

Contribution to the Community
回饋社會

**Social and
Environmental
Responsibilities**
社會及環境責任









Social and Environmental Responsibilities

社會及環境責任

As the Housing Society understands its primary mission is to serve the community, we are committed to developing sustainable housing by integrating environmental and social considerations in the planning, design, construction, operation and maintenance provisions of our housing estates. Furthermore, as social investment is a core part of our values and principles, through various initiatives we provide support that generates talent for the industry. We also participate in and support events that raise funds for charity. As a long-time provider of care for the elderly, we continue to develop and extend activities and programmes that enhance their quality of life. Also, when needed or wherever we can offer assistance within our jurisdiction, we are ready and willing to provide a helping hand.

The Hong Kong Housing Society Academy

Now in its third year, the Hong Kong Housing Society Academy (HS Academy) continues to develop and expand its activities to nurture talent, expand education and promote greater knowledge and awareness of the housing industry and related housing services.

房協明白其首要任務是服務社群，故致力提供可持續發展的房屋，在規劃、設計、興建、營運及保養轄下屋邨時，皆會綜合考慮環境及社會因素。此外，社會投資亦是我們其中一項核心價值及原則。我們透過不同活動，協助房屋業培育專才，並參與及支持慈善籌款活動。長久以來，我們關懷長者，並繼續發展業務和房屋計劃，提升長者的生活質素。同時，我們亦盡量在能力範圍內為有需要的人士伸出援手。

「香港房屋協會專業發展中心」

「香港房屋協會專業發展中心」(專業發展中心) 現已踏入第三年，不斷發展及拓展培育人才的活動、加強教育，以及提高業界對房屋及相關服務的知識和認識。

Established in early 2005, the HS Academy has taken a proactive role in advancing professional development in housing and related services through academic exchanges, student internships, scholarships, bursaries and sponsorship of professional research and seminars. The HS Academy also facilitates professional and academic exchanges between the Mainland and Hong Kong.

In partnership with local tertiary institutions, a number of meaningful programmes such as career talks and summer internship programmes are organised. For the year past, we had an intake of 67 students for the internship programme.

Besides offering on-the-job exposure, the HS Academy also arranged a series of training activities designed to enhance the communication skills and team spirit of the interns, such as the Service Plus course, the Professional Image Building workshop and an outdoor training camp.

Building on the success of our one-year vocational placement programme, first launched in 2004 for full-time students taking their Higher Diploma course in Real Estate and Facilities Management at the Hong Kong Institute of Vocational Education (IVE) in Morrison Hill, the HS Academy is running the programme for a third year. At the same time, in partnership with the School of Continuing Studies at the Chinese University of Hong Kong, we continue to offer internship opportunities for students of their Integrated Estates and Facilities Management Higher Diploma Programme.

To ensure a good flow of talents into the housing industry and to encourage the younger generation to learn and contribute to society, the

專業發展中心於二零零五年初成立，透過學術交流、學生實習、獎助學金、以及贊助專業研究和研討會等，積極推動房屋及相關服務的專業發展，並促進中、港兩地的專業及學術交流。

專業發展中心與本地專上學院合作，舉辦多項富意義的活動，如職業講座及暑期學生實習計劃。過去一年，共有六十七名學生參與實習計劃。

除了提供在職培訓外，專業發展中心亦為實習生安排一連串專為提高溝通技巧及團隊精神而設的訓練課程，包括「優質服務技巧」課程、「專業形象」工作坊及戶外體驗營。

在二零零四年，房協首次為香港專業教育學院摩理臣山分校修讀「產業及設施管理系」高級文憑的全日制學生，舉辦為期一年的專業實習計劃。由於成效理想，專業發展中心去年再度開辦第三屆實習課程。另外，房協亦繼續與香港中文大學校外進修學院合作，為「物業及設施綜合管理」高級文憑課程學生提供暑期實習機會。

專業發展中心設立長期獎助學金，為房屋業培養新力軍，並鼓勵年青一代力求上進和貢獻社會。去年，專業發展中心向來自十三家本地學術機構及持續進修學院的五十名學生頒發現金獎勵，並向三位香港大學「房屋管理學碩士兼讀課程」的優異畢業生頒發「樂年神父獎學金」。總括來說，房協年內共為約三百名學生提供實習及獎助學金等援助。



Scholarships and bursaries are offered to tertiary students at an Award Presentation Ceremony.
專上學生在「香港房屋協會獎助計劃」頒獎典禮上獲頒獎助學金。



