

Corporate Social Responsibility

Shui On Land, as a world-class property developer, is committed to corporate social responsibility and seeks to achieve standards beyond basic regulatory and compliance requirements. We believe that contribution to society and to the cities and communities in which we are involved is an integral part of our business. We foster partnerships with all of our stakeholders to ensure long-term sustainability and value.



Corporate Governance

As we develop into a leading property developer in the Chinese Mainland, we place strong emphasis on applying international industry standards and best practice. A detailed Corporate Governance Report is provided on pages 52 to 60.

Philanthropy / Community Involvement

Shui On Land shares a concern for the well-being of the communities in which we operate and has long been active in giving back to these communities through charitable donations, sponsorships and scholarships.

In 2006, to celebrate Shui On Land's listing on the Stock Exchange of Hong Kong, we donated HK\$ 1 million to the Community Chest of Hong Kong. We also donated RMB 10 million to China Welfare Fund for the Handicapped, and donated to China Red Ribbon Foundation that facilitates HIV/AIDS-related medical treatment, prevention, research and development.

We also established the Shui On Land-Fudan Overseas Exchange Scholarship to help strengthen Fudan University's cooperation with prominent universities abroad and to subsidise students studying overseas.

In 2006, we supported the Youth and Children's Palace of Wuhan for the construction of the first professional training facilities in the Chinese Mainland dedicated to cultivating all-round qualities of teenagers.

In addition, during the year, we gave subsidies to impoverished university students in Chongqing, and our Shanghai Taipingqiao hosted numerous groups of MBA/EMBA students and alumni from world-renowned universities.

Our efforts in promoting cultural and sports events included the performances of the Asian Youth Orchestra in Shanghai and Chongqing in August, the Grand Slam hosted by the International DanceSport Federation in Shanghai in December, and the Tennis Masters Cup in Shanghai in November.





Shui On Seagull Club

Throughout Shui On Land, we encourage our staff to care for others and to contribute to society. We take pride in our Shui On Seagull Club, an employee-run social service unit that focuses on improving the welfare of underprivileged children, the handicapped and the less fortunate. As part of our overall sustainability development efforts, the Seagull Club organises environmental protection and ecological preservation activities and, in 2006, raised funds through a charity walk and a concert. In addition to the external benefits created by the Seagull Club, staff members themselves gained the opportunities to collaborate and to work together on meaningful causes.



瑞安海鸥社
SHUI ON SEAGULL CLUB

Sustainability Development

The nature of our business places on us an obligation to protect the environment wherever practicable. We are committed to introducing environmental improvements as part of our sustainability development strategy in order to create cleaner, more energy-efficient and safer places to live and work. To this end, we established a task force in September 2006 chaired by Mr. Louis H. W. Wong, Managing Director – Project Management, and this group is developing guidelines for the implementation of action plans, to marshal resources, and to promote sustainable results.

We have formulated a number of policies for the Sustainability Development Task Force:

- Sustainable Development concepts will be incorporated into every phase of our developments – from master plan, architectural design, project and construction management, procurement, construction, sales and marketing, and property management.
- We will aim for the highest possible Leadership in Energy & Environmental Design (LEED) ratings, a recognised environmental building rating granted by the US Green Building Council, wherever possible.
- Sustainable Development concepts have been extended to a Green Office Programme so that every employee of Shui On Land can act and work in a spirit consistent with the aims of Sustainable Development.



SOL Green Office

Our Sustainable Development initiatives include the adoption of green construction materials accredited by the State Environmental Protection Administration of China or equally reputable international organisations; application of energy-saving construction materials, heating and cooling systems, water recycling, and greenery and eco-conservation.

Our efforts to practise sustainable development are well recognised. Our Xihu Tiandi in Hangzhou has been designed to conserve non-renewable energy and preserve the natural environment. Phase 2 of the project, as a result, was awarded the 2005 Platinum Precertification Certificate of the Leadership in Energy and Environmental Design Core and Shell (LEED-CS) from the US Green Building Council.

The residential section (Lot B1) of our Chongqing Tiandi has also been designed to minimise construction waste as well as noise and air pollution during construction, and provide a green neighbourhood. This resulted in an accreditation of Housing Quality “AA” Precertification Award by Chongqing Municipal Construction Commission.



Talent Development

At Shui On Land, we believe that the Company's long-term success lies in the quality and training of our people and their pursuit of common objectives. They are our most important asset. Thus, at all times, we endeavour to provide an environment to attract and develop talent of the highest character and competence and retain them through providing the opportunities for them to grow with the Company.

We offer two well-structured talent development programmes – a three-year Management Trainee Training Programme and a fast-track Management Cadet Programme. These programmes aim to cultivate promising graduates and to retain and grow existing staff members who demonstrate strong potential, respectively. Our Chairman & Chief Executive Officer, Mr. Vincent H. S. Lo, personally mentors the Management Cadets.

We also offer a four-year Graduate Engineer Training Programme that aims to assist fresh graduates to acquire cross-functional technical knowledge and skills, site experience, design work experience and project-related management techniques through well-structured and systematic training.

A series of other in-house training programmes is conducted to foster the continuous development of our staff and to meet the management needs of our rapidly expanding business. The Company also sponsors our staff to attend external professional courses, workshops and seminars in the form of financial and/or day-release support to encourage our staff to enhance their skills and knowledge.

Fostering Entrepreneurship and Innovation

Shui On Land strives to foster a strong entrepreneurial and innovative spirit among the future generation and potential business leaders in the Chinese Mainland. Our KIC project was developed with this mission in mind – providing an environment that encourages education, technology, research and business incubation, growth and development.



To further live up to this mission, in 2005 and 2006, we twice co-sponsored with Dragon TV and CBN in Shanghai a reality television programme – “Wise Man Takes All”. Contestants were exposed to a series of business- and team work-related competitions on television over a 13-week period. The winner was rewarded with RMB 1 million to seed a start-up of his/her own business. These highly successful programmes gained a high profile for Shui On Land among their huge audiences across the nation.

Shui On Land wants to help young entrepreneurs to realise their dreams and to start their own businesses. We also understand that the availability of capital is fundamental to start-ups. Thus, in July 2006, KIC and two venture capital companies under Fudan University jointly agreed to establish the Shanghai Fudan-KIC Investment Company Limited and launch a RMB 80-100 million Fudan-KIC Investment Fund. This fund will invest in early-stage companies in the area of digital media, animation, gaming and wireless value-added services while attracting better and more start-up companies to KIC.

Cultural and Historical Preservation

A key guiding principle of our master planning expertise is that we are committed to preserving and restoring the historical and cultural elements in the communities in which we operate. As a result, the completed property developments are unique, rich in culture, and a local landmark.

Our contributions in this area were first demonstrated in Shanghai Xintiandi. We designed this retail and entertainment area to echo a post-modern ‘yesterday-meets-tomorrow’ concept, preserving early 20th century Shikumen buildings in a modern ‘lifestyle’ setting. The success of Shanghai Xintiandi has been recognised the world over. The project received the 2002 Cultural Heritage Architectural Award from the American Institute of Architects and the 2003 Urban Land Institute Award for Excellence from the American Urban Land Institute, the first project in Chinese Mainland to receive the award.

The same commitment was replicated in Wuhan and Hangzhou. At our Wuhan Tiandi, nine local buildings of architectural and historic merit would be preserved and made a focal point of the project. Xihu Tiandi, our other historic restoration project in Hangzhou, has drawn design inspiration from the city’s Southern Chinese architectural style set in a lush, green environment.