

領展 愛·匯聚計劃

Link Together Initiatives
2025/26

LINK
Asset Management





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」。在過去十多年間，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.

自2013年起創造的效益 Our Impact since 2013



20M

受惠人次
Total Beneficiaries



\$174M

投放總額
Committed Donation



200+

資助項目
No. of Community Projects



120

受惠社福機構
No. of Supported Charitable Organisations



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.

支持範疇 Focus Areas



環境可持續發展
Environmental Sustainability

運用領展的物業組合作為教育與實踐平台，以社區推廣綠色實踐與環保意識的形式，創造切實的社會影響。

Leveraging Link's property portfolio as a platform for education and action, creating tangible social impact by promoting green practices and awareness within local communities.



共融及活齡社區
Inclusion and Active Ageing

以「長者服務長者」模式推動共融與樂齡生活，鼓勵長者發揮潛能，在社區互相支援。

Adopting a "seniors for seniors" model, which empowers elderly beneficiaries by unlocking their potential to contribute meaningfully and foster elderly support within their communities.



青少年培育
Youth Empowerment

致力支援來自不同背景的青年，為他們提供機會、技能及資源，助其突破障礙、茁壯成長。

Focusing on supporting a diverse range of young people, providing them with opportunities, skills and resources to overcome barriers and thrive.

2025/26 資助項目 Sponsored Projects

小寶慈善基金 Bo Charity Foundation

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

惜食堂致力減少食物浪費，於領展鮮活街市及商場回收可食用的剩食，並把其製作成營養飯餐及食物包，免費派發予長者、低收入家庭及有需要人士。全年目標回收逾375噸食物，惠及超過130萬人次。計劃除了提供食物援助，亦結合青年教育元素，培訓大學生成為教育大使，走入校園及社區推廣惜食文化，促進共融及可持續社區。

Food Angel is committed to reducing food waste by collecting edible surplus food from Link's fresh markets and shopping centres, turning it into nutritious meals and food packs for the elderly, low-income families, and those in need. This year, the goal is to recycle over 375 tonnes of food and benefit more than 1.3 million people. In addition to food assistance, the project incorporates youth education by training university students as ambassadors to promote food-wise culture in schools and communities, fostering an inclusive and sustainable society.



環保協進會 Environmental Association

連繫自然 2026
Nature LINK 2026

經過數年努力，環保協進會已於領展旗下商場建造十個蝴蝶園，形成一個生態網絡，提升生物多樣性。計劃積極運用蝴蝶園作為平台推動社區可持續發展，由經培訓的義工隊帶領工作坊及生態導賞，推廣保育訊息，並安排義工赴內地交流，學習蝴蝶園設計與管理，以支援本地蝴蝶園的發展。

After years of effort, the Environmental Association has built ten butterfly gardens at Link's shopping centres, creating an ecological network to boost biodiversity. The project leverages gardens as a platform for community sustainability, with trained volunteers leading workshops and eco-tours to promote conservation. Volunteers will also join exchange activities in Chinese Mainland to learn garden design and management, applying knowledge to support future development of local butterfly gardens.

語橋社會資源 SLCO Community Resources

「聲連銀齡，手牽共融」長者聽力健康計劃
Listen & Connect: Hearing Health Programme for Elderly

在長者健康議題上，聽力健康常被忽視。計劃聯同醫療專業人員與長者服務機構走進社區，提供聽力篩查、輔導、手語學習及講座，協助長者及早識別聽力退化，提升溝通能力，並培訓退休人士成為「銀齡聽力健康大使」，協助提供篩查及輔導服務，助長者突破溝通障礙，重拾自信。

Hearing health is often overlooked in elderly care. This project partners with healthcare professionals and elderly organisations to provide screenings, counselling, sign language workshops, and talks, helping seniors recognise hearing loss early and communicate better. Retired seniors are trained as "Silver-Age Hearing Health Ambassadors" to support screenings and counselling, enabling seniors to overcome communication barriers and regain confidence.



