**LWB Sustainability Report 2023**

**龍運可持續發展報告 2023**

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**About LWB**

**關於龍運**

Long Win Bus Company Limited (“LWB”), a wholly-owned subsidiary of Transport International Holdings Limited (“TIH”), operates franchised public bus services to and from the New Territories, Hong Kong International Airport and North Lantau. With a workforce of over 750 employees, including around 650 bus captains, LWB provides a safe, reliable and quality service on a fleet of 281 buses operating on 42 routes. LWB was granted a new 10-year franchise by the Hong Kong SAR Government, starting from 1 May 2023.

LWB´s extensive network covers the Airport, Tung Chung, the Hong Kong Port of the Hong Kong-Zhuhai-Macao Bridge, Hong Kong Disneyland, the Ngong Ping 360 cable car and AsiaWorld-Expo. Tourists, business commuters and residents alike travel to their destinations efficiently on LWB´s modern fleet of environment-friendly air conditioned buses.

龍運巴士有限公司 (「龍運」) 是載通國際控股有限公司（「載通國際」）全資擁有的附屬公司。龍運營辦往返新界、香港國際機場及北大嶼山的專營公共巴士服務。龍運共有超過 750 名員工，包括約 650 名車長，車隊有 281 部巴士，行走 42條路線，提供安全、可靠及優質的巴士服務。龍運獲香港特區政府批出10年新專營權，並於2023年5 月1日生效。

龍運廣泛的服務範圍涵蓋機場、東涌、港珠澳大橋香港口岸、香港迪士尼樂園、昂坪 360 纜車，以及亞洲國際博覽館，讓遊客、商務人士及市民，可乘搭龍運簇新及環保的空調巴士高效地前往目的地。

*Vision*

*目標*

Our vision of becoming a global leader in our field is grounded in a thorough understanding of the needs of the people we serve, the introduction of innovative technological and environmental solutions, and the attainment of new standards for safety, service, and efficiency.

我們銳意成為在所屬領域的世界級領袖，而支持達至此目標的基礎因素為：用心了解服務對象的需要、引進創新技術及環保方案，並實現安全表現、服務質素和營運效率的新標準。

*Mission*

*方針*

Our mission to enhance shareholder value while contributing to the social and economic development of Greater China can be optimizing as follows:

我們的方針是提升對股東的價值，同時為大中華區的社會及經濟發展作出貢獻。這方針概述如下：

* **D** istinctive customer service 卓越服務
* **R** eliable performance 可靠表現
* **I** nnovation 不斷創新
* **V** alue for money 創優增值
* **E** nvironmental responsibility 保護環境
* **S** ustainable business practice 運行不息

Through engagement with our stakeholders, we aim to meet or exceed their expectations by providing high-quality services and solutions.

我們透過與持份者的承諾，致力提供優質服務及解決方案，從而滿足甚至超越他們的期望。

*Culture and Values*

*文化及價值觀*

Our culture is underpinned by a governance framework and embedded across our business. Our corporate values are centred on the delivery of service standards that meet or exceed customer needs, a consistent record of operational profitability and support for the communities we serve. Building on these core values we also abide the following principles:

* **A** ccountability – Be accountable for our decisions and actions.
* **C** aring – Be caring for our employees, customers, and the community with continual empowerment and engagement.
* **T** eamwork and Mutual Respect – Be harmonious and synergetic in the workplace.
* **I** ntegrity – Be fair, honest and ethical.
* **O** riginality and  
  **N** ovelty – Be creative in finding solutions for a greener and better place.
* **S** afety and Self-discipline – Be mindful of safety in achieving our vision.

我們的企業文化以管治框架為基礎，植根於業務中。企業價值觀乃建基於履行切合甚至超越顧客需要的服務標準、爭取穩定的盈利，以及支持我們業務所在地的社區。按照這些核心價值，我們遵守以下的原則：

* 承擔問責 – 對所作的一切決定及行為負責。
* 熱誠關懷 – 持續與我們的員工、顧客和社區聯繫，加強彼此參與。
* 團結互信 – 建構和諧及協同的工作環境。
* 誠信為本 – 處事公平、誠實，秉持高尚操守。
* 原創新穎 – 以創意及科技建設更環保及美好的地方。
* 安全守規 – 落實以安全為己任

**About the Report**

**關於本報告**

The 2023 Sustainability Report (the “Report”) of LWB provides descriptions and highlights of the environmental and corporate social responsibility performance and sustainability achievements of the Hong Kong franchised public bus company. The Report covers the reporting period from 1 January to 31 December 2023.

龍運發表《可持續發展報告2023》（「本報告」），重點闡述龍運的環保及企業社會責任表現，以及可持續發展的績效。本報告涵蓋的期限為2023 年1 月1 日至12 月31 日。

*Sustainability Governance*

*可持續發展管治*

We adhere to the recommended best corporate governance practices to achieve sustainable business development. We ensure compliance with applicable legal and regulatory requirements while considering the interests of our stakeholders. The Company has adopted an integrated management approach to guide the sustainable development of LWB based on the principles of integrity, equity and transparency. This integrated management approach is strengthened by ongoing staff training and communication with stakeholders. The Board of Directors of LWB (the “Board”), as its highest governance body, is responsible for stewarding the long-term development of the Company and growing shareholder value.

The overall strategic planning and accountability for the Company’s sustainable development rest with our Board, which determines the sustainability strategy and oversees its progress. Our ESG Task Force, under the oversight of the Board, implements the Board’s ESG strategy and policies to drive sustainable initiatives throughout our operations, including safety, environmental protection, staff welfare, community engagement and volunteering. The ESG Task Force is also responsible for optimizing environmental performance, raising staff awareness on corporate social responsibilities, sharing knowledge and industry best practices and working with the Enterprise Risk Management Task Force of the Company to assess new and emerging ESG-related risks.

The Company’s Enterprise Risk Management System adopts a systemic approach and uses a set of consistent risk assessment criteria to identify and manage risks. Accurate risk information is provided for the Management to assist them in decision-making and risk control without compromising cost-effectiveness and efficiency. In addition, with the Enterprise Risk Management System, the Management monitors and reviews risk levels of various issues that might impact the Company, including climate change, to ensure that risk exposure remains at an acceptable level. A Key Risk Indicator Report (“KPI Report”) summarises the Company’s major risks identified by the Management and is submitted to the Audit and Risk Management Committee three times a year. The KPI Report provides a comprehensive profile of the major risks and the mechanisms established by the Management for monitoring these risks.

我們以最佳的企業管治守則營運業務，考慮各方持份者的利益時，亦會確保全面符合法律及法規，全力推進業務可持續發展。本公司採取綜合管理方式，以誠信、公平和透明的原則督導公司的可持續發展工作。我們持續為員工提供培訓及與各方持份者保持密切溝通，務求進一步完善綜合管理方式。

董事會轄下的委員會專責統籌本公司可持續發展的整體策略和工作，並且監察公司全面實施可持續發展策略的進展。在委員會的督導下，公司的環境、社會及管治工作小組（「ESG工作小組」），促進在業務營運中執行董事會的可持續發展策略和措施，包括安全、環保、員工福利、社區連繫和義工服務。與此同時，ESG工作小組的成員亦致力提升環保表現，加強員工對社會企業責任意識及與業界分享知識和良好作業守則，並與公司的企業風險管理工作小組合作，評估及整合與環境、社會及管治相關的風險。

公司的企業風險管理系統以系統性的方法，採用劃一的風險評估準則，識別和管理風險。管理層在作出決策及風險管理時可參考準確的風險資訊，避免影響成本效益和效率。同時，企業風險管理系統協助管理層不斷監察及評估公司面對的風險水平，包括與氣候變化相關的風險，以確保風險維持於可接受水平。管理層每年三次會向審核及風險管理委員會，提交風險關鍵績效指標報告，概述由管理層識別的公司主要風險，以及訂立的風險監察機制。

*Stakeholder Engagement*

*持份者參與*

Our stakeholders include passengers, employees, suppliers, contractors, Legislative Councillors, District Councillors, transport advisory bodies, interest groups and the Government. We have established several engagement programmes to gauge their views on our operations and services. Our dialogue with stakeholders is demonstrated through various channels, including the Chatbot enquiry channel on the LWB website and App1933 and corporate publications, as well as face-to-face meetings and media networking

我們的主要持份者包括乘客、員工、供應商、承辦商、立法會議員、區議會議員、交通諮詢組織、關注團體及政府。我們設立了不同持份者參與項目，評估各方對本公司的營運和服務的意見，並透過不同渠道與持份者保持聯繫，包括龍運網站及手機應用程式App1933 的即時對話平台、企業刊物、會面訪談和傳媒聯絡等。

*Supply Chain Management*

*供應鏈管理*

We believe an integrated upstream supply chain management is key to quality and logistics control. We work closely with our business partners to develop new buses and services that are adapted to the local climate and operational environment, whilst prioritising energy efficiency and the latest emission standards.

We encourage fair and open competition with the aim of developing long-term relationships with suppliers based on mutual trust. Our supply chain policies and procedures are in place to ensure ethical procurement of supplies and services, which allow us to deliver high-quality end products that our customers can trust.

Our Green and Sustainable Procurement Policy spells out the environmental and social risk considerations that should be taken into account in every purchasing decision. To ensure our suppliers comply with our social and environmental requirements, we require all of them to declare compliance with our guidelines upon supplier registration:

* + Environmental care;
  + Health and safety;
  + The prohibition of forced and child labour; and
  + Anti-corruption.

我們相信，上游綜合供應鏈的管理是品質及物流控制的關鍵。一直以來，本公司與業務夥伴緊密合作，共同研發適合本港氣候及營運環境的巴士和服務，並且全力提高能源效益及符合最新排放標準。

我們支持公平及公開競爭，致力與供應商建立長久的互信關係。我們的供應鏈活動遵從公司既定的政策及程序，確保物資和服務的採購符合道德規範，保障產品的品質令顧客安心。

我們的環保及可持續採購政策闡述了每個採購決定中應考慮的環境和社會風險因素。為確保供應商遵從我們有關社會責任和環保的要求，我們規定所有供應商登記時必須申報以下範疇的表現：

* + 環境保護；
  + 健康與安全；
  + 禁止使用強迫勞工和童工；及
  + 反貪污。

**Safety First**

**安全至上**

Safety is in everything we do. It is our highest priority and an integral part of our business strategy. We strive to raise our safety standards and performance and continue to invest heavily in improving the safety of our bus operations.

