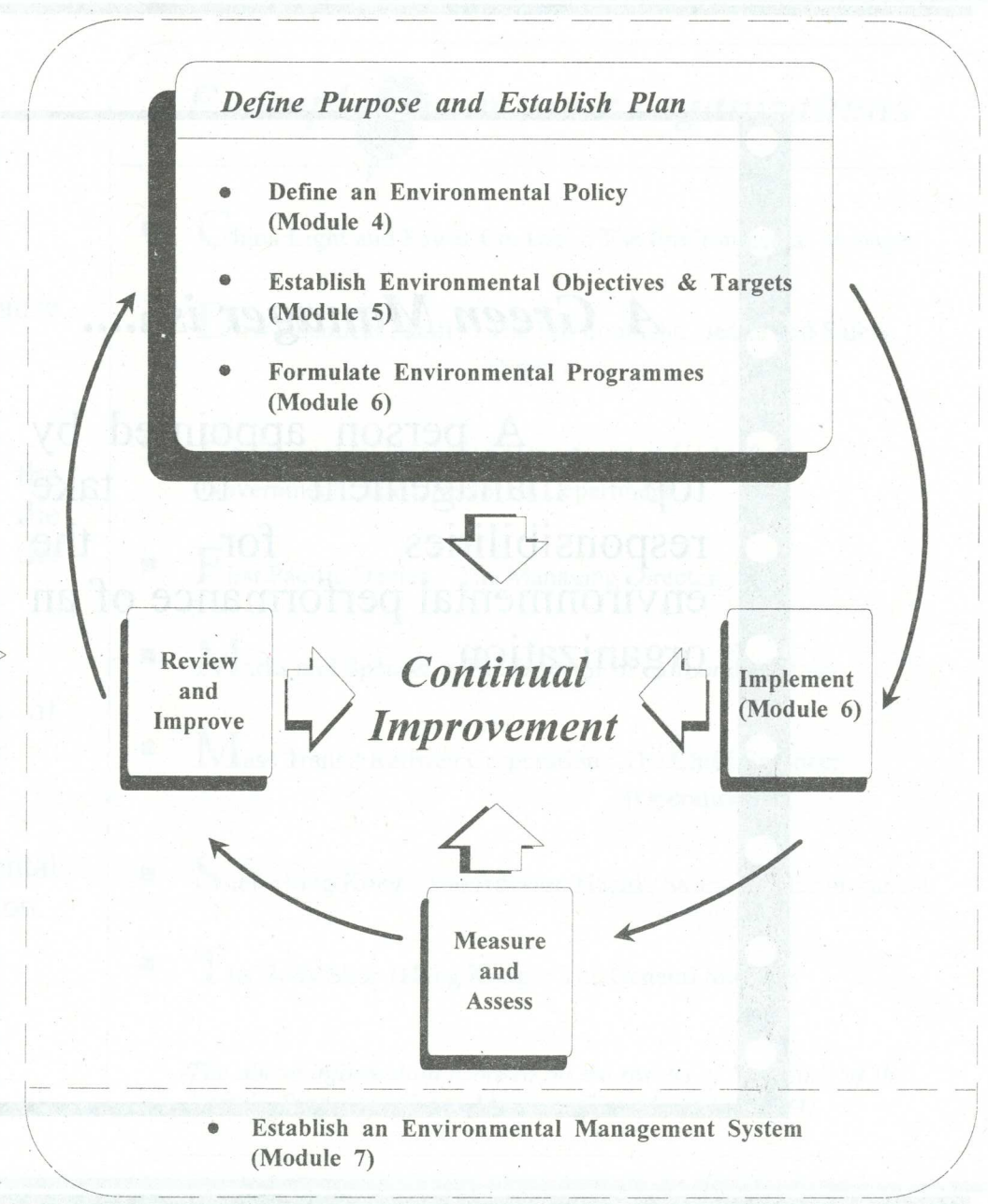
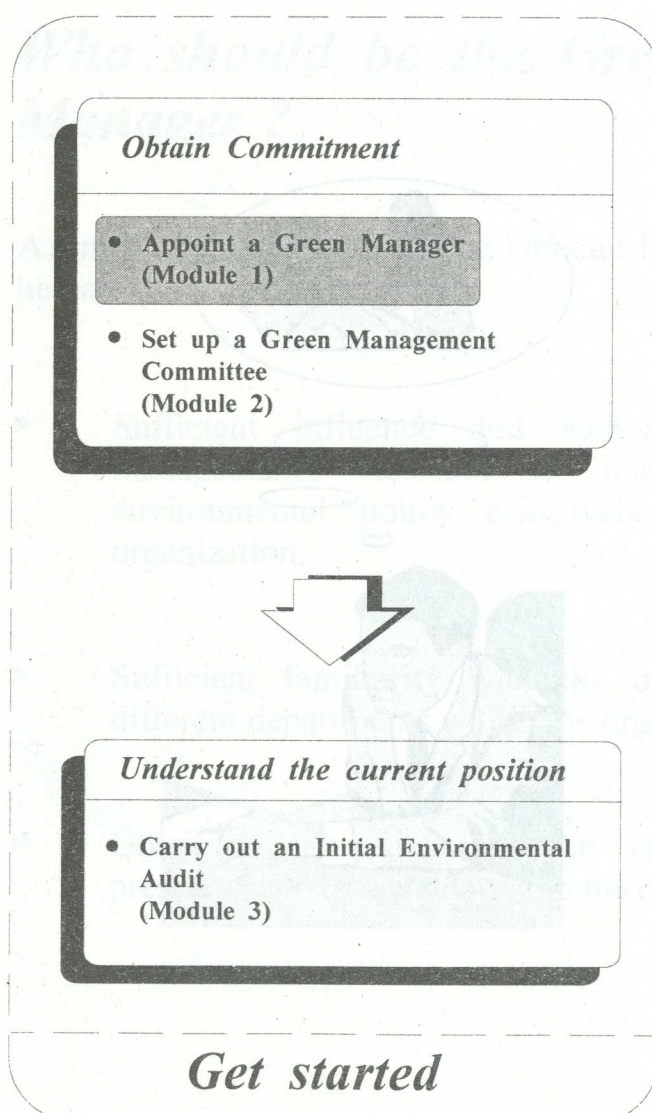