Arts' Options

「長·智·戲」金齡多元藝術扎根計劃
Deep-rooted Multi Performing Arts Programme for Golden Agers

計劃以表演藝術突破傳統長者社會服務框架，發掘長者的戲劇潛能，提升他們的自我價值及身心健康，讓他們在舞台上大放異彩。多年來，計劃已培育多位金齡藝術人才，來年將推出深造進修課程提升學員的戲劇技巧，並安排長者落區實習帶領戲劇工作坊。計劃亦舉辦社區巡演及第二屆「香港金齡藝術節」，促進跨代及跨界交流，深化金齡藝術在社區的影響力。

The project leverages performing arts to break traditional elderly service models, unlocking seniors' drama potential to enhance self-worth and well-being, enabling them to shine on stage. Over the years, it has nurtured many senior artists. Looking forward, the project will continue offering advanced courses to enhance participants' drama skills and arrange community internships where seniors lead drama workshops. It will also feature community performance tours and the second Hong Kong Creative Ageing Arts Festival to foster intergenerational and cross-sector exchange, deepening the impact of creative ageing in the community.



小彬紀念基金會 The Zubin Mahtani Gidumal Foundation

我與堅韌同行
Empower ME: Journey to Resilience

香港非華裔青年常面對歧視、身分認同和家庭衝突等挑戰，引致自尊心低落和心理健康問題。計劃透過創意工作坊、一對一的人生教練輔導和社區探索，幫助南亞裔青年建立自信、韌性和歸屬感。參與者將透過藝術和短片製作表達自我，思考未來方向，並透過展覽分享故事，讓社區了解他們更多。計劃亦將邀請青年的家人參與，促進家庭溝通。透過整全的介入方式，讓非華裔青年被看見、被聆聽，促進社會擁抱多元文化。

Non-Chinese youths in Hong Kong often face issues such as discrimination, identity struggles, and family conflict, leading to low self-esteem and mental health challenges. The project supports South Asian youths in building confidence, resilience, and a sense of belonging through a journey of creative workshops, one-on-one life coaching, and community exploration. Participants will express themselves through art and video, while envisioning their future paths. Their stories will be shared with the public via exhibitions to foster greater understanding. The project also engages their families to facilitate communication. Through this holistic approach, the project aims to help non-Chinese youths feel seen and heard, inspiring the community to embrace diversity.



凝動香港體育基金 InspiringHK Sports Foundation

「山 x 海 x 城」戶外運動旅程 2.0
Sports LinkVenture 2.0

「山 x 海 x 城」計劃為基層青少年提供多元化的運動體驗，包括為初學者及進階參加者度身設計水上、城市及山野運動課程，鼓勵學生走出舒適圈，建立自信、團隊合作及情緒管理能力。參加者所累積的運動時數將轉化為環保運動用品包，送給基層兒童，既回饋社會，亦推廣可持續生活理念。此外，計劃增設於不同地區舉辦小型運動聚會，由專業教練及受訓的青少年帶領公眾參與，促進社區健康與連結。

This year's project continues to provide diverse sports experiences for underprivileged youths. Through tailored beginner-friendly and intermediate courses in water, urban, and mountain sports, students are encouraged to step out of their comfort zones while developing confidence, teamwork, and emotional resilience. The hours of sport activities they accumulate will be converted into eco-friendly sports packs for underprivileged children, promoting a spirit of giving back to the society and sustainable living. In addition, the project will host small-scale sports gatherings across districts, led by professional coaches and trained youths to foster community health and connection.



良師香港 Teach For Hong Kong Foundation

「領」行 – 社區及職業探索 2.0
Link and Explore – Community and Career Exploration 2.0

計劃透過遊戲化學習及學生互助的模式，幫助基層中學生探索職涯方向並與社區建立連結。今年計劃將擴展至更多地區參與，促進跨校及跨界合作，提升學生與良師香港的歷屆項目老師、企業夥伴及社區組織的連繫。來自不同地區的中學生將與大學生及年輕教師配對，透過實地考察、訪談及社區研究，為朋輩設計行動任務及參與體驗式學習活動，從而深入了解社區議題，擴闊職涯視野，掌握規劃未來的關鍵技能。

The project empowers underprivileged secondary school students to explore career pathways and community connections through gamified learning and a student-for-student approach. This year, it will expand its reach and deepen cross-school and cross-sector collaboration, connecting students with Teach For Hong Kong's alumni, corporate partners, and community organisations. Students from various districts will be paired with university mentors and young teachers to learn through site visits, interviews and community research, then design interactive quests and experiential learning campaigns for their peers to deepen understanding of community issues, broaden career exposure, and develop the essential skills to shape their futures.



