



**ASIAN ATTRACTIONS EXPO 2015**  
Hong Kong Convention and Exhibition Centre

# How to Develop a Corporate Social Responsibility & Sustainability Program



**DISCOVER**

**ENGAGE**

**CREATE**

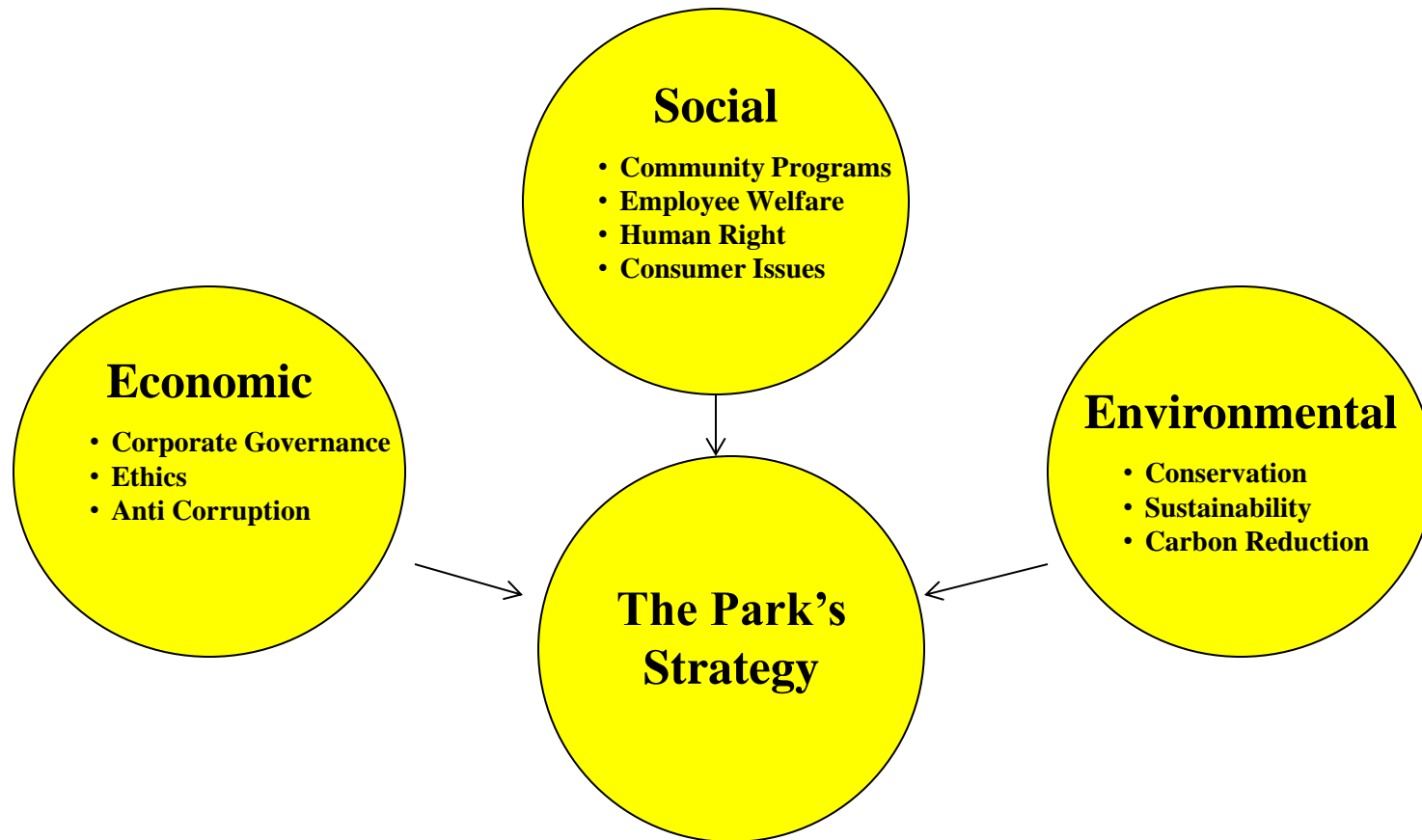


# What is CSR?

CSR is a way for companies to benefit themselves while also benefiting the society and the global environment.

