

Serving our  
Community  
服務社群

Caring for our Staff  
關懷員工



Care for  
the Environment  
愛護環境

**With a goal of driving Hong Kong's ICT development forward, Cyberport is also committed to making a positive social impact as a responsible member of society. During the review period, Cyberport took an active role in promoting sustainable development, backed by a series of environmental protection initiatives. We also strived to fulfil our corporate social responsibility by engaging with local communities via a variety of activities, and creating a better work environment for our staff.**

### Care for the Environment

Over the years, Cyberport has been an advocate of environmental protection, implementing diverse initiatives ranging from energy efficiency measures to green roofing and recycling of a wide variety of waste materials, such as paper, glass and plastic bottles, aluminium cans, and cooking oil in order to minimize carbon emission. These efforts have won Cyberport numerous awards and recognitions from the city's prominent green groups.

**作為社會的一員，數碼港除了致力推動ICT業界發展外，同時不忘積極貢獻社會，努力成為良好的企業公民。年內，數碼港繼續秉承可持續發展的方針，貫徹實行多項綠色環保措施，舉辦一系列的社區活動服務社群，並致力為我們的員工創造更理想的工作環境，積極履行企業社會責任。**

### 愛護環境

多年以來，數碼港全力支持社會環保事業，透過推行一系列務實措施，包括節約能源行動、天台綠化工程，以及透過回收紙張、玻璃、塑膠樽、鋁罐及食用油等各種資源達至環保減碳的目標，屢獲專業團體的認可和嘉許。

### Serving our Community

Cyberport advocates a positive and healthy lifestyle. During the review period, we organized and supported a wide range of community activities and campaigns to contribute to society and help people in need. These activities included CyberRun 2012, Walking on Air for Playright 2013, Sharing for a Cause 2013, Show Hand for Christmas, Never Give Up Junior 2012 and the Never Give Up Association 2012 Graduation Ceremony, and the South District Community Programme Against Youth Drug Abuse – Parents' Workshop.

Cyberport has been awarded The Hong Kong Caring Company Logo by The Hong Kong Council of Social Service for three consecutive years, in recognition of our commitment to the community.



數碼港更連續三年獲香港社會服務聯會「商界展關懷」標誌，表揚我們為本地社群作出的貢獻。

### CyberRun 2012

CyberRun is an annual event aimed at promoting a healthy living through running and walking, as well as raising funds for the Hong Kong Society for Rehabilitation (HKSR). Donations from the event have helped to support rehabilitation and consultation services for people with disabilities and children in mainland China, and to develop a long-term community-based rehabilitation programme.

The 9th CyberRun was held successfully at Cyberport on 11 November 2012. Nearly 1,000 citizens participated in the event, including 306 runners and 540 walkers. Also among them were 141 volunteers who helped to make this charitable activity a success. The event has raised \$843,000.



### 服務社群

數碼港提倡積極健康的生活態度，年內，我們舉辦及支持了多個公益活動，包括「健康萬步數碼港2012」、「智樂快樂行2013」、「愛心分享大行動2013」、「聖誕Show Hand從心賞」、「永不放棄同學仔2012及永不放棄同學會2012畢業禮」及「南區反青少年吸毒社區計劃-『讓孩子高飛』南區家長抗毒工作坊」等，務求積極回饋社會，為更多有需要的人士提供協助。

### 健康萬步數碼港2012

每年一度的「健康萬步數碼港」旨在透過跑步及步行，向大眾宣傳健康生活的訊息，同時為香港復康會於中國內地的復康工作籌募服務發展經費，讓更多殘疾人士及兒童得到適切的復康訓練及支援服務，長遠協助發展以社區為本的復康服務。

第9屆「健康萬步數碼港」已於2012年11月11日假數碼港圓滿舉行，活動共吸引近千名市民參加，其中跑步項目共有306名選手參與，而步行項目則有540名健兒參加；當日共襄善舉的人士還包括141名義工。大會共籌得84.3萬元善款。



### Walking on Air for Playright 2013

Walking on Air for Playright 2013 was held at Cyberport on 17 March 2013. The annual event is organized by Playright to raise funds for ill children and to teach compassion by familiarizing children with the medical consultation process. During the event, participating children were encouraged to bring along their teddies or favourite toys and experience hospitalization, including admission, diagnosis and discharge. It was a lively way to nurture love and sympathy through real-world experience.



### Sharing for a Cause 2013

The Kids4Kids' annual project Sharing for a Cause is 100% student-led and executed. It features a new theme each year, urging the public to donate spare goods for children in need. In March 2013, Cyberport served as one of the supporting organizations of Sharing for a Cause 2013, providing a venue to collect sports-related goods. Through support of this project, Cyberport hoped not only to spread a green message, but also to raise awareness and compassion for underprivileged children.

