

# **Social and Environmental Responsibilities**

社會及環境責任









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With a primary objective to serve the community, the Housing Society is dedicated to developing sustainable housing by integrating environmental and social considerations in the planning, design, construction, operation and maintenance provisions of our housing estates. Moreover, we also take social investment as part of our business objectives. Through various initiatives we provide support that generates talent for the industry. We also participate in, and support charity events that raise funds for the under-privileged. As a long-time provider of housing and care for the elderly, we continue to develop and extend activities and programmes that enhance their quality of life. In fact, 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 forth year, the Housing Society Academy (HS Academy) continues to develop and expand its activities to nurture talents and promote greater knowledge and expertise of the housing industry and related services.

房協以服務社群為首要任務，在推動可持續發展房屋方面更是不遺餘力，故在規劃、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營運目標。我們透過不同活動，協助房屋業培育專才，並參與及支持慈善活動，為弱勢社群籌款。一直以來，我們關懷長者，並透過發展業務和房屋計劃，提升長者的生活質素。事實上，我們亦盡量在業務範圍內為有需要人士伸出援手。

#### 「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)現已踏入第四年，不斷發展及拓展培育人才的活動，以及提高業界對房屋及相關服務的專業知識。

One of the key interest areas of the HS Academy is to cultivate a better understanding of housing and related services among young people. Since its inauguration in 2005, the HS Academy has established close collaboration with 18 tertiary institutions, including all the universities and extramural colleges in Hong Kong. In partnership with these institutions, a number of relevant programmes are organised, including career talks and summer internship programme. During the year, the HS Academy has strengthened its collaboration and entered into a Memorandum of Understanding with the Hong Kong Institute of Vocational Education (Tuen Mun) to join hands in promoting professional development and academic exchanges in the field of housing.

The HS Academy is committed to nurturing young people, and its annual summer internship programme has been popular among the students of tertiary institutions. This year, the Housing Society recruited some 70 students to work in different divisions. Always looking to add depth to quality service, the HS Academy 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 Interpersonal Communication Skills Workshop and an outdoor training camp.

The Housing Society has also teamed up with the Office of the Director of Apprenticeship to launch the first Apprenticeship Programme for Tradesman. The three-year programme is designed for young people who wish to pursue a career in building maintenance services. The first batch of five trainees signed their contracts and officially joined the Housing Society on 1 September 2007.

To ensure a good flow of talent into the housing industry and to encourage the younger generation to learn and contribute to society, the HS Academy operates a scholarship/bursary scheme. During our most recent scholarship/bursary presentation, 59 students from local tertiary educational institutions and schools of continuing education received cash awards. In a further bid to promote

專業發展中心其中一個重要目標是培育年輕人認識房屋及相關的服務。自二零零五年成立以來，專業發展中心與十八家大專院校(包括香港所有大學及校外進修學院)建立了緊密聯繫，並與這些院校合作，舉辦各項活動，如職業講座及暑期實習計劃。年內，專業發展中心與香港專業教育學院(屯門分校)簽訂合作備忘錄，攜手推廣房屋業界的專業發展及學術交流。

專業發展中心致力培育年輕人，每年舉辦的暑期實習計劃深受大專院校學生歡迎。今年，房協各部門共聘用了七十多名學生。專業發展中心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。

此外，專業發展中心與學徒事務署合作，首次開辦為期三年的「屋宇設備技工學徒計劃」，為有志加入樓宇維修行業的年輕人提供培訓。首批共五名學員已與房協簽署合約，並於二零零七年九月一日正式成為房協一份子。

專業發展中心亦設立獎助學金，為房屋業培育新力軍，並鼓勵年青一代努力學習和貢獻社會。在最近一次獎助學金頒獎典禮中，專業發展中心向來自本地不同學術機構及持續進修學院的五十九名學生頒發現金獎勵，並向兩位香港大學「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」，以鼓勵他們持



The Housing Society Academy signed a Memorandum of Understanding with the Hong Kong Institute of Vocational Education (Tuen Mun)  
「房協專業發展中心」與香港專業教育學院(屯門分校)簽訂合作備忘錄



The Housing Society Awards help nurture talents for the housing industry  
「香港房屋協會獎助學金」致力培育房屋專才



Organising activities to promote academic and professional exchanges  
舉辦各項活動促進學術及專業交流



continuous development, two outstanding post-graduate students of the part-time Master of Housing Programme at the University of Hong Kong became recipients of the Father Cronin Memorial Award. In total, about 330 students were supported through job placements, internships and bursary and scholarship schemes.

