

# Social and Environmental Responsibilities

## 社會及環境責任



*We serve with a social mission and work  
hard towards environmental  
sustainability - for this generation,  
and for the generations to come.*

我們以服務社會為宗旨，  
並為環境的持續發展而努力，  
為現在，也為將來。





AGENCIJA ZA PROMET IZDAVAČKI  
HONG KONG METZGER'S SALE MARKET FINE MODERN AND CONTEMPORARY CHINESE PAINTINGS OCTOBER 28, 2008

丁斐の地球  
HONG KONG METZGER'S

## SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES

### Care for Society

Two guiding principles of the Housing Society are our caring culture and social mission as we constantly strive for the betterment of Hong Kong society. These two ideals represent the very heartbeat of our present-day work and long-term goals. But where appropriate our vision extends beyond Hong Kong, particularly to deserving situations in neighbouring areas of Mainland China, and in exceptional cases far wider.

In the Albert House case, the Housing Society demonstrated its compassion when, upon request from the Home Affairs Bureau, it helped 77 distressed home-owners repay their share of a \$25 million judgment made against them by the Court of First Instance. After weighing up the case, the Executive Committee agreed to provide interest-free bridging loans of up to \$200,000, repayable after a year. Individuals with financial difficulties can extend their repayment periods for up to five years. Home-owners aged over 65 and with no income or other property assets can repay their loans after their properties are sold.

In offering its help, the Housing Society took into account the salutary lesson the case provided for all property owners who disregard their responsibilities and allow their buildings to deteriorate into a dangerous condition.



*Albert House home-owners presenting a souvenir to the Housing Society to show their appreciation for our timely assistance*  
添喜大廈小業主致送紀念品給房協，答謝我們適時提供協助

## 社會及環境責任

### 關心社群

一直以來，房協本著關懷和服務社會的精神，致力改善香港社會。這個理想正正主導我們目前的工作和長遠的目標。在適當情況下，我們亦會將關懷延展至香港以外的地方，尤其當國內鄰近地區，甚至是更遠的地方出現需要時，我們更是願意伸出援手。

在添喜大廈事件中，房協應民政事務局的要求，發揮了關懷精神，協助了七十七名無助的業主繳付原訟法庭判決要求他們繳付的共二千五百萬元賠償金額。經審慎研究後，執行委員會同意為每個業主提供不超過二十萬元的過渡免息貸款，一年後償還。有財政困難的個別人士更可將還款期延長至五年。至於年逾六十五歲及沒有收入或其他物業資產的業主，則可以在出售物業後才還款。

在提供協助之餘，房協希望藉這事件喚起所有業主的關注，了解忽視責任令物業失修至危險程度會帶來的後果。





*We jointly organise the Elderly Health Day with Hong Kong Occupational Therapy Association to promote home safety*

我們夥拍香港職業治療學會舉辦「長者健康生活同樂日」，以推廣家居安全訊息

Subsequent incidents have included loose concrete crashing down off buildings and more recently a spate of falling aluminium windows, further driving home the fact that owners are responsible for injuries and damage caused by such negligence. These accidents also underscored the timeliness of the Building Management and Maintenance Scheme.

### Elderly

As a special focus, we have extended our caring culture and social mission to the elderly to provide them with not just better accommodation, but also improved quality of life.

In August 2004, we launched a free advisory service in conjunction with the Hong Kong Occupational Therapy Association (HKOTA) at the Property Management Advisory Centre in Sham Shui Po to promote home safety among the elderly. In addition, we organised many functions that contributed to a healthy and enjoyable lifestyle for these senior citizens.

Wherever feasible, we work closely with specialists in elderly care to coordinate events that will help them extend their reach into the community they serve. A very good example was the Elderly Health Day we co-organised with the HKOTA, which came out successfully.

Last September, more than 250 elderly residents from five of our estates enjoyed the Mid-Autumn Festival at the Cheung Muk Tau Holiday Centre at Sai Kung. This also marked the launch of an elderly care programme jointly organised by the Housing Society Community (HSC) and the Senior Citizens' Home Safety Association to promote personal hygiene, healthy diet and SARS prevention among senior citizens.

