

**List of Recommendations to BEC:
Guiding Climate Communication for Hong Kong Businesses**

We hope for BEC to recommend the following to the Hong Kong business sector to implement.

Structure: Creating a More Integrated Sustainability Department	
#1.	We recommend that companies work to incorporate sustainability as a core value of their business, such that major decisions they make are considered in the context of sustainability.
#2.	We recommend having representatives of the sustainability department across different departments in a company, with the purpose of coordinating on climate disclosure and action plans, as well as educating and informing other employees.
#3.	We recommend that regular employees be trained in the basics of sustainability to ensure that they can assist with sustainable practices, and that they are knowledgeable about the topics and techniques they use.

Climate Rhetoric: Increasing the Clarity of Terms and Creating Standardisations	
#1.	We recommend that reporting guides have a standard definition of terms used. The language within each of these definitions should not change and be reworded.
#2.	We recommend that reporting guides have clear definitions of terms so that they can be differentiable from other commonly related terms.
#3.	We recommend that organisations streamline reporting guidelines so it will be less overwhelming for companies on which guide to use and also to reduce the confusion on the formats of different reporting styles.

Visibility of Information on Sustainability Initiatives	
#1.	We recommend all company websites to increase the accessibility and visibility of information on sustainability targets and initiatives to meet consumer expectations of easily visible information on sustainability initiatives.
#2.	We recommend that information on sustainability targets and initiatives be presented on webpages in an easy-to-understand form for an average viewer. This may include an overview in layman's terms of the company's sustainability targets, then an overview in layman's terms of the initiatives to meet those targets. Links or buttons to more information should be clearly labelled and easy to find.
#3.	We recommend companies to include evidence of sustainability initiatives on social media posts that promote their sustainability values to meet consumer expectations of providing evidence to support claims on sustainability.