

# 香港環境卓越大獎

Hong Kong Awards for Environmental Excellence 2019

## 銀獎

Silver Award

### 服務及貿易業

Servicing and Trading

adidas

愛迪達香港有限公司

adidas Hong Kong Limited



愛迪達香港有限公司一直致力環保，在節能、減廢及減碳都取得成效。除了繼續大量使用海洋塑膠垃圾作為物料的運動產品，adidas更創立了全球性保育運動「Run For The Oceans」，透過體育運動的力量，喚起公眾對海洋塑膠及污染危機的關注，從而激發他們以行動作出改變。

The green company initiative plays an important role in the sustainability strategy of adidas Hong Kong Limited. The Company has achieved considerable savings in energy and reduction of waste and carbon emissions. In addition to intercepting vast amounts of marine plastic waste into sportswear continuously, adidas has also created a global movement “Run For The Oceans” that harnesses the power of sport to raise public awareness about the threat of marine plastic pollution and inspire action amongst the public to drive changes.



透過採取各項措施，包括在陳列室和會議室內的**品牌標誌**使用發光二極管照明，及安裝玻璃窗貼膜以減低照入室內的熱能，成功於**2018年** (較**2010年**的基準線) 減少**15%**的用電量。

Achieving a 15% reduction in electricity consumption in 2018 when compared with its baseline in 2010 through various measures including application of LED lighting in the showroom and for the brand sign in the meeting room and installation of window films to reduce the solar heat entering the door area.

自**2015年**起，公司與國際保育組織合作，生產以塑膠廢物製成的產品，以喚起公眾和顧客對塑膠廢物污染的認識：回收後的塑膠廢物會被製成紗線，之後會用於生產鞋履產品的面層物料。

Arousing public and customers' awareness on plastic waste pollution by collaborating with an international conservation organisation since 2015 to manufacture products made with plastic waste. The upcycled plastic waste is made into yarns and the yarns are used to produce the upper material of the Company's footwear products.



致力在營銷活動中減少廢物的產生，例如在所有公司的活動中禁用全新塑膠物料，以及在「Run For The Oceans」跑步活動中使用由回收物料製成的宣傳旗幟，並向跑手提供可重用的杯。

Striving to minimise waste generation in the Company's marketing events, such as prohibiting the use of virgin plastic material at all kinds of events, as well as using promotional flags made with recycled materials and providing reusable cups to runners to drink water at “Run For The Oceans”.