

Environmental, Social and Governance Report

環境、社會及管治報告

As a major media organisation in Hong Kong, the Group attaches great importance to corporate social responsibility, complies with relevant laws and regulations, and is committed to ensuring that it conducts its business in a manner that takes into account the impact on our people, the communities we serve and the environment around us. Through implementing practical policies and responsible business practices, we establish ourselves as a responsible and reliable corporate citizen for sustainable business growth and development while safeguarding stakeholders' interests and creating long-term value for our shareholders.

SCOPE OF THE REPORT

This report focuses on the Group's core activities in Hong Kong, namely newspaper and magazine publishing and related digital media operations (which represents the majority of the Group revenue and cash flow) and covers information on how we address the most significant environmental and social impact arising from our business operations here. The reporting framework adopted is in accordance with the disclosure requirements set forth in the Environmental, Social and Governance Reporting Guide (the "ESG Guide") contained in Appendix 27 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. The reporting period is from 1 January 2016 to 31 December 2016. In compliance with the ESG Guide, the Board has overall responsibility for the Group's Environmental, Social and Governance strategy and reporting, including evaluating and determining the Group's Environmental, Social and Governance-related risks and ensuring that appropriate and effective Environmental, Social and Governance risk management and internal control systems are in place.

作為香港主要媒體機構，本集團十分重視企業社會責任，遵守相關法律及法規，並致力確保其經營業務時顧及對人員、社會及環境所造成的影響。通過實際可行的政策及負責任的商業守則，我們履行作為可靠盡責企業公民的社會責任，在爭取可持續的業務增長及發展的同時，亦保障持份者利益及為股東締造長遠價值。

報告範圍

本報告集中於本集團在香港的核心業務，包括報章及雜誌出版與及相關的電子媒體業務（該等業務代表本集團主要收入及現金流量），報告內容涵蓋業務營運上所產生對環境及社會重要影響的資料。本報告根據香港聯合交易所有限公司證券上市規則附錄二十七所載之《環境、社會及管治報告指引》（「ESG指引」）之匯報框架編制。報告期為二零一六年一月一日至二零一六年十二月三十一日。為遵守ESG指引，董事會對本集團的環境、社會及管治策略和匯報整體負責，包括評估及釐定本集團於環境、社會及管治相關的風險，以及確保設有適當且有效的環境、社會及管治風險管理和內部監控系統。

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ENGAGEMENT WITH STAKEHOLDERS

In preparing this report, we identify Environmental, Social and Governance subject areas and aspects that are of particular importance and relevance by engaging with stakeholders who have an interest in or are affected by our operations. We define our key stakeholders as our staff, customers, shareholders, investors, and business partners. Our engagement activities include focus groups, questionnaires and surveys conducted with employees, readers and shareholders, to collect views from both internal and external stakeholders so as to better understand their expectations and identify opportunities and challenges in our operations. The results of the stakeholder engagement are taken into consideration when we assess and prioritise our issues. Workplace-related issues including health and safety, working conditions, etc. were ranked as the most important by our stakeholders; on the other hand, environment-related issues were ranked as relatively less relevant to the Group's business operations.

A. ENVIRONMENTAL

A1. Emissions

Consistent with our approach to long-term sustainable business development, the Group takes active steps to adopt good environmental practices and comply with relevant laws and regulations regarding environmental protection. Our businesses continually seek ways to improve energy efficiency, prevent pollution and reduce, reuse and recycle wastes. It is the Group's policy to ensure that our business activities are carried out in a manner that causes minimum adverse impact on the environment, to strive to continually improve our environmental performance and to enhance environmental protection awareness among our staff especially those involved in our printing processes.

The Group's production operations do not result in significant air and greenhouse gas emissions, discharges into water and land or generation of hazardous and non-hazardous waste. The Group is committed to reducing these emissions, discharges or waste insofar as they exist. The Group's operations, including its newspaper printing plants, comply with all applicable environmental and related legislations.

持份者參與

於編制本報告時，我們通過與受我們業務營運影響或帶有利益的持份者的溝通而辨識對本集團至為重要及切合的範疇和層面。我們的主要持份者包括員工、客戶、股東、投資者及業務夥伴。持份者的參與形式包括我們與僱員、讀者及股東進行小組討論及問卷調查以收集內外持份者的意見，從而了解他們的期望及識別我們營運中的機遇與挑戰。持份者參與的意見有助我們評定相關的議題及其優次。我們的持份者將工作環境相關的議題包括健康與安全及工作條件等評為最重要；另一方面，環境相關的議題則被視為與本集團的業務營運有較少關連。

A. 環境

A1. 排放物

為貫徹我們長遠可持續發展業務的方針，本集團積極實行良好的環境措施及遵守環境保護的相關法律及法規。我們的業務不斷尋求方法提升能源效益、避免污染和減少、重用及回收廢棄物。我們的政策旨在確保將我們的商業行為對環境產生的不利影響減至最低，努力持續改善我們在環保方面的表現，並增強員工（尤其是從事印刷工序的員工）的環保意識。

本集團的生產運作不會導致大量廢氣及溫室氣體排放、向水及土地的排污或有害及無害廢棄物的產生。本集團致力減少如有出現的排放、排污或廢棄物。本集團的運作（包括報章印刷廠房）遵守所有適用的環境及相關法規。

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The Group's printing plants adopt appropriate environmentally-friendly measures and assign appropriate responsible staff in charge of energy saving matters. Electricity consumption at our printing plants accounts for the majority of indirect greenhouse gas emissions in our operations and we have implemented initiatives to increase energy efficiency so as to control or reduce emissions. Chemical wastes are generated during the Group's printing processes and our printing plants are registered as chemical waste producers with the Environmental Protection Department. All the chemical wastes are collected by licensed chemical waste collectors in compliance with the Waste Disposal (Chemical Waste) (General) Regulation (Cap. 354C of the Laws of Hong Kong).

