

---

# Chief Executive's Statement

---

Hong Kong faces very significant challenges in achieving a balance between the material aspirations of its citizens and the long-term capacity of the environment to sustain them. Hongkong Land's unique portfolio of commercial buildings is closely identified with the identity and reputation of Hong Kong's Central Business District, and forms an integral part of its infrastructure. That gives us a particular responsibility – and an opportunity – to be an exemplary corporate citizen.

High-rise commercial buildings are themselves self-contained environments formed by an interdependent array of increasingly sophisticated and efficient man-made systems and facilities. Factors such as upgrading a system, maintenance procedures and closer control of operating parameters can have major implications for the energy they consume and the level of service they provide.

This is why it is important for an organisation such as Hongkong Land to establish a clear, long-term policy on sustainability, and to work systematically and unrelentingly to achieving measurable targets within it. Reaping the benefits of new technologies and more efficient practices does not happen overnight. Nor does adapting our behaviour, yet both processes are essential.

Sustainability is a cornerstone of Hongkong Land's business vision, mission and strategy, and it is assimilated into the daily working lives of every employee. We bring to it the same values and principles that have accompanied Hongkong Land for more than 120 years of development at the heart of Hong Kong. We will strive to provide the best possible performance in all areas of our business; we will strive to be leaders in the construction and management of premium-grade properties; and we will strive constantly to improve.

**Y.K. Pang**

## Key Issues in this Report

These symbols offer an easy visual guide to the key areas covered in this report. Use them to see at a glance what strategies, products and processes we are using to address them.

### Environment

This symbol designates projects and initiatives where the solution, materials or methods adopted are instrumental in reducing the carbon footprint of Hongkong Land buildings, or which contribute in other ways to achieving a balanced and sustainable ecosystem.



### Health and Safety

We take an uncompromising approach to the health and safety of everyone visiting or working in our buildings or on our construction sites, and believe that we have a further responsibility, too, to the wellbeing of our staff, tenants and neighbours in the community.



### The Community

As our properties form part of the community infrastructure of Hong Kong's Central Business District, our company values and behaviour as a corporate citizen must be consistent with the highest standards expected by society. We are committed to being a dependable and proactive contributor to a dynamic and sustainable community.



## Sustainability Policy



Hongkong Land is committed to sustainability for the properties we develop and manage to minimise our impact upon the environment as far as is practicable. In doing so, we create long-term value and minimise risk to our business.

- We believe that sustainability is a necessary and attainable goal to strive for through improved products and processes, diligence and innovation.
- We regard full compliance with statutory requirements as a minimum standard and we seek and apply best practices wherever possible.
- We are committed to improving our environmental standards, including those affecting health and safety by modifying, upgrading, or replacing our buildings' facilities and systems.
- We set long-term targets for improvement and measure our performance against these goals.





## Making Less Do More

There are only two ways to reduce the carbon footprint of an existing building: invest in newly developed materials and technologies that offer previously unattainable performance levels; or enhance the efficiency of existing systems through improved processes and procedures.



Hongkong Land operates a comprehensive ongoing programme of upgrades, retrofits and modernisations across its entire portfolio of properties. Any project implemented under this programme must meet two simple criteria: it must improve the quality of service we offer to our tenants; and it must be consistent with Hongkong Land's sustainability policy.

Hongkong Land also invests in 'green' products and solutions, provided these can reduce carbon footprint without in any way compromising service to customers.

Day-to-day processes and procedures, too, are under constant review to identify and eliminate unnecessary consumption of water, energy and materials. And working closely with our tenants has led to further efficiencies through, for example, improved sorting and recycling of office waste.



## Sustainability highlights from 2011/12 include:

### Vertical Transportation:

- All-new, latest-technology escalators with energy-saving features fitted at Prince's Building
- Lift performance and energy efficiency improved 30-50% in Prince's Building, Gloucester Tower and Edinburgh Tower through extensive modernisations

### Air-conditioning Systems:

- Replacement of the Chater House air-cooled chillers with high-efficiency water-cooled chiller plant led to 45% energy savings
- Electromagnets fitted to water pipes improve system efficiency and prolong pipe life-cycle by extracting natural mineral particles from circulating water and preventing build-up of mineral deposits
- New control system in Alexandra House offers better and more localised regulation of air flow and temperature

