



金獎

Gold Award

零售業

Retailers



牛奶有限公司

惠康

The Dairy Farm Company Limited
Wellcome

惠康 — 推動綠色零售管理

惠康超級市場服務香港逾65年，一直積極履行社會企業責任，並以「減用、重用及循環再造」為原則，與香港市民攜手實踐環保。

Wellcome – Be a Green Retailer

Being a home-grown supermarket serving Hong Kong for over 65 years, Wellcome strives to uphold social responsibility. We follow the 3R principles – Reduce, Reuse and Recycle in protecting our environment together with the Hong Kong public.



惠康於2007年減短收據上的資料，有效縮短單據長度平均達20%，相等於每年減少長達七百萬米的單據紙張。2008年，惠康進一步簡化收據上的資料，有效縮短單據平均長度達10%，及縮小貨架上的價錢牌達三分之一。

By shortening the information on Wellcome's receipt in 2007, the average receipt length decreased by 20%, equivalent up to 7 million meters of receipt paper annually. In 2008, the average length of receipt was further decreased by 10% and that of price tags was reduced by 1/3 to save more paper and enhance cost efficiency.



惠康於2008年成為全亞洲首個零售商引入歐盟5型環保貨車。Wellcome is the first retailer in Asia to launch its fleet of environmentally-friendly trucks which comply with Euro 5 standard in 2008.



惠康成為首間與環保署簽訂「減發膠袋目標協議」的超級市場，最終更超出目標，達至全年膠袋使用量減少達17%。

Wellcome was the first supermarket chain in Hong Kong to sign the Voluntary Agreement on Plastic Bag Reduction with the Environmental Protection Department and has recorded up to a 17% year-on-year decrease in plastic bag usage which exceeded the target.



惠康透過舉辦環保袋設計比賽，積極推動年青人透過藝術創作參與環保項目及提高市民環保意識。

Wellcome inspired young artists to design environmentally-friendly shopping bags which aimed to increase youth participation in promoting environmental protection and raise public environmental awareness.