



WWF

TOOLKIT

HK

2015

# LOW CARBON CHANGEMAKER



WWF



LOW CARBON OFFICE  
CREATION PROGRAMME

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# A. ABOUT THE LOW CARBON CHANGEMAKER

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Since 2009, WWF-Hong Kong's Low-carbon Office Operation Programme (LOOP) has been promoting low carbon practices and employee action to reduce greenhouse gas emissions in offices across the city. The LOOP programme encourages companies to engage every staff member in "doing their part" to fight climate change. This encouragement begins in the office and spreads outwards to influence customers, business associates, families and friends. Individual staff are urged to adopt a low carbon lifestyle and other "environment-positive" behaviours. However, encouragement can be easily hindered by a belief that an individual is powerless and has a limited influence over global issues like climate change. The WWF Low Carbon Changemaker toolkit aims to change this perception by helping to empower individuals with knowledge about meaningful behavioural change and reinforcing the importance of collaborative efforts.

The Low Carbon Changemaker toolkit is a "ready-to-go" user manual which enables Corporate Social Responsibility specialists and Human Resources practitioners to kick-start staff engagement activities and encourage their staff members to make a meaningful impact on global climate change. The toolkit is structured in two parts: Part I is a quick diagnosis of a company's current low carbon practices and its resource plan for organizing staff engagement activities. When examined in conjunction with a company's intended resource input, the results of the quick diagnosis will enable users to determine the company's "level of green" and the corresponding activities suited to the working environment.

Part II is a collection of 75 staff engagement ideas of different levels of complexity. These ideas have been selected to support users in:

- Getting their staff members involved through setting up a green committee;
- Building awareness and knowledge around climate change issues;
- Delivery of staff engagement activities through:
  - Participating in "ready-to-go" campaigns or projects organized by NGOs;
  - Organizing activities designed "in house" that speak to the interests of staff members;
- Influencing company environmental policy;
- Monitoring results.

Some activities are designed to encourage individual staff participation via an emphasis on experiential learning; while other activities encourage more interactive discussion and collective action on certain issues. Explanations are provided in each factsheet of the activity's "Purpose", "How" and "Points to Note", which allow users to clearly understand the reasons for conducting the activity, the different ways of organizing the activity and important things to be aware of when running the activity.

The toolkit is built around materials that we encountered during the course of our research on LOOP companies and our corporate partners. As such, the materials reflect the biases and limitations of our sample. Despite these limits, our experience is that the narrative materials are quite versatile: they can work well in large or small companies and in any industry. Furthermore, in keeping with the nature of any toolkit, decision makers who elect to use the toolkit are welcome – indeed, encouraged – to adapt the tools and make them more "user-friendly."

# B. QUICK DIAGNOSIS

## B1. SITUATIONAL ANALYSIS OF CURRENT LOW CARBON PRACTICES IN YOUR COMPANY

This questionnaire is designed to help you analyze the current state of low carbon practices at your company. Simply answer “Yes” or “No” to each question.



GENERAL	Yes	No
1. Has a green committee been established in your company / office?		
2. Have any environmental or energy saving policies, guidelines and reminders been implemented in your company / office?		
3. Are there any waste separation / materials recycling schemes practiced in your company / office?		
4. Has your company / office participated in any carbon reduction initiatives / other campaigns to facilitate a more effective use of resources?		
5. Does your senior management team support low carbon action in the office?		



ELECTRICITY USE	Yes	No
6. Are lighting, air conditioning units, and computer equipment turned off when the room or office is not in use?		
7. Have natural lighting and light zoning been considered in the office?		
8. Are any energy saving settings (e.g. sleep mode) used on computers and other office appliances?		
9. Is the air conditioning (thermostat setting) regularly set to 24-26 degrees Celsius according to the government’s recommendation?		
10. Is “smart casual” an acceptable dress code in the office?		



BUSINESS TRAVEL	Yes	No
11. Have alternative meeting / transportation mode(s) been considered to reduce air travel?		
12. Is “car-pooling” a practice used by staff for commuting to work / business meetings?		
13. Are there guidelines encouraging staff to use modes of transportation with zero emissions (e.g. walking and cycling)?		



PAPER USE / PHOTOCOPYING	Yes	No
14. Are there guidelines or reminders encouraging double-sided photocopying or duplex printing?		
15. Has the company / office considered setting up any paperless strategies?		
16. Have alternative mode(s) of communication (e.g. electronic memos) been used to discourage paper printing?		

No. of "Yes"

COUNT THE NUMBER OF “YES” ANSWERS, AND PROCEED TO THE NEXT PART.

