

# Corporate Citizenship

## Engaging the Community

At NWS Holdings, community engagement means more than donating to charities. Our culture of philanthropy flows from our determination to support the community in whatever way we can, by developing ongoing ties with local community groups in order to understand their real needs, and by devoting time and energy as well as resources to the needy.



NWSH Caring Month: strengthening the caring culture across the Group

### Strengthening the caring culture

Building on our sound track record of promoting staff volunteering, NWS Holdings made another stride forward in the past year in strengthening our caring culture. The Corporate Social Responsibility Committee, comprising Executive and Non-executive Directors as well as senior executives, was established under the Board to formulate policies and strategies on social responsibility matters. These strategies were translated into practical initiatives, one of which was NWSH Caring Month. NWS Holdings nominated the month following the second anniversary of its first trading day as NWSH Caring Month, during which group companies capitalized

on their respective business strengths and know-how to organize community services that benefited the underprivileged. These services ranged from computer classes for the elderly by IT professionals and a New Year bus tour for underprivileged children, to a firework display at the Hong Kong Convention and Exhibition Centre for low-income families, etc. The campaign was very successful in raising community awareness among staff members of the Group.

### Rapport with the community

Partnership with social service organizations has always been an essential part of NWS Holdings'

community engagement programmes. Such close collaboration helps us build rapport with the community by matching the Group's resources to relevant social needs.

In 2005, NWS Holdings and Green Power jointly launched Green Kindergarten Network, the first environmental education programme for pre-school children in Hong Kong. By providing free materials, training and field trips for teachers on nature preservation and waste management, the programme aims at nurturing environmental awareness among the younger generation. Currently, nearly 40% of kindergartens in Hong Kong have become members of the network. NWS Holdings also draws

on its own resources to implement such programmes. For example, in order to convey environmental messages to passengers across the territory, two buses from New World First Bus Services Limited and Citybus Limited were turned into Green Buses.

In late 2004, NWS Holdings became one of the first corporate sponsors of Po Leung Kuk's Child Sponsorship Scheme. In addition to sponsoring its Small Group Homes, the Group engaged the children in its Life Rejuvenation Scheme, by inviting them to the Group's staff activities, such as NWSH Sports Fun Day and Ocean Park Fun Nite. A Chinese New Year party was also organized for the children.

### A spirit of volunteering

The Group develops innovative educational and care projects through its corporate volunteer team, NWS Volunteer Alliance. Partnering with Hans Andersen Club, it launched the Companion Storytelling Scheme to help children improve language proficiency and communication skills in a fun and interactive setting. Hundreds of storybooks collected from staff were also donated to Storyland's library. For the second year in a row, NWS Volunteer Alliance organized English phonics classes for children in Moon Lok Kindergarten in Tsuen Wan. About 70 children, mostly



Green Kindergarten Network: the first environmental education programme for pre-school children in Hong Kong

new arrivals, learned to grasp the fundamentals of English pronunciation with the help of volunteers.

Elderly service is another focus of NWS Volunteer Alliance. During the year, the volunteers continued to make sustained efforts to deliver warmth and care to the elderly, especially those who live alone. Regular services included hairstyling and concerned visits.

The Group also supported a number of charity events, such as ACCA Charity Fun Day, Green Power Hike, and charity sale and flag days to raise funds for different organizations.

### Winning recognitions

To date, NWS Volunteer Alliance has devoted more than 17,000 hours to community services, with more than 900 staff members and their associates registering as members. The selfless devotion of these volunteers has been widely recognized. NWS Holdings garnered the Gold Award for Volunteer Service from the Social Welfare Department for the fourth consecutive year. It also received the Caring Company logo from Hong Kong Council of Social Service together with 15 subsidiaries.

The Group endeavours to promote corporate community engagement across the territory by sharing its experience with other companies as well as the third sector. For example, senior executives have become members of the Government's Community Investment and Inclusion Fund Committee, as well as The Asia Foundation's focus group on promoting corporate philanthropy in Hong Kong.



Caring for the elderly



Inspiring children