我們所有業務都與安全息息相關。這是我們首要考慮，亦是公司業務策略不可或缺的一環。我們致力提升安全標準和表現，同時繼續投放大量資源以確保巴士營運安全。

*Safety Policy*

*安全政策*

The LWB Safety Policy ensures that injury and health risks are minimised to provide a safe and healthy environment for our employees and the public. All our employees are required to comply with all legal requirements applicable to our operations, and we regularly consult employees to identify opportunities for improvement in our safety management system.

龍運的《安全政策》確保我們的員工和大眾享有一個安全和健康的環境，令傷亡風險減到最低。我們要求全體員工確保工作活動符合相關法例要求，亦會定期諮詢員工，找出公司的安全管理系統中可作改善的地方。

*Safety Committees*

*安全委員會*

Safety Committees oversee internal communication on occupational safety and health information, including risks, trends and policies. All Safety Committees meet regularly to discuss safety issues at different levels across the Company.

At the corporate level, there is the Working Committee for Safety that oversees safety issues. The Departmental Safety Committees, Maintenance Safety Committees and Operations Safety Committees are responsible for safety issues relating to departments and sections. Departmental Safety Committees may vary the frequency of meetings depending on the scale of departmental safety risks.

安全委員會負責監督有關職業安全和健康資訊的內部溝通，包括相關風險、趨勢及政策等。各個委員會定期舉行會議，商討公司不同層面的安全議題。

安全工作小組負責監督公司整體的安全議題，而各部門的安全委員會、維修安全委員會及車務安全委員會亦會舉行會議，負責相關部門及組別的安全事宜。各部門的安全委員會會按照相關安全風險規模而調整舉行會議的次數。

*Safety Management*

*安全管理*

We are dedicated to advancing occupational health and safety. We fully comply with the Occupational Safety and Health Ordinance and the Factories and Industrial Undertakings Ordinance (Chapter 509 and 59, Laws of Hong Kong, respectively). The LWB Occupational Health and Safety Management System adopted to ISO 45001:2018 which promotes continuous improvement of safety performance across all aspects of our business, including bus maintenance and design upgrades.

The key benchmarks of our operational performance are mechanical reliability1 and operational capability2. In 2023, the mechanical reliability of LWB’s bus fleet was 508,657 km: 1, while LWB attained an operational capability of 98.84% in the same year.

我們致力加強職業健康與安全，並遵守《職業安全與健康條例》和《工廠及工業經營條例》（香港法例第509 及59 章）。龍運採用「職業健康及安全管理體系」(ISO45001)2018 年標準，旨在全面優化所有業務範疇的安全表現，包括巴士維修和設計提升。

我們的車務表現，主要以機械可靠性1 及車隊運作能力2 作指標。於2023 年，龍運車隊的機械可靠性達508,657 公里：1；至於車隊運作能力達至98.84%。

1 Mechanical reliability refers to the average number of kilometres a bus operates before it experiences one mechanical breakdown on the road with passengers on board.

1 機械可靠性指標是指每部巴士平均行走多少公里後才會在載客途中發生機件故障。

2 Operational capability refers to the ratio of actual to scheduled departures in the peak direction during the peak hours of 7:00 a.m. to 9:00 a.m. across the bus network.

2 車隊運作能力指標是指整個巴士服務網絡在早上7時至9時的繁忙時段內，向繁忙方向開出之實際班次與預定班次的比例。

*Operational Excellence*

*卓越營運*

LWB is certified to the ISO 9001:2015 Quality Management Systems (“QMS”) Standard, demonstrating our commitment to achieving up-to-date operational and service standards through the implementation of robust processes and practices.

龍運已獲得「品質管理體系」認證ISO 9001：2015，足以證明我們致力通過實施可靠的流程和做法，以達到最新的營運及服務標準。

*Job Hazard Analysis*

*工作危害分析*

With an aim to ensure that both the working environment and staff performance comply with legal requirements, in-house safety rules, and industry best practices; job hazard analysis is conducted by managerial staff together with the relevant workers to assess the risk for a work task. Based on the assessment result, appropriate safety measures will be formulated and implemented to minimise the risk of a work activity.

Regular safety inspections and audits will be performed to ensure that these safety measures are properly implemented and to identify whether there are any improvement opportunities. The inspection result and audit result serve as a basis for reviewing our job hazard analysis. This Plan-Do-Check-Act management approach is employed to sustain a cycle of continuous improvement in safety performance.

為確保工作環境和員工工作表現符合法例要求、內部安全指引和業界最佳範例，管理人員與相關工人會在工作開始前進行「工作危害分析」，評估工作任務的風險。適當的安全措施會根據評估結果來制定和實施，務求降低工作的風險。

我們採用「策劃、執行、檢查、行動」的循環管理模式，定期檢查和審核現有的安全措施，以協助持續改進安全表現，而相關檢查和審核結果將作為審核「工作危害分析」成效的依據。

*Bus Safety Facilities and Maintenance*

*巴士安全設施及維修保養*

A number of technological devices, including speed limiting devices and telematics systems, have been installed on buses to improve safety and record operational data. All LWB buses undergo an ISO-certified maintenance regime, comprising daily and monthly servicing, a semi-annual minor dock and an annual road-worthiness inspection, as well as spot checks from the Transport Department of the Hong Kong SAR Government.

我們的巴士安裝了多種科技設備，包括車速限制裝置和無線遠程訊息系統，以加強安全性能及記錄操作數據。除了香港特區政府運輸署抽查外，所有龍運的巴士均經由ISO 認證的計劃保養，包括日檢、月驗、每半年的小型維修，以及每年進行的巴士性能檢查。

*Latest Bus Safety Measures*

*巴士上最新安全裝備*

GST Safe & Eco Driving System (“GST System”)

GST安全及環保駕駛系統（GST系統）

GST System is a safety and eco-driving system. It replaced the GreenRoad System on the whole LWB fleets in July 2023. GST System helps evaluate the driving performance and calculate the engine idling time of each and every bus trip, as well as encourage the bus captain to enhance their driving skills and pattern. The driver feedback unit at the dashboard provides real-time audio and visual alerts to the bus captain behind the wheel immediately after he/she has committed a driving behaviour that needs attention or instant rectification in five key driving aspects, including cornering, braking, acceleration, pedal control and speeding.

In addition to receiving instant feedback on his/her driving behaviour, the bus captain can also review his/her performance via the “GST Driver” app, which clearly shows the time, date and location of his/her improper driving behaviour as well as the duration and location where he/she let the engine idle.

Since 2020, LWB has introduced a reward scheme to demonstrate our appreciation to bus captains with good performance in the safety and eco-driving system. The reward scheme is well received by bus captains, who compete among themselves in their respective depots and share knowledge with one another regarding techniques for achieving greater driving safety.

The GST System is conducive to identifying bus captains who need further training and monitoring. With the implementation of such safety and eco-driving system, LWB is further equipped for providing safe and environmentally friendly service to the public.

GST系統是一種安全和節能的駕駛表現反饋系統。龍運在2023年7月以GST系統全面取代GreenRoad系統。GST系統主要是用作評估車長於每程車的駕駛表現及計算引擎空轉時間，同時鼓勵車長提升駕駛技能和模式。在巴士儀表板上的駕駛反饋裝置能夠向車長提供實時的聲音和視覺提示，以提示車長駕駛時需要注意的事項，或需要立即糾正的駕駛行為。這些警示共涵蓋五個主要的駕駛範疇，包括轉彎、剎車、加速、油門控制和超速。

車長除了可即時獲得駕駛行為的反饋，還可以通過「GST Driver」應用程式回顧自己的駕駛表現，該應用程式清楚記錄車長不正確駕駛行為的時間、日期和位置，以及引擎持續空轉的時間和位置。

龍運於2020年開始引入一項獎勵計劃，以表揚車長在安全和節能駕駛系統中的優秀表現。這項獎勵計劃深受車長歡迎，促進車長於所屬車廠的良性競爭，並透過互相分享技術和知識來提升駕駛安全。

GST系統有助識別需要進一步培訓和監察的車長，通過使用這套系統，讓龍運能更有效地為市民提供安全和環保的服務。

Driving Monitoring System (“DMS”)

車長倦意提示系統

This monitoring device, mounted on the dashboard, uses image processing and advanced facial recognition technology to detect the level of alertness of a driver. Early audio alerts and vibration warnings through the bus captain seat will be activated when it is suspected that the driver is showing signs of fatigue or abnormality.

設於儀表板上的車長倦意提示系統採用影像處理技術和先進的人面識別技術，偵察車長的警覺性。如發現車長出現駕駛疲勞等異常情況，系統便會即時發出響聲和震動駕駛座椅，以作提醒。

Advanced Driver Assistance System (“ADAS”)

駕駛輔助系統

The device is installed on the lower saloon windscreen and uses image-processing technology to detect obstacles on the road and calculate the obstacle distance. Early audio alerts and vibration warnings will be activated when “unsafe” conditions are detected.

駕駛輔助系統安裝於巴士下層擋風玻璃，利用影像處理技術探測道路上不同的物件與巴士的距離，如出現潛在風險，會即時發出響聲和震動駕駛座椅，作出提醒。

Electronic Stability Programme (“ESP”)

電子穩定系統

The ESP is an important safety feature to prevent a bus from skidding or overturning when cornering or operating on a slippery road surface.

電子穩定系統是巴士的重要安全設備，可以顯著減低巴士轉彎或行經濕滑路面時翻車或打滑的風險。

Speed Limiting Retarder (“SLR”)

車速限制器

SLR enhances the speed limiters of our fleets. The current speed limiters cut off the fuel supply to the engine when the speed limit is reached. The SLR automatically activates the brakes or retarder to prevent speeding when travelling downhill.

車速限制器提升了車隊的車速限制裝置的表現。現時當車速達到限制標準時，裝置會切斷燃料供應，而車速限制器更配備自動剎車功能，防止巴士落斜時超速。

Safety Belts

安全帶

LWB has requested bus manufacturers to install 3-point safety belts on all seats as a standard feature for new buses. Meanwhile, LWB has been working on retrofitting existing buses with safety belts in order to provide better protection to passengers.

龍運已要求巴士製造商，於新訂購巴士的每個座椅上安裝安全帶，並以此作為巴士的標準裝置。同時，龍運為現役巴士加裝座椅安全帶，以提升對乘客的保護。

KMB Academy

*九巴學院*

The KMB Academy (“the Academy”) was established in January 2022, aiming to nurture talents for the bus industry. The Academy provides professional and comprehensive training programmes for franchised bus maintenance personnel and all bus captains. In 2023, two training programmes, the “Certificate in Continuing Development for In-service Bus Captains” and the “Professional Certificate for Instructors in Franchised Bus Industry” were recognised at Level Three and Level Four respectively under the Qualifications Framework (“HKQF”) by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications. The number of HKQF programmes in the Academy now totals four.