## **Module 1**

# **Appoint a Green Manager**







### *A Green Manager is .....*

A person appointed by top management to take responsibilities for the environmental performance of an organization.



### *Who should be the Green Manager ?*

A senior executive preferably at Director level, because he has

- ▶ Sufficient influence and authority on the management's decision to implement the environmental policy effectively within the organization;
- ▶ Sufficient familiarity with the operations of different departments within the organization;
- ▶ Good understanding of the environmental pressures and issues relating to the organization.

### *Examples from some organizations*

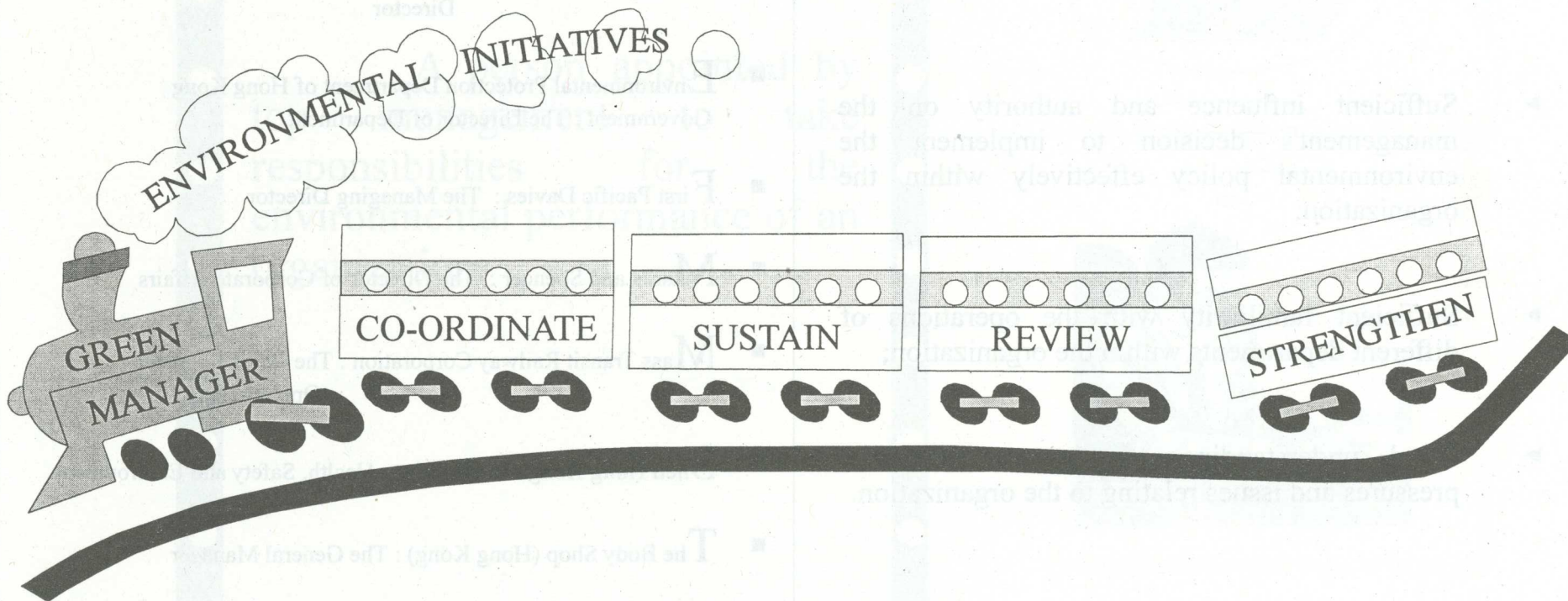
- **C**hina Light and Power Co. Ltd. : The Environmental Manager
- **D**ow Chemical Pacific : The Environment, Health and Safety Director
- **E**nvironmental Protection Department of Hong Kong Government : The Director of Department
- **F**irst Pacific Davies : The Managing Director
- **M**arks and Spencer : The Director of Corporate Affairs
- **M**ass Transit Railway Corporation : The Chief Engineer (Operations)
- **S**hell Hong Kong : The Advisor, Health, Safety and Environment
- **T**he Body Shop (Hong Kong) : The General Manager

