

The Group supports Earth Hour for the 13th consecutive year

集團連續第13年支持「地球一小時」



ICC (photo above), together with some 310 of the Group's properties, participate in this year's Earth Hour lights-off campaign 環球貿易廣場(上圖)連同集團其他310多座物業參與今年的「地球一小時」全球熄燈行動

The Group is committed to the promotion of healthy and sustainable living. This year, the Group continued to participate in Earth Hour, a worldwide lights-off campaign organized by the World Wide Fund for Nature, for the 13th straight year. For yet another year, the Group was one of the corporations with the largest number of participants in Hong Kong. Over 310 office and industrial buildings, shopping malls and residential projects owned or managed by the Group switched off their non-essential lights for an hour on the event evening, putting energy saving into practice. Apart from local properties, the mainland peers also took part, including major integrated landmarks such as Shanghai IFC, Shanghai ICC, ITC and Nanjing IFC, as well as the flagship malls and residential projects in Beijing and Guangzhou.

集團一向致力提倡健康及可持續生活，今年連續第13年支持由世界自然基金會主辦的「地球一小時」全球熄燈行動，繼續成為本港最多參與大廈的企業之一。活動當晚，集團旗下擁有或管理的超過310座商廈、工廈、商場及住宅，齊齊把非必要的燈關掉一小時，以行動實踐環保節能。除了本港物業外，內地大型地標綜合項目如上海國金中心、上海環貿廣場、ITC與南京國金中心，以及北京與廣州等地的旗艦商場和住宅項目均有參與活動。

Building Homes with Heart Caring Initiative gives blessings to the elderly at Tuen Ng Festival

「以心建家送暖行動」為長者送上端陽祝福

The Group reaches out to the community through its Building Homes with Heart Caring Initiative, spreading love and care to the elderly at traditional festivals. To celebrate the Tuen Ng Festival, the Building Homes with Heart Caring Initiative organized a Tuen Ng Festival sharing activity. A total of 3,000 goodie bags were distributed to underprivileged singleton elderly and senior couples in Sai Kung and Tsuen Wan to help them enjoy a healthy, happy festival. The goodie bags contained healthy rice dumplings, packaged food and personal protection supplies.

The SHKP volunteers also spread their festive cheer to the elderly residents under the Redevelopment of Pak Tin Estate – Neighbourhood Support Programme and the elderly in Sham Shui Po. Although visits to the elderly have been suspended amid the pandemic, the volunteers found other ways to show they care. They learned how to make rice dumpling handicrafts through video conferencing and distributed the mini rice dumplings they made with love and blessings to the elderly in the neighbourhood, along with the goodie bags, to brighten up their days during the pandemic.

集團透過「以心建家送暖行動」關懷社區，並在傳統節日為長者送暖。在端午佳節前夕，「以心建家送暖行動」舉辦了「暖暖愛心賀端陽」活動，為西貢及荃灣基層獨居長者及長者戶送上3,000份福袋。內裡載有應節健康糰、食糧及防疫物品，讓長者度過健康愉快的節日。

集團義工亦為「白田邨重建 – 友情人鄰里」計劃及深水埗區長者送上佳節祝福。在疫情下，義工雖然未能進行家訪，但仍無阻各人對長者的關懷。一班義工特別透過視訊會議，在網上學習製作祝福糰子，再將小手作連同福袋送給區內長者，為他們在抗疫期間打氣。



To celebrate the Tuen Ng Festival, the Building Homes with Heart Caring Initiative continues to distribute goodie bags to the underprivileged elderly amid the pandemic 疫情期間，「以心建家送暖行動」繼續為基層長者送上福袋，讓他們歡度端午節



The SHKP volunteers make rice dumpling handicrafts with love and blessings for the elderly 集團義工親手製作祝福糰子給長者，全部滿載愛與祝福

SHKP Reading Club's Read & Share programme introduces a reading promotion sponsorship scheme

