



PRESS RELEASE: FOR IMMEDIATE RELEASE

27 October 2011

**The British Chamber of Commerce announces the launch of the
'Growing Together' project in partnership with HSBC**

Letting Hong Kong's Children Learn about Green Issues

The British Chamber of Commerce's Environment Committee is pleased to announce the launch of the 'Growing Together' project in partnership with HSBC. 20 schools (10 international and 10 local schools) have been selected to take part in this one-year pilot programme, during which students will work with Microgardens and Bokashi composting systems to foster their awareness of environmental and sustainability issues.

The programme originated as a way to encourage Corporate Social Responsibility across the British Chamber membership and aims to introduce students to organic farming. "In a society where most young people are unfamiliar with farming and gardening due to them living in an urban environment", commented Christopher Hammerbeck, Executive Director of the British Chamber of Commerce, "the 'Growing Together' project is vital to ensure a proper understanding of the role played by gardens and farms." Mr. Hammerbeck noted that "this project could not have happened without the support and encouragement of HSBC who once more have shown their dedication to the development of young people in Hong Kong".

The programme, which can easily be built into the teaching curriculum, will demonstrate the proven benefits that a creative, hands-on, horticultural activity can have on schools and students, as well as serving as a useful catalyst to diversify the range of academic studies that are currently available in Hong Kong. It will also give students the opportunity to appreciate the value of organic materials in growing local, sustainable and non-toxic fresh produce. "Raising awareness of the growth cycles of plants, composting and reducing food waste, through the educational curriculum, is the very essence of 'Growing Together'," added Anne Kerr, the Chairlady of the Chamber's Environment Committee.

International and local schools have been paired together to promote cultural exchange and knowledge sharing, as well as English-language enrichment for the local students. HSBC Climate Champions (employees that have gone through intensive classroom and field climate change training) will be involved as facilitators of sharing activities among the participating schools. HSBC Head of Corporate Sustainability Asia Pacific Region Teresa Au noted that "this programme marks a unique collaboration between local and international school students from kindergarten to secondary level. Growing and composting activities will add another dimension to classroom learning on environmental issues in subjects like General Studies and Liberal Studies. Inter-school sharing will offer local students an informal platform to improve their English language skills and international students to engage with the wider community.

A launch ceremony was held at South Island School, Aberdeen on Thursday 6th October, 2011 where 80 guests, including representatives from all participating schools and partners, were gathered.

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Photo captions:

1. Christopher Hammerbeck, Executive Director of the British Chamber of Commerce in Hong Kong; Teresa Au, Head of Corporate Sustainability Asia Pacific Region; and two student representatives from participating schools kicked off the project at the launch ceremony.
2. Teachers and students from all 20 participating schools received recognition plaques for their interest and enthusiasm to engage with one another in this one-year project.

ABOUT THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED - SPONSOR

HSBC supports the communities in which they operate. They focus their community investment activity on education and the environment – the fundamental building blocks for the development of communities and drivers for economic growth and poverty alleviation. In 2005, HSBC became the world's first carbon neutral bank.

ABOUT THE BRITISH CHAMBER OF COMMERCE – PROJECT MANAGER

The British Chamber is a dynamic force that represents the business interests of its members in Hong Kong, mainland China and the Asia Pacific region. The Chamber exists to serve its members and create business value for them through leadership, networking and offering a platform for the sharing of knowledge. For more information, please visit www.britcham.com.

ABOUT THE GREEN PATCH– MICROGARDENS SUPPLIER

The Green Patch are specialists in organic installations and horticulture educational workshops. Microgardens features the intensive cultivation of food and other plants grown in twin-walled modular containers made from 95% recycled uPVC with a life span of at least 20 years, purpose-designed to ensure stable growing conditions in a safe, fertile organic media.

TENG HOI CONSERVATION ORGANISATION – BOKASHI SUPPLIER

Teng Hoi Conservation Organization is a non-profit making organization that develops practical and participative environmental programmes with a strong emphasis on education and measurable results. Bokashi originates from Japan and features a hygienic and vermin-free composting process using micro-organisms.

Participating schools:

1. Abacus Kindergarten
2. Bradbury School
3. Clearwater Bay School
4. Chiu Yang Por Yen Primary School
5. Creative Primary School
6. Discovery College
7. ELCHK Lutheran Secondary School
8. Hong Kong Baptist University Affiliated School Wong Kam Fai Secondary and Primary School
9. King George V School
10. Kowloon Junior School
11. Ma On Shan Ling Liang Primary School
12. Munsang College (Primary Section)
13. Munsang College (Secondary Section)

Project Manager:



Sponsor:



14. Peak School
15. Quarry Bay School
16. Renaissance College
17. Stewards Ma Kam Ming Charitable Foundation Ma Ko Pan Memorial College
18. South Island School
19. St Bonaventure Catholic Primary School
20. St Paul's Convent School

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