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COMMUNITY

Our business is closely linked with the life of the communities in which we operate. Understanding the needs of the community is the first step in realising our Vision of connecting and growing communities with caring service. This is why we emphasise engagement with local communities directly impacted by our projects, and on supporting community programmes to improve the quality of life in our city for all.



18

districts in Hong Kong are now all served by MTR



\$22.7 million

spent on community investment (excludes fare concessions and in-kind donation)

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Connecting and Growing Community

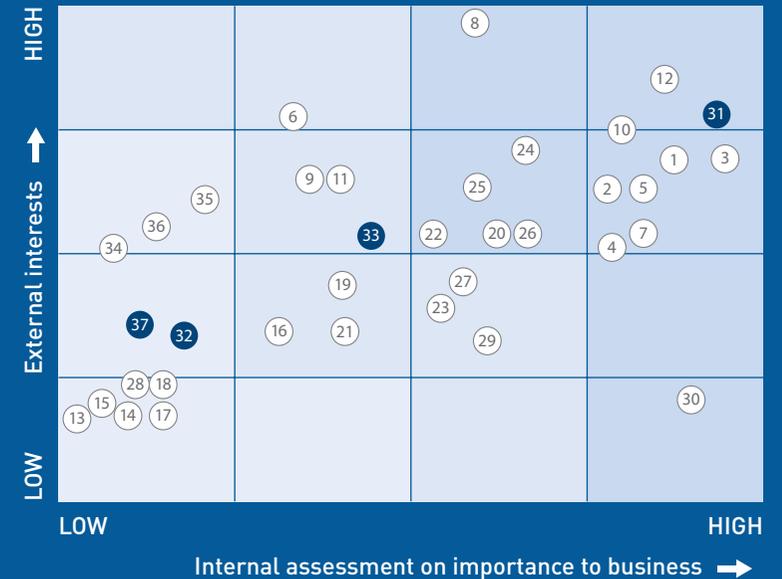
By integrating rail and property developments, we build sustainable community hubs along the MTR network. We design, build and deliver services to be people-oriented, safe, efficient, and conducive to a higher standard of living. We also make significant efforts to preserve natural habitats and heritage spaces and work towards offering the Hong Kong community a greener, more liveable urban environment. We cannot achieve sustainability of our city in isolation; this is why we work together with the Government and other organisations to address social, economic and environmental issues that are beyond our direct influence and control.

Both existing and developing communities benefit from the new facilities that come with the expanded MTR network, which in 2016, has reached all 18 districts in Hong Kong. The integration of transport and urban planning significantly reduces residents' dependence on cars: in Hong Kong, 90% of commuter trips are by public transport, with MTR playing a major role at 48.4% market share. This helps to reduce car accidents and injuries, traffic congestion, and transport-related carbon emissions, while encouraging walking and healthier lifestyles. It also allows more efficient use of valuable land resources.

For many years, our approach to transit-oriented developments (TOD) has enabled Hong Kong to maintain and enhance its reputation for moving people efficiently and reliably.

To us, transforming communities does not refer only to infrastructure, it also requires supporting the development of human capital. Complementing the way we build infrastructure for tomorrow, the focus of our community programmes is on youth – future leaders of societies. Our goal is to empower young people so that they have the skills, motivation, perspectives and opportunities to build and create a bright and sustainable future for themselves and their communities.

MATERIALITY ISSUES COVERED IN THIS CHAPTER



- ③1 Community involvement and development (engagement)
- ③2 Education and culture
- ③3 Employment creation and skills development
- ③7 Community investment (incl staff volunteering)

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COMMUNITY ENGAGEMENT

In addition to engaging our [Customers](#) to understand their views on our services, we consult extensively with local communities on the impacts of new lines, property developments and other major works. We seek to engage with stakeholders to mitigate inconvenience due to noise, dust, traffic disruption and other considerations. To design and deliver our projects for the greatest possible benefit of local communities, we consider and incorporate their views as much as practically possible.

New Railway Lines

The diagram on the next page illustrates the typical oversight and control we exercise during construction of our network expansion projects. The two news lines showcase how we put these principles into practice.

Throughout project design, construction and preparation of its opening, we maintain close partnership with different government departments:

- **Planning consultations**

During the planning stage, we held a series of consultations with representatives of Government departments, District Councils, local communities and organisations to ensure the new railway could meet the needs of the city and local communities. We carefully considered all comments on the design of the extension, including rail alignment, station and entrance locations, works sites and other factors.

- **Progress reports**

When the project is underway, we submit regular progress reports to the Legislative Council Sub-committee on Matters Relating to Railways — covering construction progress and our efforts in community liaison. We also met with the relevant District Councils to keep members up to date on developments.

