

# Engaging Stakeholders

We are committed to supporting various initiatives to enhance the well-being of the community and engaging our stakeholders through effective communication channels.





KMB runs pop-up stores at different shopping malls and has a Shop1933 at Manhattan Mid-town to interact with the public



## Engaging the Public

In 2020, a number of events were organised to interact with the public we serve:

- › In January, KMB operated three Lunar New Year stalls at Tai Po Mega Mall, Tseung Kwan O East Point City and Tai Po Lam Tsuen;
- › In October and November, KMB ran pop-up stores at Sham Shui Po V walk and Tseung Kwan O East Point City. The stores allowed the public to understand more about KMB's services, showcasing bus models and providing various games and photo opportunities related to bus services; and
- › KMB and LWB held a total of 12 Passenger Liaison Group meetings at bus termini across their operating areas to collect customer views on a variety of issues, including interchange schemes, environment-friendly buses, passenger facilities and network connectivity.

## Media and Online Communication

In 2020, we invited the media to our events to strengthen communication and made increasing use of social media platforms such as Facebook and Instagram to publicise KMB and LWB-related information. Our interaction with netizens included a number of cross-media activities. These activities proved popular, as the number of fans of our Facebook page grew from over 151,000 in January to over 170,000 at the end of December. Likewise, the KMB Instagram account had reached more than 230,000 netizens since it launched.

Firm in the belief that social media platforms constitute a major communication means between the public and the Group, we will continue to make good use of online communication platforms to strengthen its ties with the public.

The following activities were organised via online social media platforms:

- › Throughout the year, KMB Facebook has promoted different events with images, GIFs and videos, especially for safety measures against COVID-19 and bus services; and
- › In December, KMB organised Christmas give-away events to KMB fans through Facebook and Instagram.





App1933 has a “Missing Person Notice Function” to help find missing elderly

### App1933

KMB has further launched the “Missing Person Notice Function” on App1933 to strengthen assistance in locating missing elderly people by their Octopus numbers. Passengers received the notice through App1933 to help find missing elderly. Meanwhile, when a missing person boarded the bus and tapped the card, the system will alert the bus captain to identify the elderly person.

### Websites

The KMB and LWB websites ([www.kmb.hk](http://www.kmb.hk) and [www.lwb.hk](http://www.lwb.hk)), as corporate information portals, provide corporate news, promotion information and a customer enquiry service. The websites also serve our passengers by providing a map-based point-to-point bus route search function, LiveChat and “Octopus Refund Enquiry” functions.



The new opening of Tuen Mun Road Bus-bus Interchange Customer Service Centre (Kowloon-bound) provides a comfortable waiting area for passengers

### Customer Service Centres

Our Customer Service Centres provide passengers with a one-stop service offering KMB and LWB souvenirs, Octopus Card add-value services and the provision of bus route information, while the Tai Lam Interchange Customer Service Kiosk similarly provides a wide range of services. The kiosk provides cash withdrawal and free Wi-Fi services, as well as a range of convenience goods, providing a handy one-stop service. Tuen Mun Road Bus-Bus Interchange Customer Service Centre provides an air-conditioned waiting area for passengers to enjoy a comfortable environment. The customer service kiosk at Hong Kong International Airport’s Ground Transportation Centre provides a passenger enquiry service and Airbus ticket sales.

### Customer Service Hotline

The KMB customer service hotline (2745 4466) and LWB customer service hotline (2261 2791) handled about 0.98 million and 20,000 calls in 2020 respectively, an average of 81,250 and 1,600 calls a month, with a hotline operator service available daily from 7:00 a.m. to 11:00 p.m. being complemented by a 24-hour hotline system. Shortcut keys to get through to a live operator are available for prompt reporting of illegal parking that affects bus service and for providing assistance in finding lost elderly people.

### LiveChat for Enquiries

To provide more channels for passenger enquiries, KMB and LWB have set up a LiveChat channel on their websites and App1933 to provide instant responses to customer enquiries, offering a daily service from 7:00 a.m. to 11:00 p.m.

## Customer Feedback

KMB and LWB place great emphasis on providing quality services for customers and welcome customers who wish to express their views on bus service. All customer feedback is handled with due care. KMB and LWB treat substantive feedback as a reference for continuous service improvement and future service development.

