

# Integration

## *The Sustainable Difference*

Sustainability 2017



# An Integrated Approach with Sustainability at the Core

*At Hongkong Land, sustainability is the thread that runs through the fabric of our business. By integrating our robust systems and practices, whether around environmental issues, health and safety or community and people, we commit to consistently meeting the highest industry standards.*

## Governance

*Rooted in ethical values and integrity*

An Integrated Management System aligns people and processes for increased efficiency and effectiveness.

[Read more on page 4](#)

### Highlights

- Integrated Management System certification
- Best Managed Facility Award

**0**

non-compliance in external, independent Integrated Management System audit

## Environment

*Joint efforts for a common goal*

Clear goals and concerted actions create a sustainable urban environment.

[Read more on page 8](#)

### Highlights

- On track to meeting our carbon reduction target
- Top 10 participants in the Indoor Air Quality certification scheme
- Waste no more: Recycling is the key
- Beyond Hong Kong: Singapore and China go green

**161**

kilo-tonnes of carbon spared from the atmosphere since 2008

## Health and Safety

*Creating a safe space for all*

An unwavering commitment for health and safety fosters a thriving space for living and working.

[Read more on page 18](#)

### Highlights

- Drills and training
- Fire, life, health, safety & security audit
- Wellbeing programme: Playing as a team

**120**

staff attended First Aid Training and certified as First Aiders

## Community and People

*In it together*

Long term dedication to cultivating the spirit of working together for the benefit of all.

[Read more on page 24](#)

### Highlights

- 12 years of CENTRAL Rat Race
- Connecting Minds: Walk Up Jardine House
- Enriching the life of migrant children in Beijing
- Art in the City
- Staying together: Communicating with our staff

**550+**

participants walked up Jardine House in support of MINDSET

## Message from our Chief Executive

*2017 has been a pivotal year for sustainability at Hongkong Land.*

### **Unshakable commitment**

When we began reporting on our sustainability efforts in 2011, our priority was to establish a clear, long-term policy on sustainability and to work unrelentingly to achieve measurable targets. By 2017, our strategy and performance has matured to a stage where our unshakable commitment has been integrated into every aspect of our work.

### **Working together to achieve the highest standards**

One thing is clear: sustainability can never be realised in silo. That's why a cooperative spirit and a coordinated action plan that takes full account of the many interdependent facets of our work is the key to success. Since 2014, our management systems have consistently met the highest international standards, independently verified and professionally certified. These have laid the foundation for an overarching system that unifies our environmental and health and safety systems into an integrated whole.

### **Integration: the sustainable difference**

After years of meticulous planning, well-orchestrated execution and dedication from every single person involved in this ambitious project, 2017 marks the first year of our certified Integrated Management System. Through integrating our certified environmental and health and safety systems, we send out a strong signal that sustainability is a value we embrace and live by, in order to bring about substantial lasting change in the environment, the communities we operate in, and our business performance. This edition of our Sustainability Report will present how this system works and the sustainable difference it has made to our business.

For Hongkong Land, the significance of an integrated system extends well beyond operational policies, processes and controls across the buildings in our Hong Kong and regional portfolio to reach all our stakeholders: shareholders, management, staff members, tenants, customers, suppliers and vendors and members of the general public. As we strive to constantly improve our standards, this important milestone underpins our company-wide commitment to every one we serve.

### **Recognising our joint effort**

A highlight for our Central portfolio at Hongkong Land this year is being recognised by the International Facility Management Association (IFMA) as the Best Managed Facility in the Asia Pacific Awards of Excellence 2017. Not only an affirmation of our ongoing efforts and investments, this award strengthens and deepens our pledge to be the best in everything we do, with sustainability at the core. This would not have been possible without the joint efforts of all our employees, partners and patrons. I take this opportunity to extend my gratitude to all of you, and look forward to continued collaboration in the future.

**Robert Wong**

Chief Executive



The pillars of our sustainability strategy – environment, health and safety, community and people – rooted in ethical values and integrity. A management system that integrates people and processes, operates in accordance with internationally recognised standards, is what drives our business forward.

# Governance

*Rooted in ethical values  
and integrity*



## Sustainability Policy

Hongkong Land is committed to high levels of sustainability within the properties we develop and manage in order to minimise our impact on the environment as far as is practical. In doing so, we create long-term value for our business and the communities in which we operate.

- We believe that sustainability is a necessary and attainable goal to strive for through improved products and processes, diligence and innovation
- We regard full compliance with statutory requirements as a minimum standard and we seek to apply best practices wherever possible
- We are committed to improving our environmental standards, including those affecting health and safety by modifying, upgrading, or replacing our buildings' facilities and systems
- We set long-term targets for improvement and measure our performance against these goals

## Engaging our stakeholders

Our stakeholders are the key partners in driving the success of our business. We seek to align our goals to ensure that our joint efforts achieve the best outcomes.

### Our stakeholders

- Business partners, shareholders and investors
- Tenants and customers
- Employees
- Suppliers/contractors
- Wider community

### Our engagement channels

- Communication materials
- Engagement survey
- Participation in community activities
- Employee wellbeing programmes
- Overall governance

## A bird's eye view: Our governance structure

An integrated team work behind the scene to ensure that our sustainability efforts are driven by a cohesive feedback loop across the Company.

### Senior management

Our sustainability efforts are steered by a senior management team led by the Chief Executive, which keeps us accountable to all our key stakeholders.

