

# Investing in the Community and Partnering with NGOs

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# The Goals of PCCW's (formerly HK Telecom) Community Investment

## Community

- To contribute toward the overall economic and social development of the community

## Corporate

- To demonstrate good corporate citizenship and community responsibility
  - caring for and serving the community  
關心社會，服務社群

# The Goals of PCCW's (formerly HK Telecom) Community Investment (Con'd)

## Business

- To generate opportunities for raising awareness and understanding of the company's products and services

## Staff

- To provide opportunities that would facilitate staff's participation in community affairs

## Focus of the Investment

- Education
- Welfare
- Environmental Protection

# Focus of the Investment (Cont'd)

- **Education**
  - Language
  - Information Technology
- **Welfare**
- **Environmental Protection**



香港電訊

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www.cwinkl.com

主辦機構：香港電訊

合辦機構：教育署、區議會、學校、合作專責委員會、香港社會服務聯會、香港康復家長教師會聯合會、沙田區家長教師會聯合會、黃大仙區家長教師會聯合會

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**TELEC**  
TEACHERS OF ENGLISH LANGUAGE  
EDUCATION CENTRE  
Department of Curriculum Studies

CABLE & WIRELESS  
HKT  
香港電訊

# Focus of the Investment (Cont'd)

- Education
- Welfare
  - Help the disadvantaged to improve their quality of life
  - Care for the elderly
- Environmental Protection



## Focus of the Investment (Cont'd)

- Education
- Welfare
- Environmental Protection
  - Clear air
  - Energy conservation
  - Reduction of waste



# Means of Investment

1. Finance
2. Product
3. Service
4. Knowledge
5. Manpower Resources – staff and volunteer
6. Facilities: Training Center, recreation and staff club, shop front, Earth Station, etc
7. Network





# Corporate's Strategy towards Community Investment



- Periodical review of the goal and focus
- Sensitive to the community need and the social trend
- Creative use of available resources
- Varied level of publicity that suits the climate of the company
- Research and evaluation



# What attracts the Sponsorship from Business Sector

1. Good Will
2. Value and significance for the recipients
3. Brand fit / favourable association
4. Enhance corporate image
5. High publicity value

## **What attracts the Sponsorship from Business Sector (Cont'd)**

6. Cost effectiveness of the activity
7. Product sales
8. Hospitality / entertainment
9. Internal cohesion
10. An appealing and presentable sponsorship proposal

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