## B2. RESOURCE PLAN FOR ORGANIZING STAFF ENGAGEMENT ACTIVITIES

Having analyzed the current situation of low carbon practices at your company, you may be wondering how to budget the right amount of time and money to organizing staff engagement activities. The staff engagement activities suggested in this Changemaker toolkit are classified into three different levels, with the resources and investment required across these levels being variable. To determine the level of low carbon engagement that best suits your office's needs, please consider the following three questions:

01

1. If a low carbon champion has been selected / \*green committee has been established, how much time does each member contribute to working on related issues? (in percentage of annual working hours – e.g. 8 hours x 250 days per year = 100%)

a. <1%

a. (i.e. less than 20 hours per year)

b. 1% - 2 %

(i.e. 20 to 40 hours per year)

c. >5%

(i.e. more than 100 hours per year)

02

2. If a budget has been assigned to the low carbon champion / green committee for organizing staff engagement activities, what is this annual budget?

a. <\$1,000

b. \$1,000 - \$10,000

c. >\$10,000

03

3. How many "Yes" answers were recorded in the "Situational Analysis" (Part B1)?

a. <5

b. 5-10

c. >10

### SCORE:

Each (a) = 1 mark; (b) = 2 marks; (c) = 3 marks. If you scored

3-5 marks, try  
**LEVEL 1** activities

6-8 marks, try  
**LEVEL 2** activities

9 marks, try  
**LEVEL 3** activities

\*Companies with less than 100 employees usually have green committees with an average of five or six committee members, while companies with more than 100 employees have green committees with an average of up to 10 members.

## C. STAFF ENGAGEMENT IDEAS

Based on the results of the quick diagnosis, you can now start planning your staff engagement activities.

Level One activities are suitable for companies that have just begun their low carbon journeys. Most offices participating in the LOOP programme have implemented these practices.

Level Two activities are suitable for companies which have begun using low carbon engagement strategies, and are eager to make a breakthrough but wish to maintain a low budget.

Most LOOP companies have tried these activities and have achieved satisfactory results. Level Three activities are suitable for companies which provide their staff with regular green engagement activities, are looking for innovation and have sufficient resources. Some LOOP companies have carried out these activities, and WWF recommends that other companies try to replicate their success.



GO TO LEVEL 1 ACTIVITIES

GO TO LEVEL 2 ACTIVITIES

GO TO LEVEL 3 ACTIVITIES

## 01

### GREEN COMMITTEE / LOW CARBON CHAMPION

#### PURPOSE

To gather “green buddies” together. A formal, functioning green committee makes creating and running a green office much easier!

#### HOW

- Decide on the group size and composition, and whether membership is on a voluntary basis or by nomination.
- Define roles and responsibilities.
- Carry out internal recruitment and promotion.

#### POINTS TO NOTE

- An ideal green committee should be composed of staff members from different departments, to ensure that a diversity of opinions are included.
- Senior management support should be solicited.

More ideas of this initiative in [LEVEL 2](#)



## 02

## AWARENESS AND KNOWLEDGE BUILDING

## PURPOSE

To nurture an awareness of the need for low carbon office practices by placing easy-to-understand messages in prominent places and encouraging employees to take the first step to living a low carbon lifestyle.

## HOW

- “Switch off” signage, energy saving posters and green tips can be distributed via email, the company intranet and noticeboards. Samples are available in Appendix 1.
- Promote some “quick win” practices which are easy to perform in offices, e.g. the “3Rs” (reduce, reuse, recycle), or “switch off after use” actions.
- The LOOP online carbon calculator requires participating companies to submit staff commute and business travel data. Companies may also take this chance to introduce the LOOP to staff members and ask for their co-operation in data collection.

## POINTS TO NOTE

- Regularly update all posters and reminders to ensure employees remain alert. LOOP companies can also share awareness-raising posters they have produced in-house on the LOOP website.
- The Electrical and Mechanical Services Department (EMSD) also publishes an “Energy Saving Tips for Office” booklet.
- Other simple practices are widely adopted in LOOP offices: switching off lights and air conditioners when a staff member is the last person to leave a room or office zone, adjusting the room temperature to a comfortable range e.g. 24-26°C, walking up and down stairs and car pooling whenever possible.
- Ask staff members to clean items before reusing and recycling.
- LOOP companies frequently reuse these items: desktop computers, laptop computers, printers, other IT equipment, envelopes, gift wrapping and books.
- LOOP companies frequently recycle these items: paper, plastic, aluminium cans, glass bottles, printer ink-cartridges, toner cartridges, red pockets, mooncake boxes, gift boxes.
- To give a “push factor” to adopting good recycling practices, LOOP offices often reduce the number of rubbish bins while at the same time setting up more recycling facilities in the office.

More ideas of this initiative in [LEVEL 2](#)



## 03

### PARTICIPATING IN PUBLIC ACTIVITIES ORGANIZED BY NGOS

#### PURPOSE

An individual's power only goes so far. On their own, people generally have very limited influence on large, global-scale problems. But when individuals collaborate, their efforts can lead to real change. Many NGOs ask for individual support in various activities in order to create change. Why not to ask your staff to take part in such activities and increase their involvement in the green movement?