### Head of Technical Services and Sustainability

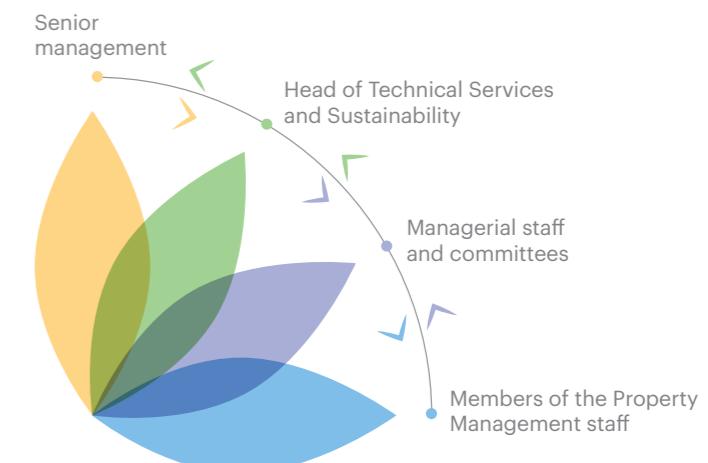
He supervises the Integrated Management System, upholds the benchmarks that safeguard the quality of our work, and keeps us on track for meeting our targets.

### Managerial staff and committees

They drive the implementation of the Integrated Management System in their respective buildings. This team comprises the Sustainability Manager, Senior Safety, Security and Training Manager and ISO Committees.

### Members of the Property Management staff

Being the face of Hongkong Land's commitment to sustainability, they resolve a multitude of day to day issues and work with vendors and suppliers to provide the best service to our tenants and customers.



## The sustainable difference: Integrated Management System

At the heart of good governance is a well-designed management system that is consistently implemented.

Dedicating the past few years to systemic improvements through obtaining the ISO 14001 Environmental Management System certification in 2014, and the OHSAS 18001 Occupational Health and Safety Management System certification in 2015, we saw encouraging enhancements in our performance in environmental management, occupational health and safety across our portfolio and the Company as a whole.

But our quest for excellence continues. We embarked on the journey to combine the two systems across all of our 12 buildings in our Central portfolio into one holistic framework.

### Integrated Management System (IMS)

The IMS provides a comprehensive coverage of environmental as well as occupational health and safety issues across our Central portfolio. Through stakeholder engagement and a thorough review of our internal processes, we built the integrated system based on current best practice and applied them across the board.

### Why IMS?

IMS makes good business sense. It is the infrastructure that supports us to not only meet the high standards we have set for ourselves, but also the evolving needs of our business.

Providing clarity on our organisational goals and outcomes, the IMS allows for all of our sustainability objectives to be addressed at once and helps ensure our full compliance of all codes and regulations. A fully integrated approach offers structural alignment between the previously standalone systems in order for them to be seamlessly managed and executed without duplication of time and resources.

The IMS enables our senior management to gain a holistic view of our sustainability efforts and the inter-relationships in the business context, with due consideration for all stakeholder obligations and requirements. This ensures effective leadership and commitment from everyone involved, driving the team to work cohesively with the bigger picture in mind.

### Accountability

External audits of our integrated system are conducted annually following internal audits and management review. We select and train

staff members to become internal auditors who take turns to audit different buildings across our Central portfolio. This process of rotation and cross-checking encourages vigilance and consistency throughout the value chain.

### Verification and certification

The rigorous verification process is conducted by independent third party ISO auditor and involves more than 400 staff members across 12 different properties. Holding every team up to the same timeline and standards is no easy feat, and we take pride in achieving this certification with zero non-compliance within a relatively tight implementation timeframe.

### Awards of excellence

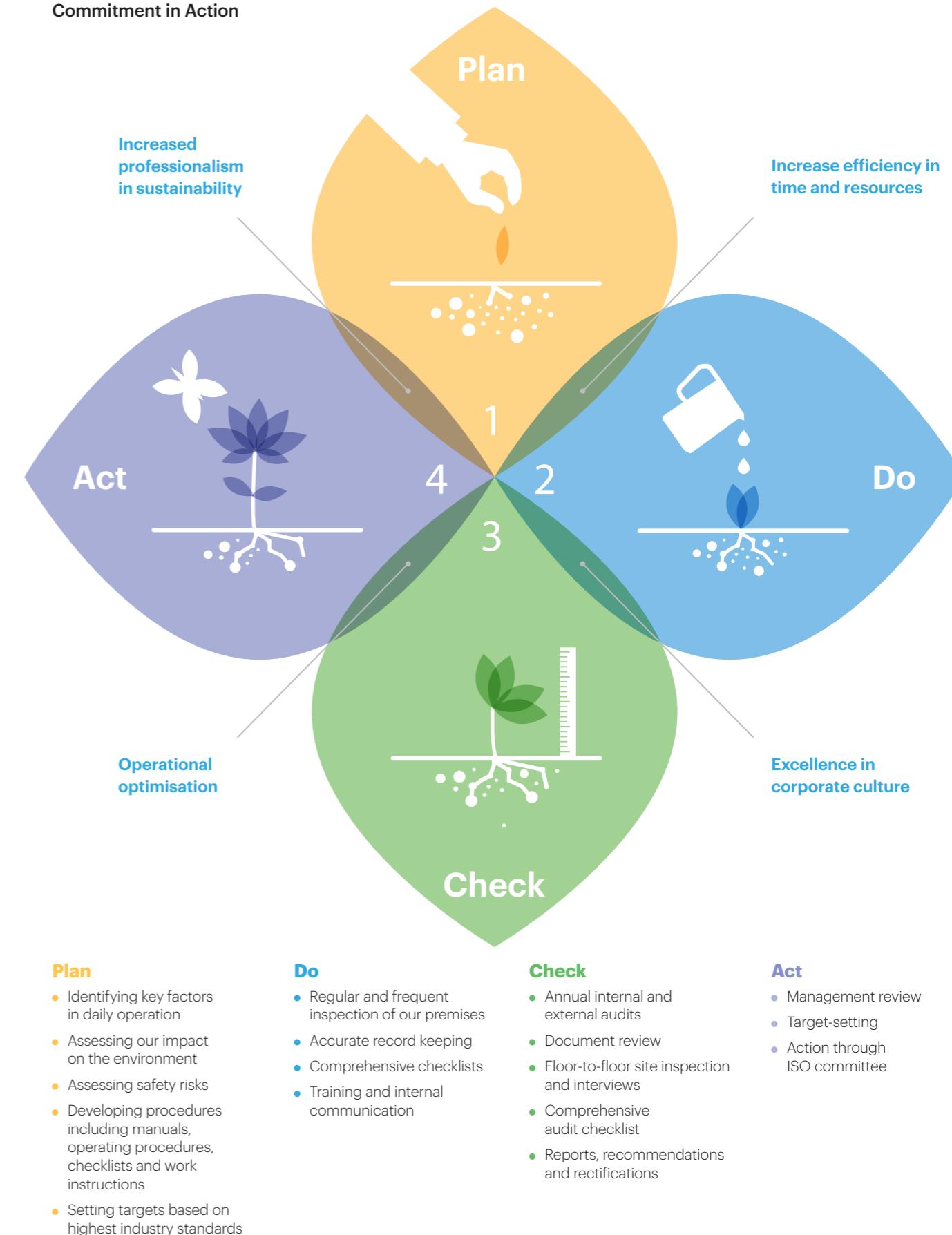
Our efforts have been recognised: Hongkong Land's Central portfolio was given the Best Managed Facility Award in the Asia Pacific Awards of Excellence 2017 organised by the International Facility Management Association (IFMA), recognising our property management programme for making a substantial positive contribution to the success of the facility.

