

# Corporate Social Responsibility

## Environmental Protection and Promotion



*Vast green spaces in Group developments offer relaxing environments for residents*



*The greenery of Ma Wan Park's Nature Garden offers a leisure place for urbanites*

The Group respects the environment as it builds premium developments, incorporates sustainability principles in every aspect of its business, administers developments in an environmentally-friendly manner and takes part in a wide range of green activities.

The Group's adherence to international green standards in project design and construction has earned it recognition from international industry organizations, such as a top platinum BEAM ranking for International Commerce Centre at Kowloon Station. The Group designs projects to fit with their surroundings, and it won a Hong Kong Residential Building merit award from the Hong Kong Institute of Architects in 2010 for the clubhouses at Valais that meld with their surroundings.

Property management subsidiaries Hong Yip and Kai Shing practise green management in their extensive portfolios to protect the environment for the community and provide clean environments for residents. The companies have systems in place to increase energy efficiency, reduce waste, enhance indoor air quality and more. Their residential and commercial developments won nearly 200 awards in the territory-wide Competition on Source Separation of Waste, including a top diamond award and certificates at all levels. The two companies also took seven 2010 Hong Kong Awards for Environmental Excellence for property management.



*The Group encourages residents and tenants to join the Source Separation of Waste programme*

The Group encourages residents and shopping mall and office tenants to separate food waste for collection and recycling. It provides collection boxes for food waste and composting facilities in some malls and estates and converts the collected waste into organic fertilizer for gardening.

The Group promotes green driving and is gradually installing recharge facilities in its car parks for the convenience of electric-vehicle drivers and to reduce greenhouse gas emissions. It also organized a workshop to promote eco-friendly driving among staff, and the Group's motor pool won a gold in Improved Fuel Efficiency and a silver in Fuel Use Reduction in a Corporate Green Driving Award Scheme. The energy-saving LED display on the exterior of Sun Hung Kai Centre last Christmas and New Year consumed an estimated 85 per cent less energy than conventional lights and greatly reduced carbon dioxide emissions.

The Group takes part in conservation activities. It supported the global Earth Hour for the third consecutive year and was one of the developers with the greatest number of participating projects. Nearly 200 shopping malls, offices and residential developments took part in the 'Power Smart' energy-saving contest and collectively reduced energy consumption by around ten per cent over three months, with Kai Shing being named the Biggest Unit Saver in the property management category. The Group also signed the Conscientious Recycling Charter and promised to recycle electrical appliances to reduce electronic waste by donating reusable computers and appliances to the needy and ensuring that hazardous waste is handled properly.



*Green features in the Group's commercial projects*



*Many Group commercial and residential developments have charging stations for electric vehicles to promote green driving*



*Some Group estates have composters to convert food waste into organic fertilizer*



# Corporate Social Responsibility

## The Group and the Community



*The SHKP Volunteer Team is widely recognized for its enthusiasm towards helping others*

The Group believes in 'Building Homes with Heart' and fulfills its corporate social responsibility by contributing to the community and helping the needy in a variety of ways.

The Group began a 'Building Homes with Heart' Caring Initiative during the year under review to provide emergency help for people in need, offering timely, short-term assistance to families in financial difficulty as a result of unforeseen circumstances. The Group carried out basic

home maintenance for low-income public housing tenants or families with special needs and hosted luncheons for over 2,000 seniors in Yuen Long and Island East to welcome Chinese New Year in collaboration with the government and non-profit organizations. Nearly 6,000 seniors also received 'lucky' hampers as part of the same initiative.