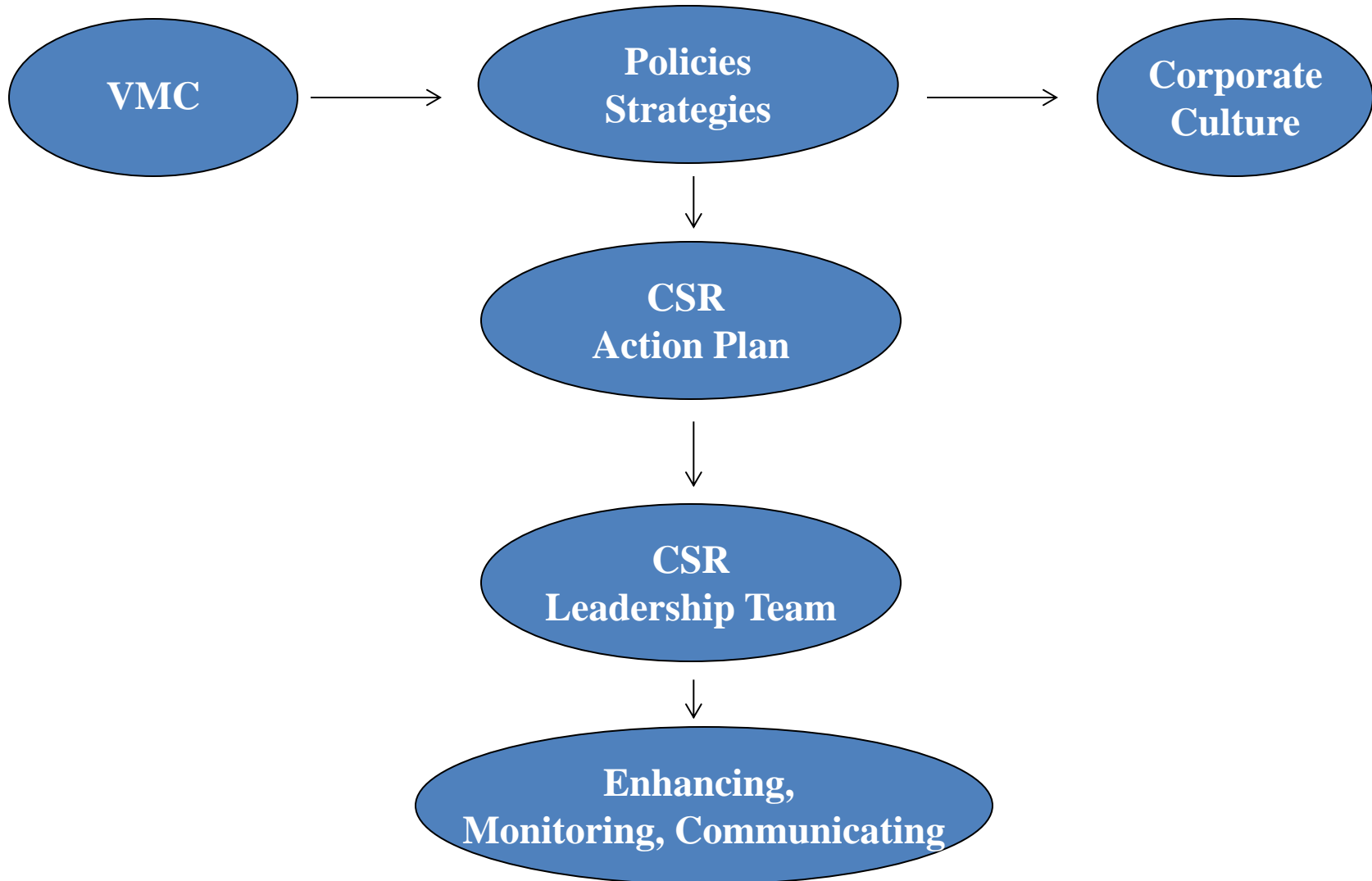


# Focuses



## Make the World a Better Place

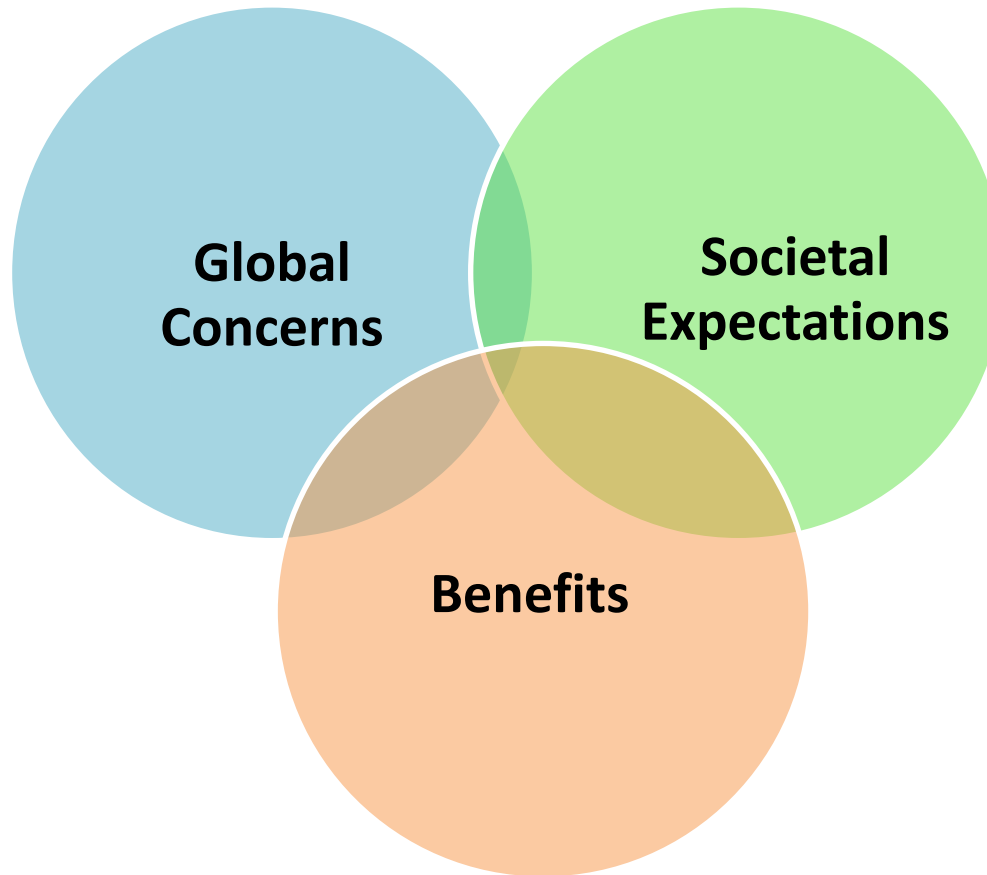
## How ?







# Why ?



**Make the World a Better Place**



# CSR Benefits

- Reputation, Brand
- Reduced use of resources
- Workforce Attraction, Retention
- Competitiveness, Market Positioning
- Innovation
- Cost Savings
- Community Bonding
- Customer Loyalty
- Long Term Thinking
- Access to Capital
- Regulator Relationship
- Supplier Relationship



# ASIAN ATTRACTIONS EXPO 2015

Hong Kong Convention and Exhibition Centre

## Ocean Park's CSR



**DISCOVER**

**ENGAGE**

**CREATE**



# Ocean Park's Vision Mission

## *Our Vision*

Ocean Park will be a world leader in providing excellent guest experiences connecting people with nature.



