

SHKP provides free venue for Community Living Room 新地無償借出物業供開設社區客廳



In support of the Government's Pilot Programme on Community Living Room, SHKP has provided a free venue for the establishment of Ko Shan Road Community Living Room to serve households living in subdivided flats. Chief Secretary for Administration Eric Chan (third right) and SHKP Executive Director Christopher Kwok (fourth left) officiated the project's opening ceremony in early April, sharing the joy with underprivileged families.

Apart from venue sponsorship, SHKP's property management company, Hong Yip, and SHKP's volunteer team offer further support to the project, fostering a caring and inclusive society through cross-sector collaboration.

新地支持政府推動的社區客廳試行計劃，無償借出旗下物業，供社區團體開設高山道社區客廳，讓劏房住戶使用。政務司司長陳國基（右三）和新地執行董事郭基泓（左四）等，於四月初主持該項目的開幕儀式，與基層家庭一同分享箇中喜悅。新地除提供場地贊助外，旗下物業管理公司康業和新地義工隊也提供支持，藉此聯合各界力量，一同構建關愛共融的社會。

SHKP Malls Gift Cards upcycled into green sandbags to promote sustainable development 新地商場禮品卡升級再造成環保沙包 推動可持續發展

To support environmental protection, the Group has launched SHKP Malls Gift Card Green Sandbag Exercise, which upcycles used or expired SHKP Malls Gift Cards into eco-friendly sandbags for daily mall management, such as flood prevention and reinforcement of doors and barriers. This initiative not only reduces the waste of gift cards but also engages customers in a collective effort to promote circular economy practices. The project was honoured by the iRecycle Charity Foundation with the iRecycle Sustainability Award.

Certain procedures of the green sandbag production are undertaken by sheltered workshops, creating employment opportunities for the underprivileged and reinforcing the Group's commitment to corporate social responsibility.

為保護環境，集團推出「新地商場禮品卡再造環保沙包行動」，將已使用或過期的新地商場禮品卡升級再造，製成環保沙包，供商場日常營運使用，例如預防水浸及穩固大門和圍欄。這次行動不僅減少棄置卡片造成的浪費，更與顧客共同推動循環經濟，同時榮獲愛回收慈善基金頒發「愛回收可持續大獎」。

此外，環保沙包的部份生產過程由庇護工場負責，為弱勢社群提供就業機會，凸顯集團履行企業社會責任的努力。

