

# 領展 LINK

## 愛·匯聚計劃

Link Together Initiatives

2024/25



領展致力連繫社區，提升居民生活質素，締造美滿生活。我們自2013年起，每年將相等於上一個財政年度之物業收入淨額最多0.25%款項，撥捐領展旗艦慈善及社區參與項目「愛·匯聚計劃」。在過去十年間，我們與不同持份者，包括社福機構、商業夥伴、租戶和領展員工合作，推動創新項目，充分利用領展物業的核心優勢，擴大項目的社會效益。

We strive to link our communities to a brighter future by improving the lives of the people around us. Since 2013, we contribute an amount of up to 0.25% of our net property income from the previous financial year to our flagship charity and community engagement programme, Link Together Initiatives. Over the past decade, we have collaborated with charitable organisations, business partners, tenants, and staff to carry out innovative projects that leverage Link's core strengths in the community and amplify their social impact.

## 2013年起創造的效益 Our Impact Since 2013



**18M**

受惠人次  
Total Beneficiaries



**\$158M**

投放總額  
Committed Donation



**190+**

資助項目  
No. of Community Projects



**118**

受惠社福機構  
No. of Supported Charitable  
Organisations

多年來，領展「愛·匯聚計劃」積極回應社區不斷變化的需求，與時並進。我們支持的項目內容多元化，但核心方向始終不變。

Link Together Initiatives have adapted to the evolving needs of local communities near Link's portfolios. While the dimensions of our supported projects are diverse, our core approaches remain unchanged.



## 建立夥伴關係 Partnership

我們致力與社福機構建立密切的夥伴關係，並透過推動領展其他持份者的積極參與，擴大合作項目的影響力。

We actively seek trusted partnerships with charitable organisations, leveraging our stakeholders' support to maximise collective impact and achieve shared goals.



## 推動社區參與 Community Engagement

領展擁有廣泛的社區網絡，讓社福機構與目標受眾直接互動，增強其服務的覆蓋面和效益。

Through our extensive community network, we provide charitable organisations with unique access to target audiences, enhancing the reach and effectiveness of their services.



## 賦權促進成長 Empowerment

我們的願景是為社群帶來長期及可持續的效益，因此我們重視合作項目能否促進個人成長、教育水平和技能發展，擴闊社會各人塑造更光明未來的可能性。

We strive for sustainable, long-term change that benefits the wider communities. Through implementing projects that foster personal growth, education and skill development, we empower individuals to shape their brighter future.



# 2024/25 資助項目 Sponsored Projects

## 支持範疇 Focus Areas

環境可持續發展  
Environmental  
Sustainability

共融及活齡社區  
Inclusion and  
Active Ageing

青少年培育  
Youth  
Empowerment

## 環境可持續發展 Environmental Sustainability

### 小寶慈善基金 Bo Charity Foundation

#### 惜食堂 – 惜食全方位食物回收及永續饒愛教育推廣計劃 Food Angel - We Link We Share Programme

惜食堂自2016年於領展鮮活街市和商場進行食物回收，以製作飯餐及食物包予有需要人士和家庭，目標每年回收逾370噸食物，惠及130萬人。本年度更首度推出「永續饒愛」教育推廣計劃，培訓大學生在社區推廣「惜食」和「關愛」的理念，提高青少年對可持續發展的關注。

Since 2016, Food Angel has been collecting surplus food at Link's fresh markets and shopping centres to prepare meals and food packs for those in need. The project aims to help 1.3 million people each year by recycling more than 370 tonnes of food. In addition, Food Angel will launch an education programme for the first time, training university students as trainers to promote food waste reduction and community care. The programme is designed to raise awareness among young people about global sustainable development.



### 環保協進會 Environmental Association

#### 連繫自然 2024-2025 Nature LINK 2024-2025

過去數年，環保協進會已於領展旗下商場的戶外空間建造九個蝴蝶園，本年度將迎來第十個。每區蝴蝶園均由當區義工隊維護，成功建立環境和社區緊扣的生態網絡。未來，計劃將繼續鞏固現有蝴蝶園，提升市區生物多樣性，促進全港城市生態跳島的發展。計劃亦將繼續與鄰近社福機構及學校合作，擴大社區接觸面，並舉辦蝴蝶園設計比賽、藝術裝置設計比賽、導賞等活動，透過蝴蝶園網絡推動社區可持續發展，讓蝴蝶園成為連繫人與自然的紐帶，提升社區幸福感。

