

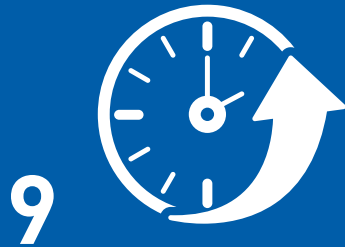
## MENU

[About this Report](#)[CEO Letter](#)[Q&A with the Chairman](#)[About MTR Corporation](#)[Safety](#)[Financial and Economic Performance](#)[Environment](#)[Corporate Governance](#)[Staff](#)

## Community

[Introduction](#)[Community Engagement](#)[Case study: Island Line Extension to Western District](#)[Community Programmes](#)[View Stories](#)[Customers](#)[Supply Chain](#)[2016 and Beyond](#)[Mainland of China and International Business](#)[Performance Metrics](#)

## COMMUNITY

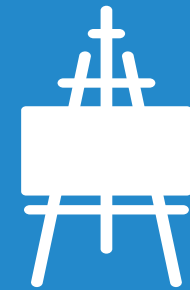


9

Number of programmes under Community Connect

255

More Time Reaching Community projects



60

Station artworks



10

skills creation and confidence building programmes under Youth Connect



## MENU

- About this Report
- CEO Letter
- Q&A with the Chairman
- About MTR Corporation
- Safety
- Financial and Economic Performance
- Environment
- Corporate Governance
- Staff

## Community

- ▶ Introduction
- Community Engagement
- Case study: Island Line Extension to Western District
- Community Programmes
- View Stories

- Customers
- Supply Chain
- 2016 and Beyond
- Mainland of China and International Business
- Performance Metrics

## INTRODUCTION

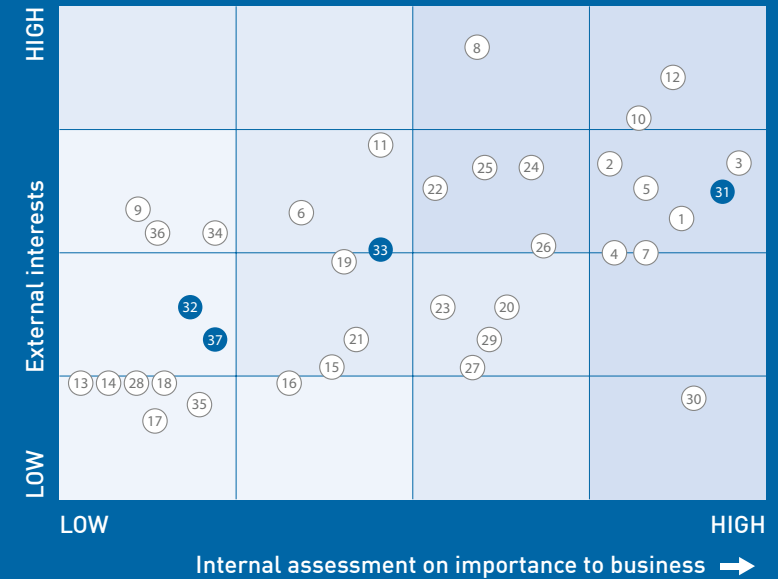
Hong Kong's communities are integral to realising our Vision of connecting and growing communities with caring service. This is why we put emphasis on engaging with local communities who are directly impacted by our projects, and on supporting community programmes to improve the quality of life in our city for all.

### Socially Sustainable Cities

According to the United Nations Educational, Scientific and Cultural Organisation (UNESCO), Social Sustainability for a city can be defined as "development which is compatible with the harmonious evolution of civil society, fostering an environment conducive to the contribution of culturally and socially diverse groups while at the same time encouraging social integration with improvements in the quality of life of all segments of the population".

Translating this concept into the context of our businesses means designing, building and delivering services to be people-oriented, safe, efficient, and conducive to a higher standard of living. Clearly, we cannot achieve social 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.

## 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)

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## What does socially sustainable cities mean to MTR Corporation?



### Learn more...

This definition for socially sustainable cities comes from [Towards Socially Sustainable Cities: Building a knowledge base for urban management in the twenty-first century](#), a study published in 2000 by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) in partnership with other organisations as part of its project on Management of Social Transformations (MOST).

## Connecting and Growing Communities

Our business is closely linked with the life of the communities in which we operate. 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. TOD maximises land use efficiency by focusing high-density living and working spaces around network stations. Transport hubs are connected through a rail network, at the same time allowing for provision of green space and other community amenities.

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 48.5% market share. This helps to reduce car accidents and injuries, household spending on transport, traffic congestion, and transport-related carbon emissions, while encouraging walking and healthier lifestyles, and increasing patronage for local businesses.

By integrating rail and property developments, we build sustainable community hubs along the MTR network. New residential areas have a chance to grow, as with LOHAS Park and Tung Chung in Hong Kong, while older communities are revitalised when the MTR reaches their neighbourhood, such as in the Western District with the Island Line Extension. Communities benefit from the new facilities that come with the expanded MTR network. We also make significant efforts to preserve heritage spaces and natural habitats and work towards offering the Hong Kong community a greener, more liveable urban environment.