- **Ongoing cooperation**

We continued to work closely with Government departments from construction to commissioning of the new rail line, ensuring that necessary approvals could be granted in a timely manner. With assistance from the Highways Department's Railway Development Office, requirements and concerns raised by the relevant Government departments and the local communities could be addressed.

DID YOU KNOW?

Turning a tree nursery site into public park in South Island Line

As part of our efforts to preserve trees impacted by railway development, some trees are transplanted and "stored" at nursery sites. For transplanted trees from South Island Line (East), one of the nursery sites is located along Kellet Bay waterfront. To fully utilise the area, we have further transformed the nursery into a temporary public park providing extra recreational space for the local community's enjoyment.

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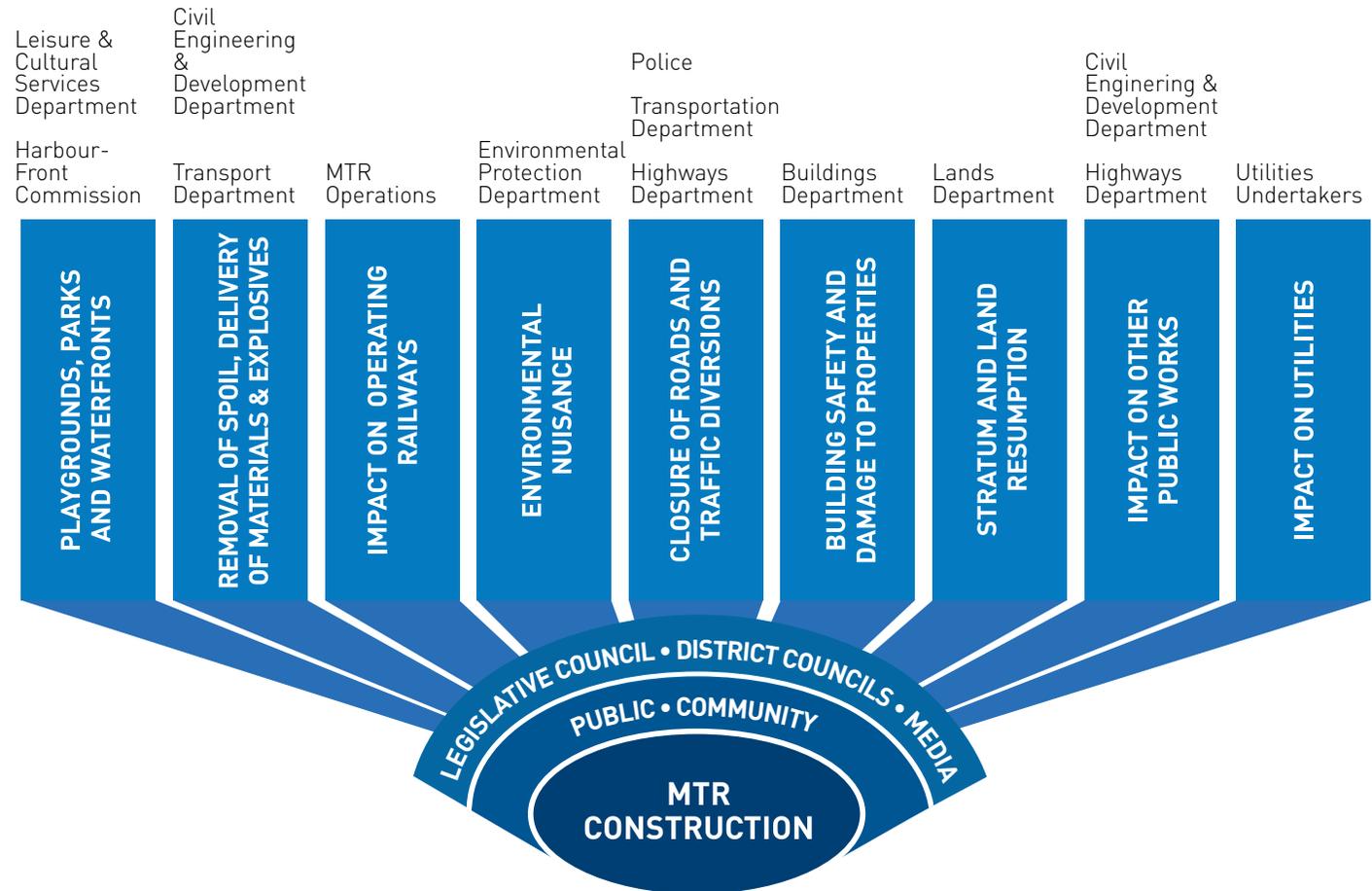
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Typical Oversight and Control of Construction Impacts on Stakeholders

MTR PROJECT MANAGEMENT, STAKEHOLDER ENGAGEMENT, COMMUNITY & MEDIA RELATIONS



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Rail Operations

MTR Society Link

MTR Society Link was established in 2009 as a platform for our Operations Division to exchange views and connect with professional groups and members of civil society through visits, gatherings, and e-newsletters. There are now 25 member organisations representing a range of societies, associations, professional institutes and NGOs in Hong Kong. In 2015, this initiative was awarded the "Outstanding Award for Social Inclusion" by the Hong Kong Council of Social Services for engaging a wide range of stakeholders and proactively exploring opportunities for continuous improvement in building community-friendly facilities.

