

## SUSTAINABILITY REPORT

## Stakeholder Engagement



>21,000  
voluntary hours

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





**Good Health and Well-Being**



**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 helping us build a strong community to create shared values for all.

**Events**

In 2023, a number of events were organised to interact with the public we serve:

- Ⓐ KMB held the 90<sup>th</sup> Anniversary Ceremony and Carnival at KMB Shatin Depot on 22 April 2023 to celebrate our 90<sup>th</sup> birthday with the general public. The event featured an exhibition of both vintage and the latest electric buses, a VR experience, interactive game booths and a pop-up store, with a total of 10,000 participants joining the event;
- Ⓐ KMB organised four “KMB Journeys” between May and August, which included a bus exhibition, staff recruitment and public engagement. These events were well-received by the public;

- Ⓐ In June, KMB organised a KMB x UNO competition and a pop-up store in Sham Shui Po V Walk to engage KMB fans and UNO fans, which attracted over 100 participants to join the competition;
- Ⓐ In July, KMB joined the Hong Kong Book Fair held at the Hong Kong Convention and Exhibition Centre;
- Ⓐ In December, KMB and the Environment and Ecology Bureau co-organised the “KMB Green Journey” event to introduce the latest new energy buses and the roadmap of electrification to the general public;
- Ⓐ KMB and LWB held a total of twelve Passenger Liaison Group meetings at bus termini across their operating areas to collect customer views on a variety of issues, including interchange schemes, environmentally friendly buses, passenger facilities and network connectivity; and
- Ⓐ KMB organised free ride days with business partners and sponsors in January, March and April.



- Ⓐ KMB has organised multiple “KMB Journey” events, featuring bus exhibitions and booth games, to bring joy to the public



- Ⓐ KMB and UNO™ collaborate for the first time in organising a competition, attracting over a hundred participants

## SUSTAINABILITY REPORT

### Media and Social Media Platforms

In 2023, we invited the media to our events to strengthen public communication and promoted greater adoption of social media platforms such as Facebook and Instagram to disseminate information related to KMB and LWB. Our interaction with netizens included a number of cross-media activities, these activities proved popular, as our Facebook page reached more than 1.6 million netizens in 2023. Likewise, the number of followers of our Instagram account reached over 22,300 followers at the end of December.

Firmly believing that social media platforms play a pivotal role in communication between the public and the Group, we are committed to continue leveraging online communication platforms to strengthen our ties with the public.

Throughout the year, KMB Facebook has showcased various events using images, GIFs and videos. In particular, bus safety and etiquette have been actively promoted on this online and other social media platforms.

### app1933

KMB's smartphone application has been continuously updated with newly added features such as the "Estimated Alighting Time" to cater to passengers' trip planning needs. To facilitate trip planning, the application calculates passenger alighting times at different bus stops based on real-time traffic conditions.

More mini-games have been introduced to the "Game Room" on app1933, allowing users to earn extra club1933 points that can be converted into eCoins for bus rides.

### club1933

A new scheme, eCoin, was launched in August 2023 for club1933 members. Under the scheme, members can convert their club1933 points into eCoins which can be used, without an expiry date, for paying bus fares and redeeming gifts.

### Websites

The KMB and LWB website (www.kmb.hk) provides a user-friendly experience with enhanced information integration, allowing users to easily acquire information on our service details.

### Depot Visits

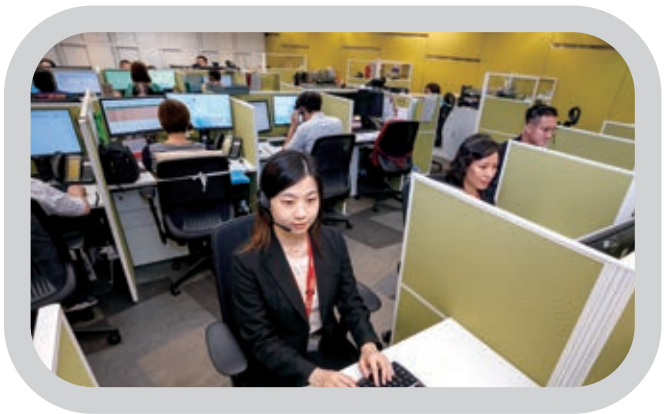
To increase our stakeholders' understanding of the daily operations at our bus depots, we hosted 31 delegations in 2023, among them were social service organisations, professional associations, Government departments and higher education institutes. We also engaged with schools and non-government organisations through a depot visit programme to promote good manners and safety awareness on the bus, especially for students and families.

### Excellent Customer Service

KMB and LWB place great emphasis on delivering quality services to customers and welcome their feedback 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, enabling customers to receive instant year-round responses to enquiries and provide feedback on bus services. Since its launch, the Chatbot channel has continually been enhanced to handle customer enquiries and has received positive feedback.



