

Stakeholder Engagement



We support various initiatives to advance the well-being of the community and engage with our stakeholders through effective communication channels.





Industry, Innovation and Infrastructure



Sustainable Cities and Communities



Partnerships For The Goals

Engaging the Public

With a close relation with the community, we actively engage the public to connect and solicit feedback. This helps us build a strong community to create shared values for all.

Events

In 2022, a number of events were organised to interact with the public we serve:

- ✔ 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;
- ✔ In July, KMB joined the Hong Kong Book Fair in Hong Kong Convention and Exhibition Centre;
- ✔ In August and October, KMB ran pop-up stores at Kwun Tong Yue Man Square and Sham Shui Po V Walk. 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 organised four free ride days with business partners and sponsors in July, November and December.

Media and Social Media Platforms

In 2022, we invited the media to our events to strengthen public communication and increase the 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 followers of our Facebook page reached over 187,000 at the end of December. Likewise, the KMB Instagram account reached more than 625,000 netizens in 2022.

As we firmly 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 our ties with the public.

Throughout the year, KMB Facebook promoted different events with images, GIFs and videos, especially for bus safety and etiquette via online social media platform.

App1933

KMB's smartphone application has been continuously updated with newly added features such as the Boarding Reminder function which, comes with the Alighting Reminder function as a package, caters to passengers' need for trip planning. Once set, the application will send push notifications to remind the user when to board and alight the bus. It will also show the estimated time of arrival of a selected route. The "KMB Info" feature on App1933 has been updated with a clearer layout for enhanced passenger information and interaction.

club1933

Numerous exclusive offers have been given out to members of club1933, such as Buy-3-Get-1-Free Monthly Pass offers and free drink distribution at the main bus termini, to create a synergy effect under an exclusive loyalty programme.



- ▶ KMB ran pop-up stores at different shopping malls and organised free ride days to interact with the public

SUSTAINABILITY REPORT

Websites

After a major revamp, the KMB website (www.kmb.hk) has presented a whole new look and feel to users. The revamped website provides a better user experience with enhanced information integration, allowing users to easily acquire information on our service details.

Depot Visits

To increase our stakeholders' understanding of the daily operations at our bus depots, we received visitors from 13 organisations in the reporting period. Among them were social service organisations, professional associations, Government departments and higher education institutes. We also engaged with schools and non-government organisations through a depot visit programme to promote good manners and safety awareness on the bus, especially for students and families. We hosted 14 delegations in 2022.

Excellent Customer Service

KMB and LWB place great emphasis on providing quality services for customers and welcome customers' views on our bus services. At KMB and LWB, we treat substantive feedback as a reference for continuous service improvement and future service development.

Chatbot for Enquires

KMB and LWB provide an artificial intelligence Chatbot channel, bot1933, on their websites and App1933 for passengers to get instant year-round responses to enquiries and provide feedback on bus services. Since it was launched, the Chatbot channel has continually been enhanced to handle passenger enquiries and has received positive feedback.

Customer Service Hotline

Both KMB and LWB offer a manned customer service hotline (2745 4466 and 2261 2791, respectively) with human operators available for enquiries daily, 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 services and for providing assistance in finding lost elderly people.

Customer Service Centres

Our Customer Service Centres provide passengers with a one-stop service, which include offering KMB and LWB souvenirs, Octopus card add-value services and the provision of bus route information, while the Tai Lam 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, offering a handy one-stop service. The Tuen Mun Road Bus-bus Interchange Customer Service Centre provides an air-conditioned waiting area for passengers to enjoy a comfortable environment while waiting.

Membership of Associations and Advocacy

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

- ✔ Business Environment Council;
- ✔ Employers' Federation of Hong Kong;
- ✔ Federation of Hong Kong Industries;
- ✔ Hong Kong Association for Customer Service Excellence;
- ✔ The Chartered Institute of Logistics and Transport in Hong Kong; and
- ✔ The Hong Kong General Chamber of Commerce.



◀▲ KMB is dedicated to caring for the community. "The Donation of Used and Retired Bus Programme" and "The Donation of Caring Bus Stop Pole Programme" are well received by schools and homes for the elderly



▲ KMB and Hong Chi Association have fostered a business-school collaboration to offer student placement opportunities in the retail and food and beverages industries

Serving the Community

We continuously 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 the elderly and nurturing youth development.

Donation of Retired Bus and Bus Stop Pole

To support sustainability and recycling and help people in need, we have donated retired buses and bus stop poles to schools and elderly homes. 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 schools or non-profit organisations. For the Donation of Caring Bus Stop Pole Programme, we donated tailor-made bus stop poles to elderly homes to help prevent seniors with dementia from wandering and going missing as well as assisting them in receiving treatment.

The list of beneficiary schools/non-profit organisations that received a donated bus or bus stop pole in 2022 is as follows:

Retired Bus Donation

- ✔ Cannan Kindergarten & Nursery and
- ✔ Shatin Public School.

