



價值灌輸

EDUCATION
OF VALUES

正確的價值觀是如何使人成為良好公民的一個重要元素，它影響個人甚至社群的態度及行為。一所企業、一所商營機構，同樣也和公民一樣，須履行公民和社會責任，對人、社會和環境負責，同時貢獻社會和國家。

價值灌輸關懷到每個人的人格、個人的成長、自我實現、個人與公眾的關係的和諧性，以及公民和社會的保障等課題。

我們渴望員工得到不同層面的建立和陶造，促使他們滿足於自我實現，在家庭、社會和僱員的角色上都能顯出卓越的成就，同時擁有樂觀積極的人生。

Correct values are the foundation of good citizenship. They affect personal and social attitudes and determine behaviour. A good corporate should embrace Corporate Social Responsibilities and contribute to the environment and society.

Value education considers individual personalities with aims to facilitating their growth and self-actualization, strengthening their bonds and maintaining social harmony.

We hope all City Telecom colleagues will fully develop themselves in their life aspects, so that they will be proud of their success in career, family and society, and ultimately attain self-actualization.

化核心目標成業務策略 致力推動香港資訊科技發展

作為香港一間帶領資訊科技的企業，必須肩負起體驗及引進先進科技並造福於市民的責任。基於這個核心價值，我們致力為香港市民提供最優質的電訊服務。

打破電訊工業壟斷局面

在90年代，香港的國際電訊市場仍被壟斷，只有1間電訊公司提供長途電話服務，收費亦非常昂貴。為了讓香港電訊市場能夠健康發展，亦為了維護香港市民的利益，集團遂於1992年成立，推出了回撥國際電話服務，標榜收費只是原來市價的一半，從此打破了國際電訊市場的壟斷局面；公司迅速成為香港第2大的長途電話服務供應商；亦間接影響了其後政府考慮開放電訊市場的決定。香港市民更首次嘗到電訊市場開放後帶來的莫大裨益；亦為香港的電訊發展揭開了新的一頁，從而達至三贏局面。

我們以進取的市場策略推廣各種國際電訊服務，不單為市場帶來翻天覆地的改革；亦為香港市民帶來更多選擇。自推出了IDD1666之後，單由1999至2002年，便為香港市民節省了超過250億港元。憑著優質的服務及具競爭力的價格，奠定了我們在電訊市場上舉足輕重的地位。

DEVELOPMENT OF TELECOMMUNICATIONS INDUSTRY

As a leading Corporate, we embrace our responsibility of applying and advancing telecommunications technology for the betterment of Hong Kong. With this as our Core Purpose, we endeavour to provide the best for Hong Kong people.

BREAKING DOWN THE MONOPOLY BARRIERS

We played a significant role in liberalizing the international telecommunications market monopoly in Hong Kong since the launch of our services in 1992. Our aggressive marketing strategy had delivered significant impact to the industry, breaking the monopoly and giving people options to choose alternate services.

Since market liberalization, we estimate that Hong Kong people have saved up to HK\$25 billion from 1999 to 2002. With our competitive pricing and quality services, City Telecom quickly became the second largest international telecommunications service provider. We also indirectly lobbied Government to open up the telecommunications market, bringing benefits to the general public and accelerating Hong Kong's telecommunications development.



- ▲ 集團於1999年推出IDD 1666，讓香港市民以更具競爭力的價格享有優質服務

Since the launch of IDD 1666 in 1999, Hong Kong people are benefited from competitive pricing and quality services



- ▲ 我們現時提供寬頻互聯網（上下載對等25Mbps至1Gbps）、話音、數碼電視、流動及企業數據服務
- We provide high quality broadband services of symmetric 25bps to 1Gbps, telephony, IP-TV, mobile and corporate data services

為電訊服務普及化而努力

在90年代，上網服務是一種奢侈品。集團一向以提供大眾化的資訊科技服務為己任，於1999年成立全資附屬機構—香港寬頻網絡有限公司，推出收費比撥號上網更廉宜的寬頻上網服務，迅即改變市場形勢；我們藉著先進技術將電訊服務普及化，為香港市民帶來裨益，贏得業界及市民的掌聲！

我們現時提供寬頻互聯網（上下載對等25Mbps至1Gbps）、話音、數碼電視、流動及企業數據服務；並以「一網多用」的策略讓市民大眾享有多元化及優質的服務，使香港在寬頻服務滲透率上扮演著國際領導者的地位。

