



# Environmental Practices at HKDL

## HKGPC First Experience Sharing Seminar

# What is Green Purchasing?

- “...requires that businesses identify, select, purchase and use **products and services** with **less adverse environmental impacts** than their alternatives. When selecting product or services, **environmental impacts** should be considered alongside **quality, fitness for purpose and costs**. Environmental considerations should be given **at all stages** from product design, selection of raw materials, manufacturing, packaging & distribution, to use reuse & maintenance, through to the end of product life.” - HKGPC
- “creating **culture** that supports **waste reduction** and green procurement; taking waste reduction as the primary objective; striking a **balance** among **environment, cost and performance**” – EPD Guiding Principles
- “Green Purchasing refers to the practice of **preventing waste and pollution** by considering **environmental impacts**, along with **price, performance**, and other traditional selection factors, when making purchasing decisions.” - USEPA
- **Green procurement is an extension of Disney’s focus on “Environmental”, which has been an integral part of our corporate business objective and operating philosophy**

# A Little History.....

- It all began with one man – Walt Disney



*"You've probably heard people talk about conservation. Well, conservation isn't just the business of a few people. It's a matter that concerns all of us. It's a science whose principles are written in the oldest code in the world, the laws of nature. The natural resources of our vast continent are not inexhaustible. But if we will use our riches wisely, if we will protect our wildlife and preserve our lakes and streams, these things will last us for generations to come."*

- Walt Disney, 1961

「保育這兩個字，大概您已聽過不少次。其實保育不僅是小眾關心的事，而是關乎每個人的切身問題，是億萬年來的大自然法則。地球的資源不是無窮無盡的，唯有善用資源，保護野生動物、湖泊等財富，才能讓下一代繼續得享大自然的恩賜。」

— 華特·迪士尼, 1961

Clip of Walt talking about conservation at National Wildlife Week

# Environmentality™ (環保意『蟋』)

- Introduced “Environmentality” and its mascot in 1990

*“The Attitude and Commitment to Think and Act with the Environment in Mind”.*

- Who is our Official conscience?



***Jiminy  
Cricket!***

*“Every Little Bit Makes a Big Difference”*

# Mission Statement (使命)

*“The Walt Disney Company is committed to balancing environmental stewardship with its corporate goals and operations throughout the world.”*

華特迪士尼公司承諾會在環保管理工作及公司在全球業務的各種目標之間取得平衡。

# Environmental Policy (環保政策)

- Environmental Impact,
- Water and Energy,
- Waste Minimisation,
- Conservation,
- Education,
- Research and Technology,
- Accountability and Evaluation,
- Theming,
- Laws and Regulations,
- Cooperation

# Awareness – Cast Members

- Environmental Module in Cast Portal
- Environmental Fair
- Environmental Information in monthly Cast publication “FRONTEARS”
- Cast Environmental Committee
- Screen savers
- Environmental contests e.g. Chinese Naming Contest 環保意『蟋』
- On-line Environmental quiz

# Hong Kong Disneyland Operations

- Theme Park
- Hotels
- Merchandise Shops
- Food and Beverage
- Recreation Facilities
- Workshops
- Offices
- Design & Constructions

# Initiative – Low VOC Paint

- Mandated low VOC paints for all HKDL construction
- Master Paint Specifications since 2003
- Paints Sourced from overseas
- Application challenges due to local situations
- HK Government recently enacted this regulation In April 2007

# Initiative – Organic Waste Recycling

- Collect food waste and landscape waste
- Sent to in-vessel composting equipment
- Reuse in landscape area

# Initiative -Recycling

- Paper & Cardboard
- Plastics
- Metals
- Food Waste
- Landscape Waste
- Used Cooking Oil
- Scrap Tires

# Initiative – “Green” Materials

- Guests collaterals printed on 100% post-consumer recycled fibre
- Merchandise shopping bags made of TDP, degradable in 5 years
- Hotel Furniture made of wood from certified, well managed forests
- Paper napkins made of recycled fibre

# Initiative – Waste Minimisation

- Waste Minimization
- Hand-dryers vs paper towels
- Melamine vs disposables at quick service
- Reusable totes for delivery vs cardboard boxes

# Initiative – Water Conservation

- > 18,000 trees
- 1,000,000 shrubs
  
- Use of rain water as source of irrigation
- Weather driven computerised irrigation system
- Good Water Management

# Other Environmental Initiatives

## Integrated Pest Management

- Use of beneficial insects and other methods to minimise use of chemical pesticides
- Biodegradable pesticides with short half-lives

## Clean Energy

- Electric golf carts for BOH
- Electric Autopia
- “green” executive fleet evaluation just started

## Energy Conservation

- Environmental Management System
- Fine-tuning of temp. set points
- Adjusting lights-on hours
- Use of Compact Florescent lights

# Awareness – Guests & Community

- Earth Day Activities
- Nature Walk Guide Book
- Disney Environmental Challenge

# Challenges & Benefits

- Source and Cost
- Maturity of Technology
- Life Cycle Analysis
- Company's image – intangible
- Lower operating cost
- Social Responsibility

# Going Forward

- Management Support
- Monitoring and Audits
- Review Data
- Review Opportunities & New Ideas
- Implement Practical Initiatives
- Continue to support HKGPC

# Thank You !

