



For Immediate Issue

CLIMATE CHANGE BUSINESS FORUM CELEBRATES FIRST ANNIVERSARY; HONG KONG STEPS UP COMMITMENT TO CARBON REDUCTION

Hong Kong, 17th March 2009 - The Hong Kong-based Climate Change Business Forum (CCBF) is celebrating its first anniversary. Launched one year ago today, the Forum has harnessed the collective efforts being made by businesses in the fight against climate change to become the territories foremost platform for exchange of best practice amongst companies committed to reducing their carbon footprints.

Since the launch of the Forum, the issue of climate change and the importance of carbon reduction in Hong Kong has increased considerably; the high level of support for the Forum from Hong Kong's business community is testament to its importance. Since its establishment in March 2008, the Forum has secured the support of a membership that has grown to comprise 27 high-profile companies from across Hong Kong's transport, communications, energy, property and financial services sectors.

According to CCBF's Patron Chair Mr Chun-ying Leung, "The climate change challenge is significant and requires immediate action. I have been very encouraged by how quickly CCBF has grown in one year and by our members' commitment to reducing emissions and sharing best practice. We expect the forum to grow as climate change goes further up political and business agendas."

"We knew there was a need in Hong Kong for a platform such as the Climate Change Business Forum," says Forum Director Ciara Shannon. "However, the overwhelming level of participation from our members and interest in our activities from the Hong Kong business community has really exceeded our expectations."

The Forum's first year has been busy. With more than a dozen well attended seminars, debates and workshops, the recent launch of their Carbon Reduction 'What's Your Story' awareness campaign, plus a planned series of roundtable discussions and a major publication on the way, the Forum is ensuring its members have every opportunity to access the information they need to maximise their current carbon reduction efforts and develop strategies that anticipate the future impact of climate change on their businesses.

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CCBF believes it is critical that Hong Kong businesses understand climate change in order that they can adapt their business models to thrive in the changed environment and work to influence the policies which governments will develop to address the climate change issue.

Expressing his support for the work of the Forum, Dr. Andrew Thomson CEO of Business Environment Council said, “I welcome all that the Climate Change Business Forum has accomplished in its first year and look forward to further progress as its membership continues to grow. I hope to see more organisations joining the forum to support the climate change issue.”

To kick off its second year, the Forum will launch its ‘Business Guide to Reducing Emissions’ in May. A collection of practical measures, actual member case studies and findings from Forum funded research, the guidebook will serve as a best practice manual for businesses looking to implement their own carbon reduction measures. Further programmes aimed at raising public awareness about climate change as well as events and workshops featuring international and local climate change experts, business and thought leaders, professionals, academics and NGOs are also planned for the coming months.

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About Climate Change Business Forum

The Climate Change Business Forum is an initiative of the Hong Kong Business Environment Council that brings together leading companies from the Hong Kong business community with the objective of encouraging the reduction of carbon emissions. Since launching in March 2008, the Climate Change Business Forum has become a leading platform on climate change issues with a membership that currently comprises 27 of Hong Kong’s top, most high-profile companies.

For further information, visit: <http://www.climatechangebusinessforum.com>

About ‘What’s Your Story’

Launched in February 2009, ‘What’s Your Story’ is the first awareness raising campaign by the Climate Change Business Forum in Hong Kong. Featuring the carbon reduction efforts of four Forum members, the campaign aims to draw public attention to the adverse impact of climate change, and most importantly, to encourage individuals and companies to share and communicate their energy saving stories via the whatsyourstory.com.hk website.

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