Bus Stop Pole Donation

- ✔ Caritas Fung Wong Fung Ting Home;
- ✔ Elderly Chinese Home in Australia;

- ✔ Hongchi Pinehill School;
- ✔ Po Leung Kuk Sai Ying Pun Home for the Elderly cum Day Care Centre for the Elderly;
- ✔ TWGHs Fong Shu Chuen Care & Attention Home;
- ✔ TWGHs Wu Chiang Wai Fong Care & Attention Home; and
- ✔ Woopie Club (Ma On Shan).

Business-school Partnership

In collaboration with Hong Chi Association, KMB takes students with Special Educational Needs ("SEN") out of the classroom to showcase their talents by providing a multi-platform and placements for them. For example, the Café1933, a staff coffee shop, offers retail placements for students as well as food and beverages. Under the partnership, KMB has also recruited SEN graduates as bus cleaning workers, office assistants, customer service assistants, and gardening assistants.

Nurturing Talents

KMB is committed to cultivating young people and nurturing talents for the transportation industry in Hong Kong. The following activities were organised throughout the year:

- ✔ KMB and Hong Kong Metropolitan University ("HKMU") signed a memorandum of understanding in May 2022 to launch an internship programme and short-term career-oriented courses and workshops for HKMU students in order to help students equip themselves for future development; and
- ✔ KMB organised a career-oriented course for secondary school students. The course includes STEM workshops and work experience sharing sessions, allowing students to explore their innovative and technological potentials as well as getting to know KMB's departmental structure, with a view to broadening students' horizons and inspiring them to plan for future studies and career paths.



▲ The younger generation is the future pillar of society. KMB has introduced STEM education programmes to help students apply interdisciplinary knowledge and cultivate innovative thinking



▲ KMB and LWB participated in The Community Chest New Territories Walk for Millions in 2022

Community Participation

- ✔ KMB and LWB offer free rides on all bus routes for people with disabilities, together with one accompanying caregiver, to support the International Day of Persons with Disabilities every year;
- ✔ KMB and LWB support the annual Senior Citizens Day by offering free rides to people aged 65 and over;
- ✔ KMB has rolled out several new electric bus engagement activities to encourage more passengers to experience our new-generation electric buses. These activities include the redemption of exquisitely-designed pins and the visits of electric single-deckers to different communities;
- ✔ The KMB Open Day was held for the first time at Kowloon Mosque in collaboration with The Incorporated Trustees of the Islamic Community Fund of Hong Kong to promote social inclusion;
- ✔ KMB has organised a bus drawing competition to connect with the newly developed area, Queen's Hill, bringing art and culture into the community as the winning entries are painted on buses that serve North District; and
- ✔ KMB has long supported the Community Chest activities. In 2022, a group of KMB staff and its volunteer club participated in The Community Chest New Territories Walk for Millions.

FRIENDS OF KMB

KMB's volunteer club FRIENDS OF KMB ("FRN") has been promoting environmental protection, civic education and social service activities since it was formed in 1995. In the reporting period, FRN comprised 2,220 members, including passengers, KMB and LWB staff and their dependents.

During the reporting period, FRN volunteers distributed anti-epidemic supplies to people living in cage houses and subdivided units, and families affected by COVID-19. FRN participated in regular home visits and made care calls to the elderly who suffered from depression. The programme was organised by the Suicide Prevention Service, with whom FRN has built a partnership since 2013. FRN also assisted Food for Good Community Kitchen in packing hot meals and worked with the People Service Centre's "Food Friend Action" in collecting food from markets and bakery shops for the elderly and underprivileged families every week.

In December 2022, KMB held an appreciation ceremony to commend FRN volunteers who served 50, 100, 200 and 500 hours or more.



▲ FRN actively serves the community and regularly visits the elderly and people in need



Taking the Elderly Along

On-board System Helps to Find Dementia Wanderers

KMB provides a wide variety of social services and support for the elderly, especially those with dementia. Considering that it is common for a person living with dementia to wander or become lost or confused about their whereabouts, we have further developed the on-board system to identify missing elderly by their Octopus card numbers. With KMB's huge fleet and wide service coverage in the city, there is a greater chance for missing people with dementia carrying reported Octopus card to be found.

The on-board system will alert bus captains as well as the back office and operations staff immediately when a missing person has boarded a bus and tapped the reported Octopus card. This can ensure an expedited process of locating the missing person and contacting the family concerned.

Effort is also made externally to promote the importance for families with an elderly member suffering from dementia to make a note of their Octopus card number, as this can be helpful when an elderly person goes missing. We have been reaching out to different residential care homes for the elderly with reminders and other helpful messages, hoping to increase the chance of finding missing seniors in a timely manner. Internally, KMB has integrated information of the scheme into its bus captain training programme and spread the message via intranet.

Apart from the on-board system, KMB also supports the Jockey Club Centre for Positive Ageing "Angel Box" pilot scheme by installing Bluetooth signal detectors "Angel Box" at bus termini and interchanges. When a dementia wanderer who carries a free tracking device passes by the "Angel Box", the Box will share its location data with the caregivers and assist them in bringing their lost family member home as early as possible.

Furthermore, KMB is constantly donating tailor-made bus stop poles to elderly homes to help prevent elderly people with dementia from missing and assist them in receiving treatment.

