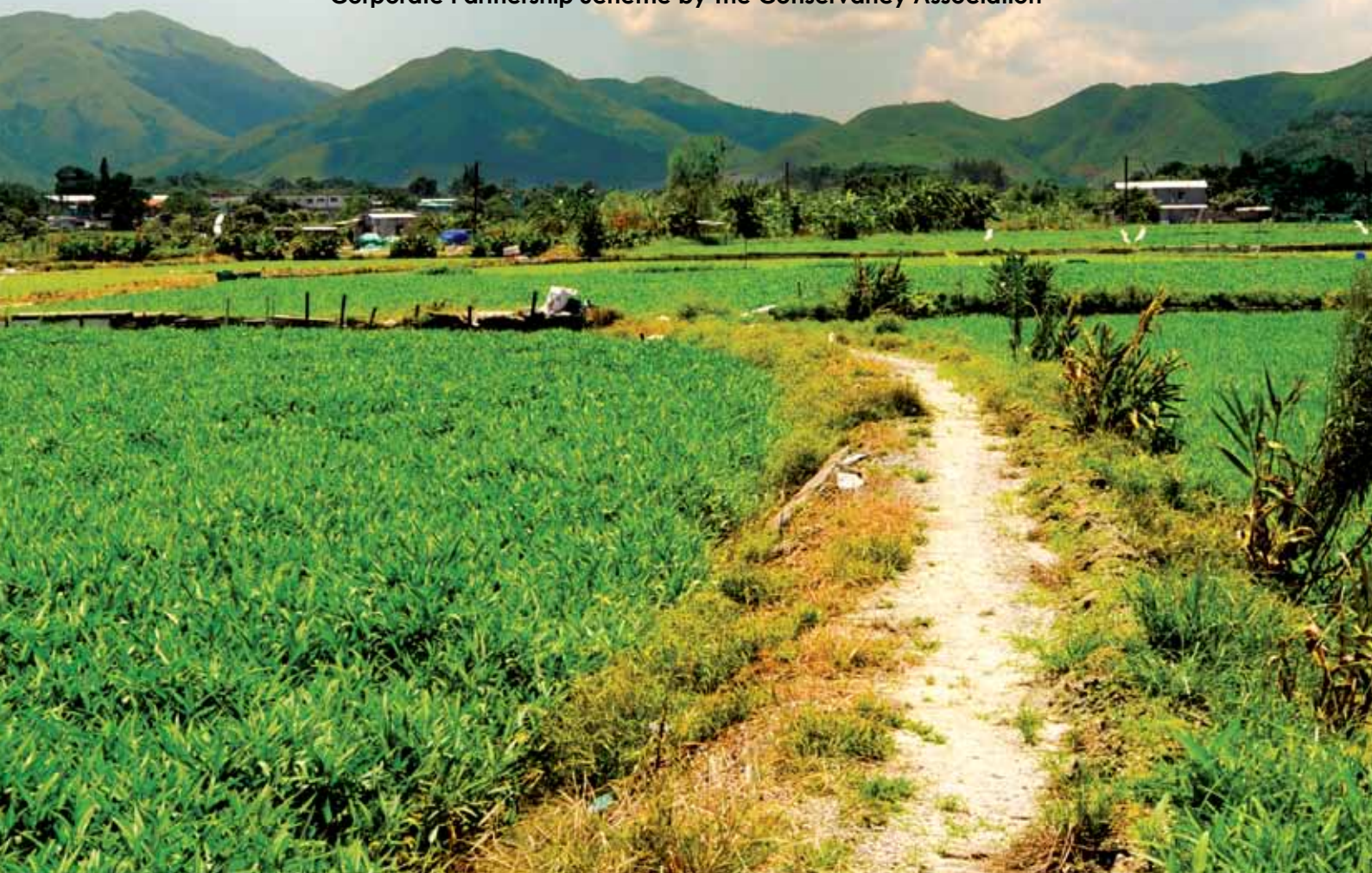




Green Builder

Corporate Partnership Scheme by The Conservancy Association



Sustainable business is only possible in a sustainable environment.

Introducing Green Builder: CA's Corporate Partnership Scheme

Corporate Social Responsibility, Commitment, Green Future ...

Corporates and businesses are an important and influential stakeholder in the society. The Conservancy Association (CA) believes that sustainable development can only be achieved through cross-sectoral partnerships. We call for corporate partners who share the same objective, i.e. **to raise the environmental awareness in the wider community of Hong Kong**, to join our Corporate Partnership Scheme "Green Builder". The scheme would allow us to reach out to more stakeholders in the society with the latest environmental message and education programme. It would also help the supporting corporate **excel in corporate social responsibility (CSR)** and **strengthen environment commitment** through capacity building in staff.



