

David Eldon on a Sustainable Pearl River Delta

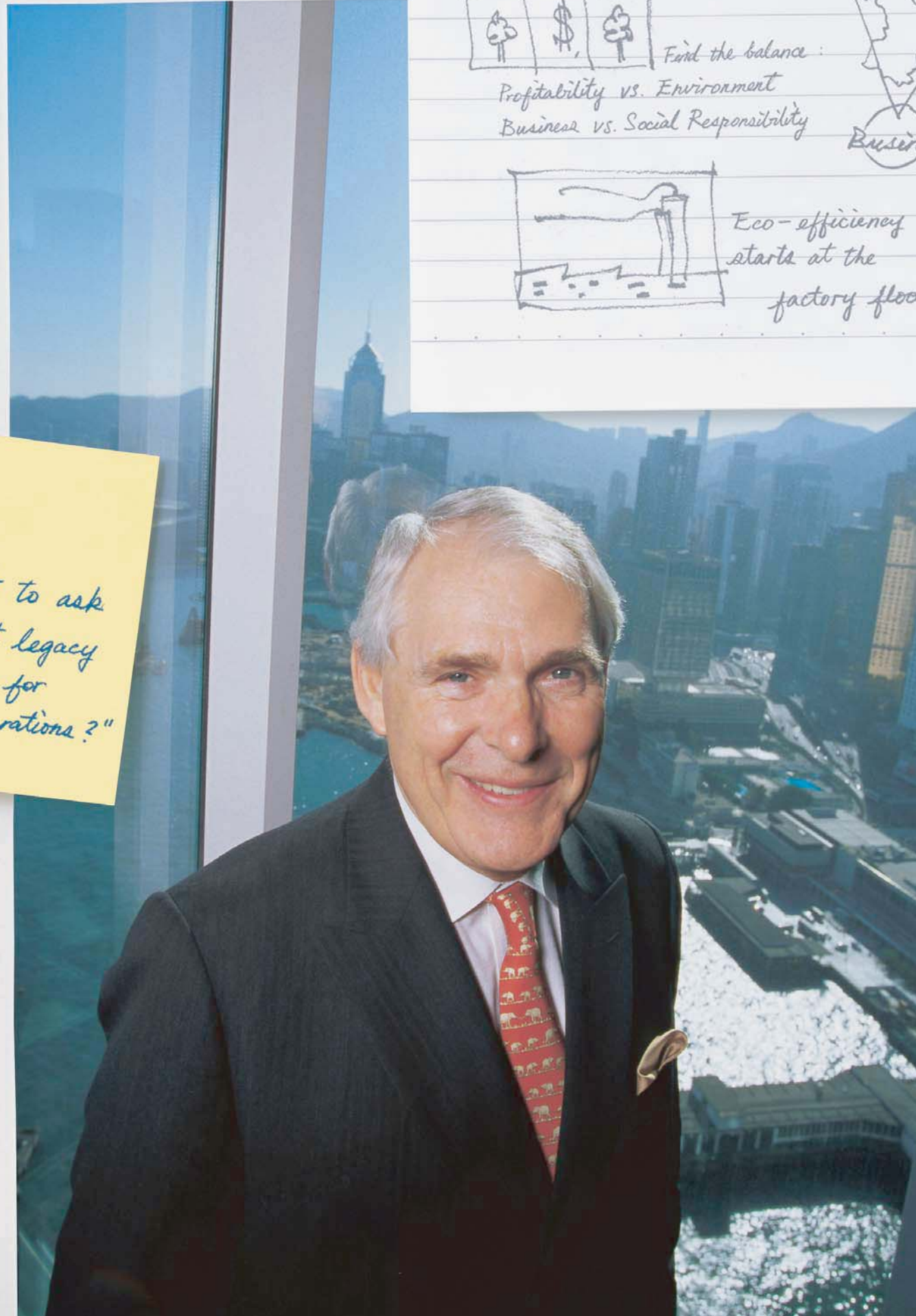
Realising the balances between profitability and the environment and business and social responsibility can only be achieved through wholesale buy-in from the regulators and business communities on both sides of the border. It is about economic decisions underpinned by long-term educational initiatives.

Establishing a practising mindset for sustainability necessitates defining achievable and clear goals supported by economic reward or, at the least, regulatory consequence. Performance delivery requires collective thinking and the collaborative and assertive actions amongst governments, NGOs and commercial enterprise throughout the Pearl River Delta. Governments not only have the privilege to regulate but also the obligation to enforce. NGOs provide the framework for standards and education. The business communities are the engines of change.

Immediate needs lay with the environment, our shared resource and collective asset. Eco-efficiency begins at the factory floor where we can foster genuine change through the example that sustainability makes good business sense, particularly when applied consistently across regional operations.

David Eldon.

David Eldon
Chairman
Hong Kong General Chamber of Commerce



We need first to ask ourselves, "What legacy are we leaving for our future generations?"