## *Our Mission Statement*

Ocean Park provides all guests with memorable experiences that combine entertainment and education, while inspiring life long learning and conservation advocacy.



# Why Ocean Park is committed to CSR?

- Strongly connected to the vision, mission and core values:

- ✓ Education
- ✓ Conservation
- ✓ Respect for People



- Take every chance to give back to the community





# Employee diversity & Welfare Programmes



海闊天空 機會無限

Ocean of opportunities

Employee Value Proposition



Recognition programmes



Staff  
facility



HKIE Scheme A Training



Staff Social Club



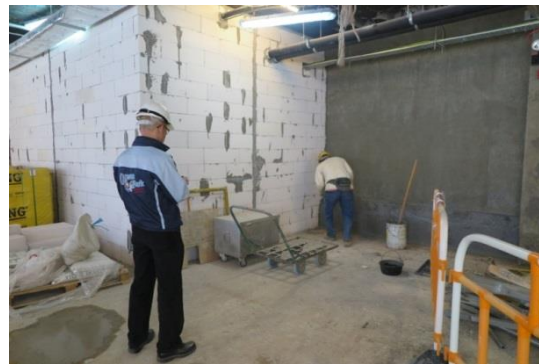
Selective  
Placement  
Trainee  
(Disability)



# Health and Safety Management

## Health & Safety Management Programme

Monitor and enhance the safety requirement for guests, staff and contractors.



# Health and Safety Management

- Sharing safety experiences in Safety Institute
- Involvement in IAAPA, CAAPA to uplift safety standards in theme park industry

























































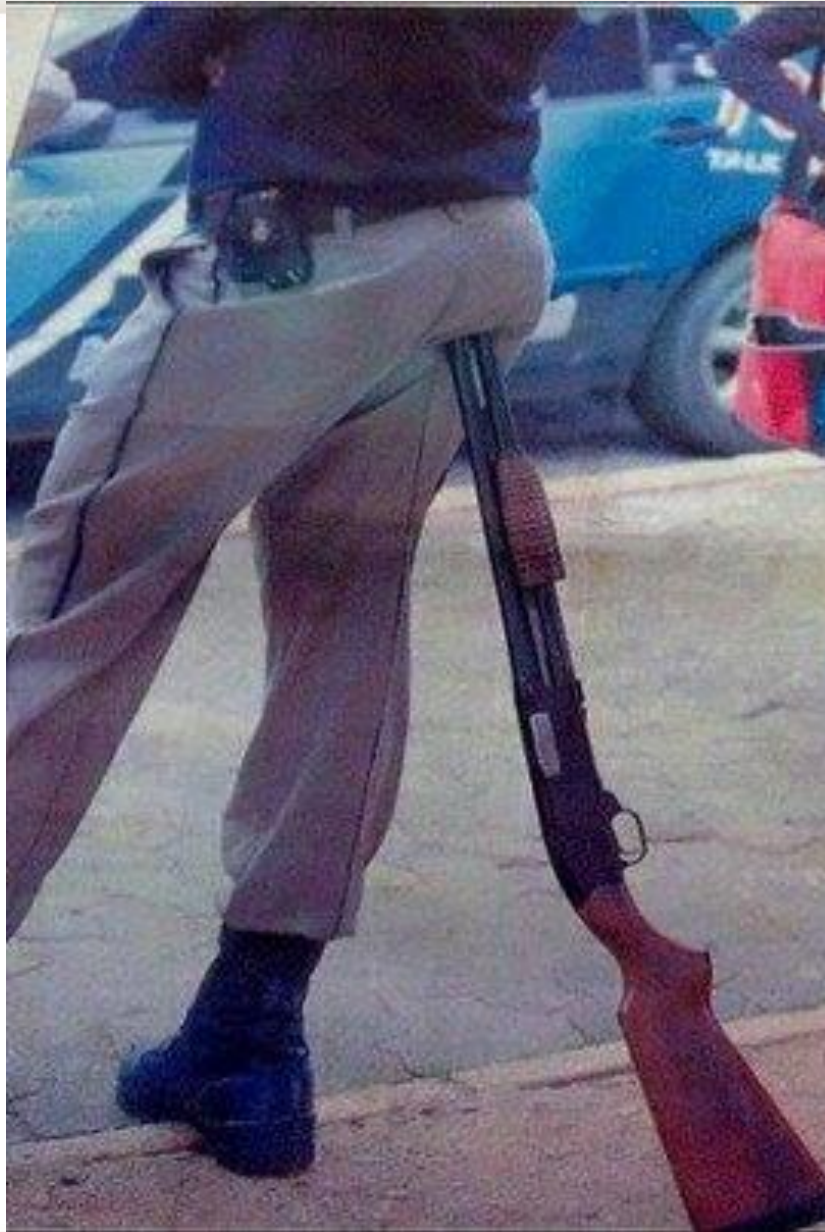














# Sustainable Resource Use

## Green Guidelines

- *Energy conservation, pollution prevention and green procurement etc.*

## Green Guidelines



March 2011

## Sustainable Design Checklist

- *Material choice, design for adaptability and energy minimization etc.*



# Community Programmes

## *Privileges for Local Community*







# Education & Culture

## Education for Local Students



# Conservation

## Donations to OPCF

In the 2013-2014 fiscal year, **HK\$13.1 million** was donated to OPCFHK, supporting **44 wildlife conservation and scientific projects** in 12 countries, involving 30 species.





# Giving Back to the Community

*During the fiscal year of 2013-2014*

- **460,000 beneficiaries** equivalent to **HK\$130 million**.
- Ocean Park's management team commits over **750 man-hours** sharing the Ocean Park story and practices.





