CONTRIBUTING TO SOCIETY

MTR enables community development by linking people to each other and to the places they enjoy. We carefully design our railway and property development to accommodate different needs for attaining a productive, healthy and happy lifestyle.
Enabling Progress

40 years ago, we financed our first railway line through our Rail plus Property model. To date, we have expanded our network to reach all 18 districts in Hong Kong using the same model, providing access to residential areas, business districts, recreational facilities, entertainment, and nature. Under this model, we are granted land development rights alongside railway alignments to build integrated communities incorporating residences, offices, shops, schools, green spaces and other community facilities, upon payment of the relevant land premiums. This people-oriented approach to development maximises land use and encourages the use of convenient and efficient mass transit reducing the reliance on road traffic.

With a focus on seamless connections and convenient access, the Rail plus Property model encourages the sustainable development of thriving communities along our railway lines which serves to further enhance the liveability of the cities where we operate.

Community Railway

Building New Communities

We understand the changing lifestyle aspirations of society, which has moved beyond functional considerations. As such, we seek to meet community expectations further through our property developments.

Maritime Square 2, Hong Kong

Maritime Square 2, since its completion in 2017, has become a new focal point in Tsing Yi. Inspired by the residents’ aspirations for convenience and more open space, MTR has worked to convert the former Tsing Yi Lorry Park from an under-utilised space into the new shopping mall extension with pedestrian connections, featuring an approximately 5,000 square metres scenic roof garden and green balcony as well as improvements in the public transport interchange.

LOHAS Park, Hong Kong

As one of our biggest developments to date, LOHAS Park is being developed as a comprehensively planned and integrated community. The station itself, which opened in 2009, serves as the principal transport hub for the area, and upon completion of the development, it is expected to connect approximately 68,000 residents via a network of covered walkways.

Linking Existing Communities

We recognise that in order to continue to connect and grow communities which are currently underserved by an efficient mass transportation system, we must continue to explore new opportunities to expand our network.

Shatin to Central Link, Hong Kong

The 17-km Shatin to Central Link (SCL) connects existing railway lines to form an East West Corridor and a North South Corridor. The lines will enhance connectivity across the New Territories and provide a much needed new cross-harbour connection, serving an estimated residential and working population of 640,000 in 2021. Apart from building new stations and tunnels, the project enhances 11 community facilities and upgrades the existing railway systems, including 15 new pedestrian walkway systems to improve the walking environment in the neighbourhood. The construction of SCL is progressing well with 81.2% of the works completed at the end of 2017. The SCL will save travel time and provide convenient access to the future multi-purpose stadium and other recreational facilities at the Kai Tak New Development Area, thereby spurring the growth of tourism and commercial activities and creating new employment opportunities.

To address community concerns and accommodate the special needs of stakeholders, we set up Community Liaison Groups (CLGs) as a channel to regularly communicate progress and construction impacts of our projects with the local community. CLGs include local district councillors, representatives of residents and estate management offices, schools, commercials and local organisations as well as representatives from government departments such as Highways Department, Transport Department, Hong Kong Police Force, Lands Department and Home Affairs Department. We also organised workshops and talks where the SCL Project Team and Contractors presented the latest SCL works information to local organisations and schools.

MTR takes great care to protect and preserve the history and heritage of our communities. Two historical structures located at the former Tai Hom Village, the Old Pillbox and the former Royal Airforce Hangar, classified as Grade 2 and Grade 3 historical buildings respectively, are now properly stored in temporary storage compounds at the MTR works site at the former Tai Hom Village of Diamond Hill. In addition, modifications of the design and construction of the Sung Wong Toi Station have been made in accordance with the conservation options agreed with relevant authorities in order to preserve the archaeological features unearthed at the site.
Elizabeth Line, London

The Elizabeth line will stretch more than 60 miles from Reading and Heathrow in the west through central tunnels across to Shenfield and Abbey Wood in the east. The new railway will stop at 41 accessible stations, 10 newly built and 30 newly upgraded, and is expected to serve around 200 million people each year.

