



# Radio Television Hong Kong Environmental Report 2011

## 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 2011, RTHK made the following major efforts:

### **Programme Productions**

#### **Radio Programmes**

- ◆ Widely covered various green topics (for example, green living, environmental protection, sustainable development, recycling, energy saving etc.) in various radio programmes and programme sessions. These programmes and activities included “Family Man” of Radio 1, “Ordinary Done Seriously” and “Young Politicians” of Radio 2, “Your Community” and “New Culture Movement” of Radio 5, and “Charming China” of Putonghua Channel.
- ◆ Produced over 5 000 radio announcements (each of 10-15 seconds) on the theme of “Switching off Idling Engines” for broadcasting after traffic reports in various channels from April 2011 onwards.
- ◆ Organised various outreach activities in partnership with NGOs and/or Government departments. These activities included “Used Books Recycling Campaign” (July and August 2011) organized by

Radio 1.

## TV Programmes

- ◆ In “Cultural Heritage - The Railroad”, a 10-episode documentary series on cultural tourism, the viewers are taken on a voyage to various railway lines in China. The series highlights the importance of conserving natural resources and the environment so that the non-tangible cultural heritage can be passed on from generation to generation.
- ◆ In “Cultural Heritage - Human Landscape”, a 10-episode cultural documentary series, the audience is taken to various natural landscapes to find out the culture and history of China. The series also highlights the importance of environmental protection and water conservancy in taking forward cultural conservation.
- ◆ In “Faces of Hong Kong”, the protagonist of episode 28 is Mok Ho Kwong whose nickname is “Barbarian”. Grown up in Hong Kong, Barbarian set up “Natural Network” which is a social enterprise specialized in nature education and committed to the promotion of environmental protection and green living. He has a master degree in Environmental and Public Health Management of the Hong Kong Baptist University and studies the impact of environmental pollution on human health. He believes in the importance of nature education and Hong Kong lacks such education. The main character in episode 38 is Wong Man Huen, a university student and a member of “The Leftovers”. “The Leftovers” is a non-profit-making organization offering leftovers collection service. The organisation aims to minimise food waste. Members go to banquets, supermarkets and fruit markets to collect leftovers and redistribute them to street sleepers or food banks with a view to disseminating the message of cherishing food and avoiding wastage.
- ◆ “Under the Same Sky – Bear vs Man”, a Turkish documentary, delves into the confrontation between man and bear. Is it the bear which has trespassed on the human land or the man who has encroached on the woodland due to negligence in the conservation work?
- ◆ In “Tutor Online”, the programmes target at primary and secondary school students. In “From a Small Universe to a Big World” session, we have a scientist conveying the knowledge of environmental protection to students.
- ◆ In “Knowledge Zone”, the programmes are mainly in the forms of talks and activities. Topics cover the fields include environmental protection, secrets of the nature, man and animal, sustainable

development and conservation of ancient buildings. These talks are delivered by famous Chinese and foreign experts.

- ◆ “Hong Kong Connection” conducts in-depth discussion on green issues to arouse public concern over environmental conservation. The relevant issues include pollution, nature and ecology, waste reduction and recycling, space utilisation, refuse handling, the craze for cycling, etc.
- ◆ “Pentaprism” stimulates discussion on the following environmental issues: nuclear energy, air quality, pollution, tree management, sudden global climate change, heritage conservation, environmental protection, etc.
- ◆ “City Forum” provides opportunities for NGOs, the general public, students and the Government to discuss environmental protection problems and policies. Other topics covered include land use, electricity use etc.
- ◆ “Ocean Adventure” is a special programme for primary school children. The story is about an adventure of the protagonist Ka Hei. After Ka Hei had bought shark’s fin at the market, he returned home but fell into the goldfish aquarium. When he woke up, he found that he had been saved by a white dolphin and was told about the threats facing marine lives. To thank the dolphin for its help, Ka Hei decided to change his lifestyle and protect the ocean as well as the marine lives.
- ◆ “Marine Conservation in Hong Kong” is a special ETV programme for secondary school students. The celebrity, Sharon Kwok, and the other three presenters show the secondary school students how NGOs and the people of Hong Kong have been working hard to preserve marine lives (for example, the horseshoe crabs and the Chinese White Dolphins) and eliminate threats to the ocean. They hope that this documentary will let more people know the importance of environmental protection.

### **In-house Green Practices**

- ◆ *Minimise Paper Consumption*

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

◆ *Recycle*

- place recycle boxes at convenient locations. In 2011, RTHK collected 12,352 kg of waste paper for recycling; and
- 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; and
- procured environmental friendly products, such as refillable ball pens, recyclable printer toner cartridges, etc.

◆ *Energy Saving*

- encouraged reducing lighting to minimum; and
- 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.); and
- 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 6306 or fax 2338 0279; e-mail: [general@rthk.org.hk](mailto:general@rthk.org.hk)).