Sharing our experience in BMMS at an international conference.
在國際會議上分享「樓宇管理維修綜合計劃」的經驗。



Housing Society publishes its first corporate environmental report.
房協出版首份企業環保報告。



Providing a green environment for our residents in Kwun Tong Garden Estate.
觀塘花園大廈為居民提供綠化的環境。

HS Academy operates a well-established scholarship/bursary scheme. Last year, 59 students from 13 local tertiary institutions and schools of continuing education received cash awards. Three outstanding post-graduate students of the part-time Master of Housing Programme at the University of Hong Kong also became recipients of the Father Cronin Memorial Award. In total, about 300 students were supported through various job placements, internships, and bursary and scholarship schemes.

In addition to nurturing talent, the HS Academy also promotes academic and professional exchanges. For example, in November last year the HS Academy co-organised with the Personnel Office of the Jiangsu Provincial Government and the University of Hong Kong the first-ever internship programme for civil servants from Jiangsu province. Seven officials from Jiangsu province housing-related departments underwent their internship with the Housing Society.

During a two-week period, Housing Society staff from the Property Development Division and Property Management Division provided the interns with a detailed account of the different aspects of the Housing Society's operations, including the various housing programmes and the operation of property management.

Also, in November last year, Housing Society staff exchanged their experiences in training property managers and HR management at a conference organised by the Guangzhou Tian He Property Management Association, with counterparts from Guangdong, Hong Kong and Macau.

專業發展中心不單注重培養人才，亦致力促進學術及專業交流，其中一個例子是房協聯同江蘇省人事廳及香港大學為江蘇省公務員舉辦的第一屆實習計劃，安排江蘇省房屋相關部門的七位公務員於去年十一月在房協各部門實習。

在兩星期的實習期內，房協物業發展部及物業管理部的員工為學員詳細講解房協各方面的工作，包括不同的房屋計劃及物業管理的營運。

去年十一月，房協員工亦參加了由廣州市天河區物業管理協會主辦的會議，與廣州、香港及澳門的同業交流培訓物業管理及人力資源管理方面的經驗。

同月，房協執行總幹事出席了香港建造業研究學會的會議，並以荃灣滿樂大廈為例子，與業界專業人士分享房協在復修舊屋邨方面的成功經驗。另外，她亦應邀在英國特許房屋經理學會亞太分會「第四十屆房屋大會」上作演講嘉賓，介紹房協推行「樓宇管理維修綜合計劃」的工作。

To share our knowledge and experiences with the housing industry, our Executive Director attended the Construction Industry Institute Hong Kong Conference in the same month, where she shared with industry professionals the Housing Society's success story in rehabilitating old estates, using Moon Lok Dai Ha in Tsuen Wan as an example. She was also invited to speak at the 40th International Housing Conference of the Chartered Institute of Housing Asian Pacific Branch, where our experience in implementing the Building Management and Maintenance Scheme (BMMS) was shared.

In February this year, the HS Academy sponsored the Hong Kong Housing Society Distinguished Lecture Series organised by the University of Hong Kong, which featured renowned German Professor Klaus R Kunzmann deliberating on the implications of the rise of China as a global economic power for cities in Europe.

Care for the Environment

Sustainable development and proactive environmental protection are an important part of the Housing Society's operation and community activities. As the first organisation involved with housing development in Hong Kong to be awarded the ISO 14001 certificate, the Housing Society has established a comprehensive Environmental Management System to manage all our environmental initiatives in a systematic way.

In May this year, we published our first corporate environmental report, which offers a comprehensive review of our environmental achievements. The concept of environmental awareness and protection is manifest in our endeavours to not only implement and improve environmental operations and standards, but also improve the quality of residents' living environments.

Major rehabilitation is undertaken with a view to prolonging the life span of our buildings, to conserve resources and minimise waste and environmental impact while at the same time improving the living environment for residents.

Over the years we have introduced a number of green initiatives in property management, such as the use of artificial granite tiles, environmentally-friendly paints and recycled plastics. We have also introduced energy-saving equipment and devices for managing and controlling lighting, air-conditioning and lifts.

