



“ As a good corporate citizen, the Housing Society strives not only to improve housing for society, but also to contribute to improving the quality of life, especially for the underprivileged. On the environmental front, we work hard towards sustainability – for this generation, and for the generations to come.

作為良好的企業公民，房協不單為社會改善住屋，更努力改善生活質素，尤其是照顧弱勢社群的需要。在環境方面，我們竭力達致可持續發展的目標，為現在，也為將來。

”

Environmental and Social Responsibilities 環境及社會責任





The Property Management Division is awarded the ISO 14001 Certificate

物業管理部獲頒ISO 14001證書



Staff and residents participate in a Green Walk in support of the World Environment Day

房協員工和住戶踴躍支持世界環保日，一同參與環保行

CARING ABOUT THE ENVIRONMENT

Accolades

For its dedicated efforts to protect the environment, the Housing Society received a number of awards and obtained significant accreditations.

In early 2004, Ma Tau Wai Estate, a Housing Authority estate under our management, won the **“Green Property Management Award 2004”** jointly organised by the Housing Department, Friends of the Earth (HK), Green Power and the Conservancy Association. In addition, Lei Yue Mun Estate also won the Merit Award.

Also in early 2004, three estates of the Housing Society joined the **“WastewiSe Scheme”** organised by the Environmental Protection Department. Kwun Tong Garden

Estate was awarded the Gold WasteWiSe Logo while Lai Tak Tsuen and Tivoli Garden were awarded the WasteWiSe Logo – in recognition of their effective waste reduction measures such as reducing the consumption of paper and electricity as well as recycling paper, plastic bottles and aluminium cans.

In May 2003, the Property Management Division, together with its management offices at Lai Tak Tsuen and Tivoli Garden, were awarded the **ISO 14001 certification**.

Internally, the scope of accreditation to the ISO 14001 certificate for housing development was extended to the Executive Director's Office and the Corporate Planning and Finance Division in January 2004. Now, the entire Housing Society head office has achieved this environmental management accreditation.

關懷環境

嘉許

房協於年內獲得多個獎項及認證，肯定了我們在保護環境方面的努力。

馬頭圍邨是我們負責管理的房屋委員會屋邨，在二零零四年初贏得由房屋署、地球之友、綠色力量及長春社合辦的**「2004環保屋邨管理大獎」**。此外，鯉魚門邨亦同時獲得優異獎。

二零零四年初，房協轄下其中三個屋邨成功通過環境保護署**「明智減廢計劃」**的評核；觀塘花園大廈獲頒「卓越明智減廢」標誌，而勵德邨及宏福花園亦獲頒「明智減廢」標誌，嘉許它們在邨內採取有效的減廢措施，包括減少用紙量和用電量，以及收集紙張、膠樽及鋁罐以供循環再用。

二零零三年五月，房協的物業管理部及其勵德邨和宏福花園的管理處同獲**ISO 14001認證**。



The Housing Society team wins the 25-km Property Management Cup in the "Green Power Hike"

房協在綠色力量舉辦的環島行比賽中，勇奪二十五公里「半程物業管理盃」冠軍

Walking the "Care" Talk

In June 2003, our staff, together with over 300 residents from our properties, took part in the "Walking for a Green and Healthy Hong Kong" event organised by the Environmental Campaign Committee.

In February 2004, the Housing Society's team of foursome won again the 25-km Property Management Cup of the 11th Green Power Hike – the third time in a row the Housing Society clinched the trophy.

In March 2004, some 400 residents from different rental estates took part in the 7th Hong Kong Tree Planting Day in Tung Chung, Lantau Island.

Besides events organised by the environmental groups, we also took part in other charity activities such as the "Community Chest Corporate Challenge 10-km Run" in Pak Tam Chung, Sai Kung, and the Standard Chartered



The Elderly Guide Book provides useful references for the senior citizens

「長者安居指南」為長者提供有用的參考資料

Hong Kong 10-km Marathon. Our staff raised a total of about \$30,000 in these events.

In a bid to conserve energy, conventional ballasts in all the three floors of the Housing Society head office in World Trade Centre, Causeway Bay, were replaced by **electronic ballasts** which can save energy by about 20%. In addition, the office is now installed with light tubes of higher energy efficiency, resulting in the reduction of 600 light tube fittings and a saving of about 20% in energy consumption.

To present our environmental efforts to our customers and other stakeholders more systematically, the Housing Society published its first ever Environmental Report in early 2004. This underlines our commitment to our long-term environmental strategy, and forms the basis for annual comparisons of our environmental performance in the years to come.