新閱會「閱讀·分享」校園計劃新增閱讀推廣贊助



(top) Students from Christian Alliance SW Chan Memorial College connect reading with daily knowledge and share what they learn with other students in the neighbourhood through the 'Apprentice x Storyteller' project; (bottom) reading slogan, designed by students from TWGHS Lui Yun Choy Memorial College (上圖) 宣道會陳朱素華紀念中學同學透過「學師仔x講故佬」項目，將閱讀轉化成生活實踐，並與區內學童分享學習成果；(下圖) 東華三院呂潤財紀念中學同學設計的閱讀標語

The SHKP Reading Club's Read & Share programme introduced a reading promotion sponsorship scheme this academic year. Primary and secondary schools were invited to submit proposals, with the best ones receiving a cash sponsorship to execute their brilliant ideas. Among the outstanding proposals, the SHKP Reading Club selected 31 good ideas, sponsoring the schools to roll out the plan.

Christian Alliance SW Chan Memorial College received the gold award in the Secondary School division for its 'Apprentice x Storyteller' proposal. The 'apprentice' section involved a series of workshops and a recommended book list to help students connect reading with daily knowledge. In the second part, 'storyteller', students posted what they had learned from their reading on notice boards to share it with their schoolmates. They also organized inter-school book clubs to share their knowledge with primary schools in the district.

In the Primary School division, Chinese Y.M.C.A. Primary School received the gold award for its 'CYMCAPS Bus – Life Reading Stop' proposal. The school converted a retired KMB bus into a 'CYMCAPS

Bus', with a 'Life Reading Stop' inside the bus, which has a reading corner with books on life education and a venue for parent-child reading activities.

新閱會「閱讀·分享」校園計劃在今個學年新增閱讀推廣贊助，邀請中小學提交建議，以現金贊助形式協助他們落實好構思。在一眾別出心裁的計劃書中，新閱會選出了31間學校的好構思，贊助他們執行計劃。

宣道會陳朱素華紀念中學憑著「學師仔x講故佬」的建議，奪得中學組金獎。「學師仔」乃透過一連串工作坊，配合指定書籍，讓同學將閱讀轉化成生活實踐。第二部分「講故佬」，由學生製作壁布長廊展示學習成果，並與同區小學舉辦跨校讀書會分享等。

小學組方面，中華基督教青年會小學以「感恩號巴士 – 生命閱讀站」的建議獲得金獎。學校把退役九巴改裝為「感恩號巴士」，內裡設立「生命閱讀站」，放置生命教育圖書供學生閱讀，並進行不同親子閱讀活動。

The Group receives recognition for supporting poverty relief in the country

集團支持國家扶貧 工作成果獲得肯定

The SHKP-Kwoks' Foundation has set up full-time undergraduate scholarships in a number of universities across the country. The Foundation extended its efforts to poverty relief in recent years, sponsoring programmes in poor counties in Gansu, Sichuan, Guizhou and Yunnan. It has received various recognitions for its efforts, the latest from a local media group at the opening ceremony of an exhibition titled 'Roads to Victory – Residents of Hong Kong and Macao Participate in Eliminating the Country's Poverty and Building a Well-off Society Documentary'. A Certificate of Appreciation was received by the Group.

Established in 2002, the SHKP-Kwoks' Foundation has been committed to alleviating poverty and nurturing young people through three pillars: subsidize and participate in education and training, poverty relief and medical care, and serving the community. To date, it has subsidized over 70 charitable projects, benefiting over 60,000 people across more than 25 provinces and cities nationwide.

新地郭氏基金多年來在全國多所大學設立全日制本科獎助學金，近年更參與扶貧工作，在甘肅省、四川省、貴州省及雲南省的貧困縣提供資助項目，工作成果屢獲肯定。早前，在本地傳媒集團舉辦的「決勝之路 – 港澳同胞參與國家脫貧攻堅全面建成小康社會紀實」展覽開幕儀式上，集團獲頒發感謝狀以示鼓勵。

新地郭氏基金於2002年成立，一直致力投入扶貧助學工作，資助和參與教育及培訓、扶貧及醫療以及社會服務三大範疇。至今資助超過70個慈善項目，受惠人數逾60,000人，遍及全國逾25個省市。



Certificate of Appreciation received at the opening ceremony of the Roads to Victory exhibition 集團於「決勝之路」展覽開幕儀式上獲頒發感謝狀