

# Social and Environmental Responsibilities

社會及環境責任









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## 社會及環境責任

The Housing Society is committed to its community-focused mission, which embraces social considerations while caring for the environment. Through housing-related training programmes and talent nurturing, we aim to translate our knowledge and experience into value for the housing industry and to benefit the wider community.

The Housing Society also sponsors activities organised by the industry and supports charity events to raise funds for the needy and under-privileged. For example, the Housing Society raised HK\$1.62 million from the residents, members and staff in response to the Sichuan earthquake which occurred last May.

As a socially responsible corporate citizen, we do not only contribute as an organisation, but whenever and wherever practicable, we also call on our residents to take part in various programmes and events that promote care in the community and environmental best practices.

### Professional Development and Academic Exchange

Established five years ago to meet the rising expectations for quality property management and housing-related services, the Housing Society Academy (HS Academy) provides support, training, information exchange and work experience opportunities for the benefit of long-term development of the housing sector. Through a variety of academic exchange activities, internship and placement programmes, and also sponsorship and award schemes, the HS Academy strives to nurture talents and encourage young people to embark on the housing industry. This year, over 500 students participated in the programmes of the HS Academy.

Last summer, the HS Academy collaborated with the Hong Kong Coalition of Professional Services for the first time to offer internship opportunities to 12 Form 5 students living in Yuen Long and Tin Shui Wai. In order to widen their career horizons, the students were assigned to different departments of the Housing Society to gain an insight into its operations. Moreover, riding on the success of our Tradesman Apprentice Programme, the HS Academy again engaged three apprentices under the three-year scheme specially structured for young people who want to pursue a career in building maintenance services, making the total number of apprentices to seven during the year.

房協秉承服務社群的使命，關懷社會和愛護環境，並透過推動與房屋業相關的培訓及專業發展，為業界貢獻我們的知識和經驗，從而惠及社群。

此外，房協亦熱心贊助業界活動及支持慈善籌款，為有需要人士及弱勢社群盡一分力。例如去年五月四川發生大地震後，房協向居民、委員及員工募捐，合共籌得港幣一百六十二萬元善款。

作為負責任的企業，我們不單從機構本身出發，貢獻社會，只要情況許可，我們亦推動居民積極參與社區活動及愛護環境。

### 專業發展及學術交流

因應社會對優質物業管理的期望，而與房屋相關服務的要求不斷提升，「香港房屋協會專業發展中心」(專業發展中心)於五年前成立，旨在提供支援、培訓、專業交流及實習機會，以助推動房屋業的長遠發展。專業發展中心透過籌辦各項學術交流活動、實習計劃以及贊助及獎勵計劃，致力培育專才，同時鼓勵年青人投身房屋業。今年，有超過五百名學生曾參與專業發展中心舉辦的活動。

去年夏天，專業發展中心與香港專業聯盟首次合作，為十二名居於元朗和天水圍的中五學生提供實習機會。這批學生獲調派到不同部門實習，了解房協的業務運作，藉此擴闊他們的就業視野。此外，有見「屋宇設備技工學徒計劃」成功推行，為有志加入樓宇維修行業的年輕人提供培訓，專業發展中心再次安排三名學徒參與這項為期三年的計劃，令本年度的學徒總人數增至七名。





The Housing Society submits the fund raised for the earthquake victims to Home Affairs Department  
房協將籌得的賑災善款交給民政事務總署



The Housing Society signed MOU with six more institutions  
房協再與六家院校簽訂合作備忘錄

In another move to provide skill-learning opportunities for young people and further their career prospects, the HS Academy signed Memoranda of Understanding (MOU) with local institutions to provide development opportunities for their students. This year, the Housing Society accepted some 70 interns who joined various departments to receive training and benefit from the experience of working as part of a team. In addition to the existing academic partner institutions, the Housing Society signed MOU with another six institutions this year. So far, a total of 24 local and three Mainland institutions have signed MOU on collaboration of professional development with the Housing Society.