#### HOW

A number of NGO campaigns are recommended:

- Earth Hour (地球一小時) — WWF
- No Shark Fin Individual Pledge — WWF
- Coastal Watch (育養海岸) — WWF
- The Community Chest Green Day (公益綠識日) — The Community Chest
- Visit to the Zero Carbon Building (零碳天地)

#### POINT TO NOTE

Some NGOs may provide promotional materials (e.g. posters and email messages). You may find it convenient to use their resources to advertise the event.



More ideas of this initiative in [LEVEL 2](#)

## 04

### MONITORING PROGRESS

#### PURPOSE

- To establish a mechanism to understand the carbon emissions profile of the office.
- To record base year data for future comparison.

#### HOW

- Use the LOOP online calculator to quantify the company's carbon emissions and monitor emissions trends.
- Consult other carbon accounting resources, e.g. *Guidelines to Account for and Report on Greenhouse Gas Emissions and Removals for Buildings in Hong Kong*

More ideas of this initiative in [LEVEL 2](#)



## 01

## GREEN COMMITTEE / LOW CARBON CHAMPION

### PURPOSE

- To help staff understand the role of the green committee.
- To help attract employees to the committee.

### POINTS TO NOTE

- If more employees are involved in a green committee, staff awareness will be enhanced through hands-on experience in implementing initiatives.
- Sub-committees may be set up to promote specific green issues.

### HOW

- Invite new members and encourage rotation to widen the involvement of staff and generate new ideas.
- Recognize the efforts of committee members by giving appreciation at a significant company event, e.g. an annual dinner.
- Nominate “Green Ambassadors” to help promote a low carbon culture in the office.
- These “Green Ambassadors” are responsible for checking and reminding staff to switch off their electrical appliances before lunch and before leaving the office, for example.

Review ideas in [LEVEL 1](#)

More ideas of this initiative in [LEVEL 3](#)

## 02

### AWARENESS AND KNOWLEDGE BUILDING



#### PURPOSE

- A comprehensive understanding of low carbon and sustainability issues can be fostered in employees' minds.
- This information can drive employees to make spontaneous changes to their lifestyles.

#### HOW

- Disseminate green tips (involving both work and personal lives) to staff via email and noticeboards.
- Keep track of the company's monthly carbon performance and office resource use, e.g. paper and water consumption.
- "One tonne of carbon" – invite ideas from staff members on how to describe how large and heavy one tonne of carbon actually is.
- Collect news clippings on low carbon issues and circulate these clippings to staff regularly.
- Include a green column and regular reports on the company's carbon performance in the staff and company newsletter.
- Invite external parties or representatives from green groups to give a talk, briefing or "lunch and learn" session.
- Send green committee members to environmental seminars and on site visits, and ask the members to share what they learned at the event with other staff.
- Create a platform where staff can exchange second-hand home appliances and other reusable items.



#### POINTS TO NOTE

- LOOP companies disseminate green tips across new channels, e.g. web broadcasts, SMS messages, weekly briefings, computer wallpaper, email signatures, Facebook and Whatsapp groups and more.
- LOOP companies also communicate green policies and carbon reduction targets to staff using similar channels.
- Company may consider providing "gifts" which encourage staff to change their habits. For example, one LOOP company distributes reusable bags to their staff to help them carry materials;
- Another LOOP company stamps the message "多謝支持環保" ("Thank you for your support in protecting the environment") on reused envelopes which are used for both internal and external mails.
- Several LOOP companies start cultivating a low carbon mindset as soon as a staff member joins the company by providing a green section in the new staff orientation process and inserting green guidelines in staff welcome kit.

Review ideas in [LEVEL 1](#)

More ideas of this initiative in [LEVEL 3](#)

## 03

### PARTICIPATING IN PUBLIC ACTIVITIES ORGANIZED BY NGOS

#### PURPOSE

Even though the nature has no “voice”, human beings are still inspired and impelled by its beauty. Taking staff members out into the countryside lets them experience nature themselves and allows nature to “speak” to them.

