



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY



COLLEGE OF 國際學院  
INTERNATIONAL EDUCATION

# Presentation for Student GE Project Competition

Organized by the Federation for  
Self-financing Tertiary Education  
(FSTE)

Prepared by  
The College of International Education  
Hong Kong Baptist University  
WWF Group

# HKBU CIE Divison of Business



## WWF group

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- **Great experience in the course**

## **GEBS3011 Business Ethics and Social Responsibilities**

- The course aims to expose students to the important moral issues that arise in various business contexts and guide them to evaluate the problems and generate solutions from the perspectives of different disciplines and approaches.

# Introduction

## The Earth Hour 60+



- Organized by **World Wildlife Fund (Hong Kong)**
- **Worldwide** movement
- 60+ means 60 minutes more
- Encouraging individuals, communities, and businesses to turn off their non-essential **lights** for one hour, from 8:30 p.m. to 9:30 p.m.





# The theme of Earth Hour in 2017



0.7%  
usage

RENEWABLE ENERGY



# Our Involvement



- Two Workshops
- Booth Promotion
- Tram Parade





# New friends and renewable energy



Source:  
<https://cleantechnica.com/2015/04/29/corporate-ppas-could-be-the-next-big-thing-in-renewable-energy-heres-why/>

- We made some new friends.
- We learned the development of renewable resource.

# Field Research

- People express that they would like to support our environmental campaign
- but they didn't have many channels to support us.





# Booth Promotion

Panda in  
human  
form!!



- Increase an environmental awareness among schoolmates/lecturers

# Tram Parade

- Remind people to turn off the light at 20:30 PM, 25 March.



Photo credit: Sophia Wong and William Yeung / WWF-HK

# Our Limitations

1. Limited resources and budget
2. Limited manpower
3. Constraints on generalizability



# Solutions We Learned

Limitation 1: Limited resources and budget



Hand-made props within limited budget

# Solutions We Learned

Limitation 2: Limited manpower

Better Time Management  
and Scheduling skills



# Solutions We Learned

Limitation 3: Constraints on generalizability

Joined the Tram Parade





# Action Speaks Louder than Talks



Source:  
<http://www.kiplinger.com/slideshow/taxes/T054-S001-most-overlooked-tax-breaks-new-parents/index.html>



Source: <http://www.cwla.org>



<http://neatoday.org/2015/06/12/how-teachers-stay-creative-in-the-high-stakes-testing-era>



Source:  
<http://www.epd.gov.hk/epd/misc/ehk12/en/ch13a.html>

# How **We Benefit** from the service learning activity

Broadened our perspective

**Business** → **Energy Saving**

- **WE** realize the situation and urgency of energy saving in HK.
- **WE** found that the majority of HK citizens cared about energy saving and had an open attitude to our promotions

# How **We Benefit** from the service learning activity

Develop our intellectual, social and innovative skills

- Intellectual skills: e.g. budget
- Innovative skills: e.g. promotion campaign
- Communication skills: e.g. sharing with different stakeholders



# How **We Benefit** from the service learning activity

Develop our sense of self-direction and self-managing

- Time management
- Clear goal setting
- Prioritizing tasks

# How **We Benefit** from the service learning activity

Analyze the issues on social level

- **HK citizens** are aware of the issue
- **HK citizens** are having a welcoming attitude toward energy saving
- **WWF** has done a lot to encourage energy saving
- **Government** can take a better leading role

# References

Enformable (2016). Renewable energy viable option for future energy needs. Retrieved from <http://enformable.com/2016/09/renewable-energy-viable-option-for-future-energy-needs/>

WWF Hong Kong (n.d.). Earth Hour. Retrieved from <https://earthhour.wwf.org.hk/>