To closely communicate with our stakeholders, “Here to Help” sessions are regularly hosted at stations, libraries and schools along the Elizabeth Line. These sessions allow customers to approach us in the morning or evening peak hours and speak to us about anything, which includes questions about station upgrade works and the new Class 345 trains.

Inter-city connectivity

Drawing on our successful experience of connecting local communities and hence contributing to economic growth, we are ambitious in bridging opportunities through our inter-city railways.

Express Rail Link, Hong Kong

Express Rail Link (XRL) is a 26km high-speed cross-boundary rail service connecting Hong Kong with Shenzhen, Guangzhou and the high-speed rail network in the Mainland of China. We believe that with enhanced connectivity between Hong Kong and the Mainland of China, economic development and cultural exchange between the two areas will be enhanced. The pillar industries of Hong Kong, such as financial services, tourism, trading and professional services, stand to benefit in particular. Other benefits include saving traveling time significantly and creating jobs in railway operation and maintenance as well as in retail, catering, station management and services at the West Kowloon Station.

The 11-hectare underground station will be located in West Kowloon next to the West Kowloon Cultural District (WKCD) and connected to the WKCD as well as MTR Kowloon Station and Austin Station, creating a synergy with this world-class integrated arts and cultural district. Provision will be made at the station to facilitate the co-location of boundary control facilities.

MTR Express, Stockholm

MTR Express was launched on 21 March 2015, providing premium train service between Sweden’s two largest cities, the capital Stockholm on the east coast and the industrial city of Gothenburg in the west. Service on the 455km route is provided by six all-new train sets, with 90 weekly train trips in total. Our services provide convenient transportation between the two economically important cities. MTR Express has the highest punctuality on the route, beating the main competitor by around ten percentage points.
Investing in Communities

To us, transforming communities refers to both infrastructure, and human capital. Complementing the way we build infrastructure for tomorrow, as a corporate citizen, we leverage our assets, skills, and resources to connect, grow and support communities to help them thrive. In 2017, our Hong Kong employees volunteered in 295 projects to serve the community while the Corporation offered other in-kind donations valued at HK$ 24 million and invested HK$31 million to various community activities. Through our community initiatives, we aim to create a positive and inclusive environment in which individuals and groups can thrive and enjoy a quality life.

Community Connect

“Community Connect” is the Corporation’s platform for initiatives that aims to support everyone from the young to the old while enhancing the liveability of our city. What all the programmes have in common is that they have been carefully developed to nurture the communities we serve, so that together we can grow and thrive in a sustainable Hong Kong. Specifically,

- We invest in young people as they are our customers, future leaders, innovators, and game changers – supporting their development is an investment in our communities’ futures.
- We contribute to making cities more connected and vibrant through staff volunteering, and collaborating with NGOs and social enterprises to address evolving community needs.
- We enhance the travelling experience through integrating art into our station architecture and facilitating artists to stage their art related activities or displays in our stations and malls.

Community Investment Programmes

Children
- HKRep x MTR: Master of Railway Safeway
- MTR Budding Station Master Programme
- MTR Safety and Courtesy Board Game

Youth
- STEM Challenge
- “Train” for life’s journeys
- Youth Forum
- Life skills training for Retired Athletes
- Pathways to Employment Funded Projects

Elderly
- 18 District x MTR NP 360 Elderly Programme
- RTHK S Elderly Programme
- Elderly Talks

Leveraging our Skills and Assets

- MTR shops NGO and Social Enterprise Support Programme
- Advertising space for NGOs
- More Time Reaching Community Scheme
- Art in MTR
  - Station artworks
  - Space for art exhibitions
  - Art events in MTR Malls
- Community Art Galleries
- Living Art Stage
- School Talks
Selected programmes are highlighted below.

**Children**

**MTR x Hong Kong Repertory Theatre “Railway Safety School Tour Programme”**

Launched in 2011, MTR has sponsored Hong Kong Theatre Repertory (HKRep) to perform interesting plays that integrate dramatic art appreciation with the understanding of safe and courteous travel manners, as well as the benefits brought about by railway development to students of kindergartens, primary schools and special schools in Hong Kong, under the Railway Safety School Tour programme.