**The “Certificate in Bus Maintenance”** at HKQF Level Two for franchised bus maintenance personnel offers knowledge of mechanical operation and industrial safety. Students will also undergo basic technical training, including engine, drivetrain, chassis, electrical appliances, and air-conditioning, with on-the-job training available in LWB depots. In addition to the HKQF Level Two accreditation, graduates will also receive professional bus maintenance certificates recognised by two European bus manufacturing giants, Alexander Dennis Ltd and Volvo Buses, making them semi-skilled workers with a clear progression ladder through further training.

**The “Certificate in Public Bus (Franchised) Driving training”** at HKQF Level Three is planned around building safety consciousness, bus maneuvering skills, and bus route and bus type knowledge. In addition to driving, students will also be trained in customer service and emotional management to further enhance their service standards. Before graduation, assessments are conducted by instructors to ensure student performance meets the standards of LWB.

**The “Certificate in Continuing Development for In-service Bus Captains”** is at HKQF Level Three; the training aims at enhancing our in-service bus captains on road safety awareness, driving skills and attitude, including defensive driving techniques.

**The “Professional Certificate for Instructors in Franchised Bus Industry”** at HKQF Level Four is set to provide our instructors (both Driving Instructors and Technical Instructors) with a better understanding of the role of an instructor at the Academy in terms of enhancing teaching skills, improving teaching quality and fostering professional development whilst taking into consideration their teaching performance, professional behaviour and attitude.

Other than taking care of the training needs of bus maintenance staff and bus captains, the Academy also provides short-term courses and workshops for tertiary institutions covering various topics, aiming to widen students’ understanding of the bus industry, business operations and public institutions. For primary and secondary schools, the Academy offers a variety of on-campus STEM education courses and activities in which students can apply interdisciplinary knowledge and cultivate innovative thinking through “hands-on” and “minds-on” activities.

九巴學院於2022年1月成立，為巴士業界孕育人才。九巴學院為專營巴士維修人員及所有車長提供專業及全面的培訓課程，2023年，九巴學院新增兩個證書課程，分別是「在職車長駕駛進修證書」及「專利巴士業導師專業證書」，兩項課程已通過香港學術及職業資歷評審局的評審，分別獲「資歷架構」認可為第三及第四級別。計及以上兩個課程，九巴學院已有四個課程獲資歷架構認可。

**「巴士維修證書」**為專營巴士維修人員提供機械操作和工業安全知識，已獲資歷架構認可為第二級別。學員須進行基本技術訓練，包括引擎、傳動、底盤、電器和空調，再於龍運車廠進行在職訓練。修畢課程的學員不僅取得資歷架構第二級別的認可資歷，更可獲得歐洲兩大巴士製造商亞歷山丹尼士（亞太）有限公司及富豪巴士香港有限公司的巴士專業維修認證。他們會獲受聘為具明確晉升階梯的半熟練技工及繼續接受相關培訓。

**「專利公共巴士駕駛證書」**獲資歷架構認可為第三級別，其課程內容圍繞培養安全駕駛態度、巴士操控技巧及巴士路線及車型知識。除了駕駛訓練，學員亦須接受顧客服務及情緒管理課程，以進一步提升服務水平。導師會在學員畢業前進行評核，以確保他們的表現符合龍運的標準。

**「在職車長駕駛進修證書」**獲資歷架構認可為第三級別，其課程內容旨在提高現職車長的道路安全意識、駕駛技巧和態度，當中包括防衛性駕駛技術。

**「專利巴士業導師專業證書」**獲資歷架構認可為第四級別，旨在加深九巴學院的導師（包括駕駛導師和維修導師）對其職責的了解，透過評核其教學表現、專業操守及態度，從而提升教學技巧、改善教學質素和促進專業發展。

除了照顧巴士維修人員及車長的培訓需要，九巴學院為專上學生開辦短期課程及工作坊，內容及範疇廣泛，旨在加深學生對巴士行業、商業運作及公共交通服務機構的了解。九巴學院亦為中小學生提供多元化的STEM到校課程及活動，通過「動手」及「動腦」活動，讓學生運用跨學科知識及培養創新思維。

*Public Safety Awareness Programme*

*推廣公眾安全意識*

Ensuring passenger safety is of utmost importance in our bus operations. Through the use of different channels, we are able to raise public awareness of passenger safety. A series of safety messages are broadcast on the Bus Stop Announcement System in Cantonese, English and Putonghua to remind passengers to hold the handrail at all times. Safety stickers such as “Hold the handrail” and “Fasten the seatbelt” were placed in bus compartments. We also periodically communicate educational messages to the public through our mobile app, App1933, and social media platform.

乘客安全與巴士運作同樣至關重要，我們利用各種渠道提高公眾的道路及乘車安全意識，透過車廂內的電子報站系統，分別以廣東話、英語及普通話，廣播一系列安全訊息，提醒乘客在車廂內要時刻緊握扶手。車廂亦設有告示，如緊握扶手及扣上安全帶，提醒乘客注意安全。智能手機應用程式App1933和社交平台亦定期向公眾宣傳道路安全訊息。

**Caring for the Environment**

**愛護環境**

We are driving into a new and green era with our eco-friendly bus fleets and many other sustainable innovations and technologies. We strive to become a carbon-neutral bus operator to set a new industry standard in Hong Kong.

我們的環保巴士車隊及多項可持續的創新科技推動公司邁向綠色新時代。我們銳意成為碳中和的巴士營運商，帶領業界達致新標準。

*Environmental Policy*

*環保政策*

We recognise the inherent environmental impacts of our bus services and we are committed to mitigating and minimising these impacts in the following ways:

* Preventing pollution and continually improving our environmental performance by establishing and achieving objectives and targets;
* Conserving resources by reducing waste at source, and recycling and reusing resources;
* Minimising and controlling emissions from buses by adopting control measures and providing professional bus repair and maintenance services;
* Reducing our environmental footprint and combating climate change;
* Enhancing staff environmental awareness by providing training in line with our environmental policy, objectives and targets, as well as in relation to the potential environmental impacts arising from our operations;
* Communicating our environmental policy and requirements to our suppliers and making the policy available to the public;
* Responding to environmental enquiries promptly and ensuring effective internal communication on environmental issues; and
* Ensuring compliance with all applicable local environmental legislation and other relevant requirements.

龍運深明巴士服務對環境的影響，因而採取以下措施，盡力將影響減至最低：

* + 訂立及實現目標與指標，力求避免污染環境，並持續提升環保工作的表現；
  + 透過源頭減廢、循環再造和再用，保護資源；
  + 推行多種管理措施，提供專業的巴士維修保養工程服務，控制及減少巴士的廢氣排放；
  + 減少營運上的環境足跡，以應對氣候變化；
  + 透過培訓，提升員工的環保意識，讓員工了解我們的環保政策、目標和指標，以及巴士服務對環境造成的潛在影響；
  + 與供應商就環保政策和相關要求進行交流，並供市民大眾查閱有關政策；
  + 迅速回應持份者有關環保的查詢，確保公司內部能有效地就環保事項溝通；及
  + 確保遵守本地所有環保法例及相關要求。

*Environmental Management*

*環保管理*

LWB’s depot is subject to quarterly surveillance audits to ensure compliance with a set of stringent environmental management standards. Environmental working groups have been set up to handle environmental issues and ensure the implementation of the ISO systems. Under the guidance of the Senior Management, the Engineering Team is introducing new and innovative technologies applicable to both bus fleets and bus operations.

龍運車廠每個季度均會進行審核，確保符合嚴格的環境管理標準。各車廠的環保工作小組負責執行環保工作及確保符合ISO的標準，而工程師團隊則在管理層領導下，致力為巴士車隊和營運研發創新的環保技術。

*Green Finance*

*綠色金融*

LWB recently closed a HK$200 million sustainability-linked loan facility with Bank of China (Hong Kong) Limited (“BOCHK”) in 2023, demonstrating the Company’s significant efforts to propel Hong Kong towards achieving zero emissions through the use of green finance.

We have established key sustainability performance targets that focus on reducing greenhouse gas emissions from our buses, increasing green procurement practices, and enhancing average training hours for employees. Moving forward, LWB will continue to identify suitable financing solutions that will drive Hong Kong’s transportation industry into a new era of sustainability.

2023年，龍運與中國銀行（香港）（「中銀香港」）簽署一筆港幣2億元的可持續發展表現掛鈎貸款協議，顯示公司透過綠色金融推動香港實現零排放所作出的努力。

公司制定了關鍵的可持續發展績效指標，包括減低巴士溫室氣體排放的水平、增加環保招標項目的數量，以及增加員工平均的培訓時數。展望未來，公司將會繼續尋找更多合適的融資方案，推動香港交通運輸業進入可持續發展的新時代。

*Greenhouse Gas Emissions Reduction*

*減少溫室氣體排放*

LWB seeks to minimise greenhouse gas emissions by judicious application of the latest technologies and interventions.

龍運積極採用最新的科技和相關技術，致力減少溫室氣體排放。

Environmental Bus Fleet

環保巴士車隊

We invest in eco-friendly buses that meet the strict exhaust emission standards of the European Council of Environmental Ministers to create a better environment and minimise climate-related impacts.

At the end of 2023, the LWB fleet comprised 156 Euro VI buses, 116 Euro V buses, and four battery-electric buses.

We have been replacing older bus models with the latest and more energy-efficient bus models to enhance our bus fleet’s longevity and environmental performance to achieve zero emissions. The average age of the LWB bus fleet is 4.4 years.

為建造更美好的環境及減少氣候相關的影響，我們致力購置符合歐盟環境部長理事會所訂嚴格廢氣排放標準的環保巴士。

截止2023年年底，龍運車隊擁有156部歐盟六型巴士、116部歐盟五型巴士及四部純電動巴士。

為進一步提升車隊環保表現，我們陸續更新車隊，引入最新及節能車型，邁向零排放。龍運車隊平均車齡約4.4年。

Exploring Renewable Energy and Zero-emission Bus Technologies

研發可再生能源及零排放巴士技術

LWB strives to explore renewable energy and zero-emission technologies, demonstrating LWB’s determination to introduce green public transport in Hong Kong. Attaching great importance to pursuing the Government policy of achieving carbon neutrality by 2050, LWB has rolled out an electrification roadmap. In the long run, LWB hopes that new energy buses will be deployed in the entire fleet to help make Hong Kong a green city. Currently, LWB has four single-deck electric buses.

