



## MTR Corporation 港鐵公司

Carrying an average 4 million passengers every weekday, the MTR is recognised as one of the world's leading railways for safety, reliability, customer service and cost efficiency. The MTR Corporation was established in 1975 with a mission to construct and operate, under prudent commercial principles, an urban metro system to help meet Hong Kong's public transport needs.

The MTR Corporation's vision is to be a globally recognised leader that connects and grows communities with caring service. Other than running nine heavy rail lines, a dedicated Airport Express service and a Light Rail network, the Corporation is currently involved in planning and building five new railway projects in Hong Kong. The Corporation also develops residential and commercial property projects and manages a large portfolio of residential estates and shopping centres.

Expanding into the Mainland of China and overseas, the Corporation is involved in constructing and operating Beijing Metro Line 4 and Shenzhen Metro Longhua Line. Its joint venture company has been operating the London Overground system since 2007 and has been operating and maintaining train networks in Stockholm and Melbourne since November 2009.

港鐵被公認為全球首屈一指的鐵路系統，以其安全、可靠程度、卓越顧客服務及高成本效率見稱，平均每周日的載客量逾400萬人次。1975年成立時，當時的地鐵公司的使命是配合本地的公共交通運輸需求，為香港建造及經營一個鐵路系統，並採取審慎商業原則運作。

港鐵公司的長遠目標是要以關懷的服務連繫及建設社區，成為國際公認的企業先驅。除了營運九條鐵路綫，以及機場快綫和輕鐵外，港鐵亦參與籌劃及建設五項本地的新鐵路項目。港鐵公司從事多元化業務，包括發展住宅、商廈，以及住宅和商場管理等。

港鐵公司亦不斷在內地及國際拓展鐵路相關的項目和顧問服務，包括建造及營運北京地鐵四號綫，以及深圳軌道交通龍華綫。港鐵的聯營公司自2007年開始營運倫敦鐵路系統(London Overground)，並於2009年11月開始營運及維修斯德哥爾摩地鐵和墨爾本鐵路。

### Corporate sustainability, environment and community initiatives

The MTR Corporation aims to maintain its performance as a world-class, sustainable railway for the people of Hong Kong. By connecting and growing communities in Hong Kong, the MTR contributes to the sustainable development of the city and the environment.

#### Caring for the Community

MTR cares about the interests of the communities and the life journeys of the people it serves. MTR stations are designed to be vibrant public spaces. It encourages neighbouring residents to consider it a thriving part of their community through charity work, art displays, educational tours, and more. The "Community Railway" initiative continues to strengthen the bond between the local community, the MTR and its staff.

### Art and health programme

The “art in mtr” programme brings the artwork of established and emerging artists, students and young children into MTR stations for the public to enjoy. Through permanent art displays, exhibitions and live performances, the Corporation not only enhances the travelling environment for its passengers but also makes their journeys even more pleasant and enjoyable. Moreover, the programme provides opportunities to promote Hong Kong’s community art, encourage art appreciation among the public and give residents a feeling of home at stations.

To promote a healthy lifestyle, the Corporation encourages the public to exercise regularly by walking and climbing stairs during their daily MTR commute. Each year, the Corporation organises a territory-wide MTR HONG KONG Race Walking event to highlight the health benefits of walking and raise funds for health education in Hong Kong.



A dance performance for the “art in mtr – living art” programme at MTR Hong Kong Station.  
港鐵香港站「車站藝術表演」中的舞蹈表演

The Corporation is active in promoting healthy living in other ways. It has joined hands with the Hong Kong Medical Association since 2003 to organise the “Healthy 8000 Steps” Campaign to encourage walking to and from MTR stations. It has also worked with the Health Department to promote the “Step your way to Health” stair-climbing campaign in MTR stations.

### More time reaching community

The Corporation launched the “More Time Reaching Community” Scheme in 2005 to encourage employees to initiate volunteer activities to benefit the community.

By providing corporate support in funding, logistics and training, employees of MTR are encouraged to voluntarily put together their own teams to contribute to community service projects, thus benefiting more people. They are also encouraged to bring their family members and friends to join volunteering activities and share the joy of serving others.

### Other community activities

To mark the Corporation’s 30th anniversary, the “History Alive – Hong Kong Journeys” initiative was launched to re-trace yesterday’s journeys and document the people and the places that contributed so much to building today’s Hong Kong. By engaging with districts, passengers and different community groups in the photo-collection and sharing exercise, platforms at selected MTR stations have been turned into virtual museums that build pride in the community and preserve Hong Kong’s history.

To demonstrate its commitment to helping in the development of the next generation, the Corporation organises the “‘Friend’ for life’s journeys” programme that enables young MTR volunteers to act as mentors for secondary school students, sharing insights

and bringing them a new perspective. The programme also aims at helping students to broaden their horizons and equip them with useful life skills through a wide range of activities. The Corporation also organises “Train for life’s journeys” to provide real-life practical training and guidance to Senior Secondary 2 students as they prepare to choose the path for their life’s journey.

### 企業可持續發展、環境及社區參與項目

港鐵公司致力為香港市民提供世界級及可持續發展的鐵路服務。透過聯繫及發展香港社區，港鐵為城市及環境的可持續發展作出貢獻。

#### 關懷社區

港鐵心繫社區以及市民生活的每一程。港鐵車站設計成充滿生命力的公共空間，透過舉辦慈善活動、藝術展覽和教育導賞等，讓鄰近居民體會到車站是社區的一部分。「社區鐵路」的構思令社區與港鐵及其員工之間的聯繫更密切。

#### 藝術與健康推廣

「港鐵車站藝術計劃」把本地著名及新晉藝術家、學生和小孩的藝術作品帶進港鐵車站，讓乘客欣賞。透過長期展品、藝術展覽以及現場藝術表演，港鐵公司不但為乘客帶來更舒適悅目的乘車環境，更使他們的港鐵旅程增添趣味。此計劃亦有助推廣香港的社區藝術，鼓勵市民欣賞藝術，增加各區居民對區內港鐵站的歸屬感。

港鐵公司亦透過鼓勵乘客在乘搭港鐵時多步行及使用樓梯，把運動融入生活之中，推廣健康的生活模式。每年，港鐵均舉行「港鐵競步賽」，讓全港市民參加，推動步行對身體好的訊息，同時為本地健康教育籌款。