Caring for customers with Special Needs

To make our transport system and other property services accessible by all, we engage and consult with different community groups to solicit their feedback and comments, especially during the design stage of our new assets. We regularly hold Communication Forum with Elderly Group and Communication Meeting with Disabled Group to capture their requirements. Refer to our [Customer](#) section for some of these outcomes.

Property Development and Management

Property development

We understand the changing lifestyle aspirations of the society, which has moved beyond functional considerations. We seek to meet community expectations in our property developments. For instance, during the development of the Maritime Square Extension, where we are converting a lorry park site on Tsing Tsuen Road near Tsing Yi Station into a commercial development, we have engaged in continuous consultation with local residents and the District Council.

The development will include the improvement of the existing Public Transport Interchange and will provide pedestrian connections as well as a podium landscape garden covering around 5,000 square metres. The promenade near the site is also designed and managed by the Corporation. This project also incorporates energy-efficient design features. These facilities address residents' aspirations to live in a more compatibly built environment by improving integration and providing a more pleasant townscape for the local community.

MTR Malls

MTR Malls are closely integrated with MTR railway stations across our network. We design and operate our malls to provide hubs for shopping and other recreational or social activities. Providing space for social activities, our malls serve as a platform for local communities to gather and enjoy arts and lifestyle events for better quality living. We supported over 100 Community Care programmes in 2016 covering a wide variety of activities including youth development, the arts, community service, charitable, and environmental protection activities.

Managed Properties

MTR managed residential estates held over 487 social activities during 2016. Our social activities included community relations events, environmental protection initiatives and charitable/fundraising initiatives that help to create a harmonious living environment for the residents and promote sustainability practices in the community. For example, we organised festive celebrations and educational activities on environmental protection such as cleaning the beach, used books recycling programme and household appliance recycling programmes and partnered with CLP to promote the energy saving programme "Power Your Love 2016".

All MTR managed offices organised a number of environmental campaigns and donation drives with the participation of our tenants.

LEARN MORE...

Check out the websites for the two network expansion projects
 – [Express Rail Link](#) and [Shatin to Central Link](#).

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COMMUNITY RAILWAY

The KTE and the SIL(E) continue to demonstrate our approach of developing a community railway that is built to respond to the needs of the people living and working in the communities it serves.

Case study: Kwun Tong Line Extension

Fast Facts	Addressing Community Concerns	Links with the Local Community	Preparing for Opening	Opening
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The Kwun Tong Line Extension is a 2.6km extension to the Kwun Tong Line, which was the earliest MTR line built in the 1970s. Construction of the new rail line commenced in 2011 and the Kwun Tong Line Extension came into service on 23 October 2016.

Alignment	Extends the existing Kwun Tong Line from Yau Ma Tei to Whampoa with an intermediate station at Ho Man Tin
Stations	Underground stations at Ho Man Tin and Whampoa
Route Length	Approximately 2.6 km
Estimated Journey Time	5 minutes (Between Whampoa Station and Yau Ma Tei Station)
Train Frequency	Approximately 2 minutes for Ho Man Tin Station and 4 minutes for Whampoa Station during peak hours
Fares	In line with the existing MTR fare structure



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Case study: Kwun Tong Line Extension



Pedestrian mobility

To provide a convenient and efficient railway service to residents in the neighbourhoods surrounding Ho Man Tin Station, MTR Corporation was entrusted by the Government to construct the associated 'Essential Public Infrastructure Works' ("EPIW"), including:

- Five entrances at Ho Man Tin Station to connect local communities and the housing estates through the use of lifts and walkways in the unpaid area of the station;
- Public transport facilities provided at Chung Hau Street;
- Covered footbridges and walkways connecting Ho Man Tin Station to Oi Man Estate, Ho Man Tin Estate, and areas along Chatham Road North and Wuhu Street;
- Pedestrian subways to connect Ho Man Tin Station and Chung Hau Street, as well as Fat Kwong Street.



Minimising disruptions

In the densely populated urban environment in the proximity of the KTE, we recognised that construction activities could affect the local community. To address their concerns, we engaged and consulted the stakeholders from the start of the project, and endeavoured to strike a balance between the needs of residents and our construction programme.

Our project team had to identify possible construction impacts and adopt appropriate mitigation measures throughout the construction:

- How will traffic diversions affect daily commuters?
- Will construction works affect the structural integrity of nearby buildings?
- Will there be noise, dust or other nuisances to local residents?

