



## Community Outreach

The Group's commitment to community service and charitable sponsorship was recognised once again in 2013, with KMB and RoadShow being granted an extension to the "10 Consecutive Years Caring Company Logo" in the Caring Company Award, organised by the Hong Kong Council of Social Service. In addition, KMB received the Award of Distinction from The Community Chest of Hong Kong.





## COMMUNITY SPONSORSHIP

The Group regularly sponsors and participates in different community programmes, including the New Territories Walk for Millions, Dress Casual Day and the Corporate Challenge Half Marathon, which are organised by The Community Chest of Hong Kong, and the Green Power Hike organised by Green Power Hong Kong. It also takes part in other events and activities organised by the HKSAR Government, charities and professional and environmental groups.

In addition to its participation in industry-improvement campaigns and social awareness initiatives, the Group also sponsored various sporting and cultural events in 2013. The Hong Kong Management Association Quality Award, the University of Hong Kong's Distinguished Transport Lecture Series, the Hong Kong Sports Stars Awards, the Outward Bound Hong Kong Corporate Challenge, the Sowers Action Challenging 12 Hours and the Volunteer Movement of the Social Welfare Department were all beneficiaries during the year.

KMB's efforts in responsible corporate citizenship were once again recognised with the Tai Po District Civic Education Outstanding Enterprise Award for 2012-2013.

In 2013, RoadShow continued to support a wide range of charities by broadcasting community service messages and charity appeals on the Multi-media On-board systems installed on KMB buses.

## FRIENDS OF KMB

KMB's volunteer club, FRIENDS OF KMB, has been promoting environmental protection, civic education and other social service activities since it was set

up in 1995. In 2013, 4,300 members put in a combined total of more than 17,500 hours on various aspects of community service, including volunteering at children's homes and old people's centres, and participating in charity and environmental protection events. Since 2008, FRIENDS OF KMB has run a voluntary campaign in collaboration with the Christian Zheng Sheng Association, called "I have a home in Hong Kong". Children from Hunan and Fujian Provinces who have lost their parents or suffer from medical conditions are invited to join host families in Hong Kong for a week at Chinese New Year. FRIENDS OF KMB has also participated in the "Green Volunteer Scheme" organised by the Leisure and Cultural Services Department since 2010. The club's involvement in the scheme has included planting flowers and assisting with tree conservation in Sham Shui Po District to brighten the urban landscape. To encourage more young people to get involved in their local communities, FRIENDS OF KMB has lowered its membership age to 12. Over the past 17 years, FRIENDS OF KMB has amassed more than 150,000 hours of voluntary service. The club's work was honoured with the award of first runner-up in the Highest Service Hour Award (Private Organisation – Best Customer Participation) and the award of merit in the Highest Service Hour Award (Private Organisation – Category 1) organised by the Social Welfare Department.

## REACHING OUT TO PASSENGERS WITH SPECIAL NEEDS

The Group continues to provide regular support for events organised for passengers with special needs. To mark International Day of Persons with Disabilities, KMB and LWB provided free bus services for disabled people and

their escorts on 10 November 2013. KMB and LWB also offered free rides to passengers aged 65 and over on Senior Citizens' Day, 17 November 2013.

The Group continues to invest in equipment that makes travel more convenient for passengers with special needs. Large characters and numbers are displayed on the liquid crystal display destination panels at the front of buses for the benefit of passengers at bus stops. KMB's whole fleet is equipped with the Electronic Bus Stop Announcement System, which provides voice announcements in Cantonese, English and Putonghua, as well as displaying the name of the next bus stop in Chinese and English. All new buses are equipped with a super-low floor step-free entrance, a wheelchair space and a non-slip handrail near the entrance.

Together with representatives from other public bus operators, organisations for the disabled and the Transport Department, KMB and LWB participate in the Working Group on Access to Public Transport by People with Disabilities.

## CUSTOMER SERVICE AMBASSADORS

To enhance customer service during the North District network enhancement programme, KMB recruited and trained 62 ambassadors to provide on-site assistance at bus stops and bus termini to address passengers' travelling queries. The ambassadors distributed information leaflets and collected feedback at Sheung Shui, Wah Ming, Ching Ho and Luen Wo Hui bus termini, and at en-route bus stops in Lam Tin and Wan Chai. The ambassador programme lasted for six weeks, from mid-August until the end of September 2013.