Why We Support Communities

Cathay Pacific recognises the importance of contributing to the communities at the destinations to which we operate.

1 Why We Support Communities

Our global community investment strategy focuses on two areas: Education and Environment.

We support and invest in the Hong Kong community of which we have been a part for nearly seven decades. Our local staff are also actively involved in community initiatives at our outport destinations. They are provided with guidelines to help them choose the types of projects in which we are involved. Over the years, we have had numerous meaningful community initiatives that have brought significant benefits to local communities. Our strategy is to leverage on and align the resources of our company (including our staff and passengers) with the needs of the communities we serve.
2 Encouraging Staff Involvement

The Cathay Pacific Volunteers Team was set up towards the end of 2007 with more than 1,400 staff members at the end of 2015. In 2015, our staff completed more than 1,300 hours of volunteering. Further details of these initiatives and their impacts are described in the following sections.
Community Investment

Education

It is our belief to support and nurture today’s young people who are our future, by providing them with aviation and travel related education that also supports good personal development. Therefore we invest in a range of educational programmes for Hong Kong’s youths and introduce them to the world of aviation and travel. This section outlines our key programmes.

Evaluating Progress on English on Air

Since 2007, Cathay Pacific has been organising the company’s flagship English on Air programme to provide English-speaking opportunities for local youth. Two different programme activities were designed to cater for secondary school students of different age groups and needs: the Conversation Series and the Mock Interview. A total of 168* students from five* schools in Tung Chung participated in the English on Air programme during the 2014/2015 academic year.

Continuing the effort of evaluating the outcome of our activities with reference to the London Benchmarking Group model in the previous reports, we evaluated the programme for the full academic year. We received and analysed survey responses from 129 participating students and seven English teachers involved in the programme’s activities.

During the 2014/2015 academic year, the programme continued to perform well against the goals set out across the five aspects. Nearly 80% of students found the programme useful in providing an environment conducive to practising their spoken English.

English on Air Programme Evaluation (2013-2015 Academic Year)
**Dragonair Aviation Certificate Programme**

Launched in 2005, the Dragonair Aviation Certificate Programme is jointly organised with the Hong Kong Air Cadet Corps. It is a one-to-one pilot mentorship programme conducted over a nine-month period which aims at inspiring a new generation of aviators in Hong Kong. Thirty-one graduates completed the programme in 2015.

In addition to having the opportunity to explore the aviation world through a series of lectures, training sessions, briefings and a tour of aviation facilities, each participant is mentored by a Dragonair pilot. As at 2015, over 200 participants have graduated from the programme, with around 40% of them starting an aviation-related career.

**Aviation Career Workshop**

In October 2015, the Dragonair Youth Aviation Academy organised a career workshop for some 100 young people, providing them with an opportunity to learn about various areas of the aviation industry and the career opportunities available through career talks and facilities visits. Participating organisations included Cathay Pacific Services Limited (CPSL), LSG Lufthansa Service HK Ltd (LSG) and Hong Kong Airport Services Ltd (HAS).
Community Investment
Education

Journey of Dreams 2015

Dragonair organised “Journey of Dreams”, a unique educational and flight experience aiming to broaden the aviation horizons of young people in late 2015. It was organised in support of the Labour and Welfare Bureau’s Child Development Fund (CDF). Some 50 CDF participants, who came from a less-advantaged background and had never flown before, first attended the educational workshop “Aviation 360” held in late October to learn about the behind-the-scenes airline operations. They were joined by their families and mentor companions with a total of 170 participants for their first flight in November.

Cathay City Visits

Cathay Pacific’s headquarters, Cathay City, is fully equipped with aviation and training facilities that are open to different non-profit organisations through a visit programme. In 2015, over 14,000 visitors from 442 groups from schools, universities, professional bodies and NGOs benefited from the programme.
Support to Local and International Environmental Organisations

Cathay Pacific and Dragonair have been supporting both local and international environmental organisations.

