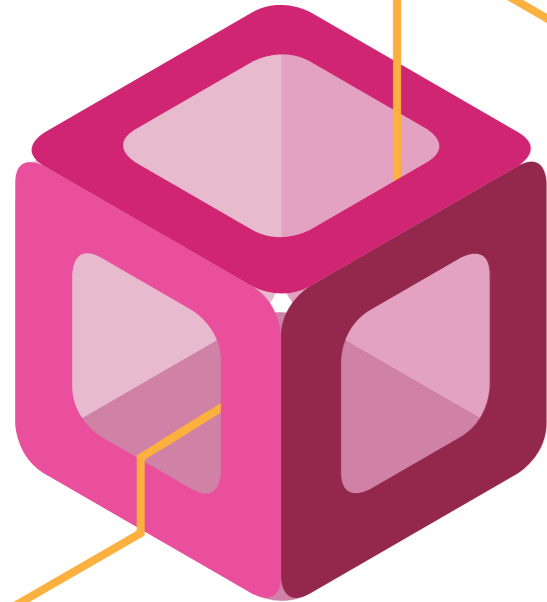


CORPORATE
SOCIAL
RESPONSIBILITY
企業社會責任



We are mindful of our obligations to people, society and the community we serve
 我們以關懷大眾、社會和社區作己任

As a caring corporate citizen, we are mindful of our obligations to people, society and the community we serve. In 2013/14, we continued with programmes that contributed to the environment, our community and staff. These included tree planting and charity events, training and development opportunities, activities that enhance staff well-being and innovative ways of tackling social issues through technology. Many of these programmes enjoyed the active and enthusiastic support not only of our own but those of our participants.

數碼港作為良好企業公民，我們以關懷大眾、社會和社區作己任。於2013/14年度，我們貫徹貢獻社群，為環境、社區及員工推行多項關懷活動，包括植樹、慈善活動、員工培訓和發展、福利以及探討利用科技以創新手法應對社會問題。這些行動亦得到一眾參加者的積極回應及支持。

Cherishing the Environment

Transplanting Trees from MTR Site to the Waterfront Park

Since late February 2014, MTR Corporation Limited transplanted over 50 mature trees from the MTR South Island Line (East) construction sites to the Waterfront Park. The trees are now providing a greener, more pleasant environment for our neighbours and public park users.



愛護環境

移植港鐵工地原有樹木到數碼港海濱公園

自2014年2月下旬，香港鐵路有限公司已把逾50棵樹齡不淺的樹木由港鐵南港島線(東段)的建築工地移植至數碼港海濱公園，令環境更清新怡人，為街坊和喜歡逛公園的市民提供好去處。

- Transplanting trees from MTR Site to the Waterfront Park
- Support for the “2013–14 Talent-Wise Employment Charter”
- CyberRun raises money for people with disabilities
- Seminar to discuss using technology to combat human trafficking

- 移植港鐵工地原有樹木至數碼港海濱公園
- 支持2013–14年《有能者·聘之約章》
- 「健康萬步數碼港」年度籌款予殘疾人士
- 舉辦透過科技對抗販賣人口活動座談會

Shore to Shore — Ocean Art Walk

To reduce ecological footprint and educate the public of the importance of marine conservation, Cyberport supported the Ocean Art Walk 2013.

This exhibit of fascinating artworks featured unique art installations and sculptures with recycled materials to arouse public awareness of protecting and preserving the ecology of our endangered oceans.

海洋藝術展

為減少生態足印及讓市民了解海洋保育的重要性，數碼港鼎力支持海洋藝術展2013。

展出的作品都是以循環再造的廢料創作出來的藝術裝置及雕塑，藉此喚醒市民有需要保護及愛惜瀕危的海洋。



Serving our Community

CyberRun — Healthy Steps in Cyberport 2013

2013 marks the 10th anniversary of CyberRun, a signature charity run that increases awareness of the needs of minorities and promotes sports as a means of social inclusion. CyberRun also raises money to fund significant rehabilitation work for people with disabilities.

Eagerly-anticipated by many enthusiastic corporations, Cyberport community members, families and friends for a decade, over 1,000 participants took part in the event. The 10th CyberRun has raised over HK\$934,000 this year.



Blood donation

To provide fresh blood products for treatment of patients, generosity of blood donation is essential. 9th year in a row, Cyberport together with Hong Kong Red Cross organized a blood donation drive at Cyberport on 6 and 7 May 2013.

Technology to Combat Human Trafficking

Emerging technology plays an important role in humanity issues. On 13 January 2014, the Cyberport community members gathered to discuss creative tech solutions for combating human trafficking. The seminar was organised by Share (Asia Pacific) Limited, a Cyberport tenant.

Matthew Friedman, an international human trafficking expert, gave an overview of human trafficking, while Xinyi Duan, a Google Ideas grantee, showed how technologies for data collection and analysis can be used as tools in this important social issue.

Never Give Up Association 2013

The Never Give Up Association 2013 is a youth programme established by popular radio host Francis Mak. There were two events held in Cyberport for the summer of 2013, a Cheer Up Party in July to raise the spirits of secondary school students before the announcement of HKDSE examination results and to show students how they can prepare for their future. There was also a graduation ceremony in August with 850 participants to celebrate the success.

