

Kickoff Ceremony for Green Event Award Scheme and e-Green Voucher Scheme

A Kickoff ceremony for the e-Green Voucher Scheme and the Green Event Award Scheme was held on 4 August 2021 at Hong Kong Quality Assurance Agency (HKQAA) and via Zoom. HKQAA developed the schemes with the financial support of the Government's Recycling Fund.

Ir C S Ho, Chairman of HKQAA (Right), and Mr Fong Kin Wa, JP, Assistant Director (Waste Reduction and Recycling) of the Environmental Protection Department (Left), officiated at the ceremony. Due to the epidemic, more than 100 participants watched live streaming.



Ir Ho (Right) said, "The launch of this project would not have been so successful without the great support of the Environmental Protection Department, the Recycling Fund, industry organisations, environmental protection groups and supporting organisations. We hope that with the concerted efforts of all of you, more organisations will support green event management and make Hong Kong a world-renowned, low-carbon and environmentally friendly event city."

In opening remarks, Mr Fong (Left) said, "We are grateful for HKQAA for setting up the Green Event Alliance Platform to take the lead in providing assistance for green event management, assisting event organisers and related stakeholders to better plan and implement various waste reduction measures from the perspectives of education, recognition and optimisation."



The event featured guest speakers from the academic, recycling and environmental sectors: Mr Joseph Chan, Head of Global Communications Section, Social Responsibility and Sustainable Development Office, The Chinese University of Hong Kong (Bottom photo, Right 1), Dr Jacky Lau Yiu-shing, Chairman, Hong Kong Recycled Materials and Re-production Business General Association Ltd. (Bottom photo, Right 2), and Ms Karen Wong, Project Manager, Conservancy Association (Bottom photo, Left 1). Ms Meico Cheong Chai-chong, General Manager (Intelligence Business) HKQAA, introduced the background of the project and how to apply.

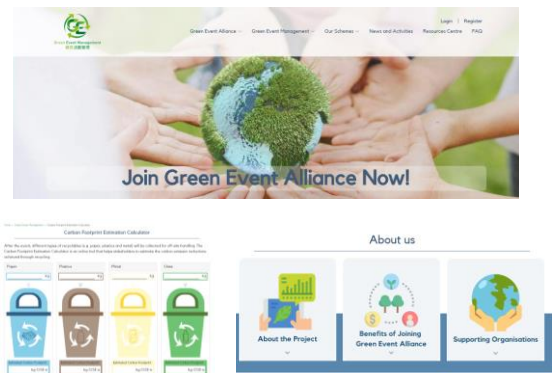


Dr Michael Lam, CEO of HKQAA (Right photo), said in his closing remarks, "It is hoped that the launch of a series of programs can encourage event organisers and service providers to reduce waste at source. This will strengthen cooperation between the recycling industry and stakeholders, utilise resources in an effective way and promote environmental protection."





HKQAA launched a new online platform at the ceremony. **The Green Event Alliance Platform** will promote green event management and e-vouchers and help event organisers organise green events. The Platform provides a carbon estimation calculator to estimate the carbon reduction effect of green measures, and pairs up event organisers and environmental service providers. It is expected that this will help the recycling industry discover new green business opportunities, promote the Green Employment Scheme and cultivate a green event management ecosystem.



The Green Event Award Scheme and e-Green Voucher Scheme is now open for entry. For details, please visit <https://greenevent.hk>.

**If you have any enquires about the schemes, please contact
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