Other environmental facilities in LWB’s bus fleet:

* LWB has introduced the third-generation solar panels on double-deckers, which reduce the air temperature in the bus compartment and supply power to on-board electronic devices, thereby reducing fuel consumption. The third-generation solar panel bus can save 3-4% of fuel consumption on each bus daily, which is equivalent to reducing about six tonnes of carbon emissions per bus annually. The system has now become a standard feature in newly purchased buses;
* Solar panels are installed on buses, at depots and bus stops. LWB aims to lead the public transport industry toward the new green era and promote carbon neutrality; and
* The scheme to retrofit the fleet with lower-powered LED strips, which will create a softer and more comfortable travel environment for passengers compared to the old LED lighting, is completed. The old LED light strips will be reused across bus depots and bus stops for lighting.

龍運積極研究可再生能源及零排放技術，顯示龍運促進本港綠色運輸的決心。為配合政府2050年達致碳中和的政策，龍運定下電動巴士的發展藍圖。長遠而言，龍運期望將全線車隊提升為新能源巴士，帶領香港邁向綠色城市。現時，龍運擁有四輛單層電動巴士。

龍運車隊其他的環保設施：

* 龍運引入第三代配備太陽能發電裝置的雙層巴士，裝置有助降低車廂溫度，並會供電予車廂內的電子系統，從而減少油耗。第三代太陽能裝置能為每部巴士每日節省耗油量3-4%，相等於每年每部巴士減少約6噸碳排放。太陽能裝置已成為新車的標準配置；
* 龍運在巴士車廠、巴士站及巴士車頂設置太陽能光伏發電板，帶領香港公共運輸業邁向綠色新時代，同時為推動香港實現碳中和作出貢獻；及
* 龍運已完成為車隊更換低瓦數LED燈工程，與舊有LED燈比較，能為乘客創造更柔和舒適的出行環境，而舊LED燈會重用於巴士廠和巴士站等作照明之用。

CO2 Concentration Checks

檢查二氧化碳含量

Each year, 15 LWB buses from passenger-intensive bus routes are selected for a data logger measurement of indoor CO2 concentration. Our buses generally demonstrate compliance with the requirement.

龍運每年抽選15 部行駛乘客密集路線的巴士，進行車廂內二氧化碳含量數據記錄測量，大部分巴士均符合標準。

Emissions Reduction

減少廢氣排放

LWB adopts the latest technologies to reduce roadside emissions and maintain good air quality in bus compartments. We have in place a number of measures to meet the high standards of exhaust emission laid down by the European Council of Environmental Ministers, which include using near-zero sulphur diesel, renewing bus models and upgrading older buses by retrofitting exhaust treatment devices such as diesel oxidation catalysts, diesel particulate filters, and selective catalytic reduction units.

As part of our environmental protection commitment, LWB invests regularly to upgrade the environmental performance of its bus fleet and patrol cars. LWB has introduced electric patrol cars as back-up support and set up electricity-recharging facilities at the main depots.

龍運積極採用先進技術減少路邊的廢氣排放，並保持車廂空氣質素良好。為符合歐盟環境部長理事會制定的嚴格廢氣排放標準，我們多管齊下，包括使用含硫量近乎零的柴油，添置最新的低排放巴士車型，並且透過加裝減排裝置為現役巴士進行升級，例如柴油催化器、柴油微粒過濾器和選擇性催化還原器等。

我們貫徹愛護環境的信念，積極投資優化巴士車隊和巡邏車的環保表現。龍運引入電動巡邏車作為後勤支援，並於主要車廠設置充電設施。

*Energy Saving*

*節約能源*

LWB takes all practicable measures to reduce resource consumption and streamline waste disposal procedures. We handle and dispose of all materials in compliance with applicable laws and regulations, and in a responsible way without posing risks to human health or the environment.

龍運採取所有可行措施減少耗用資源，與此同時亦精簡廢物處置程序。我們在處理及棄置廢料時符合現有法例和法規，並以負責任的態度處理，不會對人體健康及環境造成任何風險。

Fuel

燃油

To reduce fuel consumption, a number of measures have been adopted throughout the LWB bus fleets and across all operations:

* The aircraft-style “Posilock” fuel filling system is used to refuel buses;
* Ambient sensors are installed on air-conditioned buses to reduce unnecessary cooling;
* The use of synthetic gearbox oil extends oil drain intervals to reduce waste oil by 80%; and
* The mileage-based oil change scheme reduces engine oil consumption and waste oil by 40%.

為減少耗油，我們在車隊及營運方面採取了一系列措施：

* 採用飛機使用的「Posilock」加油系統為巴士補充燃油；
* 於空調巴士安裝溫差調節器，避免不必要的製冷，節省能源；
* 採用合成變速箱機油，減少80%的廢油；及
* 採用以行車里數為基準的機油更換計劃，減少40%的機油消耗量及廢油量。

Electricity

用電量

We continue to explore environmentally friendly initiatives and invest in the latest technologies to minimise energy use and reduce greenhouse gas emissions.

In addition to our one-off LED light replacement and continuous housekeeping measures, we have dynamically adjusted our electricity consumption pattern in accordance with the latest operation scales, including the adjustment of illumination time of parking depots and the optimisation of equipment used to support our facilities’ operation duration.

We cooperate with a power company to install solar panels at depots, bus termini, bus shelters and other facilities to extend the application of renewable energy and reduce greenhouse gas emissions.

我們會持續尋求更多環保方案，並投資於最新技術以盡量減低能源消耗和溫室氣體排放。

除了一次性更換二極管及各項內部監管舉措，我們根據最新的營運規模，調整公司的用電模式，包括根據日光程度調整停車場提供照明的時間，並優化各項設備來支援營運。

我們透過與電力公司合作，並在車廠、巴士總站及巴士站上蓋等設施安裝太陽能發電板，加強應用可再生能源，減少溫室氣體排放。

Green Measures in the Office

綠色辦公室措施

The Green Office concept drives both the design and renovation of our premises. We run our air-conditioning system at 25.5°C to align with the Government’s Action Blue Sky Campaign and save energy. Operating hours have also been rearranged to reduce energy waste during non-office hours. High-efficiency air conditioning units are installed in all newly renovated offices. Moreover, we have also set up recycling arrangements for used toners, plastic materials and used papers and have regularly promoted good housekeeping practices for energy saving to all staff members.

我們將綠色辦公室的環保概念納入設計項目和翻新工程。為響應政府的《藍天行動》及節約能源，我們將空調的溫度設定在攝氏25.5度，又設定運作時間，減少非辦公時間的能源浪費。此外，我們在翻新辦公室時安裝高能源效益的冷氣部件。在循環回收管理方面，我們安排回收碳粉、塑膠物品及紙張，並定期向全體員工推廣與節能有關的內務管理措施。

*Waste Reduction*

*減少廢物*

LWB is committed to good waste management through responsible storage and disposal of waste, recycling and reusing resources whenever feasible. Significant types of waste generated in our operations are reported as follows:

龍運致力執行良好的廢物管理，確保妥善存放及處置所有廢料，並在可行的情況下循環再用資源。日常營運產生的主要廢棄物，包括：

Waste Water

污水

As a responsible corporate citizen, LWB is committed to reducing water consumption and properly treating effluents before discharge. Our depots are equipped with automatic wastewater treatment systems. The water used for bus washing was collected and recycled. Newly setup rainwater collection and water recycling systems have been introduced in some of our satellite depots.

龍運克盡企業公民責任，致力減少耗水量，妥善處理污水排放。車廠裝設自動污水處理系統。車廠的水循環系統，將用作清洗巴士的水回收及再用。此外，部份衛星車廠已引入雨水收集系統及水循環再用系統。

Tyres and Metals

輪胎及金屬

Used LWB tyres were retreaded by LWB’s appointed contractors, and waste metals were sent to recycling companies.

龍運交由指定承辦商翻新輪胎，並將金屬交予回收公司處理。

Oil and Chemicals

廢油及化學廢料

Solid chemical waste is processed and stored by type in designated areas at bus depots before disposal by a registered chemical waste collector at the Government’s Chemical Waste Treatment Centre, while waste oil is recycled or disposed of in accordance with the statutory standards. In the reporting period, LWB has improved the engine oil replacement cycle by changing new engine oil with extended oil drain intervals to reduce solid chemical waste.

Batteries are disposed of by a licensed contractor complying with the instructions of the Environmental Protection Department (“EPD”), with some of them exported to overseas facilities approved by the EPD under the Basel Convention.

固體化學廢料經由車廠內指定區域處理和分類存放後，交予政府化學廢物處理中心註冊的化學廢料回收商。此外，廢油亦按照法規標準回收或處理。報告期內，龍運已透過更換新機油並延長換油的密度，以改善機油更換周期，從而減少固體化學廢料。

我們透過符合環境保護署（「環保署」）要求的持牌承辦商，回收處理廢棄的電池。其中部分運往獲環保署根據《巴塞爾公約》認可的境外設施處理。

**Caring for Customers**

**關懷顧客**

As a public transport provider, we are dedicated to delivering excellent bus travel experience for all. We work to identify and understand customer needs and expectations to ensure our bus services are safe, smart, efficient, comfortable and good value-for-money.

作為公共運輸營辦商，我們竭誠為乘客帶來優質的搭乘體驗。我們致力了解乘客需要及期望，確保提供安全、創新、有效率、舒適及物有所值的巴士服務。

*Innovation and Convenience*

*創新及便捷*

We believe that innovation and technology are the key to benefitting the industry and communities by facilitating a convenient, diversified and sustainable travel environment.

我們相信創新思維及先進科技能為業界及社會建造一個方便、多元、可持續的乘車環境。

Electronic Payment System

電子支付系統「e度嘟」

LWB was the first franchised bus company in Hong Kong to install a diversified electronic payment system in its fleet in 2020. With the newly accepted American Express, Discover/ Diners Club, WeChat Pay HK and Weixin Pay, the number of electronic payment methods supported by the LWB e-payment systems increased to sixteen in 2023. This makes LWB the industry player that accepts the most diverse electronic payment methods among local public transport operators. The sixteen contactless payment options available include credit cards, digital wallets on mobile devices, smartwatches, and QR codes for an easy, fast and convenient bus fare payment.

龍運於2020年在全線車隊裝設多元化電子支付系統「e度嘟」，成為全港首間提供多元化電子支付系統的專營巴士公司。連同新加盟的美國運通、Discover/Diners Club、WeChat Pay HK及微信支付，龍運電子支付系統e度嘟支援的電子支付方式，已於2023年增至16種，使龍運成為接受最多元化電子支付方式的本地公共交通營辦商。16種非接觸式的付款方式，包括信用咭、附設於手機及智能手錶的電子錢包及二維碼，為乘客提供簡單、快捷及方便的繳付車資選項。

App1933

App1933

With one million daily unique users and approximately seven million downloads, the mobile app, App1933, elevates customer experience with a more convenient and personalised service offering.

