

Sustainability Report

Engaging Stakeholders

We are committed to supporting various initiatives to enhance the well-being of the community and to engaging our stakeholders through effective communication channels.



Engaging the Public

In 2018, a number of events were organised to interact with the public we serve:

- From 10 to 15 February, KMB operated four stalls at Lunar New Year Fairs in Victoria Park, Fa Hui Park, Tsuen Wan and Yuen Long;
- From April to December, KMB ran pop-up stores at different shopping malls in Hong Kong, including Yuen Long YOHO Mall (April), Kwun Tong apm (May), Tsuen Wan Plaza (June), Tuen Mun V city (August), Sheung Shui Landmark North (November), Yuen Long Plaza (November) and Tseung Kwan O East Point City (December). The stores allowed the public to understand more about the KMB's services,

showcasing bus models and providing various games and activities related to bus services;

- Between 18 and 24 July, KMB organised a booth at the Hong Kong Book Fair at the Hong Kong Convention and Exhibition Centre in Wan Chai; and
- KMB and LWB held a total of 12 Passenger Liaison Group meetings at bus terminus across their operating areas to collect customer views on a variety of issues, including interchange scheme, environmental friendly buses, passenger facilities and network connectivity.

Media and Online Communication

In 2018, we invited the media to events to strengthen communications and made increasing use of social media platforms such as Facebook and Instagram to publicise

KMB and LWB-related information. Our interaction with netizens included a number of cross-media activities that have been well received, as the number of fans of our Facebook page grew from over 64,000 in January to over 80,000 in December. Likewise, the number of followers of our Instagram account had reached more than 100,000 in 2018 and the Stories on Instagram had gained more than 40,000 followers by year end.

Firm in the belief that social media platforms constitute a major communication means between the public and the company, we will continue to make good use of online communication platforms to strengthen its ties with the public.

The following activities were organised via online social media platforms in 2018:

- KMB Facebook has promoted different recruitment events with images, GIFs and videos. Recruitment posts always have a huge impact on recruitment days;
- In June, KMB Facebook introduced the brand new online shop “KMB Shop” to facilitate online purchase with different offers and discounts;
- From July to September, KMB used its Facebook page to organise a paper bus design competition, which attracted more than 300 submissions. A showcase of products was held in December, and many were selected to decorate the lobby of Manhattan Mid-Town;

- In July, KMB Facebook conducted a live interview with the DSE top scorer Thomas Wong, who shared his learning experience;
- In August, KMB Facebook cooperated with singer Alfred Hui to share memories of vintage buses; and
- In September, KMB and LWB announced special bus services arrangements during and after the Typhoon Mangkhut via Facebook page.

App1933

To respond to the needs of our community, we have used App1933 to help find missing persons, especially the elderly who may have dementia. A number of such passengers were found after appeals on App1933.

App1933 helps young entrepreneurs promote their start-ups by providing 20 locations from which they can link to their company website. Also, to share the memorable history of Hong Kong, some old street-view photos were inserted on App1933 to be displayed next to the relevant bus stops.

Websites

The KMB and LWB websites (www.kmb.hk and www.lwb.hk) not only serve as a corporate informative portal, providing corporate news, promotional schemes and customer enquiries; they also serve our passengers by providing a map-based point-to-point bus route search function with 360-degree photo “Street View”, LiveChat and “Octopus Refund Enquiry” functions.



KMB hosted pop-up stores at different shopping malls to interact with the public



The DSE top scorer was invited to share his learning experience which was broadcast via KMB Facebook



KMB and LWB Customer Service Hotline handles passenger enquiries



KMB and LWB distributed festive gifts to the elderly

Customer Service Centres

Our Customer Service Centres provide passengers with a one-stop service offering KMB and LWB souvenirs, Octopus Card add-value services and the provision of bus route information, while the Tai Lam Interchange customer service kiosk similarly provides a wide range of services. The kiosk provides cash withdrawal and free Wi-Fi services, as well as a range of convenience goods, providing a handy one-stop service. The customer service kiosk at Hong Kong International Airport's Ground Transportation Centre and the Hong Kong Port of the Hong Kong-Zhuhai-Macao Bridge provide a passenger enquiry service and Airbus ticket sales.

Customer Service Hotline

The KMB customer service hotline (2745 4466) handled about 1.5 million calls in 2018, an average of 124,000 calls a month, with a hotline operator service available daily from 7:00 a.m. to 11:00 p.m. being complemented by a 24-hour hotline system. The LWB customer service hotline (2261 2791) handled about 48,700 calls in 2018, an average of 4,050 calls a month, with a hotline operator service available daily from 7:00 a.m. to 11:00 p.m. being complemented by a 24-hour hotline system.

LiveChat for Enquiries

To provide more channels for passenger enquiries, KMB and LWB have set up a LiveChat channel on their websites and App 1933 for instant response to customer enquiries, providing a daily service from 7:00 a.m. to 11:00 p.m.

Hosting Visits

To increase our stakeholders' understanding of the daily operations at our bus depots, we received visitors from 24 organisations in the reporting period, including social service organisations government organisations, professional and academic institutions and overseas delegations. Schools and non-government organisations participated in the Summer Visit Programme to visit KMB depots. We hosted around 40 such delegations in 2018.

