

# Corporate Social *Responsibility*



Charity walk

The Great Eagle Group places great importance on the role of Corporate Social Responsibility, as we view it as a link to the society in which our businesses operate. We are committed to managing our businesses in such a way that they add social, environmental and economic value to our society.



## Corporate Social Responsibility



**The Langham, Melbourne: Environmental Best Practice Hotel of the Year**

Corporate Social Responsibility has been integral to the Group's business ever since the Group's founding in 1963. Our commitment to CSR stems from a core belief that our business will prosper as the community and environment around us flourish.

### *Environmental Sustainability*

As a founding Council Member of the Business Environment Council, the Group has long committed to keeping the environmental footprint of our properties to a minimum, both during the initial design and construction phases, as well as throughout the life of the building. The HK BEAM (Hong Kong Buildings Environmental Assessment Method) Society has certified two properties owned and/or managed by the Group – Great Eagle Centre and Langham Place Office Tower – even awarding the latter the Society's highest "Excellent" rating. Since the completion of Langham Place Mall in 2004, continued innovation has facilitated energy savings of nearly 25% and the reduction of more than 3,000 tonnes of carbon dioxide emissions. Such energy savings have been achieved through retrofits and other measures, such as the installation of T5 fluorescent tubes; Variable Speed Drives for chilled water plants, chilled water pumps, air handling units, and carpark ventilation systems; Temperature Reset for chilled water supply and Fresh Air On-Demand Control for air handling units. Furthermore, collection areas have been set up at each of our Hong Kong commercial properties to encourage tenants to separate and recycle paper products, aluminium cans, plastic bottles, batteries, halogen or fluorescent lamps, and other recyclable materials. To encourage patrons to use environmentally-friendly modes of transport, at least one electric vehicle recharging station was installed at each of our Hong Kong commercial properties in 2010.

Our concern for the environment extends into our hotel business. At Langham Hotels International, the "Guests of the Earth" and "Green Team" programmes promote active participation, learning and awareness of environmental protection for hotel guests and staff respectively. The EC3 Global EarthCheck Programme – an independent auditing and monitoring service for the travel and tourism industry – has, as of January 2011, awarded five of our hotels "Certified Silver" status, and another three hotels "Benchmarked Bronze" status. Local governments and industry associations have also recognized our passion for and efforts in environmental protection with numerous prestigious awards. To wit, in 2010, Langham Place Hotel Hong Kong received the Gold Award in the Hotels and Restaurant Sector of the Hong Kong Awards for Environmental Excellence, and The Langham Melbourne was named Environmental Best Practice Hotel of the Year for the State of Victoria in Australia.

### *Workplace Quality*

The Group relies on talented and committed professionals to operate its array of businesses. In addition to offering a generous compensation and benefits package, the Group provides training opportunities to staff of all levels. Frontline property management staff receive regular occupational health and safety training tailored to their particular work environment. Corporate Training and Executive Development Programmes are provided to the Group's middle and senior management staff so that they can continually develop their leadership skills. Aside from the training programmes organized by the Group, education subsidies are offered to encourage staff to pursue continuing education with accredited tertiary academic institutions.



**Group-sponsored painting event**

The Group recognizes that productive employees are those who maintain a healthy work-life balance. To this end, during the year, the Group's hotel employees participated in various wellness classes in self-defence, tai chi, yoga, kickboxing, and cooking. The Group also organized recreational events such as a one-day tour to Hong Kong Disneyland, a two-day tour to Mainland China, and a Christmas party, all of which helped facilitate staff's networking across the Group's numerous businesses and promote team spirit.

### **Corporate Governance**

The Group is committed to adhering to the highest ethical standards. All employees are given a Code of Conduct to which they are expected to adhere. The Code outlines the Group's expectations of staff with regard to dishonest or corrupt behaviour and conflicts of interest. A 24-hour hotline is available for employees to report suspicious activity in a completely confidential and fully anonymous manner. An internal controls system is in place, administered and overseen by an Internal Audit Department and the Board of Directors' Audit Committee.

A full Corporate Governance Report is available from pages 38 to 50 of this annual report.

### **Community Investment**

The Group has been a staunch supporter of healthcare and the arts to promote the physical and mental well-being of the community. In healthcare, the Group contributed towards the establishment of one of the Hong Kong Cancer Fund's new CancerLink Centres. Throughout 2010, the Group also made donations to The Hong Kong Anti-Cancer Society, the Hospital Authority of Hong Kong, the Hong Kong College of Cardiology, and Seeing is Believing. As for the arts, the Group supported artistic development in Hong Kong by donating a scholarship to the Hong Kong Academy for Performing Arts to support one full-time student majoring in the Piano at the Academy's School of Music. The Group also provided sponsorship to Hong Kong Arts Festival Society, Hong Kong Arts Centre, China Arts Foundation, and Opera Hong Kong.

In addition to the cash donations made by the Group, our Volunteer Team proactively reached out to the community to provide assistance to underprivileged groups and raise funds for deserving causes. Among the many activities organized by the Volunteer Team in 2010 were: visiting singleton elderly with the Senior Citizen Home Safety Association in Hong Kong, taking ill children living in Ronald



**Group volunteers visiting singleton elderly**

McDonald House to visit the Hong Kong Science Museum, and organizing games for 4-6 year old children with developmental delays at the Cheung Sha Wan Heep Hong Centre.

Besides promoting employee volunteerism, the Group also provided public space at properties under our management pro bono for non-profit organizations to host promotional or fundraising events. For example, the Group's volunteers raised funds by selling mooncakes for The Intellectually Disabled Education and Advocacy League at Langham Place Mall. During the holiday season, the mall hosted a carol singing event organized by The Child Development Matching Fund.

Our community engagement activities have extended beyond Hong Kong to wherever the Group has properties. For instance, colleagues at The Langham Boston volunteered at Community Servings, which provides free home-delivered meals to needy citizens. The Langham Auckland treated hearing-impaired children and their families from The Hearing House to a special Wonderland Afternoon Tea. Colleagues at The Langham Huntington, Pasadena wore pink to work on Lee National Denim Day to raise funds for cancer research. Meanwhile, The Langham London donated a total of 632 pounds of clothing to Second Chance, an organization that distributes clothing to low-income and homeless people.

### **Looking Forward**

The Group believes that Corporate Social Responsibility is an ongoing commitment requiring continuous improvement. We look forward to reporting on more initiatives, and creating even greater economic, social, and environmental impact next year.