Each year, the HS Academy designates about HK\$500,000 for scholarships and bursaries which encourage talented young people to build a career in the housing industry. In January this year, the HS Academy awarded scholarships and bursaries to over 60 students from local tertiary institutions and their schools of continuing education.

Besides nurturing housing professionals, the Housing Society has constantly been promoting professional development for the housing industry. This comes in the form of participation, knowledge and experience sharing as well as sponsorships. Over the past year, we have sponsored or participated in 27 seminars, international conferences and workshops organised by various professional institutions.

Following the first lecture held in 2007, the HS Academy sponsored the Hong Kong Housing Society Distinguished Lecture Series on Sustainable Urban Development again organised by the Department of Urban Planning and Design, the University of Hong Kong in March. The public lecture featured Professor Christine Whitehead, Director of the Cambridge Centre for Housing and Planning Research, deliberating on "Subsidised Housing in the Twenty-first Century".

專業發展中心與多家本地院校簽訂合作備忘錄，為學生提供發展潛能的機會，透過技術培訓，提升年輕人的就業前景。今年，房協共取錄七十多名學生，安排他們到各部門實習，汲取團隊合作經驗。除了現有的學術夥伴機構外，房協今年再與另外六家院校簽訂合作備忘錄。迄今，房協合共與二十四家本地及三家內地院校簽訂合作備忘錄，在專業發展的道路上攜手向前。

專業發展中心每年撥出約港幣五十萬元獎助學金，鼓勵年青專才投身房屋業。今年一月，專業發展中心向來自本地的專上學院及其持續進修學院六十多名學生頒發獎助學金。

除了栽培房屋業的專才外，房協亦透過參與及贊助活動，與業界分享知識和經驗，積極推動房屋業的專業發展。在過去一年，房協曾經贊助或參與過二十七個不同專業機構籌辦的研討會、國際會議及工作坊。

此外，繼二零零七年舉辦首次的傑出講座，專業發展中心今年再次贊助香港大學城市規劃及設計系於三月舉辦的「香港房屋協會傑出講座系列—可持續都市發展」。這次公開講座邀得劍橋大學房屋及規劃研究中心總監Christine Whitehead教授來港擔任主講嘉賓，主題為「二十一世紀的資助房屋」。





Closing of the Housing Society Summer Internship Programme 2008  
「香港房屋協會暑期實習生計劃2008」結業



The Housing Society signed an MOU with Jiangsu Provincial Personnel Department to promote cross-border professional exchange  
房協與江蘇省人事廳簽訂合作備忘錄，促進兩地專業交流

Apart from contributing to the local community, the HS Academy also looks for ways of strengthening housing-related ties with the Mainland. For instance, to promote academic exchange, the HS Academy launched a three-week Beijing Union University Students Placement Programme which allowed six Beijing interns to visit the estates and facilities of the Housing Society. In October, the Housing Society and Beijing Union University jointly organised the Beijing City and Human Resources Development for Property Industry Forum 2008, at which the Housing Society shared its experiences in developing property management professionals.

To foster a long-term relationship, the Housing Society and Jiangsu Provincial Personnel Department signed a Memorandum of Understanding on joint professional training from 2008 to 2013 that would see continuous flow of Jiangsu delegates visiting Hong Kong for training in property development and management in the years to come.

A Summer Internship Programme was also organised in co-operation with the Chartered Institute of Housing (Asian Pacific Branch) and Funing Property Management Limited for six students from Wuhan University. In addition to on-site training at Housing Society estates and visits to the Elderly Resources Centre and Property Management Advisory Centres, the students also attended seminars and experience-sharing sessions to get familiar with the housing industry in Hong Kong.

