



「商約」惜水運動
Enterprises Cherish Water Campaign

Clean Water is Precious!

Non-domestic water users consist of about 10% of total user accounts, but they are accountable for 45% of the total water consumption in Hong Kong, becoming one of the most important sectors in cherishing water

The United Nations established the 17 Sustainable Development Goals (SDGs) in 2015



Water Crisis is identified as the #1 societal risks

(Source: World Economic Forum's Global Risks Survey 2020)

Campaign Objectives

1. Strengthen engagement & collaboration with the commercial sector in cherishing water
2. Unlock and educate the total cost and **value of cherishing water on a life-cycle basis**, including water & carbon footprint along the value chain
3. **Promote and ensure** installations and usage of high-efficiency water-consuming devices
4. **Recognise** outstanding performers in cherishing water



Campaign Targets

Hotels

Food Production
and Processing
Plants

Commercial/
Industrial Buildings

Eateries

Shopping Malls



Campaign Initiatives



- 1 ECH₂O Charter Signing
- 2 ECH₂O Manager Appointment
- 3 Stakeholders Engagement & Promotion
- 4 ECH₂O Charter Recognition
- 5 ECH₂O Awards

ECH₂O Charter

Invite commercial and industrial to commit to cherishing water within their scope of operations. Charter Statement includes:

1. Support the ECH₂O - Enterprises Cherish Water Campaign to cherish water
2. Assign staff as ECH₂O Manager to manage water consumption
3. Promote practices and behavioural changes for water cherishing
4. Participate in Water Efficiency Benchmarking
5. Set water saving targets
6. Promote and adopt efficient water-consuming devices