### 智樂快樂行2013

智樂兒童遊樂協會每年均為患病兒童舉辦籌款活動，而「智樂快樂行2013」已於2013年3月17日在數碼港圓滿舉行。該活動的目的是希望小朋友認識病童的境況，明白自己年紀小小亦可以伸手助人和分享愛心。活動透過模擬活動，讓小朋友陪同自己帶來的心愛小熊或公仔共同經歷入院登記、醫生診症和出院取藥等過程，以活潑的方法讓小朋友親身體驗病童的經歷，孕育愛心與同理心。

### 愛心分享大行動2013

由童協基金會舉辦的「愛心分享大行動」，是一個由學生策劃和主導的活動，每次募集不同主題的物品，目的是鼓勵大眾將過盛的物品捐贈予有需要的孩童。數碼港作為「愛心分享大行動2013」的支持機構，於2013年3月期間提供場地收集及呼籲各方捐贈的體育用品，期望匯聚大眾的愛心，將關懷送給有需要的孩子，同時為環保出一分力。



### Hong Kong Red Cross Blood Donation Activities

For years, Cyberport and members of the digital community have responded passionately to the Hong Kong Red Cross' call to give blood. Since 2005, the Red Cross has set up a temporary donation centre at Cyberport every year to collect blood, and the community's response has clearly demonstrated its love and goodwill towards the city.

### Show Hand for Christmas



Cyberport takes pride in cultivating positivity in society. In collaboration with Praisage, a Cyberport incubatee, the digital hub hosted Show Hand for Christmas between 18 and 21 December 2012, in hopes of promoting the power of appreciation and praise, and helping to build a happier community. The Arcade customers could leave heartfelt praise on the big message board at the Exhibition Gallery, and receive a Praisage hand wax for free.

### Cyberport Internship

The internship programme, which nurtures young people's skills and interests to develop the generation of ICT talents, experienced its largest intake of interns in Cyberport's history during the review year. Five interns were admitted to the scheme and assigned to the Finance and Accounting Department, Marketing Department, the Technology Centre and the Entrepreneurship Centre. The internship offered the students hands-on work experience as well as an insight into the ICT industry.



### 香港紅十字會捐血活動

多年以來，數碼港一直支持香港紅十字會的捐血活動，並呼籲數碼社區內各成員踴躍支持。香港紅十字會自2005年起，已經連續8年親臨數碼港，設立臨時捐血中心，收集園區內善心人士的愛心和暖意，為救急扶危出一分力。

### 聖誕Show Hand從心賞

數碼港積極推動社會正能量，並全力支持由數碼港受培育公司Praisage提倡的「我讚！」行動。我們於2012年12月18日至21日期間與Praisage合辦「聖誕Show Hand從心賞」，藉此宣揚讚賞和鼓勵的文化，促進社會氣氛和諧，亦為節日增添暖意。數碼港商場顧客可於留言板寫上聖誕祝福語，並免費獲贈精緻手蠟一個，歡度聖誕佳節。

### 數碼港實習生計劃

數碼港除了致力服務社會外，亦透過實習生計劃，積極培育本地青少年的興趣與才能，以實現數碼港為ICT業界發掘更多生力軍的目標。年內，數碼港共聘用了5名暑期實習生，數目為歷來之最，他們獲安排於會計與財務、市場、科技中心及企業發展中心等部門實習，除了獲得寶貴的工作經驗外，更可藉此擴闊視野，對ICT行業有更深入的了解。

## Caring for our Staff

We value our staff as our most important resource and invest in on-going training and development in order to help them realize their full potential. Through internal and external training courses we help our staff hone their technical skills and managerial talents, refine their language skills and stay up-to-date on compliance knowledge. We also encourage our staff to take the initiative in steering their own development and achieving their career aspirations within the organization. As a result, an average of 3.5 training days per employee was offered to our staff during the review period.

Competitive remuneration and benefits packages well aligned with the local market demonstrate that we also value our employees' well-being and strive to ensure a happy, healthy work-life balance. For example, between October 2012 and February 2013, we organized "Healthy Eating Weeks" and provided healthy fruits to our staff. We also provide employees with fully sponsored gym membership at the fitness centre at Le Méridien Cyberport. To further encourage all staff members to get the right balance of family and work, we introduced paternity leave for male staff in January 2013.



## 關懷員工

優秀的員工是每個機構最重要的資產，所以數碼港向來重視員工培訓，致力協助他們發掘個人潛能，例如透過各種內部課程和聘請專家提供指導，協助員工提升專業技能、管理能力和語文水平，認識最新的業界發展和知識以開闊眼界。我們亦鼓勵員工自我增值，充份發揮所長，於工作上實踐抱負。本年度，我們平均為每名員工提供了3.5個工作日的培訓。

數碼港並按照現時的市場標準，為員工提供具競爭力的薪酬與福利條件，讓他們的努力獲得應有回報。我們亦關注員工的身心健康，致力為他們提供一個健康愉快和身心平衡的工作環境，例如在2012年10月至2013年2月，我們舉辦了「健康飲食周」，向員工派發新鮮水果；所有員工均可獲得數碼港艾美酒店的健身室會籍，提升身體健康質素。此外，我們亦鼓勵員工兼顧事業與家庭，除法定產假外，自2013年1月起，男性職員亦可享有侍產假。