### Care for the Environment

The Housing Society is committed to environmental stewardship across the wide range of our activities, from operations to construction, design, planning and maintenance of our housing estates. Our approach to environmental activities is supported by the ISO 14001 certified Environmental Management Systems, which are key elements in our efforts to achieve results consistent with environmental leadership and ensure we remain vigilant in protecting the environment across the breadth of our operations. As a drive of our environmental initiatives, the Housing Society set environmental objectives and targets annually and monitored the progress at appropriate intervals.

除了提升本地的房屋業發展外，房協亦透過不同途徑加強與內地的專業聯繫。例如由專業發展中心舉辦為期三星期的北京聯合大學學生實習計劃，安排六名來自北京的實習生參觀房協轄下屋邨及設施，藉以推動學術交流。去年十月，我們再與北京聯合大學共同籌辦「二零零八年燕京城市與地產人才論壇」，房協並在論壇上分享其培訓物業管理專業人員的經驗。

為建立長遠關係，房協與江蘇省人事廳簽訂合作備忘錄，於二零零八年至二零一三年期間提供專業培訓。於未來數年內，江蘇代表將陸續到訪香港，接受物業發展及管理方面的培訓。

我們亦與英國特許房屋經理學會(亞太分會)及富寧物業管理有限公司合作籌辦暑期實習計劃，共有六名武漢大學學生參加。除了在房協屋邨接受實地培訓及參觀「長者安居資源中心」與「房協物業管理諮詢中心」外，學員亦有機會參與研討會及經驗分享會，從而加深對香港房屋業的認識。

### 愛護環境

從營運、興建、設計、規劃以至屋邨保養，房協在各項業務範疇上均致力推動環保。我們的環保工作以ISO 14001環境管理系統認證為標準，作為履行環保原則的主要元素，確保業務嚴格遵從保護環境的方針。每年，房協均設定多項環保的宗旨和目標，並定期監察有關進度，落實推行環保。





The pilot green roof project at Chun Seen Mei Chuen  
於真善美村進行的綠化天台試驗計劃

Believing it is important for the Housing Society to review our environmental processes and share them with the community, this year we published the Environmental Report 2009 highlighting our efforts and achievements in the areas of design for a quality living environment, project construction, property management, enhancement of the working environment and education.

In moving from quality housing to quality living, the Housing Society strives to enhance the environment by integrating environmental considerations in the development, rehabilitation of existing estates, city revitalisation projects and property management. For example, extensive landscaping, a podium landscaped garden, vertical greening, a green roof and energy and water saving facilities were incorporated in the Sham Shui Po and Shau Kei Wan urban renewal projects. In order to reduce the risk of noise pollution, during the foundation and piling works at our Sham Shui Po redevelopment project, noise mitigation enclosures and barriers were extensively used in addition to silent pliers.

With the goal of benchmarking the environmentally-friendly design and construction methods of the Housing Society, two of our urban renewal projects were enrolled in the widely-acclaimed Building Environmental Assessment Method (BEAM). We were particularly pleased when our Sham Shui Po urban renewal project achieved the Platinum Award credits in the preliminary assessment under the BEAM.

A number of green measures are introduced in property management to help create a sustainable living environment. Promoting resource-saving and reducing waste through recycling and energy-saving are also areas where the Housing Society has been taking active steps. A prime example of this is a Food Waste Eliminator that was installed in Jat Min Chuen in October last year to eliminate organic wastes. So far, more than 2,000 kg of organic wastes from food stalls, a kindergarten and a supermarket has been treated and neutralised before being properly disposed of.

The environmental efforts of the Housing Society have also been extended to utilise wind and solar energy to provide external lighting at several of our estates. A solar irrigation system was also installed in Lai Tak Tsuen.

