



置富資產管理

由員工商戶出發 將無煙文化推至全港

商場與生活密不可分，故為市民提供無煙消費環境非常重要。置富資產管理有限公司(下稱「置富」)自2003年起不遺餘力向社會推廣無煙生活的重要性，冀於商場建立無煙文化，惠及員工、商戶及顧客，履行企業社會責任。繼於2016年獲「三年卓越金獎」後，今年置富再榮獲「金獎」殊榮。

置富資產管理有限公司行政總裁兼執行董事趙宇表示，「作為資產管理公司，員工是企業重要資產的一部分，企業持續推行無煙措施及鼓勵員工積極參與無煙活動，一方面令同事的身體更健康，另一方面亦有助提升公司生產力及形象。」置富每半年進行調查了解員工吸煙習慣，為員工制定合適的無煙措施。近年更強化措施成效，將受惠目標群擴展至租戶、本地顧客、甚至旅客。

全方位宣傳 帶動鼓勵戒煙氛圍

置富旗下商場內有多間教育機構及親子活動中心，為避免兒童接觸二手煙及三手煙，危害他們身心發展，因此置富在商場公眾走廊、行人天橋、戶外指定吸煙區等地方，張貼無煙海報及懸掛巨型戒煙橫額，向顧客宣揚無煙資訊及戒煙的好處。趙宇喜言，「此措施生效後，商場外原本熱門吸煙地點的煙蒂數目大幅減少，許

置富持續肩負社會企業責任，願無煙文化滲透整個香港。

ARA (Fortune) will fulfil the corporate social responsibilities in the hope that the smoke-free culture can penetrate in Hong Kong.

趙宇
Justina CHIU



置富於熱門吸煙地點張貼大型橫額，宣揚戒煙的好處。
An enormous smoke-free banner was displayed at the designated smoking area to promote the benefits of smoking cessation.

多商戶及顧客向我們反映商場出入範圍變得更整潔，可見成效顯著。」



置富於商場洗手間走廊外展示由員工設計一系列無煙宣傳海報。

A series of eye-catching smoke-free posters were designed by employees and put up near restrooms.

置富都會商場鄰近紅磡港鐵站，商場內外大部分範圍屬法定禁煙區，惟部分旅客不熟悉本港控煙法例。趙宇坦言，難以全天候監察吸煙人士，前線員工在執行及勸喻時總遇到不少困難。因此，除加強人手巡視，置富亦於商場天橋、洗手間及走廊設置三種語言自助輕觸式無煙廣播系統，方便其他使用者提醒吸煙人士該處屬禁煙區，她續指，「顧客看到有人違例吸煙也可以按下廣播，希望吸

煙人士自律，即時停止於禁煙範圍內吸煙。」

推動同儕參與無煙跑 磨練決心

趙宇表示，「無論是前線同事或管理層，公司希望他們遠離煙草，因此特別成立『戒煙互助小組』，定期檢討戒煙計劃的進度。」小組委任成功戒煙人士擔任組長，以第一身經驗分享戒煙心得及激勵其他有意戒煙人士的決心。

置富一直支持員工以建立健康的生活習慣替代吸煙，除於工作間設立「無煙小天地」，張貼戒煙海報及提供健康小食外，亦於每天下午三時安排時段進行健康操，協助吸煙員工舒緩退癮徵狀。另外，公司於2019年鼓勵員工組隊參與香港吸煙與健康委員會舉辦的「全城無煙跑」，旨在鍛鍊員工健康體魄及磨練堅強的意志力，以增強他們戒煙的決心。

未來，置富將繼續加強與不同持分者合作，並善用公司在全港的滲透力，將置富都會的成功無煙措施套用於旗下其他商場，推動戒煙氛圍滲透至整個香港，締造無煙環境。



置富鼓勵員工以做運動取代吸煙。 Employees were encouraged to kick the smoking habit through doing exercises.

公司簡介

置富資產管理有限公司，於2002年成立，為置富產業信託的管理人。目前以「置富Malls」品牌管理旗下16個香港私人住宅屋苑零售商場，包括置富第一城、+WOO嘉湖、馬鞍山廣場、都會駅及置富都會等。

ARA Asset Management (Fortune) Limited

Advocating a smoke-free culture to every corner of Hong Kong

ARA Asset Management (Fortune) Limited ("ARA (Fortune)") has spared no effort in promoting the importance of a smoke-free lifestyle since 2003 and was awarded the Triple Gold Award in 2016, ARA (Fortune) got the Gold Award again this year. ARA (Fortune) collected data on employees' smoking habit every six months and tailored smoke-free initiatives to cater their needs. ARA (Fortune) has also extended the scope of smoke-free measures and reached tenants, local customers and tourists in recent years.

To safeguard public health from secondhand and third-hand smoke, ARA (Fortune) displayed enormous smoking cessation banners on the corridors, footbridges and designated smoking area to promote the benefits of quitting smoking. In view of the limitations and challenges to perform regular inspection and

enforcement, sensory trilingual announcement systems were set up at smoking hot spots such as footbridges, restrooms and corridors to remind the public on compliance with the Smoking (Public Health) Ordinance. Justina CHIU, Chief Executive Officer and Executive Director highlighted that ARA (Fortune) has formed a support group led by ex-smokers to share quit tips and review the smoking cessation scheme regularly. Meanwhile, ARA (Fortune) set up smoke-free corner and encouraged smoking employees to overcome cravings by doing exercises, for example, formed staff team to join "Smoke-free Run" in 2019 and promoted daily office exercise time at 3pm.

In the future, ARA (Fortune) will join hands with all stakeholders to advocate a smoke-free culture and implement the successful initiatives in other malls.