隨後發生的事件，包括大廈石屎剝落，以及最近多宗鋁窗脫落事件，進一步帶出業主必須對於由疏忽而導致的傷亡及損失負上責任。這些意外也顯示房協推出「樓宇管理維修綜合計劃」正是因時制宜。

### 照顧長者

我們特別著力將關懷文化和社會使命推展至長者，不單為他們提供更佳居所，更提昇其生活質素。

二零零四年八月，我們與香港職業治療學會在深水埗「物業管理諮詢中心」推出一項免費諮詢服務，推廣長者家居安全。此外，我們舉辦了多項活動，為長者帶來健康寫意的生活。

我們亦把握機會與長者護理專家緊密合作，協調活動，使長者可以融入社群。我們與香港職業治療學會合辦「長者健康生活同樂日」，成效理想，就是一個好例子。

去年九月，我們在西貢樟木頭老人渡假中心為轄下五個屋苑的二百五十多名長者舉辦中秋慶祝活動。這亦是「房協之友」與長者安居服務協會合辦的「關懷長者服務計劃」的開展活動。這計劃旨在向長者宣傳個人衛生、健康飲食和預防沙士的訊息。

We also encourage our fitter elders to stay competitive. In October 2004, 160 elderly residents of Jat Min Chuen, Ka Wai Chuen and Clague Garden Estate joined in the 2004 Athletic Gala for the Elderly, winning golds for the men's and women's javelin and the women's 100 metres.

The following month, over 250 elderly tenants enjoyed the annual Senior Citizens' Fun Day at the Cheung Muk Tau Holiday Centre for the Elderly. A Cantonese opera was among the attractions. The Clague Garden team was the overall champion.

In December 2004, more than 300 members of the HSC joined the 3<sup>rd</sup> Care for the Elderly Walkathon to raise funds for aged singletons.

As before, our Management made Lunar New Year visits to more than 500 elderly residents of about a dozen estates, giving away laisee packets and gift packs. Gold plaques were presented to 50 elders aged over 85.

### Community

As a good corporate citizen, the Housing Society is concerned about the well-being of the whole community and extends its support to various deserving causes, both within the industry and otherwise.

Soon after the tsunami catastrophe in Southeast Asia last December, we called on Members and staff to donate generously to this most worthy relief effort, which touched the hearts of all. In a matter of days, \$500,000 in cash was collected and handed to the Red Cross and the Central Disaster Relief Fund co-ordinated by the Hong Kong Government. The amount included \$31,000 from Members – a generous response to the first call ever made on them for donations.

我們亦鼓勵健壯的長者保持活力。二零零四年十月，乙明邨、家維邨和祈德尊新邨的一百六十名長者參加了二零零四年度的「全港老人運動會」，並在男子和女子標槍及女子一百米項目中奪金。

在十一月，二百五十多名長者在樟木頭老人渡假中心歡渡了一年一度的「長者競技日」，其中以粵劇表演最受歡迎。祈德尊新邨並贏得總冠軍。

二零零四年十二月，「房協之友」三百多位成員參加了第三屆「同心展步獻長者步行籌款」活動，為獨居長者籌款。

一如過往，我們的管理層在農曆新年期間到訪十多個屋邨，向五百多名長者拜年，並派發利是和禮品。此外，亦頒發金牌給五十名年逾八十五歲的長者。

### 支持社區

作為良好的企業公民，房協關注整體社會的福祉，並支持各項業內和社區的善舉。

去年十二月東南亞海嘯大災難後不久，我們呼籲房協委員及職工慷慨捐輸，為災民解困。我們很快就籌得五十萬元現金，捐給紅十字會及香港政府統籌的中央救災基金。這是房協首次向委員募捐，得到良好反應，籌得三萬一千元。



