

# What's the Influence of SME

- to their staffs, vendors,  
neighbours and the environment

**Wofoo Plastics Limited**



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# 1. About Wofoo Plastics Ltd

- History
- Wofoo Culture
  - ◆ Eye on the world  
Welcoming changes by lifelong learning
  - ◆ Heart with the community  
Serving others with integrity
  - ◆ Equipping ourselves  
Paving the way to continuous growth & succes



## 2. Corporate Social Responsibility

- CSR

- ◆ “achieving commercial success in ways that honor ethical values and respect people, communities, & the natural environment.”

- Environmental Protection

- ◆ ISO14001 as a systematic approach to be greener



### 3. Sharing of ISO14001 Implementation

- **Background:** ISO9000 already in place and there are common procedures
- **Time Requirement:** >1 year
- **Manpower & Cost Requirement**
- **Difficulties**
  - ◆ software (staff) upgrade
  - ◆ legal compliance in HK and Mainland
  - ◆ hardware upgrade (4 aspects)



### 3. Sharing of ISO14001 Implementation (cont'd)

- Operation (Air)



Before ISO14001 implement



After ISO14001 implement



### 3. Sharing of ISO14001 Implementation (cont'd)

- Operation (Land)



Painting of Epoxy to prevent land pollution



### 3. Sharing of ISO14001 Implementation (cont'd)

- Operation (Waste)



Different rubbish bins for different waste





### 3. Sharing of ISO14001 Implementation (cont'd)

- Treatment System for Living Water



Control room



Control panel



Water treatment



### 3. Sharing of ISO14001 Implementation (cont'd)

- heavy metal testing for raw materials



## 4. Targets of WPL Influence

- Staff

- ◆ upgrade

- ◆ EMS as framework for changing staffs into active agents of promoting env. protection

- Vendor

- ◆ green vendor & material selection as part of the evolution process of greener market



## 4. Targets of WPL Influence (cont'd)

- Customer

- ◆ more greener raw materials for customer selection
- ◆ sales as a channel to increase environmental awareness of customers
- ◆ caring company image



## 5. Next Target of WPL Influence

- Neighbours

- ◆ office building neighbourhood meeting as a channel to

- ☞ increase the environmental awareness of neighbours

- ☞ increase the environmental performance of the whole building



## 6. Snowball Effect

- How SME Maximize its Influence

- Size of Enterprise  $\neq$  Level of Influence



Hope you are inspired to make a difference today  
&  
give the snowball an extra boost!!!

THANK YOU