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## Carbon Reduction







# Climate Change

2011/2012

Reduce 10%  
of Absolute  
Carbon  
Emission

2021/2022

## Carbon Footprint Reduction Strategy

10-year targets, Base Year 2011/2012, to reduce 10% of absolute carbon emissions.

✓ For the fiscal year 2013/2014, we have already recorded a reduction of 3.4% of absolute emission.



# Climate Change

## Carbon Roundtable Seminar

To share carbon reduction experience and insight.







# Energy Saving

Electricity consumption is **over 80%** of carbon emissions, a series of energy saving initiatives are implemented.

Year	Cost Spent (HKD)	Accumulative % of Saving in Electricity Consumption compared with base year
2011/12	-	Base Year
2012/13	2.8M	2.5 % (1.52M kwh) (1,201 Tonnes CO <sub>2-e</sub> )
2013/14	5.0M	5.0 % (3.04M kwh) (2,402 Tonnes CO <sub>2-e</sub> )
2014/15	4.0M	6.5 % (3.95M kwh) (3,123 Tonnes CO <sub>2-e</sub> )

Roughly equals to planting 120 nos. of 5m tall tress

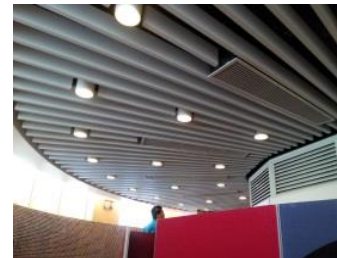


# Natural Lighting





# Lighting System – LEDs at FOH/BOH



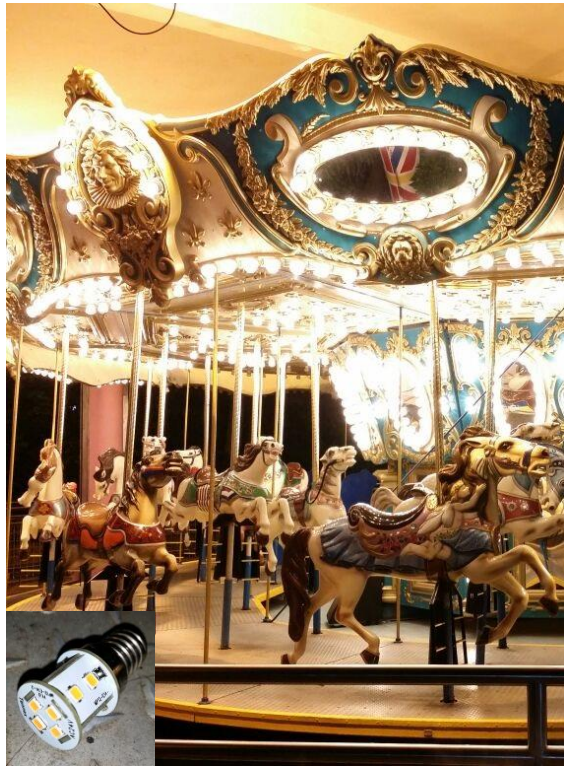


# Lighting System – LEDs at FOH/BOH





# Lighting System – LEDs at Rides





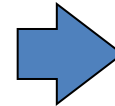
# Lighting System – LEDs at Rides







# Optimization of MVAC System



**Grand Aquarium**

# Optimization of Chilling System



Before



After

Grand Aquarium



Before



After





# Optimization of Chilling System



**Giant Panda Habitat**

# Optimization of Chilling System

Before



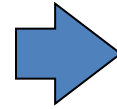
After



**Grand Aquarium BOH**



# Optimization of Chilling System



**Chinese Sturgeon Aquarium**



# Optimization of Operation

## *Seasonal Settings for Animal Exhibits*



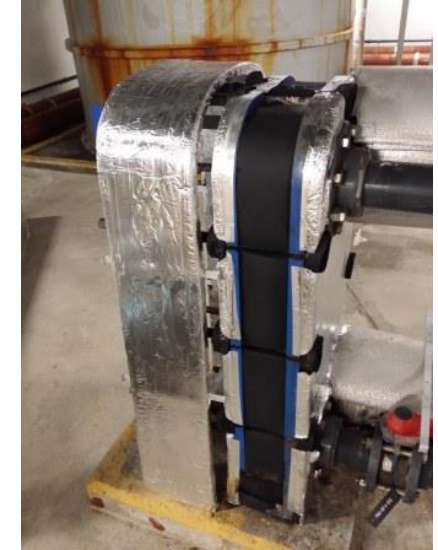
Period	Giant Panda Adventure	HKJC Sichuan Treasures
Dec – Feb	18 °C	18 °C
Mar – May	21 °C	21°C
Jun – Aug	23 °C	23 °C
Sep – Nov	21 °C	21 °C



