

CORPORATE CITIZENSHIP



During the course of last year, a great deal of efforts were put in by New World China Land on a fuller scale in various parts of the nation in performing its responsibilities as a good corporate citizen. These series of well planned events were wide-ranging and joined by various stakeholders including our staffs, property owners, the general public, the underprivileged, non-government organisations and PRC government organisations of various levels. We believe that by promoting all-embracing participation in charity campaigns by corporations and the general public, we can help more people in need and will create a brighter new world together.

1 Philanthropy and Charitable Giving

Active Participation in the Lunar New Year Disaster Relief in Guangzhou

In response to the occurrence of severe snowstorm in southern China in February 2008, New World China Land organised a donation campaign called “Caring Shelters” in Guangzhou and actively participated in disaster relief during the peak travel season of the Chinese New Year. Supplies amounting to approximately RMB300,000, including 6,000 sets of warm clothing, cotton socks and foodstuffs, were delivered by staffs to front line members of the military police and the police force in Guangzhou.

Support for Improvement of Medical Conditions in Conghua City of Guangdong Province

In April 2008, New World China Land donated RMB570,000 for the improvement of 60 village clinics in Conghua City of Guangdong Province. This marked the commencement of village doctors training in Conghua and experts from Guangzhou First Municipal People’s Hospital immediately arranged a “Cardiopulmonary resuscitation” course for approximately 200 village doctors in Conghua City. This support aimed at improving the medical infrastructure in villages, as well as raising the theoretical and clinical standard of village doctors.



Actively Helping Victims in Sichuan Earthquake

The day after the occurrence of earthquake in Sichuan on 12 May 2008, the staff members of New World China Land across 20 cities in China immediately joined disaster relief and donation campaigns in various means. In Chengdu office, apart from organising blood and cash donation among all of the staffs, two trucks loaded with emergency supplies such as drinks, foodstuffs and daily supplies were personally escorted to Dujiangyan, one of the most severely hit areas, on 14 May. On 19 May, Chengdu office purchased medical supplies of approximately RMB500,000 for emergency delivery to other disaster areas. Various regional offices of New World China Land donated over RMB6.3 million, and staff members and property owners together donated over RMB1.5 million.

2 Community Services and Employee Volunteering

Formation of New World Volunteer Teams

“New World Volunteer Teams”, which are voluntary organisations formed by staff members of New World China Land, have been setting up throughout the nation and staff volunteers in Guangzhou, Beijing, Jinan and Chengdu have started various community services and aroused attention in the locality. Being the first developer in Mainland China to organise staff voluntary organisations, New World China Land is putting the spirit of corporate citizenship for practical use.

Visiting Guangzhou Spastics Vocational Centre

In November 2007, Guangzhou New World Volunteer Team visited Guangzhou Spastics Vocational Centre to bring disabled and spastic patients for a touring of the Red Military Museum in the city.

Visiting Parents of Child Cancer Patients in Guangzhou

Guangzhou New World Volunteer Team visited parents of child cancer patients in Guangzhou City in January 2008, bringing moral support to child cancer patients and their parents in the region and offering help as needed.

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Providing Assistance to Visually Disabled Girl in Jinan

In July 2008, Jinan New World Volunteer Team helped a visually disabled girl to regain eyesight by raising surgery funds for her.

Environmental Campaign in Beijing

In July 2008, approximately 80 members of Beijing New World Volunteer Team organised an environmental outings called “We Join the Green Olympics” in Yunmeng Gorge Area of Miyun County. Through removing rubbish in the sightseeing area and embarking on promotion about environmental protection, the campaign contributed to the Beijing Olympics by advocating a green and healthy lifestyle.

Chengdu Community Visit

In September 2008, Chengdu New World Volunteer Team organised a visit to Zhongdong Community of Guojiaqiao, Chengdu. They comforted the elderly living alone and the disabled, and also donated rice and cooking oil to them. They also distributed leaflets on practical health knowledge to residents in the community and helped to clean up the community.



3 Community Environmental Campaign

National Charity Sale of Environmental Friendly Shopping Bags

In April 2008, a national charity sale of environmental friendly shopping bag called "New Green Living" was organised by New World China Land, New World Department Store and UNICEF. Being the first developer in the nation to produce environmental friendly shopping bags for charity sale and call for public concerns on environmental protection, we took this chance to convey the message of environmental protection to our staff members, property owners and the public. Proceeds of nearly RMB300,000 from this environmental friendly shopping bag charity sale have been donated to the UNICEF "Child-Friendly Schools" Project.

Tree-planting in Conghua City of Guangdong Province

A hill fire in March 2008 destroyed thousands of acres of woodland in Taiping County of Conghua City, Guangdong Province. To recover ecological balance in the mountain area, Guangzhou New World Volunteer Team organised a tree-planting campaign to contribute as much as they can to the greening of Taiping County and planted a total of 2,000 saplings on that day.

