



Radio Television Hong Kong Environmental Report 2009

Introduction

Radio Television Hong Kong's (RTHK) environmental report provides you with information on its commitment to protect the environment.

RTHK, as Hong Kong's public broadcaster, aims to inform, educate and entertain the general public and specific target audiences through a balanced mix of high quality programming. This very much includes promoting environmental awareness.

Environmental Goal

Apart from implementing environmental practices in housekeeping activities and instilling high environmental values in our employees, we are committed to contributing in promoting public awareness of environmental issues by -

- ◆ assisting in educating the community that the environment is everybody's business - RTHK issues trailers and announcements as well as produces programmes to help nurture public awareness on the subject;
- ◆ stimulating and focusing discussions on environmental issues and policies - RTHK brings Government and NGOs together to public occasions where Government officials and experts can share information and experience with members of the public who may also express their views on the subject; and
- ◆ providing opportunities for Government officials to explain current policies and environmental protection initiatives through programmes and projects.

Environmental Policy

In pursuance of its environmental commitments, RTHK will continue to:

- ◆ contribute to promoting public awareness regarding environmental protection and conservation of natural resources;
- ◆ comply with, and where appropriate exceed, legal regulations and voluntary standards in relevant operations;
- ◆ practise the principle of Reduce, Reuse and Recycle in the consumption of material;
- ◆ foster and encourage personal responsibility among all RTHK staff in caring for the environment; and
- ◆ seek continual improvement of its environmental performance on all fronts.

Environmental Highlights

In 2009, RTHK had made the following major efforts:

Programmes production

Radio Programmes

- ◆ Various green topics, such as green living, environmental protection, sustainable development, recycling, etc had been widely covered and conveyed in various radio programmes and projects, such as Radio 1's projects, 'ABU Lights Off Campaign', 'Book Recycling Campaign'(co-organised with World Vision); Radio 2's project, 'Solar Project 2009', R1's programmes, 'Family Man (住家男人)' (Saturday from 1215 to 1400), segment 'Green Consumption (綠色消費)' in 'Smart Consumer(全民格價)' (Monday to Friday 1500 to 1630), Putonghua Channel's 'Health Express(健康快車)' (Monday to Friday: 0800 & 2100), etc.

TV Programmes

- ◆ commissioned a 6-episode documentary series "Sea World Explorers", in which a group of diving enthusiasts took the audience into the deep ocean to appreciate the tranquil yet colourful underwater world.
- ◆ produced a 10-episode English version and HD version of "Hong Kong

Geographic” series introducing 10 countryside locations rich in fauna and flora species. Apart from enjoying the beauty of nature, the audience may further develop its appreciation of the ecological environment and value.

- ◆ discussed topics such as organic farming, green lifestyle, return to nature, and so forth in “Love Lessons”.
- ◆ the 9-episode “A House of Consumers” presented the consumption modes of Hong Kong and several Southeast Asian countries/regions, as well as how families make savings and practice “green consumption”.
- ◆ ‘Feel the Islands’ of the 10-episode “Hong Kong Stories” illustrated the sceneries of several islands of Hong Kong.
- ◆ ‘Animals’ of the 10-episode “Hong Kong Stories” illustrated the interaction between men and other living organisms in nature.
- ◆ ‘Architecture’ of the 10-episode “Hong Kong Stories”, as well as the 10-episode “Design Cities” explored Hong Kong and other cities around the world, in order to examine how designs on housing, environment, transport and environment protection can bring sustainable development for cities under the massive pressure of population expansion.
- ◆ the 5-episode “Sea World Odyssey”, a commissioned documentary, took the audience to the depth of ocean for a tour around the tranquil yet colourful underwater world, under the guidance of a group of diving enthusiasts.
- ◆ the 5-episode “Plateau in the Sky”, a commissioned documentary, examined the destruction brought to Qinghai by the dramatic economic development and the influx of modernity, alarming our society of the urgency to protect the ecology of Qinghai.
- ◆ the ‘Save our Planet’ session of “Tutor Online” brought up different types of environmental pollution and the progress of promoting environmental protection, raising public awareness on environmental protection accordingly.
- ◆ “Hong Kong Connection” had discussed the issue of organic farming in depth.

- ◆ “Pentaprism” had discussed the following issues in depth: improving air quality, climate change, surcharge on electrical appliances and electronic products, endangers marine species, green economy, environmental protection industries, promotion of electrical vehicles, etc.
- ◆ “City Forum” had discussed the following issues in depth: the climate conference and responsibility on environmental protection, the proposed ban on idling vehicles with running engines, tree conservation, etc.

In-house green practices

- ◆ ***Minimising Paper Consumption***
 - Widely used e-mail for communication;
 - promoted double-sided photocopying to reduce consumption of photocopying paper;
 - promoted the use of the blank side of used paper and reuse of envelopes.
- ◆ ***Recycle***
 - placed recycle boxes at convenient locations. In 2009, we sent 29,042 kg of waste paper for recycling;
 - collected used printer cartridges for recycling.
- ◆ ***Green Products***
 - used photocopiers with double-sided photocopying and automatic energy saving functions;
 - used plain paper fax machines instead of thermal paper ones;
 - procured environmental friendly products, such as refillable ball pens, recyclable printer toner cartridges, etc.
- ◆ ***Energy Saving***
 - encouraged reducing lighting to minimum;
 - adjusted the air-conditioning system to keep the room temperature at a reasonably acceptable level.
- ◆ ***Switch-off***
 - posted energy-saving stickers at lighting switches and electricity devices and issued a circular to remind staff to switch off lightings when they leave office and electricity devices when they are not in use.

- ◆ *E-communication*
 - uploaded useful information onto the intranet for internal reference (e.g. departmental telephone directory, circulars, important notices, etc.);
 - uploaded general forms onto the intranet instead of keeping these paper forms in stock.

Next Steps in Environmental Performance

RTHK will continue to meet its environmental objectives by means of:

- ◆ producing programmes in a variety of formats on environmental issues;
- ◆ continuing its involvement in promoting environmental issues in the community;
- ◆ promoting a green purchasing policy in support of its production efforts; and
- ◆ ensuring that the working environment for its staff remains safe and healthy.

Information and Suggestions

For enquires in connection with this Environmental Report, please contact RTHK's Green Manager (telephone number: 2339 6330; or fax 2338 0279; e-mail: general@rthk.org.hk).