**Original  
Temperature  
Set-points = 18°C**



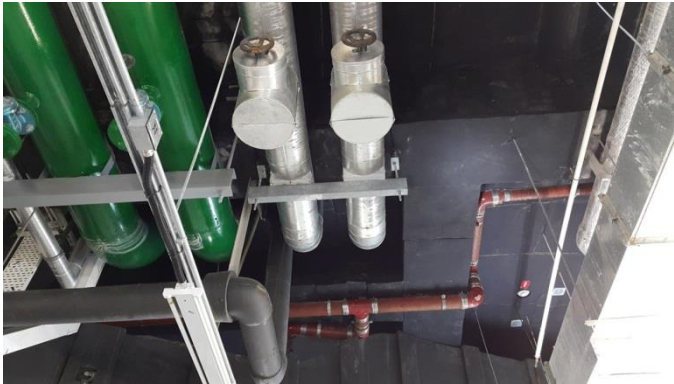
# Insulation Work



**Polar Adventure LSS**



# Insulation Work



**Polar Adventure Structure**



# Green Roof / Green Wall



**Green Roof**



**Green Wall**



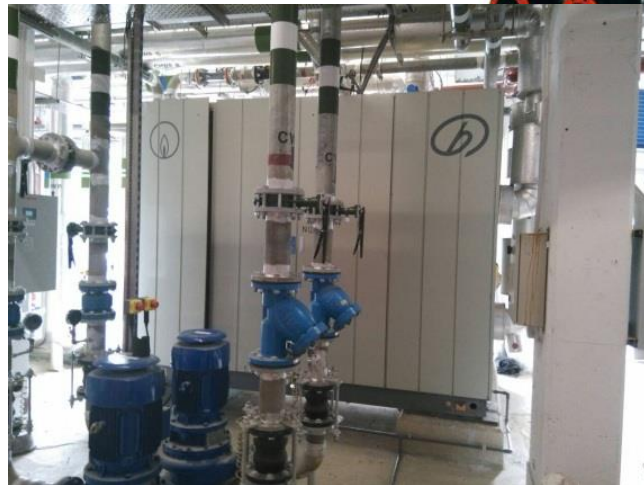


# Other Opportunities - Solar Panel for Electric Carts





## Other Opportunities - Absorption Chiller



**Shark Mystique &  
Adventure in Australia**

# Waste Management

## Recycling Bins for Guests

Guidemaps & Plastic Bottles

## Staff Recycling Bins for Staff

Paper, Plastic, Metal, Glass,  
Rechargeable Batteries

## Festive Recycling Activities

Red Packets, Calendars,  
Mooncake containers





# Water Conservation



**Water Saving Device**

**Staff training on water saving practices**



HOW DO YOU  
PLAN TO MAKE  
A LIVING?

I'VE SET UP A  
WEBSITE WHERE  
PEOPLE CAN BUY MY  
CARBON CREDITS!

THEY CAN TAKE  
AIRPLANES AND DRIVE  
SUVS, THEN JUST PAY  
ME TO STAY IN BED!





*Yes the planet got destroyed, but  
for a beautiful moment in time, we  
created a lot of value for  
shareholders. (Tom Toro - New Yorker)*



I bought this  
energy saving bulb  
in your shop, but  
it doesn't work.

It's supposed  
to save energy,  
remember?







July 24, 2012

Gary Stokes (Sea Shepherd) & Isabel Li (OCPF)