App1933 allows users to check bus route information and the estimated time of bus arrivals. Highlighted functions include:

* The Estimated Travelling Time and the Bus Estimated Time of Arrival (“ETA”) services enable users to plan their trips more easily and check the ETAs provided not only for LWB but also for other franchised bus companies;
* The built-in location-based function, with which users can check real-time traffic conditions, weather information, flight schedules and ferry information under the “Info Corner” feature, a seamless and efficient travel experience across different transportation modes;
* The function of displaying real-time occupancy levels on upcoming buses has been introduced, enabling passengers to better plan their itinerary;
* The “Reminder function” which has been upgraded with boarding reminders, allowing passengers to create reminders by selecting bus routes and boarding times, offering a stress-free solution for everyday commuting;
* Further engaging with customers through an exclusive loyalty programme, the membership scheme club1933, which allows passengers to enjoy bus rides while earning points for gifts, or eCoins which can be used to settle bus fare payment; and
* Allowing passengers to make enquiries and comments on the artificial intelligence Chatbot channel, bot1933, at any time of the day or night.

智能手機應用程式App1933，已有700萬次下載及100萬個每日獨立用戶，讓顧客享受方便及個人化的服務，提升客戶體驗。

App1933供乘客方便快捷查閱巴士路線及預計巴士到站時間。重點的功能如下：

* 巴士「實時預計車程」及「巴士預計到站時間」功能，讓用戶可輕鬆計劃行程外，更可查閱龍運及其他專營巴士公司的巴士預計到站時間；
* 定位功能讓用戶可在「資訊站」取得實時交通狀況、天氣訊息、航班及渡輪班次資訊，實現跨界別交通模式帶來無縫接軌及高效率的出行體驗；
* 顯示即將到站的巴士實時載客量，讓乘客可以更容易規劃行程；
* 「上車提示功能」讓乘客可以設定巴士路線和上車時間，以作提醒，為日常通勤提供貼心的解決方案；
* 通過獨家會員計劃club1933與顧客進一步聯繫，乘客可以享受巴士旅程，同時賺取積分換取精美禮物，或以eCoins用於支付巴士車費；及
* 引入人工智能聊天機器人bot1933，讓乘客可以不分晝夜提出查詢和意見。

New Bus Services

全新巴士服務

We have implemented a number of enhancements to our bus service over the past few years to deliver a more pleasant and comfortable journey to our passengers.

To respond to the increasing trend of outbound travel, LWB introduced Routes A42 and A46 in December 2023. Apart from this, to enhance the overall network coverage, the existing Route A41 was re-routed such that the whole Sha Tin District was covered by the LWB A-bus network. These routes aim to enhance bus services between Sha Tin, Tai Wai, the Airport, and the Hong Kong-Zhuhai-Macao Bridge Hong Kong Port, providing a wider and more comprehensive network coverage

一直以來，龍運不斷提升巴士服務，為乘客提供更優質及舒適的巴士旅程。

為應對旅遊人數不斷增長的趨勢，龍運於2023年12月開辦路線A42及A46。此外，為提升整體網路覆蓋範圍，龍運安排現有路線A41改道行駛，藉此龍運A線服務能覆蓋整個沙田區。這些路線旨在加強沙田、大圍、機場及港珠澳大橋香港口岸的巴士服務，提供更廣泛、更全面的巴士網路。

Facilities Upgrade

設備提升

* Display screens have been installed on the lower deck of LWB buses to show the number of remaining seats on the upper deck. This facilitates passengers in finding available seats on the upper deck, contributing to more even distribution of space and elevating the overall passenger experience;
* LWB has launched a comprehensive upgrade of its 5G services and planned to upgrade the entire bus fleet to 5G-enabled buses with free 5G Wi-Fi service on board. For an elevated travel experience, passengers can now enjoy unlimited sessions of complimentary 5G Wi-Fi service with an ultra-fast, stable and smooth 5G network connectivity;
* A total of four horizontal ventilation windows, located on both the upper and lower decks, are designed to facilitate natural ventilation and ensure a comfortable journey for passengers;
* The Solar-powered Bus Shelter Campaign promotes green energy by installing solar panels to power lighting;
* The enhancement of the bus route information sheets has been completed. Passengers can now scan the two-dimensional QR code on the new layout information sheets posted at bus stops for bus frequency and other bus route information;
* LWB have installed the Bus Information Panel System on buses. Passengers can obtain real-time bus stop information through the display screens on the upper and lower decks and the alighting reminder function on App1933;
* Bus stops are equipped with display panels showing the estimated time of bus arrivals;
* The air quality in bus compartments has been improved with electrostatic air filters installed in LWB buses; and
* 285 LWB buses are equipped with powersaving variable capacity air-conditioning compressors, which provide more adaptive and refined thermal control in the most fuel-efficient manner in all weather conditions. The air-conditioning systems feature a fresh air function that extracts fresh air outside the compartment and purifies it through a double-layer filter system.
* 龍運於巴士下層安裝「上層尚餘座位數目」顯示屏，有助乘客於巴士上層安坐，亦可善用巴士空間，提升乘客的整體搭乘體驗；
* 龍運推出5G服務升級計劃，期望將整個巴士車隊升級為5G巴士，提供免費5G Wi-Fi服務，相信乘客透過無限次免費使用5G Wi-Fi服務，享受高速、穩定和流暢的5G網路，能提升乘客的出行體驗；
* 巴士上層及下層設有共四個橫趟式通風窗，加強空氣流通並為乘客帶來舒適的旅程；
* 「太陽能巴士站計劃」透過在巴士站裝設太陽能發電裝置為照明系統提供電力，推廣綠色能源；
* 新設計的路線資料表已裝設在巴士站柱，乘客只需掃瞄二維碼便可獲取巴士班次及其他路線資訊；
* 龍運為巴士安裝巴士資訊顯示屏，乘客可透過設於巴士上下層的顯示屏及App1933的落車提示功能，獲取實時巴士站資訊；
* 候車亭設有屏幕，顯示巴士預計到站時間；
* 龍運巴士裝設靜電子空氣淨化器，令車廂的空氣更潔淨；及
* 共有285部龍運巴士配備節能可變式空調壓縮機，在不同的天氣情況下，都可以最節能的方式，提供合適和細緻的溫度調控。空調系統具有抽新鮮空氣功能，可讓新鮮空氣經雙層過濾系統，潔淨後進入車廂。

*Accessibility*

*暢達*

Access to transportation is vital for independent living. An accessible transport system is the building block of an inclusive society.

暢達的公共交通服務對於市民日常生活至關重要。無障礙的交通系統是建設共融社會的基石。

Accessible Bus Fleet

無障礙車隊

The entire LWB fleet deploys super-low floor buses for easy boarding and alighting, with wide entrances and exit doors for better passenger access. These features have made all LWB buses easily accessible to the elderly and wheelchair users. Besides, LWB has introduced foldable armrests in the wheelchair areas. The new armrests not only make wheelchair passengers feel more comfortable on board but can also help prevent wheelchairs from overturning or skidding on the gangway. The new design has become one of the standard features on every newly purchased bus.

龍運巴士全面採用超低地台設計，方便乘客上落，並設有寬敞車門，讓長者和輪椅使用者可以輕易出行。此外，龍運在巴士的輪椅區引入活動式輪椅扶手。新扶手不僅讓輪椅乘客在巴士有更舒適的乘車體驗，亦有助防止輪椅在車廂通道上翻倒或打滑。新設計已成為每輛新購買巴士的標準配備。

Upgrade of Depots, Termini and Bus Stops

車廠、巴士總站及巴士站設備

The commitment of LWB to upgrading the facilities at termini and bus stops is reflected in the following measures:

* The renovation of BBIs was completed in 2023. There are clearer signage and platform numbers in the interchanges so that passengers can find their way to the interchange platform more easily. Route information is also available in both interchanges and on the mobile application App1933 to facilitate passengers; and
* Seats for the elderly, the disabled and young children are introduced to bus shelters, bus termini and interchanges.

龍運不斷提升巴士總站及巴士站設施，包括：

* 龍運於2023年完成翻新轉車站工程，提供更清晰的標示及候車月台編號，讓乘客能輕鬆找到轉乘路線的月台，並在站內和手機應用程式App1933加入路線資訊；及
* 在巴士候車亭、總站和轉車站安裝座椅，方便長者、殘疾人士及攜同幼兒的人士使用。

*Affordability*

*實惠*

Fare Concession Schemes

票價優惠計劃

LWB is committed to providing efficient bus services for the public. A number of fare concession schemes were introduced in 2023, including the following:

* In May 2023, The KMB Monthly Pass Scheme, the first monthly pass for franchised buses in Hong Kong, also covers LWB bus routes to reward passengers under the new 10-year LWB franchise. For LWB services, Pass holders are entitled to use the Pass to travel on E-, N-, S-, R- and X- routes and enjoy a 73% off on the bus fare when taking LWB A- and NA- routes;
* ICBC/KMB UnionPay Dual Currency Cardholders enjoyed a maximum of 20% bus fare rebate when paying for LWB rides;
* Citibank cardholders enjoyed a 15% bus fare rebate year-round through a fare rebate scheme;
* A new Bus-bus Interchange Concession Scheme was launched in collaboration with New Lantau Bus, offering passenger rides to leisure spots in Mui Wo, Tai O, Ngong Ping and Disneyland;
* Passengers were entitled to a maximum of 50% fare discount when interchanging with the The Kowloon Motor Bus Company (1933) Limited (“KMB”) designated routes to and from the Airport and HZMB under the “Ride two journeys, get one journey free” campaign;
* To celebrate KMB’s 90th anniversary and encourage people to travel to different places in Hong Kong during the summer holiday in 2023, child passengers were offered free rides on LWB routes on thirteen consecutive Sundays and public holidays; and
* As part of the “Night Vibes Hong Kong” campaign, LWB routes were carefully chosen to offer passengers to embark on a nighttime excursion and savour the renowned night vistas of Hong Kong, thereby promoting the evening economy.

