



**SWIRE PROPERTIES**



Swire Properties is guided by a business philosophy of "Building Communities", where it seeks to be a long-term and trusted partner to local neighbourhoods. Dedicated to making a difference to the community, it established the Community Ambassador Programme in 2001 to work towards "Building an Integrated Community". Over the past 10 years, the Programme has grown from 40 to over 1,000 ambassadors, who have participated in over 400 activities to benefit more than 50,000 people in the community.

#### **Corporate support to encourage employee volunteering**

Social responsibility is one of Swire Properties' core values, and the company enthusiastically supports community initiatives with corporate policies such as flexible work arrangements, special award schemes to recognise the outstanding efforts of ambassadors, and a recently launched volunteer service leave policy, which offers special day-off arrangements to staff who have accumulated hours of volunteer service. Furthermore, the company's senior management also offer their full-hearted support, not only by participating in the activities themselves, but also by giving Community Ambassadors the freedom and empowerment to initiate and design projects they are interested in, allowing them the opportunity to integrate community service into their work culture.

#### **Leveraging staff expertise and company resources**

Swire Properties encourages its employees to contribute their skills and interests to various community projects, and aims to maximise the unique resources available from companies in the Swire Group to create and broaden the Programme's positive impact on the community. Training has also played a vital role to the success of the Programme, which offers a wide range of training workshops for Community Ambassadors to learn new skills to help others.

#### **An employee-led programme with total staff commitment**

The Community Ambassador Programme is led by the employees themselves, who are engaged in every stage of each project, from setting the programme direction, activity planning, and promotion to execution and evaluation. They also maintain an open dialogue and strong relations with the company's NGO partners, which has resulted in a large number of successful and sustainable community projects that have helped make a difference to the lives of others.

#### **A catalyst for building a harmonious community**

Swire Properties maintains a strong, extensive network of business partners, which it leverages for the Community Ambassador Programme. The company works with its partners to devise innovative community projects where the partners can fully utilize their resources and make their own unique contribution to the community.

The company also encourages its employees to recruit their family members as Community Ambassadors, and to invite those who have benefited from the programme to participate in new activities. Everyone, from business partners to employees' children, is encouraged to join in activities that match their abilities and interests, fostering a culture of sharing and helping Swire Properties to build a harmonious community.

#### **Expanding Swire Properties' vision to Mainland China**

With its business expansion into Mainland China, Swire Properties is reaching out and sharing its volunteering experience with its Mainland counterparts. Since 2009, employees in the Mainland offices in Beijing, Guangzhou and Shanghai have launched new volunteering projects in the region to help those in need.