A PLATFORM FOR SHARING

The Group’s diverse CSR activities included sponsorship of Hong Kong’s first territory-wide New Year’s Eve countdown event. Spectacular pyrotechnic displays from the roof of the Group’s iconic Two ifc building were watched by millions of spectators and television viewers.
As a dedicated corporate citizen with a commitment to corporate social responsibility ("CSR"), Henderson Land strives to pursue business activities that bring simultaneous economic, social and environmental benefits. The Group works in partnership with governments, community bodies, employees and society at large to support growth and stability in the community. The Group was bestowed with a number of honours for its CSR activities during the year. These included being nominated one of “Asia’s Trusted Brands” by Reader’s Digest, awarded the “2007 Hong Kong’s Outstanding Enterprise” by Economic Digest, as well as being named a “Caring Company” by the Hong Kong Council of Social Services.

The Group has adopted and integrated best practices of CSR into its business, to ensure that we contribute to and engage with local communities. Sustainability lies at the heart of Henderson Land’s development activities. The Group employs world-renowned architects and consultants to build sustainable properties that enhance their surroundings, while also contributing to comfortable and friendly communities for our customers to work and live in. Advanced building and construction technologies are adopted to enhance quality and efficiency, while minimizing wastage.

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During the year, the Group continued to contribute significantly to support meaningful causes in the community. The Group encouraged its employees to extend their help and support to the underprivileged and needy. Following the massive earthquake in Sichuan Province and the neighbouring regions of mainland China on 12 May 2008, the Group promptly adopted a leading role among Hong Kong corporations to provide funds, materials and personnel in support of the disaster relief work.

Supported by a personal donation from the Group’s chairman Dr Lee Shau Kee, a devoted philanthropist, the Group and its employees, and the Group’s associated company, Hong Kong and China Gas, together mobilized a total of HK$120 million in cash and kind to support the Sichuan relief work. Mr Lee Ka Kit, the Group’s vice chairman, personally departed for Chengdu to expedite post-quake reconstruction work. As the founder of the Peter KK Lee Care for Life Foundation, Mr Lee also organized a group of psychiatrists and psychiatric experts to offer counseling services to the victims, and provide training to local quake relief teams.

When the relief work entered a new phase of post-quake reconstruction, China began to turn attention again to its role as host of the Beijing 2008 Olympic Games. The Group believes that supporting the Olympic Games, which is the largest international sports event in scale, will bring lasting benefits to the economy, and in turn, contribute to its long-term business success. To demonstrate Henderson Land’s commitment to supporting China’s staging of the 2008 Olympics, in 2005 the Group and its subsidiary and associate companies pledged a donation of HK$100 million to support the construction of one of the main Olympic venues in Beijing, the National Aquatic Centre “Water Cube”.

The Water Cube, which took four years to construct, was inaugurated in January 2008, and has become a new landmark in Beijing. The Water Cube, which took four years to construct, was inaugurated in January 2008, and has become a new landmark in Beijing. The Group was proud to be a donor of the Water Cube, which was the only Olympic venue to be funded by donations from compatriots.
In its home city, the Group backed the HKSAR government’s efforts to promote Hong Kong as an Olympic co-host city by committing to be a Property Developer Supporter of the 2008 Beijing Equestrian Events. In addition to monetary support, the Group rolled out a series of high-profile activities to promote the Olympic spirit. Free tickets for the Equestrian Events were given to the public through shopping mall programmes. Numerous banners and bunting were displayed across Hong Kong as part of the territory’s Olympic City Dress-Up programme to create an Olympics atmosphere.

The Beijing 2008 Olympic Games proved to be a huge success, drawing admiration and applause from all over the world. The Group was honoured to have supported the Games. In the coming year, the Group’s CSR focus would be on another international sports event – the 2009 East Asian Games, for which the Group is a Diamond Partner.