In January 2015, the senior management of Cathay Pacific and Dragonair took part in the Green Power Hike organised by Green Power and made a donation to support the organisation’s environmental education and conservation programmes throughout Hong Kong.

Since 2004, Dragonair has been running the “Change for Conservation” inflight fundraising campaign to raise awareness of the importance of nature conservation. Over HK$9.5 million has been raised for projects in remote areas of China such as, protecting watersheds in northwest Yunnan, establishing national parks, introducing a green credit system to help preserve forests and developing economic opportunities for the people there, promoting usage of alternative energy and protecting endangered species.
5 Contributing to the Hong Kong Community

As the home carrier of Hong Kong, we are committed to serving the Hong Kong community. Cathay Pacific has leveraged on its strengths and invited 60 families on a tour of the skies.

Community Flight 2015

In February 2015, Hong Kong SAR Chief Executive CY Leung was guest of honour on a special community flight organised by Cathay Pacific. The 90-minute flight on a Boeing 777-200 aircraft was a special treat for some 200 people from a less-advantaged background. Among the participants were people who are intellectually disabled and visually impaired. The aim was to give all these families who have never flown together before a memorable experience during which they could spend quality time together and work to strengthen family bonds.
6 Engaging with Our Customers

We have been engaging our passengers via inflight fundraising programmes such as Cathay Pacific’s “Change For Good” for UNICEF and Dragonair’s “Change for Conservation” for The Nature Conservancy, as well as through Asia Miles.

**Cathay Pacific/UNICEF Change for Good Inflight Fundraising Programme**

In August 2015, we announced that the airline’s passengers had contributed more than HK$11.3 million in 2014 to help improve the lives of disadvantaged children around the world. Since the programme’s launch in 1991, more than HK$155 million have been raised through “Change for Good”.

**Staff Field Trip to Sichuan**

Twenty-four staff from Cathay Pacific joined a field trip to Sichuan in May organised by UNICEF. They were able to see how funds from “Change for Good” have been put to good use in improving people’s lives. From the field trip, they learned about the critical issues in the local community, such as children living with HIV/AIDS, poor sanitation and women and children health issues.

“I have never thought that those small change we collected inflight can do such huge things – the trip has planted a seed in us and I am sure everyone of us has started our journey of helping others.”

Meg
Flight Attendant
Community Investment

Cathay Pacific Wheelchair Bank

Working with the Faculty of Medicine at the Chinese University of Hong Kong, the Hong Kong Polytechnic University and the Prince of Wales Hospital, the Wheelchair Bank was set up in 1996 to raise funds to purchase specially adapted wheelchairs for children with neuromuscular diseases.

Since 1999, with UNICEF’s support and consent, an average of one month’s proceeds each year from Cathay Pacific’s “Change For Good” inflight fundraising programme has been donated to this cause. To date, more than HK$12 million have been donated to the Cathay Pacific Wheelchair Bank, which has helped around 450 children, supported more than 3,400 clinic attendances and handled over 5,400 spare-part changes and modifications.

Asia Miles

Asia Miles Limited, a wholly owned subsidiary of Cathay Pacific Airways Limited, shows its strong commitment to community through various charitable initiatives.

Asia Miles – the leading travel and lifestyle rewards programme in Asia with more than eight million members and over 600 programme partners worldwide – serves as an effective platform for NGO partners to reach their potential donors while at the same time offering a number of charitable choices to its members. The platform connects NGO partners and Asia Miles members and converts miles into charitable causes that benefit the needy worldwide.

Charity Sweaters Redemption Campaign

Supporting the Asia Miles “Love + Hope Charity Sweaters Fundraising Campaign” for the second year, members can donate 2,500 miles for a sweater for those in need. In 2015, members donated nearly 1 million miles, which is equivalent to 350 sweaters. In February 2015, over 20 Asia Miles staff and members visited the elderly in Tung Chung to distribute the redeemed sweaters.
UNICEF Charity Run and Asia Miles for Good Gift Package

For the 10th consecutive year, Asia Miles was a major sponsor of the UNICEF Charity Run. In 2015, members redeemed 12,500 miles for a coveted running place; while non-running members were supporting UNICEF through Asia Miles for Good Gift Package redemption. Each package could be redeemed for 5,000 miles which included HIV/AIDS rapid diagnostic tests for 15 pregnant women to prevent the transmission of HIV from mother to baby, plus 100 doses of Tetanus Toxoid Vaccine to protect mothers and their babies from maternal and neonatal tetanus.

