

Corporate Social Responsibility



Communication with Stakeholders

Open communication is maintained with all our stakeholders, including passengers, manufacturers, the HKSAR Government, and political and community groups, through a wide range of effective channels.

PASSENGER LIAISON GROUP MEETINGS

Since 1993 and 2000 respectively, KMB and LWB have held Passenger Liaison Group ("PLG") Meetings to collect the opinions of passengers and better understand their expectations. In 2010, six KMB PLG meetings were held in the presence of Transport Department observers, with sessions covering the themes of regional bus services, frontline services and model passengers. In response to the suggestions received, a number of improvements and adjustments have been made to our bus operations. The 2010 KMB PLG Report was published and uploaded to the KMB website. LWB likewise held six PLG meetings in 2010, adopting a number of the suggestions made by participants in line with its aim of providing consistently high quality bus services for its customers.

The 2009 KMB PLG Report won the Award of Excellence in the Apex 2010 Awards for Publication Excellence organised by Communication Concepts.

CORPORATE SOCIAL RESPONSIBILITY CHARTER

KMB's Corporate Social Responsibility ("CSR") Charter was published with reference to the Global Reporting Initiative ("GRI") G3 Guidelines and the GRI sector supplement for Logistics and Transportation. The CSR Charter details KMB's corporate values, including its care for customers, contribution to the community, advocacy of business ethics, commitment to environmental protection and promotion of economic development.



KMB held press sessions to highlight its initiatives in the provision of safe and high quality services, including its “Service from the Heart” training programme and database of “Driving Tips in Special Attention Areas”.

MEDIA OUTREACH

In 2010, regular press sessions and briefings promoting various green initiatives launched by KMB were held to increase public awareness of our work in environmental protection. The sessions covered the trial of Hong Kong’s first supercapacitor bus (the “gBus”), the Euro V two-axle E-friendly bus, the Operations Communications Management System and the latest environmental achievements of the KMB bus fleet.

KMB also held press sessions to highlight its initiatives in the provision of safe and high quality services. These included the “Service from the Heart” training programme, the production of a new handbook on bus captain safe driving, the launch of creative games and competitions to promote KMB’s safe driving culture and a database of “Driving Tips in Special Attention Areas”. A number of KMB staff were featured in these press sessions, including some female bus captains and recipients of the Safe Driving Award and Outstanding Service Award. Other initiatives introduced through press briefings included the Traffic Operations Management System, the Lost Property Management System, the enhancement of passenger information facilities at bus termini, the provision of new uniforms for frontline staff and the retirement of the Dennis Lance bus model.

INFORMATION PUBLICATIONS

In 2010, the booklet “KMB’s Efforts in Environmental Protection” was published, focusing on the environment-friendly measures the company has adopted on its buses, in its depots and at the corporate level. Additional features highlight KMB’s contributions to the economic and social development of Hong Kong. The travel guide “Taking Route B1 with KMB” was also published to encourage travellers from China Mainland to use KMB’s Route B1 and its extensive interchange network to visit various shopping and scenic spots in Hong Kong.

During the year, LWB distributed about 21,690 copies of various information leaflets, including Airbus Cards, which provide route and departure information for LWB’s Airport routes, and the “LWB Bus Services for North Lantau and the Airport” leaflet. Leaflets targeting the tourist market, giving details of hotels and relevant transport information, have been distributed since June 2010.



The Managing Director speaks with the press at the launch of the gBus



KMB's well-received Brother Bus civic education campaign

CIVIC EDUCATION CAMPAIGNS

KMB's well received Civic Education Campaign, centred on a series of five 10-second civic education television programmes was broadcast between July and October 2010 with the theme "Travelling Hand in Hand". KMB used computer animation in the programmes for the first time, turning a KMB bus into a Hong Kong citizen, "Brother Bus". The programmes convey the themes of environmental protection, safety, and care for passengers by means of humorous dialogues between the main character and his friends. A promotional site featuring Brother Bus was launched on the KMB website to introduce the behind-the-scenes stories. The television campaign was supported by an outdoor advertising campaign, through which "Brother Bus" was able to disseminate his key messages to every corner of Hong Kong via bus body advertisements and posters at bus stops.

A campaign aimed at spreading the message of love and care in the community was launched in early 2010. Using bus body decorations and bus shelter posters, as well as year-planners and calendar posters, the "Caring Journey" campaign was able to reach out to the whole community.

The "Palm" series of outdoor advertisements, featuring a KMB bus travelling along the life line of an open hand, was launched as part of KMB's safety culture. Additionally, a series of three 15-second television programmes promoting passenger safety and comfort was shown on RoadShow's Multi-media On-board systems, focusing on travel situations commonly faced by passengers.



The success of KMB's Civic Education Campaign was reflected in its winning the Info-service category of the Most Popular TV Commercial Awards 2010, organised by Television Broadcasts Limited.

CORPORATE WEBSITES

The TIH website (www.tih.hk) keeps the public updated on the activities of the Group and its various businesses. The KMB website (www.kmb.hk) features the first map-based point-to-point bus route search function for a Hong Kong public bus company, allowing users to obtain details of relevant bus routes by clicking the desired origin and destination on a map. The website also offers a brand-new "Street View" feature for its online point-to-point route search function. By conducting a 360-degree photo tour of the street near the bus stop, passengers can familiarise themselves with the location of the bus stop in its surroundings, as if they were actually on the street. In addition, the design of the new KMB website has taken into account the capabilities and limitations of the most popular web browsers, as well as the requirements of special needs groups.

The excellence of the KMB website was recognised with the Gold Prize in the Web Care Award 2009, organised by the Internet Professional Association, and the Award of Excellence in the Website category of the Communicator Awards 2010, organised by the International Academy of the Visual Arts.

The KMB website's brand-new "Street View" feature enables users to conduct a 360-degree photo tour of the street near their chosen bus stop, so they can familiarise themselves with the location of the bus stop in its surroundings.