A2. Use of Resources

The Group is committed to use resources efficiently and minimise waste generation in our operations. We strive to strengthen our environmental protection efforts to conserve resources and manage wastes when conducting our business activities. In managing its use of resources, it is the Group's policy to:

- Meet or exceed all applicable environmental standards;
- Choose suppliers and sub-contractors that follow appropriate environmentally-friendly practices;
- Promote environmental awareness among staff, business partners and the public.

Paper and ink are the major raw materials used in the printing of the Group's publications. Caring for the environment and optimising production cost are the two main considerations in the selection and use of these materials. Our aim is to use environmentally-friendly products as much as possible, and at the same time minimise consumption and wastage.

本集團的印刷廠房採用適當的環境友善措施，並由專責員工負責節能事宜。在我們的運作上，印刷廠房的電力使用是間接溫室氣體排放的最大來源，而我們通過實施提升能源效益的舉措，以控制或減少排放物。本集團的印刷過程中會產生化學廢物，我們的印刷廠房已向環境保護署註冊為化學廢物產生者。所有化學廢物遵從《廢物處置（化學廢物）（一般）規例》（香港法例第354C章）由持牌化學廢物回收公司統一收集。

A2. 資源使用

本集團致力於有效善用資源，並力求將營運中產生的廢棄物減至最低。我們努力加強環保工作，在開展業務活動時保護資源及管理廢棄物。本集團於管理資源時採取以下政策：

- 嚴格執行或超越所有適用環保作業守則；
- 優先聘用實行適當環境友善措施的供應商或承包商；
- 促進環保意識普及化，積極推動員工、商業夥伴及社會大眾愛護環境。

紙張及油墨為印刷本集團刊物所用的主要原材料。於甄選及使用該等材料時，我們的兩大主要考慮因素為對環境友善及善用生產成本。我們的目標是盡量採用環境友善產品，同時將消耗及廢棄減至最少。

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Around 50% of the paper used by the Group for printing newspapers in Hong Kong in 2016 was recycled paper or contained recycled paper. The paper used was supplied by reputable manufacturers in North America, Europe and Korea, all of whom are members of the Forest Stewardship Council and adhere strictly to manufacturing processes that create minimal impact on the environment. The Group used organic-based printing ink for printing newspapers in Hong Kong. This ink consists of a composite of resin and vegetable oil that fulfils environmental conservation objectives. All ink used was supplied by manufacturers in Korea and Australia who comply with ISO14000 and 14001 Environmental Management System Standards as well as the ISO 9000 and 9001 Quality Management System Standards.

A3. The Environment and Natural Resources

The Group is committed to environmental protection. It is the Group's policy to minimise the impact of its business activities on the environment and natural resources. The Group is taking the following environmental protection measures to mitigate the impact caused by its operations:

- Resources saving: Energy saving measures are enforced in the Group's production and office premises. These include the use of LED spotlights and T5 fluorescent tubes to replace traditional lamps at the production premises, reducing the number of lighting tubes in the office through optimised use of natural light, using timers and automatic shut-off for outdoor lighting systems, and regular cleaning of the air-conditioning units and chiller plants to maximise their efficiency and reduce energy loss. In addition to turning off lighting, air-conditioning and equipment when not in use, reminders and notices encouraging smart use of energy are regularly issued to staff. Staff are also regularly reminded to save water and to reduce sewage from the source.

本集團於二零一六年用於香港印刷報章的紙張，約一半為再造紙或含再造紙成分。使用的紙張由信譽良好的製造商提供，分佈北美、歐洲及韓國，該等製造商均屬森林管理委員會的會員，並謹守對環境造成最少影響的製造程序。此外，本集團用於香港印刷報章的油墨為有機油墨。此油墨由樹脂及植物油的合成物組成，符合環境保育的目標。所有使用的油墨由符合ISO14000及14001環境管理體系標準及ISO9000及9001質量管理體系標準的韓國及澳洲製造商提供。

A3. 環境及天然資源

本集團致力於環境保護，其政策旨在將本集團的商業行為對環境及天然資源所造成的影響減至最低。本集團採取以下環保措施：

- 資源節約：本集團在其印刷廠及辦公室執行一系列節約能源措施，包括在廠房使用LED燈及T5節能光管取代傳統燈管；透過有效使用自然光減少辦公室照明光管數目；室外照明系統使用定時器及自動關閉功能；定期清洗空調及製冷設備以提升其效能並減少能源耗損。另外，除在沒有人使用時關閉照明燈光、空調及設備外，我們還定期發出提示及通知，鼓勵員工善用能源，亦提醒員工節約用水及從源頭減廢。

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- Recycling: The waste paper generated by our operations, including our printing operations and our office operations, is collected by reputable recycling companies. In addition, used printing plates and waste ink are collected for recycling, as are used toner cartridges and other office materials.

B. SOCIAL

B1. Employment

It is the Group's policy to recruit the best qualified people and to maintain a pool of human resources according to different businesses' manpower requirements and planning. It is also the Group's policy to transfer or promote well performing and capable employees to fill vacancies so that employees are provided with opportunities to widen their exposure and further their career development within the Group.