個案分享 Case Studies

連繫自然 Nature LINK

連繫人與自然 提升社區幸福感

Connecting People and Nature to
Enhance Community Well-being

自2020年起，我們資助環保協進會的「連繫自然」計劃，透過在領展商場戶外空間建立蝴蝶園，孕育以商場為本的蝴蝶棲息地，長遠形成生態熱點。計劃善用領展的物業網絡作為平台推廣生態保育，並招募當區居民、社福機構以至學校參與建設蝴蝶園，推動社區可持續發展。

Since 2020, we have been sponsoring Environmental Association's Nature LINK project. Through establishing butterfly gardens in the vicinity of Link's shopping centres, the gardens serve as an ecological stepping stone on butterfly conservation, and ecological hotspots in the long run. The project leverages Link's property network as a platform to promote ecological conservation, while engaging residents, social welfare organisations, and schools in building the gardens, fostering sustainable community development.



 已建成的蝴蝶園數目
No. of butterfly gardens established



 蝴蝶品種數目
No. of butterfly species spotted



*包括罕見品種 Including several rare species

總面積逾10,000平方呎
Total area over 10,000 sq.ft



培訓300位義工支援蝴蝶園的發展及推廣保育
300 volunteers trained to support the development of the gardens and promote conservation

計劃至今在領展蝴蝶園發現兩種非常罕見的蝴蝶物種：

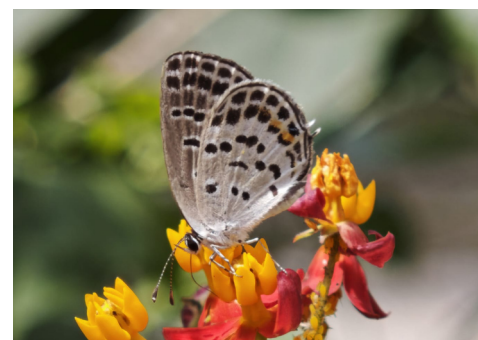
Two very rare butterfly species discovered at Link's Butterfly Gardens:



2023 年於彩園廣場蝴蝶園發現**娜環蛺蝶**，是2021 年香港新記錄的蝴蝶物種

In 2023, the **Neptis nata** was discovered in the Butterfly Garden at Choi Yuen Plaza. This species was newly recorded in Hong Kong in 2021

(相片由Sharon While 提供)
(Photo provided by Sharon While)



2025 年分別在頌安商場及富善商場的蝴蝶園發現**點玄灰蝶**

The **Tongeia filicaudia** was discovered in the Butterfly Gardens at Chung On Shopping Centre and Fu Shin Shopping Centre in 2025

(相片由Ricky Lee 提供)
(Photo provided by Ricky Lee)

「長·智·戲」計劃 Deep-rooted Multi Performing Arts Programme for Golden Agers

人生下半場 舞台初綻光芒
First Spotlight in Later Life

我們自2019年，一直全力支持Arts' Options，透過「長·智·戲」計劃發掘長者的戲劇潛能與創意，讓參加者展開不一樣的人生下半場。透過專業培訓及社區演出，參加者不僅學習到戲劇技巧，還啟發他人在晚年繼續追尋夢想。這項別具意義的計劃發展至今，成果豐碩，培育出一班金齡話劇演員，更成立了香港首個長者專業劇團。

We have proudly supported Arts' Options since 2019, helping to uncover the dramatic potential and creativity of seniors. Through professional training and community performances, participants have not only honed their theatrical skills but also inspired others by achieving their dreams later in life. The meaningful project has flourished, nurturing a group of seasoned stage actors and leading to the founding of Hong Kong's first senior professional theatre group.



