

Community and Environment



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PCCW values its responsibility as a good corporate citizen, offering support for the local community and protective measures for the environment.

Community support initiatives range from its proactive role in creating the technology-oriented Cyberport project – now in development with the Hong Kong government and designed to affirm Hong Kong's position as Asia's IT&T hub – to grassroots initiatives, such as providing sponsorships and offering volunteer services.

EDUCATION

Enhancing Hong Kong's IT education is one of PCCW's goals. From June to August, the Company helped organize "IT Summer Camps" for approximately 240 secondary school students keen to advance their technology learning.

Continuing with education enhancement, PCCW helps the community develop computer literacy and familiarity with the Internet by sponsoring the PCCW e-Community Mobile Center, which has offered free education programs to 30,000 Hong Kong people. PCCW also sponsors the Cyber I-Parenting Net, an innovative Web course designed to help parents with pre-school and primary school age children.

The PCCW Foundation financially supports other education-related initiatives, such as the PCCW Athletes' Enhancement Program, under the administration of the Hong Kong Sports Development Board. In 2001 PCCW subsidized eight outstanding athletes to pursue further studies. Local universities also received scholarships and bursaries from PCCW for their top students.

COMMUNITY

PCCW provides communication services to a variety of social service programs. This includes support for student, single parent and elderly counseling hotlines, info-line services for Medilink, and employment support networks.

In 2001, the Company sponsored “Mutual Aid Helpline 1878668,” a pioneer project launched by the Hong Kong Council of Social Service, which offers instant access to 220 hotline services run by government departments and 140 social service organizations.

PCCW also runs several elderly care programs. Initiatives include the provision of big button phones to the visually impaired elderly, along with free installation and service for approximately 6,500 needy senior citizens since 1992. Company-run volunteer services focus on caring for the elderly while enriching their lives through technology.

More than 800 volunteers from long-term service groups performed approximately 26,000 hours of services in 2001. PCCW's efforts have been recognized by Hong Kong's Social Welfare Department, which awarded the Company the “Highest Service Hours by a Private Sector Organization” honor, while two PCCW volunteers were awarded the Long Service Award.

Ten long-term service groups have been established to assist hospital patients, single elderly and disabled persons. Among these is the Corporate IT Volunteer Group, the first of its kind in Hong Kong, which has partnered with the Education Department, Information Technology & Broadcasting Bureau, Home Affairs Department, Sheng Kung Hui Welfare Council, Hong Kong School for the Deaf and Pegasus Organization. This group spearheads efforts to promote IT literacy throughout the community.

ENVIRONMENT

PCCW is committed to responsible environmental practices in all of its commercial activities.

To promote reduction of waste in the business sector, PCCW is leading the promotion of e-commerce in the Hong Kong Business Environment Council. PCCW also participates in the Hong Kong General Chamber of Commerce Environment Committee.

PCCW continues to support material recycling in place of landfill waste disposal. The Company's recycling programs in 2001 handled 600 tons of paper, 400 tons of copper cable and 2,600 units of toner cartridges.

The Company has also granted funding support to various environmental protection programs, including the “Wait Green, Engine Off” campaign and “Waste Recycling” campaign organized by the Environment Protection Department and green organizations.