CLOSEX





# Blue Matters Campaign

## Blue Matters







# Blue Matters





# Blue Matters

## REDUCE DISPOSABLE PLASTICS

減塑少即棄



向零海洋垃圾進發  
Promoting Debris  
Free Ocean



## EAT WISELY

“智”識吃



環保海鮮智識選  
Sustaining  
Our Consumption

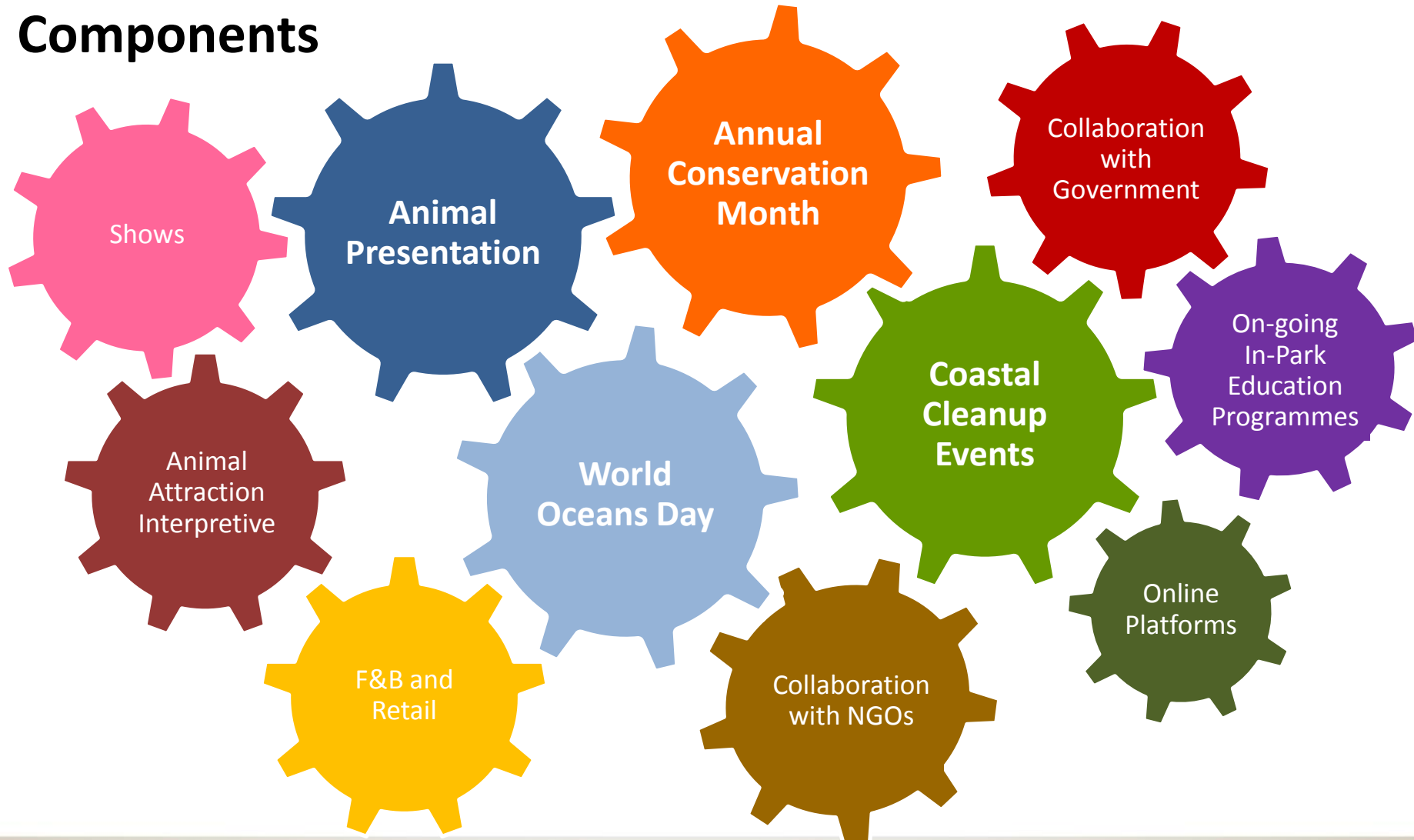






# Blue Matters

## Components



# Promoting Debris Free Oceans

- Raise the awareness of the negative impacts of plastic wastes
- Advocate for **reducing the usage of non-biodegradable disposable plastic products.**

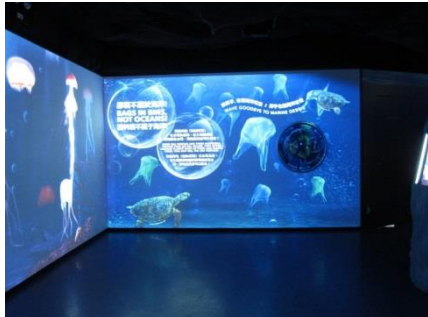




# Promoting Debris Free Oceans

## Theatres & Exhibits

- Build a deeper appreciation and connection with nature
- Be a responsible picnickers by using reusable utensils





# Promoting Debris Free Oceans

World Oceans Day (June 8)





# Promoting Debris Free Oceans



Outreach talks



In-Park programmes



Drawing & proposal writing  
competition

# Promoting Debris Free Oceans

## Free Drinking Water Fountains

- 9 drinking water fountains have been installed in the Park
- To reduce disposable plastic from one-off bottled drinks and cutlery
- Encourage reuse





# Promoting Debris Free Oceans

## In-Park Refill Programme & Reusable Cutlery Package

- To save disposable plastic from one-off bottled drinks and cutlery
- Encourage reuse



**Refillable  
Souvenir Cups**  
HK\$98 for a Cup and  
2nos. refill coupons



**Reusable 3-in-1  
Cutlery**  
HK\$18 for a Set and a HK\$5  
coupon



# Promoting Debris Free Oceans

## Coastal Clean-ups

- Coastal Clean-ups for SmartFun members and staff & families
- OPC and OPCFHK will adopt three beaches under WWF-HK's Coastal Watch Campaign





# Sustaining Our Consumption

- Ensure that we and future generations can enjoy ample supplies of seafood by **engaging the public to make wise choices**.
- Make wise choices

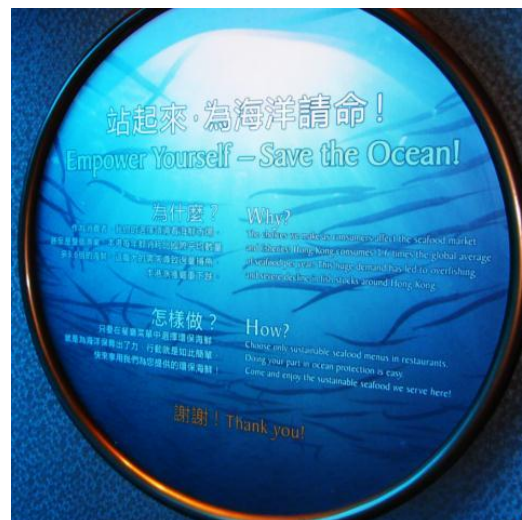


Gerick Bergsma 2011/Marine Photobank

# Sustaining Our Consumption

## Ocean Park's Commitment

- Committed no-shark-fin since 1995
- All seven restaurants serve only sustainably sourced seafood since September 2012



*Neptune's Restaurant*

**珍愛海洋  
明智選擇環保海鮮**  
Cherish our Oceans  
Choose Wisely - Choose Sustainable Seafood

本菜單根據世界自然基金會香港分會 (WWF-Hong Kong) 的「海鮮選擇指引」選用環保海鮮。  
Seafood in this menu is chosen according to the recommendation from WWF-Hong Kong's Seafood Guide.

香港海洋公園保育基金為了提高公眾對環保海鮮的認識，自 2011 年起推行支持環保海鮮的倡議活動，至今已觸動超過 40,000 名遊客加入保護海洋的行列，承諾拒絕食用魚翅、魚肚及藍鯨等。  
Since 2011, Ocean Park Conservation Foundation, Hong Kong has been organising pledge campaigns to enhance public's awareness on sustainable seafood and to engage support to conserve our oceans. Over 40,000 visitors have joined us and pledged not to consume shark fin, humphead wrasse and bluefin tuna.

支持環保海鮮 共享永續明天  
Choose wisely! Join us for a sustainable future!  
請即簽署支持環保海鮮  
Make your pledge now!



