

# 領展 愛·匯聚計劃

Link Together Initiatives

## 2022/23

# 領展 LINK



我們連繫社區，提升居民生活質素，  
締造美滿生活。

We link our communities to a brighter future by  
improving the lives of the people around us.



## 領展的投入模式 Link's Engagement Model



### 資助 Funding

將相等於上一個財政年度之物業收入淨額最多0.25%的款額撥作慈善用途

Contribute an amount of up to 0.25% of its net property income from the previous financial year



### 網絡 Network

連結商業夥伴、商戶、員工、社福機構及居民等  
Build strong network with business partners, tenants, vendors, staffs, NGOs and residents, etc.



### 資源 Resources

提供資金、場地、義工及平台等  
Provide funding, venues, volunteers and platform, etc.



**發掘 We Explore**

我們鼓勵跳出固有思維，樂意投放資源於具創意且對社區富影響力的項目。

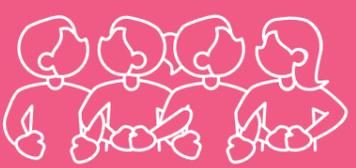
We encourage out-of-the-box thinking and always seek to invest in innovative projects that generate positive impact to the community.



**支持 We Support**

我們了解社區存在不同的服務需要。透過支持社福機構開展服務，連結不同群體，為社會帶來正面影響。

We understand the community's different needs. Through supporting NGOs, we hope to enable their initiatives and connect groups with shared goals for the greater good.



**合作 We Partner**

我們夥拍與領展有相同抱負的社福機構，共同實現居民和社區的福祉及長遠可持續發展。

We collaborate with NGOs that share our vision to work towards the future well-being and long-term sustainability of people and communities.




✓ 惠及領展物業鄰近社區  
Benefit the communities near Link's properties

✓ 連繫社區生態圈內各界，創造共享價值及協同效應  
Create shared value and synergy by leveraging the ecosystem

✓ 促進社會可持續發展  
Advance sustainable development in society

# 2022/23社會資助項目 Sponsored Projects

## 支持範疇 Focus Areas

青少年培育  
Youth Empowerment



活齡社區  
Active Ageing



資源管理  
Resource Management



## Arts' Options

「長·智·戲」金齡多元藝術展航計劃  
Transformational Multi Performing Arts programme for Golden Agers



Arts' Options由資深舞台工作者組成，致力透過戲劇表演藝術，讓長者發揮潛能。項目過去三年持續為具潛質並對戲劇有濃厚興趣的長者提供專業訓練和演出機會，讓長者聯繫志同道合的友伴及社區，提升他們的精神生活品質，同時探索以專業戲劇訓練開創第二事業。來年將繼續開拓金齡市場，培訓長者成為專業戲劇導師並建立大型表演藝術平台，提升公眾關注。機構又矢志培養全港首個以長者為主的專業劇團，該劇團新近成立，為本地藝術發展的里程碑。

Founded by a group of experienced theatre actors, Arts' Options creates a platform for elderly to unlock their potential in performing arts. Over the past three years, the project has provided professional theatre training and performance opportunities for elderlies with the potential and passion for drama, allowing them to connect with like-minded peers and the community, enhance their spiritual well-being, and transform their talent into a second career. In the coming year, it will focus on training elderly graduates to become trainers and establishing an expansive performing arts platform to raise the public's attention. Arts' Options aims to nurture the newly found Hong Kong's first senior theatre group, a milestone in the development of local arts.