Promoting "Green Office" in our Regional Offices

In response to the participation in the Hong Kong Awards for Environmental Excellence by the New World Group, we had promoted "Green Office" action in July 2008 to encourage our staff members to participate in reduction of office wastes, recycling of batteries and saving of energy in offices. Seven regional offices of New World China Land throughout the nation reacted positively to the Scheme and contributed their efforts in energy saving and environmental protection.

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4 Community Environmental Impact due to Operation

Conservation of Natural Wetland in Guiyang Jinyang Sunny Town

To the south-west of Guiyang Jinyang Sunny Town Project developed by New World China Land lay a natural wetland with an area of 30,000 sq.m. Jinyang Sunny Town has reserved the whole piece of this rare and valuable natural habitat from development, making it the natural oxygen bar and eco-friendly park for community residents, thus maximizing the conservation of the local natural habitat.

Full Adoption of Low-E Glass in the Residential Development in Shenyang New World Garden

Shenyang in northeastern Liaoning province has been known for its long and severe winter, Shenyang New World Garden has embarked upon to fully integrate the use of Low-E glass window for its Phase II residential development. Low-E glass has high reflectivity to far-infrared radiation, thereby reducing energy consumed during summer air-conditioning and winter heating.



5 Education

Donation of RMB10 million for Project Hope in Guangdong Province

In December 2007, New World China Land donated RMB10 million at the ceremony organised in celebration of the 15th Anniversary of Project Hope in Guangdong Province for supporting Project Hope's further construction of village schools.

Supporting Education Programmes in Yingde City of Guangdong Province

In October 2007, property owners and residents of Guangzhou New World Central Park-view and our Guangzhou New World Volunteer Team provided supportive education programmes for disadvantaged primary schools in Hanguang Town of Yingde City, Guangdong Province. This was the first voluntary activity to invite the participation of property owners of New World China Land.

Books Donation to Children in Earthquake Disaster Areas

After the occurrence of the "May 12" Sichuan Earthquake in 2008, Jinan New World Volunteer Team organized donation of books from various corporate units, schools and authorities to disaster areas in the same month, aiming to establish 30 libraries in the disaster areas in an effort to help children to resume schooling as soon as possible.

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6 Partnership with Organisation

Jointly Organised the “New Living Drawing Contest” with UNICEF

A three-month long “New Living Drawing Contest” held together with UNICEF commenced in August 2007 in 20 cities where New World China Land were operating. Winning artworks were then sold by charity auction in the banquet of the 8th anniversary of the listing of New World China Land in the following November. All of the RMB1.19 million raised was donated to UNICEF in support of the “Child-Friendly Schools” Project in western provinces of China.

Long-term Support for the UNICEF “Child-Friendly Schools” Project

The UNICEF “Child-Friendly Schools” Project has been established in 10 provinces in western China, covering 150 pilot schools from deprived remote areas. New World China Land has sponsored this project for over two years and will continue for another two years. District offices from 20 cities nationwide have launched various public donation activities, from which over RMB1.5 million has already been raised to date.



7 Culture and Leisure

Organising Guangzhou Mid-autumn Festival Event

In September 2007, the Guangzhou office of New World China Land hosted a mid-autumn festival event called “Family Gathering with New World” in the local Sun Yat-sen Memorial Hall. Over 2,000 property owners were invited to appreciate the live show, enhancing the face to face interaction among owners from different New World communities in Guangzhou.

Competition of Urban Streetscape Design

Aimed at raising public concerns on our public living space, “Streetscape in a New World”, an International Competition of Urban Streetscape Design has been organised by New World China Land in Beijing and Shanghai. The half-year competition started from October 2007 and attracted nearly 500 design works from all over the world. The collection of outstanding competition entries has been published in a book and available for sale at bookstores in more than 10 major cities in Mainland China, including Beijing, Shanghai and Guangzhou since September 2008.



8 Community Recognition

New World China Land has been awarded the accolade of “Best Social Responsibility”

New World China Land has been awarded the accolade of “Best Social Responsibility” in the Real Estate CSR Award Ceremony 2007 hosted by *Shanghai Securities News*. The selection committee considered that ‘New World China Land actively takes part in old city redevelopment, and is the first corporation to introduce Hong Kong’s “Home Ownership” scheme to China and construct various low cost housing projects. It is also in long-term partnership with UNICEF to help with girl education in remote areas in western China and has supported “Child-Friendly Schools”. New World China Land’s efforts in fulfilling its social responsibility has made it a leader among real estate corporations in China.’

New World China Land has been awarded the accolade of “Best Corporate Citizen 2007”

In December 2007, New World China Land was awarded the accolade of ‘Best Corporate Citizen 2007’ by leading business media *21st Century Economic Review* and *21st Century Business Review* in “The Fourth Annual China Best Corporate Citizen Award”, being the only Hong Kong company among the 30 awarded Chinese and multinational companies. The objective of the award is to set an example for other corporations, as well as to promote the concept and practice of corporate citizenship in Mainland China.