

Immediate Release

**Towngas Launches Low Carbon Action! Campaign  
Mass Pledge to Reduce Carbon Emission by One Million Tonnes**

(10 October 2009) The Hong Kong and China Gas Company Limited (Towngas) today launched the “Low Carbon Action!” campaign, encouraging Hong Kong people to join hands in reducing carbon emission by one million tonnes in a bid to help save the much polluted planet.

According to figures from the Environmental Protection Department, the average annual carbon emission of Hong Kong people per person amounts to 6.7 tonnes. In our daily activities, from a small light bulb to large vehicles, carbon dioxide is constantly being produced, which leads to serious damage to the health of our planet. However, if everyone is prepared to devote a little bit of effort and start to reduce carbon emission in our daily lives, we will be able to help arrest the trend of global warming.

As Hong Kong’s lead supplier of low carbon clean energy, Towngas takes environmental protection as its corporate responsibility. A series of green activities organised by Towngas will commence in the coming year to heighten public’s awareness on environmental protection, encouraging people to lead a low carbon lifestyle. Officiating guests attending the opening ceremony of “Low Carbon Action!” campaign included Secretary for the Environment Edward Yau Tang-wah, Towngas Managing Director Alfred Chan Wing-kin, Chief Executive Officer of Green Power Dr. Man Chi-sum, Director of Friends of the Earth Edwin Lau and Deputy Chief Executive of the Conservancy Association Rico Wong. At the occasion, some guests also took part in a fun bike relay to promote creative low carbon tips.

Alfred Chan Wing-kin said, “Towngas has devoted over the years efforts and resource for environmental protection. We have launched various green initiatives in our business operations. The introduction of natural gas as feedstock, and the utilisation of landfill gas have resulted in a total reduction of carbon emission by 17%. In the coming year, we will continue our effort in implementing various energy saving and carbon reduction measures to avoid carbon emission by over 110,000 tonnes. We are set to reach a challenging target to cut carbon emission by one million tonnes. With

this in mind, we need the effort from all sectors. We hope that through this city-wide “Low Carbon Action!” environmental campaign, we can assemble Hong Kong people, especially our next generation, to join hands with us for a greener future.

Towngas invited 200 primary school students to participate in the event to broaden their knowledge on how to live a low carbon life. A ceremony was arranged where students pledged to live a low carbon life. Below is a list of easy low carbon tips that everyone can follow:

- Reduce shower time by 1 minute – reduce carbon emission by 118g
- Replace 1 regular meal with vegetarian menu – reduce carbon emission by 1,100g
- Reduce the use of computer by 1 hour – reduce carbon emission by 137g
- Use town gas to cook 1 meal – reduce carbon emission by 920g
- Bring your own water bottle – reduce carbon emission by 500g
- Take public transportation for 1 journey – reduce carbon emission by 5,380g
- Reduce buying 1 jacket – reduce carbon emission by 3,000g
- Use local ingredients to cook 1 meal – reduce carbon emission by 7,560g
- Wash 1 load of laundry with water below 60 degree Celsius – reduce carbon emission by 1,360g
- Eat 1 less packet of potato crisps – reduce carbon emission by 160g

In addition, a Towngas “Low Carbon Action!” website will be launched later this month providing more low carbon tips for participants to monitor their progress on carbon reduction. Participants inviting more friends to join this online green campaign will have a chance to win fabulous prizes including Towngas Avenue cash coupon and a Sony Ericsson “Green Heart” environmental-friendly mobile phone. For more details, please visit our “Low Carbon Action!” website at [www.towngas.com/lowcarbonaction](http://www.towngas.com/lowcarbonaction).

In the coming year, Towngas will launch a series of activities for different sections of younger generations to promote low carbon messages.

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For the latest information about Towngas, please visit our e-News Center at [www.towngas.com](http://www.towngas.com).

### **Towngas Low Carbon Action! Campaign:**

From October to December 2009, Towngas will unfold a series of “Low Carbon Action!” activities to promote low carbon lifestyle and to heighten awareness of environmental protection among our next generation and the public. Through the media, we hope Hong Kong public to bond efforts to reduce carbon emission by one million tonnes. Details of activities as follows:

#### **October 2009 onwards**

##### **“Low Carbon Action!” Opening Ceremony**

Through the sharing of low carbon lifestyle tips from our guests and a fun bike relay, students can learn how to reduce carbon emission in their daily life.

##### **“Low Carbon Action!” Web Site and Facebook Web Page**

In the “Low Carbon Action!” website, Facebook web page and online game, more low carbon tips will be provided to educate our citizen in leading a low carbon lifestyle. Participants will also have chances to win great prizes.

##### **Advertisement through MTR En Route, Printed Media and Online media**

To promote a series of easy-to-do low carbon lifestyle tips through advertisement and to encourage the public to make low carbon lifestyle a habit.

##### **School Carbon Off Action**

Green Power to launch Towngas-sponsored "School Carbon Off Action" to encourage primary and secondary school students to practise a low carbon living and record their daily carbon emissions through easy low carbon tips.

##### **Tree for Life Environmental Education Programme**

Conservancy Association to launch Towngas-sponsored "Tree for Life 2009" outdoor environmental education programme for students about trees. The Tree for Life drawing competition to enhance their understanding on the importance of trees.

#### **November 2009 onwards**

##### **Low Carbon New Generation Education Materials and Online Games**

Towngas and Hong Kong EdCity collaborated launch of Energy and Environmental Protection learning tools to enhance student’s awareness on our environment. An educational Online game to start in parallel.

##### **Towngas Tree Planting Programme**

E-billing service by the end of the year 2009 to reduce the use of paper. When customer registered for the e-billing services, HK\$6 ( Upper limit: HK\$ 300,000) will be donated as a courtesy from Towngas in support of the Tree Planting Programme organised by Friends of the Earth, and a total of 10,000 trees will be planted in next three years. On the other hand, Towngas will also continue to sponsor the Green Christmas and the Tree Planting Challenge.