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ACE Paper 22/2007
For information

The New Eco Awards Scheme

PURPOSE

This paper briefs Members on the proposal for the New Eco Awards Scheme to be launched by the Environmental Campaign Committee (ECC) in January 2008.

BACKGROUND

2. At present, the Hong Kong Eco-Business Awards, the Wastewi\$e Scheme and Hong Kong Energy Efficiency Awards are three government-initiated award schemes which aim to encourage local businesses and organisations to adopt green practices and to honour those businesses and organisations committed to environmental management in their operations. The first two schemes are jointly organised by the ECC and the Environmental Protection Department (EPD) while the third one is run by the Electrical and Mechanical Services Department (EMSD).

3. To enhance recognition and to maximize efficient use of resources for similar client groups, it is proposed to rationalise the three award schemes by merging them into one new award scheme which would have higher esteem than the several environmental awards that are currently in place.

THE NEW ECO AWARDS SCHEME

Objectives

4. The new scheme will serve as a more prestigious award scheme which aims to –
- (a) encourage businesses and organisations to adopt green management; and
 - (b) present them with a unique opportunity to benchmark their commitment towards environmental protection.

Eligibility

5. Local businesses and organisations as well as their individual functional units that primarily operate within Hong Kong are eligible to participate in the new scheme.

Award categories and mechanism

6. The new award scheme will provide two types of recognition, namely the ‘*Logo*’ and the ‘*Eco Award*’. The former is awarded to businesses or organisations according to the number of specific environmental goals attained while the latter to those with overall outstanding environmental performance in the annual competition.

(I) Logos

7. As a start, the following categories of *Logos* are proposed with a view to placing emphasis on selected environmental aspects –

(a) *Wastewi\$e Logo*

- to recognise businesses and organisations which can reduce the targeted amount of waste generated within their establishments or generated through the services and products they provide;

(b) *Energywi\$e Logo*

- to replace the current Hong Kong Energy Efficiency Awards;
- to recognize businesses’ and organisations’ efforts in saving energy and improving air quality;

(c) *Indoor Air Quality Logo*

- to recognize businesses and organisations which can maintain a good indoor air quality standard in their premises; and

(d) *Eco-product Logo*

- this part is subsumed from the existing Hong Kong Eco-products Award currently being run by the Business Environment Council with an aim of honouring environmentally friendly products.

8. To encourage greater participation, a ‘goal setting’ mechanism as in the Wastewi\$e Scheme is adopted over ‘competition’. Two levels of recognition, namely ‘Excellent’ and ‘Good’, will be granted to organisations according to the number of goals achieved. The number of ‘*Logo*’ awardees is unlimited for each level of recognition.

(II) Eco Awards

9. 'Eco Award' will be granted as the highest honour for businesses and organisations which have demonstrated all-round and exceptional excellence in environmental management. This level of recognition is competition-based annually where participating units will be assessed against separate sets of environmental performance criteria which may encompass some of those used in the assessment of the 'Logos'.

10. To attract greater participation and to maintain a more prestigious status for the awardees, participating businesses and organisations are grouped into the following seven sectors where the number of awardees is limited (say: one Gold Award, one Silver Award, one Bronze Award and two Merits for each sector) –

- (a) construction industry;
- (b) property management;
- (c) transport and logistics;
- (d) retailers;
- (e) hotels, restaurants and catering companies;
- (f) financial institutions; and
- (g) NGOs and public sector.

11. Since it is intended to place emphasis on the sectoral approach, there will NOT be an overall Grand Award among the participants of the above sectors.

Naming of awards and logos

12. A new name and icons for the award scheme as well as individual awards and logos will be designed in a bid to build up a brand new image for this award scheme.

Use of Logos and Eco Awards

13. The 'Logos' granted should be valid for a certain period of time (say one year) while the 'Award' is year-specific. Upon expiry of the 'Logos', the participants will have to submit new applications and undergo the process of assessment again such that the environmental quality of the businesses and organisations can be ensured. Winners of the 'Award' are entitled to display the year-specific award icon on their corporate collaterals up to a period of two years from the presentation of the award.

14. As added incentives to awardees of the *logos* and *awards*, wide publicity via newspaper reports, advertisements and high profile awards presentation ceremony, etc. would be arranged.

Assessment

15. Since the mode of operation varies greatly among businesses and organisations in different fields, separate sets of assessment criteria will be adopted for different sectors to ensure fair and effective assessment on their accomplishments.

16. All '*Logos*' participants will undergo on-site initial assessment by the consultant appointed by the organisers. When the participants have achieved the agreed targets within a certain timeframe, they will report the results to the consultant for final assessment.

17. The '*Indoor Air Quality Logo*' will be awarded to organisations which have passed the Indoor Air Quality Certification Scheme for offices and public places. The same procedures and requirements would apply and the participants are responsible to engage their own competent examiner for the inspection and certification.

18. All '*Eco Award*' entrants will be shortlisted through field assessments. Adjudicating panels for different sectors of *awards* are proposed to comprise the representatives of the ECC, EPD, EMSD, Advisory Council on Environment, major chambers in Hong Kong and other professional bodies as appropriate.

Monitoring

19. To ensure the environmental quality of awardees, monitoring will be conducted via random checking after the honours have been awarded.

Submission of entries

20. As in the Wastewi\$e Scheme, entries for the '*Logos*' are accepted any time throughout the year to allow flexibility for businesses and organisations in making their submissions. As for '*Eco Awards*', a deadline will be set for entries for the better administration of the award scheme. The honours can be granted once the assessment is completed for a particular business or organisation.

Awards Committee

21. An Awards Committee will be formed under the ECC to organize and administer the new award scheme. In addition to the Members of the current ECC Business Partnership Working Group, we will invite representatives of the Advisory Council on Environment, major Chambers of Commerce in Hong Kong and other renowned personnel to join the Committee as appropriate. To further enhance the esteem of the new award scheme, we plan to invite senior government officials and Chairmen or Chief Executive Officers of the major Chambers of Commerce in Hong Kong and relevant bodies to act as honorary advisors of the scheme.

22. Consultants will be hired to administer the promotion, recruitment and monitoring of the award scheme as well as provide advisory support to the Awards Committee and the adjudicating panels.

Implementation schedule

23. It is proposed to announce the new scheme in January 2008, with a view to presenting the awards by the end of the year.

ADVICE SOUGHT

24. Members are invited to note and comment on the proposal set out in paragraphs 4 to 23 above.

Secretariat, Environmental Campaign Committee
November 2007