Business-in-Community:
Driving Social Changes and
Building Networks



### The Wharf Group

### The Wharf (Holdings) Limited

Founded in 1886, comprising Investment Properties, Hotels and Development Properties in HK and mainland China, and Logistics through Modern Terminals and HK Air Cargo Terminals.

## **Wharf Hotels** Manages 17 hotels,

5,750 rooms in Asia under the brand of Niccolo and Marco Polo

> Wheelock Place, Scotts Square

### Wharf Real Estate Investment Company Limited Demerged from The Wharf (Holdings) Limited and listed separately on the Main Board of HKEX in 2017. It holds a portfolio of 6 premier quality assets in HK.



#### **Development Properties**

Logistics

**Terminals** 

HK Air Cargo

Modern Terminals.

The Peak, Kowloon Tong and Kowloon East portfolio in HK; DPs in Tier 1 or 1.5 cities including Chengdu, Hangzhou, Shanghai and Suzhou

#### **Investment Properties (Mainland China)**

Chengdu IFS, Changsha IFS, Wuxi IFS, Shanghai Wheelock Square, Shanghai Times Square, Chongging Times Square, Dalian Times Square, etc.

#### Leisure and hospitality

The Murray, 3 Marco Polo Hotels in HK, Pacific Club. **Gateway Apartments** 

#### Investment properties (HK)

Harbour City, Times Square, Plaza Hollywood Wheelock House Crawford House

### Our Sustainability Approach

### "Building for Tomorrow"「創建明天」



#### **Our Commitment**

- Establish environmental management system
- Reduce greenhouse gas emissions
- Resource management
- Promote green awareness



#### **Our Commitment**

- Promote staff well-being
- Work-life balance, equal opportunities, health & safety
- Business-in-Community
- Youth Development
- Promote Art & Culture

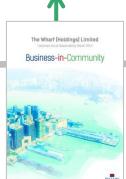


#### **Our Commitment**

- Holistic approach to risk management
- Internal control
- Anti-corruption; Zero tolerance to any form of bribery, extortion, fraud or money laundering

### Our Sustainability Reporting





2015 **CSR Report** adopted GRI G4

### 2016

3<sup>rd</sup> stand alone report



### 2017

2017

2017

2 separate Sustainability Reports (GRI Standards); independent report verification

### 2018

**HCDL** (listed subsidiary of WREIC) published 1<sup>st</sup> standalone ESG Report



2019 Reported our climate resilience







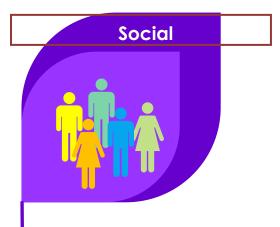
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# Business-in-Community 社、企共勉

- ◆ Project WeCan
- ◆ Architectural Design Internship Programme
- ◆ The Wharf Hong Kong Secondary School Art Competition
- ◆ The Wharf Art Scholarship Scheme
- ◆ Bright Senior Ambassador Programme
- ◆ The "Star" Ferry free ride

### Business-in-Community 社、企共勉



### **Architectural Design Internship Programme**

- 31 awardees since 2011
- Help M. Arch. graduates to gain international exposure & experience
- Nine Wooden Chairs exhibition in 2019
- Interactive workshops to engage students from WeCan & The Wharf Young Art programme



### **Art Competition**

- Since 2011, foster interest in art & culture, promote art development in HK
- Receive over 1,500 entries of diversified forms from over 250 secondary schools
- Winners can join an Art & Cultural Exchange Tour
- Apply for The Wharf Art Scholarship

## Business-in-Community 社、企共勉



**Bright Senior Ambassador Programme** 

- Launched in 2010
- Offered re-employment opportunities for retired citizens
- 88 ambassadors with an average age of 65.2



The "Star" Ferry Free Ride Activities

- Non-government subsidised programme operated since 1992
- From 2008, over 17 million passengers benefitted, fare forgone exceeded HK\$ 43 million

# Business-in-Community Project WeCan 「學校起動」計劃





- BIC initiative launched in 2011
- A pioneer multi-faceted project that aims at empowering secondary school students who are disadvantaged in learning in pursuing further education and career goals.







"We Can!



