

Corporate Membership Programme - Pilot

Impact Report

April 2022 - June 2023



Introduction

This pilot programme was designed to provide a platform for companies to have strategic and sustained social impact in the community. Through engagement with C-Suite, employees and customers, companies can fully embed social impact at the core of their business and build a brand with purpose.



C-Suite engagement

The Corporate Membership Programme Pilot provided a platform to maximise corporate social impact in Hong Kong by placing community at the heart of company culture. It starts at the top, with a company's Board of Directors, C-Suite and senior leaders in sustainability and ESG roles.

Advisory Council

The Advisory Council was comprised of C-Suite and senior executives who oversee social impact and non-profit partnerships. The aim was to provide a quarterly round-table platform for cross-company and multi-sector learning and insights into the latest social impact, Corporate Social Responsibility (CSR) and ESG reporting and trends.

During the pilot year, we held four Advisory Council meetings and discussed topics such as how companies can align their impact strategy with the United Nations Sustainable Development Goals (SDGs).

Founding members of the Advisory Council were invited to help us to shape and develop the Corporate Membership Programme for the future.

C-Suite Engagement Evening



Advisory Council members

Tim Proudlock (Chair)	Head of Division – Operations and Technology, Asia St. James's Place Wealth Management - Asia
Leon Yoong	Senior Vice President of Techtronic Design Techtronic Industries Co. Ltd. (TTI)
Justin Yeung	Executive, Sustainability Techtronic Industries Co. Ltd
Alex Barnes	Managing Director for Hong Kong & Macau Jones Lang LaSalle (JLL)
Helen Amos	Sustainability Consulting Lead (Asia Pacific), Head of Sustainability Hong Kong Jones Lang LaSalle (JLL)
Laurent Gimenez	Head of North Asia Hilti Group
Sam Nunn	Regional Head of Sustainability Hilti Asia Limited
Olivia Wong	General Manager, Environmental & Social Responsibility, Habitat for Humanity Board Chair
Anne Copeland	CEO & Sustainability Advisor Copeland & Partners Limited
Jo Hayes	Chief Executive Officer Habitat for Humanity Hong Kong
Katherine Rumble	Director, Partnerships & Development Habitat for Humanity Hong Kong
Soline El Hassani	Senior Manager, Partnerships & Development Habitat for Humanity Hong Kong

Founding members of the Corporate Membership Programme Pilot joined members of Habitat Hong Kong's Board of Directors and C-Suite from multiple sectors and industries for an exclusive evening of networking on 1st December 2022.

After welcoming remarks from Jo Hayes, CEO of Habitat for Humanity Hong Kong, Sam Nunn, Regional Head of Sustainability at Hilti Asia Limited, gave an opening speech on the importance of putting social impact at the core of company culture. A huge thank you to Sam for inspiring our C-Suite guests!

Impact stories

Volunteers from Techtronic Industries Co. Ltd. (TTI) joined our Project School Works at Aldrich Bay Government Primary School, contribute and make a difference to the community. The volunteers and students painted murals with the theme of climate change. The volunteers at TTI created a more colourful campus and provided students with a beautiful and improved learning environment.



They also joined our Project Home Works in Oi Man Estate and renovated two homes. The volunteers were helpful and passionate, and they were thrilled to be able to make a difference to the living conditions for two elderly people – Grandma Chan and Grandpa Lui. Grandpa Lui had a stroke and requires walking aid or wheelchair to help him navigate around his home. He also has other physical illness so he stays at home most of them. The volunteers also renovated the flaking ceilings and walls of Grandma Chan's flat.

Grandma Chan exclaimed, "Wow! It looks so nice now, it makes my place look so much brighter too! Thank you all!"



Volunteers from Hilti Asia joined our Project Home Works programme to renovate two homes. Even though it was a very hot day, all the volunteers were eager and excited to start renovation right away.



Grandma Chan lives in the first home and has had arthritis for a few years now. She could not move around much and has to lay down on her bed once in a while to ease the pain. She was thrilled to see so many passionate volunteers coming together to help her renovate her ceilings, especially the kitchen, because it has affected her cooking and eating. Grandpa Choi lives in the second home and suffers from Alzheimer's disease, which affects his daily activities. The volunteers were happy to help him renovate the dining area and bathroom, which was instantly a lot brighter and cleaner!

“At JLL, we are committed to giving back to our communities for a better world. Today we supported two vulnerable elderly people to have a safer and more hygienic home, and built a sense of hope and belonging. We are proud to partner with Habitat for Humanity Hong Kong.”

Alex Barnes
Managing Director, Hong Kong & Macau
Jones Lang LaSalle (JLL)

JLL Hong Kong put purpose and people at the core of their culture. JLL volunteers participated at our Project Home Works programme, where through hard work, determination and deep-rooted care for the community, they dramatically improved the living conditions for two elderly people living in public rental housing. What a difference you can make in someone's life with a few helping hands, and a committed team of volunteers!



Programme impact

Community engagement



6

vulnerable families have improved living conditions



3

local schools have been revitalised

2,100

students have an improved learning environment

Employee engagement

132

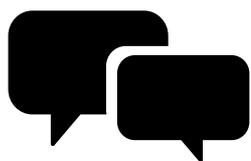
volunteers were engaged

1,056

volunteer hours were served



Public engagement



431

website traffic

10,891

e-newsletter subscribers

16,373

social media reach and impressions

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Founding members

Corporate Membership Programme



Techtronic Industries
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