



Compromise and Constancy



Modern urban development is about compromise, about the new blending with - not replacing - the old. The Group's enhancement programme as part of its CentreStage development has proved that modernised streetscapes can help to sustain important city heritage areas.

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Corporate Social Responsibility

Corporate Social Responsibility (“CSR”) is very important to the Group’s business and lies at the heart of its strong economic, social and environmental principles. The Group strives to deliver high quality properties with designs that are increasingly sustainable and business practices that are transparent and responsible. We aim to minimise the environmental impacts of our development activities and create vibrant and thriving communities. During the year, the Group continued to work in partnership with community bodies, consumers and other stakeholders for this purpose.

The Group committed itself to several large-scale, territory-wide events during the year including the 10th Anniversary Reunification Cup, the International Chinese New Year Night Parade and the 2009 East Asian Games. These commitments not only help bring world-class sports and cultural events to the local community, but also help showcase Hong Kong’s vibrant spirit to the world.

The HKSAR 10th Anniversary Reunification Cup, a major soccer event, of which the Lee Shau Kee Foundation was the Title Sponsor, was held on 1 July 2007 for the participation and enjoyment of the community at large. The event was a highlight of the many celebratory programmes staged in Hong Kong to mark the 10th anniversary of the establishment of the Hong Kong SAR. Some 40,000 spectators including underprivileged families, people with disabilities, students and senior citizens, enjoyed three soccer matches of a very high standard, including one played between Bayern Munich of Germany and Sao Paulo of Brazil, and one played between the China National Team and FIFA World Stars. The event was televised in Hong Kong and over 80 other countries.

In its endeavour to support the Reunification Cup, the Group launched a series of promotional programmes in its shopping malls. These included a two-day charity fund-raising event, a World Soccer Stars carnival, and a live broadcast fiesta. These activities raised thousands of dollars in donations for the Community Chest. Through these in-mall programmes and via the Group’s associate and subsidiary companies, more than 16,000 free tickets for the 10th Anniversary Reunification Cup were given to the public, with a particular focus on disadvantaged groups, young children and various charitable bodies and organizations.



The HKSAR 10th Anniversary Reunification Cup

The Group also sponsored the 2007 International Chinese New Year Night Parade organized by the Hong Kong Tourism Board. The stunning Night Parade on 18 February 2007 attracted more than 200,000 spectators including Hong Kong citizens and tourists. Joining the many other participants from around the world, the Group participated with a shimmering float in the shape of an enchanting imperial crown replicating the Group’s luxurious residential development, The Beverly Hills.

The 2009 East Asian Games is a large-scale international sports event that will be held for the first time in Hong Kong. As a core part of its ongoing CSR commitments, the Group has agreed to be a Diamond Partner of the Games. In addition to providing HK\$5 million in financial sponsorship, the Group will also support the marketing and promotional activities for the Games. While the public will be able to enjoy a series of world-class sports events,



2009 East Asian Games Diamond Partners Signing Ceremony

Corporate Social Responsibility

the Games also present great business opportunities for the Group, as a sponsor, to capitalize on the extensive international promotional and publicity campaigns that will run until early 2010.

The Group embraces new technologies and best practice to enhance efficiency, improve quality, and minimize the wastage and negative impact of its operations. This not only applies to the development and construction aspects of its operations, but also to the day-to-day activities of its offices.

In May 2007, the Group initiated a paper-saving campaign to encourage its shareholders to reduce their consumption of printed communication material. For every shareholder who switched from paper to electronic corporate communications, the Group pledged to sponsor the planting of one tree in Hong Kong and its maintenance for three years. For shareholders who did not opt for electronic corporate communications and did not specify a preference for bi-lingual material, the Group will arrange to send future corporate communications in either Chinese or English language only. The Group anticipates that about one million sheets of A4 paper will be saved annually as a result of this initiative.

To continue this initiative, the Group joined the Corporate Afforestation Scheme organized by the Agriculture, Fisheries and Conservation Department. Under the Scheme, the Group partnered with Friends of the Earth (HK) and reestablished two-hectares of woodland at Ma On Kong, Tai Lam Country Park, restoring greenery to terrain that had been destroyed by hill fires.

