



牛奶國際集團屬下機構

Members of The Dairy Farm International Group

For Immediate Release

"Little Green Ambassadors Scheme" - Hong Kong's Largest Green Educational Platform for Pre-School Kids

1,300 Retail Outlets Join Hands to Save 30 Million Plastic Bags and Bring Environmental Education to more than 1,000 Kindergartens

(8 April 2008, Hong Kong) -- Dairy Farm International Group ("Dairy Farm"), which includes Wellcome, Mannings, 7-Eleven, and IKEA, together with Environmental Campaign Committee ("ECC") Education Group, today announced the launch of a city-wide early childhood green education initiative. The "Little Green Ambassador Scheme 2008" is Hong Kong's largest early childhood education plan using the four companies' 1,300 retail outlets as the key platform for spreading awareness and knowledge on environmental protection. Through leveraging on the powerful collaboration between the government, academia, the business world, as well as parents, the "Little Green Ambassador Scheme" is aimed at developing eco-friendly waste reduction habits among pre-school students, with the help of teaching materials and parental guidance, in order to enhance the younger generation's awareness of the environmental problems.

Hong Kong's largest platform for green education

Dairy Farm has long been an advocate for environmental protection, actively promoting a wide range of green initiatives, such as the "Say: 'No Plastic Bag Day'" scheme at its subsidiaries Wellcome, Mannings, 7-Eleven and IKEA, through which more than 65,000,000 million plastic bags (15%) were saved in 2007, compared to 2005. To further promote green living, Dairy Farm and its four subsidiaries have joined hands with the ECC to present the "2008 Little Green Ambassadors Scheme", enabling more than 30,000 participating students and their parents to reduce plastic bag consumption, with help from the far-reaching network of 1,300 retail outlets serving as a convenient platform to heighten green awareness in the community.

Close to 30,000 students to become "Little Green Ambassadors"

To encourage students and their parents to take part in this meaningful scheme, each "Little Green Ambassador" will receive a sticker every time they shop at one of the Dairy Farm Group member outlets, i.e. Wellcome, IKEA, 7-Eleven or Mannings, by bringing their own shopping bag or "saying no" when offered a plastic bag. An award and certificate will be presented to each "Little Green Ambassador" who has collected the required number of stickers in the "Green Passport" and returned it to their schools by 12 June 2008.

At today's launch ceremony, 20 children represented the 30,000 pre-school students to make a pledge to use less plastic bags and adopt their role as "Little Green Ambassadors", to help protect the environment. For further details, please refer to the enclosed fact sheet, or call ECC enquiry hotline on 2519-9173, or visit www.ecc.org.hk.

Bringing green education to local pre-schools

In addition to "Little Green Ambassadors", ECC and the four retailers under Dairy Farm created teaching materials for 138,000 pres-school students at more than 1,000 kindergartens, to provide local teachers with a range of engaging teaching methods of spreading the green message. Meanwhile, parents can also get involved with the scheme's suggest parent-child activities, which are specially designed to further inspire the young children to participate in the green movement. For further details, please refer to the enclosed fact sheet.

Popular local girl group, The Pancakes, has also written the theme song for the 2008 "Little Green Ambassadors", titled "Little Green Ambassadors", to bring out the key message of "Say No No No to Plastic Bags". The catchy song is incorporated onto a CD as part of the green teaching materials packet.

Ms. Caroline Mak, Group Specialty Retail Director of Dairy Farm Group said, "Being one of the leading retailers in Asia, Dairy Farm Group, and all our affiliated members, are committed to environmental protection and advocacy. **Our four major retailers have successfully reduced total plastic bag consumption by an average of 30,000,000 bags per year over the past two years.** We believe we have the responsibility to cultivate future generations into environmental advocates,

as they will be the leaders of tomorrow. Hence we are thrilled to partner with ECC to launch the city's largest pre-school green education platform through the 'Little Green Ambassadors Scheme', funded by donations received from our 'Say: No Plastic Bag Day' scheme, and to introduce innovative environmental teaching materials to local pre-schools. Through these initiatives, Dairy Farm aims to set an example by bringing together the business community, the government, the academia, as well as parents, to join forces in promoting and advocating environmental protection. We strongly believe that schemes like this will not only further reduce plastic bag consumption, but also alert the public's awareness on the importance of saving the earth's resources, and to pave our way towards a greener Hong Kong."

Mr. George Tam, Convenor of Environmental Campaign Committee (ECC) Education Group said, "The inaugural 'Little Green Ambassadors Scheme' was extremely popular, **with more than 33,000 local pre-school students participating**. Habits are best nurtured from early childhood, and educational programmes on environmental protection require long-term collaborations in order to achieve their goals. We are glad Dairy Farm Group is committed to launching this scheme, and promoting it with the help of its extensive retail network, and our green teaching materials. This scheme will effectively enhance our children's awareness on everyday environmental problems, but also bring this message to the attention of their parents, and the community." In addition, between January 2007 and January 2008, Dairy Farm and ECC have allocated more than \$600,000 to fund relevant promotional and educational purposes.

Four major retailers take action together

Dairy Farm has always been an avid supporter green advocacy, and has been committed raising public awareness on environmental knowledge and reducing plastic bag consumption through Wellcome's groundbreaking "BYOB" activity launched in 2005, as well as the ongoing "No Plastic Bag Day" that kicked off in 2007. Last November, Dairy Farm announced that its four subsidiary companies spanning 1,300 retail outlets in Hong Kong will enlist every Tuesday as "No Plastic Bag Day", to further promote the green message. In fact, Wellcome and Mannings were the first chain supermarket and health & beauty store in Hong Kong to present Tuesday as "No Plastic Bag Day", during which for every plastic bag a customer requires, they will give a voluntary donation of \$0.50 towards charitable causes promoting environmental protection. Furthermore, through prominent in-store displays, and printing messages on plastic bags, the four retailers will continue roll out various high-visibility campaigns to promote plastic bag reduction.

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About the Dairy Farm Group

Dairy Farm is a leading pan-Asian retailer. At the end of 2007, the Group and its associates operated 4,191 outlets – including supermarkets, hypermarkets, health and beauty stores, convenience stores, home furnishings stores and restaurants, employing over 69,000 people in the region, with total annual sales of US\$6.8 billion. Dairy Farm is a member of the Jardine Matheson Group.

About the Environmental Campaign Committee (ECC)

Founded in 1990, the Environmental Campaign Committee (ECC) is a non-statutory body with committee members appointed by the Chief Executive. Committee members come from the education sector and academic field, industrial and business organizations, professional institutions, Green Groups, and relevant government departments. ECC's objective is to promote public environmental awareness and encourage the public to contribute actively towards a better environment.

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