We recognise that in order to connect and grow communities in parts of Hong Kong that are underserved by an efficient mass transportation system, we must continue to explore opportunities to expand our network. For this reason, we are working with the Government to investigate options for construction of [additional lines](#). We also carry this vision in the [other cities in which we operate](#).

To us, transforming communities does not only refer to the hard infrastructure, it also requires supporting the development of human capital. Complementing the way we build infrastructure for tomorrow, the primary focus of our community programmes is on youth. 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.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff




Community

▶ Introduction

Community Engagement

Case study: Island Line Extension to Western District

Community Programmes

 View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

### Transforming Communities

Apart from the benefits with the opening of the Island Line extension to the Western District, one of the oldest residential settlements in Hong Kong, following are some more examples of how we are making our vision a reality.

#### Regeneration of Wong Chuk Hang

Our planned large-scale development at Wong Chuk Hang will act as a catalyst to enhance the transformation of the Southern District. It will create a district focal point providing convenience and vitality to the community while promoting tourism in the area. Our master plan for the former public housing estate accommodates a station, a rail depot, and over 4,000 residential units.

#### Expanding the Central Business District

The International Finance Centre above Hong Kong Station has expanded Hong Kong's Central Business District by adding world-class Grade A office space. On the other side of the harbour, the International Commerce Centre in West Kowloon – previously an inconvenient area to travel to – is now only a ten-minute journey from Central via the Tung Chung and Airport Express lines. This is helping to support the continuing economic development and growth of Hong Kong.

#### Connecting Communities from East to West and North to South

Our expansion in Hong Kong is bringing efficient transport access to nearly every corner of the territory, connecting communities. A new corridor will provide the first ever direct railway link between the eastern and western New Territories. Meanwhile, Hong Kong's oldest railway line, the century-old East Rail Line, will be extended to Hong Kong Island via the city's fourth harbour rail crossing – the Shatin to Central Link (SCL). This will provide a direct service between the south of the Hong Kong Island and the northern boundary with Shenzhen.

## MENU

- About this Report
- CEO Letter
- Q&A with the Chairman
- About MTR Corporation
- Safety
- Financial and Economic Performance
- Environment
- Corporate Governance
- Staff

## Community

- Introduction
- ▶ Community Engagement
- Case study: Island Line Extension to Western District
- Community Programmes
- View Stories

## Customers

## Supply Chain

## 2016 and Beyond

## Mainland of China and International Business

## Performance Metrics

## COMMUNITY ENGAGEMENT

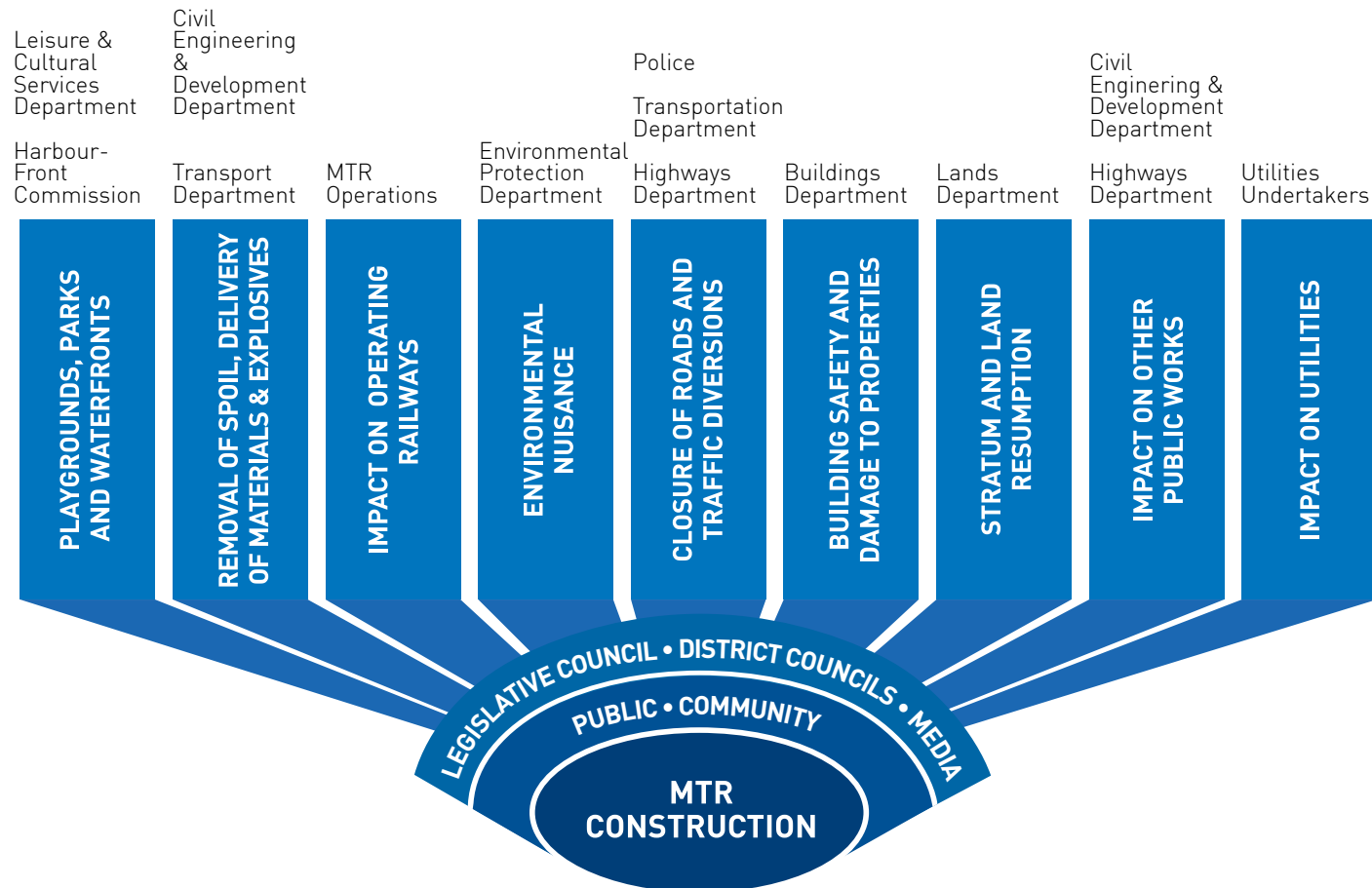
We consult extensively with local communities on the impacts of new lines, property developments and other major works. On the one hand, we seek to work with stakeholders to mitigate inconvenience for local neighbourhoods due to noise, dust, traffic disruption and other considerations. On the other hand, in order to design and deliver our projects for the greatest possible benefit of local communities it is important that we consider and incorporate their views as much as practically possible.

