



牛奶公司集團屬下機構



Members of The Dairy Farm Group



**For Immediate Release**

## **Dairy Farm Group Recruits 400,000 Primary School Students to be ‘Little Green Ambassadors’**

### **Green New Generation Encourages Parents to Bring Their Own Bags**

**(3 March 2009, Hong Kong)** Three retail members of the Dairy Farm Group (Dairy Farm), **7-Eleven, Mannings and Wellcome**, today announced the launch of a city-wide primary school green education initiative. Young generations are helping to encourage their parents to use less plastic bags and instead, use more eco-friendly bags to better the environment. **Dairy Farm’s Regional Director of North Asia and CEO, Dairy Farm China, Dr. Chan Wai-chan** said, “‘Little Green Ambassador Scheme’ uses The Dairy Farm Group’s retail chains’ 1,300 outlets – including 7-Eleven, Mannings and Wellcome – as a platform for students and parents to implement the reduction of plastic bag usage. We hope that about 400,000 primary school students can all become this year’s ‘Little Green Ambassadors’ and inspire their families to take up the habit of bringing their own bags, to use less overall and establish a green family.”

#### ‘Little Green Ambassador 2008’ reduced 500,000 plastic bags in a mere 3 months

Last year, the first Little Green Ambassador Scheme successfully recruited more than 30,000 pre-school students. More than 13,000 pre-school students were awarded Gold, Silver or Bronze Awards. **In a mere 3 months, more than 500,000 plastic bags were saved.** This year, in order to increase the sphere of influence, the Scheme is targeting 400,000 primary school students. The **‘School Group Award’** was set up this year to encourage schools as a whole to support the reduction of plastic bag usage.

#### Cooperation between schools and families to use less plastic bags

All primary schools which joined the Little Green Ambassador Scheme 2009 can nominate their students to join. There is no limit on the number of participants from each school. From April to June 2009, participating students and their parents will receive a Green Chop on their Handbooks when they go shopping at the three Dairy Farm members – 7-Eleven, Mannings and Wellcome – and do not ask for a plastic bag. Therefore, participants need to bring along their passports when going shopping in order to obtain a Green Chop. Those who have collected a certain number of these chops will earn the ‘Little Green Ambassador’ title. Certificates will be given to them in recognition of their efforts in environmental protection.

<b>Award</b>	<b>Number of Green Chops</b>
Gold	40 or more Chops
Silver	30-39 Chops
Bronze	20-29 Chops

In order to create a sense of school spirit and unity, a ‘School Group Award’ was set up this year, which includes an award for the school with the highest student participation, and another for the school with the highest number of Little Green Ambassadors.

More than 90% of the primary students wish to use less plastic bags with parents

Through the Education Bureau's assistance, Dairy Farm conducted a survey with 754 primary students on green shopping behaviour. The survey revealed that 70% of the respondents said their parents always reminded them to bring their own shopping bag and use less plastic bags. Only approximately 40% of the respondents' parents made green choices and practiced green shopping habits with the next generation. **More than 90% of the interviewed primary school students would like to reduce plastic bag usage with their parents.** Dr. Chan Wai-chan added, "Dairy Farm believes that establishing a green society is the result of a collective effort from schools, parents and the commercial sector. I believe that through Dairy Farm's educational campaigns, the habit of bringing your own eco-friendly shopping bag will soon become the norm, and that overall, everyone's environmental protection awareness will be heightened."

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**About The Dairy Farm Group**

Dairy Farm is a leading pan-Asian retailer. At 30th June 2008, the Group and its associates operated 4,359 outlets – including supermarkets, hypermarkets, health and beauty stores, convenience stores, home furnishings stores and restaurants; employed over 73,200 people in the region; and had total annual sales in 2007 of US\$6.8 billion. Dairy Farm is a member of the Jardine Matheson Group.

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