#### What does our IMS cover?

- Energy reduction
- Indoor air quality management
- Water quality management
- Waste reduction and recycling
- Occupational health and safety

## Integrated Management System

### Commitment in Action



At Hongkong Land, we take every opportunity to minimise our environmental impact while meeting the most stringent standards. Whether it is reducing carbon emissions, maintaining indoor air quality or waste management and recycling, our long-term goals are backed by sustainable business practices.

## Environment

*Joint efforts for  
a common goal*



### Doing our part for the climate: Energy and carbon emission reduction

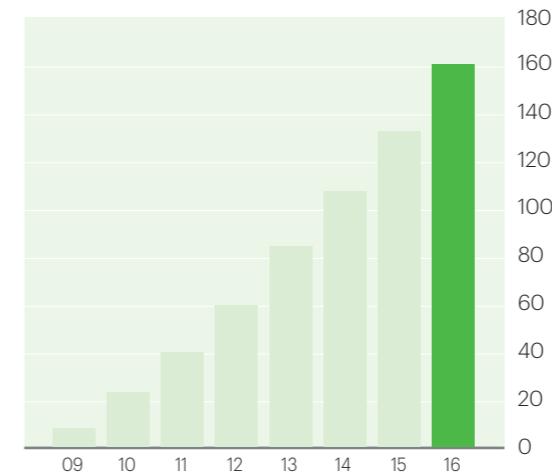
Our carbon emission reduction target:



Climate change is a looming global crisis that calls for collective actions, and Hongkong Land has been striving to reduce our carbon footprint since 2009. Our systematically implemented efforts were rewarded as we met the target of 20% reduction in carbon footprint seven years ahead of schedule in 2013, which prompted us to put in place an even more ambitious target of 30% reduction by 2020, compared with 2008 levels.

As of the end of 2016, we have effectively prevented approximately 161 kilo-tonnes of carbon from being emitted into the atmosphere, compared with 2008 levels, achieving a reduction of carbon emission by 25.8%. If we were to plant trees to absorb the same amount of carbon in a year, it would have taken 7 million trees. This represented a reduction of electricity consumption of 142.7 million kWh between 2008 and 2016, equivalent to an average annual saving of US\$3 million in operational costs.

Cumulative Carbon Reduction  
(in kTons CO<sub>2</sub>e) (as compared to Baseline Year of 2008)



Up to the end of **2016**, our carbon reduction has already been reduced by

**25.8%**

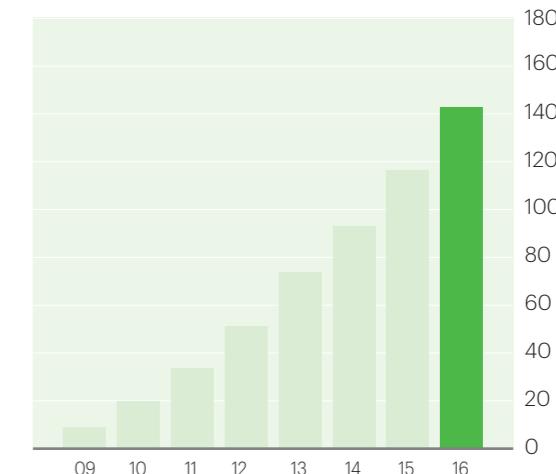
Such significant reductions were made possible through system optimisation, implementation of major upgrades, retrofits and modernisation within our Central portfolio, including lift modernisation, chiller plant replacement and adoption of LED lighting system.

**161 kilo-tonnes of carbon**  
spared from the atmosphere since 2008

Equivalent to planting  
**7 million trees**

**Savings of US\$3 million**  
in operational costs annually

Cumulative Energy Saving  
(in million kWh) (as compared to Baseline Year of 2008)



## Top 10

participants in the IAQ certification scheme

## 10 years of commitment

## 18 certificates

awarded to our buildings



## Cleaning up the air we breathe

Hongkong Land sees Indoor Air Quality (IAQ) as a critical aspect of a premium environment for work and leisure. The excellent indoor air quality that we maintain in all our buildings can be traced back to a variety of measures behind the scene: maintaining sufficient fresh air supply using high-performance filters to reduce air-borne particulates, systematic inspection and maintenance of all air-conditioning and ventilation systems, including regular cleaning of air filters and ducting, and having rigorous control on levels of indoor pollutant sources by using no- or low-emission materials.