今年二月，專業發展中心贊助香港大學舉辦的「香港房屋協會卓越講座系列」，由著名德國學者Klaus R Kunzmann教授主講有關中國崛起成為全球經濟強國對歐洲城市的影響。

保護環境

持續發展及積極保護環境在房協的運作和社區活動中佔重要角色。作為本港第一個在房屋發展方面取得ISO14001環境管理系統認證的機構，房協制訂了一套完善的「環境管理系統」，有條理地管理所有環保工作。

今年五月，我們印製了首份企業環保報告，全面檢討環保方面的成效。在提高環保意識及實踐環保方面，我們不僅致力改善營運上的環保表現及水平，更關注改善居民居住環境的質素。

我們為轄下的屋邨進行大型的復修工程，以延長大廈的壽命，從而節省資源，減少廢物及對環境的影響，同時改善居住環境。

多年來，我們在物業管理方面引入了多項新的環保措施，如採用人造花崗石磚、環保塗料和再造塑膠。此外，亦引進了控制照明、空氣調節及升降機的節能設備及裝置。



Estate residents in support of waste recycling.
屋邨居民支持廢物回收。

In addition to our various waste recycling programmes, numerous environmental awareness activities are conducted every year to cultivate a sense of environmental responsibility among our tenants, property owners and their families. The Housing Society has long been a keen participant in energy efficiency schemes, and in doing so has been awarded more than 50 certificates for the energy-saving performance of lifts, escalators and lighting installations in various residential estates, including the Gold Wastewi\$e Logo granted by the Environmental Protection Department.

Our environmental initiative has also been extended to include city revitalisation. A prime example of this is the greening and beautification of three exits at the Sham Shui Po MTR station, where we replaced concrete paving with reusable paving blocks and enhanced the attractiveness of the neighbourhood by planting trees and providing benches and sculptures.

It is not only in our management of existing activities that environmental issues are considered. An evaluation of environmental impact is a key component at the feasibility study stage of all our prospective housing developments. When evaluating different design options, we check through a list of environmental considerations, along with legal requirements and management concerns. Furthermore, we continue our environmental review process as we move through the design and construction stages.

In keeping with our concern for the environment, we have put into place a number of green office practices designed to save energy, reduce paper consumption and waste, and further the use of recyclable materials. When sourcing office supplies, we give preference to environmentally-friendly solutions. For example, most of the photocopying paper and printed stationery we use are recycled or otherwise environmentally-friendly. Maintaining a pleasant environment for our staff is another important consideration. Our head office in Causeway Bay and regional office in Tai Hang have been awarded the Good Class Certificate in Indoor Air Quality since 2005 and 2006.

Care for the Community

Annually, the Housing Society and its employees join and support city-wide initiatives that provide benefits to the under-privileged. In addition to participation in various Community Chest events, we support fund-raising activities and encourage staff to take part in events like the Matilda Sedan Chair Race and the Standard Chartered Hong Kong Marathon Corporate Challenge, which raises funds for disabled athletes.

除了各項的廢物回收計劃外，我們每年亦推出多項加強環保意識的活動，以培育租戶、業主及其家人對保護環境的責任感。一直以來，房協積極參與各類節能計劃，多個轄下屋邨的節能表現良好，在減省升降機、電動行人電梯及照明裝置的能源方面，取得超過五十張獎狀，同時亦獲環境保護署頒發「卓越明智減廢」標誌。

房協的環保工作更延至活化市區環境。我們在深水埗地鐵站三個出口的綠化及美化工程，包括鋪設再用地磚、栽種樹木、設置座椅和擺設雕塑，令鄰近環境更為吸引。

除了在管理現有業務時考慮環保因素外，我們為所有房屋發展項目進行可行性研究時，皆會進行環境影響評估。在評估不同設計方案時，除了考慮法定要求及管理項目外，還兼顧各種環保因素。此外，在整個設計及建造過程中，我們亦會不斷評估對環境產生的影響。

為貫徹對環境的關注，房協推出了多項綠化辦公室的措施，包括節約能源、減少用紙和廢物，以及選用可循環再用的產品。在採購辦公室物料時，我們會優先考慮環保產品，例如我們使用的紙張大部分為再造紙或環保紙。我們亦致力為員工提供舒適的工作環境。位於銅鑼灣的總部和太坑的地區辦事處，先後於二零零五年和二零零六年獲環境保護署頒發良好級別的「室內空氣質素檢定證書」。

關懷社群

房協及員工每年均參與及支持全港各類惠及弱勢社群的工作，除參與多個公益金活動外，亦支持各項籌款活動，並鼓勵員工參加「明德抬轎籌款比賽」及為傷殘運動員籌款的「渣打馬拉松工商盃」等活動。

同時，房協支持及參與有關房屋或環保的研討會、會議及活動，以支持房屋業的發展及知識分享。去年，我們共贊助了約五十項有關活動。



Promoting environmental protection in the Matilda Sedan Chair Race.
在「明德抬轎籌款比賽」中推廣環保信息。



Housing Society Volunteer Team extends its care to the Mainland.
房協「愛心隊」將關懷傳送至中國內地。

To support development and share our knowledge, the Housing Society supports and participates in seminars, conferences and activities related to the housing industry or the environment. We sponsored some 50 such functions last year.

