

## Helping the community

The SFC makes an effort to give back to the community through a number of means, while encouraging the individual initiatives of staff members. We also recognise our duty to minimise the environmental impact of our work processes and efforts are made to reflect this.

### Protecting the environment

We try to keep our workplace as green as possible. Employees are encouraged to minimise waste, paper and energy at every opportunity. As part of an effort to re-focus our endeavours over the past year, our paper consumption was reduced by 14 per cent, while paper cup usage was down 11 per cent. We also cut the number of paper towels used by 17 per cent.

Energy saving light bulbs and low-voltage tubes are used and unnecessary lights and equipment are switched off after office hours. Staff can dress smart-casual to avoid excessive air conditioning.

We recycle waste paper, envelopes, carton boxes and newspapers. Wherever possible we use emails and intranet for communication and adopt e-filing and e-faxing. Having

ascertained that our target audience find it equally if not more convenient, many of our periodic publications are now released in the form of e-copies. From 1 April 2007, our writing paper has been manufactured from well managed forests run by the Forest Stewardship Council.

Staff members were encouraged to join the Community Chest Green Day, which aimed to raise environmental awareness and collect funds for green projects.

### Charitable efforts

The SFC takes pride in the fact that our staff contribute to the community both as part of the organisation and on their own behalf. Among our employees we have Civil Aid Service volunteers, mentors to university students and carers for the elderly and disabled.



Our staff arrange a party for the elderly in January 2008.



Our staff show their care for society during a visit to the Haven of Hope Sunnyside School.

On their own initiative, a group of employees set up 'Commission Possible,' a volunteer enterprise where staff help disadvantaged groups in particular need. They organise events and bring festive specialities to the needy during holidays or other special occasions.

The SFC is exploring other ways to give back to the community, such as acting as expert advisers to charitable groups, and lending support to Community Chest initiatives including Skip Lunch Day, Green Day and Dress Special Day. We have recently put in place arrangements, on suitable occasions, to make donations to charitable causes on behalf of visiting guests instead of giving out corporate gifts.

The SFC has again been named a Caring Organisation by the Hong Kong Council of Social Service for its achievements in encouraging and supporting employee volunteering, providing family-friendly work arrangements and staff activities, and assisting social service organisations.

We participate in the Hong Kong Red Cross blood donation campaign. The SFC is a corporate partner of the Tung Wah Group of Hospitals on joint community projects and also partners with the Haven of Hope for voluntary community visits.

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**Our CEO, Mr Martin Wheatley, raised a few eyebrows when he swapped the board room for a cardboard box. In the process, he achieved his goal of raising awareness of the plight of slum dwellers.**

Joined by his wife and daughters, Mr Wheatley built a shack out of corrugated iron and slept under the stars in Tuen Mun as part of Crossroads International's Slum Survivor course. The aim was to give a taste of the rougher side of life.

"The idea was to take us out of our cosy world and give a simulation of how people survive life," Mr Wheatley explains. Crossroads International uses donated goods to provide emergency relief to people in poverty or those suffering from disease.

Part of Mr Wheatley's task was to rely on handouts from organisers, and to physically build a roof over his head. It helped raise Crossroads's profile but in the process served as an eye-opener to the executive and his family.

"I got more from it personally than I expected," he says. "And the kids thought it was amazing, it gave a real sense of awareness about poverty in the world."

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CEO Mr Martin Wheatley participates in Slum Survivor Hong Kong in 2007.