

CSR Corporate Social Responsibility

Chun Wo extends its caring culture to the community



Constant communication and care can break the barrier between people. That's why Chun Wo Development Holdings Limited places its CSR focus on employee care and social services, spreading its corporate caring culture throughout the community.

A company's development depends on its employees; employee performance correlates with the corporate culture. Thus all employers have the responsibility not only to create a good working environment and atmosphere, but also set an example of a good corporate citizen – this is the view held by Chun Wo's Deputy Chairman, Derrick Pang.

"Your staff is your company. A cold, uncaring management creates a corporate culture of indifference, which makes its staff insensible to the needs of its clients and the community," he said.

Relieving staff stress

Chun Wo takes the first step by reaching out to its employees. By this it hopes to encourage them to reach out to the needy through voluntary work and social services.

"Construction is a people oriented industry. All our 2,000 staff and their families are members of our Chun Wo family. We want them to work happily and enjoy a healthy family life."

To reach this goal, the group organizes not only regular staff outings but also social services such as free household repair for the elderly. These activities are designed to match the interests and skills of its employees to create win-win situations: they feel good helping others;



they are most welcome to participate with their families, thereby enhancing communication; and these activities foster team spirit and a sense of belonging with the company.

Enhancing communication through service

To promote the message of building a caring and harmonious family, Derrick said that last year the group partnered with YWCA for a three year programme to sponsor the HKYWCA Tin Shui Wai (North) Family Wellness Center. The center will develop preventative family services including initiating activities for family and kids.

"I was deeply impressed with the Hug Families Charity Walk. My wife and son were also there. Through giving hugs, we expressed our care towards our family while doing charity work. More importantly, it was a wonderful opportunity to meet our staff outside work. The



feeling was so intimate when we shared our experience on how to get along with our family members."

As a member of the management team, Derrick sets an example by actively participating in the group's activities, enhancing communication with staff, and achieving the group's goal of "trust and commitment".

"Internally the group adopts an open management culture in which staff can speak their mind. Our frontline employees at construction sites, however, may not be able to frequently participate in company activities or reflect their opinions due to long working hours and far distance away from the headquarters. We are thinking of ways to strengthen communication with them, such as asking administrative staff and management to make more trips to the sites to understand their working situations and needs."

YWCA's Director of Corporate Development Charles Chan Chi Kong welcomes business participation and support as it helps promote community service. He is especially pleased to establish long-term partnership with Chun Wo,



whose beliefs coincide with that of YWCA, which is expected to unleash synergy.

"At the heart of Chun Wo's philosophy is the family, which forms the building blocks of Hong Kong. This matches exactly with YWCA's core belief of the family as the foundation. As a result, the social services which we organize are based on family units. Apart from helping families, we are also spreading the message of building a harmonious society and care," Charles concluded.



Community care

- Chun Wo established a voluntary service team in 2005. Major activities include participating in the annual Caritas Bazaar and, through the Tung Wah Group of Hospitals Elderly Services Programme, visiting and providing household repair services to the elderly in northern Tai Po area.
- Funding Youth Outreach's crisis management services and rebuilding confidence for youths in need.
- Established the Chun Wo Charitable Fund in 2005 to sponsor training programmes offered by the Society for Community Organization to help the jobless seek employment.
- Offers scholarships to nurture outstanding young professionals and assist students from low income families.

Employee care

- Established Chun Fun Club last year to organize staff recreational activities, relieve work related stress and maintain work-life balance.
- Implemented the five and a half day work week for construction professionals.

Environment care

- Implemented a series of procedures to reduce the effects on the environment, such as using quieter methods to demolish buildings.
- Established Chun Wo Environmental Engineering (Hong Kong) Ltd in 2002 to expand the energy efficient and eco-friendly industry. It has been partnering with the Architectural Services Department to set up eco-friendly toilets in remote areas which transform sewage into colorless and odorless water using biotechnology.