Our Work

CA is the local green non-profit organisation with the longest history in Hong Kong. We have developed a range of specialising areas over the past four decades and have successfully established ourselves as an opinion leader in tree conservation and nature conservation policy.

1. Conservation and Campaign Work

CA organizes more than 25 conservation programmes in Hong Kong each year, covering the recent hot topics on nature conservation, sustainable use of resources and energy efficiency.

Nature Conservation & Environmental Education

- Aberdeen
- Kam Tin
- Long Valley
- Lung Fu Shan
- Sheung Shui
- Tai Tam
- Tsim Sha Tsui
- Tuen Mun

Monitoring

- Former Central Government Office West Wing
- Hong Kong Cemetery
- Leung King Estate in Tuen Mun
- Moat at Kam Tin's Kat Hing Wai
- Nam Sang Wai
- Park Lane Shopper's Boulevard
- Sam Tam Lo in Bride's Pool
- Shan Pui Village in Yuen Long
- Tai Long Sai Wan
- To Kwan Ping & Pak Tam Au

Tree Planting & Caring

- Kat Tsai Wan, Lamma Island
- Ngong Ping Nei Lak Shan

Energy Saving Measure

- Retrofitting energy efficient appliances for elderly centers in Yau Tsim Mong District

Resource Conservation

- Choi Hung
- Kwun Tong
- Ma On Shan
- Ngau Tau Kok
- Shatin
- Tai Po
- Tseung Kwan O
- Tsim Sha Tsui
- Tsing Yi
- Tuen Mun



2. Environmental Education

In the past few years, over **20,000** people per annum benefited from CA's outreach environmental programmes. In 2013, we launched over **31** talks on different environmental topics with more than **8,000** participants. Over **6,500** participants from the general public and schools visited the "Low Carbon Home" we set up in Spring, 2011.



3. Waste Reduction and Recycling

Since 2000, we have worked in hands with over **50** primary and secondary schools each year to hold School Recycling Days to extend lifespan of used goods. Our collaboration with Home Affairs Department also managed to set up a network of **41** collection banks in Sai Kung, Northern, Tai Po and Shatin District for community used clothes collection. As from housing estates, we collected over **271** tonnes of used clothes for reuse and recycling purposes in the past year.



4. Current Affairs

CA initiates different issues to the local and overseas media and over **700** related news reports are published each year. Some of these issues such as King Yin Lei, Nam Sang Wai, Central Market, Tung O Development and Old and Valuable Trees are now under close monitoring of the Government and members of the public.



5. China Projects

2,200 households from villages in Luxi, Yenshan, Tengchung, Xi Shuang Banna and Meng Shi received sustainable energy through our biogas toilet project since 2007. **2,200** toilets in the areas were built for collecting methane gas, which equals to the reduction of **5,500** tonnes of firewood and **27,500** tonnes of carbon dioxide.



A Win-win Scheme for All

The Conservancy Association wishes to engage with companies of any size as long as they are committed to achieving environmental sustainability and are willing to pioneer green practice in the workplace. By joining this mutually beneficial partnership scheme, members provide us funds in return for a long list of rewards:

Achieve Corporate Social Responsibility (CSR)

Exhibiting CSR practices is now expected by customers, employees and other stakeholders. By joining the scheme, CA would help companies deliver CSR commitment on:

Green affinity

By simply joining the scheme, your company's serious commitment would appeal to your own employees. This would encourage them to act green at the workplace or even daily life.

Environmental education

Your donation will directly go to our Environmental Education Fund to help students gain access to well rounded knowledge in environmental conservation and protection.

Employee well-being and skill development

CA creates a positive learning and working atmosphere which helps to build a sense of satisfaction and achievement for employees. They can also enhance skills including outdoor adventurous skills and management skills by taking part in our green activities.





Create a green corporate image

CA offers publicity opportunities for companies to build a green company image. These help them stand out from competitors as well as increase visibility among different business sectors and the general public. Publicity includes:

- Use of Green Builder logo
- Display of your logo on CA's website
- Invitation to Thanksgiving Ceremony
- Acknowledgment on CA's website and annual report
- Press Coverage



Build team spirit

CA offers various activities to allow your employees at every level to work together towards a common goal and foster team spirit, such as eco-leadership training camp and voluntary activities.