龍運致力提供高效的巴士服務，2023年先後推出多項票價優惠計劃，包括：

* 「ICBC‧KMB銀聯雙幣卡」持卡人可享有龍運巴士車費高達20%回贈；
* 花旗銀行指定信用咭客戶可享全年15%的車費回贈；
* 與大嶼山巴士合作，推出全新轉乘優惠，方便乘客遊覽梅窩、大澳、昂坪及廸士尼；
* 九龍巴士（一九三三）有限公司（「九巴」）及龍運推出「搭兩程‧俾一程」優惠，乘客乘搭指定九巴路線轉乘龍運路線往返機場及港珠澳大橋，車資優惠最高達半價；
* 為慶祝九巴成立90周年及鼓勵市民在2023年暑假前往香港不同的地方遊玩，龍運推出「夏日賞童遊」活動，小童乘客可連續13個星期日及公眾假期免費乘坐龍運路線；及
* 為響應「香港夜繽紛」，龍運精心挑選路線，鼓勵乘客於晚間出行，欣賞香港著名夜景，推動夜間經濟活動。

BBI Schemes

巴士轉乘計劃

LWB is dedicated to enhancing their BBI networks, offering fare concessions to ensure value-for-money, convenient, and environmentally friendly bus services. This commitment aims to provide passengers with a better quality of life and the experience that “Interchange is so simple”

* LWB offers fare discounts to passengers on the second leg of their journeys and broaden the network coverage under their BBI Schemes. As of the end of 2023, LWB completed setting up BBIs in major locations of Hong Kong. Those BBI hubs benefitted passengers as they offered more route choices, along with new interchange discounts offered by the BBIs; and
* LWB completed the renovation for BBIs in 2023 to provide clearer signage and platform numbers in the interchanges for easy wayfinding. Through its website and on AApp1933, LWB also provides detailed and comprehensive route-to-route BBI information for passengers

龍運致力擴大轉車站網絡，透過提供票價優惠，讓顧客享受物有所值、方便及環保的巴士服務，藉此提升乘客生活質素和體驗「轉乘 就係咁簡單」

* 龍運的巴士轉乘計劃，為乘客提供第二程巴士的車資折扣優惠，同時亦擴大了巴士路線網絡的覆蓋範圍。截至2023年年底，龍運已在主要地點設有轉車站，轉車站能讓乘客以優惠的車資，享有更多路線選擇；及
* 龍運於2023年完成轉車站翻新工程，提供更清晰的標示及候車月台編號，乘客能輕鬆找到轉乘路線的月台。龍運亦透過網站及AApp1933，向乘客提供詳細及全面的路線轉乘資訊。

KMB Monthly Pass

九巴月票

The KMB Monthly Pass Scheme, under which passengers can take up to ten rides per day on KMB and LWB buses for HK$800 and two additional trips on Route B1, covers 450 KMB and LWB routes, including regular routes, overnight routes, racecourse routes and the joint-operated Cross-Harbour Routes

KMB Monthly Pass holders can unlock some exclusive privileges, which include the following:

* With each purchase of the Pass, passengers can earn 800 points towards redeemable LWB gifts and eCoins under the membership scheme, club1933;
* Enquiries made via the KMB Monthly Pass Exclusive Hotline (3974 7888) will be handled by assigned operators;
* The passenger rewards offered by the KMB Monthly Pass Scheme also covers LWB bus routes. Pass holders are entitled to use the Pass to travel on E-, N-, S-, R- and X-routes operated by LWB and enjoy a 73% off on bus fare when taking LWB A- and NA- routes, benefitting from a bus network that connects different boundary control points;
* Experience a comfortable bus ride on Routes P960 and P968 by paying a “Fare for Upgraded Journey”; and
* A “Buy-2-Get-1-Free” promotion has been launched, offering Student Identity Octopus cardholders a HK$800 Octopus dollar rebate with the purchase of an KMB Monthly Pass for only three consecutive months.

九巴月票適用於超過450條九巴及龍運路線，包括常規線、深宵線、馬場線及聯營線之九巴班次。乘客只需以港幣800元購買月票，便可每日搭10程九巴巴士及兩程路線B1。持有九巴月票的乘客盡享多個專屬禮遇，包括：

* 登記成為club1933會員，可自動賺取800分積分，換取龍運精美禮品及eCoins；
* 專享九巴月票客戶專線3974 7888，將有專人接聽及處理查詢；
* 九巴月票已涵蓋龍運巴士路線，乘客可以在龍運E線、N線、S線、R線和X線上使用月票，並在乘坐龍運A線和NA線接駁至不同口岸時享有二七折的車資優惠；
* 以升級體驗價享受舒適的P960及P968線服務；及
* 推出「買二送一」優惠，學生八達通卡持有人連續購買三張九巴月票，可獲港幣800元八達通回贈。

*Customer Privacy Protection*

*乘客資料保障*

As the public relies on our transport services daily, we acknowledge the crucial role we play in safeguarding our customers’ privacy and endeavour to maintain our status as a trusted bus company.

Attaching great importance to personal data protection, the Company has established working instruction guidelines to prevent inappropriate disclosure of personal data. Stickers are posted inside all buses that are equipped with a CCTV system to inform passengers and bus captains of its presence and purpose. Authorised personnel will access recordings from CCTV cameras solely for security and incident investigation purposes. The recorded data is controlled by the Management and will only be accessed, copied or viewed with prior approval of the Management and in accordance with the governing procedures.

CCTV cameras, including forward-looking cameras, to monitor road and saloon conditions, have been standard features on all new buses since 2015. CCTV cameras are installed on all LWB buses to protect the interests of bus captains in the event of police investigations or legal proceedings.

作為每日為普羅大眾提供公共運輸的營辦商，我們以保護乘客資料為己任，竭力成為值得信賴的巴士公司。

本公司非常重視保障乘客的個人資料，並已制訂相關的工作指引防止不當披露個人資料。在所有裝設閉路電視系統的巴士，車廂會貼上告示通知乘客及車長。認可人士會因應保安及意外調查工作，查看閉路電視系統的攝錄影片。所有攝錄資料均由管理層負責管控，如需存取、複製或觀看，必須依照相關的管治程序申請批准。

自2015年起，用作監測路面及車廂情況的閉路電視，包括前視式監控攝錄機已列為所有新購置巴士的標準設備。所有龍運巴士已裝設閉路電視，以保障車長在警方調查或進行法律程序時的權益。

**Caring for Employees**

**關愛員工**

We are committed to building a community where our employees can thrive, be respected and feel empowered. We maintain our focus on advancing employee welfare and the working environment to promote a healthy and positive work culture across LWB.

我們致力建設一個讓員工茁壯成長、受到尊重和發揮潛能的大家庭，專注於提升員工福利和工作環境，推廣健康和積極的工作文化。

*Human Resources Policy*

*人力資源政策*

We take care of our employees by maintaining a safe, respectful and harmonious work environment. We have implemented a set of comprehensive human resources policies to promote gender equality, offer protection against sexual harassment, foster occupational health and safety, prevent bribery, and protect personal privacy. These and other policies are published on the staff website. We observe Hong Kong’s labour and anti-discrimination laws and ensure that all our suppliers respect labour rights with regard to employment and respect employees’ rights to join trade unions.

As an equal opportunity employer, we are committed to ensuring that no job applicant or employee is discriminated against on the grounds of race, gender, marital status, family status, pregnancy or disability. In collecting personal data from job applicants and existing staff members, we comply with the requirements of the Chapter 486, Personal Data (Privacy) Ordinance, respecting the privacy of personal data while taking all reasonable steps to ensure that the personal data of job applicants and staff members are securely held and used only for the purposes stated in our personal data collection statement. As public bodies included in the Schedule of the Chapter 201, Prevention of Bribery Ordinance, LWB reminds staff members that they should not use their position to solicit or receive any advantage from the public.

We remind our employees to comply with our Human Resources Policies at all times. In addition, we have a complete complaint handling mechanism in place. In case we receive complaints, we thoroughly investigate all complaints in breach of the above policies and take appropriate action. Depending on the severity of the complaint, an ad-hoc committee may be set up to investigate the case. Appropriate disciplinary action, including summary dismissal, will be instigated in the event of any violation.

我們關顧員工，並為其提供一個安全、受尊重及和諧的工作環境。我們實行全面的人力資源政策，包括推廣性別平等、防止性騷擾、職業健康和安全、防止賄賂和保障個人私隱。這些政策連同其他公司指引已登載於員工網站。我們恪守香港的勞工法例及反歧視法例，並確保所有供應商尊重有關僱傭及結社自由的勞工權益，同時尊重員工加入工會權利。

作為主張平等就業機會的僱主，我們致力保障求職者或僱員不會因種族、性別、婚姻狀況、家庭狀況、懷孕或殘疾而受到歧視。在收集求職者和現職員工的個人資料時，我們遵從第486章《個人資料（私隱）條例》的規定，尊重個人資料的私隱，同時採取一切合理的措施確保每位求職者及員工的個人資料得到保護，而他們的資料僅會於我們個人資料收集聲明中所述的目的下使用。作為第201章《防止賄賂條列》附表內的公共事業機構，龍運提醒所有員工不應利用自己的職權索取或接受公眾利益。

我們經常提醒員工要遵守人力資源政策，此外設有完善的投訴處理機制，一旦接獲投訴，會對所有投訴作出全面調查，並採取適當的行動。視乎個案的嚴重程度，可能會成立特設委員會調查有關個案，如有違規會作出嚴肅的紀律處分，包括即時解僱。

*Staff Benefits and Wellbeing*

*員工福利及健康*

To attract and retain talent, competitive benefits packages are offered, including annual leave, medical benefits, hospitalisation insurance, accident insurance and free bus travel for staff and dependents.

During the reporting period, LWB strengthened its benefits packages for full-time employees by increasing the annual leave entitlement of frontline and clerical staff. Despite challenging market conditions, the Company made a remarkable gesture by granting a HK$900 bonus to every staff member to celebrate KMB’s 90th anniversary. This gesture not only recognised the contributions of our staff but also served as a testament to their resilience during difficult times. It demonstrated the Company’s commitment to fostering a positive work environment and acknowledging the collective efforts that have shaped our success.

We are committed to fostering a caring culture which covers both our staff members and their families. Since 2015, we have been providing a scholarship programme to alleviate the financial burden on staff members. This programme supports the tertiary education of the Company’s young generation, including children of staff. In addition, the Company has established benevolent funds and schemes, including financial assistance, healthcare support, and emergency relief, to provide support for staff members and their family members during times of needs or unexpected challenges

We also organise a series of activities for staff and their family members during the summer holiday with the aim of strengthening the parent-child relationships among our staff members and promoting a healthy work-life balance. These activities provided opportunities for quality family time, bonding and enjoyment.

Festive joy was shared with our staff throughout various festivals. The celebration of Chinese New Year and Christmas, marked by the distribution of red packets and special gifts sourced from social enterprises, lucky draws, visits to bus termini and depots, as well as heartfelt greetings to staff members, significantly enhanced staff engagement, fostered cultural celebration, and elevated staff appreciation.

