

→ Corporate Citizenship

Live to Give, Dare to Care

Corporate citizenship is a responsibility NWSH takes with the utmost seriousness. Management and employees are proud of their commitment to the communities and businesses they serve in the Greater China region. NWSH believes this dedication to corporate citizenship is central to its mission as a publicly listed enterprise and pledges to continuously improve on its record.

NWSH provided manpower and capital resources to support a number of community events and charities under the NWS Volunteer Alliance ("Alliance") during the year. In the two years since the inception of the Alliance, some 440 people have donated over 5,700 hours and other resources to foster closer community ties. In the course of its work, the Alliance has supported 19 non-governmental organizations with nearly HK\$1 million in donations. The list of the Alliance projects is long and varied.

The NWSH dedication to community service has earned wide recognition. The Alliance received the Gold Award for Volunteer Service from the Social Welfare Department in 2001 and 2002 for its contribution of over 2,000 hours of service. The Alliance Committee for Life Rejuvenation Scheme won a Bronze Award for Volunteer Service in 2002. NWSH received an award from the Hong Kong Council of Social Service as a "Caring Company" in 2002. This acclaim demonstrates the commitment to corporate citizenship in areas such as volunteering, partnering, mentoring and donations.

Caring for the Underprivileged

To show its support for psychiatric patients in Hong Kong, the Alliance launched a one-year program in November 2002. This initiative for the psychiatric ward of Pamela Youde Nethersole Eastern Hospital is entitled the Life Rejuvenation Scheme. Alliance volunteers received a four-day training session from the hospital to learn how to communicate with the patients. Following this session a series of services and activities were held for patients, including a New Year's Party, a computer class, an arts and craft class and hair styling. Two "Love Bus Tours" were organized in November 2002 and March 2003 to take patients to Golden Bauhinia Square and Repulse Bay, respectively by New World First Bus Services Limited ("NWFB") to spend a wonderful afternoon at the harbour and beachfront.

Friends of the Environment

NWSH is an enterprise with an operational presence in key industrial and commercial sectors. As such, the Group is committed to the global concept of sustainable development, defined as the ability to maintain prosperity and growth while preserving the quality of the environment in which we live. NWSH feels the principles of sustainable development are important to a region plagued by poor air and water quality. NWSH is doing its part to ensure operations and business practices are sustainable, whether that entails reducing pollution level for its bus fleet or making sure power plants produce less sulfite.





The environmental initiative is strongly supported by Alliance volunteers. Last year, the Alliance donated HK\$330,000 for a Corporate Afforestation Scheme. Over 180 staff and their families joined to plant trees at the High Island Reservoir to create a landscaped slope. In another initiative, 30 Alliance volunteers enhanced the plant diversity in Mai Po Nature Reserve by implanting native sedges and freshwater plants.

To indicate its support for sustainable development and to create a dialogue on environment issues in the business community, NWSH sponsored a series of conferences organized by the Business Environmental Council.

SARS Initiative

The SARS outbreak in Hong Kong was frightening and the Alliance rose to the occasion to support the community. One focus during the crisis was to support the elderly. Alliance volunteers dedicated time and energy to pack SARS prevention kits for distribution in a campaign organized by the Hong Kong Red Cross. The volunteers showed their concern by making regular calls to update the elderly on the latest information. This campaign was co-organized by the Agency for Volunteer Service and Radio Television Hong Kong in May and June 2003. Alliance volunteers were invited to share their experience at a subsequent open sharing session held by the co-organizers. Finally, Mainland China Premier Wen Jiabao recognized Care & Services Company Limited, operator of two old age homes, for its effort in combating SARS at a ceremony held by the Health, Welfare and Food Bureau.



NWSH also worked with Ming Pao to organize a SARS essay competition on how the people of Hong Kong survived the outbreak. The competition was a huge success with over 7,400 essays received from across Hong Kong. Winning essays, SARS news extracts, photos and interviews with volunteers and frontline staff were compiled into a commemorative book for charity sale. The book has raised some HK\$70,000 for Project Blossom to support families affected by SARS.