### Lighting Systems:

- Ongoing programme of upgrades to LED, electronic ballasts and other energy-efficient lighting technology solutions across the portfolio
- Implementation of intelligent lighting control to enable elimination of non-essential lights during out-of-office/closed-business hours

# 30 - 50%

Lift performance and energy efficiency improvement

Reduction of

# 2.65 million kg

carbon emission in the first 10 months of operation of Chater House's new chiller plant

# 4,156

Light fittings upgraded



## Upgrading Building Transport Systems

### Performance Up, Energy Down

In high-rise, heavy-traffic buildings, the lifts are of critical importance. Yet from the perspective of both the building's managers and its tenants, the best kind of lift is one that attracts no attention. When lifts work well, we take them for granted. When tenants and passengers have to wait to either reach or leave their workplace, everyone notices. And the power consumption of a high-speed, high-rise lift is not negligible.

Improvements, in both performance and energy consumption, can be achieved in only two ways: modernisation to a new generation of any component or subsystem that performs its predecessor's function identically, but more efficiently; or an operating innovation that achieves the same result in a different and more effective way. Hongkong Land has been able to combine these two principles in a major lift upgrade programme in Hong Kong that has led to substantial improvements in passenger service and energy consumption alike.

## DID YOU KNOW?

The most effective energy saver in vertical transport was invented thousands of years ago and is still used universally today: the counterweight.

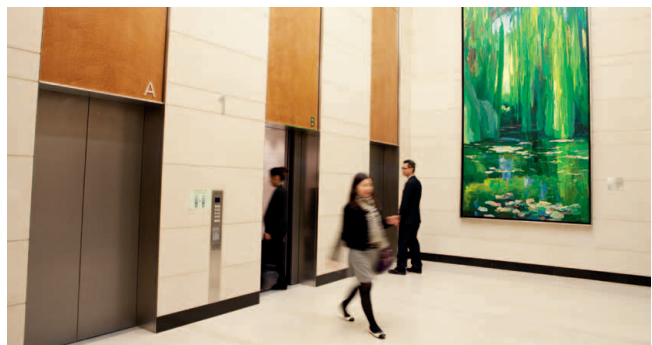
To minimise the amount of energy needed to hoist the lift, the counterweight is typically heavier than the lift car itself – by half the car's rated load. So if you're in a near-empty high-speed lift on your way up to your office, the drive system isn't hoisting the lift – it's braking it!

### New Lifts in Jardine House, Prince's Building, Edinburgh Tower and Gloucester Tower

Starting in 2008, Hongkong Land initiated a systematic, wide-scale programme to modernise the lifts in Jardine House, Prince's Building, Edinburgh Tower and Gloucester Tower. A total of 69 lifts are included in the programme, which is due for completion in Q4 2012.

Every lift zone serving the office floors in these buildings will be upgraded to a new and far more efficient control system to manage passenger calls, and all lifts will be fitted with the latest variable frequency power management drive systems and new direct-drive gearless hoisting motors.

The new control system improves lift performance by grouping passengers together according to their selected destination floors, which are entered into keypads in the lift lobbies before the passengers enter the lifts. This allows individual lifts to make their 'round trips' up and down the building much faster, which significantly reduces both the number of energy-intensive stops and starts at each floor and consequently the time needed to reach each destination. Efficiency improvements to date have been measured at up to 50% in reduced time spent per lift journey, and up to 30% reduced energy consumption.



## The Centralised Monitoring Centre

### Early Information – Effective Intervention

The ability to monitor and control systems and amenities in real-time makes a vital contribution to optimising performance and minimising downtime. However, the many upgrades carried out at different times to the various properties in Hongkong Land's Central Business District portfolio led inevitably to incompatibilities between the many types and generations of control and monitoring protocols used in their systems and facilities. Therefore each building had to be monitored independently.

Hongkong Land's newly completed Centralised Monitoring Centre (CMC) in Exchange Square now enables all of these building management control and safety systems – including all fire alarms, CCTV monitors, lifts and escalators, air-conditioning plants, etc. – to be monitored and coordinated simultaneously under a single protocol and in a central location.

The CMC not only enhances safety through 24-hour, real-time management of all alarms. By aggregating multiple system data on building operation parameters, the CMC provides building managers with comprehensive information on facility conditions.

Benefits of this improved 'intelligence' include, for example, early identification of under-performing or defective components before they fail and provoke a system outage, better preventive maintenance planning, and prolonged useful lifetime of resources.

