



Radio Television Hong Kong Environmental Report 2010

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 service broadcaster, aims to inform, educate and entertain the general public and specific target audience 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 2010, RTHK had made the following major efforts:

Programmes production

Radio Programmes

- ◆ Produced two weekly one-hour programmes specially on environmental issues, including: (1) “Guangdong – HK Green Line”, which was co-organised with the HKSAR Environment Bureau, Guangdong Environmental Protection Bureau and Guangdong Radio News Channel, and broadcasted on Putonghua Channel from Nov. 2010 to Feb, 2011 (2) “Green Living”, which was broadcasted on Putonghua Channel from July 2010 to Nov.,2010;
- ◆ Various green topics, such as green living, environmental protection, sustainable development, recycling, etc., had been widely covered and conveyed in various radio programmes and segments, such as Radio 1’s weekly programmes ‘Family Man’ and ‘Sentient Being’; Radio 2’s weekday programme ‘Made in Hong Kong - Alex Lee’; and TeenPower’s programmes ‘Liberal Forum’; a 5-minute segment ‘Green Living Front’ in Radio 5’s weekly programme, ‘New Cultural

Campaign’;

- ◆ Production of over 4,300 radio trailers (10-15 seconds) on the theme of ‘Switching off Engines of Idling Vehicles’, which were broadcast after traffic reports in different channels from April 2010 to March 2011;
- ◆ Co-organised with NGOs and/or government departments on various outreach projects such as ‘Used Books Recycling Campaign’ (July & August 2010) and ‘Tree-planting Day’ (March 2011).

TV Programmes

- ◆ Produced a 10-episode “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;
- ◆ ‘In Search of Urban Oasis’, the 7th episode of “Hong Kong Stories XII”, reviewed how the parks and squares provide us the places where we can take a break and regain our breath.
- ◆ ‘Save the earth’, the 15th episode of “Hong Kong Stories XII”, depicted how people join together to fight against the various pollutions of our environment.
- ◆ The 5th episode of “Cultural Heritage – The Railroad” revealed the urge to protect the Qinghai Lake, the starting point of Qingzang Railway;
- ◆ “Architecture” of the “Hong Kong Stories” explored how design may bring sustainable development for the city in terms of housing, environment, transport and environmental protection;
- ◆ The 9-episode “Cool Hong Kong” showed how 9 urban dwellers managed to keep their alternative lifestyles in the bustling city - making savings and practicing “green consumption”, as well as enjoying the simplicity and beauty of nature;
- ◆ The 5-episode “Sea World Odyssey 2010”, a commissioned documentary, as well as the 21-episode 5-minute programme “Sea World Mini Tour”, took the audience to the depth of ocean for a tour around the tranquil yet colourful underwater world;

- ◆ The episode “160 Metres Underground” of “Blueprint” discussed the results of the Harbour Area Treatment Scheme;
- ◆ “Hong Kong Connection” had discussed the following issues to arouse public awareness of environmental issues: leftover food, air pollution, nature and ecology, food mileage, waste reduction and re-collection, etc.
- ◆ “Pentaprism” stimulated discussion on the following environmental issues: nuclear energy and nuclear crises, air quality, pollution, floods, mudslides, sudden global climate change, heritage conservation, environmental protection, etc.
- ◆ “City Forum” provided opportunities for NGOs, general public, students, as well as the government to discuss environmental protection problems and policies. Topics discussed were: the ban of idling vehicles with running engines, usage of nuclear energy in Hong Kong, 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 2010, we sent 15,670 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***
 - re-circulated 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).