







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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Division of **Business**



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 <u>lights</u> 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-

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

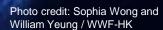
Tram Parade

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









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

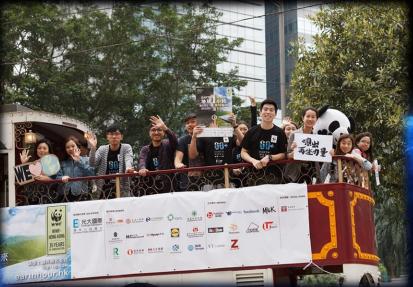
Limitation 2: Limited manpower

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.cwla.org



Source: http://www.kiplinger.com/slideshow/taxes/T0 54-S001-most-overlooked-tax-breaks-newparents/index.html



http://neatoday.org/2015/06/1 2/how-teachers-stay-creativein-the-high-stakes-testing-era



Sourcce: http://www.epd.gov.hk/epd/misc/ehk12/ en/ch13a.html

Broadened our perspective

Business \Longrightarrow 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

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

Develop our sense of self-direction and self-managing

- Time management
- Clear goal setting
- Prioritizing tasks

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/