房協重視檢討環保程序，並樂意與社會人士分享我們在這方面的工作。今年，房協出版了二零零九年環保報告，詳列我們在設計優質居住環境、建築工程、物業管理、提升辦公室環境及宣傳教育等多個範疇，推動環保的努力及成果。

從優質房屋到優質生活，房協致力把環保元素融入發展項目、屋邨復修、市區活化和物業管理業務中，從而改善我們的居住環境。例如，我們在深水埗和筲箕灣市區重建項目中加入了園景、平台花園、垂直式綠化、天台綠化以及節約水電設施等。同時，我們除了採用靜音板樁機外，在深水埗重建項目進行地基工程期間，我們亦採用消減噪音罩及屏障，以減低打樁工程造成的噪音。

為顯示我們的環保建築設計和施工方法符合基準，房協提名兩項市區重建項目參與獲廣泛認可的「建築環境評估法」。深水埗市區重建項目在該計劃的初步評估中，獲得白金級別之評分，成績令人鼓舞。

在物業管理方面，我們亦推出多項環保措施，以締造可持續發展的居住環境，並積極透過循環再用及節約能源，減少浪費資源。其中一個最佳例子，是去年十月在乙明邨裝設食物廢料處理器，以消除有機廢物。迄今，超過二千公斤源自食物攤檔、幼稚園及超級市場的可機廢物經過處理及中和後，再妥善排放。

我們更利用風力和太陽能多個屋苑提供戶外照明，並於勵德邨裝設太陽能灌溉系統，進一步將環保元素融入屋邨管理。



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The Housing Society participated in the annual Tree Planting Day to spread the message of environmental protection  
房協每年均參與植樹日，向居民宣揚環保信息



In September, the Housing Society completed a green roof pilot project at Chun Seen Mei Chuen which is being carefully monitored to measure the air quality and the amount of energy saved. Similar environmental and beautification initiatives are considered to be implemented in other estates.

In further display of proactive environmental efforts, the Housing Society estates that took part in the annual Friends of the Earth Power Smart Contest collectively saved up to 12 million KWH electricity in about three months, a reduction of carbon emissions equivalent to about 8,600 tons.

In addition to our own efforts to put good environmental initiatives into practice, the Housing Society also co-operates with other organisations to promote environmental awareness. The Housing Society signed a Carbon Reduction Charter initiated by Environmental Protection Department to work as a partner in support of greenhouse gas emission reduction.

In keeping with the efforts of the Housing Society to raise environmental awareness, more than 150 members of the Housing Society Community and their families took part in tree planting activities in the Ma On Shan Country Park as part of the annual Hong Kong Tree Planting Day 2009 organised by Green Fun.

### Care for the Community

As a caring organisation, the Housing Society and its employees have readily responded to the needs of society through volunteering programmes that provide a range of meaningful benefits. During the year, members of the Housing Society Volunteer Team and the Housing Society Community (HS Community) actively took part in various fund-raising and community activities to help the needy.

Through serving the elderly, the needy and the disadvantaged, the volunteers of the Housing Society contributed more than 5,000 hours of their leisure time during the year to participate in volunteer work, which earned them the Gold Award for Volunteer Service presented by the Social Welfare Department.

房協於九月完成真善美村的綠化天台試驗計劃，審慎監察及量度空氣質素及節能成效。房協正考慮把類似的環保及美化工作推廣至其他屋邨。

房協轄下多個屋邨今年繼續參與地球之友一年一度的「知慳惜電」節能大賽，在三個月內合共節省了一千二百萬度耗電量，相等於約八千六百噸的碳排放，反映我們推動環保的努力。

除自發地採取環保措施外，房協亦與其他機構合作推動環保。我們與環境保護署簽訂「減碳約章」，承諾協助減少溫室氣體排放。

為提高環保意識，超過一百五十名「房協之友」會員連同其家人響應「綠的歡欣」舉辦的「2009香港植樹日」，於馬鞍山郊野公園進行植樹活動。

### 關懷社群

作為一個以「社群為本」的機構，房協及屬下員工經常透過義工服務關懷弱勢社群，為社會帶來正面影響。年內，「房協愛心隊」及「房協之友」成員積極參與多項籌款及社區活動，為有需要的人士伸出援手。

