

COMMUNITY INVOLVEMENT

We have a long history of community involvement. We believe that if the communities in which we operate prosper, so do we. Our operating companies wish to bring value to the communities in which they operate.



Our approach

We fund the Swire Group Charitable Trust (“Swire Trust”), which provides long-term funds for charitable purposes

Our operating companies support the communities in which they operate through their own programmes and our staff volunteer their time and skills to help those communities

Swire Trust

Swire Trust was established in 1983. It is overseen by a Philanthropy Council chaired by a director of Swire Pacific. Swire Trust receives almost all of its income from companies in the Swire Pacific Group and provides long-term funds for charitable purposes to non-profit organisations, mainly in Hong Kong and Mainland China. Its principal focus is on education, the environment, and arts and culture. In 2013, Swire Trust donated HK\$43.6 million to charitable causes.

This year is the 30th anniversary of the formation of Swire Trust. In the past five years, Swire Trust has donated nearly HK\$40 million per annum for charitable purposes to approximately 50 non-profit organisations. In 2013, it made new grants to the World Wide Fund for Nature Hong Kong, to The Leprosy Project and to the Global Ocean Commission. Details of Swire Trust’s grants can be found under “Major Recipients of Grants from Swire Trust in 2013” on page 103.

The Taikoo Primary School celebrated its 90th anniversary in 2013. It has 600 students in 26 classes. Originally set up for the children of Swire staff, the school is now a government-subsidised public school to which Swire Trust makes an annual financial contribution. Swire Pacific is represented on the school board. In 2013, the Hong Kong Philharmonic Orchestra opened its 40th season with a new music director. It continues to provide world class music to the Hong Kong public. Swire

Trust has been the principal patron of the orchestra since 2006. Symphony under the Stars, an annual free concert, attracted an audience of more than 18,000 in 2013.

Swire Trust believes that non-profit organisations need to be well-managed in order to provide effective services and programmes. So, as well as supporting their projects, Swire Trust helps to build the capacity of small and medium-sized non-profit organisations. Such organisations have limited resources of their own for capacity building. Swire Trust gives them funds intended to strengthen their skills and governance and so to improve their effectiveness and sustainability.

Swire in the Community

We align our community programmes with our businesses. In 2013, Cathay Pacific undertook “The Spirit of Hong Kong” campaign. The campaign encouraged people to submit illustrations of what makes Hong Kong so special. More than 5,000 entries were received. The top 110 entrants’ silhouettes were featured on the livery of Cathay Pacific’s “Spirit of Hong Kong” aircraft. Swire Resources has supported Oxfam Trailwalker in Hong Kong since 2007, through sponsorship and staff volunteering. Swire Coca-Cola Hong Kong started community runs in 2004.



We support local communities with projects near where we operate. Cathay Pacific organises English on Air programmes for secondary schools in Tung Chung and works with Neighbourhood Advice Action Centre in Tung Chung to support disadvantaged families through elderly home visits and charity sales. In 2013, these activities benefited around 800 Tung Chung residents and involved around 250 Cathay Pacific staff. Swire

Properties operates the Books for Love charity book drive, White Christmas Street Fair, Be My Friend and Be a little Engineer programmes with the support of its staff, business partners and customers at its Island East development in Hong Kong.



WELCOME HOME

Moving into a small apartment is a dream come true for many disadvantaged families in Hong Kong. Swire Properties community ambassadors worked with IDEA Hong Kong to design a 210 sq. ft. apartment for a 62-year-old father and his teenage daughter. The ambassadors built three

bookshelves and painted and helped to refurbish the apartment, reusing equipment and furniture left behind by office tenants. Staff donated a television set, a refrigerator and a DVD player. One of our tenants, Towngas, donated a hood for the range in the kitchen. This project is connected with our business, involves staff and a non-governmental organisation and benefits from our expertise and resources.

We use the expertise of our staff in our community activities. Under Swire Properties’ Mr Fix it programme, technical staff offer home maintenance to disadvantaged families. Vogue Laundry provides free laundry and blanket cleaning to disadvantaged families living in tenement buildings or partitioned rooms in Hong Kong.

We work with non-profit organisations with a view to maximising the impact of our community activities. Cathay Pacific Catering Services works closely with Sheng Kung Hui Tung Chung Integrated Services to support the elderly and those from disadvantaged families in Tung Chung. HAESL works with non-profit organisations in Kowloon East in Hong Kong to identify community needs and guide volunteering efforts.

We support emergency relief efforts. In November 2013, the Swire Pacific Group raised a total of HK\$8.1 million following Typhoon Haiyan in the Philippines. Swire Trust gave HK\$2 million, staff and matching company donations amounted to HK\$4.7 million and Cathay Pacific provided HK\$1.4 million from its “Change for Good” programme.

We encourage our staff to participate in community activities. Some of our operating companies facilitate this by offering time off from work. Best practice is shared at regular meetings. We communicate our community efforts on our intranet and in a volunteering newsletter.

In Mainland China, nearly 30,000 people participated in community walks organised by Swire Beverages to promote the benefits of exercise and a balanced diet. Swire Properties extended its community ambassador scheme to Mainland China, with programmes for children with autism and the elderly. Ambassadors attended a training workshop conducted by Voluntary Service Overseas. This helped them to learn how to work with non-profit organisations and disadvantaged groups in Mainland China.