## 循道衛理觀塘社會服務處 Kwun Tong Methodist Social Service

社區共融築奇「職」

Project Inclusion: Building Miracle Jobs



循道衛理觀塘社會服務處致力服務觀塘區的基層人士及弱勢社群。項目踏入第三年，將繼續連繫學障青年和認知障礙症長者，建立長青共融的社會。除了提供生涯規劃、職業技能等訓練，本年度將進一步與不同僱主和機構建立網絡，發展與長者服務有關的工作培訓，同時為學障青年提供實習體驗，增加學障青年投身長者相關行業的機會。

Kwun Tong Methodist Social Service is committed to serving the grassroots and disadvantaged groups in the Kwun Tong District. In its third year, the project is continuing its mission of connecting youth with Special Education Needs (SEN) and elderly with dementia to build an inter-generation community. In addition to providing career planning and vocational coaching, it will collaborate with different organisations to develop job training programmes and internship related to elderly services, with the aim of helping SEN young people explore career opportunities in the industry.



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

「愛·運動·展·關懷」計劃  
SportsLINK Community Project



凝動香港體育基金秉持「以體育造就青年」的理念，為基層青年提供專業體育培訓，增加他們的社會流動性，亦宣揚性別平等、社會共融和健康生活。項目今年繼續開辦專業長跑訓練課程，並由五區擴展至八區，讓更多青年參與。課程涵蓋不同範疇，如公開比賽、生涯規劃、精神健康講座、社區路線設計等，以提升年青人的抗逆力去面對成長的挑戰，擴闊他們的視野。參加者的運動時數將轉化為運動關懷包，贈予區內基層家庭及長者，藉此加強青年持續受訓的動力及成就感，同時推動健康生活風氣。

With a vision of "Better Youths, Through Sports", InspiringHK Sports Foundation aims to improve social mobility for underprivileged youths through sports, and to promote gender equality, social inclusion and healthy lifestyle.

The project is expanding from five to eight districts this year to allow wider participation. In addition to professional long-distance running training, the courses cover a variety of areas useful to youths: career planning, mental health workshops, community running route design, and public competitions. The programme aims to enhance youths' resilience in the face of challenges and to broaden their horizons. As an incentive to encourage youths' consistent participation and give them a sense of achievement, their hours of participation will be accumulated and converted into sports packs as give-away to elderlies and grassroots families.



## 香港拯救貓狗協會 Hong Kong Saving Cat and Dog Association

「動物輔助介入」可持續發展服務計劃  
Animal Assisted Intervention Service Programme



香港拯救貓狗協會成立於2007年，致力拯救流浪或被棄養的社區貓狗，推廣愛護動物和尊重生命的訊息，促進建立人和動物和諧共處的社區。項目將培養新一代犬隻服務義工領袖，以動物輔助介入的形式，舉辦教育講座分享動物的真實生命故事，傳播正面思想。經訓練的社區親善狗隻也會進入校園和社區，透過與人互動，提升社區人士情緒健康。

Established in 2007, Hong Kong Saving Cats and Dogs Association is committed to saving stray or abandoned cats and dogs, promoting animal care and respect for life, and advocating a harmonious community for humans and animals. The project aims to train a new generation of canine service volunteer leaders. With the application of animal-assisted intervention (AAI), real life animal stories will be shared in education seminars to spread positivity. Trained AAI dogs will be brought into schools and the community to help the community relieve stress and enhance their emotional well-being.



## 心光盲人院暨學校 The Ebenezer School and Home for the Visually Impaired

視·人生 — 視障專業人生教練培訓暨校園協作計劃

Live The Vision – Visually Impaired Professional Life Coach Training cum School Collaboration Project



心光盲人院暨學校一直為視障人士提供全方位服務，並十分着重視障青年就業發展。項目為視障人士提供專業的教練學訓練，並安排他們進入校園實習，培訓其成為人生教練，擴闊就業出路。視障人士具備積極的態度面對困難，能以生命影響生命，鼓勵學生建立正向生活思維。

The Ebenezer School and Home for the Visually Impaired is committed to providing an all-round quality education to people with visual impairment, with a focus on helping young workforce develop employment skills. The project will provide professional coaching training for visually impaired youths, giving them the opportunities to practise their skills at schools. It aims to train them to become life coaches and to expand their career options. The experience and enthusiasm for life of visually impaired people can inspire and encourage students to develop positive attitudes.