Over the past few years, the Environmental Association has established nine butterfly gardens across Link's properties, and plans to add another this year. Each garden is maintained by its own dedicated volunteer team, creating an interconnected ecological network that harmonises the environment and the community. Looking forward, the project aims to develop a city-wide urban "stepping stone" habitat for butterflies and improve the existing gardens to boost urban biodiversity. To further engage the community, it will collaborate with charitable organisations and schools to broaden its outreach and host various activities, such as a butterfly garden design competition, an installation design competition, and guided tours. Its long-term goal is to promote sustainable development and enhance social well-being by connecting nature and humanity through the butterfly garden network.



### Arts' Options

#### 「長·智·戲」金齡多元藝術扎根計劃

#### Deep-rooted Multi Performing Arts Programme for Golden Agers

面對香港人口老化，Arts' Options突破樂齡服務的界限，運用表演藝術改善金齡人士的身心健康和精神生活品質，讓一班志同道合的金齡人士釋放演藝天份及創意潛力，展開燦爛的人生下半場。

經過數年的努力，Arts' Options已成立香港首個長者專業劇團，並兩度出訪海外進行戲劇交流，更舉辦香港首屆金齡藝術節。計劃將繼續提供專業戲劇培訓及導師培訓課程，讓長者發揮所長。計劃既扎根社區，透過社區戲劇體驗，推廣金齡長者藝術，亦面向國際，舉辦第二屆「金齡藝術節」，向公眾展示香港金齡藝術的力量。

Arts' Options has broken new grounds in elderly services by involving Hong Kong's senior population in performing arts. The project aims to improve seniors' physical and mental well-being while unlocking their creative potential. It allows them to share a common passion with others and develop professional-level drama skills. Participants have the opportunity to showcase their talents to the community and achieve their dreams, even in their later years.

After years of work, it has established Hong Kong's first senior professional theatre group, gone on two overseas exchange tours, and organised Hong Kong's first Creative Ageing Arts Festival. This year, the project will continue to offer professional drama training and train-the-trainers programme to nurture talent within the elderly arts community. In addition to its community-based experiential theatre workshops, it will also host the second Creative Ageing Arts Festival to showcase the abilities of seniors to the public.



### 忘年騎車樂（新加坡）Cycling Without Age Singapore

#### 活躍世代

#### Active Generations

為應對新加坡獨居長者的社會隔離問題，計劃以「長者服務長者」的模式，組織「快樂時光」活動。受過培訓的活躍長者與同區孤獨長者結伴為友，並帶領他們騎三輪車出行。接近大自然有助建立積極心態，讓長者願意建立新的社交圈子計劃。亦將運用傳統遊戲和運動，提高長者活動機會。懷舊和新鮮的體驗相互結合，有助長者發現並建立興趣，例如積極參與義工服務，重投社區。

To address social isolation among seniors in Singapore, the project runs a "Happy Hour" programme with a 'seniors serving seniors' approach. Under the programme, trained active seniors befriend and bring lonely seniors from the same neighbourhood on trishaw rides. These outings connect seniors with nature, helping them develop a more positive outlook and make new friends. The "Happy Hour" programme also includes classic games and exercise routines to get seniors moving. Through combining nostalgic and new experiences, the programme aims to help seniors rediscover their interests, and reintegrate into the community through active volunteerism.



## 香港表達藝術治療服務中心 Hong Kong Expressive Arts Therapy Service Centre

### 《藝術生命軌跡》表達藝術治療多元種族活齡社區計劃 'The Art of Life Journey' Expressive Arts Therapy Multi-Ethnics Active Ageing Community Scheme

由於語言限制和文化差異，非華裔長者在香港的情緒支援和生死教育資源有限。計劃透過表達藝術治療及生死教育，改善非華裔長者、照顧者及華裔長者的情緒及生命成長需求。

延續過去一年的成果，計劃來年將接觸更多長者，讓他們突破語言界限，以視覺藝術、音樂、舞動等藝術媒介表達情緒和生死觀，從而舒緩個人焦慮和抑鬱；計劃亦將培訓「生命旅程」探索大使，鼓勵於同儕間推廣生死教育，關注不同族群長者間的藝術交流，促進跨文化溝通。計劃亦會組織展覽，並結集長者生命故事成書，接觸更多公眾，讓不同文化的長者以開放的心態互相學習和理解，建立共融社會。

Due to language barriers and cultural differences, non-Chinese seniors in Hong Kong have had limited access to emotional support services and life-and-death education. This project seeks to address this gap for both non-Chinese and Chinese seniors, as well as their caretakers, using expressive arts therapy and life-and-death education.