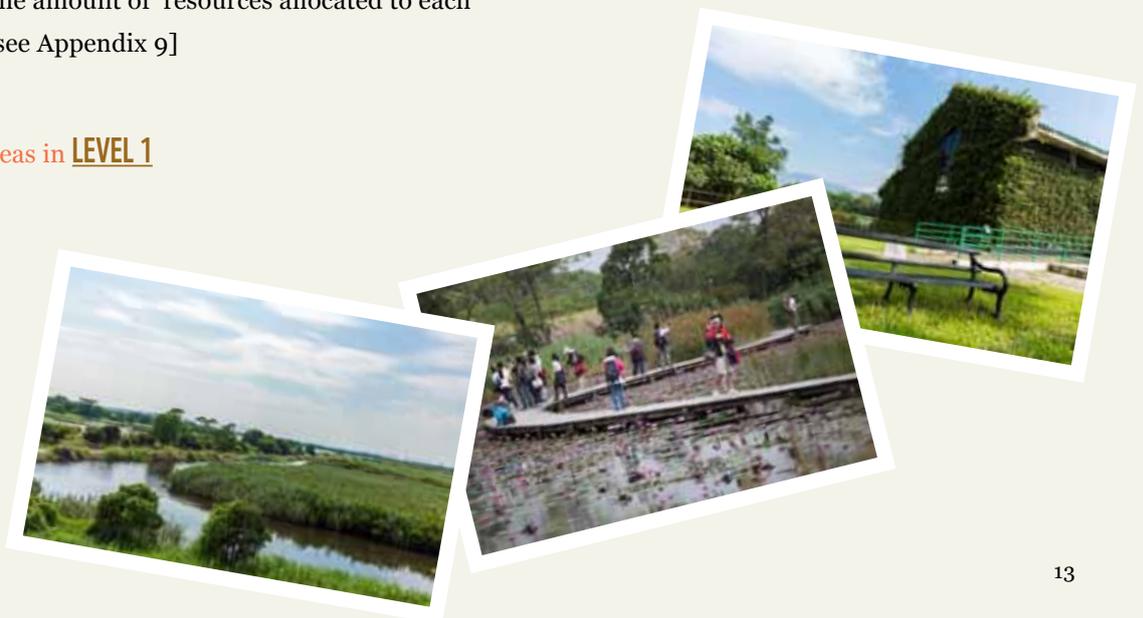
#### HOW

- Join a guided tour at Mai Po Nature Reserve – by WWF
- Take part in Walk for Nature - by WWF
- Join ecotour or visit Hong Kong Geopark
- Join Nature in Touch – By the Agriculture, Fisheries and Conservation Department
- Green Power Hike (綠色力量環島行) – Green Power
- Take part in tree planting activities e.g. LCSD Community Planting Day, and the Tree Planting Challenge – by Friends of the Earth
- Participate in a coastal clean-up activity
- Power Smart (知慳惜電) – by Friends of the Earth
- No Air Con Night (無冷氣夜) – by Green Sense
- Go planting at a local organic farm e.g. Produce Green Foundation (綠田園基金)

#### POINTS TO NOTE

- Some of the above activities are time sensitive and have limited places. Advance booking is often required.
- Invite employees’ family members to join in these activities and gain their support in adopting a low carbon lifestyle.
- You can collect participants’ feedback, and also record the amount of resources allocated to each event. [see Appendix 9]

Review ideas in [LEVEL 1](#)



## 04

### SELF-DESIGNED ACTIVITY

#### PURPOSE

More and more people are adopting a low carbon lifestyle for different reasons. Anyone can kick off these changes in any part of their lives. Why not introduce this new lifestyle trend to company staff in a fun and interesting way?

#### HOW

Here is a list of fun campaign suggestions for your consideration:

- Low carbon lunch and “Eat Less Meat Day”
- Food waste reduction and recycling campaign
- “Bring your own utensils” campaign
- Turn off the lights during lunch hour
- Lunchtime “green movie” screening and green DVD library [see Appendix 2]
- Host an eco-detergent workshop, upcycling workshop or sea glass jewellery workshop
- Low carbon slogan competition
- Green committee logo design competition.

#### POINTS TO NOTE

- To help such actions become regular habits, the length of the campaign should be carefully considered.
- Some NGOs may offer upcycling courses and eco-workshops for a nominal charge.



More ideas of this initiative in [LEVEL 3](#)



## 05

### INFLUENCE ON COMPANY POLICY

#### PURPOSE

- Creating a low carbon office culture requires the support of employees. Why not take a bottom-up approach and listen to the changes that staff are most eager to see?
- Establishing a low carbon policy is a good way to show that a company is committed to sustainability. Such policies also give a clear direction, impetus and inspiration to staff supporting low carbon initiatives in the office.

#### HOW

- Make a No Shark Fin Corporate Pledge
- Establish a sustainable company dining policy with more vegetable dishes and less meat
- Set up and implement a “Green purchasing policy”

#### POINT TO NOTE

Encourage branch offices, if any, to follow the same set of green guidelines and low carbon practices as the main office.

More ideas of this initiative in [LEVEL 3](#)

## 06

## MONITORING PROGRESS

**PURPOSE**

To ensure staff members put effort into reducing company carbon emissions. It is important to allow staff access to data on the company's carbon emissions performance – this will inform them of the company's progress and show them that their contribution is helping the Earth in a measurable way.

Review ideas in [LEVEL 1](#)

More ideas of this initiative in [LEVEL 3](#)

**HOW**

Regularly publish carbon performance information in the form of graphs and charts in the staff newsletter.