此外，港鐵公司也透過不同方式積極推動健康生活。自2003年起，港鐵公司與香港醫學會攜手舉辦「每日步行八千步，身體健康精神好」計劃，鼓勵市民步行往返港鐵站；其後，亦聯同衛生署在港鐵車站推廣「多行樓梯，多點健康」計劃，鼓勵乘客多行樓梯。

#### 「鐵路人・鐵路心」

為了推動員工積極籌組義工活動，公司於2005年成立了「鐵路人・鐵路心」義工計劃。此計劃為員工提供活動經費、後勤安排和培訓等支援，從而鼓勵更多志同道合的員工自發組織社區服務活動，善用公餘時間惠及社會大眾。計劃亦歡迎員工帶同家人和朋友加入港鐵義工行列，分享熱心助人所帶來的喜悅。

#### 其他社區活動



The Elite Individual Race at the MTR HONG KONG Race Walking.

「港鐵競步賽」中的精英組個人賽



An adventure camp for “Friend for life’s journeys”.

「‘Friend’ 出光輝每一程」歷歷新奇生活體驗營

為慶祝公司30週年，港鐵公司推出「心繫香江 - 重溫往日情」活動，與市民一起回顧香江的昔日面貌，記錄對建設香港貢獻良多的人和地。透過擺放來自社區、乘客及不同團體的珍藏社區懷舊照片，17個車站的月台搖身一變成為虛擬博物館，保存香港歷史之餘，亦令社區引以為榮。

為致力培育香港下一代，港鐵舉辦「"Friend"出光輝每一程」計劃，讓員工充當港鐵"Friend"，一對一與中學生配對成為朋友，透過分享和傾談，為學生增添新思維。計劃亦透過舉辦豐富的活動，幫助學生裝備自己，擴闊視野。此外，港鐵亦舉辦「"Train"出光輝每一程」訓練計劃，為正在尋找人生路向的高中二學生提供實用的訓練和指導，讓他們積極裝備自己。

MTR is the most environmentally friendly mode of public transport in Hong Kong. The MTR contributes to a greener environment by following sustainable practices in its operations, purchasing and new project developments for the benefits of current and future generations of Hong Kong people. Initiatives adopted include the use of HB-LED lighting at stations and trains and the use of solar lights at depots.

港鐵是香港最環保的公共交通工具，公司更在營運、採購和新鐵路工程方面採用可持續發展措施，為綠化環境作出貢獻，令香港市民和下一代受惠。措施包括在車站和車廂採用高亮度發光二極體照明系統，以及在車廠使用太陽能街燈等。



The MTR Corporation is committed to providing caring service by actively engaging in the communities that we serve and live in. We are delighted to be able to promote the subject of corporate sustainability to young people through the CS4S programme as this is of utmost importance to the positive long-term development of our society.

港鐵公司致力提供關懷貼心的服務，並積極參與所服務社區的發展。港鐵深明可持續發展的重要性，我們很高興能夠透過「學校商界跨越計劃」，把可持續發展的理念推廣給年青人。



Ms Gillian Meller  
Legal Director & Secretary  
and Chairman of Corporate Responsibility Steering Committee  
MTR Corporation  
港鐵公司法律總監及公司秘書 · 企業責任委員會主席馬琳女士



## NWS Holdings Limited 新創建集團有限公司

NWS Holdings Limited (“NWS Holdings” or “the Group”, Hong Kong stock code: 659) is the infrastructure and service flagship of New World Development Company Limited.

As a conglomerate with over 20,000 workforce, NWS Holdings adopted a two-prong approach in embedding the concept of corporate social responsibility (“CSR”) throughout the Group. In a topdown approach, the CSR Committee was established by the Board to formulate social responsibilities strategies while different sub-committees execute initiatives in various areas. The second prong is a bottom-up approach which involves the frontline staff who through their participation in CSR activities motivate other colleagues to join in.

新創建集團有限公司（「新創建集團」或「集團」；香港股份代號：659）乃新世界發展有限公司之基建及服務旗艦，業務遍及香港、中國內地及澳門。

作為一家擁有逾二萬名員工的綜合企業，新創建集團採取兩種策略令企業社會責任的理念滲透至整個集團。其一為由上而下，由董事會成立的「企業社會責任委員會」負責制定集團之社會責任策略，各小組委員會則執行不同範疇的措施；另一種策略是由下而上，透過參與企業社會責任活動的前線員工帶動其他員工一同參與。

## Social 社會

It has always been a core value of NWS Holdings to care for the community. Launched in 2002, the long-term Life Rejuvenation Scheme provides a platform for volunteers to develop a sustainable relationship with beneficiaries, including elderly, children from low-income families, families living in remote areas, the mentally-handicapped and the minority groups.

Besides, the corporate volunteer team, NWS Volunteer Alliance, in existence for 10 years, now has approximately 2,000 members who have devoted some 80,000 service hours.

Treasuring its people as the most pivotal asset, NWS Holdings strives to create an environment for staff to attain work-life balance. Apart from five-day week and birthday leave, the Group introduced the three-day paternity leave for employees to take care of their spouse and the newborn.



NWS Holdings has garnered the Total Caring Award from The Hong Kong Council of Social Service, reflecting its all-rounded good practices in corporate citizenship.

新創建集團已獲香港社會服務聯會頒發「全面關懷大獎」，印證其在履行企業公民上的全面的優良實踐

關懷社區是新創建集團長久以來的核心價值，長期義工活動「創建新生計劃」自2002年起展開，提供平台予義工與受惠者建立持續的關係，受惠人士包括長者、低收入家庭的小朋友、居於偏遠地區的家庭、智障人士和少數族裔，致力回應社會需要。此外，集團的義工隊「新創建愛心聯盟」成立至今已10年，現擁有接近2,000名會員，服務總時數已超過八萬小時。

新創建集團珍視員工為最重要的資產，致力為員工締造一個有助取得工作與生活平衡的環境。除實行五天工作周及生日假外，集團又實施三天有薪待產假，讓員工照顧配偶及新生嬰兒。



NWS Reading Club organizes book and disc exchange fairs to encourage knowledge sharing among staff.