The Group is dedicated to employment diversity and anti-discrimination in the workplace, and adopts an Equal Employment Opportunity Policy. All applicants for the Group's positions have equal opportunities of employment irrespective of their age, sex, marital status, family status, disability, race, nationality or religion (provided that these do not impede the abilities of the prospective appointees to carry out normal job duties or affect the health and safety of fellow employees). Job applicants are treated fairly and equally. Employment is offered only to the best qualified applicants with reference to their merits and abilities to meet the requirements of the jobs irrespective of whether they are referrals or direct applicants.

The Group's Human Resources Department provides recruitment advice and related services to all departments and line managers are responsible for ensuring that these policies are implemented in their operations. The Human Resources Department is consulted before any action is taken in relation to any employee and confirmation of full time and part-time employment is offered by the Human Resources Department.

- 循環再用：我們業務運作（包括印刷及辦公室）過程中產生的廢紙由信譽良好的回收公司收集。此外，使用過的印刷板、廢油墨以及碳粉匣和其他辦公材料，一概由回收商收集以作循環再用。

B. 社會

B1. 僱傭

本集團的政策旨在根據不同業務的人力需求及計劃招聘最具資格的人才及保留人才資源。本集團亦會將表現優異及有能力的僱員調任或晉升以填補職位空缺，為僱員於本集團內提供拓闊閱歷及事業發展的機會。

本集團致力於在工作環境奉行多元化及反歧視的僱傭原則，採納平等僱傭機會政策。所有應徵本集團職位的人士均具有平等的受僱機會，不論其年齡、性別、婚姻狀況、家庭狀況、殘障、種族、國籍或宗教信仰（除非妨礙可能獲聘者履行正常工作職責或影響其他僱員的健康及安全）。應徵者獲公平及平等對待。本集團任人唯賢，僱傭最具有工作所要求的能力及資格的應徵者，不論其為引薦人士或直接應聘者。

本集團人力資源部向所有部門提供招聘意見及相關服務，部組經理負責確保在營運過程中執行該等政策。在採取任何與僱員相關行動之前須諮詢人力資源部，而所有全職和兼職僱傭皆由人力資源部確認。

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We offer remuneration packages to staff taking into account their performance, contribution and the level of responsibility/empowerment pertinent to the specific jobs. Remuneration packages are reviewed according to individual performance, business unit performance as well as the Group's overall business performance. We attract, retain and motivate high-performing employees with incentive payments, such as allowances, performance driven commissions and bonuses, discretionary year-end bonuses and share option scheme. We offer a comprehensive range of employee benefits to full-time staff including insurance and medical coverage, maternity and paternity benefits, long service recognition awards, etc.; and we provide mandatory provident fund schemes for all staff including part-time staff.

Staff employment policies are adopted with approval by management and confirmed by the Group's Legal Department to ensure compliance with relevant laws and regulations including the Companies Ordinance (Cap. 622 of the Laws of Hong Kong), Employment Ordinance (Cap. 57 of the Laws of Hong Kong) and Employees' Compensation Ordinance (Cap. 282 of the Laws of Hong Kong). Updates to the relevant laws and regulations, policies and procedures are posted to staff via memoranda or company intranet.

The collection, access, update, retention and/or transfer of employees' data for the process of employment are conducted strictly in accordance with designated procedures which are subject to regular reviews in compliance with the Personal Data (Privacy) Ordinance (Cap. 486 of the Laws of Hong Kong).

The Group's Human Resources Department has appropriate systems and processes in place to ensure compliance with the above policies and with Hong Kong statutory provisions. It gives appropriate advice to all operating units in following the standard procedures and practices. All employment letters, time-sheets, overtime forms, regular compensation, mandatory provident fund contributions, sick leave and injury compensation, and arrangements regarding working hours and rest periods are subject to annual audit and regular review to ensure compliance with relevant laws and regulations.

我們經考慮員工及其具體工作相關的表現、貢獻及權責後提供薪酬待遇。薪酬待遇根據個人表現、業務單位表現及本集團的整體業務表現作出檢討。為吸引、挽留或激勵表現優異的僱員，我們提供津貼、表現佣金及花紅、年終酌情花紅及購股權計劃等獎勵。我們向全職僱員提供全面的僱員福利，包括保險及醫療保障、產假及侍產假、長期服務獎金等。我們亦為全體員工包括兼職員工提供強制性公積金計劃。

員工僱傭政策經管理層批核後方可採用，並由法律部確認，以確保遵守相關法律及法規，包括《公司條例》(香港法例第622章)、《僱傭條例》(香港法例第57章)及《僱員補償條例》(香港法例第282章)。相關的法規、政策及程序的更新會透過備忘錄或公司內聯網向員工傳達。

僱傭過程中收集、獲取、更新、保留及／或轉移的僱員資料會嚴格按照指定程序進行，該等程序依照《個人資料(私隱)條例》(香港法例第486章)定期覆核。

本集團人力資源部設有適當系統及程序，確保遵守上述政策及香港法定條文。人力資源部會向所有營運單位提供關於遵循該等程序及慣例的適當意見。所有僱傭函件、出勤表、超時工作表、固定補償、強制性公積金供款、病假、工傷補償、工作時數及休假安排必須進行年度審核及定期覆核，以確保遵守法律及法規。

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B2. Health and Safety

The Group takes measures to provide and maintain a safe and healthy workplace for our employees through establishing an Occupational Health and Safety Management System. We pledge to follow and observe the following principles in implementing the system:

- To recognise that safety and health at work is an integral part of our business performance and to endeavour to achieve a high level of safety performance;
- To accept the responsibility of providing and maintaining a safe workplace for our employees and contractors/suppliers working within our premises;
- To comply with the occupational health and safety regulations and relevant legal requirements where appropriate;
- To define safety organisational structure and responsibilities and provide adequate and appropriate resources for developing and implementing the system;
- To provide appropriate training for our employees in order to ensure the system is properly implemented;
- To ensure our employees and contractors/suppliers working within our premises implement the system;
- To periodically review the system and its performance and implement appropriate follow up actions in order to achieve continual improvement.