**POINT TO NOTE**

LOOP has an online tool which automatically generates reports in numeric table, graph and chart form to illustrate the carbon emissions profile of a company.

## 01

### GREEN COMMITTEE / LOW CARBON CHAMPION

#### PURPOSE

At this level, staff should have some level of understanding of low carbon practices from green committees and external parties. Instead of simply “giving instructions”, a feedback channel should be established to gather employee feedback and suggestions.

Review ideas in [LEVEL 1](#) & [LEVEL 2](#)

#### HOW

- Set up a “Tell Us What You Think” idea letterbox in a public area e.g. the pantry or next to a noticeboard.
- An ideas box can also be set up by electronic means e.g. an email account or a forum on the company intranet.



#### POINTS TO NOTE

- Staff opinions should be discussed during green committee meetings, and then escalated to management for decisions, if necessary.
- Staff will feel valued and respected if the company takes their ideas into account.
- Staff may be awarded prizes as a small tokens of appreciation if any of their green suggestions are adopted by management.

## 02

### AWARENESS AND KNOWLEDGE BUILDING

#### PURPOSE

To increase a sense of involvement, invite employees to contribute to on-going awareness-building activities.

Review ideas in [LEVEL 1](#) & [LEVEL 2](#)

#### HOW

- “Carbon Moments” – staff members can take turns sharing a piece of low carbon information before the start of a meeting. [see Appendix 3]
- Continue finding new ways to promote low carbon lifestyles in fun and engaging ways, for example the “2048 game” and “WWF Mythcrackers”.
- One LOOP company has established an online sustainability training course for staff, allowing staff members to take the course whenever their schedule permits.
- In addition to the general green tips, send out special low carbon-related messages for holidays and festivals, e.g. a green Christmas ecard, an infographic about the carbon footprint of Christmas Day and the “Low carbon spring couplet”.



## 03

### SELF-DESIGNED ACTIVITY

#### PURPOSE

To continue to promote low carbon lifestyles in a joyful, engaging way by extending messages to employees' families and personal lives.

#### HOW

- Public transportation week – Encourage staff to give up driving and take public transport for one week.
- Hold an internal competition on energy saving and resource consumption. [see Appendix 4]
- Encourage staff to submit creative ideas for reducing carbon emissions in the office by organizing a “Low carbon smart idea competition”.
- One LOOP company held a “One-person-one-plant programme” (一人一植物計劃) to raise employees' environmental awareness and green the office at the same time.
- Another LOOP company held a “Bring Your Own Device (BYOD)” scheme on mobile phone [see Appendix 5]

#### POINT TO NOTE

If possible, invite employees' family members to join the activities.



Review ideas in [LEVEL 2](#)

## 04

### INFLUENCE ON COMPANY POLICY

#### PURPOSE

Companies may consider making slight changes to their operations to create more flexibility for reducing carbon emissions.

#### HOW

- Initiatives like the “Zero Commute Day” and the “Day at Home” programme further reduce carbon emissions from daily commuting. One LOOP company suggests working at home one day every month. [see Appendix 6]
- Include environmental goals in staff performance appraisals
- Incentivize staff through pre-tax deductions when they donate to charitable organizations.

#### POINTS TO NOTE

- To drive company policy changes, support from senior management is essential. Be sure to invite senior management representatives to take part in any discussions from the initial stage.
- Persuade management with hard data and quantifiable reasons for change, e.g. the benefits to the company and employees, and the amount by which carbon emissions can be reduced. The LOOP online calculator is a good reference.

Review ideas in [LEVEL 2](#)

## 05

### MONITORING PROGRESS

#### PURPOSE

To review the effectiveness of staff engagement activities, regular monitoring is necessary.

#### HOW

- “Cross-checking Ambassadors” programme [see Appendix 7]
- Consider commissioning a third party to verify the emissions data, and allow that data to be used for public announcements.

#### POINT TO NOTE

If a company is mature enough in terms of low carbon knowledge, carbon reduction targets can be set and monitored at the departmental level.

Review ideas in [LEVEL 1](#) & [LEVEL 2](#)

## Summary of the expected outcomes of Low Carbon Changemaker initiatives

INITIATIVES	LEVEL OF COMPLEXITY		
	LEVEL 1	LEVEL 2	LEVEL 3
Green committee / Low carbon champion	Form a core team	Form a core team + gather supporters	Green team can interact with staff members
Awareness and knowledge building	One-way messages to staff members	Giving out more in-depth knowledge	Seek staff feedback, create debate
Participating in public activities organized by NGOs	Invite individual support	Corporate support to NGO activities	Continue support
Self-designed activity	N/A	Increase staff knowledge in a fun and relaxing atmosphere	Help shape low carbon practices into habits
Influence on company policy	N/A	Initiate push factors for staff to adopt low carbon culture in office	Advance support from the company
Monitoring progress	Establish monitoring mechanism	Communicating the company's performance to staff	All staff members are involved in the monitoring process

