Is Corporate Hong Kong Ready for the Green Economy

ACCA & WWF

Green Economy Roundtable

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Hong Kong's Six Industries

- Government's Priority Investments
  - Cultural and Creative Industries
  - Medical Services
  - Education Services
  - Innovation and Technology
  - Testing and Certification Services
  - Environmental Industries
- Value added: HK$143.8 billion (2010)
  - Increased from HK$124.5 billion in 2009
- Value added: 8.4% of GDP
- 11.6% of total employment (2010)

Hong Kong's Environmental Industries

- Value added: HK$5.6 billion (2010)
  - ↑19.3% over 2009
- Value added: 0.3% of GDP
- Employed 36,080 persons
  - ↑11.3% from 32,410 persons in 2009
- 1% of total employment (2010)
  - ↑ from 0.9% in 2009

- Hong Kong Government's Environmental Expenditures: 0.26% of GDP*

*statistic from 2006

Green Job Classification by Census

- Hong Kong's definition of "Environmental Industry" (industry level)
  - Sewerage and waste management
  - Environmental engineering and consultancy services
  - Import/export and wholesale trading of waste and scrap
- Limited coverage of industries
- Narrow scope of job types
- Cannot track green job growth
- Mismatch between government's low carbon economy policy and job classifications

Low Carbon Jobs Survey

- WWF examined the green operations and green jobs positions in Hong Kong based on international job classification
- Partners: HK Institute of Human Resources Management, City University of HK, HK Baptist University, HK Productivity Council, Policy 21

- Questionnaire: 151 Companies
  - 38 Environmental Services
  - 113 General
- Focus Group: 14 CEOs interviewed
- Methodology: Random Sampling
  - Confidence Level: Range of +/-8.0 % at 95% confidence interval

Green Jobs: Dark vs. Light

- Dark Green
  - Hired for knowledge of sustainability, environment or climate change and require industry-specific skills
  - Energy Auditors, Environmental Consultants in a trading company

- Light Green
  - Roles created by environmental or climate policy
  - Hired for specialist knowledge of another area
  - Requires more generic sustainability skills
  - Human Resource Assistants, Marketing Analysts in an Energy Saving Service Company (EsCO)

Wider Spectrum of Jobs

CityU & WWF compiled 120 green positions from 17 sectors with 100 segments from UNEP/Pew/HKSICC classification

Examples	Segment	Green Job Position
Business Services (Light Green)	Operational Support	Marketing Analysts, Human Resources
Energy Efficiency (Dark Green)	Engineering Services	Electrical Engineers, Electrical Engineering Technicians
Green Finance/Investment (Light Green)	Carbon Trading	Investment bankers, Financial accountants
Waste Management (Dark Green)	Recycling	Refuse and Recyclable Material Collectors, Solid Control Technicians

Findings: Green Jobs in Hong Kong

Service description	Applicable Position Titles	% of Total (out of 1,080 positions)
Eco Transportation	Specialist, Engineer, Administration	1
Air Quality & Land Management	Technician, Consultant	3
Water Preservation and Waste Water Treatment	Engineer, Technician	4
Green Building Construction/Management	Engineer, Architect, Inspector, Specialist	6
Providing Environmental Training & Support	Specialist, Event Coordinator, Auditor	11
Water Management/Recycling	Engineer, Operator, Driver	14
Energy Efficient Enhancement	Engineer, Technician, Auditor	14
Green Manufacturing & Production	Engineer, Technician, Operator	47

Findings for General Companies

Companies

High Expectation

- Expected staff green: 80% behavior
- Expected staff involvement in green practice: 68%
- Produce green products: 63%

- Secure resources: 25%
- No green procurement: 60%
- Implement green operations: 34%

Low Commitment

Structure & Manpower

Lack of Structure
3% established a green committee

Low Level of Manpower
5% designated staff for green program

Enviro Firms Struggle to be Green

	General Companies	Environmental Services Companies
Green Committee	3%	29%
Green Behavior	80%	87%
Green Practice & Operation	34%	92%
Do Not Consider Green Procurement	60%	22%
Expect Staff to Implement Green Work Process	68%	87%

Recommendations

- Hong Kong Government
  - Promote Green Employment through innovation and creativity
  - Technical fixes
    - Green jobs classification
  - Graduate Placement Scheme
    - Training in environmental technology & techniques through Vocational Training Centers and Universities
    - Set up Light Green positions

Thank you

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