Increase staff loyalty

Staff loyalty is a vital element for companies to avoid brain drain. In today's job market, socially and environmentally responsible companies are appealing to quality employees and such image can increase their loyalty and pride towards the company.



Showcase organizational excellence in leadership

Our green activities are a perfect platform for companies to demonstrate leadership skills. Employees can also make greater use of their skills in the activity tasks, such as eco-leadership training camp and voluntary activities.

To be a Pioneer of Environmental Conservation



We believe our partners share the same aspiration in achieving environmental well-being with us: increasing environmental awareness among members and the public at large. The best strategy to achieve the objective is through capacity building in corporate staff. CA offers various green activities for employees of corporate partners to experience and learn about conservation and sustainability.

Exclusive workshops / eco-tours

- ▶ Long Valley eco-heritage tour
- ▶ Long Valley night safari for amphibians
- ▶ Kam Tin eco-tour
- ▶ Deep Bay eco-tour
- ▶ Wetland Park eco-tour
- ▶ Up-cycling creation workshop
- ▶ Garbage enzyme production workshop
- ▶ Wetland cleaning - Deep Bay
- ▶ Interactive tree appreciation tour

Green teambuilding activities

- ▶ Eco-leadership training camp
- ▶ Invasive species management
- ▶ Tree assessment training
- ▶ Carbon reduction workshop
- ▶ Eco-rice farming workshop



Garbage enzyme production workshop



Interactive tree appreciation tour



Wetland cleaning - Deep Bay



Invasive species management





Walk for the Environment cum Thanksgiving Ceremony

In appreciation for the support of Green Builder Scheme, participated companies will be invited to join the "Walk for the Environment" where a ceremony will be held to thank and acknowledge the "Green Builders". "Green Builders" are also welcome to recruit their staff members joining this green fascinating journey to experience the interactive check-points along the beautiful route.



Tailor-made VIP tours

It is always important to engage the top management in delivering the green policy and supporting the practices in office. Therefore, Green Builder Scheme cares for the involvement of the top management. Led by our various field experts, through tailor-made VIP Tours, corporate management will be gaining more knowledge of Hong Kong's natural environment and cultural heritage. With these unique experience, management will have a better understanding of the environmental factors and will be able to strike a balance in sustainable development perspective.



Tailor-made VIP tours led by our field experts

You are not only advancing your company's governance and green practice, you are leading the community

Your participation as a Green Builder will enhance environmental education and support local farming in Hong Kong.



Free environmental talks for schools

Free Environmental talks will be provided at schools on behalf of your company. Local students will acquire environmental knowledge and solutions to improving the environment through the free talks.

Eco-crops seasonal group order and CA products

Companies can order local eco-crops and CA products at a discounted price. Your company can taste the agricultural products of Long Valley farmers. Meanwhile, your purchase can directly support the development of eco-friendly farming in Long Valley.



Eco-mooncakes made from lotus seeds from Long Valley



Volunteers participated in "No Hill Fire in Chung Yeung" activity

Voluntary programmes

CA provides priority volunteering opportunities for our "Green Builders". To join the voluntary works, it is not only allowing your staff to learn more about our nature, but also making contribution to protect our natural environment and the community as well.