*We organise Senior Citizens' Fun Day for our elderly residents to promote healthy ageing*  
我們為長者住戶舉辦「長者競技日」，推廣健康晚年



*The Management celebrates Lunar New Year with the elderly tenants and brings festival gifts to them*  
房協管理層帶備禮物探訪長者，與他們共賀新歲



*Staff actively participate in various charity races*  
職員積極參與各項慈善競跑比賽



*Winners of the Father Cronin Memorial Award receiving their certificates*  
兩位得主接受「樂年神父獎學金」嘉許狀

Staff runners raised more than \$17,000 for the physically disabled by competing in the Community Chest Half-Marathon and 10km race in January 2005, and in the Standard Chartered Marathon in February 2005.

The Housing Society became a Diamond Sponsor for the Quality Building Award, which promotes a collective commitment by the industry to uphold its image and competitiveness while honouring outstanding projects built through exceptional collaborative teamwork.

We also underwrote publication of an important research study by the Construction Industry Institute – Hong Kong (CII-HK) to promote a new building culture, and gave \$50,000 to support its December conference on Constructive Partnering.

The Housing Society participated in the Dress Casual Day 2004 and raised about \$16,000 for the Community Chest to support the family and child welfare services provided by the Chest's member agencies. We raised a further \$13,000 for the Community Chest by sponsoring its Green Day and Skip Lunch Day apart from the \$38,800 of usual Corporate and Employee Contribution Programme.

The Father Cronin Memorial Award to the top graduates of the Hong Kong University's Housing Management programme went to Ms Hung Mun-wa (Best Student) and Mr Lee Kwok-wai (Best Dissertation). The Award honours the invaluable contribution made to the Housing Society by the late Father Fergus Cronin, who was the Chairman in 1981.

我們的員工於二零零五年一月參加了「公益慈善半馬拉松及十公里賽事」；同年二月，又參加「渣打馬拉松」。在這兩項活動中，為傷健人士共籌得一萬七千多元善款。

房協也是「優質建築大獎」的鑽石級贊助機構。這獎項旨在鼓勵業內人士同心協力，提高形像及競爭力，並表揚透過通誠合作而完成的卓越工程計劃。

我們亦資助香港建造業研究學會出版了一份重要的研究報告，以推動建造業新文化。此外，亦捐助了五萬元，支持該會於去年十二月舉辦的「建造業夥伴合作會議。」

除了每年公益金「企業及僱員籌款計劃」的三萬八千八百元捐款外，房協亦參加了「2004年便服日」，為公益金籌得約一萬六千元，以支持其成員機構提供的家庭及兒童福利服務。此外，我們贊助「公益金綠識日」和「公益折食日」，籌到一萬三千元。

「樂年神父獎學金」每年頒予香港大學房屋管理學課程成績最優秀的畢業生。今年度得主為孔敏華小姐（最佳成績）和李國偉先生（最佳論文）。這獎項是紀念曾於一九八一年出任房協主席的樂年神父對房協的重大貢獻。

## Volunteering

Our staff extend their care well beyond the call of duty, often giving up their spare time to organise activities with our residents. Formed in 1998, the Housing Society Volunteer Team has done much to extend the feeling of fellowship between the Housing Society and its residents. During the year, more than 260 staff members took part in 16 volunteer activities. As a consequence, more and more of our residents are taking an active interest in their estates and joining in these activities. More than 10 estates have now formed their own volunteer teams.

In particular, volunteers from Ka Wai Chuen in Hunghom figured in several awards, including the Gold Award (Group) for over 3,000 hours' service.

To show their support, Members and senior executives joined more than 20 volunteers on weekend visits to elderly singletons and needy families in Western District and Wo Hop Shek, showing their care and helping to distribute food and gift packs.

Last November, senior executives joined the Housing Society Volunteer Team in goodwill visits to poor primary students over the boundary in Qingyuan Municipality in Guangdong Province, where they brought a dash of colour to the lives of disadvantaged children in the mountainous area.