The Ho Man Tin station site was in close proximity to residential buildings and a nearby trunk road. During construction, we had extensive blast protection in the form of a blast cage within another protection cage, even though that limited production rate. Extensive roof protection was also installed during excavation to minimise impact from noise and dust.

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Case study: Kwun Tong Line Extension



Community liaison groups

In addition to consultation meetings at Legislation Council and District Council levels, we communicated directly with local stakeholders through three community liaison groups (CLGs) set up for Yau Ma Tei, Ho Man Tin and Whampoa sections, respectively. Each CLG comprised of local District Councillors, relevant area committees, community members, residents, schools, as well as representatives from the Corporation and relevant Government departments.

CLG meetings for each section were held regularly to update the members and residents on project progress and community liaison work. Through the meetings, we listened to public opinions about the implementation of the project and responded to enquiries from residents with a view to minimising impacts to the local communities caused by construction activities.

Website and information centre

Dedicated project websites providing background information, construction progress and community liaison work were created since planning of the project and are available throughout the construction.

Showcasing Hong Kong's Artistic Talent

Alongside the provision of green facilities, arts elements have been incorporated into both the Ho Man Tin and Whampoa stations in order to promote community art. That can enable the general public and tourists to better understand the local history and culture, as well as to provide a more comfortable and pleasant travelling environment for passengers.

Oral History Drama

In collaboration with Chung Ying Theatre (CYT) and with the support of the Kowloon City District Council, the Hong Kong Polytechnic University and the Institute of Active Ageing, we co-organised the "Oral History Project with Elderly and Youth: Hung Hom and Ho Man Tin District" to portray the unique history and cultural characteristics of the Hung Hom and Whampoa area. Elderly and student participants were recruited from the local community to undergo a series of drama training workshops, and conduct interviews and research to develop a script that was then performed publicly in the local community.

Joining hands together with a group of students, a group of elderly who have lived in the neighbourhood for many years and have witnessed its changes, presented their personal experiences and memories on stage in a performance entitled "Nostalgic Memories of Hung Hom".



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Case study: Kwun Tong Line Extension



Customer service enhancements

In anticipation and preparation for KTE, several customer service enhancement initiatives were implemented:

- Customer experience audits: Different stakeholders were invited to provide their opinions related to the layout and the facilities of the new stations
- Passenger information for train testing: To facilitate the new boarding and exiting arrangements at Yau Ma Tei Station during the testing and commissioning period, we prepared advance notices and used public announcements on trains to inform passengers.
- Enhanced signage: Since Ho Man Tin Station will serve as an 8-storey interchange station in the future, signage for the station has been enhanced including graphic directional signage, signage showing estimated walking time, and giant way-finding signage to assist customers to easily find the appropriate exits for their destination.

KTE Youth Ambassadors

We continued to implement our innovative community outreach programme in partnership with the Hong Kong Polytechnic University to appoint more than 30 students as KTE Youth Ambassadors. From May to September 2016 the Youth Ambassadors visited local schools, elderly homes, residential buildings and community centres in Hung Hom, Ho Man Tin and Whampoa, to promote the features and station facilities of the new line. The programme provided a good opportunity for students to develop their leadership skills and cultivate a sense of responsibility towards the community.

Station Visits

Before the opening of KTE, groups representing persons with disabilities were invited to visit the new stations to learn about barrier-free facilities in place.

Emergency drills

In preparation for the opening of the new line to the public, we held a joint drill exercise with the Fire Services Department and the Hong Kong Police Force to test emergency response and evacuation procedures, which was also observed by the government's Transport Department and the Electrical and Mechanical Services Department. Around 120 staff members from MTR took part in this drill, which was just one of more than 70 emergency simulation exercises that we implemented before commencement of service.

"Thanks to the Community" Party

A "Thanks to the Community" Party was held at Ho Man Tin Station on 15 October 2016 to express gratitude to the community for their immense support during the construction and commissioning of the new railway extension. Amongst those joining are District Council members, Community Liaison Groups, KTE Youth Ambassadors, organisations participating in the Art in MTR programme, as well as other working partners.

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Case study: Kwun Tong Line Extension

Intro-Fast Facts	Addressing Community Concerns	Links with the Local Community	Preparing for Opening	Opening
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At 6:00 am on 23 October 2016, the MTR Kwun Tong Line Extension (KTE) officially began passenger service. More than a thousand commuters crowded at Whampoa Station to experience the first ride on the new 2.6 kilometre line. The Corporation's executives welcomed more than 1,000 passengers on the maiden train from Whampoa to Tiu Keng Leng.

During the initial stage of operations along the extension, additional staff and service assistants were deployed at the new stations and along the Kwun Tong Line to help familiarise passengers with the new service and facilities.



