

How to Utilise **Corporate Social Capital** to Create Values for Stakeholders

HKBN's **LUCA** – **Legal Unfair Competitive Advantage**

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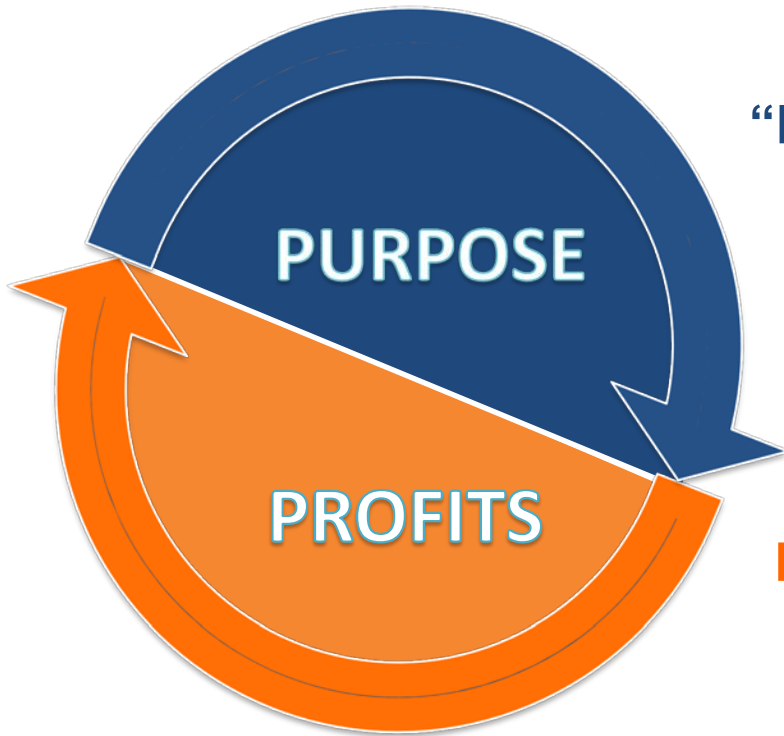
MAKE OUR HONG KONG
A BETTER PLACE TO LIVE

成就香港更美好家園

As David...
don't try to out wrestle Goliath...



Pursue BOTH Purpose & Profits



“Make our Hong Kong a better place to live”

- Our driving force & “LUCA”

Make purposeful profits

- We believe upon doing what is right, profits will follow

Norm-breaking services For Hong Kong at large



Quad-play



Price ceiling

We don't have staff, We only have TALENTS!



Co-Ownership

- ❑ To be bought not to be given
- ❑ >300 HKBNers have become Co-Owners



LIFE-work Priority

- ❑ Shortened Working Hour
- ❑ Flexible working hours
- ❑ Monthly Half-day off Friday



Leading Disruption

@Annual Management Experiential Trip



“InnoVIETour” @Vietnam



2009



2010



“Better Life” @South Africa



2016



2011



“Seoulmate” @South Korea



2015



2013



2012



“Le Tour de Force” @Taiwan

Next Station University

38 students > 2,500 HKBN families > 2.5 mn Hong Kong households



2,500 HKBNers came together to celebrate with NSU families for their graduation
Nov 2014



Community investment

Outsource operations to social enterprises

iEnterprise



1083 telephone number enquiry service



In-house canteen



Canteen dishware cleaning service

Reform the way Talent contributes



- Set up in 2015
- Independent from HKBN

Self-funded



Self-governed



Self-run



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HKBN expertise volunteering

Award-winning “HKBN PC Doctors”



Knowledge volunteer for SEs and NGOs



Youth Upward Mobility (YUM) Programme



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Pilot

18
Months



2,000
P.4 – 6
Students



17
Primary
Schools



Our Vision

Cyber Wellness for ALL

- ✓ All Primary Schools
- ✓ HK DQ Index
- ✓ Policy Formulation

THANK YOU



#Startfromlimit All Talent Meeting @KITEC Hong Kong

Jul-11, 2017

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