在房協內部，由二零零四年一月起，執行總幹事辦公室和企業規劃及財務部已納入房屋發展的ISO 14001認證範疇。目前，房協總部所有部門均已取得這項環境管理認證。

實踐關懷

二零零三年六月，房協員工聯同三百多名居民，參加由環境保護運動委員會舉辦的「齊踏步環保路，共創健康香港」活動。

二零零四年二月，房協的四人隊伍於「綠色力量第十一屆環島行慈善行山比賽」中勇奪二十五公里「半程物業管理盃」冠軍。這是房協連續第三年贏得這項殊榮。

二零零四年三月，來自不同出租屋邨的四百多位居民參與在大嶼山東涌舉行的「第七屆香港植樹日」。

在環保活動以外，我們也積極參與其他慈善活動，例如在西貢北潭涌舉行的「公益慈善馬拉松十公里賽」，以及「渣打馬拉松十公里賽」。兩項賽事均於二零零四年二月舉行；我們的員工共籌得約三萬元善款。

為了節約能源，房協在銅鑼灣世界貿易中心總部的三層辦公室，以**電子鎮流器**取代傳統的鎮流器，可以節省約百分之二十能源。此外，我們亦同時安裝了更高能源效益的光管，使光管數目減少六百支，並節省兩成耗電量。

房協於二零零四年初出版了首份環保報告，將我們在環保方面的努力更有系統地向客戶及相關人士介紹。這加強了我們致力推行長遠環保策略的承諾，並作為我們未來每年比較環保表現的基礎。



The first-ever Pearl River Delta Senior Athletics Meet, jointly organised by the Housing Society and Hong Kong Christian Service

房協與香港基督教服務處合辦全港首次「珠三角長者運動會」

SERVING THE COMMUNITY

Caring About the Elderly

To promote healthy ageing and happy families, the Housing Society organised the **“Happy Elderly” Photo Competition** in April 2003 with some 300 entries received. An **“Elderly Guide Book”** was published in October 2003, providing comprehensive and useful references including topics like home safety, health care and information about community support services for the senior citizens. This publication was distributed free to government departments, social service organisations, elderly service providers, universities, public libraries and other interested parties.

In September 2003, the Housing Society and the Senior Citizen Home Safety Association

jointly held a **“Total Healthy Living”** activity comprising seminars and quizzes for the elderly tenants of 16 housing estates.

In celebrating the 25th anniversary of the Senior Citizen Day, the Housing Society joined hands with the Hong Kong Christian Service to organise Hong Kong’s first ever **Pearl River Delta Senior Athletics Meet** in November 2003 in Ma On Shan. Over 360 elderly athletes and cheer team members from Hong Kong, Macau and Guangdong Province took part in 29 events and fully demonstrated their vitality despite their physical age. It was also an occasion of cultural sharing within the Pearl River Delta Region.

The Housing Society organised its **Senior Citizens Fun Day 2003**, also in November 2003 in Ma On Shan, with 250 senior citizens from our Kowloon and the New Territories estates taking part in the exciting games.

This was followed by the **“Active Ageing and Active Participation”** event held by the Hong Kong Council of Social Service. The Housing Society arranged for some 200 elderly tenants from nine rental estates to participate in the event. They got together with some 1,000 other senior citizens at an **“Elderly Summit”** to share their valuable experiences through discussions on health service, disease prevention, long-term care, mental health and retirement protection.

In January 2004, our senior management and staff, accompanied by the traditional Chinese figure of the God of Fortune, paid a **Chinese**

服務社會

關懷長者

為了推廣健康晚年及快樂家庭，房協於二零零三年四月舉辦**「快樂老人·家」**攝影比賽，參賽作品超過三百份。我們於二零零三年十月出版了**「長者生活指南」**，為長者提供全面而有用的資訊，包括家居安全、健康護理及社區支援服務資訊。這本指南免費派發給政府部門、社會服務機構、長者服務機構、大學、公共圖書館及其他有關團體。

二零零三年九月，房協與長者安居服務協會合作，為十六個屋邨的長者住戶舉辦**「全面健康生活」**活動，包括座談會及問答比賽。

為了慶祝「長者日」二十五周年，房協與香港基督教服務處合辦全港首次**「珠三角長者運動會」**。運動會於二零零三年十一月在馬鞍山舉行。來自香港、澳門及廣東省的三百六十多位耆英運動員及啦啦隊員，參加了二十九項運動，表現出他們老當益壯，活力十足。這活動也是珠江三角洲內文化交流的好機會。

此外，房協於二零零三年十一月在馬鞍山舉辦**「二零零三年長者同樂日」**，讓來自房協在九龍及新界區屋邨的二百五十位長者，參與別開生面的遊戲。

其後，房協安排九個出租屋邨的二百多位長者住戶，參加由香港社會服務聯會主辦的**「躍動晚年耀銀禧」**活動。他們聯同另外一千多位長者出席**「長者高峰會」**，討論醫療服務、預防疾病、長期護理、精神健康及退休保障等問題。