### New Railway Lines

This diagram illustrates the typical oversight and control we exercise during construction of our network expansion projects. Please refer to our [case study](#) to read about how we put these principles into practice.

### Typical Oversight and Control of Construction Impacts on Stakeholders

#### MTR PROJECT MANAGEMENT, STAKEHOLDER ENGAGEMENT, COMMUNITY & MEDIA RELATIONS



## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

▶ Community Engagement

Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

### Did you know?

We publish [MTR Projects Journal](#) to highlight key aspects of our network expansion and improvement projects, including information about challenges and complexities that we are facing, and innovative techniques to address them.

## Preserving heritage sites

Working in collaboration with the Antiquities Monument Office (AMO), the Antiquities Advisory Board (AAB), and a team of qualified independent archaeologists led by Dr Liu Wen-suo, we have been implementing measures to protect and preserve artefacts or relics dating back to the Song-Yuan dynasties, particularly around the site of To Kwa Wan (TKW) Station and Diamond Hill Station of the future SCL. With agreement from relevant parties, conservation proposals were also incorporated into the revised design of TKW station taking into account suggestions from the public, including display of some artefacts found in the archeological works. We continue to update members of the Legislative Council and the Kowloon City District Council on the progress of the archaeological and construction work.

At the Diamond Hill Station, we conserved two historical structures – an Old Pillbox and Former Royal Air Force Hangar, classified as Grade 2 and Grade 3 historical buildings, respectively. Working with the AMO and built heritage experts, we temporarily dismantled and relocated these structures in a temporary storage compound on site.

## Property Development and Management

### Property development

In all our property developments, we strive to meet the expectations of the communities in which we operate. 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 carried out years of continuous consultation with local residents and the District Council.

The development will include enhancement of the existing Public Transport Interchange and will provide pedestrian connections as well as a podium landscape garden covering around 5,000 square metres. These facilities address the aspirations of residents to live in a more compatibly built environment by improving integration and providing a more pleasant townscape for the local community. We also adopted [energy-efficient design features](#) for this project.

Similarly, our PopCorn mall at Tseung Kwan O Station was designed to cater for the changing aspirations of the local community such as better connectivity and more open space. The development includes a civic square, an elevated park, barrier-free access and connected walkways to neighbouring developments.

### MTR Malls

MTR Malls are closely integrated with MTR railway stations across our network. We design and operate them as neighbourhood 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 get together and enjoy arts and lifestyle events for better quality living. We supported over 100 Community Care programmes in 2015 covering a wide variety of activities, from youth development to art, community service, charitable, and environmental protection activities.

### Residential estates

MTR managed residential estates held over 400 social activities during 2015. 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 celebration and musical events to promote the culture of different countries, educational talks delivered by The Society for the Prevention of Cruelty to Animals, household appliances recycle programme and visits to the aged.

