



Radio Television Hong Kong Environmental Report 2012

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 promote public awareness of environmental issues by:

- ◆ issuing trailers & announcements and producing programmes to help nurturing public awareness on environmental issues with a view to educate the community that protecting the environment is everybody's business;
- ◆ stimulating and focusing discussions on environmental issues and policies by bringing 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 2012, RTHK made the following major efforts:

Programme Productions

Radio Programmes

- ◆ Producing radio programmes and programmes' segments which widely covered various green topics, such as green living, environmental protection, sustainable development, recycling and energy saving. These programmes include "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.
- ◆ Producing over 5 000 radio announcements (each of 10-15 seconds) on the theme of "Switching off Engines of Idling Vehicles" for broadcast after traffic reports in various channels from April 2012 onwards.
- ◆ Organising various outreach activities in partnership with NGOs and/or Government departments. These activities include "Used

Books Recycling Campaign” (July and August 2012) of Radio 1 and “Solar Project 2012” (June and July 2012) of Radio 2.

- ◆ Participating in various green projects organized by other radio stations, like “Asia’s 2-hour Lights-out” and “Earth, Our Home” organized by the radio stations in mainland China. By participating in these green projects actively, we aim to convey the message of environmental protection to our audiences.

TV Programmes

- ◆ In “Explore More”, a 9-episode documentary on eco-tourism, the viewers are taken on a trip to little known wildlife scenic destinations, including the North Pole, Greenland, Western Australia and Gunma of Japan. The series not only shows natural scenic spots and adventure routes, but also touches upon ecological features and conservation work of these places. The programme brings out the importance of conserving the natural resources and the environment in order to maintain a sustainable development of the ecology.
- ◆ In “Sinking Islands”, a 5-episode documentary series, the audience is taken to four different places on Earth that are affected by the global warming and rising sea level. The programme also explores the challenges posed by global warming and the future of humanity.
- ◆ “The Heaven and Earth Series”, an 8-episode documentary, aims to increase public awareness of environmental protection and energy saving through exploration of environmental and energy issues from multiple perspectives and revelation of various eco-paradoxes.
- ◆ “Pentaprism” stimulates discussion on the following environmental issues: air quality, pollution, sudden global climate change, heritage conservation as well as waste separation and recycling.
- ◆ In “Tutor Online”, the programmes target at primary and secondary school students. Programme sessions conveying the knowledge of environmental protection include “From a Small Universe to a Big World”, “Song of Trees” and “Sea World Tour”.
- ◆ “City Forum” provides opportunities for NGOs, the general public,

students and the Government to discuss environmental protection problems and policies. Other topics include land use, electricity use etc.

- ◆ In “Faces of Hong Kong”, the protagonist of episode 44 is Chow Chi Yin, a certified arborist. Chow Chi Yin enjoys watching trees from various angles. He thinks that different trees carry different expressions of beauty and every tree is unique. As a “Tree Doctor”, he believes that even trees with minor symptoms can have a robust growth after receiving treatment and good care.
- ◆ ETVOnline has published 3 liberal studies modules in relation to environmental protection issues, including “Hong Kong Global Geopark of China”, “Land Reclamation in Hong Kong” and “Global Warming Crisis”. ETVOnline has also organized a field trip to the Hong Kong Global Geopark of China for teachers. Meanwhile, in partnership with NGOs, ETVOnline has developed two thematic websites regarding the arctic expedition by secondary school students and a charity walk for living waters for the people of mainland China.

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 2012, RTHK collected 9,226 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 to the intranet for internal reference (e.g. departmental telephone directory, circulars, important notices, etc.); and
- uploaded general forms to 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).