B2. 健康及安全

本集團設有職業安全及健康管理體系，為僱員提供一個安全及健康的工作環境。我們於推行該體系時依照並遵循下列原則：

- 認同安全及健康工作場所是業務表現的其中一部分，並致力達到高水平的職業安全及健康表現；
- 承擔責任為員工及在本集團所屬管理的地方工作的承包商及供應商提供及保持一個安全及健康的工作場所；
- 遵守職業安全及健康相關的法例要求及指引；
- 訂立安全管理架構及權責，並提供足夠及合適的資源，以建立及推行職業安全及健康管理體系；
- 為員工提供適當的培訓，以確保能恰當地推行職業安全及健康管理體系；
- 確保員工及在本集團所屬管理地方的承包商及供應商推行職業安全及健康管理體系；
- 定期評審職業安全及健康管理體系的推行情況，並執行相應的跟進活動，從而達至持續改善職業安全及健康的表現。

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The Group complies with relevant laws and regulations relating to providing a safe working environment and protecting employees from occupational hazards. For example, in compliance with the Fire Services Ordinance (Cap. 95 of the Laws of Hong Kong) and the Occupational Safety and Health Ordinance (Cap. 509 of the Laws of Hong Kong), the Group has installed adequate fire sprinklers and extinguishers in our workplaces and emergency exit floor plans are clearly posted; all emergency exits are checked frequently to ensure no obstacles and we hold fire evacuation drills and safety talks at regular intervals. All workplaces are also equipped with first aid boxes. In compliance with the Factories and Industrial Undertakings Ordinance (Cap. 59 of the Laws of Hong Kong) and Factories and Industrial Undertakings (Safety Management) Regulation (Cap. 59AF of the Laws of Hong Kong), we have set up a Safety Management Committee and a Safety Management System to monitor all safety issues in the workplace, audited by a registered safety auditor annually. In addition, we hold regular factory-related drills (e.g. chemical spillage) at our printing plants.

B3. Development and Training

We encourage our staff members to improve their job capabilities and career prospects by providing them with opportunities for professional and personal growth and development, through various training programs, workshops and seminars.

An induction training is organised for new employees to apprise them of the Group's businesses and the industry in which we operate. In addition, on-the-job training is offered to employees, including management and directors, for the purpose of refreshing and developing their knowledge and skills. These include training related to compliance with relevant laws and regulations such as the Personal Data (Privacy) Ordinance, the Trade Descriptions Ordinance (Cap. 362 of the Laws of Hong Kong) as well as other advertising and media laws. Work safety and anti-bribery training is also provided on a regular basis. To ensure that our staff are kept abreast of the developments in the media industry, we also offer training on the latest editorial management systems, office automation, online media technology as well as digital sales and marketing, according to the roles and responsibilities of the employees.

本集團遵守有關提供安全工作環境及保護僱員免受職業危害的法律及法規。例如，根據《消防條例》(香港法例第95章)及《職業安全及健康條例》(香港法例第509章)，本集團於工作場所安裝足夠的消防噴頭及滅火器，並清楚張貼緊急出口平面圖；我們經常檢查所有緊急出口，確保無障礙物，並定期舉行消防疏散演習及安全講座。所有工作場所亦配備急救箱。根據《工廠及工業經營條例》(香港法例第59章)以及《工廠及工業經營(安全管理)規例》(香港法例第59AF章)，我們已設立安全管理委員會及安全管理系統，監察工作場所的安全事宜，每年由註冊安全審核員審核。此外，我們定期在印刷廠舉行與工廠相關(例如化學品洩漏)的演習。

B3. 發展及培訓

我們透過舉辦不同的培訓計劃、工作坊及講座，向員工提供專業及個人成長及發展的機會，鼓勵員工提升工作能力及職業前途。

我們為新員工提供入職培訓，讓他們了解本集團業務及所在行業的狀況。此外，我們向僱員(包括管理層及董事)提供在職培訓，旨在提升及發展其知識與技能。該等培訓包括有關遵守相關法律及法規，如《個人資料(私隱)條例》、《商品說明條例》(香港法例第362章)及其他廣告及媒體法例。我們亦定期提供工作安全及反賄賂培訓。為確保我們的員工了解媒體行業的最新發展，我們亦根據僱員的職位及職責提供編輯管理系統、辦公自動化、線上媒體技術、數碼化銷售及市場推廣的培訓。

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B4. Labour Standards

The Group adopts a “No Child Labour and No Forced Labour” policy which:

- Ensures that no person below the age of 15 is employed in the workplace;
- Prohibits the use of forced or compulsory labour;
- Ensures that no employee is made to work against his/her will or to work as bonded/forced labour, or subjected to corporal punishment or coercion of any kind related to work;
- Refrains from engaging with vendors and suppliers who use child labour and forced labour in their operations.

