



緊密合作伙伴關係
**ENHANCE
STAKEHOLDERS'
RELATIONS**

一間能履行企業社會責任的機構，必須為廣大市民作出貢獻，而該貢獻是機構通過其主要業務、社會投資、慈善活動、對市民的承諾，以及為員工及其家屬所做的一切內部工作等體現出來。而所作的貢獻則取決於機構對處理其經濟、社會和環境影響的態度，以及機構與不同利益的相關者，特別是股東、僱員、客戶、商業伙伴、政府、社區人士、年青人建立良好關係的態度。

我們致力促進、改善及維持與商業伙伴、政府、社區人士、年青人的伙伴關係，期望能裨益社區，造福人群。

A socially responsible company should actively incorporate Corporate Citizenship in its business, social investments, charitable activities, staff relations and all other internal operations. Its contribution to society is dependent on its attitudes to the economy, society and environment; relationship with stakeholders, including shareholders, business partners, employees, customers, Government and the community.

As a mature corporate, we endeavour to strengthen relationship with different stakeholders to maximize our social impact. If we regard our Group as a public utility, stakeholders' interest is therefore our social responsibility. If we can contribute a bit more to society, engage more in charitable causes, the Group will naturally become a profitable corporation with greater contributions to society.

建立良好合作伙伴關係

我們重視與社會不同伙伴建立良好而緊密的合作關係，從而期望能裨益社區，造福人群。

支持社福機構 免費派發籌募經費單張

我們一向與不同的社福機構維持緊密的合作關係，除舉辦義工活動外，當社福機構有需要作籌募經費時，如奧比斯、香港世界宣明會、協青社及善寧會等，他們可自行印製單張，由我們免費代派發予本公司的客戶，協助他們籌組經費。我們透過派發單張給廣大的客戶群，希望讓機構籌募更多的經費。

與政府部門作交流

我們與負責規管電訊服務的電訊管理局保持良好關係，亦不時與有關官員進行交流活動。透過定期的接觸，我們可向政府反映對業界的見解或各措施的意見，雙向的接觸有助加深與政府的互諒，從而制定更合時宜的政策，致力為香港市民提供最優質的電訊服務！

我們亦十分支持公共機構與優秀企業之實習交流計劃，繼今年年初，收費電視部的張麗梅參予政府的「行政人員交流計劃」，遣派到民政事務局作短期交流後，財務部的盧偉民亦成功獲取錄至香港政府另一個人才培育計劃「公共行政領袖實踐課程」。在這些計劃內，同事與政府人員互相交流及學習，學習對方的長處，並加強雙方的關係。

與社區人士合作 加強市民對電訊服務的認識

我們著重與地區人士建立更多的溝通渠道，如與葵青區議員合作，定期為居民舉辦講座，讓居民了解更多電訊服務合約的注意事項，提醒居民要小心選用服務。

ENHANCED STAKEHOLDERS' RELATIONS

We highly value our partnership with different stakeholders for greater contribution to society.

Support for Non-government Organizations

We have established close relationship with different non-government organizations such as Orbis, World Vision Hong Kong, Youth Outreach and Society for the Promotion of Hospice Care. In addition to volunteer work, we readily help distribute their fund-raising leaflets to our customers.

Strong Relations with Government

As a leading company in the telecommunications industry, we maintain a good relationship with the Office of Telecommunications Authority and actively share with it our views on various issues. With deeper understanding about telecommunications companies, Government can formulate better policies to help advance the development and growth of the industry for public benefit.

We also proactively support public / private sector best practice exchange programmes. This year, Elsa Cheung from Pay TV Department was elected to join the "Executive Personnel Exchange Visit" for her 6 month secondment at Home Affairs Bureau, while Daniel Lo from Finance Department was invited to join the "Leadership in Action Programme" for 3 weeks. In both programmes, they mutually shared their experience for best practice learning and built up a stronger bond with government officials.

Telecommunications Education

We value different communications channels with communities. One prominent example is our cooperation with Kwai Ching district councillors in holding regular seminars on telecommunications. Residents can acquire more tips on the telecommunications information.



▲ 我們與區議員合辦電訊知識講座
We organize talk on telecommunications
with district councillors

◀ 我們安排不同學校的學生到公司參觀
We arrange school visits

與學界合作 讓學生增廣見聞

為了讓年青人有機會認識我們及了解公司的實際運作，我們與教育局合作，安排不同學校每月一次到訪公司參觀，更有機會親身到我們的機房設施和收費電視台內部了解其運作。

此外，香港中文大學及浸會大學的同學，亦前來了解我們的系統設計、運作及參觀設施，以加深他們對有關學科的理解和掌握。同學們都表示機會難逢，獲益良多。

Broaden Students' Horizons

To enhance students' understanding about business operations, we cooperate with the Education Bureau in arranging regular school visits to our Company. Secondary school students have visited our telecommunications equipment rooms and television studio, enhancing their knowledge about the relevant functions.

Also, students from the Chinese University of Hong Kong and the Baptist University visited our systems designs, operations and other facilities. They showed their appreciation for the opportunity and emphasized the visit strengthened their subject knowledge.

With good relationship with different stakeholders, we can more efficiently and effectively contribute to telecommunications development and the society.