## Hosting Visits

To increase our stakeholders' understanding of the daily operations at our bus depots, we received visitors from three organisations in the reporting period, including social service organisations and overseas delegations. We have also engaged schools and non-government organisations through a depot visit programme to promote good manners and safety awareness on the bus, especially for students and the elderly. We hosted two delegations in 2020.

## Membership of Associations and Advocacy

During the reporting period, we further strengthened the connection with stakeholders via participation in the following organisations:

- › Business Environment Council;
- › Employers' Federation of Hong Kong;
- › Federation of Hong Kong Industries;
- › The Chartered Institute of Logistics and Transport in Hong Kong; and
- › The Hong Kong General Chamber of Commerce.

## Serving the Community

We take steps to understand the needs of our community and actively support various initiatives in society. We leverage the Group's business strengths and resources to optimise positive social impacts, mainly through engagement with elderly people and nurturing youth development.

To support the elderly and passengers in need, each year KMB and LWB participate in the International Day of Disabled Persons event organised by The Hong Kong Council of Social Service, offering free rides on all bus routes to people with disabilities and one accompanying carer. KMB and LWB also supported the annual Senior Citizens Day by offering free rides to people aged 65 and over.

We sponsor and participate in a variety of local community programmes, including The Community Chest of Hong Kong's Dress Casual Day and Suicide Prevention Services' Virtual Charity Walk, as well as taking part in The Hong Kong Council of Social Service Caring Company Patron's Club. In 2020, KMB provided bus body advertisements for 13 non-governmental organisations ("NGOs") on 23 buses. We donated two tailor-made bus stop poles to Caritas Harold H.W. Lee Care and Attention Home and Caritas Jockey Club Integrated Day Services Centre for the Elderly to help prevent elderly people with dementia from missing and assist them in receiving treatment.



Customer Service Centres provide passengers with a one-stop service



KMB staff and FRN have participated in Suicide Prevention Services' Virtual Charity Walk



KMB has provided resting areas at three bus termini for the public having meal during the restrictions on dine-in services at all times



The Donation of Used and Retired Bus Programme has donated 34 buses to schools since 2016

### Donation of Used and Retired Bus Programme

To nurture the next generation and show our support for sustainability and recycling, KMB launched the Donation of Used and Retired Bus Programme in 2016 to donate used and retired buses to schools and non-profit organisations. The buses can be regenerated explicitly to meet the creative learning needs of the schools or non-profit organisations. By the end of 2020, 34 retired buses had been donated.

The list of beneficiary schools/non-profit organisations that received donated bus in 2020 is as follows:

- › Si Yuan School of the Precious Blood;
- › Holy Cross Lutheran School;
- › Shun Lee Catholic Secondary School;
- › Conservative Baptist Lui Ming Choi Primary School; and
- › Tin Shui Wai Methodist Primary School.

### FRIENDS OF KMB

KMB's volunteer club FRIENDS OF KMB ("FRN") has promoted environmental protection, civic education and social service activities since it was formed in 1995. In the reporting period, FRN comprised 2,100 members, including passengers and KMB and LWB staff and their dependents.

During the reporting period, FRN volunteers participated in regular home visits and made care calls to elderly people who were suffering from depression. The programme was organised by the Suicide Prevention Service, with whom FRN has built up a partnership since 2013. FRN also assisted Food for Good Community Kitchen in packing hot meals for elderly people and underprivileged families weekly. In recognition of our contributions to the community, FRN received the Award of 10,000 Hours for Volunteer Service, Honour Award in the Highest Service Hour Award (Private Organisations – Best Customers Participation) and Merit in the Highest Service Hour Award (Private Organisations) from the Social Welfare Department.



FRN assists Food for Good Community Kitchen in packing hot meals for elderly and underprivileged families



# Caring for Senior Citizens with Wise Use of Resources

## Donating “Caring Bus Stop Pole” to Help Prevent Elderly People From Going Missing

To support the development of an age-friendly community, we made the first donation of the Caring Bus Stop Pole to the care homes for the elderly in Hong Kong, which allows the elderly with Dementia waiting at the bus stop to prevent them from wandering off. Two bus stop poles named by the care homes were tailor-made for two beneficiary organisations, the Caritas Harold H.W. Lee Care and Attention Home and Caritas Integrated Day Services Centre for the Elderly to assist the elderly in receiving treatment as well.