The Human Resources Department as well as department heads will ensure implementation of this policy, in compliance with Employment of Children Regulations (Cap. 57B of the Laws of Hong Kong) and Employment of Young Persons (Industry) Regulations (Cap. 57C of the Laws of Hong Kong), throughout the process of recruitment and employment registration.

B5. Supply Chain Management

It is the Group’s policy to source materials from sustainable sources managed or operated by environmentally reputable suppliers who are in line with the Group’s view to social responsibility.

Newsprint and ink are the major materials consumed by the Group. Senior management staff responsible for this role visits existing and potential suppliers (who individually accounts for 20% or more of total consumption) to examine and assess whether they fulfil the industry’s expectations in the social and environmental aspects, especially concerning the raw materials and the natural resources they use to produce their products.

B4. 勞工準則

本集團採納「不僱傭童工及不強迫勞動」政策：

- 確保不僱傭十五歲以下的人士工作；
- 禁止強逼或強制勞動；
- 確保沒有僱員違背其自身意願工作或遭強逼勞動或遭到與工作有關的體罰或脅逼；
- 不會採用聘用童工及使用強逼勞動的供應商。

人力資源部及部門主管確保執行本政策，於招聘及僱傭登記過程中遵守《僱用兒童規例》(香港法例第57B章)及《僱用青年(工業)規例》(香港法例第57C章)。

B5. 供應鏈管理

本集團的政策是向與本集團具有一致社會責任理念的供應商採購材料，該等供應商須具有良好環保聲譽並提供來自可持續來源的材料。

白報紙及油墨為本集團主要使用的材料。對個別佔總消耗量兩成或以上的現有或潛在供應商，負責的高級管理人員會通過現場視察，檢查及評估其有否符合行業在社會及環境方面的期望，尤其是其於製造產品時所用的原材料及天然資源。

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B6. Product Responsibility

The Group aims to provide products (inter alia, newspapers, magazines, recruitment media and other publications) and services (inter alia, advertising, printing and publishing services) of the highest standards. As a content provider, the Group aims to produce high quality content to make its products preferred and valued by readers. As an advertising medium, the Group aims to be an effective platform for advertisers to reach their target audience. Also, the Group is committed to protecting the privacy of individuals with respect to personal data.

Brief updates and/or training are provided to keep the relevant staff in pace with the developments in the advertising and media laws, and the Personal Data (Privacy) Ordinance. Regarding advertising service, advertisements of suspicious nature are reviewed and commented before publication so as to minimise the possibility of any claims, allegations and/or contravention of the relevant laws. In relation to privacy, a personal data policy is set out in the Employee Handbook to which staff are required to strictly adhere to when handling personal data. In compliance with the Personal Data (Privacy) Ordinance, privacy policy statements are also included in the Group's websites and mobile applications, and Personal Information Collection Statements are made whenever personal data is collected. All personal data is maintained with care and can only be accessed by authorised staff.

B7. Anti-corruption

It is the Group's policy to ensure that its business operates according to the highest standards of ethical conduct and professional competence. All staff are required to strictly comply with the Prevention of Bribery Ordinance (Cap. 201 of the Laws of Hong Kong) and the code of conduct contained in the Employee Handbook, in particular the anti-bribery provisions. Guidelines have been issued to provide a practical guidance in relation to the operation of the above anti-bribery provisions.

The Group encourages the reporting of suspected breach of the aforesaid to the Human Resources Department and/or Internal Audit Department. Also, different internal audit assignments are conducted from time to time.

B6. 產品責任

本集團旨在提供具有最高質素的產品(其中包括報章、雜誌、招聘媒體及其他刊物)及服務(其中包括廣告、印刷及出版服務)。本集團作為內容供應商,旨在製作優質的內容,使其產品受到讀者的青睞及重視。本集團同時作為廣告媒介,旨在為廣告商提供吸引其目標讀者的有效平台。此外,在處理個人資料方面,本集團致力保護個人私隱。

我們提供更新概要及/或培訓,讓員工持續了解廣告及媒體法例以及《個人資料(私隱)條例》的發展狀況。就廣告服務而言,性質可疑的廣告會於刊登前進行審閱及評論,以盡量減少招致任何申索、指控及/或違反相關法律的可能性。就私隱而言,員工於處理個人資料時須嚴格遵守載於僱員手冊的個人資料政策。為符合《個人資料(私隱)條例》,私隱政策聲明亦載於本集團的網站及流動應用程式,而於收集個人資料時則會作出個人資料收集聲明。所有個人資料會審慎保管,僅獲授權員工方可查閱。

B7. 反貪污

本集團的政策是確保其業務營運遵循最高標準的道德規範及專業質素。所有員工須嚴格遵守《防止賄賂條例》(香港法例第201章)及僱員手冊所載的行為守則,尤其是反賄賂條文。本集團已就上述反賄賂條文的操作提供實務性指引。

本集團鼓勵員工就疑似違反上述各項的情況向人力資源部及/或內部審核部作出報告。此外,本集團會不時進行不同的內部審核工作。

B8. Community Investment

As a media organisation, the Group strives to provide high quality journalism and an effective advertising medium to ensure business success, while at the same time the Group is committed to fulfilling its social responsibility as a good corporate citizen that brings benefits to the communities in which it operates. Our community investment strategy is to leverage on and align the resources of the Group (including our readers and staff) with the needs of the communities we serve. We focus on two core areas where we believe our understanding of the needs and our support can best contribute to the long term development and sustainability of the community, namely, Education and Charity & Community Care.