In 2017, our efforts and performance in IAQ management have been recognised by the HKSAR Environmental Protection Department through the award of a total of 18 Indoor Air Quality Certificates for our Central portfolio, including a special certificate for being among the top 10 participants. In addition, as an acknowledgement of our decade-long commitment to the IAQ certification scheme, we were awarded a 10-year commitment certificate.

## Join hands for the environment

Everyone has a role to play when it comes to environmental stewardship. We recognise that it is not enough to do our part in our business operations but we must also demonstrate our commitment to sustainability and be a force behind meaningful community-wide campaigns for a more sustainable city.

### Hongkong Land supports green charters

When it comes to saving energy, we adopt the best operating practices across our portfolio. We are proud to be a signatory to these charters led by the HKSAR Government, all of which encapsulates good environmental practices that are in line with our sustainability strategy:

- Carbon Reduction Charter
- Energy Saving Charter
- Charter on External Lighting
- 4Ts Charter

### Partnering with green organisations

Hongkong Land extends its support to green business groups and organisations through its Gold Patron membership in the Hong Kong Green Building Council and being a Council Member of Business Environment Council.

Over the years, we have participated and encouraged our tenants to join in the WWF Earth Hour campaign, a global event to raise awareness of climate change and promote energy saving. In recent years, we have also supported the Hong Kong No Air Con Night organised by local green group Green Sense.



## Waste no more: Recycling is the key

Waste management is a key aspect of Hongkong Land's sustainability strategy. Tens of thousands of people visit our buildings every day, while myriads of shops and office create a significant amount of waste that needs to be handled. We have implemented a number of waste management programme, a key component of which is recycling.

A large amount of commonly used materials in any commercial setting would end up in a landfill unless they are recycled, that's why it is our mission to reduce our waste footprint and recycle as much as possible, a goal that is only achievable if shared by all our tenants.

The support of our tenants is the key to the success of our recycling efforts, and their participation allowed us to recycle a total of approximately 1,042 tonnes of waste in our Central portfolio in 2016.



## Recycling in our Central Portfolio

**Total  
1,042 tonnes**

of waste recycled in 2016

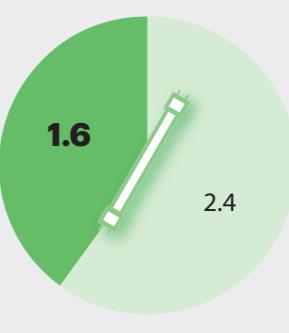
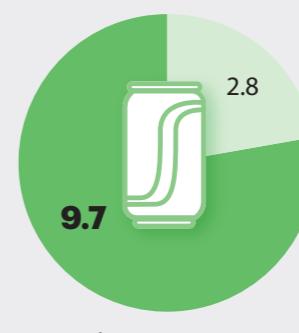
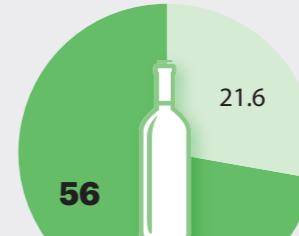
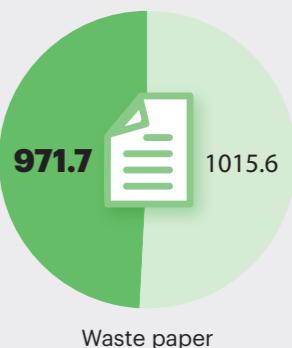
### Tips for office tenants: What can we recycle?

- Paper
- Aluminium cans
- Plastic bottles
- Rechargeable batteries
- Fluorescent tubes

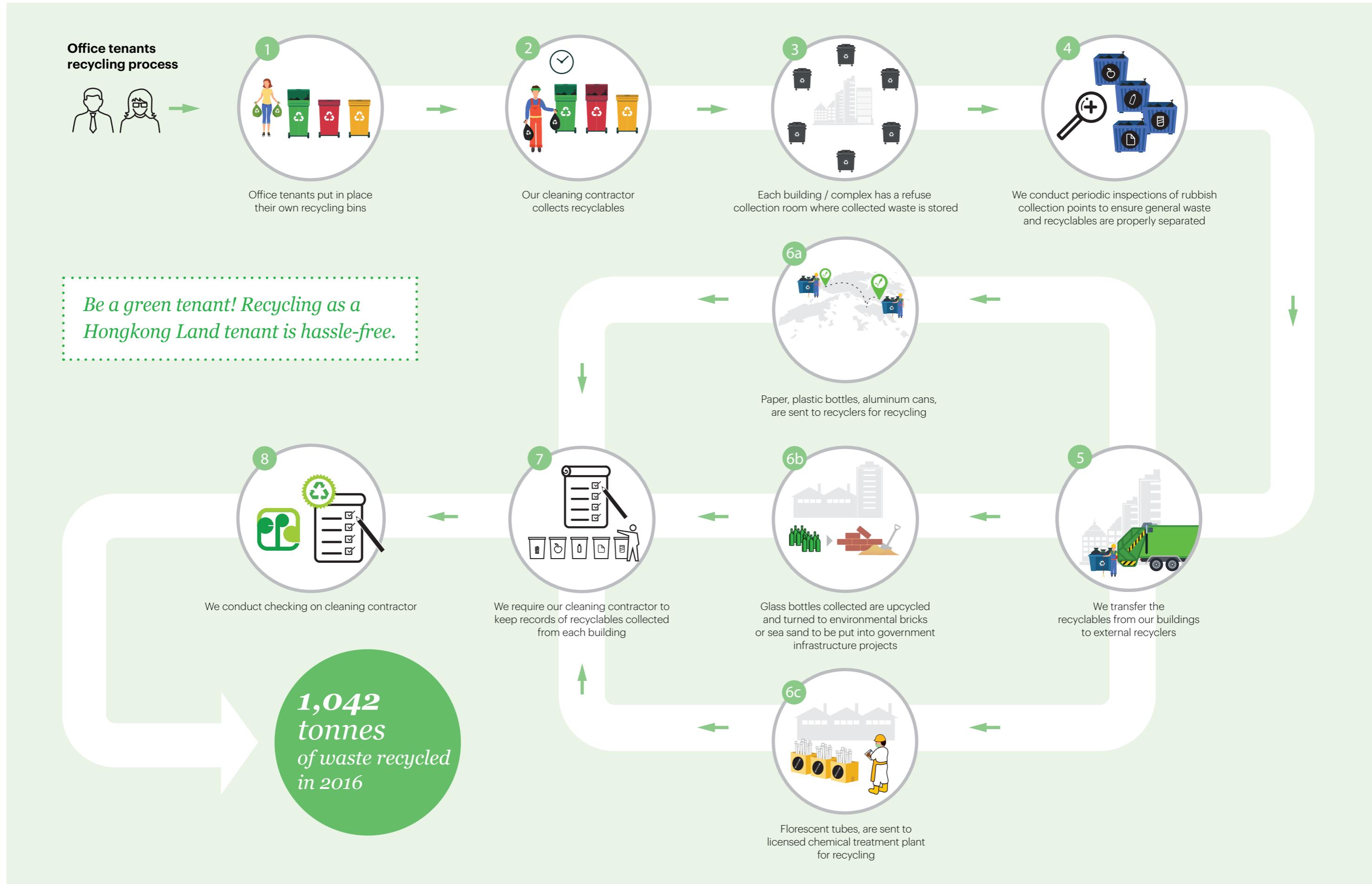
Once you have installed recycling bins in your office, inform Hongkong Land's Building Management Office for collection and categorisation.

