

## Corporate Social Responsibility

# CONTRIBUTING TO THE COMMUNITY



As a socially-responsible corporation on the *FTSE4Good Global Index*, PCCW is committed to contributing to the community in which it conducts its business.

The Company and its people give practical and financial help to a wide range of charitable, community, cultural and environmental causes in Hong Kong.

A prime example was the speedy response from PCCW and its workforce to the tsunami disaster in South Asia in late December 2004.

Donation hotlines installed free of charge for the TVB television channel's Operation Relief 2005 and the Crossing Borders Fund Raising Show helped to collect almost HK\$80 million in one week.

In addition, NOW Broadband TV provided free screening of the Crossing Borders Fund Raising Show to encourage donations.

More free hotlines and voice-mailbox services enabled Hong Kong's Immigration Department, Hong Kong Red Cross and Medecins Sans Frontieres to cope with huge numbers of enquiries about missing relatives and recruitment of volunteers for relief work.

The Company's Group Human Resources department launched a fund-raising campaign among staff that generated nearly HK\$500,000, which was topped up to HK\$1 million by PCCW before being passed to the Hong Kong Red Cross South Asia Relief Fund.

Closer to home, PCCW was pleased to provide free broadband Internet access at the Queen Mary Hospital bedside of Tang Siu-pun (Ah Pun), who has raised Hong Kong's awareness of people marginalized by disability after he was paralyzed by injuries sustained in an accident.

Various communications services and hotlines were also provided for non-governmental and social service organizations, as well as charities, in support of counseling, training and community education. For example, PCCW equipped an IT room with telecoms, computers and broadband Internet access for Youth Outreach, which offers shelter, job training and counseling for young people at risk.

Similar contributions have been made to a number of other organizations including the Community Chest, Po Leung Kuk, the Tung Wah Group of Hospitals, OXFAM, the Hong Kong Blind Union, the Stewards, Enlighten Hong Kong, the Association for Volunteer Services, Pok Oi Hospital, the Hong Kong Cancer Fund, the Hong Kong Medical Association, the Samaritans and the Samaritan Befrienders.

PCCW is particularly concerned for the safety and communications needs of Hong Kong's senior citizens. For example, our Care for the Elderly Line, in conjunction with the Hong Kong Council of Social Service, has provided free installation and service for more than 8,000 elderly Hong Kong residents since 1992. The Company also provided hotlines for the Personal Emergency Link Centre operated by the Senior Citizens Home Safety Association, which provides a

24-hour enquiry and counseling service for single senior citizens who may need ambulance or police assistance.

Our corporate volunteer service focused on the Care for the Elderly and Enhancing Communication projects in 2004 in partnership with the government and non-governmental organizations.

In fact, 10 long-term volunteer service groups were established to provide support for those in need, such as single old folk, hospital patients, youngsters and single parents.

In 2004, the Company received the Highest Service Hours Award silver standard in the private organizations category of a scheme run by the Promotion of Volunteer Service Steering Committee within the Hong Kong SAR Government's Social Welfare Department.

Further recognition of our contribution towards the community in 2004 came in the form of the Caring Company Certificate issued by the Hong Kong Council of Social Service.

### Education

PCCW was the sole sponsor of the Shanghai-Hong Kong Youth IT Camp 2004, co-organized by the Hong Kong Computer Society, the China Welfare Institute Children's Palace and the Shanghai Computer Society of Mainland China.

Themed "Broadband Facilitates Cyber Life", the camp provided 60 Hong Kong and Shanghai secondary school students with valuable insight into how IT can enhance lifestyles and business.

Also in 2004, the PCCW Foundation supported the Moral Education Concern Group and the Workplace English Campaign, as well as providing annual scholarships and bursaries for students nominated by local universities.

### Environment

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

To promote energy conservation and reduction of waste in the business sector, PCCW supports the sustainable development, clean harbor and clean air aims of the Hong Kong Business Environment Council, of which the Company is a founding member.



PCCW is also a member of the Hong Kong General Chamber of Commerce's Environment Committee.

In line with our policy of recycling as an alternative to landfill waste disposal, the Company last year reprocessed 700 tonnes of paper, purchased 2,000 recycled toner cartridges and recycled 130 tonnes of copper wire from scrapped telephone cables.

PCCW also provided free service, funding and volunteer support to a number of environment-protection schemes, including the Green Power Hike, the Hoi Ha Charity Walk in support of the World Wide Fund for Nature, an initiative by Friends of the Earth to collect and recycle moon cake cases, and the Environment Festival organized by the Environmental Protection Department of the Hong Kong SAR Government.