

press release

For immediate release

Standard Chartered Drives Green Lifestyle in Hong Kong Take a “Brake” Low Carbon Action Green Carnival calls for public participation to protect the environment

[20 September 2014] Hong Kong – To promote a greener, more sustainable lifestyle, Standard Chartered Hong Kong, the convenor of the Take a “Brake” Low Carbon Action, today officiated the green carnival at Hysan Place, Causeway Bay. The event is aimed at showcasing how making small adjustments in our daily lives and taking a “brake” on certain habits can help reduce carbon footprint and make a positive difference in combating global warming and climate change.

From today until 26 September 2014, the Atrium of Hysan Place will be turned into an urban garden to encourage the public to take a “brake” from their busy lives and learn about how they can reduce their carbon footprint by making small adjustments at every touch point in life. The eco-friendly carnival includes furnishings made from recyclable materials, up-cycled helpers’ uniforms and unplugged musical performances.

Applying the concept of “up-cycling”, the event will minimise as much wastage as possible. For instance, the helpers’ uniforms are up-cycled from old shirts donated by the public and Standard Chartered employees in order to raise green awareness among donors and recipients. The wooden floor used in the carnival will be turned into planters after the dismantling of the setup and will be given away for free to encourage planting at home. The rest of the materials used in the carnival will be donated to under-privileged schools or other suitable places to minimise unnecessary wastes where possible.

Mr. Ericson Chan, Chief Information Officer, Hong Kong and Greater China, Standard Chartered, said, “Promoting sustainable development in the markets that we operate in has always been a key focus of Standard Chartered, and environmental protection is an important part of the agenda. By extending our Take a ‘Brake’ Low Carbon Action programme to cover every aspect of our daily lives, we hope to demonstrate that every one of us can help protect our environment and fight climate change by simply taking a ‘brake’ on certain habits to reduce our carbon

footprint. Together, we can make the world a greener and better place, for ourselves and for future generations.”

To encourage Hong Kong people to adopt a greener lifestyle, daily interactive educational workshops and activities, including workshops for farming, felting, cardboard weaving and pot hanger-making, will be organised for adults and kids alike.

In addition, visitors who make a single purchase of HK\$300 or above at Hysan Place using electronic payment during the period can redeem a potted plant for free. They can also help further spread the idea of low-carbon living by writing a green living message to the next visitor who will in turn redeem a plant at the carnival. Hysan Place is the venue sponsor of the green carnival.

- Ends –

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Press Photos:



1. To promote green living, the Standard Chartered Take a “Brake” Low Carbon Action Green Carnival minimises wastage by using furnishings made from recyclable materials.



2. The helpers' uniforms are up-cycled from old shirts and demonstrated with creativity, old items can have a second life and minimize our carbon footprint.



3. The public can take part in interactive workshops to get a taste of green lifestyle.



4. Visitors who make a single purchase using electronic payment of HK\$300 or above at Hysan Place can redeem a potted plant for free.

How to Take a “Brake”?



- Hong Kong recycled 3,800 tonnes of clothing in 2012. That is equal to the weight of over 60,000 average men
- In weight, we recycled over 25,000 T-shirts, and each requires 10,200 litres of water to produce. That's over 255 million litres of water in total
- Think twice before buying new clothes!



- Public transportation is always a better option when it comes to CO₂e
- Rail transportation can be 3 times more efficient than travelling by private cars
- If you have to drive, hybrid vehicles and the right kind of fuel will help save money and improve CO₂e
- Enjoy public transport to save time, money and the environment!



- A meat heavy diet generates more than double the amount of CO₂e compared to a vegan diet
- For instance, 1 kilogram of beef uses over 50 times extra water required to produce the same amount of cabbage
- Time to try a vegetarian menu for dinner!



- Hong Kong people uses an additional 50 litres of water daily compared to the rest of the world
- Spend less time in the bathroom and help save water!

Note to editors:

Take a “Brake” Low Carbon Action

Take a “Brake” Low Carbon Action is an initiative that aims to call for everyone’s support to reduce actions that will create adverse impact to our environment. It invites everyone to reduce carbon footprint through their necessities of life. Take a “Brake” Low Carbon Action is sponsored by the Standard Chartered Hong Kong 150th Anniversary Community Foundation and has the full support from the Environmental Protection Department of the HK Government.

To encourage greener driving attitudes and improve fuel efficiency among the corporate sector, Take a “Brake” Low Carbon Action has solicited support from Friends of the Earth (HK) to organize the Corporate Green Driving Award Scheme since 2010. The Scheme has achieved an accumulated reduction of 71,500 litres of fuel per month and reached out to 124,000 employees about green driving practices since its inception. 2014 marks the fourth year of the Scheme.

Standard Chartered

We are a leading international banking group, with more than 86,000 employees and a 150-year history in some of the world’s most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR’s three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

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