**Youth**

**STEM Challenge**

With the goals of encouraging students to discover how things work, and increasing their desire to explore STEM [Science, Technology, Engineering, and Mathematics] subjects, MTR launched STEM Challenge in 2017. Designed and supported by Junior Achievement Hong Kong, Hong Kong EdCity and The Association for Computer Education, the programme aims to encourage secondary-school students to stay curious about the world around them, and heighten their interest in STEM subjects. Since September 2017, MTR colleagues delivered talks to 7,500 secondary schools students to explain the application of STEM knowledge in the planning, construction, and operation of a railway system. Over 300 students from 44 schools formed 57 teams to develop their vision for “Inclusive and Sustainable Communities”. Workshops are held for participants who applied their 3D-Printing skills to create a model that represents their vision. The programme reflects the Corporation’s commitment to nurturing future talent by sharing our knowledge and equipping the next generation with the skills necessary to further enhance our communities’ quality of living.

**Train’ for Life’s Journeys**

Some 170 secondary school students enjoyed their summer break by participating in our annual summer programme “Train’ for Life’s Journeys”. The programme aims to support students in their career and life planning, and whole-person development. Through overnight camps, workshops and job tasting at MTR, students took a step out of their comfort zones, made new friends, and strengthened their interpersonal communication and creative-thinking skills. Together with their MTR mentors, who shared their personal experiences and their careers, participants learned about the Corporation as they embarked on their journey of self-discovery. This meaningful event received positive feedback from the participants. Among them, 91% said that they learned about the Corporation’s operations and 82% found the job-tasting programme inspiring.
Youth Forum

Established in 2015, the Youth Forum comprises a diverse group of working youth and students aged between 18 and 30 who act as the Corporation’s ‘youth consultants’. Forum members exchange views with management during quarterly Forum Meetings and provide us with feedback and ideas on business initiatives. During the year, Forum members learn more about the Corporation through behind-the-scene visits to our sites and facilities. Through this experience, they gain exposure to working in a business environment and benefit from professional development opportunities that have been specially created to support their growth.

Forum Members contributed to the development of the name and logo of “Rail Gen 2.0”, and their ideas have also improved how we communicate, such as using humour to promote safety in our “Ride with Manners” campaign, and rejuvenating our approach on topics such as By-laws and the Fare Adjustment Mechanism.

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.

Four of the five projects chosen by the public under this programme are running at full steam. Our implementation partners are working towards preparing young people for the transition from education to work by teaching secondary-school girls how to code, enhancing the learning environment with fellows supporting teachers, developing young people to support children’s rights, and incubating artisans to be commercially viable.

Elderly

18 District x MTR Ngong Ping 360 Elderly Programme

To express gratitude to seniors for their invaluable contributions to the community, MTR launched a new programme inviting over 10,000 senior citizens, through district council members across all 18 districts to enjoy a series of relaxing journeys to Ngong Ping 360. Leveraging the occasion, the elders were invited to play interactive games conveying good travel habits and safety messages so that they can continue to travel safely and smoothly on the MTR and be more active in the community.
Leveraging our Skills and Assets

NGO & Social Enterprise Support Programme
The NGO & Social Enterprise Support Programme is launched to empower NGOs or social enterprises to provide caring services for the community and creating job opportunities for the socially disadvantaged. Under the 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 Enterprise Project" of the Social Welfare Department, can enjoy a concessionary monthly licence fee of just HK$1,500. Currently, twelve retail shops along the West Rail Line have been made available with nine of these shops already up and running.

Art in MTR
The "Art in MTR" initiative aims to enhance MTR journeys and offer inspiration in customers’ life journeys. Incorporating stimulating and attractive artwork in station concourses and platforms creates a more vibrant and vivid travelling experience for everyone to enjoy. The programme has expanded to all MTR railway lines. At present, 74 works by established local and international artists from Australia, Mainland of China, Japan, Malaysia, New Zealand, South Korea, Taiwan, the UK and the USA serve as memorable focal points in various stations around Hong Kong.