### Offices

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

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic  
Performance

Environment

Corporate Governance

Staff




## Community

Introduction

▶ Community Engagement

Case study: Island Line Extension  
to Western District

Community Programmes

 View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and  
International Business

Performance Metrics

## Rail Operations

### MTR Society Link

MTR Society Link, as part of [Community Connect](#) was established in 2009 as a platform for our Operations Division to exchange views and connect with members through visits, gatherings, and e-newsletters. There are now 24 member organisations representing a range of societies, associations and professional institutes in Hong Kong. In 2015, this initiative was awarded the “Outstanding Award for Social Inclusion” for engaging a wide range of stakeholders and proactively exploring opportunities for continuous improvement in building community-friendly facilities.

One of the priorities of Society Link is to engage with young members from professional groups such as The Hong Kong Institute of Surveyors, The Hong Kong Institution of Engineers and The Chartered Institute of Building (Hong Kong). In 2015, we organised three gatherings of Society Link to engage with stakeholders on customer service, safety and railway development topics. Almost 950 individual members participated in nine visits that we hosted during the year.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

▶ Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## CASE STUDY: ISLAND LINE EXTENSION TO WESTERN DISTRICT

At 6:00 am on 28 December 2014, the MTR Island Line Extension to Western District officially began passenger service. More than a thousand commuters crowded the station at Kennedy Town to experience the first ride on the new three-kilometre line. In preparation for the start of service, more than 500 MTR and contractor staff worked through the night changing more than 23,000 signs and information boards across the MTR network. Other digital information and the fare collection software were also updated to incorporate two new stations.

The Island Line Extension to Western District has three new stations, namely Sai Ying Pun, HKU and Kennedy Town stations. Built as a community railway, it was designed to provide convenient access for more than 90% of residents of the Western District, including an integrated all-weather pedestrian network. We have, since 2005, been conducting a series of proactive community engagement activities with a view to incorporating opinions from stakeholders and residents of the local community.

Following completion of the project at a cost of HK\$18.5 billion (latest estimate), a journey from Kennedy Town to Sheung Wan takes only 7 minutes compared to 15 to 25 minutes by road-based transport. Following the opening of HKU and Kennedy Town stations on 28 December 2014, Sai Ying Pun Station was opened on 29 March 2015. The new stations incorporate innovative environmental management features and artistic design elements, providing our passengers with a vision of how refurbished stations elsewhere in our network could look in the future.

In March 2015, an “Our Thanks to the Community” Ceremony was held and certificates of appreciation were presented to Central and Western District Councillors, West Island Line (WIL) Community Liaison Group members and the WIL Youth Ambassadors to thank them for their support and close partnership during the construction and commissioning of the Island Line Extension to Western District.

The overall operations of the new rail line are generally smooth with a daily average patronage of around 200,000 for the three stations. In the initial phase of operations, additional staff and station assistants were deployed to the new stations and along the Island Line to provide assistance to passengers to familiarise with the service and station facilities. According to our observation, the new rail line service is welcomed by the local community and people from other parts of Hong Kong.



## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

▶ Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

### What is a “Community Railway”?

The Island Line Extension to the Western District is an example of a community railway built to respond to the needs of people living and working in the communities it serves. Here are some illustrative examples of how we accommodated the specific needs of community members in our approach to the implementation of this project:

- A convenient all-weather pedestrian network, including comfortable passageways, escalators and lifts in the unpaid areas of HKU and Sai Ying Pun stations, offers seamless connections between uphill and downhill areas in the West Mid-Levels and the area along Queen’s Road West.
- A Green Mini Bus Boarding / Alighting Area is provided at Smithfield and a recreational area of about 7,300 square metres has been re-provisioned atop Kennedy Town Station entrances.
- Lifts and escalator have been built at Sands Street and Rock Hill Street to enhance accessibility to Kennedy Town Station.
- A footbridge connecting a HKU Station entrance and the Centennial Campus of The University of Hong Kong has been built to enhance pedestrian accessibility.
- A brand new Kennedy Town Swimming Pool was re-provisioned and an historic building was revitalised into a new rehabilitation centre, allowing for the continued provision of service even during the project’s construction.
- Across the Western District, we upgraded and enhanced open space areas including parks, rest gardens, sitting out areas, and increased leisure space within the community.

## Partnership with Government Agencies

### Planning consultations

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

### Progress reports

As the project got underway, we submitted regular progress reports to the Legislative Council Sub-committee on Matters Relating to Railways including papers on construction safety and community liaison activities. We also met with the Central and Western District Council to keep its 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 Railway Development Office of the Highways Department, requirements and concerns raised by the relevant Government departments and the local communities could be addressed. Proactive communication with other Government offices such as the Electrical and Mechanical Services Department (EMSD), Buildings Department, Fire Services Department (FSD) and Geotechnical Engineering Office (GEO) helped to reach agreements on proposed works and compliance of statutory requirements. We coordinated with the Environmental Protection Department to minimise environmental impacts on the community. The Lands Department provided advice on land resumption and tree removals, while the Transport Department (TD) provided support on road closures, traffic diversions and spoil removal and, as a result of discussions with the FSD, we adopted new guidelines for fire safety.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

▶ Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## Emergency drills

In preparation for the opening of the new line to the public, we held a joint drill exercise with the FSD and Hong Kong Police Force to test emergency response and evacuation procedures, which was also observed by TD and EMSD. 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.