我們重視企業社會責任，積極推動互聯網和科技普及化。繼年前在公共屋邨大堂加裝電視，為住戶提供即時新聞及屋邨資訊，自2008年初起，更進一步於全港約120個屋邨的公用地方，設置1,000個上網熱點，為居民提供免費WiFi無線上網服務，並期望以我們專長的技术知識回饋社會。



我們為屋
居民提供免費
WiFi無線上網服務
We provide
the free WiFi
service for the
tenants in
housing estates



滿足實現自我 發揮個人潛能

集團除了致力推動香港資訊科技發展，亦希望同事能在工作崗位上發揮個人潛能；我們深信同事在實現自我需要的同時，亦要與公司的核心價值同步，企業才能邁向成功。

集團帶領行業與社會發展，以公眾利益為先；並鼓勵同事成為先鋒，積極嘗試求變，探求創新變革的機會；鼓勵同事向難度挑戰，永不放棄，從不畏懼，做到最好；希望同事以直接和行動為本，全公司能上下一心，一起向目標努力！

公司向以維護公平競爭及符合道德標準的方式經營，促進行業的發展，務求為社區帶來裨益，造福人羣。

Popularizing Telecommunications Services

In the 1990s, broadband Internet access was a luxury service. In response to public demand, Hong Kong Broadband Network Limited, a wholly-owned subsidiary of City Telecom, was established in 1999 providing high quality broadband services at a more affordable price than dial-up services.

Today, leveraging on our advanced optical network, we provide high quality broadband services of symmetric 25Mbps to 1Gbps, telephony, IP-TV, mobile and corporate data services, propelling Hong Kong to a global leadership position in terms of broadband take-up.

We have always been socially-responsible and active in propelling the popularity of Internet access in Hong Kong. Following the provision of the tenants with news and estate information via the TV at the lift lobbies of housing estates, starting from early 2008, we provide the free WiFi service for the tenants in the estates. With over 1,000 hotspots at designated spots of common areas of 120 housing estates, we will continue to leverage our technical expertise to better serve the community.

Self-actualize Potentials

In addition to efforts in telecommunications development, we proactively help our talents elevate their full career potentials. We believe our talents' self-actualization and behaviours aligning with our Core Values are fundamental to corporate success.

As a leading Corporate in telecommunications, we always give priority to public benefits. We encourage colleagues to be direct and action-oriented, to become leaders and pioneers, and to continuously strive for the best. With these values, the Corporate would work as a team to achieve the same goals.

Besides these Core Values, we always uphold the principles of fair competition and moral standards while developing the telecommunications industry.

關懷社群 共建美麗城市

我們深信惟有用愛、關懷和直接的行動，才能締造一個更和諧、美麗的都市。

我們關注每位員工生命的成長，同時亦重視我們與社會的關係。因此秉持集團「以直接和行動為本」的核心價值，貫徹透過直接的行動，將愛和關懷給予有需要的社群，讓他們得著最親切的關懷及最適切的幫助。

成立義工隊

集團多年來積極參與公益活動，至2007年8月正式成立義工隊，希望能帶動同事共同承擔社會責任，以直接的行動幫助有需要的社群。同時，希望每位員工透過不同的義務工作，反思自己的生命，提升他們的生命素質，幫助他們建立更堅強和豁達的人生觀。

義工隊成立至今，已跟多個不同組織成為合作伙伴，先後舉辦各類不同的慈善活動，分別有長者服務、探訪病童、籌款活動及師友計劃等等。希望能將愛和關懷帶給受助者的同時，義工亦得到互動的生命交流。

Caring and Beautifying Society

We believe only through love, concern and direct actions can we build a harmonious society.

We are concerned with colleague's development, as well as our relationship with society. Incorporated with the Core Value "Direct and Action-Oriented", we deliver the greatest warmth to the disadvantaged through direct actions.

City Telecom Volunteer Team

The City Telecom Volunteer Team was established in August 2007, with aims to partnering with our talents to maximize social impacts. Since establishment, the Team has cooperated with several organizations in holding charitable activities such as Elderly Services, Visit to Disadvantaged Children, Fund-raising Activities, and the Mentorship Programme. Besides contributing to society, colleagues reflect after each volunteer work and this helps towards developing correct life attitudes.