To help missing elderly people reunite with their families, a shortcut was added to the KMB Customer Service Hotline. When family members press “8” after dialing the hotline, they can contact a person dedicated to providing relevant information. After receiving the request for assistance, KMB will use the Octopus card number to locate the missing elderly through our powerful bus fleet while publishing a tracing notice on App1933 in order to increase the chance of finding the missing elderly.



“ We had a case of an elderly absconding from the care and attention home and getting on a bus. Therefore, we set up a simulated bus stop in our place to prevent the elderly from going missing. Many elderly people are able to recall bus stops. When they see something they are familiar with, their emotional instability may be reduced. They also tend to “wait” for the bus at the pole, which helps minimise the probability of elderly people getting lost. I would like to express my gratitude to KMB for its donation and assistance. We hope more corporations will consider the needs of elderly people in their services or facilities. ”

**KWAN Siu Ling, Tanny, Senior Social Work Supervisor (Service for the Elderly), Caritas Hong Kong**

# Performance Statistics

## from 1 January to 31 December 2020

|  | Unit                                  | 2020       | 2019                    | Year-on-year change |
|--|---------------------------------------|------------|-------------------------|---------------------|
| <b>Environment</b>                                   |                                       |            |                         |                     |
| <b>Emissions</b>                                     |                                       |            |                         |                     |
| GHG Emissions of Bus (Scope I)                       | tCO <sub>2</sub> e                    | 506,886    | 566,360 <sup>+</sup>    | -10.50%             |
| GHG Emissions of Bus (Scope I) Intensity             | tCO <sub>2</sub> e per million km     | 1,770      | 1,781 <sup>+</sup>      | -0.62%              |
| GHG Emissions of Electricity (Scope II) <sup>1</sup> | tCO <sub>2</sub> e                    | 12,852     | 14,281 <sup>+</sup>     | -10.01%             |
| GHG Emissions of Electricity (Scope II) Intensity    | tCO <sub>2</sub> e per m <sup>2</sup> | 0.033      | 0.037 <sup>+</sup>      | -10.81%             |
| Nitrogen Oxides (NOx) <sup>2</sup>                   | Tonnes                                | 1,635      | 1,862                   | -12.19%             |
| Sulphur Oxides (SOx) <sup>2</sup>                    | Tonnes                                | 3.09       | 3.46 <sup>+</sup>       | -10.69%             |
| Particulate Matter (PM) <sup>2</sup>                 | Tonnes                                | 118        | 134                     | -11.94%             |
| <b>Consumption</b>                                   |                                       |            |                         |                     |
| Diesel Oil Consumption                               | Gigajoules (GJ)                       | 7,415,428  | 8,285,315               | -10.50%             |
| Diesel Oil Consumption Intensity                     | GJ per million km                     | 25,901     | 26,048                  | -0.56%              |
| Water Consumption <sup>3</sup>                       | m <sup>3</sup>                        | 339,724    | 309,232 <sup>+</sup>    | +9.86%              |
| Water Consumption Intensity <sup>3</sup>             | m <sup>3</sup> per bus                | 80         | 71 <sup>+</sup>         | +12.68%             |
| Electricity Consumption <sup>3</sup>                 | kWh                                   | 25,703,619 | 28,001,154 <sup>+</sup> | -8.21%              |
| Electricity Consumption Intensity <sup>3</sup>       | kWh per m <sup>2</sup>                | 66         | 72 <sup>+</sup>         | -8.33%              |
| <b>Waste</b>   |                                       |            |                         |                     |
| <b>Hazardous Waste</b>                               |                                       |            |                         |                     |
| Solid Chemical Waste                                 | Kilograms (kg)                        | 1,453,020  | 1,587,940 <sup>+</sup>  | -8.50%              |
| Solid Chemical Waste Intensity                       | Kilograms (kg) per million km         | 5,075      | 4,992 <sup>+</sup>      | +1.66%              |
| Tyres  | Kilograms (kg)                        | 1,063,800  | 1,197,000 <sup>+</sup>  | -11.13%             |
| Fluorescent Tubes                                    | Kilograms (kg)                        | 900        | 2,200 <sup>+</sup>      | -59.09%             |
| Waste Oil  | Kilograms (kg)                        | 583,060    | 625,780 <sup>+</sup>    | -6.83%              |
| Battery <sup>4</sup>                                 | Kilograms (kg)                        | 166,000    | 118,320                 | +40.30%             |
| <b>Non-hazardous Waste</b>                           |                                       |            |                         |                     |
| Metal <sup>5</sup>                                   | Kilograms (kg)                        | 829,449    | 796,562 <sup>+</sup>    | +4.13%              |
| Metal Intensity <sup>5</sup>                         | Kilograms (kg) per million km         | 2,897      | 2,504 <sup>+</sup>      | +15.69%             |

