

Corporate Social Responsibility

Environmental Protection and Promotion



The Group has professional landscapers to plan the green spaces and create premium living environments.

The Group is committed to environmental protection. It makes efficient use of resources, promotes green awareness within the company, follows eco-friendly construction and management practices and supports community events to build a green living environment.

Green concerns are taken into account in planning, design, material sourcing, construction and landscaping, and the Group adheres to policies for saving energy and preserving the environment. These efforts are widely praised. The Group was the only developer to receive an Eco-Business award from *Prime* magazine for three consecutive years in recognition of its achievements.

Creating harmonious living environments is the Group's principle. It has professional landscapers to design innovative green spaces in estates, which are maintained by the property management companies to offer residents green environments.

Hong Yip and Kai Shing implement eco-friendly measures in the estates they manage, such as reducing waste and staging green events to encourage residents to practice conservation. Many of the Group's residential estates have Green Mark certification from the Hong Kong Q-Mark Council. The Group also promotes green living by providing garden plots in some estates so that residents can enjoy farming in the bustling city.



Project Manager Au Yeung Siu-keung (left) accepts an Environmental Achievement award from the Hong Kong Environmental Protection Association.

The Group's residential estates won over 20 Best Landscape awards from the Leisure and Cultural Services Department this year, thanks to the efforts of Kai Shing and Hong Yip's horticulturalists. The green measures in place at Park Island earned it a gold award in the Property Management sector of the 2008 Hong Kong Awards for Environmental Excellence from the Environmental Campaign Committee.



Roof gardens at KCC offer relaxing space for tenants.

Kowloon Commerce Centre (KCC) of the Group was built with eco-friendly techniques and materials and features green spaces and roof gardens. It was given LEED (Leadership in Energy and Environmental Design) gold pre-certification by the US Green Building Council for meeting international environmental standards. International Commerce Centre at Kowloon Station also gained recognition for its achievements in green site management. Some of the Group's malls provide free grease recycling for tenants as part of their efforts to safeguard the environment.

The Group supports environmental protection in other ways and takes part in activities held by conservation groups, such as the Lights Out organized by Friends of the Earth and the annual Green Power Hike fundraiser, to raise public awareness of environmental issues. It incorporates green measures in its internal operations by saving energy in offices, minimizing the use of paper, using energy-saving light bulbs, producing recyclable bags and printing corporate publications on recycled paper.



The Group provides recycling facilities in its estates to encourage residents to care about the environment and live a greener life.



Activities staged in shopping malls promote green awareness.



Second-hand items exchange carnivals in Group estates receive good support from residents.

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The Group and the Community



The Group encourages staff to do community service. Vice Chairman and Managing Director Raymond Kwok (middle, second row) and Executive Director Michael Wong and Executive Director and Chief Financial Officer Patrick Chan (fifth left and fifth right, second row) at SHKP Volunteer Team Recognition Day.

The Group believes in 'building homes with heart' and corporate social responsibility. It sponsors a wide range of charitable and educational activities, encourages reading and writing and helps the less fortunate with numerous initiatives to foster a harmonious community and a healthy family life.

The Group cares for society and plays an active role in promoting a cohesive society. Its Noah's Ark at Ma Wan Park has different facilities and activities that promote love and harmony and themes of love of life, family and the Earth. Free tours organized by the Group and welfare groups have taken over 10,000 of the less fortunate in Hong Kong to visit the Ark.

The SHKP Book Club continues to promote reading and writing with competitions and seminars and a free literary magazine. It held a second Young Writers' Debut Competition this year, which drew a large number of submissions. The winning entries showed great creativity. The Book Club also organized a writing marathon at this year's Hong Kong Book Fair to encourage an interest in writing. It took underprivileged children to the book fair and sponsored them to buy books of their choice.



Executive Director KM Chan (right) receives the Top Donor of the Year certificate from President of The Community Chest Selina Tsang (left).



The SHKP Club staged an Understand Your Loved Ones campaign to encourage family communication and social harmony.



Vice Chairman and Managing Director Thomas Kwok, Secretary for Development Carrie Lam and Ma Wan Park Advisory Committee Chairman Moses Cheng (second row, fifth, fourth and third right) and guests with voluntary students and bereaved children at Noah's Ark.