## Links with the Local Community

### Community liaison groups

To communicate with stakeholders impacted by the construction of the Island Line Extension, three community liaison groups (CLGs) were set up for Sai Ying Pun, HKU and Kennedy Town 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 of each section were held regularly to update the members and residents on the project progress and its community liaison works. Through the meetings, we listened to public opinions about the new railway project and responded to enquiries from residents.

### Website and information centre

During the construction phase of the Island Line Extension, we established a dedicated project website providing background information of the project, its construction progress and our community liaison works. In addition, an Information Centre was set up in Kennedy Town to serve as one of the communication channels in the front line with the public for the project in order to address the concerns of the neighbourhood.

### Learn more...

We maintain dedicated websites for all our new rail projects. You may also be interested to check out websites for any of our other [network expansion projects](#).

## Youth Ambassadors

We initiated an innovative community outreach programme in partnership with the Community Project Workshop of the Faculty of Architecture of The University of Hong Kong to appoint more than 50 students as WIL Youth Ambassadors. From May to September 2014, the Youth Ambassadors visited over 30 local schools, elderly homes, residential buildings and community centres in Western District 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.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

▶ Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## Meeting New Challenges

### Pedestrian mobility

Both Sai Ying Pun and HKU stations feature an integrated pedestrian network of all-weather walkways, escalators and lifts connecting the up and down hillsides of Western District. Hilly terrain in the vicinity of these two stations presented our engineers with particular challenges for station access and pedestrian mobility. In response to these challenges, we introduced lift-only entrances at both stations — the first stations in the MTR network with this feature. At HKU Station, for example, lifts have been installed in the unpaid area to connect the station concourse level with Pok Fu Lam Road and The University of Hong Kong, providing enhanced convenience for local residents and our customers.

### Minimising disruptions

In the densely populated urban environment of Western District, we recognised that construction activities could affect on 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 the nearby buildings?
- Will there be noise, dust or other nuisances caused to the local residents?

### Did you know?

The Island Line Extension to Western District runs underneath a heavily built-up part of Hong Kong. Construction of the line unavoidably required resumption of over 300 portions of underground strata from owners of private buildings sitting above the railway alignment. This process was facilitated by the Government in accordance with the Railways Ordinance. The rate of stratum resumption for the Island Line Extension Project to Western District was the highest for any project in the history of the Company, and lessons from this experience are influencing the way we approach the construction of other new lines.

### Conservation of ancient trees

When constructing the Island Line Extension to Western District, we were keenly aware of our effect on surrounding communities and the need to conserve our natural heritage where practicable. One particular challenge arose in Kennedy Town, where we encountered magnificent century-old tree walls at Forbes Street which are colonised by 22 Chinese Banyans and five Japanese fig trees. Four of the trees are listed by the Government as Old and Valuable Trees. They are the oldest and largest tree walls in Hong Kong and are of high ecological and historical value.

After more than 100 consultation meetings with the local community and Government on preserving the highly-valued tree walls, we decided to relocate the Kennedy Town Station from its original location at Forbes Street to the location underneath the former Kennedy Town Swimming Pool at the preliminary design stage of the project in 2005. The tree walls conservation, the demolition of the old swimming pool, and the reprovisioning of a new swimming pool at Shing Sai Road in two phases cost a total of about \$900 million. The first phase of the new swimming pool opened in May 2011. The second phase, which will include indoor pool facilities, is expected to be completed in late 2016.

As a result of these efforts, we successfully developed a strong and lasting urban conservation programme for the tree walls at Forbes Street. This experience has given us an opportunity to set new standards for preservation of natural heritage and tree protection for all of our new projects.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



## Community

Introduction

Community Engagement

▶ Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## Promoting Art and Culture

We launched the WIL Community Art Programme to help bring out the unique culture of Western District in the design of three new MTR stations. For example, panoramic collages composed of winning entries of Our Memories of Western District Photographic Competition and photographs collected from the public are permanently displayed at the station concourse, and the permanent artwork display at Kennedy Town Station concourse entitled Blooming Bud was designed with handprints collected from local residents. During the construction phase of the project, we also invited local students to help decorate construction sites by participating in a hoarding drawing competition.

## Impressions of Western District

Together with the Hong Kong Youth Art Foundation, we organised a series of workshops and tours under the theme Our Impressions of Western District. Led by local artists, a group of youngsters created artworks depicting traditional shops and the heritage of Western District. The artworks are on display at Sai Ying Pun and HKU stations.