新創建集團「喜閱會」舉辦好書及光碟分享日，鼓勵員工分享知識



Our multi-talented volunteer clown team performed for the elderly in the Mid-Autumn Festival celebration.

我們多才多藝的義工小丑隊在中秋晚會中為長者表演



The Outstanding Employee Grand Award rewards our staff at all levels for their excellent performance.

「新創建集團傑出員工大獎」嘉許我們不同層面的員工之優秀表現



The Group organizes NWS Caring Day to celebrate its First Trading Day anniversary through community services every year from 2006.

集團自2006年起每年舉辦「創建社區關懷日」，以義工服務方式慶祝上市掛牌紀念

## Economic 經濟

NWS Holdings devotes considerable efforts to carry out sound and effective practices to maintain its transparent and sustainable operation. The Corporate Governance Steering Committee which reviews the Group's corporate governance standards has been established since 2007.

The Group also strives to enhance risk awareness of its business units. As such, the Group Audit and Risk Assurance Department has been set up to review internal control and mitigate risks.

新創建集團致力履行穩健而有效率的常規，以務求維持其具透明度及可持續的營運。企業管治督導委員會自2007年成立，以提升集團企業管治的標準。

集團亦十分著重提高業務單位的風險意識，因此特設集團審核部，以審視內部監控及降低風險。

## Environmental 環境

NWS Environmental Committee had launched a series of green initiatives. Member companies of the Group have been required to appoint Green Managers to formulate their own green policies, set up their own environmental committees, and acquire green labels and relevant ISO certification.

Across the Group's businesses, a comprehensive range of practices in energy and resource conservation have been put in place. For example, some of the Group's road projects in Mainland China have switched to the use of solar energy systems. Landfill gas is used as an alternative heating fuel for the production of town gas at North East New Territories Landfill of Far East Landfill Technologies Limited. At ATL Logistics Centre, fluorescent light exit signs and halogen lamps have been replaced with LED light.

The territory-wide NWS Hong Kong Geo Wonders Hike campaign is another example of our commitment to CSR. Co-organized by NWS Charities Foundation and Association for Geoconservation, Hong Kong, the campaign aims to draw public attention to geo-conservation through public guided tours, video competition, photo exhibition, etc

「新創建環保委員會」推行一系列綠色措施，集團的成員公司已按要求委任環保經理制訂切合他們自己的綠色政策、成立環保委員會，以及獲得環保標誌及相關的ISO認證。



NWS Hong Kong Geo Wonders Hike has attracted over 10,000 public participants in the past four years, raising public awareness of geo-conservation.

「新創建香港地貌行」於四年內吸引逾萬名公眾人士參加，成功推廣地質保育。

集團旗下的業務已實行全面的節約能源及資源措施。例如集團在中國內地的不少道路項目已轉用太陽能發電。遠東環保垃圾堆填有限公司的新界東北堆填區以沼氣作為替代燃料生產煤氣。亞洲貨櫃物流中心的螢光出口標示牌及石英燈由LED燈取代。

全港性活動「新創建香港地貌行」是我們肩負企業社會責任的另一例證。此計劃由新創建慈善基金及香港地貌岩石保育協會合辦，透過舉辦公眾地質導賞、短片拍攝比賽、相片展覽等，喚起公眾關注地地貌岩石保育。



New World First Bus and Citybus have purchased 163 Euro 5 green buses, in which 90 of them are serving the public. 新巴及城巴已引入163輛歐盟五型環保巴士，其中約90輛已投入營運。



Community education has been a cornerstone of NWS Holdings' corporate social responsibility. As a conglomerate engaged in a spectrum of infrastructure and services businesses, we are pleased to share our experience in corporate social and environmental responsibility with secondary school students through the CS4Schools Programme.

社區教育一直是新創建集團在企業社會責任中的重要基石。作為一涵蓋基建及服務業的綜合企業，我們很高興能透過「學校商界跨接計劃」，與中學生分享我們於企業社會及環保責任的經驗。



Mr William Doo, Jr.  
Executive Director of NWS Holdings  
and Chairman of  
NWS Environmental Committee  
新創建集團執行董事及環保委員會主席  
杜家駒先生





## PCCW Limited 電訊盈科有限公司

We subscribe to the view that CSR issues should be incorporated in our business decisions. We are committed to contributing to the community continuously through sponsorship, environment friendly practices and volunteer services.

The CSR Policy sets forth standards of social behavior that are able to meet and exceed the ethical, legal, commercial and public expectations in five focus areas. They are: Caring for Community, Caring for Our People, Supply Chain Management, Corporate Governance, and Caring for Environment.

我們的企業公民承諾載列於電訊盈科企業公民責任政策內。上述的企業公民責任政策制訂了各主要方面的社會行為標準，以符合甚至超越道德、法律、商業及公眾期望。這些標準就是關懷社區、關顧員工、供應鏈管理、企業管治、以及愛護環境。

## Social 社會

### Caring for Community

PCCW serves the elderly, youth, children, students, disadvantaged group, underprivileged and other groups in need. PCCW continues to contribute to the community by providing practical and financial help to charitable, community, cultural and environmental causes. Volunteer service groups formed by PCCW employees and their family members also provide both long-term service and ad hoc programs.



PCCW volunteers visit the elderly during the Mid-autumn Festival.

電訊盈科義工參與「同心關懷賀中秋」活動。



PCCW sponsors an annual IT summer camp for young people in Hong Kong and Shanghai.

電訊盈科義工參與「滬港青少年IT夏令營」。

### 關懷社區

電訊盈科為長者、青年、兒童、學生、弱勢社群以及其他有需要的人士提供服務。電訊盈科不斷身體力行，出錢出力，響應各類慈善、社區、文化及環保活動。由電訊盈科員工及家屬組成的義工服務組亦提供長期的義工服務及特定的活動。

## Socio-Economic 社會經濟

### Caring for Our People

There are employee satisfaction initiatives at PCCW which are built on a communication forum between management and other staff on matters of mutual concern.

While on the welfare side, the Sports & Recreation Department that operates two sports centers is responsible for organizing staff social, sports and recreation functions with diversified interests.