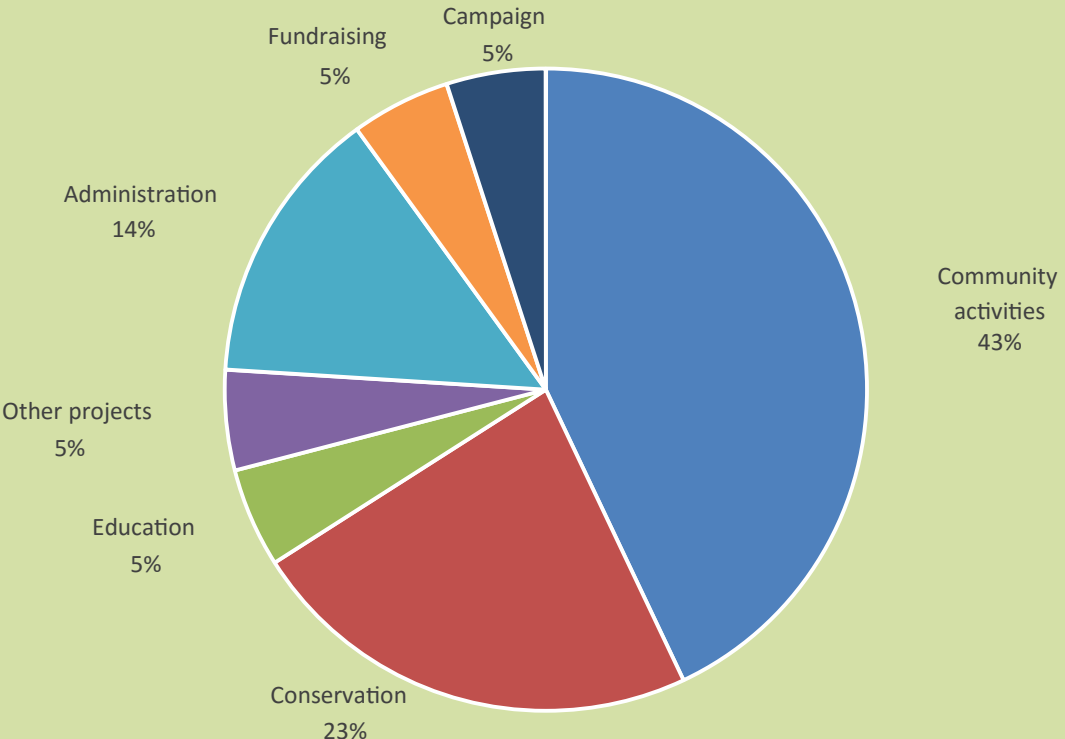
Long Valley eco-rice



How we use our resources?

Every token received from the donation or sponsorship from our donors or supporters goes mainly to Conservation, Education and Campaigns. The following chart shows how we use our resources in 2014.

Expenditure







- Community activities
- Conservation
- Education
- Other projects
- Administration
- Fundraising
- Campaign

2014 annual expenditure = 12.47 million

Green Builder Scheme

Act now! Let's be Green Builders

| | Incense Tree  | Magnolia  | Camellia  | Banyan  |
|---|--|---|--|--|
| Learn about conservation and participate in green activities | | | | |
| One free workshop/ eco-tour | ✓ | ✓ | ✓ | 20% off |
| One free VIP tour for corporate management | ✓ | - | - | - |
| One Free green teambuilding activity | ✓ | 30% off | - | - |
| Quota for joining Walk for the Environment & Thanksgiving Ceremony (quota could be allocated to schools/ organizations) | 60 | 40 | 20 | 10 |
| Contribute to community | | | | |
| Free environment talks for school | 2 | 1 | - | - |
| Participate in voluntary programmes | ✓ | ✓ | ✓ | ✓ |
| Priority & special discount for Eco-crops seasonal group order & CA products | ✓ | ✓ | ✓ | ✓ |
| Create a green corporate image | | | | |
| Use of Green Builder logo | ✓ | ✓ | ✓ | ✓ |
| Display of your logo on CA's website | ✓ | ✓ | ✓ | ✓ |
| Invitation to Thanksgiving Ceremony | ✓ | ✓ | ✓ | ✓ |
| Acknowledgment on CA's website and annual report | ✓ | ✓ | ✓ | ✓ |
| Press Coverage | ✓ | ✓ | ✓ | ✓ |
| Annual Donation | HK\$200,000 or above | HK\$100,000 or above | HK\$50,000 or above | HK\$20,000 or above |

Our Company would like to support The Conservancy Association and become a

- ☐ Incense Tree Member (Annual donation of HK\$200,000 or above)
☐ Magnolia Member (Annual donation of HK\$100,000 or above)
☐ Camellia Member (Annual donation of HK\$50,000 or above)
☐ Banyan Member (Annual donation of HK\$20,000 or above)

Please fill in with BLOCK LETTERS

Company Name (Chinese):

Company Name (English):

Contact Person:

Title:

Telephone (Daytime):

Fax:

E-mail:

Correspondence Address:

Name of the person-in-charge of the organisation/ association: Signature, stamp and date:

Please submit completed form to Units 1305-6, 13/F, Tower 1, Magnet Place, 77-81 Container Port Road, Kwai Chung, New Territories, H.K. together with a crossed cheque made payable to "The Conservancy Association".

For enquiries, please contact Ms Lingli Ling at 2272 0306, fax 2728 5538 or e-mail lingli@cahk.org.hk. To know more about CA, please visit our website at www.cahk.org.hk

Your company data will be kept strictly confidential, and only be used for the project of "Green Builder" and its related activities.

Green Builder Scheme 2020





Green Builder: building a green future for all

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