# Sustaining Our Consumption

## Education Messages in Animal Exhibits

- The Secret Life of Seahorses (2014): promotes seahorse conservation and encourage visitors stop consuming them



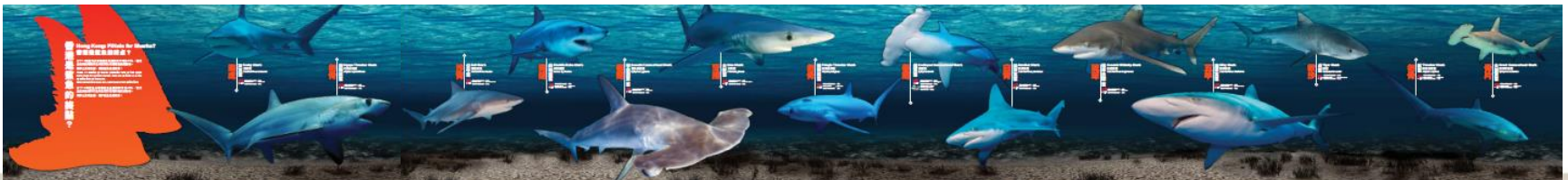
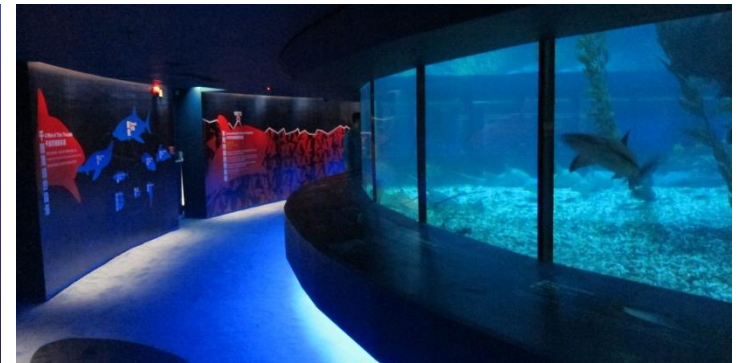
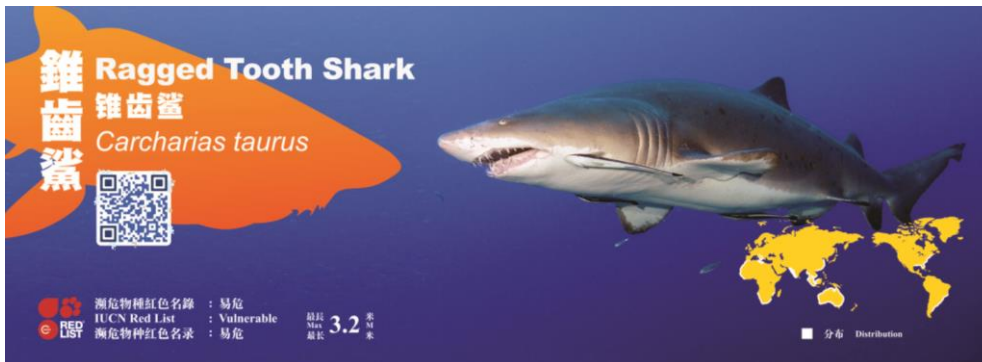
Interactive



Graphic Panel

# Sustaining Our Consumption

- Shark Mystique:  
advocates for not  
consuming shark fin and  
cartilage products





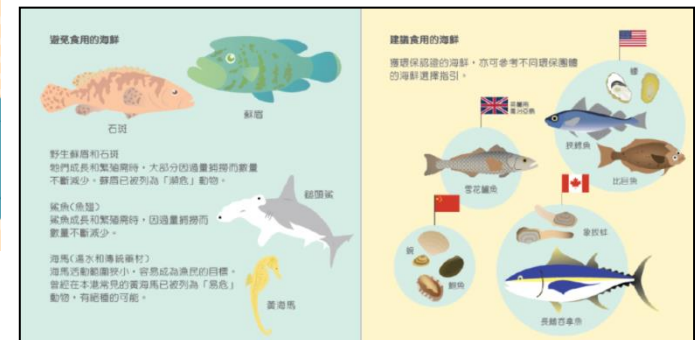
# Sustaining Our Consumption

- Collaboration with Shark Savers to promote no shark fins.



## City-wide Collaboration

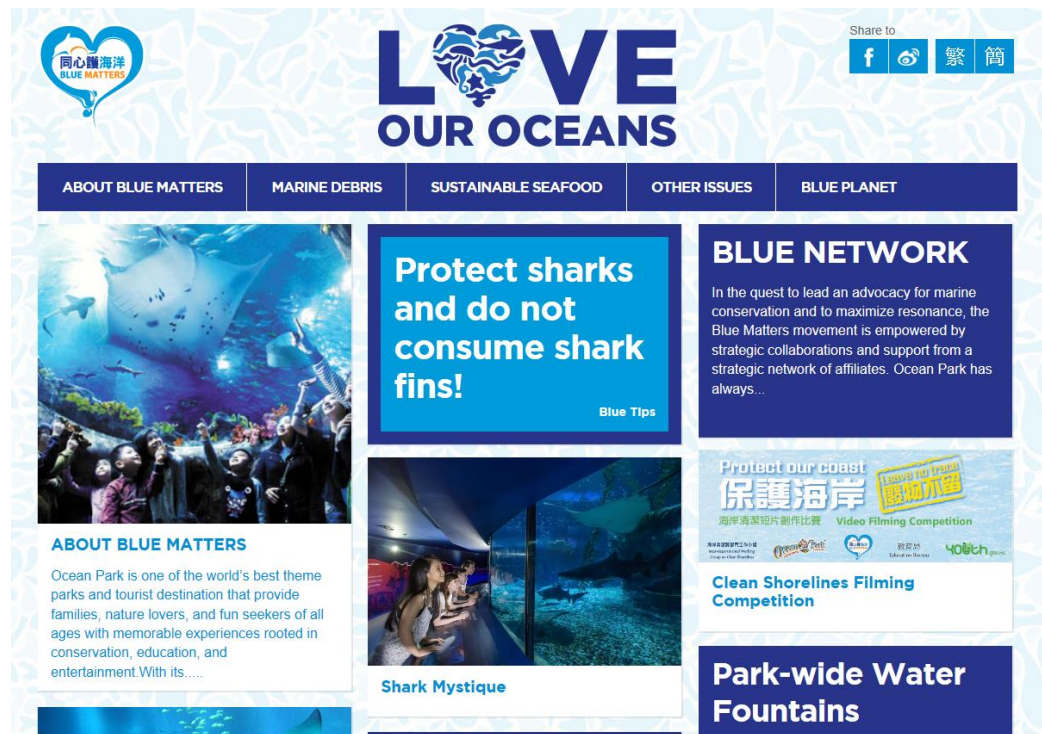
- McDonald Hong Kong: three story books distributed with Happy Meals.
- Sustainable seafood, marine debris, local marine biodiversity.