### Tonnes recycled

● 2016 ● 2015



## Waste no more: How Hongkong Land recycles



**972 tonnes  
of paper  
recycled =  
11,664 trees  
saved**



#### Paper = trees

Saving paper saves trees, and it's easier now than ever. Hongkong Land has been reducing paper usage by going digital in every process we can imagine – communicating via email instead of issuing paper circulars, sourcing procurement through an electronic system using e-directions and adopting a mobile inspection and patrol system for our building surveillance. Wherever we can, we use environmentally-friendly products, which steers our choice of stationeries and paper towels towards those certified by the Forest Stewardship Council (FSC), an international body that certifies paper made from sustainable sources. To help tenants with paper recycling, we provide recycle boxes to allow tenants to collect paper for recycling.

## Did you know?

- At Hongkong Land, we take recycling seriously. We have dedicated refuse collection rooms in our Central buildings.
- To gain a better understanding of how our external contractors handle the recyclable materials, we obtain relevant data and follow the materials' logistical path.
- Our operation staff monitors the performance of contractors and vendors to ensure adherence to our sustainability policies, which includes proper waste disposal.



#### Putting glass bottles in their rightful place

Since 2015, Hongkong Land has started partnering with the Environmental Protection Department of the HKSAR Government to launch a pilot programme for glass bottle recycling for food and beverage tenants in our Central buildings. In 2016, the programme collected 56 tonnes of glass bottles. We are grateful to our tenants for their active support and will continue to encourage tenants to fully participate.

## Tenants championing waste recycling – KPMG leads the way

KPMG began putting in place categorised recycling bins in their offices around 2008. They have worked closely with Hongkong Land to expand the scope of recycling to include glass, which has previously been introduced mainly to food and beverage tenants.

*"What stood out for us was how Hongkong Land worked with us to enable glass recycling in our Prince's Building office. It is reassuring to see Hongkong Land's cleaning contractor collecting from the glass recycling bins in our office everyday,"*

says Jackie Lee, Senior Manager of Corporate Social Responsibility at KPMG.

"We have also visited the waste collection point at the Prince's Building and know first-hand that the on-site waste separation process is very well conducted."

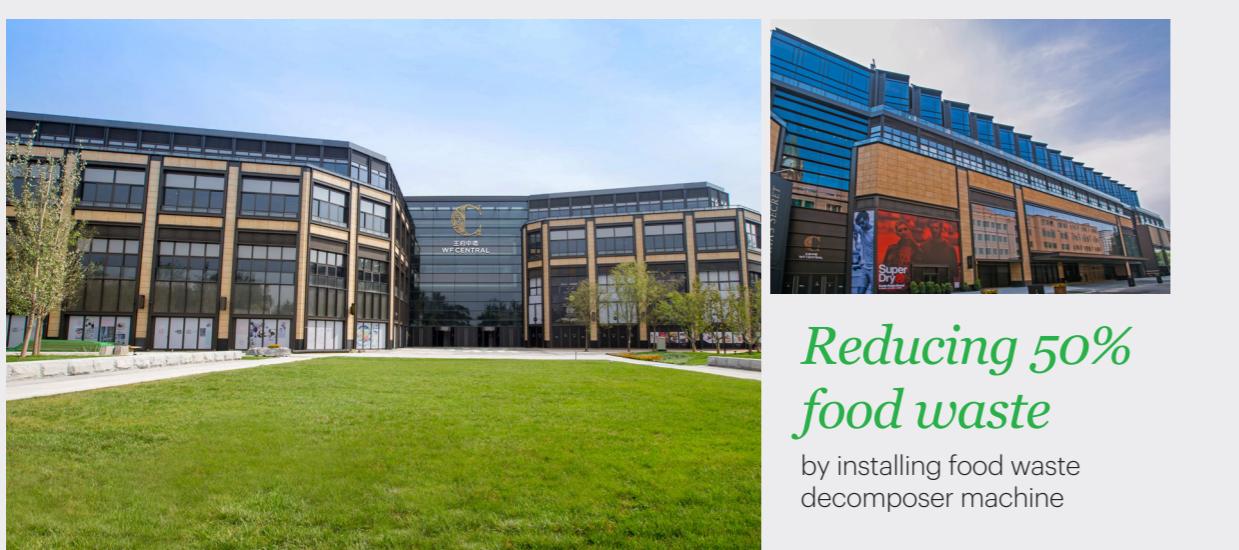
Recycling works only if the system in place is utilised. Based on KPMG's years of experience, they offer the following tips for fellow tenants:

- Use smart interior design and carve out a space for recycling bins.
- Reduce rubbish bins at colleagues' desks to encourage them to use the categorised recycling bins in designated locations.
- Company management must take the lead.
- Open communication on green issues.
- Raise awareness through diverse and creative channels such as newsletters, intranet, social media and short films.
- Set up employee green groups.
- Organise activities such as movie screening to increase knowledge on environmental issues.



## Regional Update

### Beijing



#### Reducing 50% food waste

by installing food waste decomposer machine

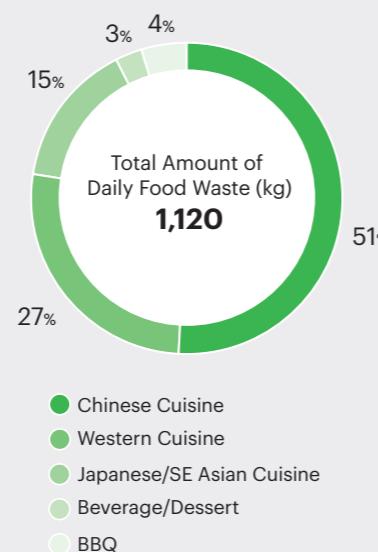
#### WF CENTRAL

Hongkong Land's first large-scale flagship commercial development in the nation's capital, WF CENTRAL, integrates cultural heritage, arts and retail, and embodies the Company's long-term commitment to sustainability. Awarded a Three Star label under the Green Building rating system, the highest accolade under China's equivalent of LEED, this development provides 150,000 sq. m. of premium retail and hotel space in Wangfujing Street in Dongcheng District, the commercial heart of Beijing.

In addition to a wide range of green building design features, WF CENTRAL is committed to reducing food waste by installing a food waste decomposer machine in Q4 2017. The decomposer turns food waste into organic compost which will be used for landscaping in WF Central. The deployment of this decomposer significantly reduces our waste footprint.

Located in the refuse collection room in Level B3, this newly installed machine has a daily capacity to recycle 500kg of food waste.

Considering factors such as seating capacity, occupancy rate, turnover rate and the average amount of food waste generated by each customer, we estimate that the amount of food waste generated by 12,000 sq. m. of restaurant space amounts to 1,120 kg daily. As such, this food waste decomposer machine is able to serve around 50% of the food and beverage tenants of the development.



### Singapore

#### One Raffles Link

Working with our tenants to reduce the energy and water footprint in our buildings is a key part of our sustainability efforts in the region, including Singapore.

In addition to various existing water-saving measures in the seven-story commercial building One Raffles Link, automatic water meter readers installation have been completed to accurately monitor water usage in different areas of this purpose built facility for leading financial institutions. Since the completion of the installation, we have already recorded an 8% reduction in water usage. The transparency offered by the water meter trending has allowed us to better analyse our water usage, which enables us to implement effective water saving measures.

Separately, we have switched to LED lights in the main aisle of the retail component of our Singapore facility, CityLink Shopping Mall, further reducing our electricity consumption.

#### Marina Bay Financial Centre

Offering nearly 3 million sq. ft of prime office space, the Marina Bay Financial Centre (MBFC) is a testament of Hongkong Land's comprehensive and continuous sustainability effort in the region.

Towers 1 and 2 have obtained Green Mark Gold award since 2008 and have been recertified to Green Mark Platinum award in 2017, while Tower 3 has obtained Green Mark Gold Plus award since 2009 and was awarded with the Green Mark Platinum award in 2016.

Having been certified under ISO 14001 (Environmental Management System) and OHSAS 18001 (Occupational, Health & Safety Management System) since 2012, MBFC has since been converted to the 2015 version of ISO 14001 and will achieve recertification with United Kingdom Accreditation Service under

Recognising the critical role played by building owner working cohesively with our tenants in implementing these environmentally-focused measures, we regularly communicate with our tenants through meetings and tenancy circulars. Their participation means that we can once again earn the BCA Green Mark Gold Plus certification for 2017.



**8% reduction on water usage since installing water meter readers in 2016**

OHSAS 18001 (Occupational, Health & Safety Management System) by December 2017.

Classified as a Water Efficient Building, Towers 1, 2 & 3 and Marina Bay Link Mall obtained water efficient building Gold Award and were certified with SS577-Water Efficiency Management System in 2015.

When it comes to health and safety, MBFC has made significant long term commitment that has been recognised locally. MBFC has been certified as a bizSafe Partner by the Workplace Safety and Health Council of Singapore since 2012. From 2013 to 2017, MBFC has been awarded the Safety and Health Award Recognition for Projects (SHARP) for four years (except 2016) and received the Safety & Security Watch Group Award issued by the Singapore Police Force in 2016.

A healthy and safe environment is a critical bottom line of our business. Consistently meeting the highest standards in health and safety reassures our staff members, tenants and patrons that their interests and wellbeing are our top priority.

## Health and Safety

*Creating a safe space for all*



### Free from hazards

Ensuring that our properties are free from hazards is of utmost importance to the Company, and we need every tenant on board to ensure the safety of our premises.

### Drills

Nothing prepares us better than practice. To safeguard our speedy response and efficient recovery in emergency situations, we conduct drills to evaluate our emergency response plans, provide training opportunities for our wardens and to familiarise tenants with evacuation routes. These regular drills are not limited to fire drills, but also include other emergency response exercises and different simulated situations.

