

2010/11 Highlights

• Our Environmental Performance

• Our Social Performance

• Our Economic Performance

• Our Achievements and Awards

Over the years, we have made every effort to improve our environmental, social and financial performance in a sustainable manner. We comply with, and often surpass, all applicable environmental, occupational health & safety, and social legislations. We achieved satisfactory results and were bestowed various awards and honour in different sustainability aspects during the reporting year. Our major achievements in 2010/11 are highlighted below:

Our Environmental Performance

Initiatives in Planning and Construction of New Housing Estates

- Developed a local carbon emission estimation tool aimed at controlling the total carbon dioxide emission of buildings starting from design stage.
- Met energy efficient requirements of the Building Energy Codes published by the Electrical and Mechanical Services Department with all our new buildings classified as energy-efficient buildings.
- Adopted a diverse range of energy-saving initiatives in new PRH estates such as two-level lighting system, variable speed drive control for the fresh water booster pumping system, hybrid ventilation system, permanent magnet synchronous motor machines in lift installations, and lifts without machine rooms.
- Conducted pilot studies of using renewable energy such as solar panels and wind-solar hybrid lighting system in PRH estates to further reduce electricity consumption and our carbon footprint.
- Installed rainwater harvesting systems in two new shopping centres.
- Completed green roofs construction at Choi Tak Estate, Choi Fook Estate, Tin Ching Estate, Mei Tung Estate and Chai Wan Estate.
- Planted 3 775 trees, 225 527 shrubs and 11 260 annuals in our newly completed PRH estates.
- Collaborated with contractors to engage tenants and the community in the Action Seedling programme.

Initiatives in Existing Housing Estates

- Conducted pilot energy audits in six PRH blocks and the second cycle of carbon audits including two PRH blocks and one shopping centre.
- Adopted a diverse range of energy-saving initiatives in existing PRH estates such as modification of lighting circuits and installation of energy-efficient T5 tubes.
- Recorded a downward trend in the total electricity consumption regarding the management and maintenance of the PRH estates.
- Participated in the Source Separation of Domestic Waste Programme for all PRH estates and collected 21 376 tonnes of paper, 1 427 tonnes of plastic bottles and 865 tonnes of aluminium cans from estates.
- Collected 843.5 tonnes used clothes, used computers, other electrical and electronic appliances from PRH estates for charity donation.
- Launched a pilot run on glass bottle recycling in six PRH estates in the Kowloon East region.
- Completed landscape improvement work in 18 estates, planted around 1 154 trees, 473 292 shrubs and 79 761 annuals in our PRH estates and established two thematic gardens.
- Continued to monitor trial installation of green roofs at Wo Lok Estate, Fu Shan Estate, Choi Hung Estate and Fuk Loi Estate.
- Engaged tenants in a number of green initiatives including the Green Delight in Estates programme.

Initiatives in Office at Work

- Conducted the second cycle of carbon audits in one of our headquarters buildings as well as a customer service centre.
- Completed green roof construction at our headquarters building in Ho Man Tin.
- Achieved about 4.2% electricity reduction from 2007/08 and 3.2% reduction from 2009/10 in the total electricity use of our office.
- Collected 30.9 kg of waste paper per staff in our offices, about 64% higher than the quantity collected in 2008/09.
- Reduced 16.5% water consumption as compared with the target consumption of 14 980 cubic metres.
- Conducted a survey to gauge the environmental awareness of HA staff and the result showed that a vast majority of the housing staff realised the importance of environmental protection and had implemented green measures in their daily work and living.

Our Social Performance

Initiatives in Planning and Construction of New Housing Estates

- Organised a number of community engagement workshops and forums regarding the development of PRH at Anderson Road, Shek Kip Mei, Kwai Shing Circuit, Po Heung Street and Tseung Kwan O Area 65B to collect views from stakeholders.
- Applied Building Information Modelling to plan for risk assessment and develop site-specific safety measures by simulating the sequence of construction work.
- Reduced accident rate for new works construction sites significantly from 55.8 per thousand workers in 2001 to 9.9 in 2010.

