



Community Outreach

The Group's dedication to community service and charity sponsorship was recognised once again in 2011, with KMB and RoadShow being granted the "10 Consecutive Years Caring Company Logo" in the Caring Company Award, organised by the Hong Kong Council of Social Service, and KMB receiving the Award of Merit from The Community Chest of Hong Kong.



COMMUNITY SPONSORSHIP

The Group is a regular sponsor of and participant in different community programmes, including the New Territories Walk for Millions, Dress Casual Day and the Corporate Challenge Half Marathon, organised by The Community Chest of Hong Kong, in the Friends of the Earth's (HK) Earth Partner programme, and in other events and activities organised by the HKSAR Government, charities and professional and environmental groups.

The Group also sponsored industry-improvement campaigns, social awareness initiatives and a variety of sporting and cultural events in 2011. The Hong Kong Management Association Quality Award, the Hong Kong Awards for Industries, The University of Hong Kong's Distinguished Transport Lecture Series, the Hong Kong Sports Stars Awards, the Outward Bound Hong Kong Corporate Challenge, the Green Power Hike and the Volunteer Movement of the Social Welfare Department were all beneficiaries during the year.

KMB's efforts in responsible corporate citizenship were once again recognised with the Tai Po District Civic Education Outstanding Enterprise Award for 2010-2011.

RoadShow continues to support a wide range of charities by broadcasting community service messages and charity appeals on its Multi-media On-board systems installed on public buses.

FRIENDS OF KMB

FRIENDS OF KMB, KMB's volunteer club, has been promoting social service, environmental protection and civic education since its establishment in 1995. In 2011, 3,350 members volunteered more than 16,000 hours of their time to community service, volunteering at children's homes and centres for the elderly and participating in various charity and environmental protection events. Two new volunteer campaigns were rolled out in 2010-11. To promote green living, a new programme, "EP Go! Go! Goal!" was run in partnership with International Social Service - Hong Kong Branch (ISS-HK). New immigrants and low income families from ISS-HK's Sham Shui Po Integrated Family Service Centre attended briefing sessions on adopting a green lifestyle and visited organisations that promote environmental protection. In conjunction with the Anti-drug Volunteer Group of the Narcotics Division, FRIENDS OF KMB also organised a programme called "Cooking as a Career", which provided basic cookery training for drug rehabilitants with a view to helping them find a job in the food and beverage industry. Over the past 16 years, FRIENDS OF KMB has amassed more than 116,000 hours of voluntary service. The club's work was honoured once again with the award of first runner-up in the Highest Service Hour Award (Private Organisation – Best Customer Participation) organised by the Social Welfare Department. It also received the Bronze Award, Best Volunteer Team, in the Hong Kong Outstanding Corporate Citizenship

Award organised by the Hong Kong Productivity Council and the Committee on the Promotion of Civic Education.

REACHING OUT TO PASSENGERS WITH SPECIAL NEEDS

The Group provides regular support for events organised for passengers with special needs. To mark International Day of Persons with Disabilities, KMB and LWB provided free bus services for disabled people and their escorts on 13 November 2011. KMB and LWB also offered free rides to passengers aged 65 and over on Senior Citizens' Day, 20 November 2011.

The Group makes continuous investment in features that ease the travel of passengers with special needs. All new buses are equipped with a super-low floor step-free entrance, a wheelchair space, and a non-slip handrail near the entrance to help passengers with special needs. At the front of buses, large characters and numbers are displayed on the liquid crystal display ("LCD") destination panels for the convenience of passengers waiting to board. Further, the Electronic Bus Stop Announcement System, which delivers voice announcements in Cantonese, English and Putonghua, as well as displaying the name of the next bus stop, is installed on the entire KMB fleet.

KMB and LWB are members of the Working Group on Access to Public Transport by People with Disabilities along with representatives from the Transport Department, other public bus operators and organisations for the disabled.