### Over 20 fire drills

held in 2017

### Over 30 emergency drills

held in 2017

#### Fire drills

Fire drills are conducted on an annual basis to reinforce tenant's awareness of the Fire Emergency Plan and allow tenants and their employees to practice evacuation procedures. We invite the participation of the Hong Kong Fire Services Department as a professional observer and value their input through sharing of fire prevention measures and demonstrating the correct use of fire extinguishers.

#### Emergency drills

Emergencies such as power failure, medical emergencies, lift trappings, typhoon, flooding, pandemic and chemical spillage all demands immediate and effective response and regular drills prepare our response team for the unexpected.

### Fire safety

Hongkong Land was the first property company in Hong Kong to train its staff and tenants as Fire Marshals. Through carefully planned training, fire marshals acquire knowledge in fire prevention, fire marshal duties, the use of portable fire-fighting equipment and the escape and evacuation procedure in our Fire Orders Manual. Participation from our tenants is essential for prevention of fire in tenants' premises and safe evacuation in the unlikely event of a fire.

### 22 fire marshal training workshops

held in 2017

### Close to 400 tenants' employees

have attended fire marshal training in 2017





## In good hands: Health and safety training

Providing a healthy and safe workplace for our staff members allows them to bring their best selves forward at work. This means increased awareness and responsiveness in every situation, enhancing service quality and reducing potential safety risks and incidents.

In order to support and nurture our people, Hongkong Land provides compulsory training on all fronts related to health and safety as soon as they join the Company.

## 120 staff

attended First Aid Training and certified as First Aiders

## 200 staff

attended Automated External Defibrillator (AED) training

## 260 staff

attended "Green Card" basic safety training courses

## Briefing for vendors

Our efforts to educate on health and safety do not stop at our own staff members. Hongkong Land works closely with our vendors to ensure that they are aligned with our stringent requirements on workplace safety. In 2017, we organised two sessions of Health & Safety Briefings for our vendors to brief them on the relevant codes of practice under OHSAS 18001. These briefings also serve to reinforce our commitment towards the highest standards of health and safety to our team of managers, engineers and supervisors.

## 30 major vendors

attended health and safety briefing in March 2017

## Vendor training

Covering areas such as mechanical and electrical, cleaning, building and construction, building maintenance unit and security

## Fire, life, health, safety & security audit

Since 2013, Hongkong Land has adopted a unified Fire, Life, Health, Safety and Security (FLHSS) auditing system for our Central Portfolio, covering all aspects of work and measures concerning safety in great detail. Extending these standards to our Southeast Asia properties in 2014-2015 provided consistency and standardisation across the Company's portfolio. This comprehensive and rigorous annual audit conducted by an independent international fire safety and security risk consultant, has since become an integral part of the Company's overall risk management strategy.

Depending upon the size and complexity of the building, a full FLHSS audit typically takes four to six days with a post-audit meeting between the auditors and the building managers and supervisors. Meritorious points as well as areas for improvement are identified, followed by an audit report detailing recommendations and follow-up actions.

Hongkong Land is proud of its outstanding safety track record across our Central portfolio and Southeast Asia assets. We believe this is attributable to our employment and effective implementation of this FLHSS auditing system, which instilled a sense of awareness in all of our employees, tenants and patrons.



## Health, safety & security tips for business travellers



### DO's

- Book non-stop flights on a reliable carrier to minimise your exposure during multiple takeoffs and landings.
- Maintain control of your briefcase and carry-on luggage at all times.
- Request a hotel room between the third and seventh floor, which is high enough to prevent break in but low enough to facilitate evacuation during a fire or other emergency.
- Take note of emergency exits, stairwells, fire escapes and emergency plans of a hotel, just in case.
- Obtain travel insurance.
- Verify and consume safe water and food. Have a supply of medicine for self-treatment of diarrhoea.



### DON'Ts

- Wear clothing with company logos or other insignia that identifies you as a business traveller.
- Use your business cards as identification tags on your luggage.
- Publicise your business travel plans.
- Pack sensitive information in your checked luggage.



## Wellbeing: Playing as a team

A vibrant and healthy workforce is what makes a good company great. While all our staff members work extremely hard throughout the year to drive the Company's success, Hongkong Land is in turn committed to their success in maintaining a healthy lifestyle. It's a winning case for all: improved health increases productivity and encourages team work.

### Healthy Land, Happy Land



Investing in the health of our employees has become an increasingly important aspect of our sustainability efforts. In addition to medical insurance, vaccination and health checks, for the first time, Hongkong Land has rolled out a series of wellness activities for our employees, together with an individual- and team-based incentive scheme. Participants receive stamps for attending different activities, which serves as proof of their participation, as well as investment in their health and wellbeing.

The range of activities offered is of general interests to all staff members and have been very well-received:

- Monthly Wednesday Head, Shoulder and Neck Massage
- Lunch & Learn Session on Healthy Weight Management without Medication
- "Healthy Land Happy Land" Day
- Trail sessions for exercise
- Fruit Day in May 2017 giving out Aomori apples from Japan
- Stretching workshops led by expert coach

### Pride in Personal Health

Hong Kong's hectic pace of life gives little motivation for maintaining the essential habit of regular exercise, and that's why Hongkong Land decided to give our employees additional incentives. Through our inaugural Pride in Personal Health (PIPH) challenge, participants were encouraged to form teams and be bold and creative in setting their Health Improvement Challenge targets.

Between February and June 2017, teams participated and challenged themselves, while keeping detailed records of their progress and achievements throughout. Entries were judged on their target's creativity, level of difficulty and the teamwork they demonstrated. Winners were rewarded with generous cash prizes!