A further role of the CMC is to monitor energy usage and ascertain whether building systems (e.g. air-conditioning, lifts and escalators, lighting, etc.) are performing within their design specifications.

Armed with readily available, accurate data on energy consumption, targeted components or subsystems in building facilities can be analysed, leading to much earlier remedial action and further reductions in the overall energy footprint.



# 24/7

Real-time management of all alarms and systems

## Effective Measurement Leads to Effective Measures

### Building Energy Efficiency Ordinance

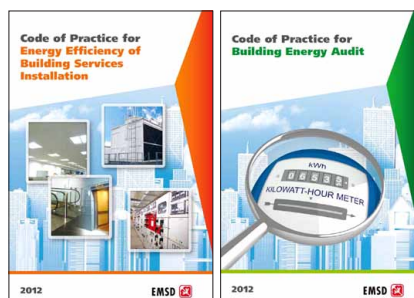
Hong Kong's Building Energy Code (BEC) and Energy Audit Code (EAC), which impose standardised energy monitoring of all main infrastructure services in commercial buildings, enter into force in September 2012.

Hongkong Land, a pioneer of independent energy audits in Hong Kong with its own rigorous energy management systems already in force for a number of years, welcomes the new codes. All Hongkong Land buildings use intelligent metering to monitor daily energy consumption of all electrical installations, which can instantly flag up any variance from norms. Hongkong Land has also championed the use of independent third-party consultants to perform energy audits on all its managed properties – another practice now made mandatory in the new Energy Audit Code.

### Carbon Audits

Hongkong Land is committed to reducing emissions of greenhouse gases (GHG) from its managed buildings, and has set an internal objective of a 20% reduction on all buildings from their 2008 levels, when carbon audits on the entire portfolio were completed, to 2020. The audits follow a comprehensive and detailed methodology, and measure GHG emissions for all relevant building systems.

In addition to the carbon audits, Hongkong Land is a signatory to the Carbon Reduction Charter, and actively supports the Hong Kong government in its drive to reduce GHG emissions from buildings.



## Renovating, Re-using and Recycling

### New Washroom Technologies in Exchange Square and Jardine House

Sustainability was a key factor when assessing the renovation programme to upgrade the toilet facilities throughout Exchange Square and Jardine House, which began work in early 2011.

Latest water-saving technology has been specified for all water closets and urinals, using a combination of automatic flushing valves and infra-red sensors to ensure optimum comfort for users while avoiding unnecessary use of flushing water. All new taps and soap dispensers fitted on the wash basin counters are also sensor controlled.

Energy-saving LED lighting is specified as standard, and motion sensor lighting control is also being trialled, initially in Exchange Square.

Sustainability has been an influential factor, too, in the new design concept for the toilets: where possible, durable stone finishes have been restored and reused, thereby avoiding both extra construction waste and consumption of more non-sustainable natural resources.

The programme, which will complete in Jardine House during 2014, ensures that these essential facilities are of the very latest design and fitted with the very latest technology, as befits a premium-grade commercial building.



### Green Purchasing

“Green” purchasing is the principle and practice of prioritising environmentally beneficial products in procurement decisions. Hongkong Land’s Green Procurement strategy is factored into all purchasing considerations and has already influenced such decisions as:

- Re-use in aesthetic refurbishments where appropriate of high-value natural materials such as marble, granite, hardwoods, etc., through re-polishing and re-finishing
- Switch to FSC (Forest Stewardship Council) pre-printed paper as Hongkong Land’s default corporate stationery. The tree species used to produce the wood pulp for the FSC paper is fast-growing and the forests from which the wood is sourced are sustainable (reference: [www.fsc.org](http://www.fsc.org))
- Imposition of strict environmental criteria for all cleansing liquids used both by our own staff and by all Hongkong Land-appointed or -approved cleaning contractors. Restrictions include the exclusive use of no-harm chemicals (to humans and to the environment) in cleaning products and an embargo on all rubbish bags and plastic sheets that are not degradable

In addition, Hongkong Land’s Property Management department implemented an ‘E-procurement’ platform to handle daily purchases, inventory and tenants’ service requests for day-to-day business operations. This electronic platform has reduced the use of paper for print-out records while also increasing efficiency through shortened approval lead times.

