



Hong Kong General Chamber of Commerce
香港總商會1861



CLIMATE CHANGE BUSINESS FORUM (CCBF) and HKGCC LAUNCH THE HONG KONG BUSINESS GUIDE TO EMISSIONS REDUCTION Capitalising on the Business Opportunity: *A First for Hong Kong*

(HONG KONG, May 14th 2009) Hong Kong's Climate Change Business Forum (CCBF) in partnership with the Hong Kong General Chamber of Commerce (HKGCC) has today launched a unique new 'how to' guide written specifically to empower businesses in Hong Kong to reduce their carbon footprints.

Published in both English and Chinese, the guide is the first of its kind to detail the steps that companies in Hong Kong should take to reduce emissions including the business opportunities, return on investments and bottom line savings in doing so. This information together with the guide's comprehensive outline of the Hong Kong government guidelines and standards for emission reduction forms a definitive single point of reference on emission reduction in Hong Kong. The guide is free to download which CCBF hopes will encourage widespread circulation down the supply chain.

Officiating at the launch, Hon. Mr. Edward Yau, Secretary for the Environment emphasised his support for the guide saying, "A successful outcome on climate change requires governments, the business community and the general public working together to reduce emissions. The Hong Kong Government has been implementing vigorous measures to reduce our greenhouse gas emissions. CCBF and HKGCC Hong Kong Guide to Emission Reduction provides useful and practical guidance to help the business community complement our efforts. I strongly support the initiative and ask every business to take up the challenges arising from our transition into a low carbon economy."

Rallying support for the guide CCBF Patron Chairman, the Hon. C Y Leung said, "Opportunities abound for large, small and medium-sized enterprises to respond to today's demand for environmentally-friendly products and energy efficient business practices. Understanding the benefits of carbon reduction and seeing that there will

be further opportunities to benefit from carbon trading, energy efficiency markets and renewable, cleaner energy is crucial.”

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Purposefully written in 'layman's terms' and creatively designed to encourage companies to implement emission reduction measures, the Guide is divided into four main chapters:

- **WHY:** This chapter outlines the business case for reducing emissions of greenhouse gases and air pollutants.
- **HOW:** This chapter outlines the path to effective emission reduction and details how to organise the process of reducing emissions including conducting an audit, setting benchmark targets and involving employees.
- **WHAT:** This chapters highlights the solutions with real case study from CCBF's members such as HSBC, Hongkong Land, China Light and Power, OOCL and Cathay Pacific. The solutions are supported by bottom line benefits.
- **MORE INFORMATION:** The chapter provides background information and advice on where to go for more details (further information is also provided in the online version).

Commenting on the guide, Alex Fong, CEO of the HKGCC said, "This is a positive next step on from project Clear Air's 'Business Guidebook' on air management as it focuses on greenhouse gas emissions, the business benefits and bottom line savings. Hong Kong businesses need to look at the opportunities of carbon reduction"

"The world faces two crises right now: global recession and global warming. Addressing one without the other should not be an option," said CCBF Patron Chair Hon. C Y Leung. "With the Copenhagen 'post Kyoto' talks taking place this December companies need to define new business strategies to adapt to a new landscape of risk and opportunity. We must all act now." He added.

The Guide to is available online for free download by visiting:

www.climatechangebusinessforum.com or by visiting www.whatsyourstory.com.hk

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Acknowledgements

CCBF wishes to thank Environmental Resources Management (ERM) and the Business Environment Council (BEC) for the preparation of this guide and also the following CCBF member companies for their case studies and contribution: The Bank of East Asia, Business Environment Council, Cathay Pacific Airways Ltd., CLP Holdings Ltd, Gammon Construction Ltd, Hang Lung Properties Ltd, Hang Seng Bank, The Hong Kong Government, Hongkong Land Holdings Ltd., HSBC, MTR Corporation Ltd., OOCL, Swire Pacific and Standard Chartered Bank.

What's Your Story?

The publication of this Guide is part of CCBF's ongoing 'What's Your Story' campaign that runs from March 2009 to December 2009. CCBF's What's Your Story campaign enables businesses to communicate and share their actions in reducing their carbon footprint.

Please visit www.whatsyourstory.com.hk

About Climate Change Business Forum (CCBF)

The Climate Change Business Forum is a leading platform on climate change business issues in Hong Kong with a membership that currently comprises 27 of Hong Kong's top companies all committed to emission reduction. CCBF is led by founding Patron members: Cathay Pacific, Hang Lung Properties, HSBC, Sino Group and Standard Chartered.

For further information, visit: www.climatechangebusinessforum.com

The press release is issued by Communique on behalf of the Climate Change Business Forum (CCBF) and HKGCC for this event only.

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