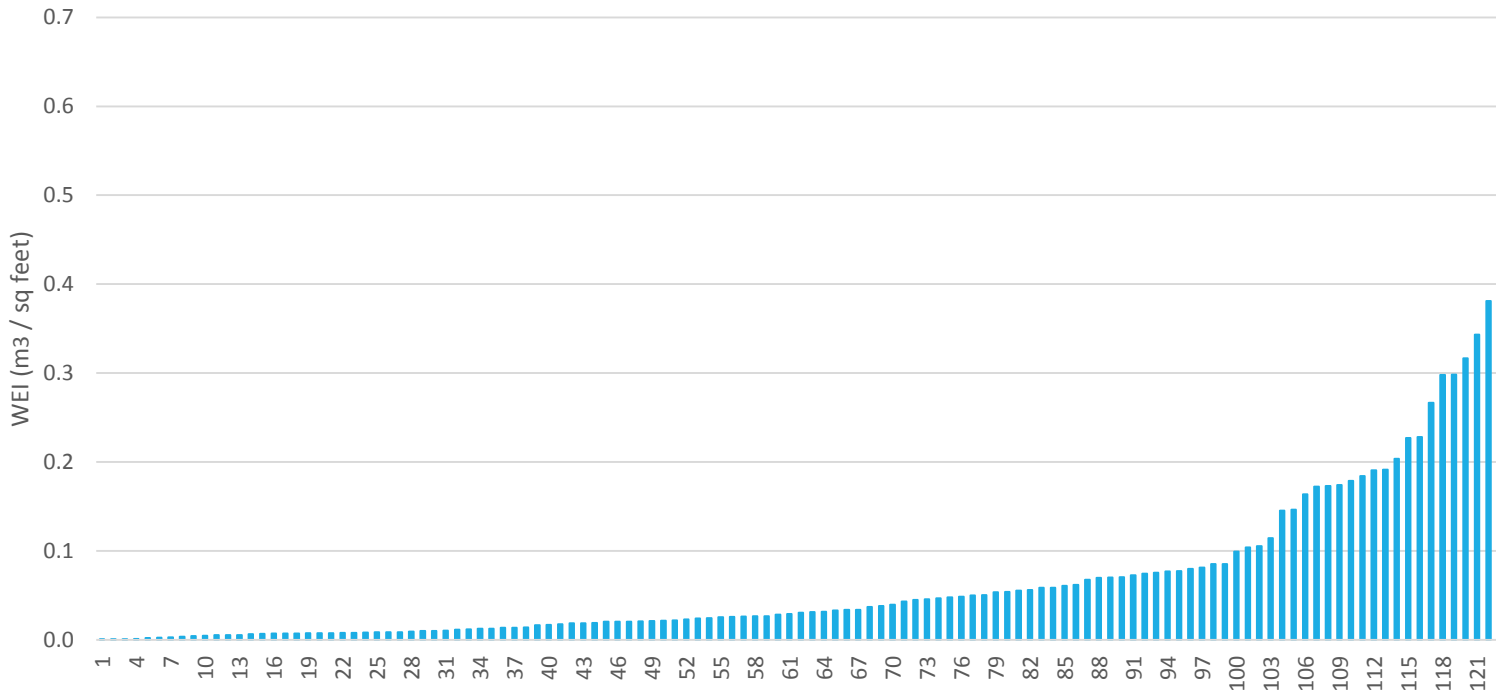
ECH₂O Manager

ECH₂O Manager will help promote the campaign on his/ her responsible premises, duties include:

1. Attend workshops to learn best practices
2. Monitor the water consumption and update on the cherishing water progress of the premises
3. Provide the business activity indicator (e.g. traffic flow) to calculate the industry's **Water Efficiency Index**
4. Arrange the installation of water-saving devices
5. Share successful cases of cherishing water with other ECH₂O Managers



Water Efficiency Index (WEI)



Business Activity Indicators Used

Hotel	No. of Guest-night
Eatery	Seat No.
Shopping Mall	Floor Area
C&I Building	Floor Area
F&B Plant	Production Quantity

Cherishing Water Promotion & Education

1. Exhibitions in Shopping Malls
2. Promotional Booths
3. Workshops for ECH2O Managers



ECH₂O Charter Recognition

1. Present appreciation certificates to signees of ECH₂O Charter
2. Present appointment certificates to ECH₂O Managers
3. Deliver cherishing water messages to the public



Water Supplies Department
GREEN COUNCIL
環保綠聯盟

「商約」惜水約章 2022
Enterprises Cherish Water Charter 2022

我們承諾

1. 支持「商約」惜水運動珍惜用水
2. 委派員工擔任「商約」惜水經理管理用水量
3. 促進珍惜用水的實踐和行為改變
4. 參與用水效益基準
5. 訂立減少用水的目標
6. 推廣和採用高用水效益的器具

WE PLEDGE TO

1. Support the ECH₂O - Enterprises Cherish Water Campaign to cherish water
2. Appoint staff as ECH₂O Manager to manage water consumption
3. Promote practices and behavioural changes for water cherishing
4. Participate in Water Efficiency Benchmarking
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參與場所：啟勝管理服務有限公司 - 上水廣場
Participating: Kai Shing Management Services Limited -
Premises: Landmark North

SAVE ME



ECH₂O Awards

Sectorial Cherish Water Award

Premises rank within the top 10 percentiles of the WEI

Cherish Water Achievement Award

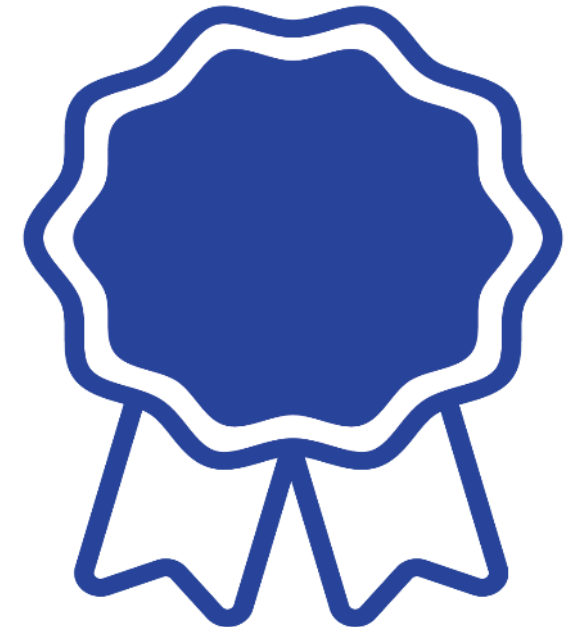
Premises achieved their targets with outstanding water reduction

Outstanding ECH₂O Manager

Managers with strong commitment, enthusiasm and outstanding performance in cherishing water

Water Efficient Device Installation Commendation Scheme

Premises with a high installation rate (90%) of flow controllers or water-efficient devices



Benefits of Participation

1. Being recognised publicly
2. Improve water efficiency and reduce costs
3. Evaluate your own water efficiency through benchmarking opportunities
4. Enhance organisational green image
5. Reduce water and carbon footprint and promote sustainable development





Thank You

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