



Radio Television Hong Kong Environmental Report 2014

Introduction

Radio Television Hong Kong (RTHK) Environmental Report sets out RTHK's commitments to protect the environment.

As the sole public service broadcaster in Hong Kong, RTHK aims to inform, educate and entertain the general public and specific target audience through a balanced mix of high quality programming. RTHK is also committed to enhancing the public's environmental awareness.

Environmental Goal

Apart from adopting green housekeeping measures and fostering among staff an environmental-friendly culture, RTHK spares no effort in promoting public awareness on environmental issues by:

- ◆ guiding the public to appreciate that environmental protection is everybody's business – RTHK produces trailers, radio announcements of public interest (Radio APIs) and programmes to nurture public awareness of environmental protection;
- ◆ encouraging community discussions on environmental issues and policies – RTHK provides a platform for Government officials and experts from non-governmental organisations (NGOs) to share information and experience on environmental protection with members of the public who may also express their views on the subject; and
- ◆ providing opportunities for the Government officials to explain its current policies and environmental protection initiatives through RTHK's programmes and projects.

Environmental Policy

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

- ◆ enhance public awareness on 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 materials;
- ◆ foster personal responsibility for care for the environment among all RTHK staff and encourage them to render support through action; and
- ◆ seek continual improvement of its environmental performance on all fronts.

Environmental Highlights

In 2014, RTHK made the following major efforts in enhancing its environmental performance:

Programmes

Radio Programmes

- ◆ Producing radio programmes and programme segments which widely covered various green topics, such as green living, environmental protection, sustainable development, recycling and energy saving. These programmes included “Family Man” and “Food from the Earth” of Radio 1, “Knowledge Company” and “Made in HK” of Radio 2, “Back to Nature” of Radio 5, “Sound of Nature” of Digital Audio Broadcasting and “University Alliance” of Putonghua Channel.
- ◆ Participating in various green projects and activities organised by Government departments and non-governmental organisations to convey the message of environmental protection. These projects

and activities included “Earth Hour 2014”, “Urban Run” and “Tree Planting Day 2014”.

TV Programmes

- ◆ The 4-episode “Hugh's Fish Fight” series delved into the influence of illegal fishing and over-fishing, analysed the global marine ecology crisis and urged every sector to protect the ocean.
- ◆ The documentary “Hong Kong Connection” featured heritage conservation, pollution, natural ecology and natural disasters in the following episodes, to arouse public concerns on the environment:
 - “Flotsam & Jetsam ... in Hong Kong Water” explored the impacts of marine garbage on global ecology so as to stimulate public reflection.
 - “History Unearthed” discussed in depth the preservation of the millennial monuments unearthed from the Shatin to Central Link rail project and reveal the conflict between social development and heritage conservation.
 - “Beijing – Shrouded in Haze” analysed the air pollution problem in Beijing with a view to examining the impacts of haze on human life and health.
 - “Three Years after Fukushima Nuclear Disaster” explored the influence of the nuclear disaster triggered by the 3.11 earthquake in north-eastern Japan on the public and the environment. It also mentioned the situation of numerous abandoned animals and the handling methods of the government.
- ◆ In the documentary “Sea World Odyssey – Chinese Underwater Photographers: Shark Savers”, audience were taken to Fiji’s islands in the South Pacific to see the beautiful side of sharks with a view to promoting the protection of sharks.
- ◆ As one of the episodes of “Hong Kong Stories – Dash to the Finish Line”, “Time for Lunch” introduced the new initiatives in schools

which guided the students to treasure food and reduce food waste, and educated them on environmental protection.

- ◆ A 13-episode series of “Food Wise” promoted valuing food ingredients, with some examples of handling food waste effectively. Through discussing the disastrous impact brought about by excessive deforestation, plantation and use of pesticide, the programme conveyed the message of treasuring the nature with humility by mankind.
- ◆ Two episodes from “Chic City in China”, namely “Hangzhou” and “Beijing”, helped audience appreciate social life and architectural cultures from the angle of environmental protection, so that audience can discover the design and new trends of environmental protection in their daily life.
- ◆ “Social Enterprises II” discussed through drama setting the concept behind the setting up of social enterprises and the way they operated. It also touched on environmental protection issues such as recycling used musical instruments, organising eco tours and setting up organic farms.
- ◆ “Metamorphoses”, an episode from “New Prime of Life”, featured some people with determination had given up a comfortable job to support environmental protection by entering the waste recycling industry.
- ◆ “LegCo Review” initiated the discussion of issues such as greening policy in Hong Kong and heritage conservation.
- ◆ ETVonline, an online educational platform, had rolled out 7 online Liberal Studies courses on environmental protection. Working with the Department of Anthropology, the Chinese University of Hong Kong and the Department of Biology, the Hong Kong Baptist University, eTVonline had organised a field trip to Mai Po and one organic farming trip for teachers. It had also organised an Environmental Protection Forum for secondary school students early in the year.

In-house Green Practices

◆ *Minimising Paper Consumption*

- widely using e-mails for communication;
- promoting double-sided photocopying to reduce paper consumption; and
- promoting the use of the blank side of used paper and the reuse of envelopes.

◆ *Recycling*

- placing recycling bins at convenient locations. In 2014, RTHK collected 7 609 kg of waste paper for recycling; and
- collecting used printer toner cartridges for recycling.

◆ *Green Products*

- using photocopiers with double-sided photocopying and automatic energy saving functions;
- using plain paper fax machines instead of thermal paper ones;
- procuring environmentally-friendly products, such as refillable ball pens, recyclable printer toner cartridges, etc.; and
- procuring appliances, such as air-conditioners and refrigerators, with Grade 1 Energy Efficiency Label.

◆ *Energy Saving*

- encouraging staff to reduce lighting to minimum; and
- adjusting the air-conditioning system to keep the room temperature at a reasonably acceptable level.

◆ *Switch-off*

- re-circulating a circular to remind staff to switch off lightings when they leave office and turn off electrical products not in use.

◆ *E-communication*

- uploading useful information to the intranet for internal reference (e.g. departmental telephone directory, circulars,

- important notices, etc.); and
- uploading general forms to the intranet instead of keeping the paper forms in stock.

Measures to Further Enhance Environmental Performance

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

- ◆ producing and broadcasting programmes on environmental issues in a variety of formats;
- ◆ continuing its efforts in arousing public concern over environmental issues;
- ◆ promoting a green procurement 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 6568; fax number: 2338 0279; e-mail address: general@rthk.hk).