During the year, several initiatives were implemented which received overwhelming feedback from our staff. A series of “Appreciation Month” events were held to develop a work culture of unity, mutual appreciation and support. These events included distributing e-vouchers and portable fans to staff members and shooting a “Thank You Video” featuring the Management team and colleagues from both the frontline and back office. The purpose of the video was to thank all our colleagues for their contributions and support to the Company, and bring positive energy to everyone working for LWB.

In LWB, we passionately believe that the well-being of our staff is paramount. Recognising that our team is our most valuable asset, we are committed to fostering a work environment that prioritises their health and wellness. We organised various initiatives throughout the year to encourage healthy lifestyles and self-care among staff members. These include health talks and seminars, posters with health messages, and special events such as “Health Month” held every October. During the Health Month, we organised talks on mental health, cardiovascular health and sleeping well, an interest class on “Singing Bowl” and stretching exercises in the office, a Depot Wellness Day, a talk on financial well-being for our staff, dependents, and retirees, and provided a company subsidy for flu vaccinations for staff and dependents, to promote a healthy lifestyle encompassing four key aspects: physical, mental, social and financial well-being.

Furthermore, we also care deeply about the mental and emotional well-being of our staff. We offered confidential counselling and support services through our Employee Assistance Programme (“EAP”). The EAP provides 24-hour crisis support, short-term counselling services, and referrals to mental health professionals. These services are available not just to employees, but to their family members as well.

To promote work-life balance and boost team spirit, LWB staff members are encouraged to participate in sports and leisure activities as well as voluntary work. A total of ten Staff Interest Clubs, including singing, hiking, photography, basketball, table tennis, badminton, football, running, chess and dragon boat racing, were maintained throughout 2023. We organised a company-wide sports tournament to promote teamwork, camaraderie, and a healthy work-life balance among staff members. Throughout the year, LWB won awards from external competitions, and fundraising events, such as the Sowers Action Challenging 12 Hours 2023, the Community Chest Corporate Challenge, Green Power Hike, Race for Water, and Sacramento Homeless World Cup (Hong Kong) Fundraising Tournament.

我們提供具競爭力的薪酬福利，以吸引和挽留人才，包括有薪年假、醫療福利、住院保險、意外保險，及讓員工和家屬免費乘搭巴士。

於報告期內，龍運為全職員工提供更佳福利，包括增加前線和文職人員的有薪年假。龍運恪守承諾，致力為員工建立正面的工作環境。為慶祝九巴成立90周年，儘管營運環境充滿挑戰，龍運仍向全體員工額外發放獎金港幣900元，以感謝員工一直以來作出的貢獻，並在任何困難時期緊守崗位，公司取得的成功，實屬所有員工努力的成果。

公司同樣關顧員工的家庭成員，自2015年，我們設立員工子女獎學金計劃，支援學業成績優異的員工子女接受高等教育，以減輕員工的財務負擔。此外，我們還設有多個支援計劃，包括為員工提供財務援助、醫療保健支援和緊急救濟，以及在員工及其家人需要援助或面臨突發挑戰時提供支持。

為加強員工與其子女之間的親子關係，推廣工作與生活平衡，暑假期間我們為員工及其家人舉辦一系列活動，讓員工有機會共聚天倫，增進與家人的感情和享受歡樂時光。

在不同的節日，我們會與員工分享節日喜悅。在農曆新年及聖誕節，公司會向員工派發利是封及由社企製作的別緻禮物、舉辦幸運抽獎活動及探訪巴士總站和車廠，向員工致以衷心的祝福，藉此加強與員工的連繫，促進職場共融，深化對員工表達讚賞。

去年，我們推出多項關愛員工的活動，得到員工熱烈的回應。其中，為培養團結、互相欣賞和支持的工作文化，我們舉辦一系列「員工感謝月」活動，包括向員工派發電子禮券和便攜風扇，並邀請管理層、前線和後勤部門的同事拍攝「感謝有您」短片，以答謝所有員工對公司的貢獻和支持，並為龍運每一位員工帶來正能量。

在龍運，我們堅信員工的福祉至關重要，認定員工是我們最寶貴的資產，因此我們致力建立一個以員工健康和福祉為優先考慮的工作環境。為鼓勵員工有一個健康的生活模式和關注其個人健康，我們年內舉辦各種活動，包括健康講座和研討會、張貼健康資訊海報，以及其他特別活動。就每年10月舉辦的「健康月」，2023年舉辦了有關心理健康、心血管健康，以及如何提升睡眠質素的講座，又在辦公室舉辦「頌缽」興趣班和伸展運動、在車廠舉辦健康日、為員工、家屬和退休員工舉辦有關健康理財的講座，以及為員工及其家屬提供注射流感疫苗資助等多個舉措，以促進員工身體、心理、社交和財務健康四個主要範疇的健康生活方式。

此外，我們也非常關心員工的精神和情緒健康，透過僱員支援計劃，為員工及其家庭成員提供保密諮詢和支援服務，其中包括提供24小時危機支援、短期諮詢服務，以及轉介心理健康專業人員等服務。

為促進工作與生活之間的平衡，龍運鼓勵員工積極參與體育項目、康樂活動及投身義務工作。截至2023年年底，我們共有10個興趣小組，包括歌唱、遠足、攝影、籃球、乒乓球、羽毛球、足球、跑步、棋藝和龍舟競渡。同時，公司亦會組織多個體育比賽來促進員工之間的團隊合作、友誼和工作與生活平衡。年內，龍運在對外比賽和籌款活動中共獲得多個獎項，包括「苗圃挑戰12小時慈善越野馬拉松2023」、「公益金企業挑戰賽」、「綠色力量環島行」、「揹水一戰」和「薩克拉門托無家者世界盃（香港）籌款賽」等等。

Occupational Safety and Health

職業安全與健康

LWB staff members are encouraged to make suggestions on possible improvements to health and safety measures. We have incorporated health and safety practices proposed by our staff during our regular health and safety meetings and introduced a series of health and safety control measures. Our staff are also protected from any discrimination for their speech in these health and safety meetings. We continued to make Automated External Defibrillators (“AED”) available at the Customer Service Centres located in major bus termini and depots for the use of the public and staff in case of emergency.

龍運鼓勵員工提出改善健康及安全的建議措施。我們會採納員工在安全工作委員會例會提出的健康和安全建議，落實推行一系列健康和安全管制措施。員工在安全工作委員會例會上的言論亦會受到保護，不會受到任何歧視。此外，我們繼續於主要巴士總站的客務站和車廠設有自動心臟除顫器(AED)，讓公眾及員工在有需要時使用。

TIH Retiree Association

「九•龍@晴」退休員工會

The TIH Retiree Association was formed to maintain close contact with retired colleagues through various activities. With the community returning to normalcy, afternoon tea gatherings and festive gifts distribution resumed for LWB retirees in 2023. We used our Facebook page and set up a retiree website to actively communicate and stay connected with the retirees so as to promote mutual support.

「九‧龍@晴」退休員工會希望透過各類活動，凝聚退休同事間的友情。隨著社會逐漸回復正常，我們在2023年恢復午間茶聚會和向退休員工派發節日禮物的活動。另外，我們亦利用社交媒體建立退休員工專頁，以加強與退休員工的溝通，促進退休員工之間的支持。

*Staff Development and Training*

*員工發展及培訓*

The KMB Academy was established to demonstrate our determination to strive for continuous service improvements and staff training while also ensuring that a stable team is in place to provide maintenance service for LWB as well as the transportation industry in general. “Mission Safety • Act with Self-discipline” is adopted as the motto of the KMB Academy, emphasising the pivotal role of safety and discipline in the industry.

The KMB Academy is the first institution in Hong Kong accredited by the Qualifications Framework (“HKQF”) to provide professional training programmes for franchised bus maintenance personnel and bus captains. The “Certificate in Bus Maintenance” at HKQF Level Two and “Certificate in Public Bus (Franchised) Driving” at HKQF Level Three offered by the KMB Academy were previously approved by the Hong Kong Council for Accreditation and Academic and Vocational Qualifications (“HKCAAVQ”).

In 2023, two additional training programmes, the “Certificate in Continuing Development for In-service Bus Captains” and the “Professional Certificate for Instructors in Franchised Bus Industry” were recognised at HKQF Level Three and Level Four respectively. The number of HKQF programmes in the KMB Academy now totals four.

In addition, the KMB Academy provides on-the-job training for current maintenance staff and bus captains, through which they can learn the latest technology in the bus maintenance industry and refresh their driving and customer service skills.

九巴學院的成立，正好展示我們致力持續提升服務和培訓員工的決心，並維持穩定的團隊為龍運車隊，甚至為整個業界提供專業服務。九巴學院以「安規為本 守紀而行」為宗旨，辦學理念強調遵循安全規範，恪守職責紀律。

九巴學院是本港首間獲資歷架構認可為專營巴士維修人員及車長提供專業訓練課程的機構，其開辦的「巴士維修證書」課程及「專利公共巴士駕駛證書」課程，早前已通過香港學術及職業資歷評審局（「評審局」）的評審，分別獲納入「資歷名冊」第二及第三級別。

於2023年，九巴學院增設「在職車長駕駛進修證書」及「專利巴士業導師專業證書」兩個培訓課程，並通過評審局評核，分別獲納入「資歷名冊」第三及第四級別。計及兩個新開課程，九巴學院現時共提供四個獲資歷架構認可課程。

此外，九巴學院為現職維修人員及車長提供在職培訓，讓他們學習巴士維修行業的最新技術，以及重溫駕駛及顧客服務技巧。

Continuous Learning

持續進修

Our diversified learning channels provide self-learning opportunities, including internal classroom training and e-learning programmes. Job rotation and secondment opportunities are also available so that our employees may broaden their understanding of the industry. We regularly organise customised training and learning activities for all staff levels to keep them abreast of the latest industry trends, knowledge and work skills. For instance, we arranged a training course for the Customer Engagement Team to enhance their knowledge and skills on taking care of passengers in a traffic incident.

我們的多元化學習渠道，為員工提供自學增值的機會，包括內部課堂訓練及網上學習課程。員工亦可以透過職位轉換和借調機會，擴闊對行業的認識。我們會定期舉辦課程和學習活動，讓所有員工與時並進，掌握行業最新發展趨勢。年內，我們為顧客聯繫組舉辦訓練課程，提升他們於交通事故中照顧乘客的知識和技巧。

Recognition for Service Excellence

嘉許卓越服務

In 2023, we have recognised Star Bus Captains for their outstanding performance in safe driving and customer care. Long service awards were presented to staff in recognition of their loyal service.

Besides, we have granted Bus Captains the Annual Safety and Green Awards. The Gold

Awardees were presented with a HK$10,000 cash prize and a certificate of appreciation.

