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Social Responsibility

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CORPORATE SOCIAL RESPONSIBILITY REPORT

Since its establishment, the Group has been adhering to its philosophy of "Responsibility, Teamwork and Passion", and is endeavored to construct harmonious architectures for better living. During the Reporting Period, the Group had a deeper understanding of and actively fulfilled its corporate social responsibility. Under the clear guiding principle of "Be a socially responsible large corporation", the Group has initiated its corporate social responsibility activities systematically and has achieved remarkable results.

Charitable Donations

During Reporting Period, the Group continued to support social charitable activities with its best efforts, especially in poverty relief in the cities of Maoming and Conghua, Guangdong Province, and the total charitable donations amounted to approximately RMB3,000,000. The poverty-relief rate of Niulijia village and Pozi village of Maoming City reached 94% and 93.5% respectively by successfully achieving the collective targets of the villagers. Moreover, the home renovation program for the poor and low-income households in Niulijia village was in good progress; therefore, 84% of the annual target set out in the poverty-relief plan was met. The donation for Hengkeng village of Conghua City reached approximately RMB480,000 and poverty-relief rate was 56%.

Volunteer Service

The Group encourages staff to actively participate in voluntary activities and calls upon all staff to apply their knowledge and skills in social charitable works which would, in turn, enable them to expand their horizons and enhance their personal values. During the Reporting Period, the Group organized charitable project aimed at helping the poor, aged and disabled, and blood donations with 1,680 and 185 staff took part in them, respectively.

Staff Training

The Group is also highly concerned about the career development and psychological quality of its staff. To promote the all-round development of its staff, the Group had created a solid and fair platform for them to better realize their personal values. As for the training aspect, the Group collaborated with a professional consulting agent in conducting an assessment and analysis on the training system. The Group has initiated its first talent development program, namely the "Starry Program (星匯計劃)", under which three sub-programs have been developed, including the "Starry Golden Sands (星匯·金沙)" program for fresh staff, the "Starry Winking (星匯·雲錦)" program for business experts, and the "Starry Phoenix (星匯·鳳凰)" program for potential mid-level managements. By offering training courses, job rotation and promotion competition, these programs provide the Group with key talents for corporate development.

Environmental Protection

As a responsible property developer, the Group adheres to its philosophy of "Intelligent, Green and Low-Carbon Development". It facilitates the research and development of green building technologies, actively promotes the application of the research achievements, and formulates applicable guide lines on technological design, construction and operational management that are in line with the practical needs of the company, so as to create a green value chain with its unique characteristics. As for planning and design, certain projects are designed in accordance with the national green building standards and the US "Leadership in Energy and Environment Design (LEED)" certification and assessment standards. As for materials, products with high-quality, energy-saving, low-carbon and environmental-friendly features would be purchased at first priority. As for construction, construction technologies that meet environmental standards would be adopted to reduce pollution and damage to the environment caused by dust, noise, waste gas and waste water produced in the course of construction.

Future Prospects

The Group will further improve its market management mechanism and core competencies through intensifying the adjustment to organization restructuring, recruitment of talents, standardization process and strategic plans on horizontal and vertical expansion. Meanwhile, the Group will further strengthen its effort on key areas like staff development, poverty relief and environmental protection to leverage on its achievement, proactively explore and perform corporate social responsibilities, and strive to realize a new era of excellence for the company and to create better living conditions for the people with a stronger sense of mission and responsibility.

Company Address: 26th Floor, Yue Xiu Building, 160 Lockhart Road, Wanchai, Hong Kong Telephone:(852)2593 2326

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