

A Pioneer in ESG-Driven Sustainable Media

— An Interview with

Mr Xu Wei

Chairman and CEO, Phoenix TV



以**ESG**為核心

打造可持續發展的

媒體先鋒

— 專訪**鳳凰衛視**董事會主席兼行政總裁**徐威**先生

For its commitment to outstanding environmental, social and governance (ESG) practices, Phoenix TV Investment (Holdings) Ltd, (hereinafter referred to as “Phoenix TV”) was recognised with an honourable mention in the Hong Kong Corporate Governance and ESG Excellence Awards 2023 conferred by the Chamber of Hong Kong Listed Companies and the Centre for Corporate Governance and Financial Policy, Hong Kong Baptist University.

In an interview with *Momentum*, Mr Xu Wei, Phoenix TV Chairman and CEO, in addition to providing insights into the company's efforts, experiences and achievements in planning and implementing ESG projects, explained how the award not only affirms the company's past efforts, but it also encourages Phoenix TV to continuously enhance its ESG performance.

As an international media Mr Xu said, through its comprehensive ESG practices, Phoenix TV showcases its social responsibility and ESG objectives. “From global emission reductions to local environmental protection, and from social welfare to employee well-being, Phoenix TV aims to set a new benchmark in the media industry,” Mr Xu said. Moving forward, the company will continue to uphold these principles, enhance corporate governance, promote sustainable development and create greater societal value. For instance, Mr Xu said that Phoenix TV leverages its extensive network to embed ESG principles into programmes production and business operations.

鳳凰衛視投資（控股）有限公司（以下簡稱「鳳凰衛視」）憑藉其卓越的企業治理和環境、社會、治理（ESG）實踐，在由香港上市公司商會和香港浸會大學公司管治與金融政策研究中心頒發的 2023 年香港企業管治及 ESG 卓越成就獎中獲得榮譽獎。

在接受《Momentum》採訪時，鳳凰衛視董事會主席兼行政總裁徐威先生除了分享公司在規劃和推行 ESG 項目方面的努力、經驗和成就外，還表示獎項不僅肯定了公司過去的努力，也鼓勵了鳳凰衛視繼續提升 ESG 表現。

徐威先生表示，鳳凰衛視作為一家國際媒體機構，透過全面 ESG 策略，展示其社會責任。他說：「無論是推動全球減排，還是在本地推廣自然保育，我們都積極參與。我們不僅關注員工福祉，還推己及人，關懷社區，樹立媒體行業新標杆。」展望未來，鳳凰衛視將繼續堅持這些原則，提升企業管治，推動可持續發展，創造更大社會價值。他特別提到，鳳凰衛視善用其廣泛的媒體網絡，將 ESG 元素融入其節目和業務之內，將環保減排、社區關懷和文化保育訊息傳揚至世界各地。

今年四月，鳳凰衛視香港台在香港地面免費電視平台第85號頻道開播，提供普通話和粵語雙語節目，配以繁體中文字幕，為本地觀眾提供多元化選擇。徐威先生表示：「多元化內容旨在迎合本地觀眾需求，冀為香港觀眾提供一個與世界其他地區聯繫的新渠道。」





Offering programmes in Putonghua and Cantonese with traditional Chinese subtitles, a recent example is the launch of Channel 85 in Hong Kong, which commenced broadcasting in April 2024. “The diverse content aims to cater to local audiences,” Mr Xu said. “We hope these efforts will provide a new channel for Hong Kong audiences to connect with the rest of the world,” he added.

According to Mr Xu, Phoenix Hong Kong Channel has three main features. First, Mr Xu explained, the channel is news-oriented, underpinned by strong global news reporting capabilities; second, it aims to unite Chinese people globally and promote Chinese culture; and third, it focuses on producing Cantonese programmes to better serve a Cantonese-speaking audience. Overall, Phoenix TV is committed to promoting Chinese culture and uniting Chinese communities globally.

Proactively Adopting ESG Strategies

Phoenix TV has always been at the forefront of promoting sustainable development and environmental responsibility. Through collaborations with international organisations, the company showcases its commitment to contributing to global emission reductions, climate change mitigation, and the protection of cultural and natural heritage. Key initiatives and partnerships Phoenix TV has undertaken in these areas include:

Continued Hosting of the “Zero-Carbon Mission International Climate Summit”: For three consecutive years, Phoenix TV has partnered with international collaborators to host the “Zero-Carbon Mission International Climate Summit”, contributing to global decarbonisation goals. “This summit is co-hosted by the World