Education

It is our belief to support and nurture today's young people who are our future, by providing them with opportunities to formal education as well as personal development. This section outlines our key educational initiatives:

- **Students' Loan Fund and Scholarship under Sing Tao Charitable Foundation**

Sing Tao Charitable Foundation was established in 1976 with the aim of providing financial assistance to those in need, including student loans and scholarships, which comprise:

- Sing Tao Charitable Foundation Students' Loan Fund

Sing Tao Charitable Foundation Students' Loan Fund seeks to assist, by way of interest-free loans, students who face financial difficulty and are nominated by their education institutes. The Loan Fund is composed of two parts – loans to students of the eight University Grants Committee-funded universities and Hong Kong Shue Yan University, and emergency loans to students of the aforementioned nine universities, certain other tertiary institutions and secondary schools recognised by the Education Bureau. In addition to providing funding to the Loan Fund, the Group also participates in its selection committee. In the past three academic years, Sing Tao Charitable Foundation Students' Loan Fund provided loans of an amount totaling over HK\$3.2 million to 231 students. In the 2015/2016 academic year, loans of over HK\$1.1 million were provided benefiting 83 students.

B8. 社區投資

本集團作為媒體機構，致力提供高質素新聞資訊及有效廣告渠道，每天發掘及報道社會時事，同時關心社區，負上良好企業公民的責任。本集團的社區投資策略是集中善用集團的資源（包括其讀者及員工），於教育與慈善及社區關懷兩方面投入心力，務求對社會的持續發展帶來正面貢獻。

教育

我們堅信支持及培養年青人為社會的長遠發展帶來動力，透過協助他們獲得正統教育及個人發展機會，年青人將能成為未來的社會棟樑。以下是我們於教育方面的主要項目：

- 「星島慈善基金」屬下助學金及獎學金

「星島慈善基金」成立於一九七六年，目的為社會上有需要人士提供財務上的支援，包括提供助學金及獎學金，當中有以下項目：

- 「星島慈善基金貸款助學金」

「星島慈善基金貸款助學金」以免息貸款形式，為有經濟困難並獲得院校推薦的學生伸出援手。「星島慈善基金貸款助學金」分為兩部分，除了向受大學教育資助委員會資助的八間院校及香港樹仁大學提供助學貸款，亦設有緊急援助貸款，後者的支援對象包括上述九間大學、其他專上學院及教育局認可中學的學生，助他們在遭逢巨變時可以渡過難關，繼續學業。本集團因應需要向基金捐款注資，同時亦派員參與遴選委員會的工作。於過去三個學年，「星島慈善基金貸款助學金」共向231名學生借出貸款助學金及緊急援助貸款逾3,200,000港元。於二零一五／二零一六學年，則向83名學生借出貸款助學金及緊急援助貸款逾1,100,000港元。

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- Sing Tao Charitable Foundation Scholarships

Sing Tao Charitable Foundation Scholarships was set up to offer one-off scholarships to outstanding students studying Journalism and Communication at The Chinese University of Hong Kong, in order to nurture future journalists and talents in the news industry. In the past three academic years, Sing Tao Charitable Foundation Scholarships provided scholarships of an amount totaling HK\$90,000 to 18 students. In the 2015/2016 academic year, scholarships of HK\$30,000 were provided benefiting 6 students.

- The Standard/Sing Tao “Fat Choy” Drive Medical Students Loan Fund

The Standard/Sing Tao “Fat Choy” Drive Medical Students Loan Fund aims to provide financial assistance, by way of interest-free loans, to students in Medicine, Nursing and Chinese Medicine at The University of Hong Kong. In the past three academic years, The Standard/Sing Tao “Fat Choy” Drive Medical Students Loan Fund approved interest-free loans of an amount totaling over HK\$2.3 million to 99 students. In the 2015/2016 academic year, interest-free loans of over HK\$660,000 were approved benefiting 22 students.

- **Education-related Activities**

- Since 1994 the Group has organised the annual “Leader of the Year” Award to acknowledge outstanding leaders and thereby encourage the younger generation to strive for excellence and contribute to the development of Hong Kong. To date, a total of 105 awards have been presented to individuals and groups in recognition of their achievements in a range of categories spanning Community/Public Affairs to Education and Research. In 2015, “Young Leader” was introduced which offered secondary school students the opportunity to participate in the event and interact with the awardees to broaden their horizon and inspire their spirit of leadership.

- 「星島慈善基金獎學金」

「星島慈善基金獎學金」每年向香港中文大學新聞與傳播系中成績優異的學生頒發一筆過的獎學金，為新聞行業培育人才。於過去三個學年，「星島慈善基金獎學金」共向18名學生頒發獎學金合共90,000港元。於二零一五／二零一六學年，則向6名學生頒發獎學金共30,000港元。

- 「虎報／星島發財醫科生助學金」

「虎報／星島發財醫科生助學金」旨在為香港大學醫學系、護理學院及中藥學院的學生提供免息貸款，助他們完成學業，為香港培育醫學專才。於過去三個學年，「虎報／星島發財醫科生助學金」共向99名學生批出免息貸款逾2,300,000港元。於二零一五／二零一六學年，則向22名學生批出免息貸款逾660,000港元。