Building on last year's success, the project will expand its outreach to more seniors. By using visual arts, music, and dance, it will help overcome language barriers and enable participants to express their emotions and thoughts on life-and-death, helping them cope with anxiety and depression. The project will also train ambassadors to promote life-and-death education among their peers. This approach emphasises artistic exchanges between seniors from different ethnic backgrounds to foster cross-cultural understanding. Their artworks and stories will be showcased in the form of exhibition and storybooks to engage the public and promote an inclusive society.



## 青少年培育 Youth Empowerment

### 凝動香港體育基金 InspiringHK Sports Foundation

#### 「山 x 海 x 城」戶外運動旅程 Sports LinkVenture

計劃為基層青少年提供獨特的運動體驗，包括水上、城市及越野運動活動。透過自我挑戰，青少年能夠建立積極的生活方式、促進身心靈健康。計劃將組織「攀山越嶺挑戰日」，參加者須在限時內完成全程100公里、揉合各項運動的跨區挑戰。計劃所累積的運動時數更將轉化為環保餐具套裝贈予基層兒童，回饋社會。

The project fosters a positive sports culture by offering unique experiences in water, urban, and mountain sports for underprivileged youth. By stepping out of their comfort zones, young people can enhance their physical and mental well-being. Additionally, the project will host an exciting 100km city relay challenge that combines different sports and must be completed within a set time. The total sports hours accumulated by participants will be turned into eco-friendly cutlery kits, which will be given as gifts to underprivileged children.



## 啟勵扶青會 KELY Support Group

### 齊來茁壯 – 青年社區精神健康計劃

#### Together, We Flourish! – A Community Youth Mental Health Initiative

對於青少年來說，培養社交和情緒管理技能非常重要。啟勵扶青會設計了一套雙語社交情緒學習課程以及朋輩支援培訓。其長期目標是為青年提供必要的工具和技能，以引導他們進行社交互動、管理情緒、建立積極的同儕關係，並在人生中的各種情況下作出負責任的決定。計劃在過去一年連結地區組織、中學和青年，設計了以青年為本的課程。來年將全面推出課程，並舉行實體及線上外展活動，如青年精神健康嘉年華，將精神健康訊息帶進社區，促進建立一個互相理解、具有同理心和抗壓力的群體。

It is important for teenagers to develop social and emotional management skills. To help them get through these experiences, the KELY Support Group has created a bilingual Social and Emotional Learning Curriculum and a peer support training programme. The long-term goal is to equip young people with the tools and skills necessary to navigate social interactions, manage emotions, build positive peer relationships, and make responsible decisions throughout their lives. After a year of work, the project has brought together district groups, secondary schools, and youth to design a curriculum tailored to their needs. The curriculum will be introduced to schools over the coming year. There will also be both in-person and online outreach events, such as a youth well-being carnival, to highlight the importance of mental health and foster a community culture of understanding, empathy and resilience.



## 晉智慈善基金 Rise Wise Foundation

### 特殊學習需要基層青少年與治療犬共融藝術音樂工作坊

#### Animal Assisted Art and Music Therapy for Underprivileged Special Educational Needs (SEN) Youth

計劃旨在融合治療犬、藝術及音樂治療，改善有特殊學習需要（SEN）的基層青少年生活。透過創造一個包容的環境，計劃鼓勵青年表達自我，從而加強情緒管理和社交溝通技巧，提高自信。計劃將舉辦公開展覽，為SEN青年提供平台展示藝術作品和進行音樂表演，讓公眾認識他們的才華，拉近SEN青年與社區的聯繫。

The project focuses on improving the lives of underprivileged youth with Special Educational Needs (SEN) by incorporating therapeutic art, music, and therapy dogs. It seeks to create a nurturing and inclusive environment that encourages self-expression, enhances self-confidence, and develops emotional and social skills. An exhibition will be held to showcase the artistic creations and musical performances of the SEN youth, providing a platform for the wider community to appreciate their talents and promote social integration.