據介紹，鳳凰香港頻道具有以下特點：頻道以新聞立台，藉助全球新聞報道能力和豐富的文化紀錄片，滿足本地觀眾對國際資訊和中華文化的需求，團結全球華人，推廣中華文化。頻道專注於製作粵語節目，以更好地服務粵語觀眾。整體上，鳳凰衛視以傳播中華文化、凝聚全球華人為宗旨，立足香港，面向港澳台及全球華人社會。

積極實施 ESG 戰略

鳳凰衛視一直以來在推動可持續發展和環境責任方面走在前列，通過與國際組織合作和倡議來展示承諾，凸顯其在全球減排、應對氣候變化及保護文化和自然遺產方面的貢獻。以下是鳳凰衛視在這些領域的一些重要項目和合作：

持續舉辦「零碳使命國際氣候峰會」：鳳凰衛視已連續三年與國際合作夥伴共同舉辦「零碳使命國際氣候峰會」，助力實現全球減排目標。「這一峰會得到了世界自然基金會和落基山研究所等機構共同主辦，各國政府、環保組織、中外企業等領域的代表也積極參與，成為了中國和國際社會圍繞氣候議題的重要對話平台。」他說道。

參與夏季達沃斯論壇：圍繞「零碳使命」IP，鳳凰衛視受邀主辦「夏季達沃斯論壇－保護自然和氣候」的氣候變化領域專場論壇，論壇以「恢復自然的生存之爭」為主題，通過對話形式討論國際社會如何進行投資並為保護動植物群落、恢復退化的土地和海洋生態提供支持。

參與聯合國教科文組織合作：鳳凰衛視作為聯合國教科文組織的戰略合作夥伴，於2023年在杭州共同舉辦

Wide Fund for Nature and the Rocky Mountain Institute, with active participation from representatives of government agencies, environmental groups and enterprises from China and abroad,” Mr Xu said, “it has become an important dialogue platform of climate issues for China and the international community.”

Participation in “Summer Davos”: Centred around the “Zero-Carbon Mission”, Phoenix TV was invited to host the “Davos Forum – Protecting Nature and Climate Series”. The forum, themed “The Struggle for Survival in Restoring Nature”, facilitated dialogue on how the international community can invest in and support the protection of flora and fauna and restore degraded land and marine ecosystems.

Collaboration with UNESCO: As a strategic partner of UNESCO, actively promoting sustainable development concepts, Phoenix TV co-hosted the Dialogue with “The Next 50: Global Celebration of the 50th Anniversary of the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage” in Hangzhou in 2023.

Participation in UNSDG Activities: Phoenix TV is the only Chinese-language media among the first partners of the “United Nations Sustainable Development Goals Media Compact”. For the third time, in 2023, Phoenix TV was invited to participate in the SDG Media Zone Dialogue at the United Nations Headquarters in New York. The event, which received positive feedback, included live online broadcasts and featured participation from UN officials, experts and scholars.

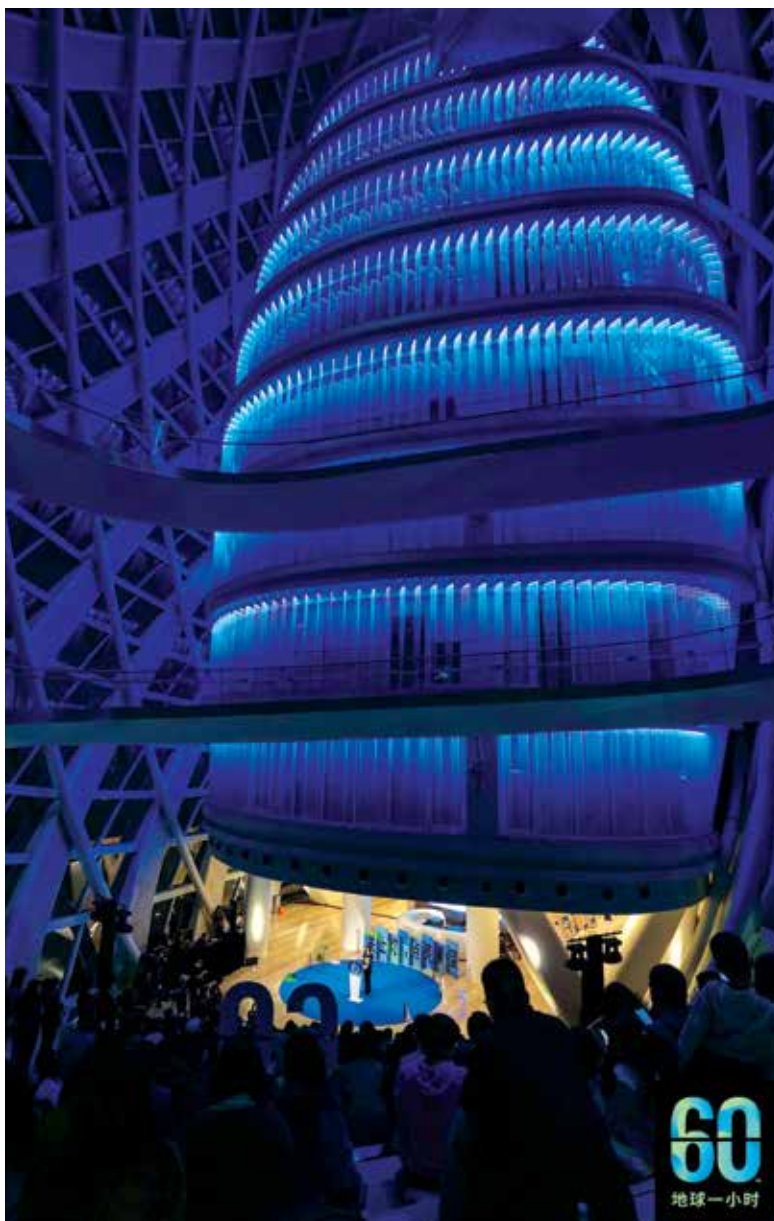
Co-organising “Earth Hour”: As a co-initiator and strategic media partner, Phoenix TV has jointly organised the largest global environmental movement “Earth Hour” for three consecutive years. “The 2024 Earth Hour” main light-off event in Beijing was held at the Phoenix Centre, symbolising concern for nature and support for environmental protection through action.