### 關顧員工

電訊盈科推行計劃去提升員工滿意度，這些計劃都是建基於聯商會議，以此作為管理層與其他員工之間對雙方關注事宜的溝通渠道。

在員工福利方面，體育及康樂部設有兩個體育中心供員工使用，並負責統籌員工的聯誼及不同興趣小組的康體活動。



PCCW Sports Complex for employee recreation

電訊盈科體育館的員工康體活動

## Economic 經濟

### Supply Chain Management

The Company aims to adopt a more coordinated approach in the supply chain management and to help suppliers understand our CSR policies and practices. As a first step, the company is establishing a “Supplier Code of Conduct” to ensure our suppliers share and uphold our CSR values.

### Corporate Governance

PCCW is committed to maintaining a high standard of corporate governance. The principles of good governance serve to uphold a high standard of ethics, transparency, responsibilities and integrity in all aspects of business and to ensure that corporate affairs are conducted in accordance with applicable laws and regulations.

### 供應鏈管理

本公司銳意加強協調供應鏈管理，並協助供應商瞭解我們的企業社會責任政策及做法。首先，本公司現正制訂一套《供應商守則》，確保供應商共同恪守我們的企業社會責任價值觀。

### 企業管治

電訊盈科致力維持高水平的企業管治。良好的管治原則旨在於各個業務範疇恪守道德、透明度、責任與誠信的嚴格標準，與此同時須確保各項企業事務符合適用的法律法規。

## Environmental 環境

### Caring for Environment

PCCW assigns a high priority to the protection of the environment when conducting company activities both internally and externally. Besides having the goal to maximizing energy efficiencies in our operations, the Company also maintains a 200-strong Environmental Protection Volunteer (EPV) Service Group to help preserve the environment. Volunteers have taken part in activities ranging from tree planting, educational conference to exhibition, and internal energy saving awareness training programs.

### 愛護環境

電訊盈科在內部及對外處理業務時，都很重視保護環境。本公司除了致力在業務之中發揮能源的最大效益，亦統籌一支成員人數超過200人的環境保護義工服務小組，其義工積極參與各項環保活動，包括植樹、教育研討會、環保展覽及加強節能意識的內部培訓。



PCCW volunteers round up large quantity of rubbish during the International Coastal Cleanup event organized by Green Council.

電訊盈科的義工參與環保促進會舉辦的香港國際海洋清潔運動。



PCCW's data centers use efficient cooling systems for greater energy saving.

電訊盈科的數據中心使用高效率的冷卻系統，以節省能源。



As a corporate partner to the CS4Schools program, we were pleased to receive visits from students of participating schools to our facilities, where we showed them our corporate social responsibility practices. We believe the program is valuable and beneficial to both the students and the Company.

我們作為「學校商界跨接計劃」的企業夥伴，很歡迎參與學校的學生到訪參觀本公司的設施，並讓他們瞭解我們對實踐企業公民責任的貢獻。我們相信這個別具意義的計劃，對學生及本公司都帶來裨益。



Mr. Alex Arena,  
Group Managing Director  
艾維朗  
電訊盈科集團董事總經理





## Schneider Electric 施耐德電氣

As the global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centres/networks, as well as a broad presence in residential applications.

In Hong Kong, we work closely with customers and our partners: Contractors, Distributors, End users, OEMs, Panel builders and Power utilities to create winning alliances.

To deliver an unparalleled lineup of products, services and solutions that guarantee superior quality, safety and benefits to meet the full array of international standards and Hong Kong practices is one of our major goals. Our efforts to pursue quality in our services were accredited with the ISO9001:2000 in 2003.

At Schneider Electric, sustainable development is fully integrated in our DNA. We want to be responsible in everything we do. That means bringing solutions to market that helps reduce energy waste while preserving the environment and biodiversity. It means having honest and positive interactions at all times – with our employees, our customers, our shareholders, and people in the communities where we live and work. It also means working to make energy accessible to everyone.

世界能源管理專家施耐德電氣為100多個國家的能源及基礎設施、工業、數據中心及網絡、樓宇和住宅市場提供整體解決方案，其中在能源與基礎設施、工業過程控制、樓宇自動化和數據中心與網絡等市場處於世界領先地位，在住宅應用領域也擁有廣泛的市場覆蓋。

在香港，施耐德電氣與客戶緊密聯系，並與各合作伙伴包括承建商、分銷商、原廠設備製造商、制櫃商及供電機構攜手建立一支致勝聯盟。

而提供一系列符合國際標準及本地規格、高質素及安全的產品、服務和方案以確保客戶能享受多種好處就是我們的主要目標之一。於2003年獲取的ISO9001:2000品質認證正就標誌著施耐德電氣追求卓越服務的努力成果。

對施耐德電氣而言，可持續發展是跟我們的DNA結合在一起。我們希望對任何我們所作出的有所承擔。這代表為市場提供減低能源耗費的解決方案的同時，也致力維護環境和生物多樣性；這代表在任何時刻以真誠和正面的方式與員工、客戶、股東以及社區互動；這亦代表讓能源可以傳達到每個人的手中。

## Social 社會

Schneider Electric has organized The Energy Efficiency Cup since 2009, which is a competition as well as a platform for Hong Kong and Macau university students to showcase their creativity by putting into practice what they learnt in schools and come up with innovative energy efficiency solutions. The aim is to raise public awareness about energy efficiency and engage our next generation of engineers, scientists and entrepreneurs in developing innovative solutions.

施耐德電氣自從2009年起舉辦了施耐德電氣能源效益盃，目的是給予香港及澳門大學生實踐所學的機會，並向公眾展示他們推動節能的創新設計。透過這次比賽，希望能夠提升大眾對節約能源的認識，並鼓勵新一代的工程師、科學家及企業家參與建構創新的節能方案。



2010 Energy Efficiency Cup Presentation Ceremony  
施耐德電氣能源效益盃2010

## Socio-Economic 社會經濟

In response to the Sichuan Earthquake, employees from Schneider Electric worldwide spontaneously gave hundreds of thousands of euros to help. In addition, the Schneider Electric Foundation implemented a program to donate a total of 3 million RMB yuan to help those hit hardest, in which 1 million to support the Chinese Red Cross and the remaining 2 million to be allocated for school reconstruction and restoration of the rural region's electrical power distribution networks.