## Sample of staff awareness and energy saving signage



## List of green movies

FILM	DESCRIPTION
<b>AN INCONVENIENT TRUTH</b> Documentary 96 mins	Former US Vice President AL Gore presents a compelling view about our planet's future. His wake-up call delivers the message that global warming is a real and present danger.
<b>HOME</b> <b>地球很美有賴你</b> Documentary 90 mins	The amazing story of the tied relationship between Man and Nature ... all our actions will have a consequence ... just as a boomerang.
<b>THE 11TH HOUR</b> Documentary 92 mins	The 11th Hour describes the last moment when change is possible. The film explores how humanity has arrived at this moment – how we live, how we impact the earth's ecosystems, and what we can do to change our course.
<b>WALL E</b> Disney cartoon 98 mins	The film is about a robot who is designed to clean up a waste-covered Earth far in the future. He falls in love with another robot named EVE and follows her into outer space on an adventure that changes the destiny of humanity.
<b>WHITE PLANET</b> Documentary 86 mins	It shows interactions between marine animals, birds and land animals, especially the polar bear, over a one year period. The fragility of the Arctic is hinted at as a reason to prevent climate change. It was nominated for the Documentary category in the 27th Genie Awards in 2007.
<b>NAUSICAA OF THE VALLEY OF THE WIND</b> <b>風之谷</b> Animated Cartoon 116 mins	An environmentally conscious anime, takes viewers on a voyage through time and space to the magical and dreamlike Valley of the Wind, where good battles evil for the future of the human race. Faced with almost certain destruction of her planet's natural resources, the warrior Princess Nausicaa must rally her people against an evil queen's brutal army to bring a new life to her homeland.
<b>2012</b> Science Fiction 158 mins	As the world faces a catastrophe of apocalyptic proportions, cities collapse and continents crumble that brings an end to the world and tells of the heroic struggle of the survivors.

<p><b>FURRY VENGEANCE</b>  <b>毛毛大反擊</b>                  Comedy                  91 mins</p>	<p>A real estate developer moves his family from Chicago to Oregon when his job calls for him to oversee the building of a major housing development. But, when his latest project threatens the homes of the local forest creatures, the animals seek revenge by turning a peaceful cul-de-sac under construction into a battlefield of epic proportions. It's man versus nature and the fur is gonna fly!</p>
<p><b>FOOD, INC.</b>                  Documentary                  90 mins</p>	<p>How much do we really know about the food we buy at our local supermarkets and serve to our families? In FOOD, INC., Robert Kenner lifts the veil on the food industry, exposing the highly mechanized underbelly that's been hidden from the consumer with the consent of the government. The documentary reveals surprising - and often shocking truths - about what we eat and how it's produced, what the cost to our health is, and how this wave of change is sweeping across the global food industry.</p>
<p><b>THE END OF THE LINE</b>                  Documentary                  83 mins</p>	<p>Narrated by Ted Danson and based on the book by Charles Clover, THE END OF THE LINE explores the devastating effect that overfishing is having on fish stocks and the health of our oceans. Scientists predict that if we continue fishing at the current rate, the planet will completely run out of fish by 2048.</p>
<p><b>ICE AGE</b>                  Animated Cartoon                  81 mins</p>	<p>Set during the Ice Age, a sabertooth tiger, a sloth, and a woolly mammoth find a lost human infant, and they try to return him to his tribe.</p>
<p><b>CLOUDY WITH A CHANCE OF MEATBALLS</b>  <b>美食風球</b>                  Animated Cartoon                  90 mins</p>	<p>When Flint Lockwood's latest contraption accidentally destroys the town square and rockets up into the clouds, he thinks his inventing career is over. Then something amazing happens as delicious cheeseburgers start raining from the sky. His machine actually works! But when the machine starts to run amok, it's up to Flint, with the help of weather girl Sam Sparks to find some way to shut down the machine and save the day.</p>
<p><b>NO IMPACT MAN</b>                  Documentary                  93 mins</p>	<p>Follow the Manhattan-based Beavan family as they abandon their high consumption 5th Avenue lifestyle and try to live a year while making no net environmental impact.</p>

## “Carbon Moments”

### GUIDELINES

- Staff members take turns sharing an anecdote or a piece of information about carbon reduction or living a low-carbon lifestyle. They can present a newsclipping, a video, an image or something else.
- The sharing session should be held at the beginning of regular meetings and last about five minutes, to ensure that the carbon moment does not delay the meeting agenda.

### REFERENCE

A list of carbon moment topics which were recently shared in LOOP offices.