## 良師香港 Teach For Hong Kong Foundation

### 「領」行觀塘 – 社區及職業探索

#### Link and Explore - Community and Career Exploration in Kwun Tong

以「學生自主，學生互助」為本，計劃透過一連串工作坊促進多於500名觀塘區基層中學生進行職涯探索和社區參與。項目亦匯聚一群大學生及年輕教師，支援50名中學生透過實地考察、訪問和資料搜集，為其他中學生設計一系列遊戲化的行動學習任務，並讓他們自主完成這些線上和線下任務。計劃連結區內的社區組織和地區資源，旨在提高基層青少年的社區參與和歸屬感，培養生活和職業發展意識。

The project encourages career exploration and community participation among underprivileged secondary school students in the Kwun Tong District. Using a student-for-student approach, it aims to inspire over 500 students to explore career opportunities and engage with their community through a series of workshops. The initiative pairs enthusiastic university students and young teachers with 50 students to create interactive, gamified learning experiences and challenges for their peers through site visits, interviews and research projects. These online and offline 'quests' are designed to help students develop life and career skills independently. The project also connects local organisations and resources to boost community participation and raise awareness about life and career opportunities.



# 領展大學生獎學金 Link University Scholarship

領展大學生獎學金是我們支持青少年發展的旗艦計劃，透過向家庭三代中的首代大學生提供獎學金，減輕他們接受大學教育時的經濟負擔，鼓勵青年向上流動。

Link University Scholarship is our flagship programme to support talent development for the future. Through providing scholarships to students who are the first in three generations of their families to attend universities, we hope to help them reduce the economic burden of education and also to promote upward mobility.



成立於  
Established in  
**2015**



獎學金數目  
No. of Scholarships  
**1,820**



投放總額  
Committed donations  
**\$36.4M**

## 專業評審 Professional Judges

領展邀請來自公營機構、非政府機構、商界、媒體、教育等不同界別代表組成評審團，與學生進行視像面試。

Link invites esteemed members from public sectors, charitable organisations, business, media and education as panel of judges to conduct interview with students.



「領展大學生獎學金的遴選過程別具特色，過程不僅讓我認識了更多朋友和各界人士，更讓我深入了解社會議題，並在實踐中獲得寶貴的回饋。頒獎典禮的遊戲式工作坊更進一步促進了人際交流，培養了我的溝通能力和團隊合作精神。」

“The selection process for the Link University Scholarship is unique. It gave me the chance to meet new people from different backgrounds and offered a deeper insight into social issues. I also received valuable feedback through hands-on experience. The game-based workshop at the presentation ceremony helped me further improve my communication skills and build a teamwork spirit.”

領展大學生獎學金得主  
Recipient of Link University Scholarship



# 領展同學會 Link Scholars Alumni

領展同學會作為領展大學生獎學金的延伸，透過舉辦各類型活動，讓得獎學生拓寬視野，協助他們實踐理想；同時成為互助平台，讓學生共同成長，面對未來挑戰。

As an extension of the Scholarship programme, Link Scholars Alumni aims to help scholarship recipients broaden their exposure and nurture personal growth through various engagement activities.



## 職業發展 Career Opportunity

得獎學生有機會參與領展暑期實習生培訓計劃和管理培訓生計劃，透過實踐學習、了解不同部門的業務運作等，發掘職業潛能。

Our Alumni will have the opportunity to join Link's Summer Internship Programme and Management Trainee Programme, designed to enrich students' professional journeys with on-the-job training to help them identify their career aspirations.

## 個人發展 Personal Development

我們舉辦多元化活動及工作坊，以擴闊得獎學生的思維空間及社會眼界，令他們能探索不同新事物。

To offer our alumni more diversified exposure, we organise a wide range of activities and workshops to broaden their social perspectives.

## 義工服務 Volunteering Services

透過與社福機構合作舉辦義工活動，鼓勵學生積極參與社會服務。

Through volunteer activities, we encourage alumni to participate in community services.

## 同輩交流 Peer Networking

我們連繫來自不同院校、不同學科的學生，提供平台讓大家互相交流，鼓勵他們共同成長，面對未來挑戰。

We connect alumni from diverse disciplines and background through our networking platform, enabling students to grow together and support one another.



# 連繫社區 Community Engagement

領展除了提供資金讓社福機構開展慈善項目外，亦善用社區網絡及企業資源以連繫社區，共創價值，實踐領展連繫好生活的理念。

In addition to funding charities and their projects, Link leverages its extensive network in the local communities and collaborates with other stakeholders to create value and link people to a brighter future.