在2023年，我們頒發星級車長，表揚其安全駕駛及服務態度表現卓越，亦繼續頒發長期服務獎，嘉許長期服務的員工。

此外，我們亦頒發安全及環保駕駛年獎，其中獲頒金獎的車長，更可獲現金港幣10,000元及嘉許獎狀。

*Staff Communication*

*員工溝通*

To strengthen bilateral communication and employee well-being, the Joint Consultative Committees, comprising the Management and staff representatives representing around 90% of the total workforce, held regular meetings. The meetings aim to review issues including safety, operations, work environment and staff welfare.

Through the staff website, staff members are kept informed of useful information, including announcements, safe driving tips, snapshots of activities and notices of forthcoming events. Staff can check duty roster information and make annual leave arrangements through the internal application, OPS1933, and the internal portal, as well as using the e-learning training platform. The corporate magazine provides another means of keeping employees up to date on news and industry developments.

We make use of media and online platforms to share up-to-date information with our staff. Several online activities and programmes, including online health talks, interest classes and financial seminars, were held on the staff Facebook page, Teams and Zoom platforms to maintain our connection with staff members

為加強雙向溝通及優化員工福利，代表九成員工的勞資協商委員會定期召開會議，會上管理層及員工代表就安全、車務、工作環境及員工福利等議題進行商議。

員工可以透過員工網站取得各項有用資訊，包括龍運的公司通告、安全駕駛技巧、活動花絮及即將舉行的活動通知。員工可以於內部手機應用程式OPS1933及內聯網查閱更表資料和安排年假，同時亦可使用電子學習平台。公司刊物為員工提供龍運的最新消息和行業發展。

我們善用媒體及社交平台，與員工分享最新資訊。員工Facebook專頁、Teams及Zoom平台舉辦了不同網上活動，包括網上健康講座、興趣小組、財務管理分享會，以保持與員工的聯繫。

Senior Management Visits

管理層探訪

LWB Senior Management members visited bus termini, depots and offices during the year to support and engage with our colleagues. These visits provided an excellent opportunity for staff members to share their views about operational matters and workplace-related issues with the Management team members.

龍運管理層於年內到巴士總站、車廠及辦公室探訪，加強與員工的交流及支援。探訪活動為員工提供良好機會，就營運事項及與工作環境相關的事宜向管理層表達意見。

**Stakeholder Engagement**

**持份者聯繫**

We support various initiatives to advance the well-being of the community and engage with our stakeholders through effective communication channels.

我們支持各類公益活動，以建構美好的社區，並透過有效的溝通渠道，與持份者緊密聯繫。

*Engaging the Public*

*與公眾聯繫*

With a close relation with the community, we actively engage the public to connect and solicit feedback helping us build a strong community to create shared values for all.

我們的服務與社會息息相關，因此我們積極與公眾建立聯繫，聆聽他們的意見，讓我們共同建設具活力的社區，為大眾創造價值。

Events

籌辦活動

In 2023, LWB held Passenger Liaison Group meetings at bus termini across their operating areas to collect customer views on a variety of issues, including interchange schemes, environmentally friendly buses, passenger facilities and network connectivity.

於2023年，龍運分別在不同地區的巴士總站舉行乘客聯絡小組會議，收集顧客多方面的意見，包括轉乘計劃、環保巴士、乘客設施及巴士網絡接駁服務等。

Media and Social Media Platforms

傳媒及網上溝通

In 2023, we invited the media to our events to strengthen public communication and promoted greater adoption of social media platforms such as Facebook and Instagram to disseminate information related to LWB. Our interaction with netizens included a number of cross-media activities, these activities proved popular, as our Facebook page reached more than 1.6 million netizens in 2023. Likewise, the number of followers of our Instagram account reached over 22,300 followers at the end of December.

Firmly believing that social media platforms play a pivotal role in communication with the public, we are committed to continue leveraging online communication platforms to strengthen our ties with the public.

Throughout the year, our Facebook has showcased various events using images, GIFs and videos. In particular, bus safety and etiquette have been actively promoted on this online and other social media platforms

於2023年，我們邀請傳媒出席活動以加強溝通，並積極利用Facebook和Instagram等社交媒體平台，宣傳龍運相關的消息。我們舉辦多次跨媒體活動，與網民互動溝通，在網上獲得熱烈的迴響。截至12月，Facebook專頁已接觸超過160萬個賬戶次數，而Instagram專頁已有逾22,300個賬戶關注，證明有關活動非常受歡迎。

年內，龍運在Facebook專頁以圖片、GIF動畫和視頻形式推廣不同活動，尤其著重於巴士乘車安全及禮儀。

我們深信社交平台是公司與大眾溝通的重要橋樑，我們會繼續善用網絡通訊平台加強與公眾建立更密切的聯繫。

App1933

App1933

LWB’s smartphone application has been continuously updated with newly added features such as the “Estimated Alighting Time” to cater to passengers’ trip planning needs. To facilitate trip planning, the application calculates passenger alighting times at different bus stops based on real-time traffic conditions.

More mini-games have been introduced to the “Game Room” on AApp1933, allowing users to earn extra club1933 points that can be converted into eCoins for bus rides.

龍運智能手機應用程式不斷更新，如「預計落車時間」功能來滿足乘客規劃行程的需要。程式會根據實時的交通狀況來計算乘客在不同巴士站的下車時間，方便乘客規劃行程。

在AApp1933的「遊戲室」中新增更多小遊戲，讓用戶可以從中獲得額外的club1933積分，從而兌換成eCoins作繳付車資之用。

club1933

club1933

A new scheme, eCoin, was launched in August 2023 for club1933 members. Under the scheme, members can convert their club1933 points into eCoins which can be used, without an expiry date, for paying bus fares and redeeming gifts.

club1933會員計劃於2023年8月推出「eCoin」。會員可將club1933積分兌換成eCoin，而eCoin不設期限，讓乘客可隨時用於繳付車資和兌換禮品。

Websites

網站

The LWB website (www.kmb.hk) provides a user-friendly experience with enhanced information integration, allowing users to easily acquire information on our service details.

龍運網站（www.kmb.hk）加強資訊融合，用戶可以更客易獲取龍運服務詳情，得到更佳的使用體驗。

*Excellent Customer Service*

*優質顧客服務*

LWB places great emphasis on delivering quality services to customers and welcome their feedback on our bus services. At LWB, we treat substantive feedback as a reference for continuous service improvement and future service development.

龍運高度重視顧客服務質素，同時歡迎他們對巴士服務提供意見，而意見亦有助龍運持續提升服務及規劃未來發展。

Chatbot for Enquires

人工智能查詢途徑

LWB provides an artificial intelligence Chatbot channel, bot1933, on their websites and AApp1933, enabling customers to receive instant year-round responses to enquiries and provide feedback on bus services. Since its launch, the Chatbot channel has continually been enhanced to handle customer enquiries and has received positive feedback.

龍運提供人工智能聊天機械人「bot1933」，乘客可不分晝夜透過網站及App1933，向bot1933進行即時查詢，並提供有關巴士服務的意見。自bot1933投入服務以來，處理乘客查詢的能力不斷提升，用家反應正面。

Customer Service Hotline

顧客服務熱線

LWB offers a manned customer service hotline (2261 2791) with human operators available for enquiries daily, complemented by a 24-hour hotline system. Shortcut keys are provided to get through to a live operator. These shortcut keys are designed to facilitate prompt reporting of illegal parking that may affect bus services and providing assistance in locating lost elderly people.

龍運設有專人操作的顧客服務熱線（電話為2261 2791） 每日提供熱線員服務及24小時運作的熱線系統。顧客更可通過快捷鍵聯繫在線的顧客服務熱線員，報告如影響巴士服務的違例泊車事件，以及有關走失長者的求助。

Customer Service & Ticket Office

顧客服務及售票處

LWB´s Customer Service & Ticket Office at Hong Kong International Airport´s Ground Transportation Centre and the customer service kiosk at the Hong Kong Port of the Hong Kong-Zhuhai-Macao Bridge provide passengers with a one-stop service offering a passenger enquiry service and Airbus ticket sales.

龍運於香港國際機場地面運輸中心和港珠澳大橋香港口岸的顧客服務及售票處，為乘客提供一站式查詢和機場巴士售票服務。

*Serving the Community*

*服務社區*

We continually take steps to understand the needs of our community and actively support various initiatives in society. We leverage the Company’s business strengths and resources to optimise positive social impacts, mainly through engagement with the elderly and nurturing youth development.

我們持續了解社區需要和主動支持多項公益活動，透過公司的優勢和資源，關懷長者及培育青年發展，為社會注入更多正能量。

Community Participation

社區參與

* + LWB offers free rides on all bus routes for people with disabilities, together with one accompanying caregiver, to support the International Day of Persons with Disabilities every year;
  + LWB supports the annual Senior Citizens Day by offering free rides to people aged 65 and over; and
  + LWB has long supported the Community Chest activities. In 2023, a group of LWB staff participated in The Community Chest Sports for Millions.
  + 龍運每年均參與「國際復康日」，供殘疾人士及同行照顧者，免費乘搭任何龍運路線；
  + 龍運支持一年一度的「長者日」，向65歲或以上長者提供免費乘車優惠；及
  + 龍運長期支持香港公益金活動，於2023年，龍運員工參與公益金百萬運動會。

FRIENDS OF KMB

九巴之友

Our volunteer club FRIENDS OF KMB (“FRN”) has been promoting environmental protection, civic education and social service activities since it was formed in 1995.

During the reporting period, FRN volunteers tailor-made and delivered bus stop poles to elderly homes for treatment and therapy specifically designed for seniors with dementia.

FRN participated in regular home visits and made care calls to elderly people experiencing depression. The programme was organised by the Suicide Prevention Service, with which FRN has maintained a partnership since 2013. FRN also launched a civic education programme, “Safety Junior Mentor”, to enhance the awareness of primary school students regarding road safety, bus safety and bus etiquette through various interactive games.

In October 2023, an appreciation ceremony was held to commend FRN volunteers who served 50, 100, 200, 500 and 1,000 hours.

我們的義工組織「九巴之友」自1995年成立以來，一直致力推動環境保護、公民教育及社會服務活動。

報告期內，九巴之友義工為老人院親手度身訂造巴士站牌，以協助患有認知障礙症的長者進行評估和治療。

九巴之友自2013年起與生命熱線合作，定期探訪及致電受情緒困擾的長者。就推動公民教育方面，九巴之友推出「安全小導師」計劃，透過各種互動遊戲，提高小學生對道路安全、巴士安全和乘車禮儀的認識。

於2023年10月，龍運舉辦「義彩星輝嘉許禮」，表揚義工服務時數達50、100、200、500及1,000小時以上的九巴之友。

**Long Win Bus Company Limited**

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