As the developer and manager of some of the most exciting and busiest urban spaces across Asia, Hongkong Land creates opportunities for people from all walks of life to come together, not only for work and for fun, but also for a good cause.

# Community and People

## *In it together*



### Bringing the city together

Two long-standing, signature fund-raising events in Hong Kong take place in our Central portfolio annually: the CENTRAL Rat Race and Walk Up Jardine House. For over 12 years, these action-packed events have raised significant funds for MINDSET, a Hong Kong-registered charity that sheds light on mental health issues by removing stigma, increasing understanding and providing direct assistance to those in need of help.

### Gear up for the CENTRAL Rat Race!

Since 2006, the CENTRAL Rat Race have drawn hundreds of participants to dash down the streets of Central in creative costumes through an ingeniously designed obstacle course, creating a stark contrast to the business commute that crowds these streets on weekdays. Teams of eight from various multinational and local companies registered with a minimum donation of HK\$60,000 per team to have their creativity, stamina, problem-solving skills and, most importantly, a sense of humour tested on the racecourse. While children between five and

ten years old could register for the Junior Rat Race with a donation of HK\$2,000, senior executives were asked to make a minimum donation of HK\$20,000 per person to join the Big Rat Race.

We created an exhibition to showcase memorable moments from past CENTRAL Rat Races in June at The Rotunda, Exchange Square, giving the public a taste of the excitement of past races. Furthermore, we organised Virtual Reality (VR) and Augmented Reality (AR) Family Workshops on 26th-27th July, which allows CENTRAL Rat Race fans to download, colour and animate their own Mr Rat and Junior Rat mascots through the magic of AR. Using a mobile app, users can scan and shoot the image to watch it come to life, and share their creation with others through the "share" function.

This year's race, originally scheduled for 15th October 2017, was cancelled due to typhoon. Despite that, all money raised prior to the event will be donated to MINDSET in support of mental health-related organisation and projects in Hong Kong and Mainland China.



## Connecting Minds: Walk Up Jardine House

*550+ participants*

*HK\$3 million raised  
for MINDSET*



With over 550 participants raising HK\$3 million for MINDSET, this year's Walk Up Jardine House, organised by the Jardine Ambassadors and supported by Hongkong Land, was another great success. Held on 19th March 2017, it provided a perfect setting for those who look for a challenge in the form of walking or running up 600 feet of stairs. In line with the theme "Connecting Minds", this year saw the participation of contestants across all walks of life, including 45 students from MINDSET's "Health in Mind" school programme – a community initiative that promotes awareness of mental health issues in secondary schools – along with Jardines' executives, colleagues from Jardine Matheson Group companies, business associates, their families, friends and people recovering from mental illnesses.

The event took on a fun and creative spin with the Fancy Dress Competition – a reminder for all that wellbeing starts with having a positive mindset. However, the excitement did not end with the race. Activities aimed at enhancing mental wellbeing were also arranged for the day, including drama and story-telling workshops and DIY art and crafts booths. Organised by the Jardine Ambassadors, this event has raised close to HK\$50 million since 1982.

## Enriching the life of migrant children in Beijing

In Beijing, Hongkong Land collaborated with an art education institution to provide a series of four art classes in September to October 2016 to sixty students from Shuren Primary School. The students were given the skills and precious opportunity to express themselves through art which would otherwise have been impossible due to lack of resources.

A special event took place on 24th September 2016 when thirty-one Hongkong Land staff and family members joined the students at an outdoor painting activity at Garden Expo Park to capture the beautiful scenery with their drawings. As encouragement to the students, our volunteers co-created the paintings with the students by making decorative items with paper clay and paper frames.

To allow the students to continue enjoying art as the programme ended, we also donated a hundred sets of art tools to the school.



Since then, in September 2017, Hongkong Land has committed to a two-year collaboration with non-profit organization Art Dream, which sponsors over four hundred migrant children in Beijing for art classes. Through working together, we hope to improve these children's ability to learn independently and ignite their creativity through hands-on experience with art.

As part of our continued effort to reach out to migrant children in Beijing, staff members from Hongkong Land joined 42 students at their art class in Tianjie Community Centre on 16th September 2017. The class began with their teacher demonstrating a shadow play, after which the children had the opportunity to create their own story, and work as a team with our volunteers to turn their story into their very own shadow play. A total of 22 volunteers devoted an aggregate of 88 service hours for this fun-filled and meaningful morning.

## Art in the city

At Hongkong Land, we believe that the most direct way of benefitting the community through our business lies in how we enhance the cityscape in the places we operate. Through integrating outstanding original artwork from established local and foreign artists into the indoor and outdoor environment in our buildings, we seek to create an aesthetically pleasing space for all and promote art appreciation among the general public.

Every day, hundreds of thousands of people visit our buildings and elevated walkways in the heart of the business district in Hong Kong. We encourage our patrons to slow down and take time out of their busy lives to view and appreciate our carefully curated collection. To facilitate this, we have created a mobile audio commentary system for our Central portfolio that allows users to listen to the background and story of each art piece simply by snapping the QR Code on the plaques adjacent to the artworks with their mobile device.

The Company is also a proud host and sponsor to a series of cultural events and art exhibitions, including the annual Hong Kong International Chamber Music Festival.



## Staying together: Communicating with our staff

Hongkong Land strives to keep all communication channels open and reach out to our people through a range of initiatives, including our Staff Communication Council and newsletters.

### Staff Communication Council

Staff Representatives relay feedback, concerns and suggestions to the Council, which is headed by the Chief Executive and also comprises HR staff. The Council meets quarterly to review the policies and systems that shape the work environment.

### Digital newsletters

- Company newsletters issued by HR twice a year provide update on corporate news, events, developments and awards.
- Property Management Department newsletters are issued four times a year to share information on health and safety, technological improvements and training opportunities.

**HKL**

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