In addition to nurturing talents, the HS Academy also promotes academic and professional exchanges. For example, in January 2008, two senior managers of the Housing Society visited Zhejiang University where they shared the experience of urban renewal in Hong Kong.

Housing Society Chairman Mr Yeung Ka-sing, Vice-Chairman Mr Marco Wu, Chief Executive Officer and Executive Director Miss Wong Lai-chun together with two directors visited Singapore in January 2008 to learn more about the Singapore approach to housing development. They also took the opportunity to visit the Singapore Urban Redevelopment Authority and the City Gallery.

Training programmes were conducted for the Macau Housing Bureau in February and March 2008 which covered topics ranging from urban renewal, management and maintenance of old buildings to quality customer service and problem-solving skills. More than 80 participants from division heads to frontline staff of the Bureau took part in the cross-border experience sharing.

During the year, the Housing Society continued its collaboration with the Personnel Department of the Jiangsu Province in continuous development. In August 2007, the Housing Society received 20 civil servants from various cities of the Jiangsu Province that worked in real estate and property areas to take part in training, experience sharing and on-site visits.

續進修。總括來說，房協年內合共為約三百三十名學生提供實習及獎助學金等援助。

專業發展中心不單注重培育人才，亦致力促進學術及專業交流，其中一個例子是房協兩名高級經理於二零零八年一月訪問浙江大學，分享香港的市區重建經驗。

房協主席楊家聲先生、副主席鄺滿海先生及行政總裁兼執行總幹事王麗珍小姐，聯同兩名總監亦於二零零八年一月出訪新加坡，汲取他們在房屋發展方面的經驗，並藉此機會拜訪新加坡市區重建局及參觀城市規劃展覽館。

二零零八年二月及三月，房協為澳門房屋局舉辦多項培訓活動，主題包括市區重建、舊樓管理及維修，以至優質客戶服務及解決問題技巧等。澳門房屋局八十多名員工由部門主管以至前線職員，也有參加這次跨境經驗交流活動。

年內，在持續培訓方面，房協繼續與江蘇省人事廳合作。二零零七年八月，我們接待了二十名來自江蘇省多個城市負責房地產及物業工作的公務員，並為他們安排了培訓、經驗交流及實地探訪活動。



Meanwhile, 43 students of the MSc Programme in International Real Estate, jointly offered by the Hong Kong Polytechnic University and Zhejiang University visited the Housing Society Elderly Resources Centre and Kai Tak Garden Phase II, and participated in a seminar on property development and management. In January 2008, more than 40 Korean students from the Department of Housing and Interior Design of the Kyunghee University visited the Senior Citizen Residences (SEN) project of the Housing Society at Cheerful Court.

The Housing Society believes that sharing knowledge and experiences helps to improve services, performance and management within the housing industry, which ultimately benefits the wider Hong Kong community. Putting this philosophy into practice, in November 2007, Chief Executive Officer and Executive Director Miss Wong Lai-chun attended the Construction Industry Institute Hong Kong Conference where she shared with industry professionals the experience of the Housing Society in promoting work safety in its estate rehabilitation projects. On this particular issue, the Housing Society sponsored and jointly produced a video to promote work safety at height among the industry.

### Care for the Environment

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

The same certification in property management was awarded to Lai Tak Tsuen and Tivoli Garden in 2003. This year, another three estates – Moon Lok Dai Ha, Lok Man Sun Chuen and Lakeside Garden – also achieved the same certification for their commitment in environmental management.

同時，四十三名報讀了由香港理工大學及浙江大學合辦的國際房地產碩士學位課程的學生，到訪房協的「長者安居資源中心」及啟德花園第二期，並參加了一個有關物業發展及管理的研討會。二零零八年一月，來自韓國慶熙大學房屋及室內設計學系的四十多名學生，參觀了房協「長者安居樂」住屋計劃的彩頤居。

房協相信交流知識及經驗有助促進業界提升服務、表現及管理，最終惠及廣大市民。基於此信念，房協行政總裁兼執行總幹事王麗珍小姐於二零零七年十一月，出席了「香港建造業研究學會會議」，與業內專業人士分享房協在屋邨復修工程中推廣工業安全的經驗。在這方面，房協特別贊助及協製宣傳光碟，向業界推廣高空工作安全。

### 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。作為本港第一家在房屋發展方面取得ISO 14001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。

勵德邨及宏福花園亦於二零零三年在物業管理方面取得這項認證。今年，滿樂大廈、樂民新村及翠塘花園三個屋邨的環境管理工作也獲得同樣認證。



The Housing Society obtained the ISO 14001 Environmental Management Certification in both property development and property management  
房協於物業發展及物業管理方面均取得ISO 14001環保管理認證

To outline our environmental activities, the Housing Society has published its first environmental report last year, which offers a comprehensive review of our environmental achievements and also identifies areas for improvement. Our environmental report marks another milestone in our pursuit for best practices and along with our certified management system, will help us continue on our environmental journey in a more structured and holistic manner.