## 義務工作

我們的員工在公餘亦不忘關懷住戶，並為他們組織各項活動。「房協愛心隊」於一九九八年成立以來，不斷增強房協與住戶間的友好關係。年內，二百六十多名員工參與了十六項義工活動，推動愈來愈多的住戶對屋苑產生歸屬感，並參與義工活動。現時已有十多個屋邨組成義工隊。

其中紅磡家維邨的義工屢獲殊榮，包括因服務超過三千小時而獲頒發團體組別的義務工作嘉許金獎。

為表支持，房協委員及高級行政人員亦參與義工服務，他們聯同二十多名義工在周末探訪香港西環及合石邨的獨居長者及有需要的家庭，表達關懷，並送上食品及禮包。

去年十一月，高級行政人員與「房協愛心隊」一起遠赴廣東省清遠市的山區，探訪清貧的小學生，為他們的生活添上一點色彩。



*Housing Society is granted the Gold Award for Volunteer Service by the Social Welfare Department*

房協獲社會福利署頒贈義務工作嘉許金狀



*Volunteers visit and bring our care to the primary students over the border in Qingyuan in Guangdong Province*

義工探訪廣東省清遠市的小學生，越洋傳遞愛心及關懷





*Members join our volunteers to visit the elderly living alone and extend their care to them*  
房協委員與「愛心隊」義工探訪獨居長者，並送上關懷



*Volunteers provide hair-cutting services for the elderly*  
義工為長者理髮



*Volunteers and Members devote their spare time to serve the community*  
義工及委員利用空餘時間為社會服務

33 volunteers helped stage a successful Tuen Ng Festival at Wo Hop Shek Village, distributing gift hampers to the elderly. Twenty other volunteers performed the same services at a similar Festival in Western District.

For the Mid-Autumn Festival, more teams of volunteers staffed games booths and distributed gifts at functions in Western District and Tseung Kwan O.

Some nimble-fingered lady volunteers learnt how to make origami (paper cut-outs) and later were able to create more than 100 colourful pots of origami tulips for a charitable activity. Another group learnt how to cut hair and are now able to perform this free service for mentally and physically disabled tenants and the elderly. Still other volunteers were trained in properly wrapping rice dumplings for fetes or in painting skills so they could paint the metal entrance grilles on elderly residents' homes.

## Care for the Environment

Our policy is to stimulate environmental advances in all aspects of housing management and development by promoting initiatives in business activities, by supporting environmental measures in the community, and by capturing the awareness of residents to this important issue.

另外，三十三名義工在端午節期間到和合石邨向長者送贈禮包。同時，二十名義工將禮品送贈予居住在香港西環的長者。

在中秋節，多個義工隊在西環和將軍澳的慶祝活動中開設遊戲攤位，並派發禮物。

此外，多名巧手的女義工學習摺紙，為一項慈善活動製作了一百多盆紙製鬱金香。另一組義工則學習理髮，並免費為長者、弱能和殘障的住戶服務。亦有其他義工學習裹糰，慶祝佳節；或學習油漆技巧，為長者居所的鐵閘髹上新色彩。

## 保護環境

我們的政策是在管理和發展房屋的所有範疇上，加快環保步伐。我們透過在業務上推廣新措施、支持社區環保活動，以及加深居民對環保的認識，從而達致所訂目標。

We are committed to preventing all forms of pollution and continuously upgrade our Environmental Management System to satisfy ISO 14001 requirements. This encompasses integrating environmental considerations from earliest planning through to construction and subsequently management and maintenance of our buildings, while preserving natural resources. We also involve staff, contractors, consultants, residents, tenants and other interested parties in our drive for continuous environmental improvements and enhanced awareness of the issue. For example, during slope improvement works at Ming Wah Dai Ha, special care was taken to preserve existing trees and immediately plant grass to restore a natural appearance.

In joining the Business Environment Council, the Housing Society aims to share experiences in environmental protection with other business organisations and join hands to promote sustainable development. In June last year, we sponsored one of its conferences on Sustainable Consumption and Production.