In order to help promote environmental education, the Group continued to support Green Power in various ways. Again this year, the Group was the Title Sponsor of the annual fund-raising Green Power Hike in Hong Kong, which was held in February 2007. Led by the Group's senior management, a strong

100-member Henderson Land Team participated in the Hike. As an additional initiative to support Green Power's efforts in promoting environmental education to kindergartens, the Group sponsored the production of a "Hong Kong Microcosm" poster, which served as a useful education aid for teachers to guide children through the insect world.

The Group always pursues initiatives that contribute to the community through direct and indirect channels, with a focus on extending care to people who are underprivileged or in need. In the area of education, the Group continued to sponsor Summerbridge Hong Kong in its move to change its tuition-free, summer enrichment programme to a year-round after-school English educational support programme. The expanded programme enables more financially disadvantaged students in Hong Kong to develop English proficiency and leadership skills. In addition to financial support, a senior member of the Group joined the Board of Summerbridge Hong Kong, to provide advice on the programme's future development.

In the arts and culture, the Group committed itself to sponsor the Shatin Festival 2006/2007, which ran from November 2006 for seven months. Held once every four years, the Festival comprises a series of art, cultural, sports and recreation programmes, aimed at enhancing the wellbeing of Shatin residents as well as attracting visitors to the district.

In the area of heritage appreciation and education, the Group supported the "Journey to the History of Victoria Prison" organized by the Central and Western District Council. Held in January 2007, the week long Open Day programme comprised guided tours, cultural performances and arts activities, enabling the public and students to better appreciate the history of Victoria Prison in the context of Hong Kong's development over the years.



14th Green Power Hike



Corporate Afforestation Scheme

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To provide support and care to patients and families facing a life threatening illness, the Group became Gold Sponsor of the Colliers International Treasure Our Life Walkathon 2006, which was organized by the Comfort Care Concern Group. All funds raised from the walkathon were used for running an education campaign.

In its ongoing commitment to raise industry standards and promote economic growth through the sharing of best practice, technical knowledge and experience, the Group extended its support to several international property-related conferences and a high level Hong Kong business forum during this fiscal year.

The Group provided one of its properties as a venue for staging the Hong Kong Economic Summit 2007, Hong Kong's most influential opinion platform, at which the keynote speaker was the Chief Executive of the Hong Kong Special Administrative Region, the Honourable Donald Tsang Yam-Kuen, GBM, KBE, JP. He was joined by other political and business leaders, economists and financial professionals who gathered to exchange views and share their vision for the territory's economic outlook. The annual event, with this year's theme as "Roadmap to Hong Kong Success" was jointly organized by two of Hong Kong's leading financial media organizations, MetroFinance and the Hong Kong Economic Journal, and co-organized by Hong Kong Exchanges and Clearing. In addition to its role as Venue Sponsor, a senior executive from the Group also joined the Summit as a panel speaker, sharing his views on the outlook of the property industry, which remains a core economic component of the local economy.

The international property-related conferences sponsored by the Group during the year were "When Creative Industries Crossover with Cities," jointly organized by the Hong Kong Institute of Planners and the Urban Planning Society of China; the

Construction Industry Institute Conference 2006; and "20 Years in Retrospect: The Prospects" organized by the Hong Kong Institute of Surveyors.

The Group's CSR initiatives were mirrored by its associate companies including Hong Kong and China Gas, Hong Kong Ferry and Miramar, and its property management subsidiaries Goodwill, Wellborn and Hang Yick. All of these companies were again named by the Hong Kong Council of Social Service in their "Caring Company" award scheme.

Well Born and Hang Yick established a series of CSR initiatives including the launch of "The Year of Safety" which aimed to raise stakeholders' awareness in occupational safety. The opening ceremony for this programme was officiated by Secretary for Labour and Welfare, Mr. Cheung Kin-chung, J.P., in the presence of numerous social and political leaders.

During the year Well Born was, for the second consecutive year, awarded the "Outstanding Partnership Award" by the Social Welfare Department for its employment of people with disabilities. Well Born was the first property management company to outsource its one-stop household and clubhouse catering services to social enterprises in 2003, with the aim of helping disadvantaged people to re-enter the job market.

Well Born and Hang Yick continue to encourage their staff to participate in voluntary work and utilize their professional knowledge to support the community. The two companies received the "Highest Voluntary Service Hours Award" and the "Certificate of Merit in Voluntary Service Hours Award" respectively from the Social Welfare Department for a third time in recognition of their long-term commitment to community service.



Caring Company Scheme 2006/07 Recognition Ceremony