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Case Study: South Island Line (East)

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FAO and New Train Design

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South Island Line (East) (SIL) is a medium-capacity railway connecting the current MTR network from Admiralty Station to the Southern District of Hong Kong, via new stations at Ocean Park, Wong Chuk Hang, Lei Tung and South Horizons. This new rail line is designed with features responding to the transport needs of the community. It will also promote tourism development and economic activities in the Southern District.

The construction of the South Island Line (East) began in May 2011 and it opened for passenger service on 28 December 2016.



Alignment	From Admiralty to South Horizons, comprising underground and viaduct sections
Stations	Admiralty, Ocean Park, Wong Chuk Hang, Lei Tung and South Horizons. The train depot is located near Wong Chuk Hang Station
Route Length	Approximately 7 km
Train frequency	Approximately 3 minutes during peak hours
Fares	In line with the MTR fare structure
Interchange	Admiralty Station will serve as an interchange station for four MTR lines, namely the existing Island Line and Tsuen Wan Line as well as the new South Island Line and the future Shatin to Central Link.
Estimated Journey Time #	<ul style="list-style-type: none"> Between Admiralty and Ocean Park – Approximately 4 minutes Between Admiralty and South Horizons – Approximately 11 minutes Between Tsim Sha Tsui and Ocean Park – Approximately 12 minutes

Estimated journey time it should take to travel from the original station to the destination. Passengers' actual journey time may be longer than the estimate due to waiting time and other factors.

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Full Automated Operation (FAO)

As a standalone new medium capacity rail line, the FAO is used on the SIL to provide enhanced rail service with a higher level of reliability and greater flexibility in train deployment.

For example, during most emergencies, train services can be resumed by resetting train and automatic recovery from the Operations Control Centre (OCC). Additionally, spare trains can be despatched by OCC to accommodate any upsurge in patronage.

New Train Design

The SIL trains feature elements that reflect tourism and the coastal lifestyle for which the Southern District is known. As SIL is an FAO line, the train adopts an open design without a driving cab so as to provide a spacious area for passengers to enjoy an unobstructed view of the beautiful scenery through the windscreens.



- Open train cabs at the two ends of the train under the adoption of FAO to provide a spacious area for passengers
- Multi-purpose space in each train compartment is also provided for the convenience of wheelchair users and other persons in need
- Unique "water bubble" lighting in the train compartment, making it more dynamic, creative and in line with the oceanic theme of Southern District
- Noise reduction features include a suspended floor that reduces noise from the equipment underneath, rubber seals at the door frames to reduce the noise transmitted from outside of the train compartment, and quieter condenser fans and noise damping wheels to minimise the noise created from the contact between the wheels and the rails
- CCTV cameras are installed in each train compartment

Regenerative Brake and Trackside Energy Storage

Regenerative braking is now a standard design in our trains. It enables trains to convert mechanical energy, generated during braking, to electrical power. It will then feedback to the overhead line system and be used by adjacent trains. However if there is no other train nearby, the energy will be dissipated as heat.

In SIL we have used a new track-side energy storage system to store the energy from regenerative braking that would otherwise be wasted. When there is a powering train, the energy will be discharged and utilised. With this system, it is expected traction energy use can be reduced by 5-10% depending on the train pattern.

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Minimising disruptions

As with all our other projects, we seek to minimise disruption from traffic diversion and other construction activities to the neighbourhood. Our project identified possible construction impacts and adopted appropriate mitigation measures.

Pedestrian mobility

To better connect surrounding neighbourhood areas to the MTR network, Essential Public Infrastructure Works ("EPIW") along the SIL include:

- Public Transport Facilities directly beneath the Wong Chuk Hang station to allow passengers to switch between the railway and feeder services;
- A pedestrian link in Wong Chuk Hang station, to allow direct access from the Aberdeen Promenade to the station and a footbridge connecting the station to the adjacent industrial area;
- Road improvement works in the vicinity of Wong Chuk Hang station;
- An 80m covered footbridge with a lift in South Horizons station, which provides convenient and barrier-free access between South Horizons and Ap Lei Chau Estate.

Accommodating the special needs of the neighbourhood

To address the special needs of the community and welfare institutions, e.g. TWGHs Jockey Club Rehabilitation Complex which require special care to its users in Wong Chuk Hang area along the viaduct section of the South Island Line, the Corporation has made a number of changes to the design of the railway to minimise its visual and noise impact on the Complex including:

- Changing the design of the viaduct so as to ensure a wider distance between the viaduct and the Complex;
- Changing the railway alignment by lowering the viaduct structure near the Complex; and
- Having fully-enclosed noise barriers installed at the relevant viaduct section to further minimise the impact of train noise on the Complex.

Kellett Bay Waterfront

To provide a green open space for residents in the Southern District, MTR Corporation has turned the temporary tree nursery at Kellett Bay into the Kellett Bay Waterfront, open for public use since March 2013.