我們致力預防各類污染，並不斷提昇環境管理系統，以符合ISO 14001認證的要求。這包括從最初的規劃、建造以至管理及維修轄下屋苑的整個過程中，都加入環保的考慮因素，同時亦悉力保存天然資源。我們亦邀請員工、承建商、顧問、住戶、租戶和其他有興趣的團體攜手合作，一起持續改善環境，並提昇環保意識。例如在明華大廈的斜坡改善工程中，我們特別悉心保護現有的樹木，並即時種植青草，以回復斜坡的天然容貌。

房協加入了商界環保協會，與其他商界機構分享環保經驗，並協力同心，推廣可持續發展。去年六月，我們贊助了該會的「可持續消費和生產會議」。



*The greenery of our estates enhances the living environment of the residents*  
綠化的屋邨改進居民的生活環境





*We encourage our residents to return used printer cartridges for recycling*

我們鼓勵居民交回用完的碳粉匣循環再用



*We organise old book charity sale for both environmental and charity causes*

我們舉辦舊書回收義賣，既響應環保，又支持公益善舉

Besides corporate initiatives, we also promote environmental protection in estate management and among our residents and staff.

In June 2004, more than 300 residents from seven estates joined in the “World Environment Day 2004” March from Wong Nei Chung Gap to the Tai Tam Scout Centre.

We also supported the “Printer Cartridge Reuse Programme” initiated by Friends of the Earth by encouraging the residents of our estates and managed properties to return their used printer cartridges for recycling. A launching ceremony officiated by Secretary for Environment, Transport and Works Dr Sarah Liao was held in July 2004.

In another initiative, we collaborated with the Friends of the Earth to jointly organise the “Used Book Reuse and Charity Sale Programme” and sales were arranged in some of the Housing Society’s estates in August 2004. The proceeds went to Friends of the Earth to support promotion of environmental education.

Several recycling programmes were introduced to all our estates and managed properties, including recycling of used clothes, Christmas cards, red packets and moon cake tin boxes, to name but a few. Apart from these, 16 green tours were also arranged to enhance environmental awareness among our residents.

除了在企業層面推行環保措施外，我們也在屋邨管理上推行環保，並向住戶和員工宣揚環保意識。

二零零四年六月，來自七個屋邨的三百多名居民參加了「世界環境日2004」步行活動，由黃泥涌峽道步行至大潭童軍中心。

我們亦支持由地球之友舉辦的「碳粉匣再生計劃」，鼓勵各屋苑及代管物業的住戶回收用完的打印機碳粉匣，以循環再用。二零零四年七月，環境運輸及工務局局長廖秀冬博士主持了計劃的開展儀式。

我們亦與地球之友合辦「舊書環保回收、義賣大行動」，並於二零零四年八月在轄下一些屋邨舉行義賣。善款全數捐予地球之友，協助推廣環保教育。

我們在所有屋邨和代管物業推出了多項循環再造計劃，包括回收舊衣服、聖誕卡、利是封及金屬月餅盒，以供循環再造。此外，我們也安排了十六次「綠色」旅程，以增進住戶對環保的認識。

In January 2005, a 10-member staff team entered the Friends of the Earth Solar Cart Race at Victoria Park, raising \$60,000. The vehicle was partly built from cardboard and paper discarded on estates, and was later featured in an environmental protection exhibition.

In March 2005, 250 residents of Lakeside Garden, Prosperous Garden, Jat Min Chuen, the Pinnacle and Highland Park joined in the Tree-Planting Day at Sham Shui Kok on Lantau Island.

Installation of energy-efficient devices in the lighting and ventilation systems of 12 estates cut electricity usage by 20 per cent. Energy-saving devices in the central air-conditioning of retail properties brought savings of 15 per cent.