### Waste Management

Waste is a major challenge for Hong Kong, which generates (according to the OECD) more waste per capita than any other country in the world. With current landfill sites due to be exhausted well before 2020 and growing concern over future waste disposal, every effort to reduce waste through recycling, and to encourage others to do the same, is valuable. Hongkong Land operates a number of recycling initiatives to boost recovery rates of used resources – from tenants as well as from our own staff – in all our properties. These include:

	tonnes		tonnes
Waste Paper	1,371	Plastic Bottles	3.23
Aluminium Cans	2.36	Fluorescent Tubes	2.63

#### Service provider partnership recycling

Hongkong Land also works closely with service providers, including Jardine Engineering Corporation and Jardine Schindler, to recycle spent equipment parts, mineral oil, rubber handrails, etc. in all maintenance, repair and improvement works.

We also warmly commend the many restaurants and professional kitchens in our properties which donate their used cooking oil to be re-processed into biofuels.



## Sea Water

### It's Efficient, It's Sustainable, and It's Cool

Hongkong Land has always led by example in promoting sustainable development in Hong Kong. Since 1964, Hongkong Land has pioneered the use of sea water – the most environment-friendly and readily available resource we have – to chill the conditioned air circulated through our premium commercial spaces.

The main advantages of water-cooled air-conditioning over conventional air-cooled systems are:

- 20-30% reduction in energy consumption;
- Longer equipment life and life-cycle cost; the carbon footprint is much lower than that for air chillers;
- Reduced noise, reduced air pollution, reduced impact on global warming, and the urban heat island effect.

Hongkong Land manages four pumping houses and an underground pipe network to distribute sea water to its buildings, and has continuously upgraded the system to take advantage of new technology developments, such as the use of new concrete-lined pipes, which double the active service life compared with earlier pipe types.

Most recently, the network was integrated by enabling a cross-feed of sea water supply from the different pump houses. This not only provides immediate backup in the

event of a failure at one of the pump houses, but also allows for more thorough and detailed planned maintenance on individual pipe sections, which again contributes to a more efficient and long-lasting system.

CCTV surveys and pipe cleaning are carried out regularly to ensure the network operates consistently under optimum conditions. In addition, pipe lining improvement works have been conducted to prevent long-term corrosion and potential pipe failure – measures which also help reduce pump energy consumption.

All the sea water used in Hongkong Land's cooling systems is returned or used as flushing water for the building's sanitary systems.



## Sustainability in Action – Chater House Chiller Plant Update



In the first of these Sustainability Reports published in 2011, we featured a major project in which a key technology breakthrough enabled Hongkong Land to replace the original air-cooled chilling plant in Chater House, with high-efficiency water-cooled chillers.

This year, we are able to report on the impact of the new chillers on Chater House's energy consumption.

The three new water-cooled chillers entered full operation in Chater House in June 2011.

Over the first ten months of operation, energy consumption for the chiller plant decreased 45% compared with the old system in the equivalent period from the previous year.

In terms of carbon footprint, that equates to savings of 3.35 million KWh, or a reduction of 2.65 million kg of carbon dioxide emission.



# 45%

Reduction of energy consumption

## Indoor Air Quality

Hongkong Land properties are self-contained, controlled environments. Every molecule of air breathed is centrally chilled, filtered and distributed around the buildings by Hongkong Land. It is our responsibility, too, to ensure that it arrives at the right temperature, in the right volume and at impeccable quality.

Rigorous maintenance programmes, source control and air cleaning form the basis of Hongkong Land's air quality assurance. All primary air handling units (PAU) and air handling units (AHU) are installed with differential pressure switches, which monitor the condition of air filters and immediately activate an alarm signal on the monitoring panel when the filter is clogged. This ensures that air filters are replaced at appropriate intervals and means that indoor air quality is maintained at all times. In addition, we appoint professional service providers to carry out air duct cleaning using specialist tools and equipment. Air duct cleaning is conducted both according to a planned schedule, and also whenever renovation works are carried out on tenants' premises, which can lead to excessive airborne particles circulating inside the air duct.

This detailed, proactive approach has proven its value through independent verification: Hongkong Land buildings have achieved the highest rating and certification possible under the Hong Kong Government's Indoor Air Quality Certification Scheme.



## Water Management

Water, an increasingly precious commodity, is vital to all users of our buildings, and essential to the building's operation. Managing and monitoring the water supply is key to ensuring that the water used by our buildings' tenants and visitors is of constant high quality.