## 地區支援 Community Support

領展與地區持份者包括社區領袖及公共屋邨的居民團體等密切合作，協力在區內建立網絡，關顧有需要人士，為他們舉辦活動及提供日用包。

Link collaborates with local stakeholders, such as community leaders and resident groups in public housing estates, to build local network and identify people in needs, providing them with recreational activities and gift packs.

## 領展義工 Link Volunteers

領展與不同社福機構及持份者合作，鼓勵員工帶同其家人及朋友一起參與義工服務；透過籌款活動、派發節日禮品、為有需要的長者或家庭編織披肩等各類義工活動傳遞關愛訊息，為社區帶來正面的影響。去年領展員工的義工服務達到547人次，時數超過3,607小時。

In partnership with charitable organisations and other stakeholders, Link encourages employees, along with their friends and families, to participate in various community services, such as fundraising events, distributing festive goodies, and knitting capelets for elders or families in need, to spread their positivity to the community. A staff count of 547 volunteered a total of over 3,607 hours for volunteer services.



## 共融社區 Inclusive Community

現時領展在香港的全部物業均已配備基本無障礙通道設施。我們亦是香港首個提供場地作導盲犬培訓用途的商場網絡，致力建立共融社區。

All of Link's Hong Kong properties have now been fitted with basic Barrier-free Access, or BFA facilities. We are also the first in Hong Kong to open its properties for guide dog puppies training, as we aim to promote an inclusive community.

## 場地贊助 Venue Sponsorship

在上一個財政年度，領展向社福機構及政府部門提供逾1,000天\*的場地贊助，支持社區公益活動。

In the previous financial year, Link offered over 1,000 days\* of venue sponsorships to charitable organisations and government departments to organise community activities.

\* 由2023年4月至2024年3月 from April 2023 to March 2024

## 特惠租金 Welfare Rent

以特惠租金形式提供約550,000平方呎\*地方予110個\*社福機構，提供便捷地點讓機構接觸更多目標受眾。

Link provided approximately 550,000 square feet\* of space at concessionary rental rates to 110\* charitable organisations enabling them to reach more target beneficiaries at convenient community locations.

\* 截至2024年3月底 as at the end of March 2024



## 領展可持續未來館 Link Sustainability Lab

領展可持續未來館是一個推動可持續發展的教育及協作平台，由2023年4月底開幕以來，至2024年10月15日，未來館已接待305,000人次的訪客，亦已與超過100家機構，當中包括逾70間社福機構及社會企業合作策展內容及舉辦主題活動，讓其宣揚可持續發展理念，接觸更廣泛的公眾，攜手將創新計劃帶入社區。

未來館與社福機構及社會企業共同舉辦約280場免費工作坊，吸引近5,700名公眾參與。



Link Sustainability Lab serves as an educational and collaborative platform to promote sustainability in the community. Since the opening in late April 2023 and as of 15 October 2024, the Lab has received 305,000 visitors. The Lab has also collaborated with over 100 organisations including 70 charitable organisations and social enterprises to curate exhibitions and organise thematic events and workshops, allowing them to promote their organisations' vision on sustainability and innovative projects to the community.

The Lab has hosted about 280 free workshops for the public with charitable organisations and social enterprises, attracting nearly 5,700 participants.



「我們這個年紀的人，已很少相聚一起玩遊戲和跳舞。我真的非常享受這個過程，我們能夠分享傷痛和美好的回憶，獲得心靈的慰藉。」

“Not a lot of people our age would come together to play games or dance. I really enjoyed this experience. It gives us the chance to share both our happy and sad memories, which was really comforting.”

「藝術生命軌跡」表達藝術治療多元種族活齡社區計劃的非華裔長者學員  
Non-Chinese elderly participant of 'The Art of Life Journey' Expressive Arts  
Therapy Multi-Ethnics Active Ageing Community Scheme



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「青年諮詢委員會非常全面且思想多元。我學習到人際關係、自我保護和生活技巧，幫助我開拓和深化認知。我亦學會換位思考、解決問題的不同方法和思考方式。」

“The Youth Advisory Committee is a diverse group full of varied ideas. I learned a lot about interpersonal relationships, self-protection, and life skills, which really broadened and deepened my understanding. It taught me to think from others' perspectives and helped me develop different ways of thinking and solving problems.”

齊來茁壯 - 青年社區精神健康計劃學員  
Participant of Together, we Flourish! - a community youth mental health initiative

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