## Short films

We collaborated with ifva greenlab of the Hong Kong Arts Centre and three young emerging directors, Cheuk Wan-chi, Chow Kwun-wai and Nick Cheuk, to produce a series of three short films depicting the unique characteristics of Central and Western District and its close-knit community as well as excitement about the new rail line.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## COMMUNITY PROGRAMMES

Given our geographic footprint and our reach across communities, we aim to be good corporate citizens and leverage our skills, resources, and networks to contribute to community development. 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 in the following areas that have a direct linkage to our business:

- **Youth:** Investing in young people is vital to driving and sustaining the long-term development of the Company and the community as they are our customers, future workforce, caretakers and innovators. We contribute to the development of the next generation through a range of programmes such as mentorship, life-skills training and workplace experiences with the goal of equipping young people with skills and perspectives to meet future challenges.
- **Art:** Arts and culture are integral components of communities' heritage, history and identity. They align with the Company's vision of building and connecting communities for generations to come. We support the development and appreciation of arts to improve our quality of life and encourage creative thinking.
- **Green and Healthy Living:** Our Rail plus Property business model creates vibrant, walkable and liveable communities. We contribute positively to physical health by encouraging walking, energy savings and the reduction of carbon emissions, and we support initiatives that enhance public awareness of, or promote or enable the adoption of, a green and healthy lifestyle.
- **Safety:** In everything we do, we ensure, with absolute certainty, that safety of our customers, the public, contractors and our staff always comes first. We need to bring stakeholders along on our safety-first culture - promoting and increasing awareness of safe and courteous journeys for our customers, and providing a safe environment for the public, staff, and our contractors.

In this section we outline some of our major community initiatives such as Youth Connect and Community Connect.

### Youth Connect

Young people are a key part of the community that we connect and we depend on them for the future of our communities. Thus, we are investing in our future innovators, leaders, and caretakers of the assets that we build today.

In September 2015, we launched 'Youth Connect', a platform that unites our community initiatives focused on empowering young people. Our vision for Youth Connect is to empower young people with skills, motivation and opportunities to create a bright and sustainable future for themselves and their communities.

Youth Connect houses a variety of initiatives that reflect our multi-faceted approach in unleashing the potential of young people. They aim to provide young people and those who engage closely with them, with support, knowledge and experiences. We leverage our network, resources and expertise to keep our communities informed of issues that are impacting youth, to allow us to better engage with and understand young people, and to provide youth with opportunities, skills and experiences. By bringing our programmes together on this platform, we are aligning our community initiatives in this area with the goal of contributing to the development of healthy and vibrant communities in which our business can thrive.

Initiatives under the Youth Connect include:

- Youth Forum
- Flagship Programme on Pathways to Employment
- "Train" for life's journeys
- "Friend" for life's journeys
- The MTR-CUHK Youth Quality of Life Index survey
- Student Quality Circle - WIT programme
- School Company Parent Programme
- Customer Service Ambassador and Tourist Ambassador Internship
- "Life skills" - Hong Kong Athletes Career & Education Programme
- Youth talks

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

Case study: Island Line Extension to Western District

▶ Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## Youth Forum

Young people have a desire to be involved in the development of our communities, and their input can help us keep abreast of what matters most to the public from a youth perspective. Launched in July 2015, the inaugural Youth Forum comprises four young MTR staff and ten young people from the wider community drawn from various MTR Corporation community programmes. They have been providing feedback to help us refine early-stage initiatives through the eyes of our young passengers, so that they are relevant to the community. In 2015, the group held two meetings that offered MTR valuable feedback on the way we communicate and helped us create the “Rail Gen 2.0” identity that was rolled out in 2016.

In return for their time and advice, Youth Forum members gain valuable business experience as well as skills from the programme. They regularly interact with senior business leaders at MTR, receive professional training sessions and behind-the-scenes site visits to MTR facilities. Participants also have the opportunity to build relationships with peers and enhance their personal network.

## Flagship Programme on Pathways to Employment

We also launched our Flagship Programme that focuses on Pathways to Employment in September 2015. With Hong Kong’s competitiveness hinging on the next generation’s ability to meet the demand for a highly effective and creative workforce, young people and employers alike are conscious of the gaps between the skills and ambitions of Hong Kong’s youth and the demands of a shifting labour market and more technology-driven economy. The city’s continued success therefore hinges on the business, education and social sectors working together.

Very much like the way our trains bring people of different backgrounds together, we kicked off our flagship programme with a cross-sector summit that brought together over 300 professionals from the education, social work, business, policy-making, the NGO sectors and MTR staff, to discuss with young people their journeys from education to work. Co-organised with The Hong Kong Council of Social Service and supported by Asian Charity Service, participants exchanged insights and perspectives and explored potential areas for intervention.

Developing multiple Pathways to Employment is a challenge that cannot be solved in one day. We launched an online Community Innovation Platform that uses design thinking, a proven innovation process, to continue the dialogue and facilitate the co-creation of solutions in 2016. The Company intends to provide financial and other support to pilot solutions that addresses real needs in an innovative way, and are ripe for implementation, so that we can ease young people’s transition into the world of work.