### EXPECTED IMPACT

- Staff will acquire more knowledge about carbon reduction from different angles.
- Staff will become more aware of the numerous ways in which they can reduce the carbon footprint of their daily lives.

#### 01 快樂低碳

A local carbon icon “McDull” illustrates 20 low-carbon concepts in an interesting way.

#### 02 海浪也能發電 比風力強700倍

A researcher in Kaohsiung developed a “wave” generator which produces 700 times of energy than using wind power.

#### 03 風之島——丹麥小島風力發電 能源自給自足

Samsø is a small island in Denmark. The renewable energy produced by this small island is not only self-sufficient, but also with the capacity to export the green energy to make money.

#### 04 風之島——借風使力 丹麥掌握全球風 能源

Since the oil crisis in 1970s, Denmark has started to develop renewable energy. After all these years, this small country has become a leading country in using wind power and other clean energy.

#### 05 PHILIPPINES: PLASTIC BOTTLES GO SOLAR

In the Philippines' urban slums, families are unable to afford electricity and often have no access to the grid anyway. But Filipino actor Illac Diaz and his organization My Shelter Foundation come up with an innovative idea: turning empty plastic bottles into lamps.

## Internal company competition

Competitions are always helpful when trying to motivate people towards a particular target. This is an example of a recent competition held by a LOOP company.



### GUIDELINES

- The company decided to hold an internal energy saving competition.
- Since the employees worked in the same building but on different floors, they were divided into different teams according to their office locations.
- The competition lasted for six months. This relatively long competition period ensured that employees would turn certain energy saving actions into habits.
- Measurements used in the competition were based on the electricity consumption listed on electricity bills.
- The team that saved the greatest percentage electricity by comparing the same period average of previous year and current year won the competition.
- Teams proposed energy usage improvement ideas to the competition organizing committee. If the ideas were accepted, the organizing committee allocated resources to implement the improvement plan.
- The competition prize was a percentage of the money saved through reducing the energy consumption.

### RESULTS AND IMPACT

- The teams reduced energy consumption by an average of 34% over the six months.
- The winning team received more than HK\$10,000 in prize money.
- Energy usage did not “bounce back” after the competition.

### POINTS TO NOTE

- The benchmarking criteria should be quantifiable – for example, the amount of electricity used, the number of pages saved in printing and so on.
- Regularly release competition progress information and provide green tips to keep the competition’s momentum going.
- The company did not have to devote many resources to the competition, as the savings gained from reducing energy use offset the cost.
- Be sure to explain the rationale and benefits of energy saving on the environment.

### VARIATION

- Companies can make use of meter readings from multi-function devices to benchmark quantities.
- Companies can better utilize its own resources as incentives to staff, e.g. a retail company offers company coupons as competition prizes.

## “Bring Your Own Device (BYOD)” mobile phone scheme



Given the popularity of smartphones and the desire to reduce electronic waste, one LOOP company felt that it was unnecessary to provide dedicated mobile devices which allowed staff to connect to the company email server. To save money and save the environment, this LOOP company proposed a “Bring Your Own Device (BYOD)” scheme to their staff.

### GUIDELINES

- Instead of providing mobile devices to staff (especially those who travel frequently), the company allows staff to connect to the company email system using their own smartphones.
- Staff not using smartphones will continue to be provided with mobile devices.

### RESULTS AND IMPACT

- Staff appreciated the idea, as they no longer had to carry an extra device with them.
- Their email accessibility did not change.
- Energy consumption was lowered.
- The company still maintained a small number of mobile device on a service contract, but the number was greatly reduced.

### POINT TO NOTE

A mobile device usually comes with a service contract. When implementing this scheme, be sure to plan the campaign launch around the end date of any existing service contracts.

## "Zero Commute Day" and "Day at Home" programme



To reduce the carbon emissions produced by staff commuting to work, one LOOP company suggested a programme where staff work from home one day every month.

### GUIDELINES

- An employee picks a day to work from home each month, based on when they need to be stationed in the office.
- Alternatively, a team head may choose a day when the whole team can work from home.

### RESULTS AND IMPACT

- Lower the carbon emissions generated by staff commuting to work.
- Employees' work-life balance is also improved.

### POINTS TO NOTE

- Depends on the nature of their job, this activity may not be suitable for those working with confidential data or customer service staff.
- IT support is essential for this activity, as staff may need to access company data via a secure electronic channel from home. VPN and cloud services may be needed.

### VARIATION

- "Bark you up at 6:45" is a similar campaign which urges staff to finish work and leave by 6:45pm – or be chased out by barking dogs! Companies can save energy and resources and give staff a better work-life balance.
- If the "Day at Home programme" is not feasible in your company, try holding a "Public Transport Day" or "No Driving Day" to encourage employees to take public transport. Remember to explain the carbon emissions impacts of different modes of transport.