## 上海思麥公益基金會 Shanghai Smiles Foundation

中等職業教育助學項目（物業管理班）

Vocational Education Project (Estate Management)



上海思麥公益基金會於2011年成立，聚焦教育公益領域，開展公益助學項目。獲資助的二十名四川省瀘州市貧困家庭學生已修畢第一個學年，並將繼續接受助學金，在上海完成為期三年的中等職業教育。透過為學生提供教育、培訓、實習等機會，幫助其獲得一技之長，靠自己的努力擺脫困境，改變命運，同時為城市提供技能型人才。

Founded in 2011, Shanghai Smiles Foundation focuses on youth education by providing sponsorship to students in need. The 20 sponsored students from underprivileged families in Sichuan have just completed the first year of their three-year estate management course in Shanghai. Through education, vocation training and internship, they will have the opportunities to acquire the skills that can help them escape hardship and change their lives. At the same time, the project can also help meet the demand for skilled labour in the city.



## 珍古德協會（香港）The Jane Goodall Institute Hong Kong

ESG領袖培訓計劃

ESG Leadership Training Programme



珍古德協會（香港）於2002年成立，其使命是提升本地年輕人對於環境保護、生態保育的熱誠，推動香港成為可持續發展城市。項目集中培養大專生的環境、社會和管治（ESG）知識和綠色技能，透過綠領課堂、高峰會、為商戶設計ESG方案、社區實習等活動，培訓青年成為可持續發展領袖。計劃亦設有社區參與活動，鼓勵公眾學習ESG，學以致用，實踐可持續生活。

The Jane Goodall Institute Hong Kong was founded in 2002, with a mission to empower young people to protect the environment and develop Hong Kong as a sustainable city. The project focuses on cultivating tertiary students' Environmental, Social and Governance (ESG) knowledge and green skills, as well as training them to become future leaders in sustainability through training courses, summits, designing ESG solutions for tenants, and practicum experiences. With various community engagement activities in place, it can encourage the public to learn more about ESG, and to apply them while adopting sustainable lifestyles.



## 環保協進會 Environmental Association

連繫自然 2023  
Nature LINK 2023



環保協進會在過去兩年於領展旗下商場的戶外空間建造共五個蝴蝶園，成功將環境保育帶進市區。為了繼續發展全港性生態跳島，本年度將繼續善用領展廣泛的商場網絡，增建三個蝴蝶園，增加市區生物多樣性。項目將培訓新的生態保育大使，同時成立義工隊維護已建成的蝴蝶園，在社區延伸推廣可持續發展的意識。除了繼續舉辦「我的蝴蝶園」設計比賽，亦新設社區營造工作坊，提升居民參與度，加強社區凝聚力。

Building on the success of the five butterfly gardens at Link's properties in the past two years, Environmental Association will continue to develop a territory-wide urban "stepping stone" habitat through setting up three additional outdoor gardens leveraging Link's extensive property network. The project aims to increase local biodiversity and build an ecosystem favoured by butterflies in the urban area.

The project will recruit and train new ambassadors from the local community. It will also establish a volunteer team of trained ambassadors to continue promoting the sustainability concept. In addition to the "My Garden" design competition, it will also conduct community development workshops to encourage residents' participation and to deepen their sense of belonging to the community.



## 小寶慈善基金 Bo Charity Foundation

惜食堂 — 惜食全方位食物回收及社區關愛  
Food Angel - We Link We Share Programme



惜食堂連續七年於領展鮮活街市和商場進行食物回收，協助製作飯餐及食物包予有需要人士和家庭，以每年回收逾600噸食物為目標，讓190萬人受惠。本年度將繼續於不同地區的領展商場展示「流動惜食實體店」，增加與社區人士的交流，推廣「惜食」及剩食捐贈理念。

Now in its seventh year, Food Angel will continue to collect surplus food at Link's fresh markets and shopping centres to help prepare meal and food packs for the needy. The project targets to recycle more than 600 tonnes of food waste each year and benefit 1.9 million people. In 2022/23, revolving pop-up stores will be running in Link's malls in different locations to spread the messages of food waste reduction and food saving.



