

Community and Environment

PCCW values its responsibility as a good corporate citizen, and offers support to the local community and protective measures for the environment. In fact, the Company will be included in the *FTSE4Good Global Index* because it has been classed as an investment that meets globally-accepted standards of corporate responsibility.

Community support initiatives range from PCCW's proactive role in creating the technology-themed Cyberport project, to 'grassroots' initiatives, such as providing sponsorships and offering volunteer services to the needy.

Education

Ramping up IT education in Hong Kong is one of PCCW's ambitions.

Building on success in 2001, the *IT Summer Camp* scheme broadened its scope in 2002 to include primary school students and their parents, as well as secondary school students.

The project also included an *IT Ambassador Exchange Camp*, which accommodated participants from mainland China, Macau and Hong Kong.

The outcome has advanced IT learning for 180 secondary and primary school pupils and their parents. This five-day IT Summer Camp was well received by schools and participants.

In addition, the PCCW Foundation has provided sponsorship for local data network service for the *Internet2* project initiated by the Joint Universities Computer Center (JUCC). The project enables staff and students at local universities to connect and exchange with *Internet2* universities all over the world in researching the next generation of networking technologies.

The foundation also supports the Workplace English Campaign and other education-related initiatives, such as the PCCW Athletes' Enhancement Program, and annual scholarships for top students nominated by local universities.

Community

PCCW provides communications services for a variety of social service schemes.

This includes support for students, single parents, the unemployed, distressed people and the elderly who benefit from counselling hotlines, info-line services for Medilink and networks to help find employment.

The Company also runs several elderly care schemes, which feature free telephone lines and companionship programs for single elderly people.

The Care for the Elderly Line has provided free installation and service for approximately 6,800 needy senior citizens since 1992.

PCCW's *Volunteer Program* is another feature of the Company's investment in the community.

More than 700 staff volunteers, and their family members, have been engaged in 10 long-term service groups. These provide IT training for people lacking computer skills, 'play' therapy for children, a book and magazine lending service to benefit cancer patients, 'talking books' for the visually impaired, a befriending scheme for single elderly people and an environmental protection service for the community.

The Company's efforts have been acknowledged by the Hong Kong Council of Social Services, which has highlighted PCCW's *Caring Company Scheme*.

PCCW has also been credited by Hong Kong's Social Welfare Department as having donated one of the highest number of 'volunteer hours' from a private-sector organization.

Environment

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

To promote the saving of energy and reduction of waste in the business sector, PCCW is leading the promotion of 'paperless' e-commerce in the Hong Kong Business Environment Council.

PCCW also participates in the Hong Kong General Chamber of Commerce's Environment Committee.

The Company continues to support recycling in place of landfill waste disposal. In 2002 it recycled 1,131kgs of paper and 2,350 toner cartridges.

PCCW has also offered free service, funding or volunteer support to environmental-protection schemes. Twenty-six of our environmental protection volunteers offered their services in March to support the *Green Power Hike*, a fund-raising hike from the Peak to Tai Tam. The event was arranged by Green Power, a non-governmental organization providing environmental educational programs and research for the community.

In supporting the *Clean Up the World in Hong Kong 2002* event, organized by the Environmental Protection Department of the Hong Kong Government, PCCW provided 21 environmental protection volunteers who helped clean up the beach at Deep Water Bay after it drew crowds on the Mid-Autumn Festival public holiday.

