

Corporate Social Responsibility



As one of Asia's leading companies with a well-recognised brand name and profile, Sa Sa is committed to the sustainable development of the communities in which we operate and to the integration of environmental, ethical and social principles into all our business decisions. We believe that a reputation for integrity and social awareness is one of the most important assets a company can possess. To this end, we have undertaken many social and environmental initiatives over the 32 years of our history, enhancing the well-being and sustainable development of both our Company and the broader community in which our customers live and work.

Caring for the Community

During the year, Sa Sa continued to offer donations and sponsorships to local institutions to support education in Hong Kong, such as The University of Hong Kong, The Chinese

University of Hong Kong and Lingnan University. Sa Sa has long participated in the activities of The Community Chest and Po Leung Kuk in Hong Kong. During the year, we continued to make donations to support these organisations' charity shows and programmes, including sponsorship of fund-raising TV shows, and a charity hat sale, which was one of the Ladies' Purse Day events. Other beneficiaries included Hong Kong Breast Cancer Foundation, Suicide Prevention Services, Lifeline Express, Caritas, Hong Kong Federation of Women, Hong Kong Girl Guides Association, Boys' & Girls' Clubs Association of Hong Kong and The Hong Kong Federation of Youth Groups. Donation boxes were also placed in Sa Sa shops to raise funds from our customers for charitable organisations such as the Hong Kong AIDS Foundation and Heifer International Hong Kong.

Sa Sa Executives shared experiences with students in the Accounting and Business Management Case Competition 2009-10 organised by the Hong Kong Institute of Accredited Accounting Technicians Limited, and provided summer internships to the winning team. We also worked closely with City University of Hong Kong in offering internships to its students.





Encouraging Staff Participation in Charity and Community Activities

Sa Sa encourages everyone in the Company to make a positive contribution towards the betterment of society and the development of our industry, affirming our responsibility as a good corporate citizen.

Our senior management continued to lead the way in community participation by “walking the talk”. Chairman & CEO Dr Simon Kwok was a Member of the Board of Directors of the Community Chest 2009/10 and Co-Chairman of the Community Chest Campaign Committee 2009/10. Our Vice-Chairman, Dr Eleanor Kwok, was appointed as a Director on the Board of Directors 2009/10 of Po Leung Kuk and Honorary Vice-President of the Hong Kong Girl Guides Association 2009/10. The Group's CFO and Executive Director, Mr Guy Look, has been appointed as an advisor to the Association Internationale des Étudiants en Sciences Économiques et Commerciales (AIESEC) of The Hong Kong Polytechnic University to support students' leadership development. During the year, various Sa Sa executives spoke at seminars and forums to share their experiences with industry practitioners. In May 2010, Dr Simon Kwok was one of the speakers at a retail conference organised by the Hong Kong Retail Management Association. Senior Vice President of Information Technology shared her experiences in knowledge management at a seminar by The Hong Kong General Chamber of Commerce. Meanwhile, Sa Sa's trainers also contributed in the Elderly Mini-U 2010, a tailor-made summer programme for the elderly, sponsored by The Hong Kong Polytechnic University.





Sa Sa launched a two-year programme, "Making Life Beautiful" Beauty Ambassador Training Programme since 2008 when it celebrated the Group's 30th anniversary. During the year under review, Sa Sa trainers continued to conduct a series of make-up, skin care and hair styling courses for senior volunteers of Po Leung Kuk. Over 140 senior volunteers in total were trained under such programme, helping with makeovers for senior citizens in their communities. Other volunteer work included Sa Sa volunteers visiting solitary elders who are relocated as a result of urban redevelopment projects.

Sa Sa also encouraged its staff and their families to participate in various charitable and fund-raising programmes, including the Po Leung Kuk Charity Walk 2010, Po Leung Kuk Charity Bowling Contest 2009, Hong Kong and Kowloon Walk for Millions 2009/10 and Community Chest's Dress Special Day. To raise funds for the Heifer International Hong Kong and to help impoverished families in the Mainland to become more self-reliant, Sa Sa participated in the Race to Feed 2009 event and sponsored the subsequent TV programme.

Extending Support to Greater China

Sa Sa's support for society extends beyond the confines of Hong Kong to the motherland as a whole.

During the year, Sa Sa was the Diamond Partner of the Hong Kong 2009 East Asian Games, in support of the weighty international sports event held in Hong Kong and therefore promoting tourism in Hong Kong. Sa Sa was also the Silver Sponsor for HKSAR's participation in Expo 2010 Shanghai China, in order to contribute to the promotion of Hong Kong's international profile.

During the year, the Group made a donation of HK\$1 million to the "Artistes 414 Fund Raising Campaign" to render assistance to the earthquake survivors of the devastating earthquake in Yushu County in Qinghai Province, PRC, and to support charitable organisations in their relief work. Beneficiaries included World Vision Hong Kong, Hong Kong Committee of UNICEF, Caring for Children Foundation Limited, Hong Kong Red Cross and The Salvation Army. Sa Sa also made product sponsorship for an earthquake relief charity sale organized by a shopping mall.





The group has made a donation of HK\$450,000 to The Red Cross for the relief projects for the Morakot typhoon victims in Taiwan. Sa Sa was also the title sponsor for the charity programme organised by the Ocean Park Conservation Foundation to raise funds for rebuilding the panda nature reserves in China. The Group continued to be a major sponsor for an annual fund raising event for HIV/AIDS projects of China AIDS Initiative (CAI) in the Mainland, organised by CAI and the Hong Kong AIDS Foundation.

Working for a Better Environment

Sa Sa is committed to environmental responsibility in all its business activities. In addition to making contributions to the World Wide Fund For Nature in Hong Kong as a corporate member the third successive year, during the year we continued to implement a series of "green" initiatives to reduce energy and paper consumption, and to encourage recycling.

We made strong efforts to encourage customers to use less plastic bags. Our participation of No Plastic Bag Day since December 2006 in all Hong Kong shops changed to a weekly basis in December 2007 instead of a monthly basis, and in March 2009 we participated in the Everyday No Plastic Bag Campaign, with proceeds donated to Oxfam Hong Kong and Greeners Action to support environmental protection activities. Sa Sa also offered fashionable recyclable shopping bags for the convenience of our customers. As a result, plastic bag consumption was reduced by over 50% as compared to the previous fiscal year.

An Environmental Levy Scheme on plastic shopping bags came into effect in Hong Kong in July 2009 and 'Sasa' Shops participated in the scheme. An environmental levy of 50 cents on each plastic shopping bag at the retail level was introduced under such scheme.

Other energy-saving initiatives included the automatic switching off of the lighting and air conditioning in our main offices at non-peak times, the recycling of waste paper, toner cartridges and ink-jet bottles, and the centralising and recycling of carton box and packaging materials in our warehouse and logistics centres. We reduced electricity consumption by about 7% per square foot as compared to the previous fiscal year. We continued the computer recycling initiative including donation of used PCs, notebooks and monitors to charitable organisations, such as The Salvation Army.

Sa Sa also complied with the sustainability guidelines set out in WWF Hong Kong's Seafood Guide, and stopped serving shark's fin at the Group's annual dinner 2010.

Recognition

Our efforts in contributing to social development and environmental concern were recognised by the listing of Sa Sa as a "Caring Company" for the fifth consecutive year by The Hong Kong Council of Social Service.