

## CORPORATE SOCIAL RESPONSIBILITY

# HELPING TO CARE FOR, AND SERVE THE COMMUNITY

PCCW volunteers receive second runner-up honors in the Highest Service Hour Award (Private Organization) Scheme run by the Promotion of Volunteer Service Steering Committee of the Hong Kong Government's Social Welfare Department.



As a socially-responsible corporation on the *FTSE4 Good Global Index*, PCCW is committed to contributing to the community.

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

In 2006, our community focus was on caring for the deprived and disadvantaged and helping to narrow the “digital divide” to enable less privileged members of the Hong Kong community to benefit from everyday IT, such as Internet access.

In addition, 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 8,800 Hong Kong senior citizens since 1992. The Company also provides hotlines for the Personal Emergency Link Centre operated by the Senior Citizens Home Safety Association, which offers a 24-hour inquiry and counseling service for single senior citizens who may need ambulance or police assistance.

Our long-term Support Team for the Elderly volunteer program is now in its 10th year, along with Tele-care for the Elderly and the Befriending Scheme for Senior Citizens, all of which provide personal care services in the home or in privately-owned institutions.

As part of our efforts to take the benefits of modern IT to less privileged members of the community and remote locations, the Company partnered with government and non-government organizations in a number of innovative initiatives to meet IT-learning needs. These included the provision of hardware and free broadband to facilitate the learning of IT among various community groups.

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

Our corporate volunteers and their family members served the elderly and deprived persons via 10 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. In addition, our corporate volunteers continue to support mentally-handicapped youth at The Salvation Army's Lai King Hostel and autistic pre-school children at the Heep Hong Society's Wanchai Centre. Our volunteers also serve as youth mentors at The Salvation Army's Wan Tsui Hostel. All such services have been received positively, with most of our experimental projects evolving into long-term programs.

### Education

PCCW was sole sponsor of the Shanghai-Hong Kong-Qingdao Youth IT Summer Camp 2006, co-organized by the Hong Kong, Qingdao and Shanghai Computer Societies and the Children's Computer Centre of the China Welfare Institute. The Hong Kong-based camp gave 70 local, Shanghai and Qingdao secondary school students a valuable insight into how IT can be harnessed to benefit vulnerable or under-privileged groups in the community. A special feature of our support was the provision of three IT volunteers, who made themselves available to the camp by giving up six days of their annual leave.



Our volunteers visit large numbers of senior citizens living alone – especially at festive times of the year.



As part of PCCW's efforts to narrow the "digital divide" in Hong Kong, our volunteers serve as assistant tutors on IT training courses at the Hans Andersen Club Tai O Centre's Digital Centre, which is sponsored by PCCW.

Also in 2006, PCCW joined the School Business Partnership Program, organized by the Education and Manpower Bureau to facilitate career guidance and company visits for more than 180 youngsters. We also offered careers advice to secondary school students via Junior Achievement Hong Kong. The Company provided annual scholarships and bursaries for students nominated by local universities and majoring in Computer Science or Information Technology.

### Environment

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

To promote energy conservation and waste reduction 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.

PCCW also provided free service, funding and volunteer support to a number of environment-protection schemes, including the Green Power Hike, the Campaign for Reduction of Moon Cake Packaging organized by Friends of the Earth (HK) and the Environment Festival staged by the Environment Protection Department of the Hong Kong Government.

### Recognition

In recognition of PCCW's 2006 community efforts, the Company was awarded the Highest Service Hours Award "2nd runner-up honor" in the private organizations category of a scheme run by the Promotion of Volunteer Service Steering Committee within the Hong Kong 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 13 non-government organizations that included the Agency for Volunteer Service, Fu Hong Society, the Hans Andersen Club, the Heep Hong Society, Helping Hand, Hong Kong Sheng Kung Hui Welfare Council, The Hong Kong Society for the Aged, Junior Achievement Hong Kong, Oxfam Hong Kong, the Playright Children's Play Association, the Queen Elizabeth Hospital Patient Resource Centre, Senior Citizen Home Safety Association and The Salvation Army. The Company was also recognized for 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 services sector and encouraging employees to serve the community as volunteers.

In addition, the Company has gained The Outstanding Partnership Project Award, a pioneering initiative from the Caring Company Scheme. PCCW sponsored the Hans Andersen Club's Tai O Centre during the establishment of its Digital Centre in late 2005, with additional provision of free broadband service and volunteers to support IT education organized for Tai O residents. Our efforts sought to narrow the gap in differing levels of IT understanding between parents and children and equipped isolated community groups with IT knowledge and skills. Other project partners included the Hong Kong Computer Society, Microsoft and the Hans Andersen Club.