The Housing Society Volunteer Team cares for the elderly in various ways
房協義工隊透過不同活動關懷長者



New Year Visit to the elderly in eight estates, namely Lai Tak Tsuen, Ming Wah Dai Ha, Moon Lok Dai Ha, Kwun Lung Lau, Yue Kwong Chuen, Lok Man Sun Chuen, Chun Seen Mei Chuen and Verbena Heights, bringing them red packets and new year gifts. In particular, gold plaques were presented to some 30 elderly residents aged over 90. For some 2,000 senior citizens who were unable to join the celebrations, the Housing Society also gave them gift packs with dried mushrooms, noodles and scarves.

Volunteering to Care

The **Housing Society Volunteer Team**, formed in 1998, now has over 70 members actively taking part in community services and charity events. They held festival celebrations with the elderly tenants and helped out on the Flag Day of the Senior Citizen Home Safety Association.

In May 2003, the Team visited a number of housing estates on Hong Kong Island, Kowloon and the New Territories to celebrate

the Dragon Boat Festival with about 1,300 elderly tenants. Apart from sending them festive gifts, the volunteers also gave out anti-SARS packs and helped the elderly to maintain personal and environmental hygiene.

In late 2003, a **Steering Group** for the Volunteer Team was set up to chart their future course, including experience-sharing sessions with other volunteer organisations.

Before the Chinese New Year in 2004, over 30 of our volunteers went to Tung Tau Estate (II) to re-paint the metal gates for the elderly residents.

Besides, the Volunteer Team also worked together with other volunteers from the rental estates to take part in the “Scarf-knitting Programme” organised by the Social Welfare Department. They produced over 700 scarves to give warmth to the elderly in the chilly season.

二零零四年一月，我們的高級管理層及員工由「財神」陪同，於農曆新年期間到勵德邨、明華大廈、滿樂大廈、觀龍樓、漁光村、樂民新村、真善美村及茵怡花園**向長者拜年**，並派發利是及過年禮物。他們更向年過九十的三十多位長者餽贈金牌。此外，他們亦送上冬菇、麵條及頸巾的禮包給未能出席的二千多位長者，以表關懷。

義務工作獻關懷

房協的義工隊於一九九八年成立，現有七十多位成員積極參與社區服務及慈善活動。他們與長者住戶共慶佳節，並在長者安居服務協會的賣旗日提供協助。

在二零零三年五月的端午節，房協義工隊探訪港島、九龍和新界多個屋邨約一千三百位長者住戶。義工們除了送贈佳節禮品外，更派發預防非典型肺炎禮包，協助他們保持個人及環境衛生。

二零零三年底，義工隊成立了一個**督導小組**，以制訂未來路向，並與其他義工團體分享經驗。

二零零四年的農曆新年前，房協三十多位義工到東頭(二)邨為年長居民鬆鐵閘。

此外，房協義工隊亦與出租屋邨的義工一同參與由社會福利署舉辦的「頸巾編織計劃」。他們編織了七百多條頸巾，在嚴冬季節為長者帶來溫暖。



The Housing Society is an ardent supporter of the Hong Kong Tree Planting Day
房協一直支持香港植樹日

Constantly enhancing their competences to serve the elderly and needy, members of the Volunteer Team have learnt to do haircuts, paint metal gates and computer teaching skills.

Meanwhile, the Housing Society also encourages its tenants to join in volunteer work. The estates which have formed their volunteer teams include Sunshine Grove, Kwun Tong Garden Estate, Chun Seen Mei Chuen, Kai Tak Garden and Bel Air Heights.

The Spirit of Giving

The Housing Society is a long-time supporter of the **Hong Kong Community Chest**. During the year, as in past years, the programmes we took part in included the Corporate & Employee Contribution Programme, the Green Day and the Dress Casual Day.



The Housing Society team draws much public attention in the Matilda Sedan Chair Race
房協隊伍在明德籌款抬轎比賽中表現矚目

In November 2003, the Housing Society participated in the **Matilda Sedan Chair Race** held on the Peak to raise funds for the Matilda Hospital. The design of our Sedan Chair and our ancient Egyptian costumes were among the event's attractions.

During the year, we pledged to sponsor the **Construction Industry Institute – Hong Kong (CII-HK)** to conduct collaborative studies on standard repair and maintenance practices attuned to the local environment. CII-HK has commissioned two research projects on project partnering practices and healthy buildings. These projects are well in progress.