服務社群

健康萬步數碼港 2013

「健康萬步數碼港 2013」是一項提升公眾關注社會上有需要人士及提倡傷健共融的慈善跑步活動，而2013年適逢是此項活動的十週年。「健康萬步數碼港」亦為傷殘人士的重大復康工作籌募經費。

在大批熱心企業、數碼港社區成員和他們的親朋踴躍支持下，活動得到逾1,000名市民參加，為第十屆健康萬步數碼港籌得超過93.4萬港元。

捐血救人

捐血救人助新生，有賴市民慷慨捐輸。數碼港連續九年與香港紅十字會合辦捐血運動，活動於2013年5月6日及7日舉行。

利用科技對抗販賣人口活動

嶄新科技在處理人與人之間的問題上擔當重要角色。於2014年1月13日，數碼港的社區成員聚首一堂，研究以創新的科技解決方案打擊販賣人口活動。座談會由數碼港租戶Share (Asia Pacific) Limited籌辦。

專門研究國際販賣人口問題的專家Matthew Friedman介紹了販賣人口的概況，而Google Ideas得獎者Xinyi Duan則示範如何利用數據收集及分析科技對付此重要的社會問題。

永不放棄同學會 2013

由深受聽眾愛戴的電台主持麥潤壽先生成立的「永不放棄同學會」於2013年暑假在數碼港舉行兩項活動，包括於7月份在香港中學文憑試放榜前舉行的打氣大會，為中學生打氣之餘，亦指導同學們如何為前途作好準備。同學會另於8月份舉行一場畢業典禮，共有850名同學出席。

Caring for our Staff

Cyberport offers staff competitive remuneration and benefits packages that are aligned with the local market. We also value our employees' well-being and strive to ensure a happy, healthy work-life balance for them. During the review period, we organised a variety of work-life balance initiatives such as Fitness Week to raise staff awareness of the importance of a healthy working lifestyle.

Training and Development

We invest in on-going training and development of our staff in order to help them realise their full potential. Through both in-house and public training courses, we enable our staff to hone their technical competencies, language skills, people management abilities, as well as stay up-to-date with compliance knowledge.

Other than gaining required skill sets, our staff members are encouraged to take the initiative in steering their own development and achieving their career aspirations. During the year, we established a Competency Framework for defining "excellent" performance within the organisation and assisted staff in creating their individual development plans.

Average training mandays per head at Cyberport were 3.3 in 2013.



關懷員工

數碼港按照本地市場狀況為員工提供具競爭力的薪酬及福利待遇。我們亦重視員工的身心健康，確保他們能在工作與工餘之間取得平衡，享受健康愉快的生活。於回顧期內，我們舉辦如體適能週(Fitness Week)等各項平衡工作與生活的活動，旨在加深員工認識健康工作態度的重要性。

培訓和發展

我們鼓勵員工不斷培訓和發展，協助員工盡展所能。員工可透過參加內部及公開培訓課程提升專業技能、語文水平和人事管理能力，認識最新的業界發展和知識擴闊眼界。

除增進工作所需的技能外，我們亦鼓勵員工自我增值，充份發揮所長，實踐抱負。年內我們就界定優異表現確立能力架構，協助員工自訂發展大計。

2013年數碼港每位員工平均有3.3個工作日用於培訓。



Corporate Development

Cyberport supported the 2013–14 “Talent-Wise Employment Charter and Inclusive Organisations Recognition Scheme” during the review period. The scheme provides employment opportunities for persons with disabilities, which helps unleash their potential, increases self-reliance and fosters social integration while contributing to a caring and supportive society for all.

By signing the Charter, Cyberport has committed to its aims of promoting the employment of persons with disabilities.

We have also introduced policies and measures to ensure equal employment opportunities for persons with disabilities and encourage colleagues to use products or services provided by rehabilitation social enterprises and workshops.

Cyberport Internship Programmes

To nurture our future ICT industry leaders, Cyberport operates a number of internship programmes to educate, empower and inspire our younger generation, helping them to grow into visionary leaders who can introduce innovative and sustainable solutions to the ICT industry. Through the programmes we hope to unleash our younger generation’s potential, so that they can build a better world for themselves and for future generations.

For example, CSAA’s “e+startup” Internship Programme aims to give young students a taste of start-up by developing projects closely with the start-ups’ founders. The “Hong Kong — Shanghai ICT Internship Programme”, on the other hand, offers opportunities for Hong Kong’s university students to gain ICT work experiences in Shanghai’s companies.

Cyberport also has an internship programme that engages students in its own operations. The “Cyberport Internship Programme”, which develops young people’s skills and interest in ICT. In 2013, 6 interns were admitted to the programme, which offers hands-on work experience as well as insights into the ICT industry. One of the intern students has already been successfully enrolled in our CCMF scheme to prototype the development of his concept.



企業發展

於回顧期間，數碼港大力支持2013–14年《有能者•聘之約章》及共融機構嘉許計劃。約章為殘疾人士提供就業機會，有助他們發揮潛能，自力更生，培養社會共融文化，建立關愛互助的社會。

數碼港透過簽署約章，承諾為殘疾人士提供就業機會。

我們亦推出各項政策和措施，確保殘疾人士獲得平等受僱機會，同時鼓勵同事使用復康社企和工場提供的產品或服務。

數碼港實習計劃

數碼港積極培育業界未來人才，旗下設有多元化的實習計劃，旨在孕育、裝備以及啟發新一代，引領他們成為明日ICT領袖，為延續業界未來發展注入新動力。我們期望多元化的實習計劃，可讓年青人大展所長，為他們以及下一代建設更美好未來。

數碼港創業學會的「e+創業」實習計劃讓學生透過與初創企業創辦人共同工作，體驗創業生活；而「滬港資訊及通訊科技短期實習計劃」則讓香港大學生在上海實習，吸收ICT工作經驗。

除此之外，數碼港亦將實習計劃延展至公司內部運作上。「數碼港實習計劃」致力培育年青人在ICT方面的技能和興趣。於2013年，數碼港共聘用了6名實習生，他們除了獲得寶貴工作經驗外，更可藉此擴闊視野，對ICT行業有更深入的了解。其中一名實習生成功獲得數碼港創意微型基金資助，可實踐其發展構思開發雛型產品。