Initiatives in Existing Housing Estates

- Benefited a cumulative total of around 8 300 Waiting List applicants and 7 700 PRH tenants under various harmonious families schemes.

- Launched a 330-million-dollar programme to improve the barrier free access and facilities of our PRH estates for people with disabilities.
- Established an official Facebook page entitled *“Public Housing Vistas”* to create a unique virtual meeting place for residents to share pictures, thoughts and memories of their lives in PRH estates.

Initiatives in Office at Work

- Offered an average of 32.8 training hours per employee and encouraged staff to attend various conferences, site visits and study tours to enhance competence.
- Encouraged staff to participate in volunteer services and activities such as visits to elderly households and Hong Kong Tree Planting Day.
- Donated about 4 500 reusable surplus household items by staff for charity through the Environmental Collection and Recycling Campaigns.
- Arranged various recreational activities such as eco-tours, interest groups, etc. for staff.

Our Economic Performance

Initiatives in Planning and Construction of New Housing Estates

- Developed a “lean and green” approach for the cost-effective and sustainable development of new PRH estates.
- Made every effort to optimise the development intensity of all public housing sites with due consideration to the site constraints and cost effectiveness.
- Introduced a new Integrated Procurement Approach by applying a “three-envelope system” for some tendering exercises to increase working efficiency and procure for innovations.
- Tightened the product selection by introducing product certification requirements into our tender specifications for six selected building products and requiring ISO 14001 certifications for 10 major building materials.

Initiatives in Existing Housing Estates

- Provided PRH tenants with a special one-off rent waiver for the month of September 2010 to lessen their financial burden as they may not have fully benefited from the economic recovery.
- Approved around 11 900 families to receive assistance from the Rent Assistance Scheme.
- Maintained the average waiting time for general applicants and elderly one-person applicants at 2 and 1.1 years respectively surpassing our pledged waiting time of around 3 years.
- Housed around 1 810 families under the Express Flat Allocation Scheme.
- Sold about 3 220 surplus Home Ownership Scheme flats in total to eligible applicants.
- Conducted a series of SWOT analysis to identify strengths, weaknesses, opportunities and threats for different retail and car parking premises.
- Reached an overall occupancy rate of 94.9% for our retail premises after adopting a range of market-oriented letting strategies.

Initiatives in Office at Work

- Recorded the HA's available investment funds at HK\$69 425 million which was HK\$7 251 million higher than last year.
- Merged the property and tenancy management services in 67 estates managed directly by the Housing Department to streamline our property management services and maintain service quality.
- Launched an integrated Enterprise Resources Planning system to combine many of our applications such as our finance and procurement, and various estate maintenance systems to a single integrated system.

Our Achievements and Awards

- The Housing Department was awarded the “5 Consecutive Years Caring Organisation Logo” by the Hong Kong Council of Social Service.
- The HA was granted the HKQAA-HSBC Corporate Social Responsibility Advocate Mark at the Hong Kong Quality Assurance Agency Symposium 2010.
- The HA was presented a Safety Leadership Award (Champion in the Client-Developer Category) by the Lighthouse Club and Construction Industry Council.
- The HA received a number of recognitions in the Hong Kong Safe and Healthy Estate Accreditation Scheme - Safe and Healthy Estate, organised by Occupational Safety & Health Council. These include:
 - Outstanding Performance Estate for Grandeur Terrace, Tsz Hong and Wo Che Estates; and
 - Good Performance Estate for Fu Tung and Kwai Fong Estates.
- The HA was granted the “Class of Excellence” Wastewi\$e Label for the third consecutive year and Wastewi\$e Label in 10 consecutive cycles of the Hong Kong Awards for Environmental Excellence organised by the Environmental Campaign Committee.
- The HA was presented numerous awards in the Source Separation of Waste Award jointly organised by Environmental Protection Department, The Hong Kong Association of Property Manager Companies and Hong Kong Productivity Council. These include:
 - Gold Award for Wan Tsui Estate;
 - Silver Award for Lai Yiu Estate;
 - Bronze Award for Ma Hang, Sheung Tak and Siu Sai Wan Estates;
 - Special Awards (Award for Enhancement) for Lok Wah (South) Estate; and
 - Certificate of Merit for over 140 public rental housing estates.
- The HA was honoured with a platinum award in the Green Purchaswi\$e Award category and a gold award in the Green Office Management Award category of the inaugural Hong Kong Green Awards 2010 organised by the Green Council.