Apart from maintaining optimum water quality, the Hongkong Land filtering system was designed to prevent cumulative build-up of deposits in the pipes. This both improves performance of the system and effectively doubles the active lifetime of the individual pipes.

The sea water used in the air-conditioning chillers in all our buildings is re-used in the building's flushing systems as a further resource-saving measure.

In addition, our stringent programme of testing and preventive maintenance, periodic cleaning of water storage facilities, overhaul of pumping systems and replacement of any worn parts, has consistently met reassuringly high standards.

Since 2006, Hongkong Land has been a member of the Water Supply Department's Quality Water Recognition Scheme for Buildings, which audits and monitors quality maintenance of water supply systems. Hongkong Land's entire Central Business District property portfolio is certified under this scheme.







# Above Your Head, *We're Making Oxygen*

The carbon footprint of any building or urban zone reflects the imbalance between the oxygen consumed and/or generated in the area and the amount of carbon emitted, primarily through recourse to burning fossil fuels (it is estimated that 50% of all fossil fuels are consumed by buildings, spread almost equally across lighting, heating and cooling systems).

One way in which building managers can make a contribution towards redressing this imbalance is by using roofs or other unused surface areas to cultivate oxygen-generating plants.

Hongkong Land has already implemented successful pilot "Green Roof" projects at Exchange Square and Landmark Atrium. Building on that experience, the Green Roof initiative has now been expanded to other open areas in the company's portfolio.

One particularly exciting development is the installation of Green Roofs to the most part of the unique network of covered pedestrian bridges interlinking all the Hongkong Land buildings in the Central Business District.

The limitations of the bridge roofs' load-bearing capacities mean that no more than  $\frac{1}{2}$ " (1.75cm) of soil can be laid, with the total load per  $m^2$  not exceeding 42.175 kg. Such constraints had previously proved barriers to implementing Green Roofs.

This challenge has now been overcome by careful selection of plant species, specification of soil composition, use of water absorbent materials and the installation of an irrigation system.

Green Roofs have the potential to provide a wide range of benefits in urban areas. To the obvious life-quality factor of looking out from your office onto a patch of flowering vegetation can be added: the cooling effect of the irrigated growing compound and vegetation on the area below the roof; enhanced flood-prevention through better control of rainwater run-offs; cleaner air through airborne particles being trapped in the vegetation foliage; and of course the generation of renewable oxygen to give back to the atmosphere.

Achieving the right balance of organic and inorganic materials to create a sustainable Green Roof is highly complex. Only seven plant species have been selected for use on the Central footbridges, with recommendations for use of individual species varying from bridge to bridge according to the degree of sunlight or shade, exposure to winds, etc.

So far, results from the new Green Roofs have been highly encouraging. The vegetation is flourishing despite the tightly restricted growing environment and the plantations have already had to withstand both a force 10 typhoon and severe rainfalls – which they survived with no adverse effects.

Green Roofs on their own cannot offset the carbon emissions of daily traffic and a densely populated business district – but their presence is both a refreshing enhancement to the bustling cityscape and a constant reminder of the need for, and benefits of 'green' solutions to urban challenges.

The Green Roof project now extends to the Connaught Road and Landmark/Alexandra House bridges, as well as to the 4/f flat-roof of Prince's Building and the podium roof of Alexandra House.





## Health and Safety

Hongkong Land's comprehensive Safety Policy and Procedures cover leadership and management participation, audits and inspections, health and safety training, risk assessment, accident investigation, and emergency preparedness. Risks are identified using established risk management methodologies, and procedures implemented to manage all risk within tolerable limits.

### Working Safely

In addition to its formal and regulatory commitments to the occupational safety of staff at work, Hongkong Land proactively promotes safety-conscious behaviour with all approved and appointed contractors, and imposes adherence to Hongkong Land safety and fire safety procedures at all times onsite.

### Safety and Security

Tenant and visitor safety is another key area of safety policy, ranging from full First Aid training for all customer-facing employees to the provision of latest-technology emergency health devices including cardio-resuscitators. Tenant staff are also offered safety training alongside Hongkong Land employees.

Finally, tenant and visitor security is further assured by 24/7 monitoring both by CCTV cameras and by third-party security agencies comprising specialist ex-military personnel, who patrol our properties especially during out-of-office hours and liaise directly with both Hongkong Land's building managers and Hong Kong's security forces.