Membership of Associations and Advocacy

During the reporting period, we further strengthened the connection with stakeholders via participation in the following organisations:

- Business Environment Council
- Employers' Federation of Hong Kong
- Federation of Hong Kong Industries
- The Chartered Institute of Logistics and Transport in Hong Kong
- The Hong Kong General Chamber of Commerce

Serving the Community

To support the elderly and passengers in need, each year KMB and LWB participate in the International Day of Disabled Persons event organised by The Hong Kong Council of Social Service offering free rides on all its bus routes to people with disabilities and one accompanying carer. KMB and LWB also supported the annual Senior Citizens Day, by offering free rides to people aged 65 and over. To share festive joy with the elderly, we distributed red packets, Chinese sausages, rice dumplings, and mooncakes during the traditional festivals.

We sponsor and participate in a variety of local community programmes, including the Dress Casual Day and the Corporate Challenge Half Marathon, all organised by The Community Chest of Hong Kong, as well as taking part in The Hong Kong Council of Social Service Caring Company Patron's Club. In 2018, KMB provided bus-body advertisements for 17 non-governmental organisations ("NGOs") on 21 buses.

Donation of Used and Retired Bus Programme

To nurture the next generation and show our support for sustainability and recycling, KMB launched the Donation of Used and Retired Bus Programme since 2016 to donate used and retired buses to schools or non-profit

organisations. The buses can be regenerated specifically to meet the creative learning needs of the schools or non-profit organisations.

At the end of 2018, fourteen retired buses had been donated. The list of beneficiary schools/non-profit organisations is as follows:

- Buddhist Lim Kim Tian Memorial Primary School
- Hong Chi Morninghope School, Tuen Mun
- Buddhist Chung Wah Kornhill Primary School
- Tung Tak School
- Buddhist Chi King Primary School
- Po Leung Kuk Riverain Primary School
- Sam Shui Natives Association Huen King Wing School
- Kowloon Tong School (Secondary Section)
- Yan Oi Tong Chan Wong Suk Fong Memorial Secondary School
- Po Leung Kuk Choi Kai Yau School
- CNEC Lui Ming Choi Primary School
- Lok Sin Tong Leung Kau Kui Primary School (Branch)
- S.K.H. Fung Kei Primary School
- G.C.E. Past Students' Association Whampoa Primary School

Interview with School Principal



Mr. YUEN Hok Sum
Hong Chi Morninghope School, Tuen Mun Principal

Hong Chi Morninghope School, Tuen Mun, a special school for children with intellectual disabilities, was one of the beneficiary schools in KMB's "Donation of Used and Retired Bus Programme". We received the donation of a retired double-deck bus which was then revamped into a recreational area for our students. KMB's engineering and maintenance staff provided technical support during the revamp. They also provided used bus parts to help us decorate the bus and taught our students how to clean the bus. The donation was not just a one-off; we have since developed an ongoing partnership with KMB. KMB has created a communication platform for the schools that received retired buses to share and update their experience. KMB's representatives have also paid visits to the schools and provided additional support. We are grateful for KMB's contributions that are tailor-made to our needs and hope that KMB can continue their good deeds and promote social inclusion.



KMB and LWB engaged with and served the community in various initiatives

FRIENDS OF KMB

KMB's volunteer club FRIENDS OF KMB ("FRN") has promoted environmental protection, civic education and social service activities since it was formed in 1995. In the reporting period, FRN comprised 5,600 volunteers, including KMB and LWB staff and their dependents, and passengers.

During the reporting period, FRN volunteers partnered with a number of NGOs, including Tung Wah Group of Hospitals, Prince of Wales Hospital, Suicide Prevention

Services, Po Leung Kuk, Agency For Volunteer Service, The Neighbourhood Advice-Action Council, Hope Worldwide, and Lok Sin Tong, to visit the elderly and underprivileged people living in Central and Western District, Eastern District, Kowloon City, Kwai Tsing, Kwun Tong, Sha Tin, Sham Shui Po, Tsuen Wan, Tuen Mun, and Yuen Long. FRN received the Award of 10,000 Hours for Volunteer Service from the Social Welfare Department.

Interview with FRN



Ms Maggie Ho
FRIENDS OF KMB

As a long-term member of FRIENDS OF KMB (“FRN”), I help plan and organise volunteer activities for FRN members. During the reporting year, we organised a variety of volunteer activities as we reached out to different community groups such as the elderly, low-income families and people with disabilities.

For my part, I joined an eight-month volunteer programme, organised in collaboration with Suicide Prevention Services, which offers help to secondary students who are in need of social and emotional support. I was happy to engage with those students closely and help raise their awareness of mental health issues.

We are looking forward to participating in more volunteer activities in the coming year to collaborate with different non-governmental organisations and continue making positive contributions to the community. I hope that the management of both KMB and LWB will continue to provide support to our FRN programmes and promote a culture of volunteering among the company’s staff and the public.



Comprising 5,600 members, FRN is dedicated to serving the community