善事業都將徒勞無功。」儘管如此，在2019年的全球慈善捐贈（大約7300億美元）中，僅不到2%用於應對氣候變化。² 儘管亞太地區是全球最容易受到氣候變化影響的地區，2018年在中國應對氣候變化的捐贈佔比估計低至1%³。亞太地區擁有全世界約60%的人口，許多人生活在因貧困和城市規劃較差而易受氣候變化影響的脆弱環境中。⁴

同時，更廣泛的可持續發展概念也越來越受到關注。人們越發關注所進食的食物及其來源，並由此催生了香港的「綠色星期一」(Green Monday)和中國內地的「良食基金」等機構，而這些關注在疫情期間更加明顯。此外，儘管每年所生產供人類食用的食品中約有三分之一最終被浪費，但全世界估計有30億人面臨一種或多種營養不良問題，其中亞洲佔據了最大的比例。⁵ 食品生產也是導致氣候變化的最大元兇之一，其所排放的廢氣約佔溫室氣體排放量的21%，食品生產也是導致森林砍伐及生物多樣性遭到破壞的主要原因。⁶

展望未來，我們預計會看到更多的慈善家在其現有的慈善事業中考慮氣候和可持續性。我們亦預計用於應對氣候變化、保護海洋和提高糧食系統可持續性的慈善資本金額將穩步增長。

「人們就應對氣候變化採取行動的
緊迫性達成了共識」

2 《資金趨勢：減緩氣候變化慈善事業，氣候工作，2020年9月

3 哈佛甘迺迪學院，《21世紀中國慈善事業洞察》，2018年

4 國際氣候變化專門委員會，2021年第六次評估報告

5 《世界糧食安全和營養狀況》，2020年，聯合國糧農組織

6 《2019億萬富豪人口普查報告》

8. 共同富裕

慈善事業在減少不平等方面所起的作用

亞洲快速增長的經濟使數百萬人擺脫了貧困，但同時也加劇了不平等。例如，亞洲的基尼系數已從20世紀90年代初的33上升至現在接近50。由於疫情期間的封鎖政策和一些服務行業的不景氣導致低收入群體入不敷出，這種情況更加惡化了。

因此，人們越來越關注減少收入不平等，各國政府將在引導市場方面發揮積極作用。即使在區域內最平等的國家之一新加坡，不平等也已成爲主要的話題。

當中國政府宣佈共同富裕的目標時，其也明確表示鼓勵慈善事業是其中的重要組成部分。不少商界領袖以大額慈善承諾的形式對政府的呼籲作出了回應，反映出人們認識到日益加劇的不平等是社會穩定的主要風險。

性別不平等是本地區的一個敏感問題，因為許多亞洲國家在文化方面仍然相對保守。然而在全球白手起家的女性億萬富翁中，亞洲擁有的數量最多，其中全球一半以上的女性億萬富翁來自中國。但女性在亞洲社會高層中所佔比例仍然不足，性別歧視和虐待仍然是主要挑戰。目前，一些慈善家正在努力應對這些挑戰。亞洲性別網絡(Asia Gender Network)就是一個很好的例子，該網絡包括來自10多個國家的近30名女性慈善家，她們正為支持女性的事業作出貢獻。

結論

由於認識到亞洲的重要性及其巨大的潛力，許多人已將21世紀稱為亞洲的世紀。但隨著經濟增長勢頭不減，應對日益突出的社會和環境挑戰的需求也將增加。隨著慈善事業的日益成熟，其即將在亞洲的發展中發揮更重要的作用。對亞洲的慈善家來說，這些趨勢已讓慈善事業變得更加令人興奮，同時也讓相互學習變得更加重要。

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