重點成果 Key impacts :



700+

位長者接受戲劇基礎培訓
Elderly Received Foundational
Drama Training



39

場移動戲劇課室
Link Mobile Classroom
Sessions Offered



500

小時培訓予逾70位長者
Hours of Training Offered to More
Than 70 Elderly Participants



9

個戲劇製作，28場社區巡迴演出
Drama Productions and 28
Community Tours Conducted



25

位長者培訓成為戲劇導師
Elderly Trained as
Drama Instructors



2

次海外巡演（英國及新加坡）
Overseas Tours
(UK & Singapore)

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 youth empowerment 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.

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，與學生進行面試。

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

成立於
Established in
2015

獎學金數目
No. of
Scholarships
2,040

投放總額
Committed
donations
\$40.8M

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。

得獎學生更可加入「領展同學會委員會」，與社福機構合作，策劃義工服務予同輩參與，回饋社區。

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.

Scholarship recipients can also join the Link Scholars Alumni Committee, collaborating with charitable organisations to plan volunteer services for their peers and give back to the community.

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.



領展
LINK 20 YEARS

領展大學生獎學金嘉許禮
Link University Scholarship 2024/25 Presentation Ceremony

領展
愛·匯聚計劃
Link Together Initiatives

領展中學生獎學金

Link Secondary Student Scholarship

領展中學生獎學金旨在表揚中學生在學業上的卓越表現及對學校與社區的積極貢獻。該獎學金於2025年首度推出，以紀念領展房託上市二十周年和加強我們對青年培育的承諾。得獎學生均從學業成就、社區參與、義工經驗及面試表現作出甄選，同時參與培訓工作坊，提升溝通及表達能力，以及加深對社區的認識。

Link Secondary Student Scholarship recognises secondary students for their academic excellence and meaningful contributions to their schools and communities. Launched in 2025 to commemorate the 20th anniversary of Link REIT, the scholarship reinforces our commitment to youth empowerment. Awardees are selected based on their academic achievements, community engagement, volunteer experiences, and interview performance. In addition to receiving the scholarship, students participate in enrichment workshops to strengthen their communication and presentation skills, and deepen their understanding of community issues.



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 grocery packs.

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.

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593人次，時數達2,660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 593 volunteered a total of 2,660 hours for volunteer services.

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2024年4月至2025年3月 from April 2024 to March 2025

特惠租金 Welfare Rent

以特惠租金形式提供約524,000平方呎*地方予112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 524,000 square feet* of space at concessionary rental rates to 112* charitable organisations enabling them to reach more target beneficiaries at convenient community locations.

*截至2025年3月底 as at the end of March 2025



2026/27年度資助申請時間表

Important Dates for 2026/27 Application

2026

社會項目資助 Project Fund

1月 - 2月
January - February

接受提交項目建議書
Call for proposals

2月 - 5月
February - May

複審、甄選及面談
Review, select and interview

8月 - 翌年7月
August - July (following year)

項目執行期
Project implementation

領展大學生獎學金 Link University Scholarship

5月 - 6月
May - June

邀請中學校長提名合資格中六學生申請大學一年級獎學金

Invite school principals to nominate eligible secondary six students for the scholarship of year 1 university studies

5月 - 7月
May - July

接受學生申請大學二年至四年級獎學金

Call for applications for the scholarship of year 2 to 4 university studies

領展中學生獎學金 Link Secondary Student Scholarship

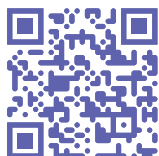
2月
February

邀請中學校長提名合資格中三或中四學生申請獎學金
Invite school principals to nominate eligible secondary three or secondary four students for the scholarship

3月至5月
March - May

篩選及培訓工作坊
Screening and workshops

領展企業網站
Link's Corporate Website



領展愛·匯聚計劃
Link Together Initiatives
Facebook Page



領展
Instagram