- **教育相關活動**

- 本集團自一九九四年起每年舉辦「傑出領袖選舉」，表揚貢獻香港的領袖，並藉此鼓勵年青人以這些傑出領袖為榜樣，發奮圖強。選舉自創辦以來共頒發105項獎項予個人或機構，他們來自社會多個界別，遍及社區／公共事務、教育及科研。於二零一五年更設「傑出領袖全接觸」環節，挑選中學生在現場向得獎領袖提問及列席採訪活動，在互動交流過程中擴闊其視野並激發其領導精神。

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- The Group co-organises the annual “Sing Tao Inter-school Debating Competition” with the Education Bureau and the event reached its 31st year in 2016. The competition provides an opportunity for students to hone their skills in use of language, debating, analytical thinking and organisation, as well as to raise their awareness of current affairs and enrich their experience in extra-curricular activities. In 2016 the competition attracted participation by 196 schools and over 2,300 students and teachers. In addition, in 2016, Sing Tao Daily co-organised the first “Inter-school Chinese History Competition” with Bastille Post, which aimed to boost students’ interest in Chinese history and saw an enrollment by 96 secondary school teams.
- In order to raise students’ interest in journalism and allow young people to better understand the operations of a newspaper, the Group regularly organises visits from schools and non-profit organisations. During the visits, staff from the Group’s editorial department, art department and information centre interact with students to explain and demonstrate their operations in addition to answering questions from students. In addition, the Group also organises school visits to its printing factory in Tseung Kwan O. In the past three years, the Group hosted over 1,400 visitors from 45 schools and organisations. In 2016, the Group organised visits by 752 visitors from 23 schools and organisations.
- The book publication and distribution unit of the Group makes donations of books to schools and charity organisations annually, in order to promote healthy reading habits among students to broaden their knowledge. In addition, the Group’s publications organise various education-related activities regularly, including seminars and fairs on school admissions, contests on story writing and drawing as well as other competitions which encourage students to understand and participate in their communities.
- 本集團與教育局合辦「星島全港校際辯論比賽」，至二零一六年已踏入第三十一屆。活動旨在全面訓練學生雙語能力、辯才、思考力及組織能力，提升學生的時事觸覺，豐富學生的課外活動經驗。於二零一六年，「星島全港校際辯論比賽」有196間學校、超過2,300位師生參與。此外，《星島日報》聯同「巴士的報」於二零一六年舉辦首屆「全港中史校際問答比賽」，旨在提升學生對認識中國歷史的興趣，共有96隊中學隊伍參賽。
- 為引發學生對傳媒業的興趣，同時讓他們對報業營運有更深入的了解，從而為傳媒業培養人才，本集團定期舉辦報館參觀活動，接待學校及非牟利團體。本集團於活動期間安排編輯部、美術部及資料室的人員簡介及示範工作流程，解答學生的提問，同時帶領學生參觀實際的工作場所。此外，本集團亦有安排學校到將軍澳印刷廠房參觀。於過去三年，本集團接待45間學校及機構逾1,400位到訪者。於二零一六年，則有23間學校及機構共752位到訪者參觀本集團的報館及廠房。
- 本集團旗下圖書出版及發行業務每年舉辦贈書活動，向中小學校及慈善機構捐贈圖書，推廣閱讀文化並豐富學生的知識。此外，本集團旗下刊物亦定期舉辦各類教育相關活動，包括升學講座及展覽、寫作比賽及繪畫比賽與其他鼓勵學生了解及參與社區的比賽。

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Charity & Community Care

The Group is committed to “giving back to society” by supporting charitable activities and caring for those in need. In our day-to-day news gathering and reporting activities the Group is frequently in touch with and aware of the special and urgent needs in the community. This section outlines our key charity and community care initiatives:

- Charity projects under Sing Tao Charitable Foundation

In addition to education-related financial assistance, Sing Tao Charitable Foundation also provides aid to victims of accidents or disasters.

- Sing Tao Charitable Foundation – Readers’ Donations

Through the reporting in the Group’s publications, readers become aware of the needs of individuals and families struck by adversities and want to provide financial assistance to them. Sing Tao Charitable Foundation serves as a channel to coordinate readers’ donations and ensure that the process is systematic and accountable. Readers can choose to donate on a one-off or ongoing basis and over the years the Foundation has helped many individuals and families in need to tide over their worst times. In the past three years, Sing Tao Charitable Foundation participated in 92 cases and directed over HK\$6.5 million in donations from our benevolent readers. In 2016, donations of approximately HK\$3.1 million were funneled by the Foundation to 22 individuals/families.

慈善及社區關懷

本集團堅守「取諸社會，用諸社會」的信念，一直支持慈善活動，關懷有需要人士。本集團的媒體業務以嚴謹的編採態度，每天走入社區發掘事實真相，亦因此對社會的狀況有深入認知，了解有需要人士及團體的迫切需要，及時向他們伸出援手。以下是我們於慈善及社區關懷方面的主要項目：

- 「星島慈善基金」屬下慈善項目

除教育方面的財務支援，「星島慈善基金」亦在突發事故或災難情況為不幸人士提供援助。

- 「星島慈善基金－讀者捐款」

不少讀者通過本集團旗下刊物的報道獲悉不幸人士或其家庭的需要，並希望提供經濟上的援助。為協調讀者捐助及使捐款程序規範化，「星島慈善基金」設立讀者捐款項目，清晰管理帳目，讓善心讀者有渠道一次性或持續捐助有需要人士，多年來幫助了很多受困人士渡過難關。於過去三年，讀者捐款項目共有92宗援助個案，捐款數字逾6,500,000港元。於二零一六年，則有22宗援助個案，捐款數字近3,100,000港元。