We also provide space for art exhibitions at Central Station, Sheung Wan and Sai Wan Ho stations to display the outstanding artworks of amateur artists, schools and non-profit-making organisations in many different forms ranging from drawing and calligraphy to weaving, photography and hand-crafted artworks. This initiative also encourages the enjoyment of art among the public and builds appreciation for local artistic talents.

62 community art galleries throughout the MTR railway system provide highly popular venues for people from different walks of life to display their artworks and creative talents to the community at large.

More Time Reaching Community Scheme
As an integral part of Hong Kong society, MTR is committed to contribute to the development of the communities in which we operate. Besides holding and supporting various community and charitable programmes, our employees have also contributed their own time to organise and participate in volunteer activities since 1993. To further strengthen our commitment to the community, the More Time Reaching Community Scheme was launched in 2005 to provide various support for our staff volunteers.

In 2017, a total of 295 community projects were initiated and organised by our staff and retiree volunteers, a 12% increase from 2016, involving more than 6,800 participating volunteers including staff’s family members and friends. The projects mainly benefited the elderly, individuals with mental and physical challenges, children, youth and underprivileged families. We also held our first "MTR Volunteering Month" in November 2017 with active participation of new volunteers to serve different segments of the society. We are glad that More Time Reaching Community won the 7th Hong Kong Volunteer Award from the Agency for Volunteer Service. For the third consecutive year, MTR was awarded the "10 Years Plus Caring Company Logo" for our commitment to caring for the community, our employees and the environment.

295
Number of community projects initiated by Hong Kong staff and retirees in 2017

6,800
Number of staff and retiree volunteer participating headcount in 2017

94,238
Number of beneficiaries in 2017
Initiatives from Other Operations

MTR Stockholm - My Dream Now

MTR Stockholm has collaborated with My Dream Now since 2014 with an aim to inspire and motivate teenagers to find their dream job. Our employees have been mentoring high school students, organising field trips at facilities and visiting classes in selected schools.

MTR Shenzhen

To encourage green travel, MTR Shenzhen organised a relay race competition on 19 September 2017. Participants were only allowed to use bicycle, MTR and walking as the means of transportation. The destination was set at MTR Shenzhen Headquarters via Longhua Line. There was a Q & A session during the cycling session to promote awareness of environmental protection. The activity received positive feedback and when asked, participants were now more encouraged to use green transportation than before.

Fundraising and Donations

Our employees are professional in delivering efficient and caring services and also actively participate in volunteering and fundraising activities. In 2017, our employees raised over HK$368,000 for donation to charitable organisations. In addition, the Corporation and employees jointly donated a total sum of HK$7 million to those injured and hospitalised in the arson incident in Tsim Sha Tsui Station which occurred on 10 February, 2017.

In addition, we offered free use of our advertising spaces to over 60 organisations supporting causes ranging from community volunteering to elderly care services. We hope to raise awareness on important issues affecting our society, as well as promoting these organisations to the wider community.

Metro Trains Melbourne – The SMART Metro – Scratch Space Challenge

To get the next generation of transport leaders inspired about how a digitally enabled rail network can benefit the community, MTM held The SMART Metro – Scratch Space Challenge for 60 tertiary students, challenging them to find innovative solutions to manage the disruption to passengers during a period of significant capital works.

MTR Crossrail

At MTR Crossrail, we regularly invite our Station Adopters to help us plant and maintain flowers in the flowerbeds at the Seven Kings and Goodmayes stations. The Partnership encourages community members to keep their area clean and tidy, and also help with station gardening. Due to positive feedback received by our Station Adopter, we are looking to launch Community Rail Partnerships within our wider communities. This will allow more members of the community to take an active role in maintaining their local station/our railway.

We have designated eight members of front line staff as “Community Champions” who supported in organising events within their local community near one of our stations. Organised events include those at the Manor Park and Forest Gate Festivals and the Ilford Hospital Chapel. Since our involvement, visitor numbers to the Chapel have increased by 20%. The increase in visitor numbers has allowed the chapel to maintain its funding from The English National heritage. All funds generated through open days are being used to make vital repairs on the building for many more generations to enjoy.