

Social and Environmental Responsibility

Community Relations

Swire Pacific is committed to playing a full role as a responsible corporate citizen. We provide financial support and other donations in kind to sustain a diverse range of community programmes and charitable activities. Our aim is to address the needs of less-advantaged members of society in the various communities where we do business, especially in the Hong Kong community where the Swire group has been active for over 130 years.

Swire Pacific and Cathay Pacific are major sponsors in Hong Kong of the Life Education Activity Programme (LEAP), a project which has had proven success in teaching school children, using innovative mobile classrooms and specially trained teaching staff, about the dangers of smoking as well as drug and alcohol abuse. In 2001, LEAP carried its message to over 62,000 children. Other organisations we support include the Community Chest, the Hong Chi Association, the Outward Bound Trust, the Society for the Promotion of Hospice Care, the Hong Kong Red Cross and the Sunnyside Club.

Swire Pacific has also funded development projects at local universities and other educational institutions, including support for Taikoo Primary School where Swire Properties is constructing a new school campus. In addition, the Swire Group supports a variety of graduate and post-graduate scholarships both in Hong Kong and overseas for Hong Kong, Mainland Chinese and other Asian students.

Recognising the key role played by English as the global language of business, Swire Pacific also supports a number of related initiatives including the Community English Language Laboratory (CELL), a free facility for those wishing to improve their spoken English.

Environment

Swire Pacific takes its environmental responsibilities very seriously. As a major business group with diverse interests in aviation, shipping, property development, trading and manufacturing, we are very conscious of the potential impact of our activities on the environment. We are committed to ensuring our businesses meet or exceed legal and regulatory requirements for environmental best practice wherever we do business. The group Environmental Committee, chaired by a director, meets on a regular basis to review group environmental policies and performance. Group companies have taken a number of initiatives to address specific environmental issues including

designing buildings for greater energy efficiency, the reduction of air pollution through the use of low-sulphur fuels in vehicle fleets, the operation of world-class public waste management facilities, and investment in waste water treatment and conservation.

Swire Pacific is a founder member of the Hong Kong Business Environment Council and has also been recognised in the United Nations Global 500 Roll of Honour for its commitment to sound environmental practice.