## Recognitions

The Housing Society's passion and dedication was yet again reflected in the host of awards won during the year, some noteworthy ones being:

The Housing Society's Board won the Directors of the Year Award 2004 (Statutory / Non-profit-distributing Organisation Boards) of the Hong Kong Institute of Directors for the

二零零五年一月，我們的十人員工隊參加了地球之友在維多利亞公園舉辦的「太陽能車大賽」，並籌得六萬元善款。我們的太陽能車部分是由屋邨棄置的紙皮和紙張造成，隨後並在一個環保展覽中展出。

二零零五年三月，翠塘花園、駿發花園、乙明邨、疊翠軒及浩景臺的二百五十名居民參與了在大嶼山深水角舉行的「植樹日」。

我們在十二個屋邨的照明及通風系統中安裝了能源效益裝置，節省了兩成電力。此外，亦在零售物業的中央空調系統內加入節省能源裝置，節省了一成半的能源。

## 嘉許

年內，房協贏得不少獎項，反映我們的熱誠及盡心服務的精神。這些獎項包括：

香港董事學會頒發二零零四年度「法定／非分配利潤組織董事會」的「傑出董事獎」，表揚監事會及執行委



*The Housing Society team, neatly attired in their red outfits, competes in the "Friends of the Earth 5<sup>th</sup> Solar Cart Race" with an antique car design*

房協隊伍穿著整齊的紅色制服，以古董車設計出戰「地球之友太陽能車大賽」



*Our first SEN project, Jolly Place, wins the Quality Building Award for its superb design and care for the residents*

我們首個「長者安居樂」屋苑—樂頤居憑著優越的設計及關懷住戶獲得優質建築大獎

good corporate governance of the Supervisory Board and Executive Committee and their commitment to our vision, mission and strategic plans.

Jolly Place, a pilot project in Tseung Kwan O especially designed for senior citizens, won the Quality Building Award (Residential Building) for its concept innovation, quality project management, teamwork and care for residents.

Hollywood Terrace in Sheung Wan won the Gold Medal of the Architects Regional Council Asia (Arcasia) Awards for Architecture in the category Multi-Family Residential Projects (Multi-storeyed Apartments / Flats).

All of our rental estates and managed properties were awarded ISO 9001:2000 certification across the board. The Hong Kong Quality Assurance Agency commended the Housing Society's success in strengthening communications with residents and making continual improvements to estate management and facilities.

Kwun Tong Garden Estate, Lai Tak Tsuen and Tivoli Garden all won the Environmental Protection Department's "Gold Wastewi\$e Logo" for their contributions in reducing waste and saving resources.

Lei Yue Mun and Ma Tau Wai estates received the Second Runner-up and Merit Award respectively in the Green Property Management Award 2004-05. Lei Yue Mun also recovered the greatest amount of waste.

Last year, our Annual Report also won two awards for its outstanding design and comprehensive information, including an "Honourable Mention" by the Hong Kong Management Association and the Silver Award in the ARC International Awards.

員會的卓越管治，並為機構的遠景、宗旨和策略計劃盡心盡力。

專為長者而設的將軍澳樂頤居試驗計劃榮獲「優質建築大獎(住宅樓宇)」；這獎項表揚我們的創新概念、優質項目管理、團隊精神及對住戶的關懷。

上環的荷李活華庭贏得亞洲建築師協會「多層住宅項目」類別的「建築金獎」。

我們的出租屋邨和代管物業全線獲得ISO 9001:2000品質管理系統認證。香港品質保證局讚揚房協成功加強與住戶的溝通，並在物業管理和設施方面不斷進步。

觀塘花園大廈、勵德邨和宏福花園獲環保署頒發「卓越明智減廢標誌」，以表揚它們在減少廢物和節約資源方面的貢獻。

鯉魚門邨及馬頭圍邨在二零零四至二零零五年度的環保屋邨管理大獎中，分別獲得第三名及優異獎。鯉魚門邨亦是回收最多廢物的屋邨。

去年，我們的年報憑著精美的設計和詳盡的內容，亦奪得兩個獎項，包括香港管理專業協會頒發「優異獎」及ARC國際大獎的銀獎。