The Foundation also funds a community service program, the Luli Week, which is widely practiced in different countries to help disadvantaged young people get off to a successful start. This year in Hong Kong, we had Book Donation and Voluntary Tuition programs for The Boys' and Girls' Clubs Association of Hong Kong. We also offered energy audit service and installed motion sensor lighting systems to two premises of the association, thereby contributing to energy savings.

施耐德電氣即時回應社區的需求。四川大地震發生後，全球員工即時捐出數十萬歐元。施耐德電氣基金會更捐出三百萬元人民幣給予受重創的一群，當中一百萬元捐致中國紅十字會，其餘二百萬元則用作學校重建及修復效區的電力輸配。

另外，施耐德電氣基金會資助一項名為「Luli慈善行動」的國際慈善活動。該活動一直獲得世界各地不同國家的廣泛支持，旨在幫助處於不利條件的青少年有成功的開始。於香港，我們為香港小童群益會舉辦了捐書及補習活動，更為其中兩個服務中心分別進行了一次免費的能源審計，並捐贈及安裝了一套智能感應照明系統，有助節約能源。



Kids' Fun Day  
兒童同樂日



Book donation  
圖書捐贈

## Environmental 環境

### Increasing productivity while limiting our impact on the planet

Environmental concerns are rising on everyone's agenda. Our customers make no exception, and neither do we. As an energy management company with a worldwide industrial presence, we want to be exemplary in reducing our carbon footprint, particularly through energy savings. We also want to manage the environmental impact of our sites, and provide our customers with environmentally friendly products. To achieve this ambition, Schneider Electric has developed several initiatives. Since the creation of the ISO 12001 certification, we systematically certify our industrial and logistics sites. Moreover, we apply the most fastidious standards in eco-design in compliance with the REACH and RoHS directives. And to provide our customers and partners with reliable environmental information, we make all such data available seamlessly online.

In 2010, we more than doubled our CO<sub>2</sub> emissions reduction, significantly improved the percentage of eco-designed that we produce, and widened the scope of our environmental management certification.

### 增加生產力、減低對地球的影響

每個人對環境的關注與日俱增，施耐德電氣及其客戶亦不例外。作為一家業務覆蓋世界不同工業的能源管理公司，施耐德電氣希望以身作則，透過節能以減少碳排放。我們亦希望控制工作場所對環境的影響，並向客戶提供保護環境的產品。為了實現這個抱負，施耐德電氣已開展了數個項目。自從ISO 12001證書的創立，我們的工業及物流場所相繼獲取認證。此外，我們在節能設計中採用最講究的標準，並確保符合REACH 和RoHS 指令。為了給予客戶與合作夥伴可靠的環境資訊，所有有關的資料均可在網上得到。

於2010年，施耐德電氣的二氧化碳排放減少達兩倍，大幅提高了環保設計的生產比例，還擴大能源管理認證的範圍。



At Schneider Electric, sustainable development is fully integrated in our DNA. That means bringing solutions to market that helps reduce energy waste while preserving the environment and biodiversity, having honest and positive interactions at all times with our stakeholders, and working to make energy accessible to everyone.

可持續發展已成為我們的DNA。這表示我們的解決方案於減少能源浪費的同時，保護環境和生物的多樣性，與我們的利益相關者維持誠實和積極的互動，和讓每一個人人都可使用到能源。



Tim To President - Hong Kong

杜華添香港區總裁





## Sino Group 信和集團

As a committed corporate citizen, Sino Group has been actively involved in a range of community programmes, voluntary services, green initiatives, and art and cultural events.

信和集團貫徹良好企業公民精神，多年來積極舉辦及參與各項社區關懷活動、義工服務、環保項目，以及藝術及文化活動。

### Social 社會

#### Community Care

Over the years, the Group has actively sponsored and participated in a wide array of charitable fund raising activities and it has been a longstanding supporter of a number of organizations serving the community and of charitable nature. In recognition of the Group's efforts in supporting voluntary community service, the Hong Kong Council of Social Service awarded the Group with a '5 Years Plus Caring Company Logo' for 2010/2011.

#### Arts and culture

Believing that art and culture enrich the quality of life and promote creativity, the Group has operated the 'Art in Hong Kong' programme since 2006 to provide opportunities for local and international artists to display and promote their work. The Group has also transformed its properties into public galleries and provides professional assistance that spans curatorial support, publicity, exhibition design and artwork installation. The programme also organizes a wide range of educational activities to enhance people's understanding of art. In 2009, in recognition of its contribution to the development of local arts, the Hong Kong Arts Development Council honoured the Group's 'Art in Hong Kong' with the 'Award for Arts Sponsorship' for the second consecutive year, and the 'Award for Arts Promotion' for the first time.

#### 社區服務

集團積極贊助及參與多項慈善籌款活動，一直鼎力支持多個慈善及服務團體。於二零一零/二零一一年度，集團榮獲香港社會服務聯會頒發五年PLUS「商界展關懷」標誌，以嘉許集團在社區義務工作方面努力。

### 藝術及文化活動

集團深信藝術及文化能夠提升生活質素及推動創意，於二零零六年推出「香港藝術」計劃，為本地、中國內地以至國際的藝術家提供一個展示作品及公眾交流的平台，加深公眾對藝術的認識及欣賞。集團於旗下物業開設公眾藝廊，更提供專業協助如策展、宣傳推廣和佈展設計及施工服務。此外，計劃亦十分著重藝術教育，積極舉辦多元化的教育活動。香港藝術發展局於二零零九年第二度頒發年度「香港藝術發展獎」之「藝術贊助獎」及首次頒發「藝術推廣獎」予「香港藝術」計劃，以嘉許集團在香港文化藝術界的貢獻。



Sino Group and its subsidiary Sino Group Property Services and Sino Group of Hotels were awarded the Caring Company Logo again this year.

信和集團及旗下物業管理公司、商場和酒店今年再次獲頒「商界展關懷」標誌。



Sino Property Services organises a number of recycling programmes every year, encouraging its customers to start a green lifestyle.

信和集團旗下信和管業優勢每年均舉辦多項回收活動，鼓勵客戶投入綠色生活。

## Socio-Economic 社會經濟

The Group's core business is developing residential, office, industrial and retail properties for sale and investment. It is also a major player in hotel investment and management, club management, property management, car park operation as well as cleaning and security services.

