

# GIVING BACK TO THE COMMUNITY



## OUR GUIDING PRINCIPLES

Hysan is committed to being a socially responsible company, going beyond fulfilling regulatory and compliance requirements. We invest in the community, the environment, and generally towards developing positive stakeholders relations.

## FOCUS IN 2005

Founded in Causeway Bay some 80 years ago, Hysan has grown with the district to become its largest commercial landlord today. We have further strengthened our community initiatives during 2005.

In April 2005, we co-organised with the Wan Chai District Council, the first “Hong Kong Good Things Causeway Bay Carnival”, the aim of which was to highlight the district’s uniqueness and dynamism to portray Hong Kong’s artistic and cultural diversity. Organised free-of-charge for members of the public, the one-day Carnival featured book and gift stalls, a poster exhibition and music performances as well as workshops and seminars. A charity element was added to the Carnival whereby part of the proceeds from the sale of gift items specially designed by famous local artists for the event were donated to Po Leung Kuk, a neighbourhood charitable organisation.

As a responsible business, Hysan also supported not-for-profit organisations through sponsorships and donations, and funds were devoted to support philanthropic, environmental and youth programmes. In-kind sponsorship was also provided to charitable organisations through the Hysan Charity Booth programme for charitable events.

In recognition of its efforts as a responsible corporate citizen, Hysan was presented with the Caring Company logo by the Hong Kong Council of Social Service for the third consecutive year.

On the environmental front, Hysan was awarded 13 Gold Wastewi\$e Logos by the Environmental Protection Department for the second consecutive year for its outstanding achievements in waste reduction and recycling in all of the properties the Group owns and manages. During the year, we continued our energy savings programme and also adopted environmentally-friendly construction methods in our maintenance programmes. The Group also signed the Clean Air Charter organised by the Hong Kong General Chamber of Commerce by pledging to implement measures to help reduce air pollution.

### **WHAT TO DO MORE**

Given our solid and deep relationship with the Causeway Bay district, community programmes will continue to be the main focus in the coming year. We are reviewing our social responsibility programme and intend to make contributions in ways beyond donation and in-kind sponsorships. These include partnering with non-government organisations (NGOs), offering our skills and expertise to support their further growth.