## ‘Train’ for life’s journeys

Since 2009, “‘Train’ for life’s journeys” has been providing a 10-day multi-dimensional summer training programme to a total of 700 secondary school students. Activities comprise workshops, training camps, visits to MTR facilities and work experiences at MTR stations. It aims to broaden students’ horizons as they gain the valuable skills and perspectives necessary to create a promising future for themselves and their communities. In 2015, this programme won the Learning! 100 Awards and Association for Talent Development (ATD) Excellence in Practice from the USA.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

Case study: Island Line Extension to Western District

▶ Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

### 'Friend' for life's journeys

In its seventh year, this programme which runs over an eight-month period, pairs up secondary school students with a young and enthusiastic MTR staff member – an "MTR Friend" as mentor. In addition to one-on-one sharing sessions, mentors and mentees take part in new experiences together such as visits to MTR back-of-house facilities and volunteering activities. In this shared journey, both mentee and mentor gain new and positive perspectives.

### The MTR-CUHK Youth Quality of Life Index

Since 2013, we have been supporting the annual Youth Quality of Life Index, which was developed by the Chinese University of Hong Kong (CUHK). It tracks 28 indicators grouped into eight domains, including physical health, psychological well-being, society, economics, education, politics, living environment and overall well-being. The Index is designed to provide policy-makers and the community with a reference when they devise policies and programmes for the betterment of youth and society at large.

### Student Quality Circle Programme

The Company's Property Division developed the Student Quality Circle programme in 2009 to promote our culture of continuous improvement to the younger generation. We partnered with three primary schools to reach almost 220 primary students. The programme has been extended to secondary schools in 2015.

### School-Company-Parent programme

Since 2006, the Company has taken part in the School-Company-Parent programme organised by The Young Entrepreneurs Development Council. Members of our Property Division serve as company ambassadors with the objective of providing a glimpse of the commercial world and developing an entrepreneurial mindset for secondary school students before they enter the workforce. Over the years, we have partnered with over 30 secondary schools and provided support to almost 1000 youths.

### Customer Service Ambassador and Tourist Ambassador Internships

In 2015, our Customer Service Ambassador Internship programme, now in its seventh year, continued to offer job experience opportunities to 200 students from five tertiary institutions. The programme offers participants the opportunity to gain practical customer service knowledge and strengthen their communication and interpersonal skills.

### "Life Skills Training" for retired athletes – Hong Kong Athletes Career and Education Programme

Since 2013, we have been partnering with the Sports Federation and Olympics Committee of HK (SF&OC) to support the Hong Kong Athletes Career and Education Programme (HKACEP) by providing "Life Skills Training" for retired athletes to facilitate their career transition. The training programme consists of five workshops on problem solving, effective communication, time management, decision making, and presentation skills. Over 30 workshops were conducted with the attendance of over 500 athletes. To recognise MTR's support, we were named as a "Caring Organisation for Retired Athletes" by SF&OC.

Learn more...

More information about our [youth programmes](#) is available on our customer website.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



Community

Introduction

Community Engagement

Case study: Island Line Extension to Western District

▶ Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## Community Connect

Launched in March 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 serve and live in. By bringing our corporate responsibility programmes together on this platform, we are focusing our efforts in art through the “art in mtr” programme, in giving back to the society through fundraising and volunteering projects, and in reaching out to local communities through regular visits, sporting events, supporting NGOs and school tours.

Initiatives under Community Connect include:

- “art in mtr”
- More Time Reaching Community
- MTR x Hong Kong Repertory Theatre “Railway Safety School Tour” Programme
- School talks and Elderly Programme
- Railway Safety Board Game and Youngster Kits
- Support for Social Enterprises
- MTR Society Link
- MTR Hong Kong Race Walking
- Fundraising and donations

## “art in mtr”

Now in its 17th year, 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. Originally introduced in 1998 as part of the opening of the Airport Express and Tung Chung Line, different types of artworks have been incorporated into the actual design of the station architecture. Since then, the programme has expanded to all MTR railway lines.

We continue to support aspiring local artists to showcase their work at the “arttube”, our permanent mini gallery in Central Station. At stations across our network, we host regular, temporary exhibitions of two- and three-dimensional artworks under the “roving art” programme. Under the “living art” programme, we also host live performances every Friday evenings in Hong Kong Station.

In 2015, we held the first extended “roving art” exhibition simultaneously in two different MTR stations – Sai Wan Ho and Tiu Keng Leng. Twenty-one outstanding sustainable fashion pieces were featured from the EcoChic Design Award 2014/15, a competition organised by the Hong Kong charity, Redress. As part of “Hong Kong Arts Month-Art@MTR” Exhibition, paintings, sculptures, and installations by 11 acclaimed artists filled the “arttube” in Central Station. In total we now have 55 “community art galleries” and 60 “art in mtr” installations, including new artworks in Sai Ying Pun and Fo Tan. We also unveiled a number of student artworks at the hoardings of the construction sites in Shatin to Central Link (SCL) at Diamond Hill Station and in Hin Keng Station.