◀ 城市電訊於2007年8月成立義工隊
City Telecom Volunteer team was established in August 2007



◀ 義工隊活動令我親身體會到：能幫得上一點、是幸；能付出多一點、是福！

盧楚峰（企業傳訊部）

Volunteer activities helped me to experience: How fortunate it is to be able to help out a bit more; What grace it is to be able to contribute a bit more!

Calvin Lo (Corporate Communications)

▶ 助人為快樂之本，親力親為去幫助有需要的人，與她們分享快樂，比起捐獻更有意義！

楊志豪（網絡拓展部）

Helping people is the basis for happiness.

Actively and directly helping others and sharing happiness is much more meaningful than making donations.

Henry Yeung (Network Development)



◀ 人的生命最寶貴之處，是能擁有「愛」和分享「愛」，每一次的義工活動，都叫人體會到因「愛」帶來的幸福。

張詠舒（行政部）

The most precious part of a life is sharing love. I experience this joy during volunteering work.

June Cheung (Administration)

▶ 有機會一起去做義工啦！可以幫到人、關心到人，

真係一件好「正」既事嚟架！

廖俊豪（九龍東區電話營業部）

I have learnt much from such optimistic and positive attitudes and would treasure the lesson.

I now feel great whenever I have the opportunity to help those in need.

Joe Liu (Kowloon East Telesales)



社福機構分享

SHARING FROM NON-GOVERNMENT ORGANIZATIONS



基督教勵行會說：「城市電訊秉承企業社會責任，扶助新來港及少數族裔家庭，基督教勵行會致以衷心感激。」

Christian Action said, "We really appreciate City Telecom's devotion to Corporate Social Responsibility and its support to new immigrants and minority groups."

麥當勞叔叔之家表示：「跟城市電訊義工隊合作將近一年，他們給人的印象是親切和熱心。還記得在活動完成後收到其中一個義工的電話，她說想再次到來探訪其中一位小朋友，雖然只是一件小小的事，卻教人感覺深刻。還有他們更樂意成為我們長遠的合作伙伴，來年還會為我們舉辦活動等，十分高興能夠有這樣的合作伙伴。」

McDonald House said, "We have been cooperating with City Telecom for more than one year. Their warmth and sincere enthusiasm in assisting others have impressed us. We vividly remember a City Telecom volunteer requesting to visit one of the children again. It may be a small issue, but we are all very impressed by her action. No doubt, City Telecom will continue its volunteer activities to help our children. We are indeed grateful to have City Telecom as a long-term partner."





香港青少年服務處賽馬會麗城綜合青少年服務中心說：「本中心感謝城市電訊一行20多位義工，於2008年5月舉辦了一次義工活動予荃灣區新來港的學童及其家長，將母親節的關愛訊息帶給參加者。當天義工們透過多元化的遊戲，與參加者打成一片，共度一個愉快的上午。當知道義工們當天完成活動後，仍需回到自己的工作崗位，可見他們真心地為服務對象奉獻出無私的『關愛』。從參加者的笑臉中，看到他們十分享受及懷念當天的義工活動。」

Hong Kong Children Youth Services Belvedere Garden Children & Youth Integrated Services Centre said, "We wish to express our gratitude to the City Telecom volunteers who showed on Mother's Day in May 2008, delivering a message of love and concern to new Chinese immigrants in Tseung Wan District. The children and their parents spent a happy morning with the volunteers enjoying various games. Returning to work immediately after a morning of volunteering work is clear evidence of the volunteers' genuine concern towards the participants. From the smiles on the faces of the participants, it is obvious the volunteers have brought them joy."

白田浸信會圖書館閱覽室暨老人休息中心表示：「透過城市電訊義工隊的協作，本中心舉辦了家訪獨居長者及扶助弱老參觀濕地公園半天遊的活動；在兩次活動中，幾十位義工隊成員都給予長者熱誠細心的服侍和關心，讓受惠者得到溫暖及支持。在檢討分享體驗時，不少義工表示對長者有新的認識和了解，建立積極互動的網絡關係，期望未來有更多機會跟城市電訊義工隊一起舉辦活動，締造互動支持的網絡關係。」 Pak Tin Baptist Church Reading Room, Library & Social Central for the Elderly said, "Cooperating with City Telecom volunteers, our centre organized visits to elderly living alone, as well as taking them to Hong Kong Wetland Park. During these activities, the volunteers truly showed their care and concern for the elderly. Many volunteers said the activities gave them a better understanding of the elderly. We hope to increase cooperation with City Telecom in organizing such activities and build greater interactive and supportive networking for the community."