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Community Liaison groups

To communicate with stakeholders impacted by the construction of the South Island Line (East), five community liaison groups (CLGs) were set up for the Admiralty; Lei Tung; Wong Chuk Hang, Ocean Park and Chung Hom Shan; Telegraph Bay; and South Horizons sections, respectively. CLG meetings of each section were held regularly to engage with members and residents regarding the project progress and its community liaison works. The meetings also helped us respond to the community's enquiries and address the community's concerns.

Culture Tour Programme

To increase awareness of the cultural gems located in the Southern District, we sponsored and supported the "Connecting Hong Kong South - Cultural Tour Programme", co-ordinated by The Warehouse Teenage Club, which introduces local residents to the South Island Line and the history and culture of the area. From July to December 2016, participants visited various locations that carry historic, cultural and artistic value in the district, led by the docents of The Warehouse Teenage Club. They also toured around the brand new Wong Chuk Hang Station before the official opening to learn more about its design and facilities, as well as the connectivity that will come with the new line. Spots covered include the Old Aberdeen Police Station (a Grade 2 Historic Building), Aberdeen Tin Hau Temple (a Grade 3 Historic Building), and Ap Lei Chau Hung Shing Temple (a declared monument).

Showcasing Local Culture

Art is an integral part of our new stations as it enhances customers' journeys, and connects them with the local community's history and local characteristics. Commissioned art works are installed in each SIL stations, and most of them were created with contributions from the communities.



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Roving Exhibitions and Talks and Visits

From August to December 2016, a series of roving exhibitions and talks were rolled out in schools, institutions and housing estates in the Southern District to give the local community a better understanding of the design features and station facilities of SIL, as well as the associated improvement in connectivity for the district.

Before the opening of the new line, there were also visits tailored to explaining the features of the new stations, as well as the new fully automatic operation system to students, professional institutes and other stakeholders.

Major Emergency Drill

Over 115 exercises simulating various scenarios of different scales have been carried out on SIL before service commencement, aiming to enhance the coordination and communication among emergency services personnel and MTR staff under different circumstances. As part of the overall emergency response plan, MTR Corporation has purchased special tunnel-access vehicles for SIL, nicknamed 'Speedy Hero', to enhance the mobility and efficiency of the response of emergency service personnel to incidents that may require rescue procedures in the tunnel sections.

The largest drill event was conducted on 18 November 2016, involving the MTR Operations team, the Fire Services Department and the Hong Kong Police, and observed by various other government departments. Over 60 "passengers", including three "injured" passengers and one wheelchair user, on board a SIL train needed to be safely evacuated via the train detrainment ramp and moved through the tunnel between Lei Tung and South Horizons stations while emergency services rushed to the scene.

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INVESTING IN OUR COMMUNITIES

Given our geographic footprint and our reach across communities, we aim to be good corporate citizens and leverage our skills, resources, and networks to help communities thrive. In 2016, we invested \$22.7 million to various community activities. This is on top of our colleagues volunteering their own time, ongoing fare concessions and promotion, and other in-kind donations. Our intention is to enable the social and economic development of communities, enhance quality of life, and foster a thriving environment in which to live and do business. The ultimate goal of our community initiatives is to create long-term benefits for both the Company and society.

Community Connect



Launched in April 2016, the Community Connect platform houses a variety of initiatives that reflect our commitment in providing caring service through actively engaging in the communities that we live in and serve. The Community Connect platform comprises of 3 main areas namely Art and Culture, Community Outreach, and Green and Healthy Living.

Community Outreach	Art & Culture	Green & Healthy Living
<ul style="list-style-type: none"> • More Time Reaching Community • Society Link • Elderly talks • School talks • MTR x Hong Kong Repertory Theatre "Railway Safety School Tour" Programme • NGO and Social Enterprise Support Programme • MTR Safety and Courtesy Board Game 	<ul style="list-style-type: none"> • Art in MTR <ul style="list-style-type: none"> - Station artworks - Space for art exhibition - Art events in MTR Malls • Living Art Stage • Community Art Galleries 	<ul style="list-style-type: none"> • Step Your Way to Health • MTR x Youth.ROC (Run Our City) • MTR HONG KONG Race Walking

Selected programmes are highlighted below.

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Community Outreach

NGO and Social Enterprise Support Programme

Apart from supporting social enterprises by directly purchasing products or services from them, as we have done throughout the years, we are looking for opportunities where we can leverage our existing resources to support their efforts.

Under our “NGO and Social Enterprise Support Programme”, enterprises can apply to run their business in selected MTR shops along the West Rail Line. Qualified applicants whose projects have obtained funding from either one of the two social enterprise funding schemes, that is, the “Enhancing Self-Reliance Through District Partnership Programme” of the Home Affairs Department or the “Enhancing Employment of People with Disabilities Through Small Enterprise Project” of the Social Welfare Department, can enjoy a concessionary monthly licence fee of just HK\$1,500. The first tenant “CookEasy”, a new retail shop selling pre-packed food, was opened in MTR Tuen Mun Station under the programme in November 2016.