Ⓐ The customer service hotline, with human operators to answer customer inquiries, provides assistance in finding lost elderly people

### 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 are provided to get through to a live operator. These shortcut keys are designed to facilitate prompt reporting of illegal parking that may affect bus services and providing assistance in locating lost elderly people.

### Customer Service Centres

Our Customer Service Centres provide customers with a one-stop service, which includes offering KMB and LWB souvenirs, Octopus card add-value services and the provision of bus route information. Likewise, at our Tai Lam Customer Service Kiosk, we provide a comprehensive range of services, including cash withdrawal, free Wi-Fi service and convenience goods, offering a handy one-stop service to customers. A new convenience store was opened at Tuen Mun Road Bus-bus Interchange (Kowloon bound) to provide food and beverages for passengers, catering to their daily needs and indulgences while waiting.

## Smart Lockers

KMB has installed self-service lockers at 35 bus termini to provide customers with the convenience of picking up parcels easily at bus termini, elevating customers' riding experience to a new level. To provide additional assistance for passengers retrieving their lost items on the bus, these smart lockers at bus termini also serve as collection points for lost property retrieval.

## Membership of Associations and Advocacy

During the reporting period, we further strengthened our connection with stakeholders by joining 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.

## Serving the Community

We continually 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 as well as helping 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. These 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 2023 is as follows (by alphabetical order):

### Retired Bus Donation

- Ⓐ Yan Chai Hospital Ho Sik Nam Primary School.

### Bus Stop Pole Donation

- Ⓐ Aura Nursing Home;
- Ⓐ Azure Elderly Care;
- Ⓐ (Sydney, Australia) CASS Residential Aged Care Facility;
- Ⓐ Chau Lin Day Care Centre for the Elderly;
- Ⓐ Chow Hung Piu Day Care Centre for the Elderly;
- Ⓐ HKYWCA Lam Woo Memorial Day Care Centre for the Elderly;
- Ⓐ Helping Hand Father Sean Burke Care Home for the Elderly;
- Ⓐ Ka Shui Garden Nursing Home for the Elderly;
- Ⓐ Koo Bin Kau Lee Day Care Centre for the Elderly;
- Ⓐ Po Hing (Po Tin) Centre for the Elderly Limited;
- Ⓐ Po Leung Kuk Merry Court for the Senior;
- Ⓐ Po Leung Kuk Siu Ming Memorial Home cum Care & Attention Unit;
- Ⓐ The Hong Kong Society for the Blind Kowloon Home for the Aged Blind; and
- Ⓐ Yuen Yuen Home for the Aged.



- Ⓐ In 2023, KMB donated fourteen Caring Bus Stop Poles to local and overseas elderly homes, including Kowloon Home for the Aged Blind, to serve elderly individuals with cognitive and visual impairments



- Ⓐ The KMB engineering team retrofits retired buses to cater for the educational needs of schools, and arranges bus delivery and fixation at schools

## SUSTAINABILITY REPORT



- Ⓐ KMB collaborates with the Hong Kong Society for the Blind and The Hong Kong Polytechnic University to create a simulated bus environment for elderly individuals receiving cognitive stimulation therapy

### Collaboration with Hong Kong Society for the Blind and Polytechnic University

As part of its collaboration with The Hong Kong Society for the Blind ("HKSB") and the Department of Rehabilitation Sciences, the Hong Kong Polytechnic University ("PolyU"), KMB has donated a Caring Bus Stop Pole and provided a soundtrack with the bus stop information of Route 2F to HKSB's Kowloon Home for the Aged Blind. Technical support is also provided to assist in setting up a smart bus stop and creating a simulated environment for waiting and boarding buses. This initiative, together with the cognitive stimulation therapy developed by PolyU and HKSB, enhances the effectiveness of assessing and treating visually impaired elderly individuals with cognitive problems.

### Collaboration with Jockey Club Centre for Positive Aging and The Hong Kong University of Science and Technology

In February 2023, a Memorandum of Understanding was signed between the Jockey Club Centre for Positive Aging, Professor Gary Chan from The Hong Kong University of Science and Technology and KMB for installing 50 "Angel Boxes" at bus termini to expand the protection network for the elderly. KMB installed the first batch of Angel Boxes at five major KMB bus termini in 2022. The Angel Boxes are Bluetooth signal detectors that can identify iBeacon tags registered under the campaign and carried by seniors with dementia. When an elderly person carrying a registered iBeacon tag is out in the street, the Bluetooth signal emitted by the iBeacon tag will be detected by the Angel Boxes.