Sino Group has developed more than 200 properties to date. In 2010, it was named "The Third Best Global Developer" by Euromoney magazine.

集團核心業務包括發展住宅、寫字樓、工業及商場物業作銷售和投資。集團亦從事酒店投資及管理、會所管理、物業管理、停車場管理，以及清潔及保安服務。

過去30多年，信和集團發展了超過200項物業，去年更榮獲《歐洲貨幣》雜誌評選為「全球第三最佳發展商」。



Sino Property Services initiated the "SinoGreen Academy – Students' Green Ambassador Programme". Sino Green Ambassadors acted as mentors to 60 students who conducted carbon audits at four green Sino Group properties. 信和管業優勢率先與學界合作舉行「信和環保學堂•學生環保大使計劃」，由信和環保大使帶領來自四間中學共60多名學生到訪旗下四項環保大廈，進行「碳審計」訓練。

## Environmental 環境

The Group launched the largest and first-of-its-kind 8,000-sq ft Vertical Garden and a 40,000-sq ft open piazza with landscaped water features in Citywalk shopping mall in Tsuen Wan, providing not only a relaxing environment but also numerous environmental benefits including temperature reduction, air improvement and acoustical control.

Located in Kowloon Bay, Exchange Tower is the first office tower in Hong Kong featuring a green balcony on every office floor. The 15/F Sky Garden provides a tranquil environment for tenants.

The Group's property management arm Sino Property Services (SPS) also promotes environmental protection by launching initiatives to reduce energy and water consumption, minimise air pollution, improve indoor air quality and utilize solar energy in some of its buildings.

Jointly developed by Sino Property Services, Environmental Protection Department and the Electrical and Mechanical Services Department, over 100 property management staff have been appointed as Sino Green Ambassadors to promote green management practices throughout 180-plus Sino properties after completing environmental training courses under the Sino Green Academy.

Sino Group is one of the first 'Carbon Audit • Green Partners' to support the government's guidelines for carbon auditing. SPS also co-organises with environmental conservation groups to recycle used cartridges, computers, mooncake boxes and more.

集團於荃灣「荃新天地」購物商場興建全港首創最大型、面積近8,000平方呎的「直立花園」及逾40,000平方呎的花園廣場，不僅提供綠意盎然的園林空間，更具備降溫、改善空氣質素及吸收噪音等功能。

而集團旗下位於九龍灣的國際交易中心亦設全港首創每層綠化露台，並於15樓設大型空中花園，為租戶提供恬靜的休憩空間。

集團的物業管理團隊——信和管業優勢亦致力推動環保管理，提倡節約能源及用水、減低空氣污染及提升室內空氣質素等項目，更於部份物業引入太陽能發電系統。

與環境保護署及機電工程署聯合發展課程，信和物業管理推出「信和環保學堂」，培訓逾100位物業管理員成為「信和環保大使」，於逾180項信和物業推廣環保管理。



Grade A commercial building, Exchange Tower, is one of the greenest properties in Sino Group.

甲級高度—國際交易中心，是信和集團旗下的其中一項最綠化物業。



As a socially responsible corporation, Sino Group recognises the importance of creating a sustainable future by proactive contributions, bringing positive impact to our next generation and the local community with CSR initiatives

信和集團致力推動環保，建設可持續發展的未來，透過實踐企業社會責任，積極為下一代與社區作出貢獻。



Executive Director of  
Sino Group, Daryl Ng  
信和集團執行董事黃永光





## Swire Properties Limited 太古地產有限公司

Swire Properties believes that long-term value creation depends on the sustainable development of its business and the communities in which the Company operates. The Company aims to reduce its impact on the environment by minimising the use of natural resources, reducing or preventing pollution, managing waste effectively and integrating environmental considerations into the planning, design, construction, operation and maintenance of all of its facilities and services.

The Company also helps to build and maintain a sense of community identity and spirit through various community investment initiatives, including the promotion of arts and culture, educational programmes and volunteering activities.

Swire Properties' approach is underpinned by its Sustainable Development Policy, Supplier Code of Conduct, and environmental and health and safety policies.

太古地產認為可持續的業務發展和社區建設，有助創造長遠的價值。太古地產希望通過善用天然資源、減低甚至防止污染，以及有效處理廢物，並在規劃、設計、施工、經營和維修保養設施和服務等決策層面上兼顧環保因素，以減少業務對環境的影響。

太古地產為了建立和維持社區的歸屬感，舉辦各種社區計劃，例如推廣文化藝術、開辦教育項目及舉行義工活動。

太古地產的發展方針是依據它的可持續發展政策，並配合它的供應商行為守則、環保政策、以及健康及安全政策訂定的。

### Social 社會

#### Engaging industry peers

- Swire Properties was a founding member of BEAM Society since 1996 and set up the Building Environmental Assessment Method (BEAM) which is a Hong Kong's own green building standard.

#### Giving back to the community

- Swire Properties Community Ambassador Programme was established in 2001 to bring together its employees' and tenants' expertise, to serve the community. In 2010, over 1,000 Community Ambassadors took part in 41 activities.
- Swire Properties has set up a number of community education programmes which focus on the future leaders in the community, and which provide a forum for broader

community learning and engagement.

Building a vibrant community

- Swire Properties is a regular venue sponsor for arts and cultural events. The Company also owns one of the largest private art collections in Hong Kong, and puts it up for public display throughout its buildings.

成效

與同業交流

- 太古地產於1996年是香港環保建築協會的創會會員並創立了香港自己的建築環境評估法。

回饋社區

- 太古地產愛心大使計劃成立於2001年，它集中員工和租戶的專業知識為社區服務。在2010年，超過1,000名愛心大使為社區人士安排了41個活動。
- 太古地產的社區教育計劃旨在培育未來的社會棟樑，提供平台讓更多區內人士汲取知識並投入社區參與。

建設富有活力社區

- 太古地產經常為各類藝術及文化活動提供場地贊助。與此同時，公司擁有全港其中一個最大規模的私人藝術收藏品系列。這些藏品長期於公司旗下的物業範圍作公開展覽。



One of the initiatives by the Swire Properties Community Ambassador Programme is to fix degraded homes for underprivileged families.