# 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，減低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

受惠人次  
Beneficiaries

1,380

投放總額  
Committed Donations

\$27.6M

「我希望我能順利升讀專科護士課程，成為兒科護士。能夠照顧新生嬰兒是一項榮譽和禮物，因為他們代表新的希望來到世上，可以享受這美好的世界。我會盡我所能實現夢想。」

“My goal is to attend the specialised nursing programme and become a paediatric nurse. Taking care of new-born is an honour and a gift because babies bring hope to this wonderful world. I will do my best to make my dream come true.”



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



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 Invite esteemed members from public sectors, NGO, business, media and education as panel of judges to conduct interview with students.



# 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。

Alumni will have the opportunity to join Link's Summer Internship Programme and Management Trainee Programme, which are set up 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，以擴闊青少年的思維空間及社會眼界，令他們在規劃未來時能探索不同新事物。

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



## 義工服務 Volunteering Services

透過與友好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 with our networking platform, through which students can grow and support each other.

# 連繫社區 Community Engagement

領展除了提供資金讓社福機構開展慈善服務外，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。

Apart from funding charities and their projects, Link also engages the local communities and creates value with its unique network and resources, linking people to a brighter future.

## 地區支援 Community Support

領展與地區持份者包括公共屋邨的社區領袖及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，為他們提供食品及日用品。

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 food 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；透過參與慈善跑、節日探訪及各類義工活動傳遞關愛訊息，為社區帶來正面的影響。去年共有逾200位領展員工參與義工活動，服務時數超過2,200小時。

In partnership with NGOs and other stakeholders, Link encourages employees, with their friends and families, to participate in various community services, such as charity runs, festive visits and flash mob performances, and spread their positivity to the community. Over 200 Link employees participated last year, contributing over 2,200 hours of volunteer services in total.



## 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1,190日次\*的場地贊助，支持社區公益活動。

In the previous financial year, Link offered over 1,190 days\* of venue sponsorships to NGOs and government departments to organise community activities.

\* 由2021年4月至2022年3月 from April 2021 to March 2022

## 特惠租金 Welfare Rent

以特惠租金形式提供約648,000平方呎\*地方予136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 648,000 square feet\* of space at concessionary rental rates to 136 non-government organisations\*, enabling them to reach more target beneficiaries at convenient community locations.

\* 截至2022年3月 as at the end of March 2022



「我提升了面對陌生人時的自信心，又了解到自己社區的特色，認識更多新的地方。我從社區跑中更能認識香港，觀賞其他區的景色。」

**“I am more confident when talking to strangers. I have also learned about the characteristics of my own community and discovered many new places. Through Community Run, I get to know Hong Kong better and enjoy the scenery of different districts.”**



「愛·運動，展·關懷」計劃學員  
Participant of SportsLINK Community Project

「這課程可以鼓勵長者們，使我們更有希望融入社區和社會，及繼續做個受人欣賞的人。項目構思值得支持。」

**“The project encourages elderly to become part of the community and society. It lets them feel appreciated. This idea deserves our support.”**



「長·智·戲」長者戲劇藝術啟導計劃學員  
Participant of Inspirational Drama Programme for Elderly

## 2023/24 年度資助申請時間表 Important Dates for 2023/24 Application

### 社會項目資助 Project Fund

#### 2023

4月至5月 April to May	接受提交項目建議書 Call for proposals
5月至7月 May to July	複審、甄選及面談 Review, select and interview
10月至翌年9月 October to September of the following year	項目執行期 Project implementation

### 領展大學生獎學金 Link University Scholarship

#### 2023

5月至6月 May to 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月至8月 May to August	接受學生申請大學二年至四年級獎金 Call for applications for the scholarship of year 2-4 university studies



領展網頁  
Link's Website



 領展愛·匯聚計劃  
Link Together Initiatives