Apart from stimulating economic activity, mass celebratory events bring enjoyment to the public and showcase the city’s prosperity and vibrancy to the world, reinforcing Hong Kong’s positioning as Asia’s World City. The Group sponsored Hong Kong’s first territory-wide New Year’s Eve countdown event on 31 December 2007. The event featured spectacular pyrotechnic displays on Hong Kong’s tallest building – Two ifc – the city’s iconic landmark that was developed by the Group. Organized by the Hong Kong Tourism Board, the Countdown event attracted 400,000 spectators and was viewed by people around the world via television broadcasts.

In its endeavours to enrich people’s lives, the Group continues to support arts and cultural activities in the community. During the year, the Group sponsored the 16th Le French May festival, which was organized by the Consulate General of France. This large-scale international arts and culture festival comprised a vast array of events running from May to July, predominantly in Hong Kong, with some also taking place in Macau. Spanning diverse artistic forms, the Festival’s cultural activities encompassed art exhibitions, music and dance performances, drama productions and gourmet and wine fairs, taking people from all walks of life on an exceptional journey of inspiring experiences.

To promote Chinese culture and to strengthen the understanding and friendship between China and the United Kingdom, the Group became a Founding Partner of China Now – the UK’s largest ever festival of Chinese culture. For the six months leading up to the Beijing 2008 Olympic Games, over 1,200 events were held across the UK to showcase the very best aspects of modern Chinese society and culture including art, design,
cuisine, science, business and technology, education and sports.

As a leading property developer committed to sustainability and to making the world a better place to live, Henderson Land understands the importance of environmental education. During the year, the Group continued to work together with its stakeholders on activities that promote environmental protection. The Group’s 4-year sponsorship of the Green Power Hike, organized by Green Power, has continuously raised awareness that it is the responsibility for every member of society to be the environment steward. An inter-school competition, entitled “Dance with the Birds” organized by the Conservancy Association and sponsored by the Group further enriched the younger generation’s appreciation of nature.

The Group’s woodland at Ma On Kong, entrusted by the Agricultural, Fisheries and Conservation Department as part of its Corporate Afforestation Scheme, has been restored to greenery after last year’s tree-planting. Subsequent woodland conservation activities performed by the Group’s employees and its project partner, Friends of the Earth, have helped to achieve an overall growth rate of about 85%.

Henderson Land remains constantly mindful to limit the environmental impact of its day-to-day operations. The Group develops properties in compliance with applicable environmental laws and regulations, and supports measures to prevent pollution by conserving energy and resources, recycling and reducing waste. In July 2008, the Group signed up to the HKSAR government’s Carbon Reduction Charter as a Green Partner, undertaking to carry out activities in support of reducing greenhouse gas emissions. The Group’s Construction Division and its property management subsidiaries continuously receive numerous environmental awards and accreditations recognizing their efforts in promoting the well-being of society.

The sharing of best practice is essential to the ongoing improvement of industry standards. In the past year, the Group supported various industry events, conferences and opinion platforms. For three consecutive years, the Group has been Venue Sponsor of the Hong Kong Economic Summit, a highly influential opinion platform jointly organized by two of Hong Kong’s leading financial media organizations, MetroFinance and the Hong Kong Economic Journal. The Economic Summit 2008 served as valuable forum for the exchange of opinions between political and business leaders, economists and financial professionals on the ways to strengthen Hong Kong’s competitive edge, and to increase economic ties between Hong Kong and mainland China.

Other major conferences that the Group supported during the year included “Surveyors in Heritage – Preserving and Adding Value” organized by the Hong Kong Institute of Surveyors; the Hong Kong Institute of Planners’ conference, entitled “A Compact and Harmonious City: Planning Concept and Practice”; and “The International Conference on Siting of Locally Unwanted Facilities” organized by the Chinese University of Hong Kong.

The Group’s CSR commitment is mirrored by its subsidiary and associated companies. With determined efforts, the Group has made significant progress in attaining its CSR goals. Individually, the Group and its subsidiary and associated companies including Hong Kong and China Gas, Miramar, Hong Kong Ferry, Goodwill Management, Well Born Real Estate Management and Hang Yick Properties Management, were named again as “Caring Companies” by the Hong Kong Council of Social Service this year, recognizing the Group’s overall contribution to the community.