太古地產愛心大使計劃為低收入家庭修葺舊居所

## Economic 經濟

- Adding economic value means delivering competitive returns, providing rewarding jobs, creating valuable products and services, making tax payments and contributing to the community through participation, sponsorship and charitable donations. During 2010, the Company created HK\$1,974 million of value for its stakeholders.
- 太古地產認為創造經濟價值等於爭取可觀回報、提供前景理想的職位、推出優質的產品和服務、如實繳納稅款，以及通過參與、贊助社區計劃及作慈善捐獻，回饋社會。2010年，我們成功為利益持有方創造港幣19.74億元的價值。

## Environmental 環境

Minimising the impact on the environment by exploring new technologies

- In 2007, Swire Properties established the Energy Efficiency Research Fund with Tsinghua University to develop energy-efficient technology and guidelines to share with other industries. Between 2007 and 2010, the project resulted in a total reduction of 18 million kWh of electricity and 12,700 tonnes of CO<sub>2</sub>.

Addressing environmental impacts through strategic planning

- The Company established a 10-year energy reduction plan, setting a target to reduce 20% of energy consumption in its core investment portfolios in HK by 2020 (using 2008 as the base). By 2010, the Company reached a total of 6% of accumulated energy savings.

Initiating waste management programmes

- In 2010, a glass recycling programme was introduced in 12 residential developments in Hong Kong, leading to over 35,000 kg of glass bottles being recycled. The Company also initiated a waste cooking oil collection programme in 2009.

Sharing knowledge with the industry

- The Company actively participates in local and international awards and competitions, and often engages in knowledge-sharing sessions with other members of the industry. In 2010, Swire Properties was awarded the Low Carbon Operation Award by the Chartered Institution of Building Services Engineers.

Engaging tenants in energy efficiency initiatives

- Swire Properties is the first developer in Hong Kong to provide free energy audits for its office tenants. By the end of 2010, office tenants were recommended energy saving opportunities amounting to over 1.93 million kilowatt-hours and 1,695 tonnes of CO<sub>2</sub>.

透過探索新科技盡量減低對環境的影響

- 自2007年起，太古地產成立建築節能研究基金與清華大學合作，發展節能技術及指引，並與業界共享研究成果。由2007至2010年共減少了1,800萬千瓦小時的耗電量及12,700噸二氧化碳。

透過策略性計劃處理公司業務對環境的影響

- 太古地產已制定10年節能計劃，以2008年為基準，目標為於2020年減少旗下主要投資物業20%的能源消耗，並已於2010年達到6%的能源節約。

推行多項廢物處理計劃

- 於2010年在旗下12項住宅物業推行一項玻璃回收計劃，回收了超過35,000公斤玻璃樽，並於2009年在商廈推行一項廢食油回收計劃。

#### 與同業分享知識

- 積極參與各項本地及國際比賽與獎項，並與業界分享知識。太古地產於2010年榮獲英國屋宇裝備工程師學會頒發之「低碳營運大獎」。

#### 與租戶通力合作提升能源效益

- 太古地產是香港首家為其辦公樓租戶提供免費能源審核服務之發展商。至2010年年底，已為旗下所有物業的租戶提供建議，可節省逾193萬千瓦小時能耗及1,695噸二氧化碳。



Glass recycling programme was introduced in 12 residential developments in Hong Kong.

在旗下12個香港住宅物業推行一項玻璃回收計劃



Receiving "Client of the Year – Low Carbon Operation Award" of the Chartered Institution of Building Services Engineers (CIBSE) in London. 榮獲英國屋宇裝備工程師學會在倫敦頒發之「低碳營運大獎」



"Our business philosophy of 'building communities' is an essential component of our commitment to sustainable development. We consider our developments to be communities in themselves, and seek to meet our communities' needs in an economically, environmentally and socially responsible manner. We hope that, by sharing our vision of corporate sustainability, younger generations will build on our work for the future."

「我們以『建設社區』為經營理念，這也是我們對可持續發展承諾的重要元素。我們視每個發展項目為一個社區，並以符合經濟、環保和社會責任的原則，滿足個別社區的需求。透過分享我們對企業可持續發展的願景，我們希望年輕一代能在我們建立的基礎上貢獻未來。」



Martin Cubbon  
Chief Executive, Swire Properties  
太古地產行政總裁郭鵬



## The Hongkong and Shanghai Banking Corporation Limited 香港上海滙豐銀行有限公司

At HSBC, sustainability means managing business across the world for the long term. This is about achieving sustainable profits for shareholders, building long-lasting relationships with customers, valuing highly committed employees, respecting environmental limits and investing in communities. HSBC believes it is its duty to its customers, investors and employees to foster an ethical, responsible and sustainable corporate philosophy. HSBC's goal is to be one of the world's leading brands in corporate sustainability.

In 2003, an HSBC Corporate Sustainability Committee was set up at the Board level to oversee the Group's sustainability policies.

滙豐認為，企業可持續發展是管理全球業務的長遠之計。這包括為股東達致可持續利潤增長，與客戶建立長久關係，重視員工，保護環境及貢獻社區。滙豐相信，對客戶、投資者和員工而言，滙豐都有責任建立一個合乎道德、勇於承擔和持續發展的企業理念。滙豐的目標，是成為世界領先的企業可持續發展品牌之一。

滙豐集團董事會早於2003年成立企業可持續發展委員會，主掌集團的可持續發展政策。

## Social 社會

### Community investment

The Hongkong Bank Foundation was established in 1981 to coordinate community programmes in Hong Kong and subsequently. Since its establishment, the Foundation has contributed more than HK\$1 billion to charitable causes, mainly in the areas of education, environment and community welfare.

HSBC launched the groundbreaking, US\$100 million five-year global HSBC Climate Partnership programme in 2007 which brings together four global environmental partners to fight climate change impacts for people, forests, water and cities.

HSBC partners with Hong Kong Council of Social Services to launch the HKCSS-HSBC Social Enterprise Business Centre to offer diverse services to the social enterprises in Hong Kong with participation of business volunteers including HSBC employees as mentors.

HSBC does more than fund important social programmes. Its employees have invested more than 450,000 hours of their own time on volunteer services since the set up of HSBC Volunteers in 1993.

### Diversity and inclusion

The Bank embraces diversity in the workplace by promoting equal opportunities for all employees, setting up employee networks and introducing flexible work arrangement and leave options including paternity leave to embrace work-life balance; conducting Global People Survey annually to understand employees' views.

