



Press Release
For Immediate Release

15 May, 2010

“Hong Kong Carbon Reduction Campaign” Reduced over 51,000 tonnes of CO₂e emissions

Hong Kong, 15 May, 2010: The °Climate Group, an international non-profit organisation, concluded the inaugural **“Hong Kong Carbon Reduction Campaign” (HKCRC)** at its closing funfair today that the concerted efforts by 5,000 participants from 62 multinational companies and SMEs helped achieve a combined reduction of approximately 51,645 tonnes of CO₂e emissions over the 12 months of the Campaign, an equivalent average of over 20 percent reduction of carbon footprint per head.

The HKCRC closing funfair was attended by **Mr Edward Yau**, JP, Secretary for the Environment, **Dr Boon-ying Lee**, Director of Hong Kong Observatory, **Ms Teresa Au**, Head of Corporate Sustainability Asia Pacific Region of The Hongkong and Shanghai Banking Corporation Limited (HSBC) together with a large number of representatives from various industries.

Mr Yau said: “In parallel with the HKCRC and similar low-carbon initiatives supported by the government, we see strong synergy from the business and public sectors to instill a green lifestyle in our community. It was also encouraging to see companies go the extra mile in building stronger bonds with their employees and in supporting a low carbon economy.”

Kalmond Ma, Head of Pearl River Delta Regional Program of The °Climate Group said: “The campaign result was overwhelming. We are grateful to all who were so supportive throughout the Campaign. We strongly believe the HKCRC has not only inspired thousands of individuals and various business enterprises and organizations about the significance of adopting low carbon lifestyle, but also helps to stimulate the exchange of experiences, provide new information and promote the discussion of new and challenging policy initiatives to address this global issue which brooks no delay.”

Teresa Au, Head of Corporate Sustainability Asia Pacific Region of HSBC, the major sponsor of the Campaign said, “The HKCRC has proved to be a remarkable success in encouraging Hong Kong companies to infuse sustainability in their company culture and to join the fight against climate change. As both campaign sponsor and participating organization, HSBC is glad to see great spirit among our employees through their active participation in making outstanding and innovative contributions to the reduction of carbon emission, at home and in the workplace, as well as spreading a positive influence to their families and friends.”

Dr Boon-ying Lee, Director of Hong Kong Observatory, added, “To fight against the climate change issue, individuals have the responsibility to adopt a low carbon lifestyle to the society that we live in and companies have a social responsibility to conserve energy, encourage green habits and adopt cleaner production techniques. The concerted efforts by us all indeed help strive to make Hong Kong a green city.”

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The campaign report reveals that in the past 12 months a total of 1,253 employees attended the 34 training workshops conducted by the organizer and 1,240 topics were created on the HKCRC website forum with 18,600 posts. Periodical surveys were conducted to gauge participant's mindset and attitude towards carbon reduction. The survey result shows that over 85% of respondents believed that the HKCRC programs contribute to enhance their knowledge on climate change; over 90% of participants are making real changes by actively adopting low carbon behaviors and over 90% of respondents have motivated people around, in particular family members, to adopt low carbon behaviors.

The **HKCRC** is organized by The °Climate Group and is sponsored by The Hongkong and Shanghai Banking Corporation Limited, [HSBC Climate Partnership](#), Environment and Conservation Fund and Environmental Campaign Committee.

Official campaign website: www.hkcarbon-reduction.org

*** This is a carbon-neutral event.

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About The °Climate Group

The °Climate Group (www.theclimategroup.org) is an independent, not-for-profit organization that works internationally with government and business leaders to advance climate change solutions and accelerate a low carbon economy. Its coalition of proactive leaders - from government, business and civil society - has demonstrated that emissions reductions, essential to slow climate change, can be achieved while boosting profitability and competitiveness. More companies, states, regions and cities around the world are realizing there are significant economic as well as environmental advantages of taking decisive action now. The °Climate Group was founded in 2004 in London and has offices in the UK, USA, Mainland China, India, Australia and Hong Kong.

The °Climate Group is registered in Hong Kong as The Climate Group (Hong Kong) Limited, Charity Registration Number: 91/9162.

About HSBC Climate Partnership

The HSBC Climate Partnership (<http://www.theclimategroup.org/programs/hsbc-climate-partnership/>) programme was initiated in 2007 by HSBC, the world's first major financial institution to become carbon-neutral, with a total donation of US\$ 100 million. Partnering with four global environment protection organizations – The Climate Group, Earthwatch Institute, Smithsonian Tropical Research Institute and the World Wildlife Fund – the program will span five years and seek ways to tackle climate change in the fields of forest, water, city and people. Specifically, they will:

- Engage individuals. Educate and inspire employees and public to address climate change at home and at work, by engaging them in volunteering and research projects;
- Engage decision-makers. Work with government and corporations in China, India, USA and UK to create cleaner, greener cities and promote them as models for the world;
- Protect major rivers. Make the Amazon, Ganges, Thames and Yangtze – and the millions of people who depend on them – less vulnerable to climate change;
- Improve understanding of forests. Help combat climate change by enabling scientists to improve their understanding of how forests interact with carbon and the climate; and
- Make our business more sustainable. Make our employees more aware of the business implications of climate change. Help build their general capabilities, confidence and commitment to HSBC.

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The press release is issued by Ketchum Hong Kong on behalf of The °Climate Group.

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