### 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 through a multi-platform and various placements. For example, the Café1933, a staff coffee shop, offers retail placements to 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 organised a career-oriented seminar for secondary school students. The seminar includes a depot tour and career talk session, allowing students to grasp various job roles and work settings whilst gaining insight into KMB's organizational structure. The activity aimed to expand the horizon of the students and inspire them to plan for future studies and career paths.



- Ⓐ When interviewed by the publication "SCOM Talk Show" of the School of Communication, The Hang Seng University of Hong Kong, KMB Managing Director, Roger Lee Chak Cheong (first from the left), shares KMB's operational philosophy and future development with young adults



- Ⓐ FRN regularly organises volunteers to participate in beach cleaning activities



▲ KMB, LWB, and FRN actively participate in The Community Chest Walk for Millions event, demonstrating their commitment to society

## 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 customers to experience our new-generation electric buses. Students with SEN and their family members, and physically handicapped passengers were invited to make a trial run on the latest electric buses;
- ▲ KMB has organised a bus drawing competition to connect with the new developed area, Anderson Road in Kwun Tong. The winning entries are painted on buses that serve Kowloon East, bringing art, culture and green transportation ideas into the community; and
- ▲ KMB has long supported the Community Chest activities. In 2023, a group of KMB staff participated in The Community Chest Sports 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 2,330 members, including passengers, KMB and LWB staff and their dependents.

During the reporting period, FRN volunteers worked with the KMB Bus Stop Management Team to tailor-make and deliver bus stop poles to elderly homes for treatment and therapy specifically designed for seniors with dementia.

FRN participated in regular home visits and made care calls to elderly people experiencing depression. The programme was organised by the Suicide Prevention Service, with which FRN has maintained a partnership since 2013. FRN also launched a civic education programme, "Safety Junior Mentor", to enhance the awareness of primary school students regarding road safety, bus safety and bus etiquette through various interactive games.

In October 2023, KMB held an appreciation ceremony to commend FRN volunteers who served 50, 100, 200, 500 and 1,000 hours.



- ▲ In support of The Community Chest Hong Kong, KMB deploys 60 buses and over a hundred staff members to provide feeder service for participants joining The Community Chest Walk for Millions

## SUSTAINABILITY REPORT

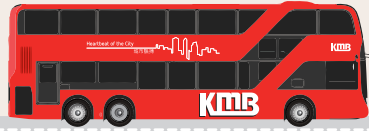
## CASE STUDY



## The Bus Captain Experience Programme helps SEN students fulfil their dreams of becoming bus captains

Equality, inclusivity and care have always been the core cultural values of KMB. It is especially important to provide equal learning opportunities for young people and help them unleash their full potential. KMB has become aware that a group of youth with special educational needs ("SEN") dreams of becoming bus captains. To encourage these young people to pursue their dreams, the KMB Academy has invited them to participate in its bus captain experience programme. Through the programme, they can understand firsthand the duties of a bus captain and prepare themselves for their future careers.

The bus captain experience programme offers a rich curriculum. In addition to theory classes provided by experienced bus captain training instructors, the programme also features a simulated demonstration, allowing participants to experience driving an electric bus in various scenarios such as navigating to a bus stop, parking at the stop and manoeuvring through narrow roads. Students can also gain hands-on experience in the pre-driving preparations of a bus captain, such as checking tyres, adjusting the driver's seat and the rearview mirrors, and inspecting safety and electronic devices. To enhance engagement, the KMB Academy even provided these students with personalised bus captain uniforms and staff cards displaying their photos, names and school names to foster a greater interest in learning.



“

Through the programme, KMB aims to promote equal learning opportunities by providing work-tasting opportunities for SEN students. The experience not only gives them an insight into the fundamental duties and responsibilities of a bus captain, but also fosters a better understanding of their own interests and strengths. This in turn contributes to their potential development and helps in making their dreams come true.

Our students thoroughly enjoy the bus captain experience programme. The visit to bus depots allows students to have firsthand experience of how KMB operates, including insights into vehicle maintenance and the opportunity to ride the bus. This is a rare and valuable experience for them.

Meanwhile, the activity also allows students to experience the role of a bus captain and understand the job responsibilities of various positions within KMB. This practical and hands-on learning experience helps students to apply theoretical knowledge to real-life situations, deepening their understanding of related occupations. The activity also helps students in character building, cultivating a sense of responsibility in them and sharpening their skills in teamwork, communication, and problem-solving. All these are crucial abilities highly valued in the workplace, which contribute to the personal growth of our students and their future career development.

We hope that more companies will follow KMB's example and promote equal learning opportunities, allowing students with special educational needs to experience different positions in the workplace and integrate into society.

**Yiu Ching Yee, Principal of CCC Kei Shun Special School**

”

