

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



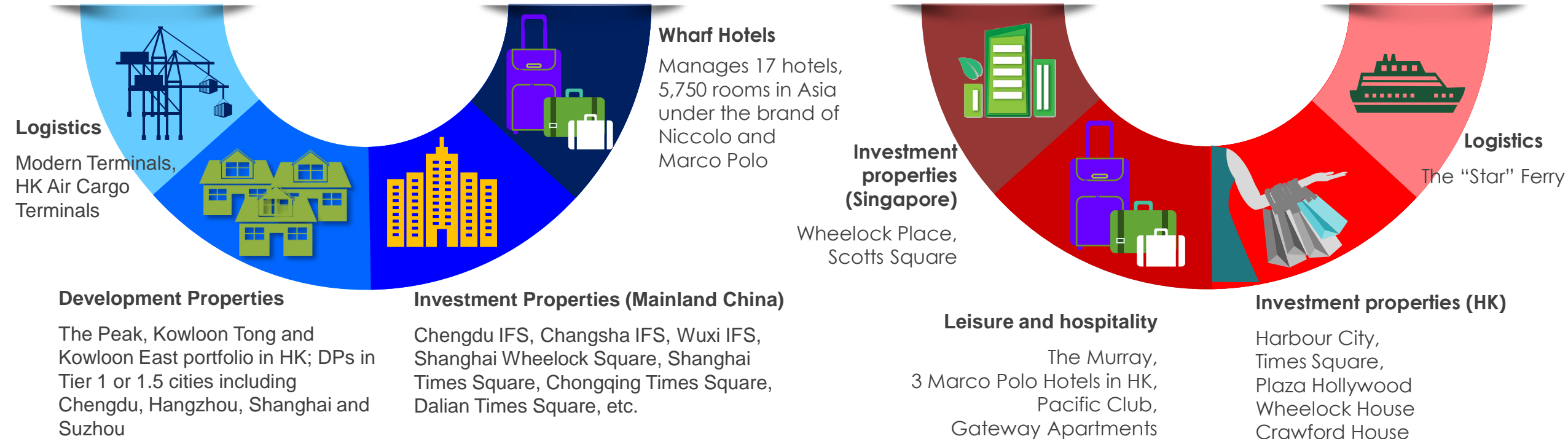
# The Wharf Group

## 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 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.



# Our Sustainability Approach

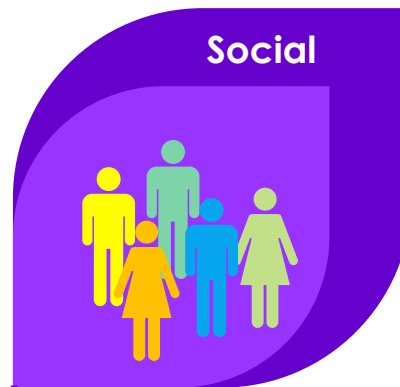
“Building for Tomorrow” 「創建明天」



Environmental

## Our Commitment

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



Social

## Our Commitment

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



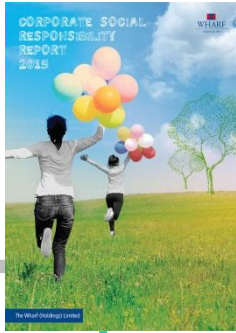
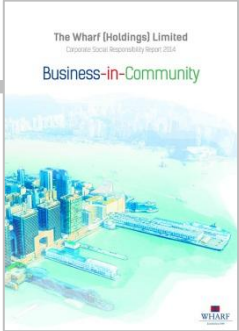
Governance