At Swire Properties' Brickell Key development in Miami, there are sculptures by Cuban sculptor Manuel Carbonell. These include "The Centinela del Rio", a 30-ft bronze statue depicting a Tequesta Indian blowing a conch shell. The Swire Carbonell Scholarship Fund has been awarding undergraduate art and history of art scholarships to students at Florida International University since 2009.

MEASURING OUR IMPACT

We want to evaluate our community programmes in order to measure their effectiveness and to highlight areas for improvement. Cathay Pacific uses the London Benchmarking Group guidelines to measure the impact of its English on Air programme, and intends to do the same with other projects. Swire Pacific Offshore offers scholarships to provide residential training for young seafarers in Manila; it used a social return on investment measure to assess the financial value of doing this. Swire Trust monitors the qualitative and quantitative results of its grants, using international standards.

SWIRE VOLUNTEER TEAM

We employ over 37,000 staff in Hong Kong. If every member of staff volunteers for a few hours, we believe that we can make a significant difference to the communities in which we operate. In 2013,

we conducted a staff survey to ensure that our community approach reflects the views and expectations of our staff. We did this with a view to setting up a formal Swire volunteer team in 2014.

2013 AIMS AND PROGRESS

Aims | To refine the way in which we engage with the communities in which we operate

Progress | In progress

Comments | A staff survey was conducted among Hong Kong-based staff to collect their views on community involvement. The results will be used to develop a community engagement strategy
Swire Trust formally considered a strategy for its future grant making

Aims | To designate a person in the head office of Swire Pacific to identify opportunities to engage with the communities in which we operate

Progress | Done

Comments | A full time manager has been appointed

Aims | To communicate our community efforts more effectively

Progress | In progress

Comments | Communication with staff has been enhanced by using a wider range of communication channels
The new manager mentioned above has been in contact with non-profit organisations to communicate our community engagement objectives and to explore partnership opportunities

AIMS FOR 2014

To set up the Swire volunteer team

To develop a strategy for community involvement

To formulate a strategy for our future philanthropic giving

Major Recipients of Grants from Swire Trust in 2013

ASIAN CHARITY SERVICES

Grant Amount | HK\$2.2 million

Purpose | To build NGOs' organisational capacity at the leadership level

ARTS WITH THE DISABLED ASSOCIATION IN HONG KONG



Grant Amount | HK\$1.5 million annually

Purpose | To promote the arts and artistic talent among persons with disabilities, to create equal opportunities for them in the world of art and to foster social integration

COMMUNITY ENGLISH LANGUAGE LABORATORY

Grant Amount | HK\$2.0 million annually

Purpose | To improve English language capabilities in Hong Kong through a community-centre offering free English language training

HONG KONG BAPTIST UNIVERSITY

Grant Amount | HK\$1.0 million

Purpose | To provide six scholarships to enable students from Mainland China's Ministry of Foreign Affairs and China Foreign Affairs University to study for masters degrees in translation

HONG KONG PHILHARMONIC ORCHESTRA



Grant Amount | HK\$39.0 million

Purpose | To inspire and extend musical appreciation in Hong Kong and elsewhere

HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (SWIRE PROFESSORSHIP IN AEROSPACE ENGINEERING)

Grant Amount | HK\$10.0 million

Purpose | To develop a degree in aerospace engineering in Hong Kong, to offer greater access for Hong Kong students to specialised studies and to increase the competitiveness of the Hong Kong academic and aviation sectors

HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (SWIRE INTERNATIONAL YOUNG FELLOWS PROGRAMME)

Grant Amount | HK\$12.4 million

Purpose | To promote internationalism on the university campus

LIFE EDUCATION ACTIVITY PROGRAMME (LEAP)

Grant Amount | HK\$6.0 million

Purpose | To help prevent substance abuse by providing positive health-based education programmes for children

RIGHT TO PLAY

Grant Amount | HK\$16.2 million

Purpose | To promote an inclusive child welfare system through comprehensive early childhood education centres in thirty villages in Yunnan province in Mainland China

ST. JAMES' SETTLEMENT

Grant Amount | HK\$4.4 million

Purpose | To support immediate and basic needs for the disadvantaged in Hong Kong through the operation of subsidised food stores

TAIKOO PRIMARY SCHOOL



Grant Amount | HK\$1.7 million annually

Purpose | To strengthen the school's English and Mandarin language teaching, and for special projects

TEACH FOR CHINA

Grant Amount | HK\$3.5 million

Purpose | To address educational inequality by recruiting candidates from top universities in Mainland China and the USA to teach at rural schools in Yunnan and Guangdong provinces and become a cohort of lifelong leaders committed to expanding educational equality

WORLD WIDE FUND FOR NATURE HONG KONG



Grant Amount | HK\$14.3 million

Purpose | To improve knowledge of sustainability matters among primary school students and to encourage them to make environmentally sustainable choices in their daily lives

XIAMEN UNIVERSITY

Grant Amount | HK\$6.9 million

Purpose | To support marine science in the South China Sea through the establishment of a marine research centre at Xiamen University

THE LEPROSY PROJECT



Grant Amount | HK\$1.8 million

Purpose | To provide educational support to students affected by leprosy

GLOBAL OCEAN COMMISSION

Grant Amount | HK\$3.0 million

Purpose | To support the work of the Commission in examining key threats, challenges, and changes to the ocean in the 21st century, including by supporting a meeting of the Commission in Hong Kong

Note 1: Some of the figures above are amounts which we have committed. In these cases, final grant amounts will depend on actual expenses and/or exchange rates.

Note 2: Grants may be awarded over a number of years.