

# Corporate Social Responsibility

## Environmental Protection and Promotion

The Group believes strongly in environmental protection and sustainable development. It follows green principles in every aspect of its business and promotes environmental awareness in the community.

Environmental considerations are taken into account in the planning, design, material sourcing, construction and landscaping of new projects, and the Group practices workplace recycling and energy conservation. It has a policy of using green technology and property designs, and many of its developments have Hong Kong Building Environmental Assessment Method (HK-BEAM) certification for meeting international environmental standards.

Carbon-reduction and energy-efficiency measures for a sustainable future are ongoing. Over 100 of the Group's office buildings, shopping malls, industrial buildings and residential estates are in the process of undergoing or have completed carbon auditing, and are introducing new green measures. Many of the Group's residential developments and shopping malls have introduced numerous energy-efficiency and renewable energy measures, including Park Island which has had a monthly lights-out campaign since 2009 to save electricity.

The Group designs developments to blend with their natural surroundings, and has won many green accolades, including more than ten 2010 Leisure and Cultural Services Department Best Landscape awards. A vertical garden at Peak One was given a gold award for innovative design, and numerous residential and commercial projects also won gold awards.



*Grand Century Place has an organic farm for tenants to promote green living*



*Property management staff learn gardening at an outdoor training class*



*Roof garden at Millennium City 6 offers tenants a relaxing space*



*The vertical garden in Peak One is the largest in a Hong Kong residential development*

Property management subsidiaries Hong Yip and Kai Shing incorporate green concepts in all areas of their operations, with programmes for waste reduction, recycling, energy efficiency and other innovative green measures. The companies received a number of prizes in the 2009 Hong Kong Awards for Environmental Excellence, including a gold for Millennium City and a silver for Aegean Coast.

The Group is a responsible corporate citizen and promulgates eco-friendly messages in its residential estates and shopping malls. It again supported the World Wide Fund for Nature's Earth Hour this year with over 150 developments taking part, making it one of the most-involved developers. The Group additionally sponsored the Friends of the Earth's 2009 Power Smart Contest with over 200 buildings eliminating at least 14,000 tonnes of carbon emissions.



*Millennium City has a green corner to take care of tenants' plants*



*Second-hand item exchanges in Group estates promote green awareness*



# Corporate Social Responsibility

## The Group and the Community



Group Vice Chairman and Managing Director Raymond Kwok (third left, second row) and Director of Social Welfare Patrick Nip (fourth left, second row) with the 'Sunshine Team' volunteers at Recognition Day

The Group fulfils its corporate social responsibility by supporting a wide range of community projects to assist the less fortunate and educational initiatives for young people to foster a harmonious community.

An enviable record for viable business practices earned the Group a place among the inaugural constituent stocks of Hong Kong's new Hang Seng Corporate Sustainability Index, affirming its leadership

in environmental and social concern, workplace practices and corporate governance.

The SHKP Book Club continues to promote reading with writing competitions, seminars and a free literary magazine. This was the third year that it sponsored visits for underprivileged children to the Hong Kong Book Fair and gave them funds to buy books. Vice Chairman and Managing Director Raymond Kwok spoke to the children about books and encouraged them to read more.



Activities for young people at Ma Wan Park Noah's Ark



SHKP-Kwoks' Foundation Executive Director Amy Kwok (fifth left) and Director Kwong Chun (fourth left) accept gifts from mainland beneficiaries



Group Vice Chairman and Managing Director Thomas Kwok (middle, front row) with staff at the Community Chest marathon

The SHKP Club encourages happy family living. Its Loving Home campaign in the year with a 'smile' theme continued to promote social harmony through seminars, interactive workshops, online events and a popular, territory-wide story competition.

The Group makes an effort to nurture talented individuals in Hong Kong and on the mainland. It has programmes to support Hong Kong youth on local and overseas studies and the SHKP-Kwoks' Foundation offers scholarships to local and mainland universities.

Group staff are encouraged to get involved in the community. The 1,600-member SHKP Volunteer Team works with many voluntary agencies to help the needy. This year's initiatives included helping elderly residents of public estates relocate, refurbishing quarters for recovering mental patients and running a community involvement programme for underprivileged families in Tin Shui Wai. The volunteer team has received numerous awards for its community service.

Ma Wan Park Noah's Ark features many interactive and educational facilities to promote the positive values of love for life, family and nature, and has attracted many visitors since opening in May 2009. The park won an Outstanding Partnership Project award for sharing expertise and resources in a sustained social project with non-governmental organizations.

The Group is committed to supporting charitable initiatives. It was a top Community Chest donor in the companies, organizations and individuals category. A total of 55 Group companies or developments were named Caring Companies in the year; many of them repeat holders of the designation, some for up to eight years.



SHKP Book Club sponsored visits to the Hong Kong Book Fair for underprivileged children



The SHKP Club Loving Home campaign is popular among members



# Corporate Social Responsibility

## Staff Development and Personal Growth



*Staff get adventure training to build leadership and communication skills*



*Training programmes are available to staff at all levels*

The Group provides development opportunities for staff at all levels and offered training programmes with over 10,000 places during the year on topics such as leadership skills, communication, business strategy, China-related matters, customer service, languages, personal development and technical skills. The Group employs over 31,000 people.

High-potential staff are given tailored support and individual coaching. The Group recruits top graduates from leading local, mainland and overseas universities through its Management Trainee and Engineering / Surveying / Architectural Trainee programmes.

Managerial staff attend seminars on people management, leadership skills and business strategy conducted by leading experts and overseas academics. Senior managers can attend programmes at Harvard University to develop global perspectives, and new managerial staff receive training in supervisory skills.

The Group's mainland offices organize training programmes for staff at all grades and arrange for selected mainland staff to take short-term structured training in Hong Kong to learn the Group's values and practices. Hong Kong staff can attend seminars on mainland's socio-economic development, legal system and business practices. Experienced Hong Kong staff are seconded to mainland offices to impart Hong Kong practices to mainland staff.

Regular seminars and workshops help cultivate a strong service mindset in frontline staff and sharpen their skills for communicating with customers. The Group has a Service Excellence programme for property management staff since 1999, and leasing and sales staff take structured training courses to enhance their professionalism.



*Interest classes help staff maintain balanced lives*



*Staff actively take part in community events*



*Regular seminars update staff on market trends*

The Group emphasizes workplace safety and presents seminars and workshops in offices and construction sites. It has a green web page on its intranet and a paperless e-platform for employee benefits and training administration. Briefing sessions on green practices are held to provide staff with the necessary 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 the community.

Staff at all levels are eligible for sponsorship to attend external job-related courses ranging from short seminars to degree programmes, and a wide range of self-learning programmes are made available. Post-training support is given so that staff can apply what they have learned and improve job performance.

Staff are encouraged to have a healthy balance between work and personal life. Seminars and workshops on stress management and mental health are staged, plus interest classes, sporting events and social functions. Many are open to family members.



*(Middle and bottom) Management trainees learn about the Group's operations*