Hong Kong Nature Stories: In Hong Kong, in 2023, in collaboration with WWF Hong Kong and the China Resources Group, Phoenix TV launched the *Hong Kong Nature Stories* project, which aims to inspire curiosity among children about the natural world, raise awareness about nature conservation, biodiversity protection, climate change, and sustainable development as well as guide the city’s youth towards protecting Hong Kong’s ecological heritage.

「對話下一個 50 年《保護世界文化和自然遺產公約》50 周年全球慶典」的國際活動，積極傳播可持續發展理念。

參與聯合國可持續發展目標活動：鳳凰衛視是聯合國「可持續發展目標媒體契約」首批合作夥伴中唯一的華語媒體。2023 年，鳳凰衛視第三次受邀參加紐約聯合國總部舉辦可持續發展目標媒體區對話會活動。該活動邀請聯合國官員、專家以及學者等現場參與，同步在線直播，獲得積極反響。

協辦「地球一小時」：鳳凰衛視作為聯合發起方及媒體戰略合作夥伴，連續第三年共同舉辦具有全球影響力的公眾環保活動「地球一小時」。2024 年「地球一小時」北京主會場熄燈儀式在鳳凰中心舉行，該活動旨在用行動表示對自然的關切和對環保的支持。



Featuring a series of television documentaries and nature-related activities, broadcast globally through Phoenix TV's global media outlets, *Hong Kong Nature Stories* showcase Hong Kong's natural beauty and ecological conservation achievements. Furthermore, the project includes the *Green Campus Initiative*, which includes outdoor classes and lectures delivered by topic experts. To ensure the initiative reaches one of its main target audiences, *Green Campus* teaching kits have been donated to thousand schools across Hong Kong.

From planning to implementation, Mr Xu said the Hong Kong Nature Stories project was the brainchild and creation of Phoenix TV colleagues. "We initiated it and then sought outside partners." Mr Xu said. The project had fostered cross-departmental collaboration, leaving Phoenix TV staff with a strong sense of achievement and fulfilment. He added that, in the process of developing the *Hong Kong Nature Stories* project, a number of enlightening discoveries were made. "We discovered the diversity of Hong Kong's natural beauty, which we had not fully appreciated previously."

Telling the Real Hong Kong Story

In addition to covering news events, Phoenix TV is dedicated to covering grassroots issues in Hong Kong. The success of *Echoes of the Rainbow*, a film depicting life in Kowloon Walled City, became an instant hit among Mainland Chinese and Hong Kong audiences, evoking memories for those who grew up in that era. Prior to the blockbuster success of *Echoes of the Rainbow*, Phoenix TV produced a documentary in 2023 that focused on the neighbourhood warmth within the densely packed Walled City enclave, which was home to more than 35,000 residents until its demolition in 1993.

Recalling his own memories of visiting the Kowloon Walled City, Mr Xu said the documentary explored an important piece of Hong Kong history. "Through such programmes we showcase Hong Kong's unique culture and help audiences to gain a deeper understanding of the city's past as well as the present," Mr Xu said. "As a media organisation it is our mission and responsibility to tell these stories."



