

Chinachem Group

Sustainability Conference 2022










Creating Social Impact on the Zero Carbon Journey in Hong Kong



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Summary

Building Strong Communities for Sustainability

-  Tai Kwun not only aims to raise visitors' awareness of sustainability through soft messaging, but also to engage them to participate in related initiatives.
-  For the renovation of Prison Yard, it collected views from the community. Most of them want more greenery.
-  It aspired to respond to this public need. Yet, not every initiative can be implemented as it needs to abide by heritage conservation principles.
-  Through Serendipity in the Street exhibition, it hoped to find inspiration from the actions that residents organically formed by themselves.
-  It invited Fong Fong Tse, a resident whose initiative to green Circular Pathway has generated great interest, to the site as a participant. She naturally engaged visitors in conversation and activities about plants.
-  It also worked with specialists to include more green by putting potted plants and connecting the planter space to create larger shade of the heritage old trees.
-  The interventions are effective as the space has attracted more visitors.
-  Heritage integrity is retained while bringing about the greatest sense of engagement with the community.
-  Its partnering artists raise awareness of sustainability in its programmes. One recent example is Behind Your Eyelid exhibition.



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華懋集團

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可持續發展論壇 2022

香港零碳之旅 · 創造社會效益



張晶晶
大館總監
賽馬會文物保育有限公司

重點

築起社區聯繫 促進可持續發展

- 大館致力透過人性化手法，提高訪客對可持續發展的認識，並鼓勵他們參與相關活動。
- 邀請社區分享對監獄操場翻新工程的想法，大部分市民希望有更多綠色空間。
- 縱使團隊希望實現大眾所願，但基於保育原則，並非所有計劃都可實行。
- 舉辦「街角巧現」展覽，了解市民自發籌備的行動。
- 邀請了自發綠化弓絃巷的一名街坊芳芳姐參與活動，她自然而然與參加者交流種植心得，並發起贈送植物活動。
- 與專業人士合作，以擺設盆栽和擴闊老樹樹蔭，增加綠色空間。
- 這些舉措成功吸引更多訪客逗留。
- 滿足保育要求的同時，亦成功連繫市民，照顧他們的意願。
- 合作藝術夥伴透過活動宣揚可持續發展理念，近期例子有「潛入你眼簾」展覽。



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