### Training and Audits

Focused training programmes and audits underpin Hongkong Land's policy of promoting preventive actions and attitudes. The audits, carried out by qualified internal resources or independent third parties, target both fire and health and safety issues arising from daily operations. Training activities cover all frontline employees, and are extended to tenant representatives to ensure harmonisation of procedures and optimum response and/or evacuation times in the event of emergencies.

### Enhancing Safety Through Communication

Safety consciousness is communicated actively throughout Hongkong Land's organisation, with all staff encouraged to participate in an ongoing open exchange on all safety-related issues.

Hongkong Land's Health and Safety Committee, made up of both management and supervisors, was established in the mid-1990's to promote a strong safety culture in the company and facilitate proposals for additional preventive measures.



This committee also makes proposals for continuous improvement and disseminates safety-related advice through their bi-monthly meetings.

To continue promoting and sharing best safety practices, safety information is distributed on the Company's Intranet newsletter and staff are encouraged to exchange best practices and ideas. Safety guidelines and instructions are also distributed regularly.

### Fire Safety Improvement Work

All Hongkong Land buildings are designed, constructed and maintained so that, should a fire occur, there is an optimum chance of containing and controlling it. Hongkong Land continuously enhances and improves the fire safety provisions in its buildings, and complies at all times with all current fire safety standards (according to the Code of Practice and Regulations issued by the Hong Kong Buildings Department and Fire Services Department). The company makes every effort to ensure that all tenants, visitors and customers who work, shop or spend time in a Hongkong Land building do so at all times in a safe environment.

Over the past ten years, Hongkong Land has installed the following fire safety upgrades and enhanced provisions in Prince's Building, Jardine House and Alexandra House, with work on The Landmark and Exchange Square due to complete by 2014:

- Automatic Sprinkler System
- Fire Hydrant/Hose-reel System
- Emergency Lighting
- Automatic Fire Alarm System
- Fire Resistant Doors
- Fire Pumps
- Fire Damper
- Smoke Vent

Hongkong Land works closely with Hong Kong's public Fire Services to assure seamless collaboration in times of need, and invites Hong Kong Fire Services officers to deliver training to both Hongkong Land employees and tenant representatives.

While confident in its readiness to respond to a fire emergency in any of its properties, Hongkong Land remains strongly committed to the principle that 'Prevention is better than cure', and maintains a stringent ongoing programme of controls of the condition and cleanliness of all potential fire-risk areas and facilities, and incorporates an attitude of constant vigilance into its training and communication programmes.



## 0 incidents

resulting in critical injuries or fatalities in Hongkong Land's 12 Hong Kong Central Business District properties. (2011)





## Care, Concern and Consideration

We are proud that our buildings have become integral to the life, identity and community of Hong Kong's Central Business District. In many ways Central and Hongkong Land are inseparable: it is a relationship that has been – in every sense of the word – cemented over more than a century of development. The values that have always been at the core of our company – pride in service to others, attention to detail and fairness in all our dealings – apply equally to our duty of care to the community as a good 'corporate citizen'. As such, our behaviour in and towards the world outside our day-to-day business of developing and managing properties must be as dependable, consistent and excellent as the long-standing reputation of our properties in Central.

**2.65million**  
record-breaking funds raised for MINDSET

### Community Service

Although Hong Kong's Central Business District is not a residential area, Hongkong Land's ties with the district across more than a century of continuous development, and the unique identity of the many thousands of professionals who work there, including our own staff, nonetheless constitute a distinct community.

Through numerous events and initiatives every year, and through our ongoing support of the MINDSET charity, Hongkong Land works actively to promote awareness of sustainability issues in the community, and to raise funds for causes which support the disadvantaged or less fortunate members of society.

### Charity Begins At Home

Hongkong Land prides itself on the very high level of customer service we offer to our customers, and on the quality of our staff, whose readiness to go the extra mile when help is needed is a proudly worn badge of honour and a byword among the community of Central.





So it is only reasonable that as an employer we should treat our staff with the same respect that they offer to others, and encourage them to develop their own, sustainable identity as a team of dedicated, socially responsible professionals.

### A Better Work-Life Balance

Because balancing quality of life with quality of work helps sustain both healthy individuals and a healthy social atmosphere, Hongkong Land offers staff a range of activities and programmes designed to support work-life balance, including: Bowling, Snooker, Golf, Football, Basket Ball, Tennis, Yoga, and Outward Bound.