透過協助長者及有需要的人士，房協的義工於年內貢獻超過五千小時的工餘時間參與義務工作，獲社會福利署頒發「義務工作嘉許金狀」。





HS Community took part in charity walk to help those elderly in need  
「房協之友」參與步行籌款，協助有需要的長者



The "Yue Kwong Mutual Aid Network" was set up to promote a neighbourhood supportive culture  
成立「漁光網絡互助社」，提倡鄰里互助守望文化

Among the diversified volunteer activities, the Housing Society volunteers took part in the Mid-Autumn Charity Sale to raise fund for ORBIS and visit to Yan Chai Hospital Buddha Light Association Activity Centre to provide haircuts to patients during the year. In December, over 300 volunteers from the HS Community participated in the seventh "Walk for the Elderly" Charity Walk jointly organised by the Senior Citizen Home Safety Association and the Housing Society to raise fund for the Personal Emergency Link Service.

Our volunteers extended their warmth and care not only to the local community, but also the needy people on the Mainland. As a response to the devastating earthquake that struck Sichuan in May last year, members of the Volunteer Team organised a campaign to hand-knit scarves and hats for victims of the earthquake living in remote areas of Mainland China.

Seeking to promote a mutual neighbourhood support network and to enhance social cohesion, the Housing Society in partnership with the Aberdeen Kaifong Welfare Association, The Boy's and Girl's Club Association of Hong Kong and mutual aid committees at Yue Kwong Chuen and Ming Wah Dai Ha recently launched the pioneering "Neighbours Assisting Neighbours Scheme".

The two projects sponsored by the Community Investment and Inclusion Fund, "Yue Kwong Mutual Aid Network" and "Ming Wah Good Neighbourhood", aimed to build up a supportive social network for the elderly and the needy by coordinating various services through Caring Ambassadors, Block Representatives and Floor Representatives. The new scheme is designed to further promote the concept of "Caring Estate", led by service teams that make regular visits to the needy, provide child care services, assist the purchase of daily commodities and arrange household repair services.

今年，房協義工參與的多項活動中，包括奧比斯「愛心獻光明」中秋義賣，以及探訪仁濟醫院香港佛光協會展能中心，為病人提供理髮服務。去年十二月，逾三百名「房協之友」義工亦參與由長者安居服務協會及房協攜手舉辦的第七屆「同心展步獻長者」步行籌款活動，為「一線通」平安鐘服務募集資金。