*Group Vice Chairman and Managing Director Raymond Kwok (second left) speaking to children about reading*



*SHKP Club Loving Home activities are popular among members*

Efforts to promote reading include the SHKP Book Club's book review competitions, seminars and a free literary magazine. The Book Club held a third Young Writers' Debut Competition this year and the winning books came out at the Hong Kong Book Fair. The Group also took underprivileged children to the Book Fair for the fourth year in a row and gave them funds to buy books. The Group hosted the seventeenth in its Nobel Lecture series in collaboration with the Chinese University of Hong Kong this year, with a Nobel prize winner speaking in Hong Kong. The Group supports education in Hong Kong and on the mainland, and the SHKP-Kwoks' Foundation continues providing scholarships at a number of mainland and Hong Kong universities that enable deserving individuals continue their studies.

The SHKP Club runs Loving Home campaigns every year to encourage healthy, harmonious families. The campaign theme this year was Cherish Your Family, and it encouraged family love online and through seminars, workshops and story competitions. The Ma Wan Park Noah's Ark continued to promote positive values through various facilities and special events.

Group staff are encouraged to get involved in the community to show their concern and contribute to society. The SHKP Volunteer Team has over 1,800 members and works with social agencies to help groups including the aged, teenagers and the disadvantaged. The Group also formed a Sunshine Team for children and young people to instill the spirit of serving the community in the younger generation.

The Group supports many charities and non-profit organizations. It was a top Community Chest donor in the companies, organizations and individuals category once again and won a top fundraising award for the Chest's marathon for the 16th consecutive year. There were 61 Group companies or developments named Caring Companies in the year, some for the ninth consecutive year.



*Group Vice Chairman and Managing Director Thomas Kwok (left) attends a farewell party for retired employees to show the Group's appreciation for long-service staff*



*The Group's 'Building Homes with Heart' Caring Initiative helps the needy*



*SHKP-Kwoks' Foundation scholarships help outstanding students at mainland universities*



# Corporate Social Responsibility

## Staff Development and Personal Growth



*Professionals from different disciplines present staff seminars to expand knowledge and horizons*

The Group believes that staff are its most valuable asset, and it provides a wide range of training programmes to foster their development. The Group provided courses during the year that attracted over 30,000 attendees.

Management Trainee and Engineering Trainee programmes recruit high-caliber graduates from leading local, mainland and overseas universities. Managerial staff attend a wide range of seminars on different topics conducted by leading experts, and some senior managers can attend overseas programmes to develop global perspectives. Newly promoted managers receive training to equip them with the skills they need to perform effectively.



*Inter-departmental team building workshop at Ma Wan*

Mainland offices offer training for staff at different levels, including corporate orientation courses that help local staff assimilate the Group's corporate culture. Some mainland staff can take structured on-the-job training in Hong Kong to become acclimatized with the Group's business style. There are programmes for Hong Kong staff about the mainland's socio-economic development, legal system, and business practices. Staff who are to be seconded to mainland offices can receive relevant training and preparation, including Putonghua lessons and cultural awareness training.

The Group's Service Excellence programme for property management this year included five large-scale seminars for site managers, supervisors and frontline staff to encourage them to work as a team to provide high-quality, consistent service. Leasing and sales staff undergo training to enhance their professionalism, and they have regular opportunities to exchange information and experience.



*Corporate culture workshop for Guangzhou staff*



*Property management staff seminar*

The Group emphasizes work safety and arranges seminars and workshops on construction sites and in offices. It is also concerned about the environment and holds seminars on environmental protection to provide staff with necessary skills and knowledge to support the Group's green initiatives.

New staff go through a comprehensive orientation about the company and department which they will be working. The Group presents seminars and workshops on stress management and mental health, and holds interest classes and recreation activities, some of which are open to employees' families.

All staff are eligible for sponsorship to attend external training in job-related courses ranging from short seminars to degree programmes. A new sponsorship scheme for master's degree programmes was set up this year for high potential-staff. Self-learning programmes include videos, books and magazines and multi-media learning materials are available in the Group's Training Library and on the e-learning platform on the company intranet.



*Staff have access to the e-learning platform on the intranet at any time*



*Staff fitness classes with professional instructors*



*The Group encourages staff to participate in activities with their families and lead a balanced life*