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- Sing Tao Charitable Foundation – Disaster Relief

Another role played by Sing Tao Charitable Foundation is disaster relief – the Foundation has taken the lead to organise fund raising and donation activities in times of major calamities to help victims recover from their misfortune and return to their normal lives. After the 2008 Sichuan Earthquake, Sing Tao Charitable Foundation worked with Sowers Action to rebuild 7 schools in the affected areas with a view to assisting the victims to improve their long term livelihood through better education. The project has donated over RMB 27 million and benefited close to 5,000 schoolchildren up to 2016, with work on further equipping the schools still ongoing. In addition, Sing Tao Charitable Foundation also assisted in the reconstruction of an orphanage after the 2010 Yushu Earthquake, which was completed in 2012 providing a home to 55 orphans.

– Charity and Community Care Activities

- As a newspaper, Sing Tao Daily is at the forefront in encountering happenings in society and the needy. In 2009 it set up an Adversity Support Scheme with Yan Oi Tong to provide emergency financial assistance to those who face sudden mishaps and hardships. Sing Tao Daily's reporters refer cases and contact the individuals and families concerned, and the Scheme also arranges support services by professional social workers. In addition, Sing Tao Daily is also the media sponsor of the Scheme and assists in publicising the cases requiring assistance to encourage the public to care and donate. In the past three years, the Scheme participated in 33 cases and provided HK\$729,000 in donations. In 2016, donations of HK\$200,000 were provided to 10 individuals/families.

- 「星島慈善基金－救災」

「星島慈善基金」於發生重大災難時帶頭發起籌款及捐助活動救災及幫助災民盡快恢復正常生活。於二零零八年四川大地震後，「星島慈善基金」聯同苗圃行動成立基金為當地七所中小學重建校舍，希望透過良好的教育長遠改善災民的生活。項目至二零一六年仍為受影響學校提供配套，共捐出超過 27,000,000 人民幣，惠及近 5,000 名學童。此外，「星島慈善基金」亦於二零一零年玉樹地震後，協助當地重建孤兒院，於二零一二年重建完成，重開孤兒院供 55 名兒童入住。

– 慈善及社區關懷項目及活動

- 傳媒站在社會事件的最前線，最快接觸有需要人士，故此，《星島日報》早於二零零九年與仁愛堂合作籌辦「仁間有愛應急錢計劃」，旨在為面對突如其來、受天災人禍影響的人士及其家庭提供即時應急金錢以渡過難關。除了由《星島日報》記者主動聯絡有需要人士提供臨時經濟援助，計劃更設有支援服務，專業社工會為有需要的受助人士或家庭提供跟進及支援。另外，《星島日報》亦同時擔任計劃的媒體贊助商，刊登受助個案，宣揚互助精神。於過去三年，該計劃共向 33 個個案提供 729,000 港元的善款。於二零一六年，則有 10 個個案受助，獲得 200,000 港元的經濟支援。

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環境、社會及管治報告

- Since 2011 Headline Daily has been a media sponsor for The Community Chest Rainbow Fund, which is involved in providing immediate and short term financial assistance to individuals and families with urgent and critical needs. Headline Daily supports by devoting editorial space to publish relevant cases and to appeal for donations from readers, as well as by referring cases to the Fund for approval. In the past three years, the Fund provided donations of over HK\$3,100,000 to a total of 53 cases, and in 2016 donations of HK\$890,000 were provided to 14 individuals/families. In 2013 and 2016, Headline Daily was presented The Community Chest Award for Outstanding Service in recognition of its contribution.
- We also encourage our employees to participate in charitable activities, including blood donation days and charity book sales.
- The Group's publications regularly support various charitable activities by acting as a media partner to promote the events among the public, including the Rotary Hong Kong Ultramarathon, the Peace and Sustainable Development International Youth Festival, the Sedan Chair Race, the World Vision 30-Hour Famine, the "Because I am a Girl" Campaign, and the UNICEF "Make a Video Contest", amongst others.
- 《頭條日報》自二零一一年起為「公益金及時雨基金」擔任媒體贊助商。該基金主要為因不幸而身陷財困的人士或其家庭，提供迅速的短期過渡性援助，讓他們盡快重回生活軌道。《頭條日報》撥出版位報道該基金的援助個案，呼籲讀者捐款為善，並轉介個案至基金審核。於過去三年，該基金共向53個個案提供超過3,100,000港元的經濟援助，而在二零一六年，則有14個個案獲得共890,000港元的經濟援助。《頭條日報》亦會轉介在採訪時接觸到的有需要個案予「公益金及時雨基金」批核。公益金於二零一三年及二零一六年向《頭條日報》頒發「公益卓越服務獎」，以肯定其熱心貢獻。
- 我們亦鼓勵員工參與慈善活動，其中包括捐血日及圖書義賣。
- 本集團旗下刊物亦會定期以媒體贊助方式支持各類慈善活動，向公眾宣揚關懷社區，其中包括「扶輪香港超級馬拉松」、「和平與可持續發展國際青年節」、「慈善抬轎比賽」、世界宣明會「饑饉三十」、「愛•女孩」行動、聯合國兒童基金會「聆聽•一分鐘」短片比賽等。