- The HA won numerous awards in the Green Building Award 2010 jointly organised by the Hong Kong Green Building Council and the Professional Green Building Council. These include:
 - Grand Award for Sau Mau Ping South Estate;
 - Merit Award for the Redevelopment of Upper Ngau Tau Kok Estate Phases 2 & 3; and
 - Merit Award for the Estate Improvement Programme of Choi Hung Estate.
- The HA was presented the Green Leadership Award in the Residential (Multiple Houses) category by BCI Asia Construction Information Pte Ltd for the redevelopment projects at Lam Tin Estate Phase 7, Sau Mau Ping South Estate and Upper Ngau Kok Estate Phases 2 and 3.
- The HA was awarded the 3-Star Rating (Residential Category) in China Green Building Label organised by China Green Building Council for the redevelopment project at Upper Ngau Tau Kok Estate Phases 2 & 3.
- The HA's landscape design "Green Delights at Home" won the Gold Award for Outstanding Exhibit (Landscape Display) in the Hong Kong Flower Show 2011 organised by the Leisure and Cultural Services Department.
- The HA was honoured with the Achievements in Planning, Development and Management of Human Settlement in EAROPH 50th Golden Jubilee Award organised by Eastern Regional Organisation of Planning and Human Settlements (EAROPH).
- The HA was awarded a Grand Award (Hong Kong Residential) in Quality Building Award 2010 jointly organized by nine construction related institutes for the redevelopment project at Upper Ngau Tau Kok Estate Phases 2 & 3.
- The HA was granted a Certificate of Merit in Hong Kong Institute of Planners Award 2010 organised by Hong Kong Institute of Planners for the redevelopment project at So Uk Estate.
- The HA was presented a Commendation Award (Hong Kong Projects Residential and Institutional Buildings Category) in Structural Excellence Award 2010 organised by Joint Structural Division of the Hong Kong Institution of Engineers, and Institution of Structural Engineers for the redevelopment project at Upper Ngau Tau Kok Estate Phases 2 & 3.

- The HA won the Autodesk Hong Kong Building Information Modelling (HK BIM) Awards in 2010 organised by Autodesk HK.
- The HA was honoured with the Special Achievement in Geographic Information System (GIS) Award in the 30th Annual Esri International User Conference 2010 held on 16 July at the San Diego Convention Centre, USA.
- The Housing Authority Website was presented a Jade Award at the WebCare Award 2010 sponsored by the Internet Professional Association. This is the sixth time we have received the WebCare Award.
- The Housing Authority's Annual Report for the year 2008/09 was presented an Honours Award in the 2010 International Annual Report Competition (ARC), organised by the New York based MerComm, Inc., for its excellent cover design.
- The HA won awards in the International Galaxy Awards Competition. These include:
 - The souvenir photo album entitled "Light & Shade: Life passé in old estates", was presented the Gold Award in the category of "Design: Commemorative Book" and the Silver Award in the category of "Brochures: Special Purpose".
 - A video entitled "Revitalisation of Ping Shek Estate" was given an Honours Award in the category of "Public Relations: Special Purpose Project".
- The HA won awards in 2010 International Mercury Awards Competition. These include:
 - Best of Show, Grand (Custom Publications), Gold (Custom Publications: Living/Housing), Gold (Design: Special Project), and Silver (Brochures: Special Purpose) Awards for the "Light & Shade: Life passé in old estates" Photo Album;
 - Bronze Award (DVDs/Videos: Special Project) for "Revitalisation of Ping Shek Estate" Video; and
 - Honours Award (Design: Annual Report Interior) for Housing Authority Annual Report 2009/10.
- The HA was granted a Certificate of Merit (Reputation and Brand Management) in Hong Kong Public Relations Awards 2010 organised by Hong Kong Public Relations Professionals' Association for "Light & Shade: life passé in old estates" Photo & Video Exhibition.