我們的義工不但關懷本地社群，更把愛心和溫暖帶給內地有需要的人士。去年五月四川大地震後，「愛心隊」發起圍巾帽子編織活動，賑濟中國內地偏遠地區的受災人士。

為推動鄰里互助網絡及加強社區連繫，房協日前與香港仔街坊福利會、香港小童群益會，以及漁光村及明華大廈互助委員會，推行「鄰舍守望相助計劃」。

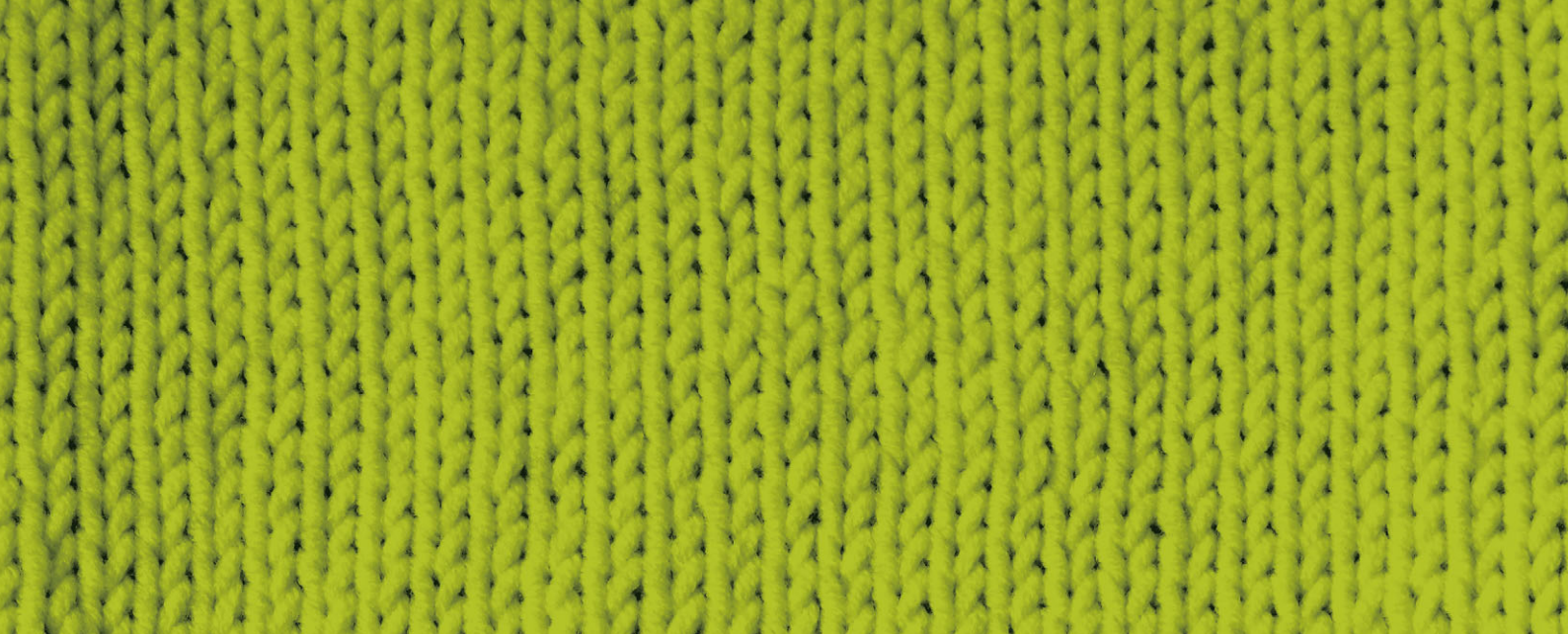
這項計劃由社區投資共享基金贊助，分為「漁光網絡互助社」及「明華好鄰居」兩個項目，透過「關懷大使」、「樓長」及「層長」制度服務居民，為長者及有需要的人士建立社區支援網絡，進一步推廣「和諧社區」的概念。義工服務團隊定期探訪有需要的人士，並為他們提供托兒、協助購買日常用品及家居維修服務。