### Improving Employee Health

A healthy, minimum-stress lifestyle makes a vital contribution to quality of life, yet Hong Kong's typically stressful pace of life can expose people to a higher level of health hazards. To help counter health risks, Hongkong Land offers staff support in preventing, identifying and resolving difficulties arising from personal, family or work-related issues. The company also provides a medical scheme that covers both outpatient and hospital benefits for its employees, and will continue to promote wellness programmes aimed at improving the health and well-being of our employees through 2013 and for the foreseeable future.

## Walk Up Jardine House

Walk Up Jardine House is one of the best known fund raising events supported by Hongkong Land and organised by MINDSET, a registered charity working to help sufferers from mental illness re-integrate into society. The Walk Up Jardine House 2012 set new records by raising HK\$3.473 million to fund the promotion of mental health in the community with the aim of reducing the stigma associated with people suffering from mental illness. Hundreds of Jardines' staff, business associates, families, Health in Mind school students and friends walked or ran up the 49 floors of Jardine House on 18<sup>th</sup> March, 2012.



## CENTRAL Rat Race



The signature charity event organised by Hongkong Land draws the participation of executives from many of Hong Kong's leading companies in overcoming the obstacles of a challenging course to race around the Central Business District to raise awareness about mental health and MINDSET.

The 7<sup>th</sup> Annual Central Rat Race was successfully held on 14<sup>th</sup> October, 2012. The event raised a record-breaking HK\$2.65 million for MINDSET.



## Customer Service

At the heart of all Hongkong Land's actions – both as a business and as a corporate citizen – is the concept of service to others. We take pride in the excellence of our concierge staff throughout Central, many of whom are members of the world-famous Golden Keys Association, and rewarded every year for their efforts by the many letters of thanks from grateful customers for going out of their way to help – even when the service provided has no 'business value' for Hongkong Land.

We strive constantly to improve our service to others, too, installing new digital directories and information screens around our properties in Central, training and re-training all our staff in customer orientation, and above all listening to our customers, and to the many visitors who use our buildings.

We set very high standards for service. The most important principle by far is that we must always aim to improve, in our dealings with customers, and in our role in the community.



## Earth Hour



Hongkong Land sponsors Earth Hour, the world's biggest collective environmental action, which is supported by individuals, communities, businesses and governments worldwide. Participation is simple – everyone turns off their non-essential lights at the appointed time for one hour. This action sends a powerful message: that humanity wants a sustainable future.

Apart from Hongkong Land's own participation in this year's event, we also appreciate the commitment of many of our office and retail tenants who also turned off their lights to show their support and concern for the Earth.







# Building Connectivity

In 1965, Hongkong Land built an aerial footbridge between Prince's Building and Mandarin Oriental Hotel to make life easier for pedestrians trying to cross busy Chater Road.

Today, over 400,000 people daily use the comprehensive network of covered aerial footbridges that make it possible to move between all 12 of Hongkong Land's Grade-A commercial properties in Central without having to cross a road, descend to roadside traffic level or risk exposure to rain, sun or wind from Hong Kong's notoriously unpredictable weather.

**400,000**  
people  
daily use of network

In addition, the footbridges have proved so popular that the total network branching out from Central now comprises over 40 bridges spanning some 7km of covered, convenient access across Hong Kong's most prestigious district, including 2km of sea-front walkway.

As the largest commercial property owner in Hong Kong's Central Business District, and by far the longest-established, Hongkong Land has always played a leading role in developing the district, working closely with the government to create useful public amenities, as well as distinctive buildings. Convenience, comfort and efficiency are the goals, while the benchmark for success is the eradication of waste - saving not only materials and natural resources, but people's time as they travel through and around Central.

All Hongkong Land's buildings in Hong Kong Central are located either above or adjacent to MTR (Mass Transit Railway) stations and major public transports. The convenience in time saved for travellers also helps minimise the carbon footprint associated with transiting to and from the premises.

The famous aerial footbridge network pioneered by Hongkong Land - much copied, and now a significant factor in official bodies' grading systems for Green Buildings - separates pedestrians from traffic, enhancing pedestrian safety and reducing exposure to vehicle exhaust emissions.

Used by hundreds of thousands of people daily, the network contributes to substantial reductions in both energy consumption and traffic congestion-fully in keeping with the principle of supporting a low carbon economy and "green living" for Hong Kong.