*(The above information is based on the results of " Friends of the Earth's Survey on Green Managers" conducted in 1994)*



## Appoint a Green Manager

The Green Manager leads the direction of the organization in planning environmental initiatives. He also provides a focal point for all environmental initiatives to be co-ordinated, sustained, reviewed and strengthened.



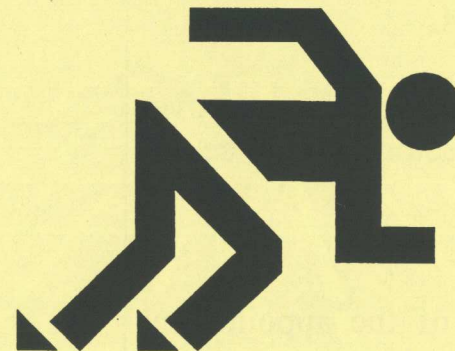
### *Why do you need to appoint a Green Manager ?*

It is recognized that the success of environmental efforts in organizations depends a great deal on whether the environmental efforts are *planned, communicated and implemented* properly. A Green Manager can help in the following ways :

- ▶ Co-ordinate and consolidate efforts from staff of different operations into environmental programmes;
- ▶ Communicate the objectives of the environmental programmes to staff, and solicit their suggestions and support;
- ▶ Oversee the progress of environmental programmes;
- ▶ Ensure that good business results are achieved through the environmental programmes; and
- ▶ Provide a contact point for sharing environmental information with external parties.



*Steps to Take*





### *Steps to Take*

- STEP 1 : Put up an agenda item "Appointment of Green Manager" for discussion at the next top management's meeting.
- STEP 2 : Obtain the endorsement and support from the members.
- STEP 3 : Appoint a senior executive, preferably at Director level to be the Green Manager.
- STEP 4 : Inform all staff of the appointment within the organization.
- STEP 5 : Start to form a Green Management Committee (Module 2).





*RECORD YOUR ACHIEVEMENTS*





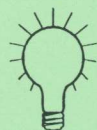
## RECORD YOUR ACHIEVEMENTS

### *Who is the Green Manager ?*

Name : \_\_\_\_\_

Title : \_\_\_\_\_

Keep in  
mind :



- Obtain support from the top management.
- He is a senior executive.

### *Some hints for the Green Manager to get started .*

- Determine appropriate technical and organizational support, for example, in the form of Green Management Committee;
- Formulate an environmental policy for the organisation;
- Introduce measures to increase staff awareness and involvement in relation to environmental issues;
- Implement a programme of green housekeeping measures; and
- Publicize the commitment to protecting the environment, formulate action plans and record achievements.