## Cross-checking ambassadors scheme



Cross-checking ambassadors are responsible for carrying out spot checks based on an existing list of low-carbon practices.

### GUIDELINES

- One staff from each team is designated as the ambassador.
- The ambassadors check the performance of another team according to an existing low-carbon office checklist.
- The ambassador role should be rotated between colleagues each month to ensure that all staff have the opportunity to participate in the programme.
- If a staff member repeatedly fails to follow low-carbon practices, the ambassador will report the case to the team head.

### RESULT AND IMPACT

Luckily, team heads rarely receive reports about staff failing to follow low-carbon practices.

### POINTS TO NOTE

- The checklist should be transparent and posted where all staff can see it.
- The spot check schedule is flexible. Checks can be conducted early in the morning before work, during lunch hour or after work.

### VARIATION

A “friendly reminder”, including a serial number, can be left on a staff member’s desk if the staff forgets to switch off their computer or monitor after work. The staff has to return this “friendly reminder” to green committee the next day. If they do not, the case is reported to the staff member’s manager.

## Green calendar



### WORLD WATER DAY

22 March

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UNIDO



### EARTH HOUR

Last Saturday of March

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WWF



### EARTH DAY

22 April

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Earth Day Network



### WORLD ENVIRONMENT DAY (WED)

5 June

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UNEP



### WORLD OCEAN DAY

8 June

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UN



### EARTH OVERSHOOT DAY

Varies

the latest EOD was on 13 August 2015

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WWF



### WORLD VEGETARIAN DAY

1 October

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North American Vegetarian Society



### WALK FOR NATURE

End October – Early November

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WWF

# A sample of evaluation form

## A. EVALUATION FORM FOR ACTIVITY PARTICIPANTS

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**EVENT TITLE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Please mark your response for each question. If you feel the statement is not applicable, or you are not able to give a knowledgeable response, simply leave the item blank.

*Strongly Agree (5), Agree (4), No opinion (3), Disagree (2), Strongly Disagree (1)*

	(5)	(4)	(3)	(2)	(1)
1. The activity is well organized.	<input type="checkbox"/>				
2. The activity meets my needs and expectation.	<input type="checkbox"/>				
3. The speaker is prepared and knowledgeable.	<input type="checkbox"/>				
4. Time allocation is appropriate.	<input type="checkbox"/>				
5. The venue is convenient and easy to find.	<input type="checkbox"/>				
6. The enrolment method is convenient to use.	<input type="checkbox"/>				

7. Which is your favourite part of the activity? \_\_\_\_\_  
\_\_\_\_\_

8. What is your learning from the activity? \_\_\_\_\_  
\_\_\_\_\_

9. What topics would you like to be covered in future activity? \_\_\_\_\_  
\_\_\_\_\_

10. Do you have other comments about the activity? \_\_\_\_\_  
\_\_\_\_\_

Completed by: \_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_  
\_\_\_\_\_

## A sample of evaluation form

### B. EVALUATION RECORD FOR ACTIVITY ORGANIZER

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EVENT TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

ORGANIZED BY: \_\_\_\_\_

PREPARATION TIME: \_\_\_\_\_ NO. OF PARTICIPANTS: \_\_\_\_\_  
 (days / weeks / months) (vs no. of enrolment \_\_\_\_\_)

BUDGET SPENT: \_\_\_\_\_ FACILITIES REQUIRED: \_\_\_\_\_

The overall feedback from participants

*Strongly Agree (5), Agree (4), No opinion (3), Disagree (2), Strongly Disagree (1)*

	(5)	(4)	(3)	(2)	(1)
1. The activity is well organized.	<input type="checkbox"/>				
2. The activity meets my needs and expectation.	<input type="checkbox"/>				
3. The speaker is prepared and knowledgeable.	<input type="checkbox"/>				
4. Time allocation is appropriate.	<input type="checkbox"/>				
5. The venue is convenient and easy to find.	<input type="checkbox"/>				
6. The enrolment method is convenient to use.	<input type="checkbox"/>				

7. Staff members' favourite part of the activity \_\_\_\_\_  
 \_\_\_\_\_

8. Staff members learned the following from the activity \_\_\_\_\_  
 \_\_\_\_\_

9. Staff members are eager to learn the following in future activity \_\_\_\_\_  
 \_\_\_\_\_

10. Other comments from staff members \_\_\_\_\_  
 \_\_\_\_\_



# Low Carbon Changemaker

138

138 offices have participated in the LOOP since 2009.

10,000

More than 10,000 employees are helping to combat climate change through the LOOP.



89%

89% of LOOP verified companies established formal green committees to implement environmentally-friendly policies and practices.\*

66%

Commercial sector is responsible for 66% of Hong Kong's electricity consumption.

 <p><b>WWF</b></p>	<p><b>Why we are here</b>          To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p><a href="http://wwf.org.hk">wwf.org.hk</a></p>
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