It is not only in our management of existing activities that environmental issues are considered. An evaluation of environmental impact is a key part 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.

To reduce the amount of waste generated on construction sites, we have supported the use of an environmentally-friendly hydraulic concrete crushing device in preference to the conventional breaker. The hydraulic crusher can reduce demolition noise by at least 15 decibels, and facilitate the reuse and recycling of demolishing waste. At least over 50 per cent of the waste created during demolition would be recycled. Another benefit from using the crusher is that less airborne dust is produced.

While new Housing Society projects incorporate various environmental features, existing estates also receive careful environmental considerations. Major rehabilitation is undertaken with a view to prolonging the life span of our buildings so as to conserve resources and minimise waste and environmental impact, while at the same time improving the living environment for the residents.

Numerous environmental awareness activities are also 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 and waste reduction schemes and in doing so has been awarded more than 90 certificates for the energy-saving performance of lifts and lighting installations and source separation of domestic waste in various estates, including the Gold Wastewi\$e Logo granted by the Environmental Protection Department.

去年，房協印製了首份企業環保報告，介紹我們在環保工作方面的成績，並全面檢討成效和有待改善的地方。這份環保報告標誌我們根據管理系統認證達致最佳準則的另一里程碑，讓我們更有系統及全面地實踐環保工作。

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，我們除了考慮法定要求外，還須兼顧各種環保因素。此外，我們亦會不斷評估整個設計及建造過程對環境產生的影響。

在進行拆卸及建築工程時，我們採用了油壓鋼剪取代傳統的混凝土軋碎機，以減少在建築地盤產生的廢物，令拆卸過程中逾百分之五十的廢物可循環再用。使用油壓鋼剪可將拆卸工程的噪音減低至少十五分貝，並可減少產生空氣浮塵。

房協在新項目中加入環保措施的同時，也仔細考慮現有屋邨的環保需要。因此，我們為轄下屋邨進行大型復修工程，以延長大廈的壽命，從而節省資源，減少對環境的影響，同時改善居住環境。

每年，房協舉辦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、自動行人電梯及照明裝置的能源方面，取得超過九十張獎狀，同時亦獲環境保護署頒發「卓越明智減廢」標誌。

The concept of environmental awareness and protection is not only manifest in our endeavours to implement and improve environmental operations and standards, but also improves the quality of residents' living environment. In a number of situations, the environmental improvement effort of the Housing Society has been extended to include city revitalisation.

A prime example is the "greening" and beautification of the "Green Lane" in Sham Shui Po where we replaced concrete paving with reusable paving blocks and enhanced the attractiveness of the neighbourhood by planting trees and providing benches and sculptures. This initiative has been extended to other locations around the city and the New Territories.

### Care for the Community

Annually, the Housing Society and its employees join and support city-wide initiatives that provide benefits to the needy and the elderly. In addition to participation in a wide range of community events, we also support fund-raising activities and encourage staff to take part in volunteer work.

Last year, the Housing Society Volunteer Team contributed over 3,800 hours of voluntary work during their leisure time across a number of deserving causes. In a repeat of its success last year, the Volunteer Team was presented the Highest Service Hour Award by the Social Welfare Department in December 2007.

在實踐環保方面，我們不僅致力提升營運上的環保表現及水平，關注改善居民居住環境的質素。事實上，房協的改善環境工作甚至延至活化市區環境。

其中一個最佳例子是我們在深水埗「綠悠翠坊」的綠化及美化工程，我們將水泥行人路換上再用地磚、栽種樹木、設置座椅和擺設雕塑，美化毗鄰環境。這項計劃更擴展至其他市區及新界地點。

### 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和長者的活動。房協除積極投入社區事務外，亦支持各項公益籌款活動，並鼓勵員工參加義務工作。

去年，房協「愛心隊」在工餘時間積極參與各類有意義的活動，服務總時數超過三千八百小時。承接去年的佳績，「愛心隊」在二零零七年十二月獲社會福利署頒發「最高服務時數獎」。



The Housing Society Volunteer Team and Housing Society Community actively participate in community services  
「房協愛心隊」及「房協之友」全情投入服務社群



Throughout the year, the Housing Society Volunteer Team and their families contributed their spare time, experience and know-how to serve the community and help the needy. Besides providing practical assistance, often, and especially during auspicious calendar events, members of the Volunteer Team visited the elderly living alone to show their concern and care.