<sup>1</sup> The emission factors of greenhouse gas emissions due to electricity consumption were obtained from the Sustainability Reports of CLP Power: 0.51 kg CO<sub>2</sub>e/kWh in 2019 and 0.50 kg CO<sub>2</sub>e/kWh in 2020.

<sup>2</sup> The emission factors were taken from "Appendix 2: Reporting Guidance on Environmental KPIs" published by the Hong Kong Stock Exchange.

<sup>3</sup> The electricity consumption and water consumption in all KMB and LWB premises, excluding tenants, were taken into account.

<sup>4</sup> In enhancing bus safety performance, additional safety features on buses were installed, leading to a shorter lifecycle of the battery.

<sup>5</sup> A sufficient amount of metal was disposed of in cleaning up some areas in a depot.

<sup>+</sup> Refer to GRI Standards 102-48, Restatements of information

|  | Unit             | 2020    | 2019    | Year-on-year change |
|--|------------------|---------|---------|---------------------|
| <b>Employee</b>  |                  |         |         |                     |
| Total Workforce  | No. of employees | 13,582  | 13,457  | +0.93%              |
| By Gender  |                  |         |         |                     |
| Female   | No. of employees | 1,172   | 1,177   | -0.42%              |
| Male   | No. of employees | 12,410  | 12,280  | +1.06%              |
| By Age Group   |                  |         |         |                     |
| Below 40 year old  | No. of employees | 3,027   | 3,017   | +0.33%              |
| 40-50 years old  | No. of employees | 4,011   | 4,054   | -1.06%              |
| Over 50 years old  | No. of employees | 6,544   | 6,386   | +2.47%              |
| By Employment Category                                     |                  |         |         |                     |
| Senior level   | No. of employees | 30      | 24      | +25.00%             |
| Middle level   | No. of employees | 285     | 277     | +2.89%              |
| Entry level  | No. of employees | 13,267  | 13,156  | +0.84%              |
| By Employment Type by Gender                               |                  |         |         |                     |
| Full Time Female   | No. of employees | 1,039   | 1,050   | -1.05%              |
| Full Time Male   | No. of employees | 11,807  | 11,514  | +2.54%              |
| Part Time Female   | No. of employees | 133     | 127     | +4.72%              |
| Part Time Male   | No. of employees | 603     | 766     | -21.28%             |
| By Employment Contract by Region                           |                  |         |         |                     |
| Permanent in Hong Kong                                     | No. of employees | 12,452  | 12,120  | +2.74%              |
| Permanent in Other Region                                  | No. of employees | 0       | 0       | N.A.                |
| Temporary in Hong Kong                                     | No. of employees | 1,130   | 1,337   | -15.48%             |
| Temporary in Other Region                                  | No. of employees | 0       | 0       | N.A.                |
| By Employment Contract by Gender                           |                  |         |         |                     |
| Permanent Female   | No. of employees | 1,025   | 1,031   | -0.58%              |
| Permanent Male   | No. of employees | 11,427  | 11,089  | +3.05%              |
| Temporary Female   | No. of employees | 147     | 146     | +0.68%              |
| Temporary Male   | No. of employees | 983     | 1,191   | -17.46%             |
| Total Training Hours <sup>6</sup>                          | No. of hours     | 232,024 | 550,970 | -57.89%             |
| Average Training Hours by Gender <sup>6</sup>              |                  |         |         |                     |
| Female   | No. of hours     | 11      | 18      | -38.89%             |
| Male   | No. of hours     | 18      | 43      | -58.14%             |
| Average Training Hours by Employment Category <sup>6</sup> |                  |         |         |                     |
| Senior Level   | No. of hours     | 1       | 2       | -50.00%             |
| Middle Level   | No. of hours     | 6       | 7       | -14.29%             |
| Entry Level  | No. of hours     | 17      | 42      | -59.52%             |

<sup>6</sup> Owing to the COVID-19 pandemic, most of the external and internal training courses were suspended to help maintain social distancing.