The SHKP Club encourages happy, healthy families. The Club's Understand Your Loved Ones campaign this year included competitions, seminars and workshops to encourage family communication and enhance relationships. The campaign was well received by Club members and the community.

The Group maintains its efforts to help talented students in Hong Kong and on the mainland. It has scholarship programmes to support Hong Kong youngsters on local and overseas studies, and the SHKP-Kwok's Foundation funds scholarships at various mainland universities. Concern for young people has led the Group to back several projects for teenager. It works with Breakthrough to provide training to secondary five students who did poorly in Hong Kong Certificate examinations, to help them gain self-confidence and set goals for their lives. The Group also participates in the Business/School Partnership programme, which pairs companies and secondary schools to teach students about the commercial sector and fostering entrepreneurship.

Staff are encouraged to get involved in the community. The 1,400-member SHKP Volunteer Team collaborated with various voluntary agencies during the year, contributing members' time and expertise to help different groups. Projects included helping seniors in a public housing estate relocate and participating in community projects to encourage positive thinking during the economic downturn. The Volunteer Team has been given awards by a number of non-profit organizations.

The Group motivates its staff to join fundraising activities. It won a Top Fundraising Corporation award for the Community Chest Marathon for the fourteenth consecutive year and was third Community Chest Top Donor in the companies, organizations and individuals category. The Group and many of its related companies have earned the right to use the Hong Kong Council of Social Service Caring Company logo for seven straight years, for their contributions to the community.



The SHKP Book Club sponsored children from low-income families to visit the Hong Kong Book Fair for second year. Executive Director Mike Wong (right) officiated at the kick-off ceremony with guests.



The Group stages activities to raise interest in culture and art among the young generation.

Corporate Social Responsibility

Staff Development and Personal Growth



Regular seminars update staff on market trends.



The Training Library stocks a wide range of learning materials for staff.

The Group provides staff at all levels with a wide range of training programmes for development. It put on courses for over 10,000 attendees during the year, on topics including leadership skills, communication, business strategy, China-related matters, customer service, languages, personal development and technical skills. The Group employs over 31,500 staff.

Tailored support and individual coaching are given to high-potential staff. The Management Trainee and Engineering/Surveying/Architectural Trainee programmes are continually inducting high-caliber graduates from leading local, mainland and overseas universities.

Managerial staff attend seminars on leadership skills and business strategy conducted by leading experts and overseas academics. Senior managers are able to attend programmes at Harvard University to develop global perspectives. New managerial staff receive training in supervisory skills so they can effectively carry out their responsibilities.

Corporate Social Responsibility — Staff Development and Personal Growth

Managerial staff in mainland offices are trained in people management skills to effectively lead the Group's China team. Corporate orientation programmes help new local staff better understand the Group's business and culture. Selected mainland staff take short-term training in Hong Kong to learn the Group's values and practices. Hong Kong staff are kept abreast of the latest developments in China with various seminars. Experienced Hong Kong staff are seconded to mainland offices to impart Hong Kong practices to mainland staff.

Regular seminars and workshops help cultivate staff with a strong service mindset and sharpen their skills for communicating with customers. A Service Excellence programme for property management that has been running since 1999 continues to elevate service standards among frontline staff. Intensive on-the-job coaching is given to staff in commercial buildings and shopping malls to expand their knowledge and polish service skills. Leasing and sales staff take structured training courses to enhance their professionalism.

The Group has a green web page on its intranet and an e-platform for various employee benefits and training administration. Briefing sessions on green practices are held to provide staff with skills and knowledge to support the Group's green initiatives. Seminars on public affairs are organized regularly to update staff on key issues in society and encourage their participation in community service.

Staff at all levels are eligible for sponsorship to attend external job-related courses ranging from short seminars to degree programmes. A wide range of self-learning programmes are available to all staff through the inhouse training web page.

The Group provides seminars and workshops on stress management and mental health and arranges interest classes, sports events and social functions to help staff have a balanced and healthy work life. Many of these activities are open to families. Regular tips on how to live and work better are available to all staff via the company intranet.



Trainees learn about construction with site visits.



Outdoor activities help staff maintain a balanced life.



Workshops teach staff communication and professional skills.