



Corporate Responsibility Report 2007

# I Make a Difference.

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# Overview

Hysan strives to be both a successful and responsible business. We formalised our Corporate Responsibility Policy last year, detailing our commitment towards a range of issues, from high ethical and corporate governance standards, to positive contributions to society and to providing a nurturing environment for our staff.

## Overview

In this edition of Hysan's Corporate Responsibility Report, we explain in detail how our Policy is implemented based on our Corporate Responsibility Model. In addition, we highlight our numerous community projects that took place in 2007. These include the "Arts Tour", a follow-up to our successful "Music in the Green City", with Tin Shui Wai students exploring the performing arts; "Ethnic Youth Enhancement Scheme" or "EYES", the life skills programme for ethnic minority youngsters; and a number of other activities linking Hysan staff and partners with underprivileged youths. On the environmental front, we showcase our substantial energy savings through upgrades and efficiency enhancements. On health and safety, we note our latest safety initiatives, as well as our assistance towards industrial accidents victims' families.

Although our formalised Corporate Responsibility Policy has been in place for one year, Hysan is proud that its work has been recognised for its inspirational value and originality. EYES won the Best Practice Management Corporate Social Responsibility Award 2007. The Company's overall achievements dealing with environmental, staff and community issues also earned it a finalist place in the Hong Kong Council of Social Service's Total Caring award.

# Hysan's Corporate Responsibility Policy

Our Corporate Responsibility Policy is based on our corporate values and implemented by our dedicated staff.

**1** We aim to maintain the highest ethical standards in the conduct of our business. We are committed to maintaining high standards of corporate governance.

**2** Health and safety issues are of fundamental concern to us.

**3** We aim to minimise the impact of our activities on the environment.

**4** We make positive contributions to the communities in which we operate.

**5** We treat our staff with fairness and respect, and maintain a working environment to realise their full potential.

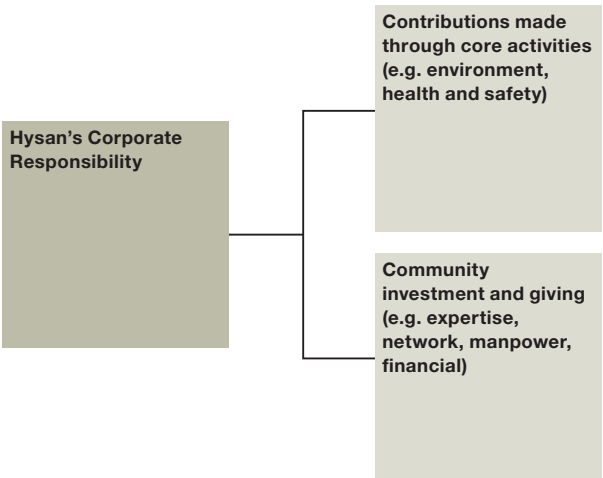
**6** We encourage our suppliers and contractors to embrace high standards similar to our own.

**HOW THE POLICY IS IMPLEMENTED:**  
**HYSAN'S CORPORATE RESPONSIBILITY MODEL**

As a responsible company, Hysan cares not just about the results, but believes in the importance of the manner we deliver our results. From the Corporate Responsibility perspective, it means we strive to integrate our contribution to society into our everyday business activities. Hysan's efforts towards environmental sustainability as well as health and safety are, for instance, well incorporated in our core business operations.

Another component of our Corporate Responsibility model deals with our community investment and giving. Here, Hysan provides some financial support, but prefers to contribute expertise and manpower. In many cases, we also serve as a platform to network talents and resources from corporate friends and associates. This ensures that those in need will receive maximum benefit from Hysan and other givers. Our current project themes are expanding young people's horizons and supporting environmental sustainability.

**Hysan's Corporate Responsibility Model**



# Community



## **“ARTS TOUR”**

Hysan's contribution towards the community took a very active turn in 2007. One of the Company's main focuses of support is the expansion of young people's horizons. The rousing “Music in the Green City”, detailed in the last Corporate Responsibility Report, was Hysan's first major undertaking in the arena of youth development. From that event, Hysan developed a close working relationship that continued throughout the summer and the rest of the year with Chung Ying Theatre Company and a group of schools in Tin Shui Wai. It was fitting, therefore, that the last major activity of the year, the “Arts Tour” which took place during the Christmas holidays, brought together 200 students from the northern suburb, Chung Ying, as well as volunteers from several partner organisations.

Professional artists, designers and architects presented the schoolchildren with “special effects” shows, costume-making workshops and even full-on drama performances. We trust the youngsters gained a wealth of experience from our helpers who contributed their expertise and skills to stimulate their young minds.

# I Contribute ■

## “ETHNIC YOUTH ENHANCEMENT SCHEME”

The “Arts Tour” was not the only Hysan-sponsored event to channel the resources of different parties into meaningful activities. In the



summer of 2007, Hysan took the roles of a facilitator and sponsor in the acclaimed “Ethnic Youth Enhancement Scheme” (EYES). Hysan’s staff teamed up with Hong Kong Christian Service, as well as a number of Hysan’s corporate partners and friends,

to provide ethnic minority youths with a life-skills training programme. A group of young people, aged between 16 and 21, attended 10 weekly sessions covering interviewing etiquette and skills, workplace communications, and basic personal financial knowledge, as well as participating in in-depth discussions on a number of career fields. The speakers and counsellors included top professionals in the fields of human resources, public relations, finance, property management, journalism and catering, who volunteered their time and efforts. They included successful ethnic minority business people and professionals who encouraged participants with their own uplifting stories. To round it all off, the programme also included a weekend orienteering camp for the participants to learn how to deal with unfamiliar situations. EYES was a perfect example of how corporate staff and professionals can transfer useful knowledge to



those holding the key to Hong Kong's future development. Plans are now afoot to expand the programme next summer to include ethnic Chinese students who will provide further stimulus for the exchange of culture and ideas.