More Time Reaching Community

Read more about our staff-led volunteering programme [here](#).

Safety Awareness Initiatives in the Community

We have reached out to students and elderly to promote safety in our railway. Read more in the [Customer Safety Initiative](#) section.

Art in MTR

The Art in MTR initiative aims to enhance passengers’ life journeys — as well as their daily travelling experiences — by providing inspiration from artwork on display throughout our railway network.

We continue to support aspiring local artists to showcase their work at the temporary exhibition space in the Sheung Wan and Sai Wan Ho Stations, as well as our permanent mini gallery in Central Station near Exit J. At the Living Art Stage in the Central Subway of Hong Kong Station, we host live performances every Friday evening ranging from modern pop and hip hop music to classical performances, traditional Chinese music, theatre and dance. There are also special performances during festive periods in Hong Kong Station.

LEARN MORE...

Art in MTR – station artworks As part of our Art in MTR programme, we work with our Art Advisory Panel comprised of five art experts to assist in the selection of artists and the development of art concepts for our new lines.

The opening of Kwun Tong Extension and the South Island Line (East) has seen a significant expansion of the Art in MTR programme. A total of 11 new artworks were commissioned from local artists for the stations on the two new lines. Many of the artworks were created in partnership with local residents, such as in the work ‘Journeys along the South Island’ at Lei Tung Station. At Whampoa station, artist Lam Tung-pang worked with local schoolchildren to create the two-part mural at platform level that celebrates the history and unique characteristics of the local community.

[Download](#) our “art in mtr” leaflet, or [click here](#) to get in depth with some of the artists and stories about their creations, as well as to experience our collection of station artworks in motion through the “Virtual Art Gallery”.

LEARN MORE...

Art in MTR – exhibition in MTR malls

In May 2016, we hosted the first event under the Art in MTR – exhibition in MTR malls at ELEMENTS. Entitled “HK Design to Connect: DFA Awards Exhibition”, the event was held in collaboration with Hong Kong Design Centre (HKDC) to showcase the winning designs of the Design For Asia Awards. As a new initiative under the Art in MTR programme, our support to the art community forms part of our wider effort to connect and contribute to society by nurturing and giving exposure to emerging local designers while showcasing how innovative ideas are turned into practical products and services through the creative work of the design industry.

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Green and Healthy Living

MTR Hong Kong Race Walking

In promoting healthy living, the MTR Hong Kong Race Walking has been held annually since 2005. In 2016, this community health and charity event attracted 1,000 participants. With the support of participating individuals and organisations, we raised over HK\$1 million for the Hospital Authority Health InfoWorld to support its work on enhancing disease management skills and educating others on the importance of fostering healthy lifestyles and practices from an early age.

MTR x Youth.ROC (Run Our City)

With an objective of inspiring teenagers to systematically train to achieve their goals while improving health and developing a "can-do" attitude, MTR collaborated with Run Our City in a programme where over 320 students from 18 districts participated in a series of training sessions together with members of the MTR staff. Towards the end of the programme, students were able to not only complete their first 10-km challenge, but also expand their social circle and understand more about their communities through street-running.

A Focus on Youth

Young people are a key part of the community that we connect and we depend on them for the future of our communities. Thus, it is important that we invest in our future innovators, leaders, and caretakers of the infrastructure assets we are building today.

Our vision is to empower young people with skills, motivation and opportunities to create a bright and sustainable future for themselves and their communities.

We use a multi-faceted approach to provide young people, and those who engage closely with them, with support, knowledge and experience to unleash their potential. We leverage our network, resources and expertise to keep our communities informed of issues that are impacting youth, to better engage with and seek young people's input, and to provide youth with opportunities to develop themselves.

The table below summarises sample programmes on youth. Click on the name of the programme for more information on our Customer website.

	Our goal: Empowering Young People			MTR support provided		
	Increase understanding of Youth	Engaging with Youth	Providing new skills, opportunities and experiences	Company expertise	Resources (funds, space or facilities)	Access to our network
Youth Forum	✓	✓	✓	✓	✓	✓
Pathways to Employment Programme	✓	✓	✓	✓	✓	✓
'Train' for life's journeys		✓	✓	✓	✓	✓
Customer Service Ambassadors and Tourist Ambassadors		✓	✓	✓	✓	✓
MTR-CUHK Youth Quality of Life Index survey	✓				✓	
Youth Talks* (Internal programme)	✓	✓	✓			

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Youth Forum

In 2015, we launched our youth think tank, the Youth Forum, to seek young people's input on ideas that the Corporation is planning to roll out and gather their views on emerging issues. The Forum comprises both working youth and university students, who meet with our senior management quarterly to exchange views on a range of business initiatives and help us ensure their relevance to the wider community. To date, through the eyes of our young passengers, they have offered us valuable feedback on the way we communicate, helped us create the "Rail Gen 2.0" identity that was rolled out in 2016, supported our review of the Fare Adjustment Mechanism and MTR By-Laws, and offered suggestions on service enhancement for 2030.