《香港自然故事》項目：在香港方面，鳳凰衛視於2023年與世界自然基金會香港分會及華潤集團，共同舉辦大型公益項目《香港自然故事》，以紀錄片配合「走進校園，綠色行動」系列活動，並透過專家課堂及向全港上千所中小學校捐贈《家門口的自然課》教材等，激發孩子們探索自然世界的好奇心，協助增加青少年群體對自然保育、生物多樣性保護、氣候變化和可持續發展等方面的關注。

徐威先生表示，《香港自然故事》是鳳凰衛視同事們的心血結晶。「《香港自然故事》是我們同事構思出來的，非常有意義，我們決定先推動，然後再尋找合作夥伴。在過程裡，我們發現了許多新的意義，比如香港的自然環境多樣性，這是我們之前沒有充分意識到的。」他透露，《香港自然故事》由同事們發起並全程參與，促進了不同部門同事之間合作交流，完成後大家都感受到愉悅和成就感。

Social Responsibility Fundamental to Building Harmonious Communities

For Phoenix TV, as well as being an advocate for sustainable practices, the company cultivates a corporate culture of caring. Mr Xu said the company proactively embraces its commitment to social responsibility and community engagement. During the COVID-19 pandemic, for example, Phoenix TV actively supported Hong Kong's anti-epidemic efforts by donating masks, rapid antigen test kits, medicines and other supplies to nursing homes, frontline medical workers and disadvantaged families.

An integral part of Phoenix TV social responsibility and community engagement activities includes regularly organising activities for children with special needs. For instance, Phoenix TV works closely with the Heep Hong Society, a Hong Kong non-profit organisation committed to helping children and young adults with special needs. "We are rooted in Hong Kong and consistently deepen our ties with the local community, practicing social responsibility and promoting public welfare," Mr Xu said. In Mainland China, Phoenix TV's subsidiary, Phoenix New Media has long led the "Forever Happiness" campaign, which promotes healthcare and education in underdeveloped regions. Since 2007, through charity auctions and charity dinners, more than RMB300 million has been raised benefiting more than 1.09 million children.

As Mr Xu points out, global news coverage requires objectivity and diversity and as such, Phoenix TV's success largely stems from its diverse workforce drawn from a diverse cultural background. Phoenix TV's workforce comprises professionals from Hong Kong, Mainland and Taiwan, including employees that have studied or worked overseas. "Diversity helps us understand and reflect different cultural perspectives, making our content more varied and objective," Mr Xu explains. **M**

— Jimmy Chow
Journalist

講述香港真實故事

除了報導新聞大事外，鳳凰衛視也致力於報導香港基層生活。今年，《九龍城寨之圍城》這部描繪九龍城寨生活的電影，在內地和香港票房名列前茅。其實，鳳凰衛視早於2023年便製作了一部關於九龍城寨的紀錄片，名為《最後的城池—香港九龍城寨歷史記憶》。

在拆遷前，九龍城寨的居民數量曾達3.5萬人，直到1993年才被拆除。徐威先生與記者分享了他造訪九龍城寨的經歷，並說道：「對香港以外的人來說，他們不太了解九龍城寨這段歷史。通過這樣的節目，我們不僅展示了香港的獨特文化，也讓觀眾更深入地了解香港的歷史與現狀。」

承擔社會責任 建構和諧社會

對於鳳凰衛視來說，除了倡導可持續發展理念外，還建立了關愛社區的企業文化。徐威先生表示，公司積極參與社會公益活動，例如在新冠疫情期間，積極支持抗疫工作，捐贈口罩、快速抗原檢測盒、藥品和其他物資給護理院、前線醫護人員和弱勢家庭。

談及本地社區參與時，他強調，鳳凰衛視立足於香港，重視與本地社區的聯繫，致力於與本地社區共同成長。鳳凰衛視多次開展關愛特殊兒童活動，與香港協康會合作，為有特殊學習需要的學童提供幫助，充分發揮「商界展關懷」精神。在內地，集團旗下的鳳凰網長期開展「美麗童行」大型公益活動，推行促進欠發達地區醫療健康和鄉村教育發展的計劃，並透過慈善拍賣、慈善晚宴等方式，為弱勢兒童籌募善款，自2007年以來，累計籌款超過3億人民幣，惠及超過109萬名兒童。

正如徐威先生所說，報導環球新聞需要客觀公正，更需要多角度分析，而鳳凰衛視的成功，很大程度源於其多元化的員工隊伍。據悉，鳳凰衛視員工包括來自香港、內地和台灣不同地區的专业人士，也有海外留學回來或海外工作經驗的。「我們的團隊能從不同視角觀看問題，尋找解決之道，確保我們的節目內容更多元客觀。」他說。**M**

— Jimmy Chow
記者

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