Being a fervent supporter of green projects, the Housing Society participates extensively in tree-planting and fund-raising activities for the environment. These include such notable events as the Green Power Hike, Friends of the Earth's Tree Planting Challenge and Conservancy Association's Eco Race. Each year since 2003, we have joined the Community Chest Green Day, helping to promote the "Think Green and Live Green" message to the public.

Reaching out to the wider community, last year our Housing Society Staff Volunteer Team, a dedicated group of enthusiasts, contributed about 2,000 hours of voluntary work during their leisure time to a number of deserving causes. In addition to providing care for the elderly, the team also participates in a wide range of volunteer and community programmes. Indeed, for their efforts to give back to the community, our Volunteer Team was presented with the Gold Award by the Social Welfare Department.

Last November, more than 20 members of the Volunteer Team and three volunteer doctors from the Hong Kong Medical Association took part in a caring visit for both the young and the elderly in the city of Qingyuan county in Guangdong province. During their visit, the team distributed supplies to the needy and organised educational activities for the children. The volunteers and the doctors also visited a poverty-stricken farming community where the doctors gave the residents medical check-ups while Housing Society volunteers gave residents haircuts.

房協熱衷綠化，積極參與植樹及環保籌款活動，包括「綠色力量環島行」、「地球之友綠野先鋒」及「長春社環保熱點大追蹤」。自二零零三年起，我們每年均參與「公益綠『識』日」，宣揚實踐綠「識」生活的信息。

房協「愛心隊」由一群熱心員工組成，去年在工餘時間參與各類有意義的活動，服務總時數約二千小時，惠及廣大社群。除關懷長者外，「愛心隊」亦參加各類義工及公益活動，並獲社會福利署頒發「義工服務金狀」，表揚他們對社會的貢獻。

去年十一月，超過二十名「愛心隊」成員聯同三位香港醫學會的志願醫生到廣東省清遠市探訪長幼，將供應品分發給有需要人士，並為兒童安排教育活動。此外，他們亦到貧困的農村探訪，醫生為村民作健康檢查，而房協義工則為村民理髮。

「愛心隊」及其家人在過去一年犧牲私人時間，分享他們的經驗及知識，服務社會及幫助有需要人士。義工的服務多元化，包括為長者理髮及翻新家居，更經常在節日探訪獨居長者，以示關懷。在房協「愛心隊」過去十年熱誠關懷社區的影響下，房協轄下多個屋邨也設立了義工隊。



Housing Society volunteers refurbish the homes for the elderly.
房協的義工為長者粉飾家居。



Agile elderly residents in the Senior Athletic Gala.
長者住戶參與「全港老人運動會」，一顯身手。

Throughout the year, our Volunteer Team and their families give freely of their spare time, experience and know-how to provide services to the community and help the needy. Volunteers carry out many tasks from cutting hair to refurbishing homes for the elderly. Besides providing practical assistance, often, and especially during festive occasions, members of the Volunteer Team visit those elderly living alone to show our care. We believe that it is partly due to the enthusiasm and care shown in the past decade by our Volunteer Team that many of our housing estates have formed their own teams of volunteers to provide services to the community.

Care for the Elderly

Care for the elderly is a predominant concern for the Housing Society and a primary on-going focus of many of our activities. Instead of simply providing housing tailored to meet the needs of the elderly, the Housing Society also cares about their physical and mental health. Throughout the year, we organise activities that entertain and encourage participation by elderly people in the community.

A notable example is the 21st Athletic Gala for the Elderly, organised by the Hong Kong Christian Service and the Leisure and Cultural Services Department, in which 180 of our elderly residents actively participated.

Over the Chinese New Year, the Housing Society arranged a New Year gathering-cum-birthday party for elderly residents from various rental estates to wish them a happy new year and a long and blessed life. Our senior staff, accompanied by the "God of Fortune", visited more than 800 elderly residents in 16 rental estates and presented them with gift packs.

