

Towngas was awarded “Outstanding Friends of Social Enterprise 2011”

(25 November 2011) The Hong Kong and China Gas Company Limited (Towngas) was awarded the “Outstanding Friends of Social Enterprise 2011” at the award presentation ceremony held today. This first-ever “Outstanding Friends of Social Enterprise” Award was presented by Home Affairs Bureau of the HKSAR and Social Enterprise Advisory Committee to give recognition to the organizations that render support to social enterprises in Hong Kong. It helps to enhance public awareness of social enterprises and promote the development of social enterprises.

All participating organizations have to be nominated by local social enterprises. First round of selection was made by the organizers based on the following judging criteria: nature of support, sustainability of support, innovation, demonstration effect, number of beneficiaries, as well as benefits to nominee. This selection procedure was followed by interviews conducted by the judging panel comprising representatives from government departments, professional bodies and business sector to make the final decision. Towngas became one of the winning companies for the Award demonstrated that our efforts in promoting the development of social enterprises have gained public recognition.

Mr James Kwan, Executive Director and Chief Operating Officer of Towngas was very pleased with the award, “To cater to the needs of busy working people for fresh and healthy food, Towngas launched the social enterprise “CookEasy” in collaboration with Tung Wah Group of Hospitals in 2008, providing meal packaging and delivery services with an aim to offer occupational training and job opportunities for the mentally handicapped.”



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The idea of meal packs was originated from Towngas. The Company not only gave the social enterprise advice and support on business idea, but also assistance on business operation and marketing. For instance, at the early stage of operation, “CookEasy” got help from Towngas to organize a large promotional campaign in a shopping mall and advertise on the newspaper. The Company also promoted “CookEasy” meal packaging and delivery services through gas bill insert regularly.

Furthermore, Towngas has shown full support to “CookEasy” by appealing to other business organizations to follow suit, as well as liaising with private housing estates and providing administration support so that all residents of the estates can enjoy fresh and healthy food for dinner and at the same time, create more job opportunities for the mentally handicapped. In addition, the Towngas Customer Centres located all over Hong Kong are also served as the “CookEasy” distribution spots for customers to collect their meal packs so that operation costs of the social enterprise can be reduced.

“CookEasy” is the first social enterprise programme supported by Towngas. This programme encourages Towngas staff to be voluntary helpers to promote the development of social enterprises by assisting in the establishment of the social enterprise as well as the menu design, marketing and promotion for its products. Towngas realizes the importance of business sustainability for a social enterprise. Therefore, the instructors of Towngas Cooking Centre have regular meetings with the cook of “CookEasy” to create new menus for the meal packs during different seasons of the year. A large variety of menus for the meal packs can ensure the sustainable development and operation of the business.

Towngas’ will continue to fulfil its corporate social responsibility to promote the long-term development of social enterprises and explore more opportunities to establish new social enterprises.



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Secretary for Home Affairs Tsang Tak-sing presented the Outstanding Friends of Social Enterprise Award to Wong Sau Ying, Towngas Head of Corporate Communications.

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Media enquiry:

The Hong Kong and China Gas Company Limited

Corporate Communications Department

Tel.: 2963 3493 Fax: 2516 7368

Email: ccd@towngas.com