### Sponsorships and Donations in 2008/09 二零零八/零九年度贊助及捐款

Category 類別	Event 活動	Organiser 機構
Industry 業界	Quality Building Award 2008 2008年度優質建築大獎	11 local professional, construction and property groups and trade organisations 本地十一個專業、建造業及地產業團體及商會
	HKIS Annual Conference 2008 — Surveyors in Olympics 2008香港測量師學會周年研討會 — 測量師與奧運	The Hong Kong Institute of Surveyors 香港測量師學會
	Building Surveyors Conference — Cultural Changes in Building Maintenance 轉變中的樓宇保養文化研討會	The Hong Kong Institute of Surveyors 香港測量師學會
	HKIH 20 <sup>th</sup> Anniversary Housing Conference — Quality Living for our People: Roles of Housing Managers in the Sustainable Development of our Metropolis 香港房屋經理學會成立二十周年暨房屋會議 — 安居斯民：房屋經理在都會發展中的角色	The Hong Kong Institute of Housing 香港房屋經理學會
	Symposium on Regional Planning of the Greater Pearl River Delta 大珠江三角洲區域規劃研討會	The Hong Kong Institute of Planners 香港規劃師學會
	Real Estate Market and Industry Trend in Greater China Region Conference 大中華地域房地產市場及行業發展動向研討會	Vocational Training Council 職業訓練局
	CII-HK Conference 2008 香港建造業研究學會會議 2008	Construction Industry Institute Hong Kong 香港建造業研究學會
	Hong Kong Housing Society Distinguished Lecture Series on Sustainable Urban Development 香港房屋協會傑出講座系列 — 可持續都市發展	Faculty of Architecture, The University of Hong Kong 香港大學建築學院
	The HKIE Environmental Division Annual Seminar on Environmental Policies and Practices in the Mainland and the HKSAR 香港工程師學會年度環境講座 — 內地與香港的環境政策及實施	Hong Kong Institution of Engineers 香港工程師學會
	The 9 <sup>th</sup> International Value Management Conference 第九屆國際價值管理會議	The Hong Kong Institute of Value Management 香港價值管理學會
	Hong Kong ICT Awards 2008 香港資訊及通訊科技獎 2008	The British Computers Society (Hong Kong Section) 英國電腦學會(香港分會)
	Construction Safety Promotional Campaign 2008 建造業安全推廣活動	Occupational Safety and Health Council 職業安全健康局
	The 7 <sup>th</sup> Hong Kong Occupational Safety & Health Award 第七屆職業安全健康大獎	Occupational Safety and Health Council 職業安全健康局
	E&M Safety Carnival 機電安全嘉年華	Electrical and Mechanical Services Department 機電工程署
	Occupational Health Promotion Campaign 職業健康推廣活動	Occupational Safety and Health Council 職業安全健康局
	Good Housekeeping Campaign 良好工作場所整理計劃	Occupational Safety and Health Council 職業安全健康局





Category 類別	Event 活動	Organiser 機構
Environmental 環保	Green Building Award 2008 環保建築大獎 2008	Professional Green Building Council 環保建築專業議會
	EnviroSeries Conference 2008 環保會議系列 2008	Business Environment Council 商界環保協會
	Walk for Nature @ Mai Po 2008 步走大自然@米埔 2008	World Wide Fund for Nature Hong Kong 世界自然基金會香港分會
	The 15 <sup>th</sup> Green Power Hike 第十五屆綠色力量環島行	Green Power 綠色力量
	The 6 <sup>th</sup> Green Carnival 第六屆環保嘉年華	Green Council 環保促進會
Community 社區	Fund-raising Day for Sichuan Earthquake Victims 心連心賑災籌款日	Home Affairs Department 民政事務總署
	Social Enterprise Summit 社企民間高峰會	Hong Kong Policy Research Foundation 香港政策研究基金
	Quality Improvement and Experience Sharing Convention 優質經驗改善交流會	10 local public and private organisations and NGO 本地十個公營、私營及非牟利機構
	2008-09 Hong Kong Youth Design Competition — Life Optimism for Senior Citizens 2008-09 全港青少年科技創意設計比賽 — 優化長者生活	Senior Citizen Home Safety Association 長者安居服務協會
	The Community Chest Corporate and Employee Contribution Programme 2008/09 — Bronze Award 二零零八/零九年度公益金商業及僱員募捐計劃 — 銅獎	The Community Chest of Hong Kong 香港公益金
	Dress Special Day 公益服飾日	The Community Chest of Hong Kong 香港公益金
	The Community Chest Corporate Challenge 公益慈善馬拉松	The Community Chest of Hong Kong 香港公益金
	Tung Wah Charity Games Challenge 東華愛心競技同樂日	Tung Wah Group of Hospitals 東華三院
	Haven of Hope Fundraising Golf Tournament 2008 靈實協會慈善高球賽 2008	Haven of Hope Christian Service 基督教靈實協會
	HKSPC Charity Golf Day 香港保護兒童會慈善高爾夫球日	Hong Kong Society For the Protection of Children 香港保護兒童會
	Tai Hang Fire Dragon 大坑中秋舞火龍盛會	Tai Hang Residents' Welfare Association 大坑坊眾福利會