Reaching out to a wider community, the Volunteer Team went to Qingyuan in August last year, bringing supplies and care to the people living in the rural areas. 30 volunteers, including two doctors and children of staff of the Housing Society participated in this volunteer service activity. The volunteers visited a poverty-stricken farming community where the doctors gave the residents medical checkups while Housing Society volunteers gave residents haircuts.

We believe that it is partly due to the enthusiasm and care shown over the last decade by our Volunteer Team that many of our housing estates have formed their own teams of volunteers. These teams work through our Housing Society Community with our Volunteer Team.

### Care for the Elderly

Care for the elderly has always been a primary focus of our business activities. Complementing our regular day-to-day care and services for the elderly tenants in our estates, throughout the year we organised activities that entertained and encouraged their participation.

「愛心隊」及其家人在過去一年利用私人時間及個人經驗和知識，服務社會及幫助有需要人士。除提供實際協助外，「愛心隊」義工更經常在節日探訪獨居長者，以示關懷。

去年八月，「愛心隊」帶領三十名義工，包括兩名醫生及房協員工的子女，出訪清遠，為鄉郊居民送上物資和關懷，惠及更廣大社群。義工除到貧困的農村探訪外，醫生亦為村民作健康檢查，而房協義工則為村民理髮。

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，與「房協之友」及「愛心隊」攜手服務社會。

### 關懷長者

關懷長者一直是我們業務的其中一個重點。除關懷和照顧轄下屋邨長者的日常需要外，去年，我們亦籌辦多項社區活動，鼓勵長者參與。



Promoting the culture of respect for the elderly through various activities  
舉辦各類形活動，宣揚敬老文化



Instead of simply providing housing tailored to meet the needs of the elderly, the Housing Society also cares about their physical and mental health. As part of this concept, more than 160 elderly members of the Housing Society Community (HS Community) took part in the Athletic Gala for the Elderly 2007 jointly organised by the Hong Kong Christian Services Department, the Leisure and Cultural Services Department and the Community Chest of Hong Kong.

The Housing Society also organised a number of festive celebrations for the elderly. In September 2007, a Mid-Autumn Celebration-cum-Birthday Party was organised for over 400 elderly residents of Housing Society estates. Over the Chinese New Year, members of the HS Community were out bringing warmth and new year greetings to the elderly. 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.

The Housing Society also took part in events catering for the well-being of the elderly. A good example of this was participation in the 6<sup>th</sup> Annual “Walk for the Elderly” jointly organised by the HS Community, the Senior Citizen Home Safety Association and the Rotary Club of Admiralty. On the day of the event, over 300 residents and staff of the Housing Society completed the route to raise funds for providing free Personal Emergency Link Service and Elder Ring Hotline Service for senior citizens with financial difficulties.

In response to the “We Care to Share” Volunteering Campaign Service Day launched by the Agency for Volunteer Services, members of the HS Community organised a series of activities, including visits to lone elderly, to demonstrate their commitment to community service and promote the culture of respect for the elderly.

房協不但提供專為長者而設的房屋，我們更關心他們的身心健康。基於此理念，逾一百六十名「房協之友」長者會員參加了由香港基督教服務處、康樂及文化事務署和香港公益金合辦的二零零七年「全港長者運動會」。

房協並在佳節期間為長者安排慶祝活動。二零零七年九月，房協為轄下出租屋邨超過四百名長者舉辦中秋暨生日茶聚。新春期間，「房協之友」會員更為長者送上了溫暖和祝福。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。

房協參與關懷長者的活動有不少例子，其中包括由「房協之友」、長者安居服務協會及金鐘扶輪社合辦的第六屆「同心展步獻長者」步行籌款活動。三百多名居民和房協職員完成路程，籌集善款為財政有困難的長者免費提供「一線通平安鐘服務」及「耆安鈴」長者熱線服務。

為響應義務工作發展局推出的「愛心傳城義工大行動」義工日，「房協之友」會員安排了一系列的活動，包括探訪獨居長者，以示他們服務社會的承諾及宣揚敬老的文化。

Looking outside our own immediate environment for ideas and solutions to improve the quality of life and living conditions for the elderly, the Executive Committee of the Housing Society joined members of the Hong Kong Council of Social Service and Haven of Hope Christian Service in attending an international conference organised by the International Association of Homes and Services for the Ageing in Malta in June 2007. A delegation of 12 members and colleagues of the Housing Society also paid a visit to Hong Kong Jockey Club Shenzhen Society for Rehabilitation Yee Hong Heights in March 2008. Through sharing of experience, the visit helped inspire new ideas for elderly housing development in Hong Kong.

