

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 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.

In 2005, our community focus was on caring for the deprived and helping to narrow the “digital divide” to enable less privileged sections of the Hong Kong community to benefit from modern IT trends, such as Internet access.

PCCW is particularly concerned for the safety and communications needs of Hong Kong's senior citizens. For example, our Care for the Elderly Line, organized in conjunction with the Hong Kong Council of Social Service, has provided free installation and service to more than 8,500 Hong Kong old folk since 1992. The Company also supplied hotlines for the Personal Emergency Link Centre operated by the Senior Citizens Home Safety Association, which provides 24-hour inquiry and counseling for single senior citizens who may need ambulance or police assistance. In addition, our sponsorship of The Hong Kong Elderly Carer Awards, organized by Hong Kong Sheng Kung Hui Welfare Council, is an attempt to encourage more voluntary care for the elderly in the community.

As part of our efforts to take the benefits of modern IT to less privileged sections of the community and people in remote locations, the Company partnered with government and non-governmental organizations in a number of innovative initiatives to meet IT-learning needs. These included the

establishment of a cyber learning center and provision of computers and broadband Internet access at the Hans Andersen Club's Tai O Centre, provision of broadband service to enable chronically-ill patients to surf the 'net at the Cheshire Home in Shatin, and the YWCA's “Logon with Silver Surfers to make 1,000 Hits” project, which encourages senior citizens to learn how they can benefit from using PCs and the Internet.

Communication services and hotlines were also provided for government, non-governmental and social service organizations, as well as charities, in support of fundraising, counseling, training and community education. Beneficiaries included the Community Chest, Po Leung Kuk, the Tung Wah Group of Hospitals, OXFAM, the Hong Kong Blind Union, Enlighten Hong Kong, the Hong Kong Medical Association, the Samaritans and Samaritan Befrienders and the Hong Kong Cancer Fund.

Our corporate volunteers served the elderly and deprived persons via nine long-term volunteer service groups and other one-off programs. In a bid to reach out to different areas of need in the community, our programs now involve IT volunteers working as assistant tutors at the remote Hans Andersen Club's Tai O Centre, and a partnership with the Senior Citizen Home Safety Association to provide support to the residents of privately-owned homes for the elderly. In addition, our corporate volunteers support mentally handicapped youth at the Salvation Army's Lai King Hostel and assisted mentally challenged residents at the Fu Hong Society's Lai Yiu Hostel to take part in a mural-painting program. All such services have been received positively, with most of our experimental projects evolving into long-term programs.



Education

PCCW was the sole sponsor of the Shanghai-Hong Kong Youth IT Camp 2005, co-organized by the Hong Kong Computer Society, the Children's Computer Centre of the China Welfare Institute and the Shanghai Computer Society. Themed "Harmony between People and Environment through the Exploration of Great Nature", the camp in Shanghai provided 60 Hong Kong and Shanghai secondary school students a valuable insight into how IT can be applied to raise awareness of the need to protect the environment. A special feature of our support was provided by one of our devoted IT volunteers, who took six days of his annual leave to join the camp as a group leader.

Also in 2005, PCCW joined the School Business Partnership Program, organized by the Education and Manpower Bureau of the Education Department of the Hong Kong SAR Government, to facilitate career talks and company visits for more than 180 school students. The Company also provided 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 and clean harbor and 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 promoting recycling as an alternative to landfill waste disposal, the Company last year reprocessed 311,693 kgs of waste paper, 2,700 toner cartridges, 173,703 meters of copper wire from telephone cables and 27,866 telephone sets.

PCCW also provided free service, funding and volunteer support to a number of environmental-protection schemes, including the Green Power Hike, collection and recycling of moon cake boxes with Friends of the Earth and the Environment Festival staged by the Environmental Protection Department of the Hong Kong SAR Government.

Recognition

In recognition of PCCW's community efforts in 2004, the Company was awarded the Highest Service Hours Award "outstanding 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 came in the form of the Caring Company Certificate issued by the Hong Kong Council of Social Service following nominations from OXFAM Hong Kong, Playright Children's Play Association, the Senior Citizen Home Safety Association Agency for Volunteer Service and the Hong Kong Sheng Kung Hui Welfare Council. The Company was recognized for effort and achievement in providing a family-friendly and gender-sensitive environment for employees, a willingness to employ vulnerable groups, making donations to the community, sharing business expertise with social service organizations, developing partnership projects with the social service sector and encouraging employees to serve the community as volunteers.

With a track-record of 35 years' service as a volunteer, PCCW's Yiu Yau Hung was honored as one of the five most outstanding volunteers among 800 nominees when he received the Hong Kong Volunteer Award from the Agency for Volunteer Service. This is Hong Kong's most prominent non-governmental organization promoting voluntary service throughout the community.