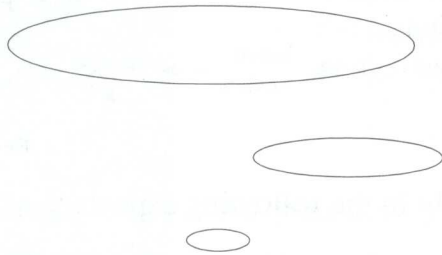


GREEN MANAGERS IN BUSINESS



Do you know there are opportunities for "Saving Money AND Saving Our Earth" in your business ?

Is it your desire to turn this awareness into action ?

Do you know how to get started ?



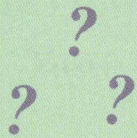
Let's Start With a "Green Manager"

Follow the lead of

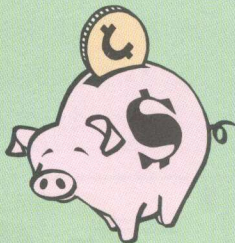
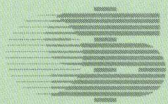
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Why do I need to appoint a "Green Manager" in my company?

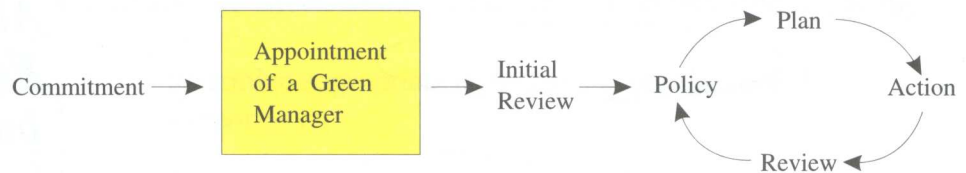


How does a "Green Manager" contribute to my business success?



- In response to the Governor's 1993 Policy Address, every Government Department has appointed a "Green Manager" which marked the milestone of environmental management in government.
- Most environmentally conscious companies in different business sectors have already appointed their own Green Managers when they realised that environmentalism is value-added to their business.

The appointment of a Green Manager will provide a focal point for all environmental initiatives to be co-ordinated, sustained, reviewed and strengthened. It is an effective and fundamental step to integrate environmental elements into your business success :



A Green Manger can help in the following aspects :

- **Cost savings opportunities and increased competitiveness** - Companies that are putting in place "green" measures find that these measures pay for themselves through cost-savings, and hence improve the competitiveness of the business.
- **Improve corporate image and market position** - The association of the company's name and logo with events, publications and projects that are focused on protecting the environment can contribute to an improved corporate image and market position.
- **Business development and market entry** - A good track record of environmental responsibility is increasingly important to operate business in new markets and overcome the "environmental barrier" to trade created by stricter environmental standards and new legislation.
- **Develop a sustainable industry** - A Green Manager provides a contact point for sharing environmental information. It's also widely recognized in international business forum that the challenge of achieving sustainable development entails not just higher environmental standards and better environmental performance, but new ways of co-operating and learning from each other.



Who should be the "Green Manager" ?



Is it necessary for the "Green Manager" to have technical support ?



Must the "Green Manager" be appointed on a full-time basis ?



What is the organizational relationship of the "Green Manager" with others ?



A Senior Executive preferably at director level, because :

- He has sufficient **influence** on the management's decision to implement an environmental policy.
- He has sufficient **authority** to put the policy into action within the company / corporation.
- He has sufficient **familiarity** with the operations of different departments within the company / corporation.

Preferably, because :

- The Green Manager is responsible for the overall management of the environmental performance of the company / corporation. The actual development and implementation of related measures will be more effective if the Green Manager has the support from the technical departments or assistance from outside experts, particularly during the initial stage.

No, because :

- The critical factor for determining full-time or part-time appointment depends on the complexity of the company structure and the environmental sensitivity of the operations.



* The GMC may be formed by representatives from different functional operations / divisions of a company / corporation and the GET may be formed either to investigate or work on particular environmental issues. There is no fixed rule and the exact organizational set-up should be modified to suit different organizational need and size of a company / corporation.



What steps are needed to appoint the "Green Manager" ?



How does the "Green Manager" get started ?



- The First Step : Put up an agenda item "Appointment of Green Manager" for discussion at the next Board of Directors' meeting.
- The Next Step : Obtain the endorsement and support from the Board of Directors.
- The Major Step : Appoint a senior executive or director to be the Green Manager and inform all staff of the appointment.
- The Additional Step : Start to form a Green Management Committee.

Initially, the Green Manager's duties will include the following :

- determine appropriate technical and organizational support;
- formulate an environmental policy for the company / corporation;
- introduce measures to increase staff consciousness and involvement in relation to environmental issues;
- implement a programme of green housekeeping measures; and
- publicise the commitment to protect the environment, formulate action plans and record achievements.

Note: This guideline is available on our Department's Internet Homepage at <http://www.epd.gov.hk/epd> to reduce the hardcopy circulation and thus save paper.



Reduce, Reuse & Recycle