### Recognition from the Community

It provides the Housing Society with a great sense of satisfaction that during the year we have received widespread recognition and awards from the industry and community for our services. Through our efforts across a broad range of activities and commitment to make a positive difference, we have been the recipient of a number of awards from District Councils, industry institutions and the social service sector in recognition of our property management standards.

In the 2<sup>nd</sup> Hong Kong Energy Efficiency Awards, organised by the Electrical and Mechanical Services Department aiming to promote energy saving, the rental estates of the Housing Society won 12 prestigious awards. Apart from implementing measures to save energy, the Housing Society also attaches great importance to the hygiene of its estates. Exemplifying the effort in this respect, four estates won awards in the 2007/2008 Sai Kung District Cleaning Competition.

二零零七年六月，房協執行委員會與香港社會服務聯會及基督教靈實協會成員出席了由 International Association of Homes and Services for the Ageing 主辦，在馬爾他舉行的國際會議，就改善長者的生活質素及居住環境，汲取海外意見及研究解決方案。此外，十二名房協成員及職員在二零零八年三月探訪了香港賽馬會深圳復康會頤康院，透過交流經驗，為香港長者房屋發展注入新思維。

### 社區認同

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。房協獲多個區議會、業界團體及社會服務界的獎項和嘉許，表揚我們的物業管理水平，並反映我們的業務層面廣闊，以及用心服務的承諾。

房協轄下出租屋邨在第二屆香港能源效益獎中，獲得十二項獎狀。香港能源效益獎由機電工程署舉辦，旨在推廣節約能源。除推行節約能源措施外，房協亦非常注重屋邨的衛生，我們四個屋邨在二零零七至零八年西貢區屋苑清潔比賽中，奪得多項殊榮，反映我們在這方面的努力。



Environmental efforts in property management are recognised by awards won throughout the year  
物業管理的環保工作獲得認同，年內取得多個獎項





The Housing Society Annual Report obtained various international and local awards  
房協年報獲取多個國際及本地獎項

In recognition of their safety management systems, Moon Lok Dai Ha and Chun Seen Mei Cheun were commended “Safe and Healthy Estates” under the Hong Kong Safe and Healthy Estates Accreditation Scheme, organised by the Occupational Safety and Health Council. It also gave us satisfaction that Tai Hang Tung Estate, one of the housing estates managed by the Housing Society, took the Gold Award at the Hong Kong Eco-Business Awards in the category of Green Property Management (Public Housing), recognising the concerted efforts of resident and management team in promoting green initiatives to reduce the use of water, electricity and paper, and increase waste recycling.

Each year, the annual report of the Housing Society sets out to report in an easy-to-read style the breadth and depth of our activities. The 2006 Annual Report was recognised as the Best Annual Report Honourable Mention, Winner in Citation for Achievement in Design, and Nominee in Citation for Achievement in Corporate Governance Disclosure at the Hong Kong Management Association Best Annual Reports Awards. It is especially pleasing that our 2007 Annual Report clinched the Gold Award in the “Non-Profit – Various” category of the 21<sup>st</sup> Mercury Awards competition. It was also named Grand Award Winner in the “Annual Reports Hong Kong” category.

These awards, applause and recognition from government departments and the community help drive our passion and commitment and spur us on to seek ever higher achievements.

滿樂大廈及真善美村獲職業安全健康局「香港安健屋邨確認計劃」嘉許為「安健屋邨」，表揚屋邨的安全管理系統。令我們感到欣慰的是另一個房協管理的屋邨——大坑東邨獲「香港環保企業獎——環保物業管理獎(公營房屋)」金獎，表揚居民及管理團隊協力推動環保的努力，以達至節能節水、減少用紙和增加廢物循環再用的目的。

此外，房協每年印製簡明易讀的年報，詳盡及深入介紹我們的業務。房協的二零零六年年報在香港管理專業協會「最佳年報比賽」中，獲頒發「優異年報獎」和「優秀設計獎」優勝獎，並獲「優秀企業管治資料披露獎」提名。我們的二零零七年年報在第二十一屆Mercury國際大獎中，榮獲非牟利機構組別金獎，並被主辦單位選為「最佳年報香港區大獎」，成績令人滿意。

這些獎項及政府和社會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。