Over 150 Asia Miles members, staff and family took part in the charity run. More than 3 million Asia Miles were raised through the two-month redemption campaign, including the redemption of running places; over 300 Asia Miles for Good Gift Packages; as well as 1.1 million Asia Miles to the top fundraisers and champions of the charity run.

Ongoing Asia Miles Donation Opportunities

Asia Miles also enables members to donate miles online to their charitable partners including C.A.R.E. Society, ORBIS, Oxfam Hong Kong, Hong Kong Red Cross, and UNICEF to support their good causes. Alternatively, members can choose to donate miles to fund carbon-reducing projects via the Cathay Pacific and Dragonair FLY greener programme. A total of 9.5 million miles have been donated since the programme was launched in 2007.
Community Investment
Engaging Our Customers

Air Cargo Carnival

Cathay Pacificises Services Limited, another wholly-owned subsidiary, Partnered with Asia Airfreight Terminal Company Limited (AAT), DHL Group (DHL), Hong Kong Air Cargo Terminals Limited (Hact 1), Hong Kong Association of Freight Forwarding and Logistics Limited (HAFFA) and Hong Kong Special Administrative Region Qualifications Framework Secretariat (QFS) and organised an Air Cargo Carnival in 2015. It enhanced public as well as youth’s understanding on airfreight operations.

Social Enterprise Products Inflight

Since 2005, through our inflight sales shop, we have been offering products that are managed by social enterprises and benefit the underprivileged. In 2013, a special section called “Shop for a Good Cause” was created in our inflight shop magazine, Discover the Shop, to support the charitable products. The section has been further revamped as the current “Cathay Pacific Cares” that continues to collaborate with different charities and present various charitable items including:

- SPCA foldable bag: Established in 1921, the Society for the Prevention of Cruelty to Animals (SPCA) rescues thousands of animals each year and proactively carry out educational work on animal welfare.

- Chavin bracelet: Chavin Jewellery partners with the SOS Children’s Villages charity to support Peruvian women in fighting inequality by providing them with new economic opportunities. Chavin contributes to the development of SOS Children’s community centre ‘Luz y Vida’ which teaches vocational and enterprise skills to single mothers to create costume jewellery and generate income from the hand-made products for their families.

- L plus H leather accessories (travel wallet, coin bag, passport holder): L plus H is a social enterprise founded in 2008 to provide job opportunities to locally based, skilled but displaced textile artisans of Hong Kong. They offer products that combine the finest materials with artisan craftsmanship, and revives Hong Kong’s rich heritage of knitwear manufacturing. They take pride in their efforts to revitalise the label “Made in Hong Kong”.

Cathay Pacific Sustainable Development Report 2015 – Factsheet
• LEAP X Vivienne Tam tote bag is designed exclusively to celebrate the 20th anniversary of the Life Education Activity Programme (LEAP). LEAP reaches out to young people in local and international schools in Hong Kong to promote drug prevention with more than 90,000 students benefit from the programmes each year.

• CancerFund Pink Revolution – in the 4th quarter of 2015, Cathay Pacific, in conjunction with key partner brands, once again were supporting the Pink Revolution campaign by donating HK$10 each on selected items sold to promote the importance of early detection of breast cancer and provide free breast cancer support services.

In 2015, Dragonair continued with a “Shop for a Good Cause” section in its inflight sales magazine, Emporium, to highlight products from one Hong Kong social enterprise that create locally made products that support job opportunities in the community.

For further details of our subsidiary companies’ community initiatives, please refer to their respective reports:

Cathay Pacific Catering Services

Hong Kong Airport Services