## 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

**2014**  
1<sup>st</sup> stand alone  
CSR Report  
(GRI G3.1)

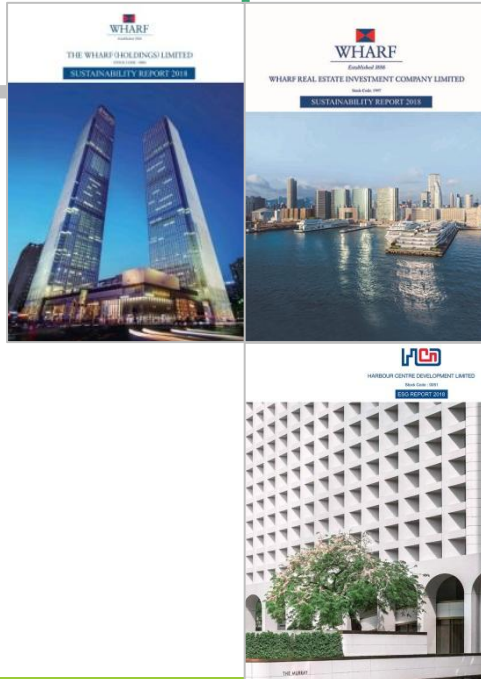


**2015**  
CSR Report  
adopted GRI G4

**2016**  
3<sup>rd</sup> stand alone  
report



**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





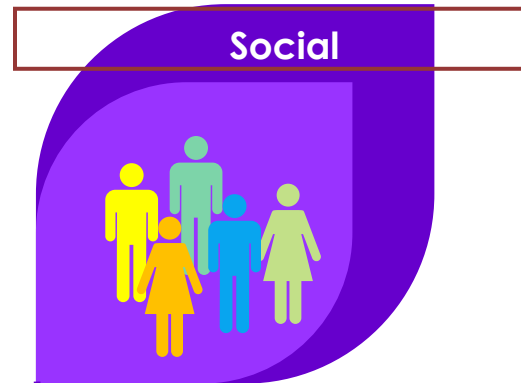
# Our Sustainability Approach

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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! ”

# Business-in-Community

## Project WeCan 「學校起動」計劃

Through diversified programmes:

Joint school activities

Partners initiatives

Supporting organisations' programmes

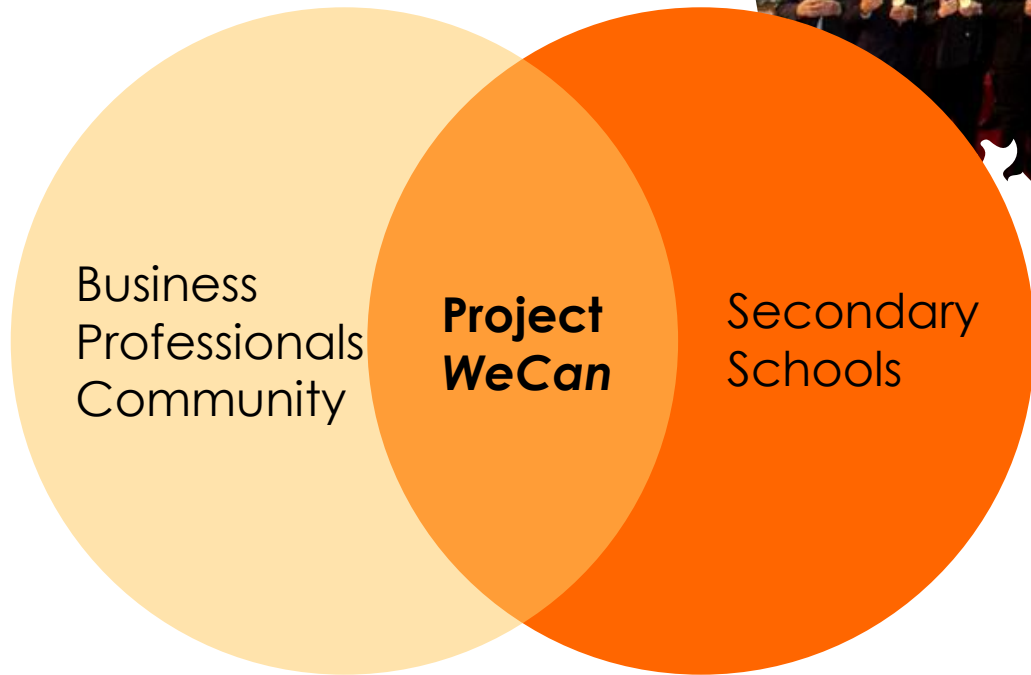
Alumni activities

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



# Business-in-Community

## Project WeCan 「學校起動」計劃



- 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

每間參與學校配對一間夥伴機構



# Business-in-Community

## Project WeCan 「學校起動」計劃



# Business-in-Community

Project WeCan 「學校起動」計劃

Benefits for all

Social Network

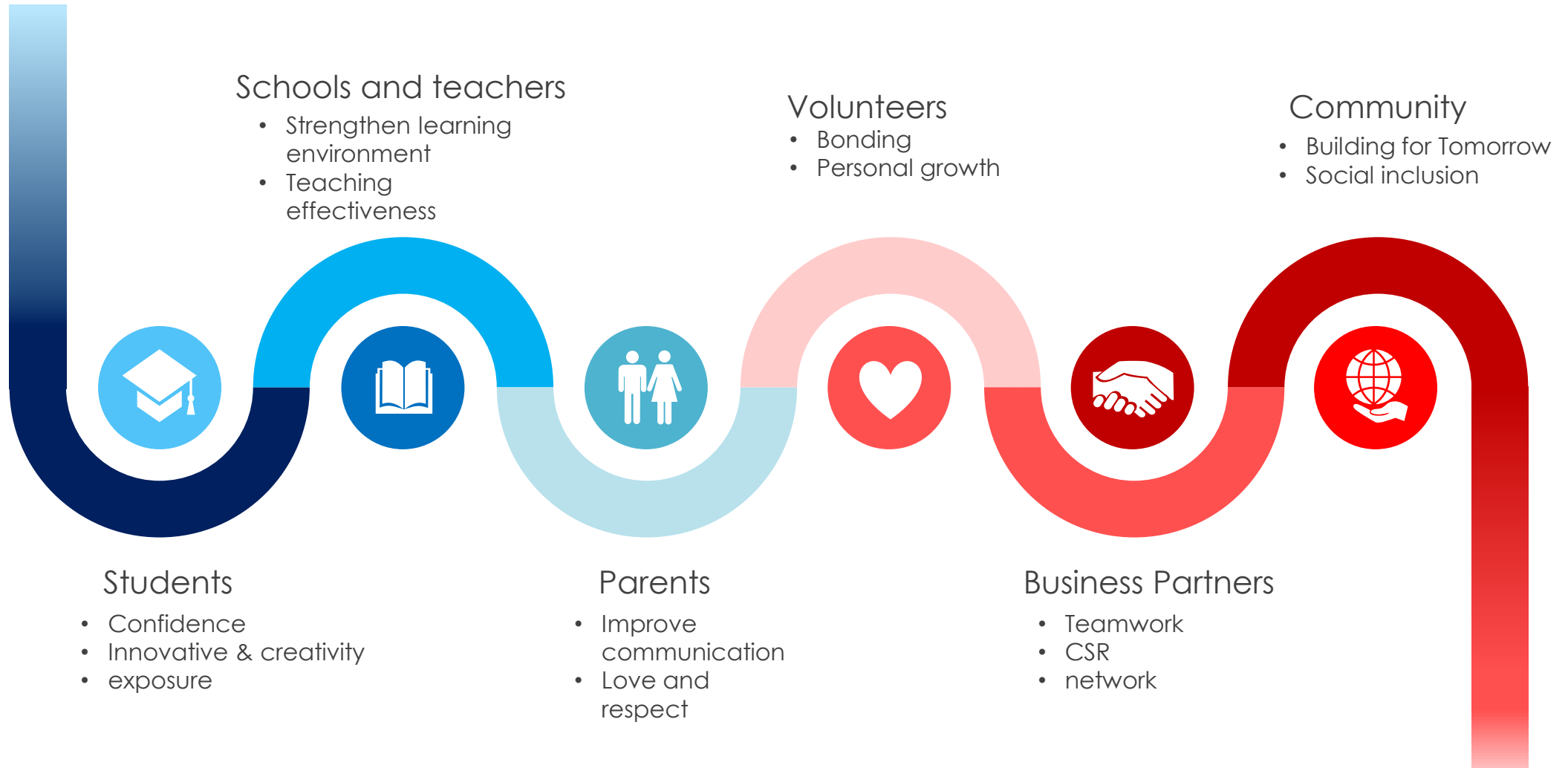


Students  
Schools and teachers  
Parents  
Volunteers  
Business partners  
Community



# Business-in-Community

## Project WeCan 「學校起動」計劃





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

My observations:



# 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!**