Project WeCan 「學校起動」計劃

Through diversified programmes:

Joint school activities

Partners initiatives

Supporting organisations' programmes

Alumni activities

- Enhance students' communication skills and basic competence
- Increase their exposure
- Cultivate their character and develop their common sense
- Foster their innovativeness and creativity



Project WeCan 「學校起動」計劃



每間參與學校配對一間夥伴機構

- Using an 'adopt a school' model
- Is an open platform where each school is coupled with a partner in a multi-year collaboration
- Participating corporations, organisations, schools and volunteers will be part of the Project WeCan network
- Sharing of successful case studies of working with students, best practices, and curriculum to maximise programme impact

Project WeCan 「學校起動」計劃

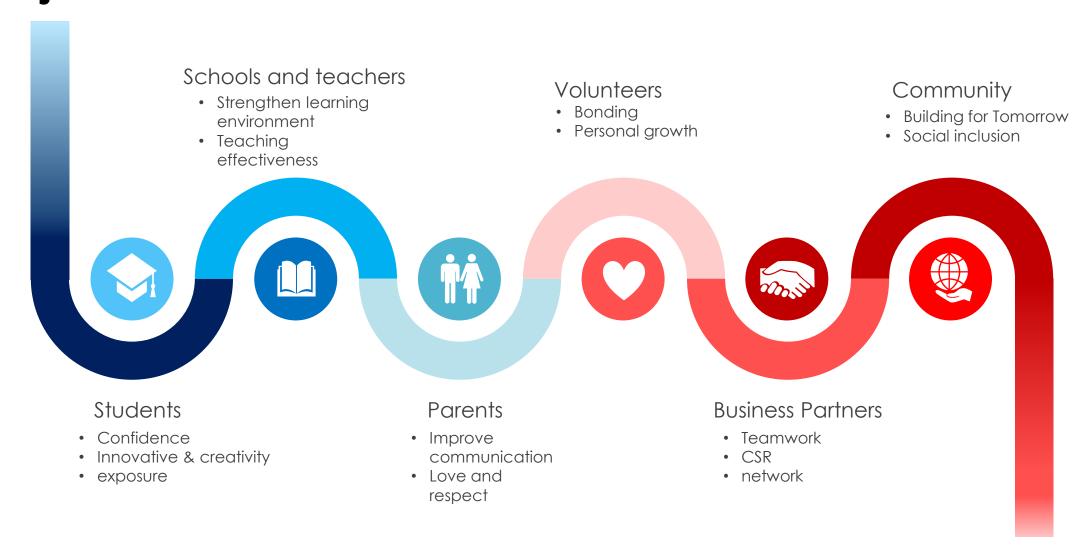




Students
Schools and teachers
Parents
Volunteers
Business partners
Community



### Project WeCan 「學校起動」計劃



# Business-in-Community: Driving Social Changes and Building Networks

My observations:

### Need assessment 評估需求

02

- Needs? Wants?
- Understand the gaps, match resources
- 好心做壞事

#### Review / impact analysis影響分析

- Practical
- Adjust target?
- Evolve to fit the needs
  - Improve
  - 自我感覺良好

#### Framework 框架

- Promoting group? Promoting individual?
- Retain adequate flexibility
- No one style fits all

#### Culture 文化

05

- Shared value, not philanthropy
  - Ad hoc?
  - From your heart
  - Benefits for all (network)

#### Resources 資源

- Limited
- Strength (network)
- Match (network)
- Concerted efforts (network)



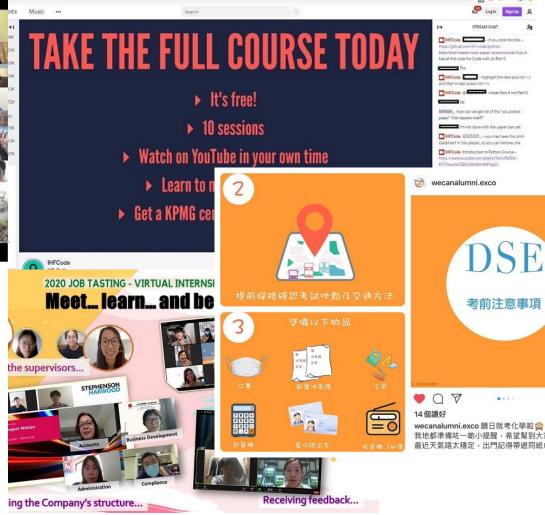
# Online Support during COVID-19 Pandemic





"E" 個月-非常生涯規劃

Career Exploration Online Platform



### Why BIC is important?

### One school one story

- Built a ramp and accessible toilet
- Provided mobile stair climber
- Efficient (during Christmas holidays)
- Partner organisation + WeCan + Partner school (Beauty of BIC)





**THANK YOU!**