**A SELECTION OF HYSAN'S COMMUNITY ACTIVITIES IN 2007**

<p><b>MUSIC IN THE GREEN CITY</b></p>  <p><b>Street concert-cum-carnival for all</b></p>	<p><b>HONG KONG YOUTH ARTS FOUNDATION'S ART ANGELS</b></p>  <p><b>Hysan volunteers painted murals at a school for handicapped children</b></p>	<p><b>CLOCK</b></p>  <p><b>Concert presented by City Chamber Orchestra and YRock. Hysan sponsored the crossover concert for different musical tastes and generations</b></p>	<p><b>SMALL NGOs PARTNERSHIP AND GOVERNANCE WORKSHOP</b></p>  <p><b>Hysan staff shared views on corporate governance and NGOs' partnership with businesses</b></p>	<p><b>WWF HONG KONG'S WALK FOR NATURE IN MAI PO</b></p>  <p><b>Hysan volunteers joined 40 children from St. James' Settlement for a charity walk</b></p>
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These and other community events highlight Hysan's use of its Corporate Responsibility platform, combining its own resources and talents with those from corporate partners and friends, to provide the most effective help for those in need. The partnership model will continue to be utilised in Hysan's community projects in the future.

# Environment



## ENERGY CONSERVATION

Hysan's programme on energy savings made substantial progress in 2007. The company's overall energy cost, after adjustments for changes in tariffs and other relevant factors, was reduced by more than 9 percent as compared to the previous year's figures.

	2007 versus 2006	2007 versus 2005
Electricity used/ cost variance after adjustment for increase in tariff and other relevant factors	4.35 GWh less (equivalent to 9% cost savings)	5.89 GWh less (equivalent to 12% cost savings)

Our on-going conversion of air-cooled air-conditioning systems to less energy-wasting water-cooled ones provided the bulk of our savings, with work completed in One Hysan Avenue during 2007 and the new system in Leighton Centre in full-year operation.

Using better hardware is not the only way to improve efficiency. We have also been reviewing and optimising our operations schedules to help achieve savings, while ensuring services to stakeholders are not affected. Revision of carpark ventilation schedules and changed lighting operation patterns, for instance, have contributed to significant energy savings.

Looking ahead to 2008, air-conditioning conversion will be completed in three more buildings, with additional hardware enhancement further increasing efficiency. In short, we will continue to use new technology, to improve operating and maintenance procedures, and to promote awareness among employees and other stakeholders in order to reduce energy use and to help protect the environment.

## **WASTE MANAGEMENT AND INDOOR AIR QUALITY**

In 2007, for the fourth year in a row, Hysan received the Hong Kong Government's Gold Wastewi\$e Logo for all of its commercial and residential buildings. Through the Wastewi\$e programme, Hysan has been encouraging its tenants to voluntarily reduce the amount of waste generated from their operations and establishments, while also undertaking waste reduction programmes within the Company. Between September 2006 and August 2007, Hysan and its tenants recycled more than 777,000 kilogrammes of waste paper and helped reduce the use of more than 14,000 plastic bags. Hysan also continued to update tenants on the latest waste reduction practices as well as to share knowledge and results of the Company's environmental pursuits. With regard to indoor air quality, our stringent controls on decoration and cleaning materials have been well received by our tenants.

# Health and Safety



Hysan is committed to providing a safe workplace and overall environment for our staff, customers and other stakeholders. Although our employee's health and safety risks are relatively low due to the nature of our business, we believe our frontline staff members, especially those in building services, still face potential injury hazards. The Company is therefore carrying out a phased assessment covering safety organisation, planning, implementation, hazardous conditions inspection and incident investigation. Safety issues and workplace hazards identified during the assessment will be reviewed and action plans will be developed to address them.

At the same time, we are working with our partners and contractors to ensure they attain similar high standards of health and safety. We are striving to achieve this through pre-selection reviews and contractual requirements, so as to assure our stakeholders of our determination to create a safe and healthy environment for all.

Sadly, fatal accidents occurred during the year in a redevelopment site involving three workers of the contractors.

As a caring company, Hysan understands that families of accident victims require much more than financial assistance in the immediate aftermath of tragedies. In this case, apart from ex gratia payments to help with their most urgent concerns, Hysan recruited the help of social workers from Christian Family Service Centre (CFSC), a long-standing partner of the Company, to visit the families of the accident victims. Counselling services and practical help were provided, and a 24-hour hotline manned by CFSC, usually reserved for Hysan staff, was made available to all those affected by these tragic accidents.

# I Aspire ■

## **LOOKING AHEAD**

As a Company, we are keen to redouble our efforts in all aspects of Corporate Responsibility. On the environmental front, in addition to our energy conservation and waste management programmes, we are working on environmental-friendly designs and features for our Hennessy Centre redevelopment project, with the aim of creating a truly sustainable building and surroundings for the heart of Causeway Bay. Our community focus on youth and the environment will remain and will be bolstered by projects in the pipeline that will combine these priorities with our interest in preserving the cultural identities of Hong Kong in general, and of our home district of Causeway Bay in particular.



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