Through the process, Youth Forum members gain valuable business experience as well as skills from the programme. In addition to the regular interaction with senior business leaders, they also receive behind-the-scenes site visits to MTR facilities and professional management training on topics such as innovation and creativity. Participants also have the opportunity to build relationships with peers and enhance their personal network. Our first cohort reported that they gained a better understanding of the multiple factors that the Corporation manages on a regular basis to meet various stakeholders' interests, and that their self-confidence and communications skills have improved as a result of the programme.

Pathways to Employment Programme

Hong Kong's competitiveness hinges on the next generation's ability to meet the demand for a highly effective and creative workforce. As one of the city's largest employers, we launched the Pathways to Employment programme in 2015 to facilitate the business and social sectors working together to bridge the gap between the skills and ambitions of Hong Kong's youth and the demands of an evolving economy.

Much like the way our trains bring people of different backgrounds together, we kicked off our programme with a cross-sector summit that gathered over 300 professionals from the education, social work, business, policy-making, and the NGO sectors, along with MTR staff, to share with the young people their journeys from education to work.

In 2016, we continued the dialogue and facilitated the co-creation of solutions to ease the transition from education to work through a series of in-person workshops and an online Community Innovation Platform. We invited young people and interested parties to apply 'design thinking'— a proven innovation process that combines creative and critical thinking — to develop user-centric solutions to inspire young people on their Pathways to Employment. We received 84 brilliant ideas and engaged some 600 individuals through this open innovation process. With the help of community advisors and public voting, five projects that aims to cultivate innovation, entrepreneurial and leadership skills as well as foster young people's interest in Science, Technology, Engineering and Mathematics ("STEM") subjects received funding from the Corporation and will be rolled out over the next three years.

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Supporting Secondary School Students

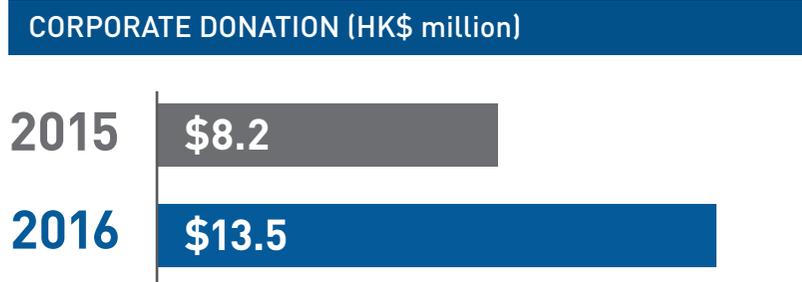
With young people feeling concerned about their economic well-being, we continue to run two major programmes that provide skills and personal development opportunities for secondary school students - 'Train' for life's journeys and 'Friend' for life's journeys - so that they can explore their interest and realise the potential career opportunities that lie ahead.

Since 2009, 'Train' for life's journeys has provided a 10-day multi-dimensional summer training programme opportunity to senior secondary 1 students. Through workshops, training camps, visits and work experiences at MTR facilities, the programme aims to broaden students' horizons as they acquire soft skills. Around 100 students completed the programme in the summer of 2016.

In May 2016, 135 students celebrated the end of a 6-month mentorship programme, 'Friend' for life's journeys. Launched in 2010, this programme pairs secondary school students with a young MTR staff as their mentor. Through one-on-one sharing and group activities, both mentor and mentee take part in new experiences and grow together.

Fundraising and Donations

Staff members' active participation in volunteering and fundraising activities is an important part of our corporate culture. In 2016, our staff raised over HK\$362,000 for donation to charitable organisations. In addition, the Corporation and our staff together have made a special donation of HK\$2 million to the families of the two brave fire fighters who died battling the Ngau Tau Kok blaze in Hong Kong in June 2016; another sum of HK\$2 million was donated to those injured and hospitalised in the arson incident in Tsim Sha Tsui Station happened on 10 February 2017. Our total corporate donation for 2016 was at HK\$13.5 million.



For our fundraising efforts, we received the President's Award from The Community Chest of Hong Kong, including the Diamond Award in the Community Chest Corporate & Employee Contribution Programme in 2015/2016.

In addition, we offered free use of our advertising spaces to over 50 organisations supporting causes ranging from community volunteering to elderly care services. We hope that we are able to support the work of these organisations by raising awareness on important issues affecting our society, as well as promoting their work to the wider community.