The Housing Society has always been committed to the promotion of knowledge and learning. During the year, we were the Gold Sponsor of the **Web Care Campaign** organised by the Internet Professionals

為服務長者及有需要的人士作好準備，義工隊成員已學會理髮，鬆鐵閘及教授電腦技巧。

此外，房協亦鼓勵住戶參與義務工作。目前，已成立義工隊的屋邨包括晴碧花園、觀塘花園大廈、真善美村、啟德花園及悅庭軒。

為善最樂

房協長期支持**香港公益金**。一如以往，年內我們參加了「商業及僱員募捐計劃」、「公益綠識日」及「便服日」。

二零零三年十一月，房協亦參加了在山頂舉行的「**明德籌款抬轎比賽**」，為明德醫院籌募經費。我們的花轎及古埃及服飾設計吸引了全場目光。

年內，我們贊助了**香港建造業研究學會**進行共同研究，探索切合本地環境的標準維修和保養方法。香港建造業學會現正展開兩項研究計劃，分別有關工程夥伴合作及健康的建築物，均進展良好。

房協一直致力推廣知識和學習。年內，我們成為互聯網專業人員協會「**網絡無障礙行動**」的金贊助機構。二零零三年十月，我們贊助了由香港測量師學會舉辦的「**屋宇測量師會議二零零三**」。二零零四年二月，我們亦成為香港房屋委員會主辦的**國際房屋會議**的金贊助機構。



Residents pitched in to fight SARS
居民合力對抗「沙士」

Association. In October 2003, we sponsored the **Building Surveyors Conference 2003** organised by the Hong Kong Institute of Surveyors. And in February 2004, we were the Gold Sponsor of the **International Housing Conference** organised by the Hong Kong Housing Authority.

In remembrance of our past Chairman Father Cronin, the Housing Society continued to sponsor the **Father Cronin Memorial Award** in support of turning out management professionals. The award is granted to the outstanding graduates of the Master of Housing Management programme run by the Centre of Urban Planning and Environmental Management of The University of Hong Kong.

War Against SARS

In the wake of the SARS outbreak, the Housing Society launched a **Clean Estate Campaign** among its 20 rental estates. Through a series of publicity and educational activities, the Campaign aimed to encourage

residents to contribute to a cleaner and more hygienic living environment.

At the launching ceremony staged at Jat Min Chuen in August 2003, four teams of Clean Estate Ambassadors were appointed to visit all the rental estates to promote personal hygiene and clean environment.

For our elderly tenants who were more vulnerable to infection, a special team of technicians was formed and tasked to inspect all drainage pipes inside our Elderly Persons Flats and some rental flats occupied by elderly tenants. Within a month or so, close to 4,000 units had been inspected and necessary maintenance works were duly arranged for some 300 units.

On the external front, the Housing Society's staff pledged collective support for **"Project Shield"** initiated by the South China Morning Post in April 2003 to provide protection against SARS. Staff contributed over \$20,000 which was matched by the Housing Society, bringing a total donation of \$42,270 to buy protective suits for the courageous medical workers who fought a brave war against SARS.

Meanwhile, the Housing Society also signed the community-wide **Hygiene Charter**, an initiative to encourage individuals and different business and industry sectors to jointly take hygiene to new levels. We also supported the **Cleaning Campaign** organised by the Tsuen Wan District Council by donating 500 cleaning packs to the residents.

為了紀念我們的前主席樂年神父，房協繼續贊助「**樂年神父紀念獎**」，頒給香港大學城市規劃及環境管理研究中心房屋管理學碩士課程的傑出畢業生，以培育管理專才。

對抗非典型肺炎

隨著非典型肺炎的爆發，房協在其二十個出租屋邨推出「**屋邨清潔大行動**」，透過一連串宣傳及教育活動，鼓勵居民加強居住環境的清潔衛生。

二零零三年八月，我們在乙明邨舉行啟動儀式，委任四隊屋邨清潔大使，到所有出租屋邨宣傳個人衛生及環境清潔。

由於長者住戶較容易受到感染，我們特別成立了一支技術隊伍，檢查我們的長者單位及一些長者居住的出租單位內的污水管。我們用了一個多月，檢查了近四千個單位，並為三百多個單位安排維修。

對外方面，房協員工全力支持南華早報於二零零三年四月發起的「**護盾行動**」，對抗非典型肺炎的蔓延。員工籌集了二萬多元，房協亦捐出相同金額，令善款總數達四萬二千二百七十元，資助購買保護衣物，加強勇敢的前線醫護人員的裝備。

房協亦簽署了由各界發起的「**衛生約章**」，鼓勵個人及各行各業通力合作，進一步提昇衛生水平。我們亦支持由荃灣區議會主辦的**清潔運動**，捐贈了五百套清潔用具給區內居民。