HSBC also provides Community Banking services to the elderly, disabled and those with special needs, including Community Caring Counters and Ambassadors.

### 社區投資

滙豐銀行慈善基金成立於1981年，負責統籌滙豐於香港的各项捐獻計劃。自成立以來，已捐款超過港幣10億元，主要資助教育、環保及社會福利項目。

滙豐於2007年推出「滙豐與氣候夥伴同行」計劃，於五年內投入一億美元，夥拍四個主要環保組織，於全球減緩氣候變化對人類、森林、水源和城市的影響。

滙豐與香港社會服務聯會合作，成立「社聯－滙豐社會企業商務中心」，為社會企業提供多元化服務，包括網羅專業人士（包括滙豐員工）為社企提供專業意見和顧問服務。

滙豐不只提供財政支援，公司員工更奉獻私人時間服務社會，滙豐義工隊自1993年成立至今，累積服務時數逾45萬小時。

### 多元文化及共融

銀行積極締造多元共融的企業文化，包括為員工提供平等機會；成立員工互助小組及推出彈性上班安排及男性侍產假等以推動工作與生活的平衡；透過每年的「全球員工調查」了解員工的意見。

滙豐亦推出社區銀行服務，例如社區關愛權位及大使，以照顧長者、傷殘人士及有特別需要的人士。



HSBC Volunteers  
滙豐義工

## Economic 經濟

HSBC provides a comprehensive range of financial services: personal financial services; commercial banking; global banking and markets; transaction banking and private banking. It is the Group's flagship in the Asia-Pacific region and the largest bank incorporated in Hong Kong.

集團透過環球業務提供全面的金融服務，包括個人理財、工商業務、環球銀行及資本市場、交易銀行，以及私人銀行。該行是滙豐集團在亞太區的旗艦，也是香港最大的本地註冊銀行。



Community Banking  
社區銀行服務

## Environmental 環境

### Sustainable finance

HSBC manages the potential social and environmental risks of its lending and investments by following international standards of good practice, such as the Equator Principles. The Bank has also developed its own risk policies for lending to socially and environmentally sensitive sectors.

HSBC pioneered various sustainability products and services which include green Credit Card; green home and travel insurance products; and Green Financing Scheme.

HSBC also launched the Climate Business Corporate Partnership Programme to provide customers with both financial and non-financial solutions to build sustainable business.

### Footprint management

In 2005, HSBC became the world's first carbon neutral bank.

In 2007, HSBC launched a US\$90 million, five-year programme to reduce the environmental footprint of office buildings and business operations, which includes introducing renewable energy technologies; developing flagship buildings to recognised environmental standards and optimising operations through environmental management systems.

HSBC also sets targets for energy and water use, waste and carbon dioxide emissions, which are the responsibility of all global, regional and functional business heads to achieve.

The Bank also greens its supply chain through the use of FSC-certified paper in publications and the launch of Managed Print Service which save paper, waste and energy consumption.

### 可持續發展財務

滙豐遵從國際標準來管理其借貸及投資業務所帶來的潛在社會及環境風險，例如「赤道原則」。銀行亦針對容易造成社會及環境影響的行業，自行推出風險措施，為相關借貸服務作出指引。

滙豐首創不同的產品及服務，例如green信用卡、環保家居及旅遊保險產品，以及「綠色貸款」計劃。

滙豐更推出「氣候業務企業夥伴計劃」，為客戶提供財務及減碳實施方案，協助他們建立可持續發展業務。

### 環境管理

2005年，滙豐成為全球首間達致「碳中和」的銀行。

滙豐於2007年斥資9,000萬美元，推出為期五年的全球環保效率計劃，務求紓緩辦公大樓和業務營運對環境的影響，措施包括引入可再生能源技術、按照公認的環保標準來興建集團旗下的旗艦辦公大樓，以及透過環保管理系統提供運作效率。

滙豐亦為集團制定目標，減低能源耗用量、耗水量、廢物量和二氧化碳排放量，環球、地區和職能業務主管均需要負責實現這些目標。

銀行亦努力提高供應鏈的環保效益，例如使用森林管理協會(FSC)認可的環保紙張印製刊物、推出「列印管理系統」減少廢物、紙張和電力耗用量。



## The Hongkong Electric Company, Limited 香港電燈有限公司

The Hongkong Electric Co., Ltd. (HKElectric), a subsidiary of Power Assets Holdings Ltd, was established in 1889 and is providing safe and reliable electricity to more than half a million customers on Hong Kong Island and Lamma Island. The Company has attained a world-class level of supply reliability of over 99.999% to sustain Hong Kong's economic growth for 14 consecutive years since 1997.

電能實業旗下的香港電燈有限公司(港燈)成立於1889年，是本港主要的公用事業之一，為香港島及南丫島超過五十六萬用戶提供安全可靠的電力服務。自1997年至今，港燈已連續14年將供電可靠度維持於超過99.999%世界級水平，在推動香港經濟發展扮演著重要的角色。

## Social 社會

### Corporate Social Responsibility Committee

HK Electric is making notable strides in sustainable development. In 2010, HK Electric established a Corporate Social Responsibility (CSR) Committee, steered by the top management, to oversee the CSR issues of HK Electric with a view to integrating CSR considerations into all aspects of its operation.

### Engaging Stakeholders

HK Electric has reported environmental, social, quality, health and safety performance on an annual basis since 2004. Sustainability reporting for 2010 onwards adopts Global Reporting Initiatives (GRI) Guidelines. The report covers CSR aspects to give a comprehensive picture of its sustainability performance.

HK Electric conducts stakeholder engagement regularly to recognize its stakeholders' wishes and opinions for continuous improvement and enrichment of the sustainability report contents.

### Care for the Community

The Power Assets Volunteers, comprising over 870 employees, participated in over 60 voluntary services in 2010. Volunteers actively extend the Company's care to the needy with various voluntary services and remarkable service hours.

Sponsored by HK Electric, the University of the Third Age (U3A) Network promotes lifelong learning and volunteerism by the elderly in Hong Kong. Since U3A network was launched in 2006, 30 service centres have participated, organising more than 1,500 courses and providing about 22,000 learning opportunities to local retirees.