## “art in mtr” in the new lines

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 development of art concepts. For two of our new lines, Shatin to Central Link and Express Rail Link, we work with curators to provide curatorial guidance, as well as manage the development of the artworks.



## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



## Community

Introduction

Community Engagement

Case study: Island Line Extension to Western District

Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics



At the South Island Line (East), we commissioned a number of artists including the Hong Kong Youth Arts Foundation to create site-specific artworks. Many of the artworks were created with input from local residents, fostering a sense of ownership of the stations. For stations on the Kwun Tong Line (Extension), a number of artworks were selected through our public art competition, including Kwok Man Ho who created two sculptures for Ho Man Tin Station. The programme is now the largest public art collection in Hong Kong.

### Learn more...

To download a copy of our short guide to Art in Station, and to learn more about any of our Art in Station initiatives, please refer to more information on our [customer website](#) or our [virtual gallery 1](#) and [2](#) on YouTube.

You can also learn more about our artists and their artworks in our YouTube [videos](#).

## More Time Reaching Community

We celebrated the 10th anniversary of our staff-led volunteering programme, [More Time Reaching Community Scheme](#). In celebration of this milestone, we launched a competition within the Hong Kong community aiming to showcase and give recognition to the contribution to the community made by our staff and retiree volunteers under the Scheme, and encourage the general public to take volunteer works. Over 350 inspiring and encouraging volunteer stories were received and a one-year MTR free ride was given to all the winners of the winning stories as encouragement to do outreach work in the community.

## Railway Safety School Tour Programme

To instil the importance of safe and courteous behaviour when travelling on the MTR in an engaging manner, the MTR x Hong Kong Repertory Theatre "Railway Safety School Tour Programme" was introduced. The performances are staged in kindergartens, primary and secondary schools, and special needs schools to promote safe and courteous manners when travelling on the MTR. Since it started in 2011, over 117,000 students will have seen the performance by the end of the 2015/2016 school year.

We also organised a number of safety and courtesy talks in schools and with the elderly. At elderly centres we provide "elderly kits" to familiarise them with the facilities and safe usage of the MTR network. We also partnered with RTHK 5 on an elderly programme to visit stations and learn about safety in stations.

## Safety Board Game

In 2015, along with People on Board, a social enterprise in Hong Kong, we developed a board game that aims to help children develop a better sense of railway safety and passenger courtesy from an early age. The board game was well-received and was sold out during the Hong Kong Book Fair 2015. Proceeds of the sales/profits of the board game went to People on Board supporting youth development projects in Hong Kong. We also distributed 500 "youngster kits" for free to primary school students which included a copy of the board game, two teaching booklets, an MTR and Light Rail map and a cartoon DVD depicting railway safety and passenger courtesy.

## MENU

About this Report

CEO Letter

Q&A with the Chairman

About MTR Corporation

Safety

Financial and Economic Performance

Environment

Corporate Governance

Staff



## Community

Introduction

Community Engagement

Case study: Island Line Extension to Western District

▶ Community Programmes

View Stories

Customers

Supply Chain

2016 and Beyond

Mainland of China and International Business

Performance Metrics

## Support for Social Enterprises

In the past few years, there has been an increase of the number of social enterprises in Hong Kong serving the differing needs of the community. Apart from supporting social enterprises by directly purchasing products or services with them, as we have done throughout the years, we are looking for opportunities and station retail shops where we can leverage our existing resources to support their efforts.

This year, we developed an initiative in our station retail shops to support social enterprises. We are recruiting qualified NGOs via the Home Affairs Department and the Social Welfare Department. Under the scheme, selected enterprises will receive concessionary rental fees of HK\$1,500/month at 12 shops along the West Rail Line. It is our hope that this initiative enables them to effectively serve the needs of the community, while thriving in a highly competitive business environment.

## MTR Hong Kong Race Walking

In promoting healthy living, the MTR Hong Kong Race Walking has been held annually since 2005. In 2015, this community health and charity event attracted 1,500 participants. With the support of participating individuals and organisations, we raised HK\$1.42 million (including over \$137,000 from MTR staff) 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.

## Fundraising and Donations

Staff members' active participation in volunteering and fundraising activities is an important part of our corporate culture. In 2015, our staff raised over \$515,000 for donation to various worthy causes.

### EMPLOYEE FUNDRAISING (HK\$'000)

2014 274

2015 515

For our fundraising efforts, we received the President's Award from The Community Chest of Hong Kong, including being named as one of the Top Ten fundraising organisations in the Corporate Employee Contribution Programme having raised more than HK\$1 million in the years 2014/2015.

Our total corporate donation for 2015 was at HK\$8.2 million. 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 society, as well as promoting their work to the wider community.