

第八屆香港傑出義工獎企業獎得獎者

The 8th Hong Kong Volunteer Award Corporate Award Winner



新世界發展有限公司

New World Development Company Limited


可持續發展是現代生活文化中最重要元素之一。新世界集團作為領先的文化企業，視提供優質的產品和服務為優先目標，同時集團亦同樣重視產品於可持續發展方面的表現和每位持份者的福祉。

在「新世界 2030 可持續發展願景」下，集團承諾打造包含「環保」、「健康」、「智能」和「關愛」四大元素的產品和服務，為持份者及社會創造共享價值。

在「關愛」的大前題下，集團於 2012 年成立「新世界匠心義工隊」，多年來讓來自新世界集團及成員公司的同事和親友加入義工行列，一直身體力行透過義工服務發揮「The Artisanal Movement」的工匠精

神，傾心專注於每一次的義務工作，從細微處為服務對象提供獨有、貼心的服務，並定期舉辦不同的義工活動，包括：帶兒童癌病患者暢遊主題樂園、清理海灘和減廢行動，探訪及為長者舉辦派對等。期間亦與社福機構建立良好合作關係，針對社會問題開展相關服務。

同時，為鼓勵及嘉許同事參與義務工作，集團更推行多項措施推動包括允許同事於工作時間內參與義工活動、邀請隊中活躍的義工加入行動小組為活動提供建議。而管理層更於新同事迎新會中鼓勵同事以 QR code 即時登記加入義工行列，與集團一同推動義務工作的發展。



Sustainability is one of the most important elements in the modern living culture. As a leading cultural institution, New World Group recognises the importance of ensuring sustainability and this is demonstrated through its products and services while aim at improving the well-being of every individual.

Under the 'New World Sustainability Vision 2030', the Group is committed to delivering impactful products and services with the characteristics of 'green', 'wellness', 'smart' and 'caring', creating shared value for stakeholders and the society.

The A. New World Caring Team was established in 2012 echoing the “caring” aspect of the Group’s vision 2030. It encourages New World Group's staff and their friends to show the spirit of 'The Artisanal Movement' to the society through volunteering in

which they craft and deliver bespoke services to the beneficiaries. Volunteer services under various themes and for different beneficiaries such as visit to the theme park with kids from Children Cancer Fund, party for elderly etc., were organized regularly. During these activities, the Group maintained sound relationship and close coordination with partnering NGOs to develop more volunteer services that are strategically replying to the social needs.

In order to encourage and recognize colleagues for participation in the volunteer services, the Group implemented different initiatives such as allowing colleagues to volunteer during working hours, engaging active volunteers to join the service organizing committee as well as inviting new staff to join the volunteer team during the new staff orientation so that they could take part in the volunteer movement with the Group.