## Online Platforms

- Website: Conservation Section with Marine Debris content
- Conservation Newsletter, Ocean Park Channel



# Recognition



Awarded by The Hong Kong Council of Social Service  
香港社會服務聯會頒發

10 Years Plus Caring  
Organisation Logo



Friends of  
EcoPark

Wastewi\$e Label  
Class of Excellence

減廢  
Wastewi\$e  
Hong Kong Awards for  
Environmental Excellence  
香港環保卓越計劃  
Excellence 卓越  
membership no. WW-9499-0105



仁愛堂環保園塑膠資源再生中心  
Yan Oi Tong EcoPark Plastic Resources Recycling Centre

「塑出環保 膠給仁愛堂」塑膠回收伙伴計劃 2013-2014  
Yan Oi Tong Plastic Recycling Partnership Scheme 2013-2014

非牟利團體  
Non-Government Organization

金獎  
Gold Award

海洋公園  
Ocean Park Hong Kong

2014年7月18日



Yan Oi Tong  
Recycling  
Scheme  
Champion



# Recognition



Customer Relationship  
Excellence Awards -  
Corporate Employer of  
the Year



Hong Kong's most  
attractive employer brands



Supreme Inclusive  
Organization Award



# The Way Forward

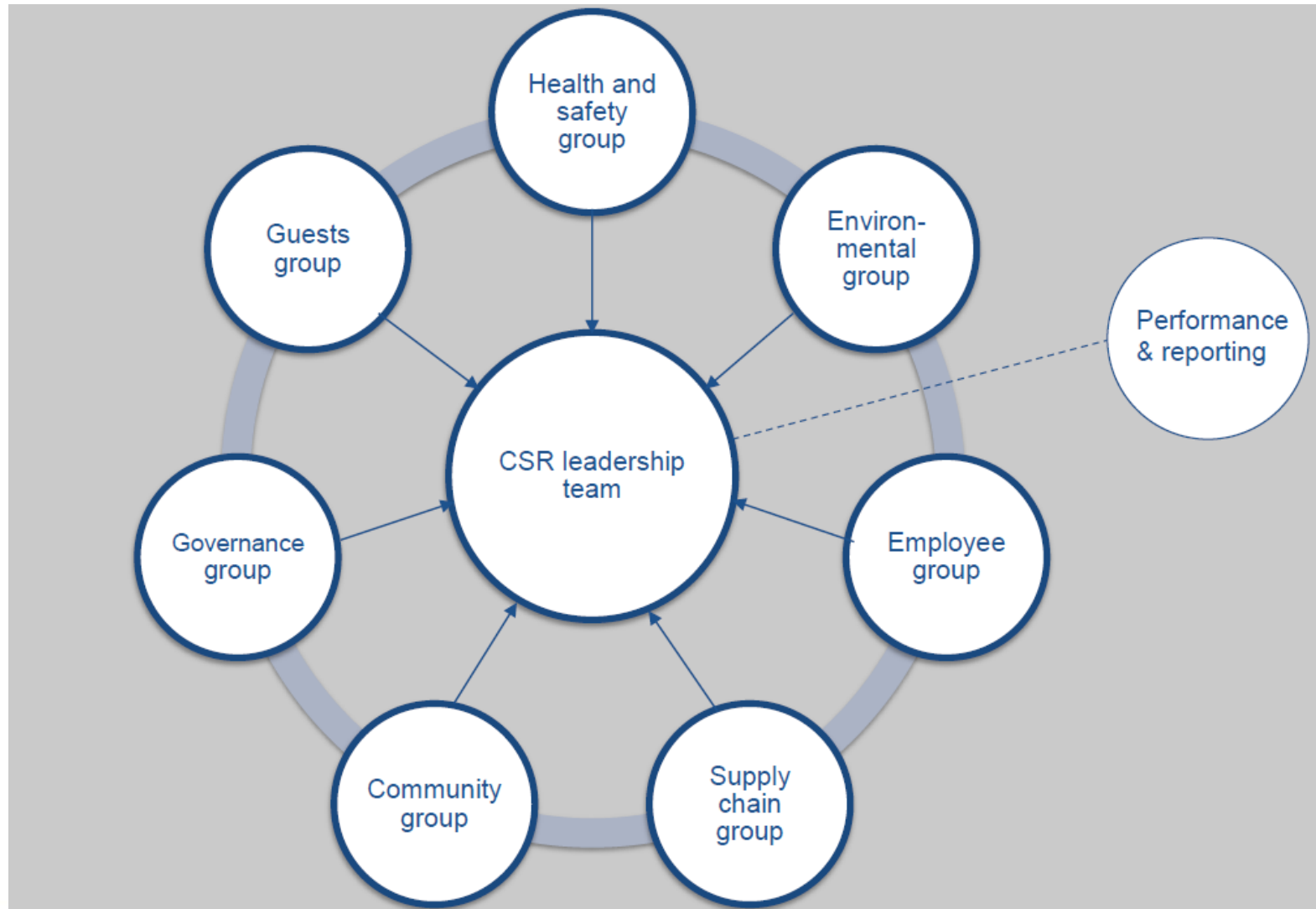
In order to more fully embrace CSR principles, the Park is committed to developing a **comprehensive CSR risk register**,

putting focus on enhancing, monitoring and communicating its **commitments and achievements in areas of highest importance.**





# CSR Organisation





*Thank You*