關懷長者

房協十分關注長者的需要，而關懷長者亦一直是我們多項業務的重點。我們不僅提供特別為照顧長者需要而設的房屋，更關心他們的身心健康。去年，我們安排了多項消閒節目，鼓勵長者參與社區活動。

其中一個好例子，是由「香港基督教服務處」和康樂及文化事務署合辦的第二十一屆「全港老人運動會」，共有一百八十名長者住戶參加各項競賽。

新春期間，房協為轄下出租屋邨的長者舉辦新春暨生日茶聚，祝他們安康長壽；同時，房協管理層更聯同「財神爺」向十六個出租屋邨八百多名長者拜年及送上禮物包。

在西貢樟木頭老人渡假中心舉辦一年一度的「房協長者競技日」，二百多名來自各屋邨的長者投入各項競技活動，共渡歡愉的一天。

此外，房協亦參與多個關懷長者的活動。去年七月，房協參加了由香港老年學會主辦的「長者優質生活全接觸」博覽會，向參觀者介紹「房協長者安居資源中心」及「長者安居樂」住屋計劃的運作和服務。

On Senior Citizens' Day, the Housing Society organised an annual Senior Citizens' Fun Day at the Helping Hand Cheung Muk Tau Holiday Centre for the Elderly in Sai Kung, with more than 200 elderly residents from different estates taking part in various games to celebrate the occasion.

The Housing Society also takes part in events that concern the well-being of the elderly. At the Quality Living for Senior Citizens Expo, organised by the Hong Kong Association of Gerontology and held last July, many visitors were able to gain an insight into the operation and services of our Elderly Resources Centre and the Senior Citizen Residences Scheme.

Recognition from the Community

It provides the Housing Society with great encouragement to have received widespread recognition and awards from the industry and community for our activities. During the year, we have been the recipient of more than 60 awards, including the Ombudsman's Grand Award 2006. This is a welcome addition to the two Ombudsman's awards won in previous years. In commendation, the Ombudsman praised the Housing Society for its meticulousness, flexibility and responsiveness demonstrated in handling complaints in a systematic and principled manner.

The Housing Society's broad range of activities and commitment to making a positive difference are reflected in the awards and recognition we have received during the past year from District Councils, industry institutions and the social services sector. A number of awards on good housekeeping, estates' cleanliness, quality estate management, and best security management and guards were received in recognition of our property management standards.

Our care for the community came under the spotlight again when Kwun Tong Garden Estate and Cho Yiu Chuen received the gold award while Yue Kwong Chuen and Ka Wai Chuen the silver award in the Highest Service Award 2006, organised by the Social Welfare Department for extensive volunteer services rendered by the residents.

Our Annual Report 2006 won a gold prize in the international ARC Awards, a silver prize in the ASTRID Awards and a bronze prize in the Mercury Awards. An "Honourable Mention" was also received from the Hong Kong Management Association for our Annual Report 2005.

These awards, along with praise and recognition from the community, help drive our passion and commitment to seek ever higher achievements.

嘉許

房協的工作獲業界及社會各界的廣泛認同，並贏得不少獎項，使我們極為鼓舞。年內，房協獲頒逾六十個獎項，包括「二零零六年申訴專員嘉許獎」大獎，表揚房協以有系統和原則的方法，以及嚴謹、靈活變通和反應迅速的態度處理投訴個案。這是繼以往兩度奪得「申訴專員嘉許獎」後再次獲獎，令人振奮。

年內，房協獲多個區議會、業界團體及社會服務界的獎項和嘉許，反映我們的業務層面廣闊，以及用心服務的承諾。我們在良好工作場所管理、屋苑清潔、優質大廈管理、保安和護衛員等方面的物業管理服務，贏得不少獎項。

觀塘花園大廈及祖堯邨居民的義工服務獲社會福利署頒發「二零零六年最高服務時數獎」金狀，而漁光村及家維邨則獲銀狀，彰顯居民對社區的關懷。

房協的二零零六年年報在多個國際年報獎項中獲獎，包括ARC金獎、Astrid銀獎及Mercury銅獎；而二零零五年年報亦獲香港管理專業協會頒發優異獎。

這些獎項及各界對房協的讚譽和嘉許，驅使我們更熱誠工作，追求更卓越的成績。



Housing Society wins the Ombudsman's Grand Award 2006.
房協榮獲「二零零六年申訴專員嘉許獎」大獎。