師友計劃

我們成為率先支持社聯推動的兒童發展基金的企業之一，藉此為兒童燃點盼望。我們將以實際行動，為社會帶來希望。此外，我們跟社區的兒童及青少年中心合作推行不同的義務工作，渴望透過多元化的活動，互相扶助讓生命得著成長；共同建構積極樂觀的人生計劃，活出不放棄的人生觀，承擔起對己對人的責任感。義工與少年人彼此激勵和服侍，建立愛的關係，消去隔閡。

參加馬拉松

我們多年來積極參與渣打馬拉松，為員工提供專業訓練及健康飲食餐單，今年更獲「最鼎力支持大獎」。於2008年，我們共有167名員工，超過本港員工總數的10%，一同參與此盛事。為了鼓勵員工積極參與，我們全費資助專業田徑訓練，並為同事準備健康餐單。透過活動，鼓勵員工建構健康生活模式，培育勇於面對挑戰的性情；員工透過參與慈善活動，幫助更多有需要的社群。

Mentorship Programme

We are one of the first corporate to support the Children Development Fund of the Hong Kong Council of Social Service. Through cooperation with welfare organizations, we have been carrying out various volunteer work helping disadvantaged children in their growth and development. We hope the children will develop a positive attitude and help to achieve to full potential.

Marathon Participation

We have participated the Standard Chartered Marathon for a number of years, and this year were proud to receive "Most Supportive Group Award 2008". In 2008, we had 167 runners which represent more than 10% of our total Hong Kong work force at the time. To encourage and support colleagues' participation, in the months leading up to the main event, we sponsored professional marathon training for our talents and also provided advice on healthy diets. Talents not only contribute to society through donations, but also develop a healthy lifestyle and learn to accept life challenges with positive attitudes.



◀ 167 位同事參加渣打馬拉松2008，獲頒「最鼎力支持大獎」
Receiving "Most Supportive Group Award 2008", with 167 employees joined the Standard Chartered Marathon

愛護地球 由綠色運動做起

盡上本分，同心協力，定能建構一個更可愛的都市！

人類運用智慧，不斷開發地球資源，確實改善了人類的生活水平。然而，人類對環境生態亦造成嚴重破壞。近年天氣反常、全球暖化、地球水平線不斷上升、多次出現嚴重的天災，都向我們發出了警號。

作為企業公民的一份子，推動及實行「綠色運動」實是責無旁貸！

綠色運動

我們一直倡議節約能源，減少不必要的資源運用。我們希望能與世界、自然界及日常生活彼此連繫，減少對環境造成不良影響。

因此我們在工作間實施多項綠色工程，務求達到節省資源。就用電方面而言，我們已有很大突破。我們有效地控制空氣調節及照明系統，全面更換T—5光管。以2006年至2007年計算，就大大的節省約港幣150萬元的電費，這實在感謝企業上下一心，同心協力的幫助。

當然推廣綠色運動的意識是不能一蹴而成的，故此，我們將會舉行不同的綠色活動，如「環保心意咭製作班」、「太陽能模型車製作」、綠色環保生態遊等，透過有趣的活動，讓員工能親身體驗環境保護的重要性和與自然環境連繫一起的快樂。

Protecting Earth through Green Programmes

Technology development has improved lifestyle, but sadly at the expense of depleting limited natural resources and the health of the Earth. As part of society, a corporate should actively promote and implement “Green Programmes” to save our Earth.

Green Programmes

We actively promote energy saving and reduce unnecessary usage of resources. At work, we have launched Green initiatives for reducing resources consumption. Electricity saving is one of our greatest successes. We effectively control air-conditioning and lighting, and replace all lighting with energy-efficient T-5 fluorescent lamps. With active support from colleagues regarding these initiatives, we saved HK\$1.5 million in electricity cost in financial year 2006-2007.

Besides success on cost-saving, we have higher aspiration on educating colleagues about environmental protection. We will launch Green activities such as Environment-friendly Card Production Workshop, Solar Power Vehicle and Ecological Visit. Through these activities, colleagues can realize the importance of environmental protection and strengthen their consciousness to save our Earth.



- ▲ 我們舉辦綠色環保生態遊，員工到喜里白鷺湖互動中心參觀

Our employees visited Karry Lake Egret Nature Park



- ▲ 透過我們舉行的環保回收行動，員工可讓有需要人士分享他們的心頭好

We organised recycling action and the employees can share their belongings with the needy